less is more? prospects for sustainable living

in comparative perspective

dr jeanine schreurs
Topics

general research theme

research work

preliminary results

innovation – globalization
Topics

**general research theme**

research work +

first results & thoughts

innovation – globalization

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General research theme

living with less – downshifting

context
capitalist market economy - consumer culture - behavior

sustainable living

development – transformation

empirical studies of actions and concrete behavior

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General research theme

living with less – downshifting

classic market economy - consumer culture - behavior

sustainable living

development – transformation

empirical studies of actions and concrete behavior
Dutch Triple G: Sustainable Living

green/groen

money/geld  health/gezondheid
General research theme

living with less – downshifting

context
capitalist market economy - consumer culture - behavior

sustainable living

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dr jeanine schreurs
# Transformation Model Living with Less

<table>
<thead>
<tr>
<th>Prelude</th>
<th>Facing reality</th>
<th>Coming out</th>
<th>Restyling</th>
<th>Repositioning</th>
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[dr jeanine schreurs]
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<td>action</td>
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<td>barrier</td>
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<td>stimulus</td>
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<tbody>
<tr>
<td>Signals</td>
<td>Signals</td>
<td>Confrontation</td>
<td>Disclosure</td>
<td>Lifestyle</td>
<td>Social change</td>
<td>Self-image</td>
<td>Ongoing process</td>
</tr>
<tr>
<td>Non-intervention</td>
<td>Non-intervention</td>
<td>Calculation</td>
<td>Sharing</td>
<td>Reduction</td>
<td>Resocialization</td>
<td>Personal</td>
<td>Integration</td>
</tr>
<tr>
<td>Perseverance</td>
<td>Perseverance</td>
<td>Secrets, lies</td>
<td>Reproaches Avoidance</td>
<td>Lack of .opportunities .capabilities</td>
<td>Social or consumerist obligations</td>
<td>Negativity</td>
<td>Coercion</td>
</tr>
<tr>
<td>Neglect</td>
<td>Neglect</td>
<td>Avoidance</td>
<td></td>
<td></td>
<td></td>
<td>Solitude</td>
<td>Shortage</td>
</tr>
<tr>
<td>Anesthetic</td>
<td>Anesthetic</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense of reality</td>
<td>Sense of reality</td>
<td>Awareness Acceptance</td>
<td>Support Communication</td>
<td>Creativity Success</td>
<td>Reference group Soc. commitment</td>
<td>Self-respect</td>
<td>Satisfaction Authenticity</td>
</tr>
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- **Facing reality**
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- **Postlude**
General research theme

living with less – downshifting

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Topics

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research work +

first results & thoughts

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Research work in Japan?

Fukushima study

survey Living with Less

case study “Do You Kyoto campaign”

literature study

weblog

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Fukushima study
Chuo University, Hosei University, Maastricht – Kyoto university

qualitative study
2 group interviews, 5.5 hours
13 refugees from Namie

visit to Nihonmatsu camp
visit to family in temporary house

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Research goals

Reconstruction of events

Transform. Living with Less

Re-examination of life?

‘whatever comes up’
remarkable results and insights (academic)
Some results & thoughts

Loss of social and environmental capital weighs heavily, yet hardly recognized home economy versus corporate economy

Negative experiences Kizuna

Transformation model: Facing reality & Repositioning
Research work in Japan?

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Living with Less survey

Follow up of Dutch study (+ partly USA, European)

Measure of indicators for + 3 pillars sustain. living + pos. & neg. experiences + frugality scale

Still running
Some results & thoughts

Measure is adjusted: no open questions

High scores on Frugality scale (Mottanai ?)

Hypothesis

Significantly more voluntary downshifters than involuntary downshifters.

scores on statements about autonomy versus group pressure?
Research work in Japan?

Fukushima study

survey Living with Less

**case study** “Do You Kyoto Campaign”

literature study

weblog
Do You Kyoto Campaign

Case study

Change process for sustainable urban living

Concrete goals: CO2 reduction (25% in 2020)

Concerted strategy: business, government, citizens + 3 pillars

Methods: interviews, literature, participating observation.

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Results and questions

Impressive example of think global, act local

Strong characteristics: concerted strategy, broad partnership, rooted in gakku system, Japanese attitudes and more

What are specifically Japanese conditions for success? Which could be ‘exported’?

Concerted strategy: economic – ecologic – wellbeing/quality of life

Balance between three domains? Roles and responsibilities of various actors?
Research work in Japan?

