

# Consumer Habits and Their Environmental Impact

A close-up photograph of a person's hand holding a green plastic bottle with a blue cap. The bottle is covered in condensation droplets. The hand is positioned over a yellow recycling bin, which is part of a larger recycling station with other bins in the background. The scene is outdoors with a blurred green background.

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## The Culture of Consumption in the 21st Century

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We live in an era of **hyper-consumption**.

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Consumption is not only economic — it's cultural  
*"You are what you buy."*

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**Brands and influencers** promote excess as freedom and identity.

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Everyday products are marketed as “solutions” to emotional needs.

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Companies create artificial demand and **shorten product lifespans**.



# Fast Fashion – Cheap Clothes, High Emissions

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Contributes **8–10% of global CO<sub>2</sub> emissions.**

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Consumes vast amounts of water and uses toxic chemicals.

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60% of fabrics are plastic-based — made from fossil fuels.

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Over 90 million tons of textile waste annually.





# Greenwashing – The Myth of Sustainable Consumption

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Many companies falsely market products as “green,” “eco,” or “carbon-neutral.”

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**Greenwashing** is the practice of appearing environmentally friendly while continuing harmful practices.

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Oil companies promoting renewable energy while expanding drilling.

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Fashion brands like H&M or Zara offering “conscious collections” made from synthetic materials.

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Consumers are told “*you can shop your way to sustainability*” — but this is a myth.

# The Carbon Footprint Trap – How BP Shifted the Blame

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In 2004, **British Petroleum** launched a global “carbon footprint” campaign.

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It introduced online tools to calculate your personal emissions.

03

The strategy made climate change feel like a **personal lifestyle problem**, not a political or industrial one.

04

BP continued oil expansion while suggesting you turn off your lights.



# Who Is Truly Responsible?

- UNEP Emissions Gap Report 2020:
  - The **wealthiest 1%** emit more than **twice as much** as the poorest 50%.
  - **G20 nations** account for 78% of global emissions.
- Systemic issues:
  - Corporate lobbying, fossil fuel subsidies, tax avoidance.
  - Policies made by and for elites.

# What Needs to Change



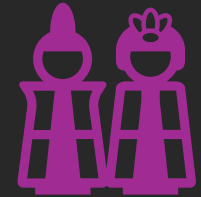
**Support regulation**



**Vote with your wallet  
and ballot**



**Organize and  
pressure institutions**



**Shift narratives**