



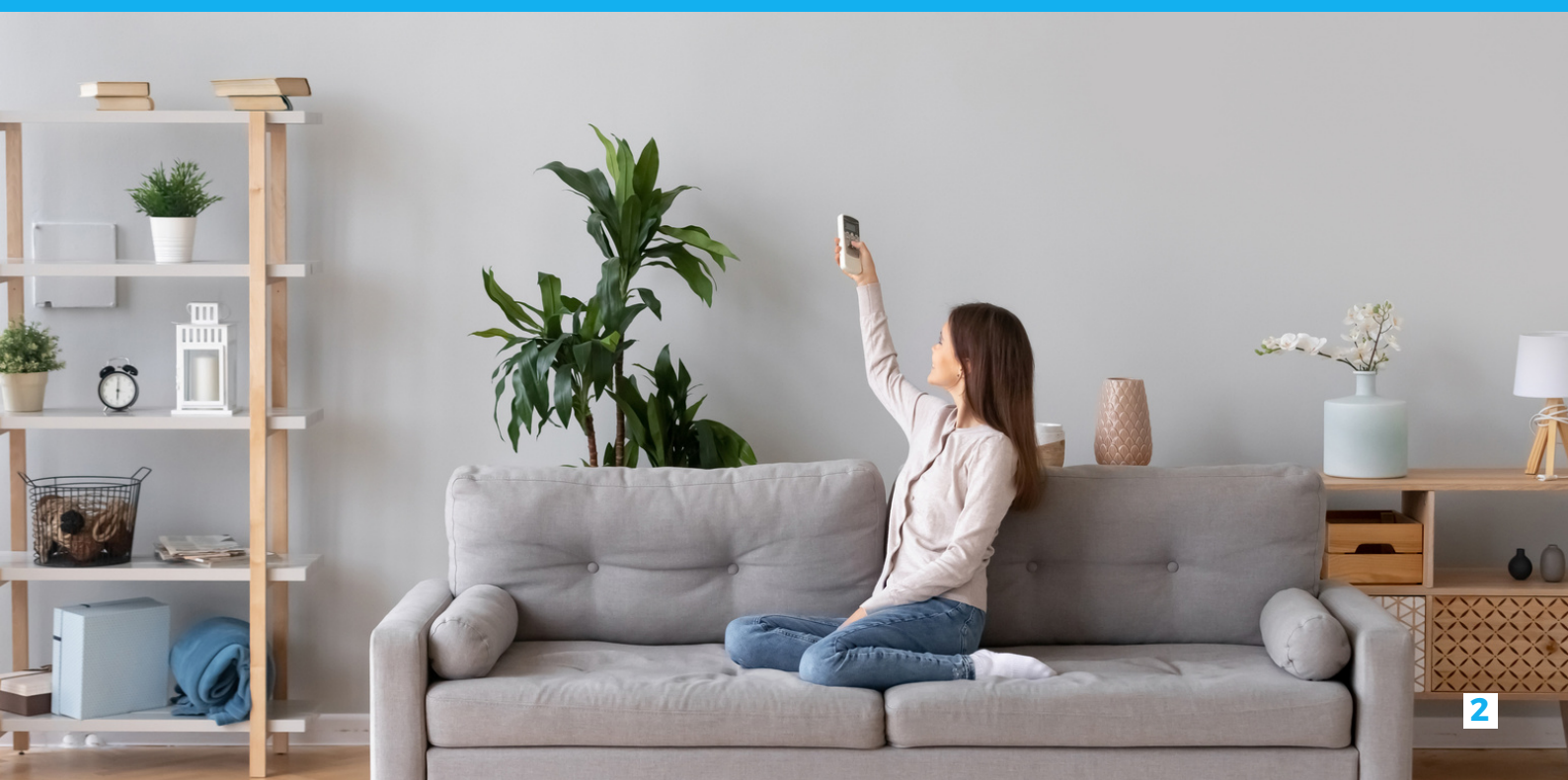
LIFESTYLE AND BEHAVIOUR CHANGE FOR CLIMATE ACTION

CASE STUDY/INSIGHT

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The IPCC Fifth Assessment Report emphasises that behaviour, lifestyle and cultural change of the people have an important role in bringing climate change impacts under control. The more developed the country is, the more the per capita energy consumption and associated GHG emissions. This happens due to increased use of electric and electronic appliances such as air conditioners and use of private cars as mode of transport. The use and throw mind-set with no recycling also means that more energy and emissions are involved in getting raw materials and processing them every time for manufacture of products. For example, pet bottles, bags, clothes, etc.

The emission source pattern is also uneven with around 45% of emissions coming from lifestyle and behaviours of just 10% of the global population. This means that rest 90% people suffer for the emissions due to remaining percentage of population worldwide. There is lot of awareness created on the ways individuals can reduce their carbon footprint. For example, purchase of star rated ACs can reduce electricity consumption and carbon footprint. However, the impact of this star rating will be lost if the individual household uses the ACs at very low temperature for significant number of hours. This is where the behavioural change must come in.



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Similarly, the use of non-motorized transport or avoidance of transport is another important approach. As much as an individual reduces to travel that much of air pollution and GHG emission can be saved. This can be obvious in case of shopping habits. Instead of travelling to a distant place to purchase foods and home needs, the individual can choose to buy them in nearby shops. One practice getting popular is the home gardening to grow flowers and vegetables from one's own terrace space.

These habits also involve the behaviours in workplace, such as switching off lights when not in use, using day light as much possible and carpooling to the offices. It is interesting to note that the food habits too contribute to the climate change. Eating fresh foods as opposed to canned products are relatively less carbon emissive. Also, plant based food is less GHG emissive than animal products, because livestock farming releases methane emissions.

Overall, there is yet little awareness in the mainstream media, government propaganda and school text books about how change in individual lifestyle and behaviours can bring change in global GHG emissions. More and more education and awareness must be created in this regard.