Fukushima study

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## Indicators for Sustainable Living

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<tr>
<th></th>
<th>Japan</th>
<th>USA</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population (million)</strong></td>
<td>127.6</td>
<td>304.2</td>
<td>16.4 (N) 61.8 (F) 82.8 (G)</td>
</tr>
<tr>
<td><strong>Green</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global footprint (1)</td>
<td>4.73 gha</td>
<td>8 gha</td>
<td>6.19 (N) 5.01 (F) 6.31 (G)</td>
</tr>
<tr>
<td>Municipal waste (2)</td>
<td>400</td>
<td>720</td>
<td>560 (N) 590 (F)</td>
</tr>
<tr>
<td>Air Pollution (3)</td>
<td>27 micrgr</td>
<td>19 microgr</td>
<td>31 (N) 13 (F) 16 (G)</td>
</tr>
<tr>
<td>Motor vehicles (4)</td>
<td>589</td>
<td>802</td>
<td>522 (N) 598 (F) 564 (G)</td>
</tr>
<tr>
<td>Rail use (5)</td>
<td>1.995</td>
<td>80</td>
<td>940 (N) 1370 (F) 910 (G)</td>
</tr>
<tr>
<td>Nuclear share of energy (6)</td>
<td>18.1 %</td>
<td>19.3 %</td>
<td>3.6 % (N) 77.1 % (F) 17.8 % (G)</td>
</tr>
<tr>
<td>Renewable energy</td>
<td>3.42 %</td>
<td>5.65 %</td>
<td>4.97 % (N) 8 (F) 10 % (G)</td>
</tr>
<tr>
<td><strong>Money</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poverty rate (7)</td>
<td>14 %</td>
<td>17 %</td>
<td>12 % (N) 8 % (F) 11 % (G)</td>
</tr>
<tr>
<td>Home mortgage (8)</td>
<td>12 %</td>
<td>23 %</td>
<td>28 % (G + F) 28 % (UK)</td>
</tr>
<tr>
<td>Credit card debts (9)</td>
<td>$0.70</td>
<td>$2,607</td>
<td></td>
</tr>
<tr>
<td>Monthly savings (8)</td>
<td>20 %</td>
<td>5 %</td>
<td>13 % (F) 11 % (G)</td>
</tr>
<tr>
<td>Cash money rate (9)</td>
<td>15 %</td>
<td>3.5 %</td>
<td>6 % (G)</td>
</tr>
<tr>
<td>Employment (10)</td>
<td>70 %</td>
<td>67 %</td>
<td>75 % (N) 64 % (F) 71 % (G)</td>
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<tr>
<td><strong>Health/wellbeing</strong></td>
<td></td>
<td></td>
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<tr>
<td>Life expectancy (11)</td>
<td>83</td>
<td>78</td>
<td>80 (N) 81 (F) 79 (G)</td>
</tr>
<tr>
<td>Happiness (12)</td>
<td>6.1</td>
<td>7.1</td>
<td>6.7 (F)</td>
</tr>
<tr>
<td>Education (13)</td>
<td>529</td>
<td>496</td>
<td>519 (N) 497 (F) 510 (G)</td>
</tr>
<tr>
<td>Alcohol (14)</td>
<td>6.9 ltr</td>
<td>8.7 ltr</td>
<td>9.4 (N) 12.3 (F) 11.7 (G)</td>
</tr>
<tr>
<td>Obesity (% adults) (15)</td>
<td>3.5 %</td>
<td>35.9 %</td>
<td>10 % (N) 9.4 % (F) 12.9 % (G)</td>
</tr>
<tr>
<td>Daily smokers % (16)</td>
<td>19.5</td>
<td>15.1</td>
<td>20.9 (N) 23.3 (F) 21.9 (G)</td>
</tr>
<tr>
<td>Anxiety level 2011 (17)</td>
<td>92 %</td>
<td>72 %</td>
<td>42 % (F) (N + G: no rates)</td>
</tr>
<tr>
<td>Female parliamentarians (18)</td>
<td>9</td>
<td>16</td>
<td>37 (N) 19 (F) 32 (G)</td>
</tr>
<tr>
<td><strong>Remarkable</strong></td>
<td></td>
<td></td>
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<tr>
<td>McDonalds restaurants</td>
<td>3.598</td>
<td>12.804</td>
<td>205 (N) 857 (F) 1091 (G)</td>
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Weblog

Academic experiment

Topics related with sustainable living


Personal – professional micro – macro

http://doyoukyoto.blogspot.com

do you kyoto?

Kyoto is the Japan's model city for green living. The campaign title ‘Do you Kyoto?’ stands for environmental friendly activities and sustainable behavior.
Total page views on July 16, 2012: 1750 (12 weeks - 12 blogs – 25 comments)

- Netherlands: 888
- Japan: 428
- United States: 187
- Germany: 35
- Russia: 33
- France: 22
- Belgium: 15
- United Kingdom: 15
- Italy: 14
- Thailand: 9
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Japan - innovations for sustainable living? - Comparative perspective

1. Japanese: big savers – Americans & Europeans: big spenders
   collectivity versus individuality

2. Japan has kept various important assets for sustainable living
   mottanai, kizuna, love for traditions, love for nature, teikei and gakku systems, crafts and skills, high quality food and spirituality.

3. Strong civil society leaders, but aging. Negative imaging of young generation
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many thanks for your attention