

Rethinking Globalisation and World Development: Future of consumption

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Based on Mokka, Roope & Neuvonen, Aleksii (eds.) 2009

We Were consumers: Four Tales from 2023

Helsinki: Tammi

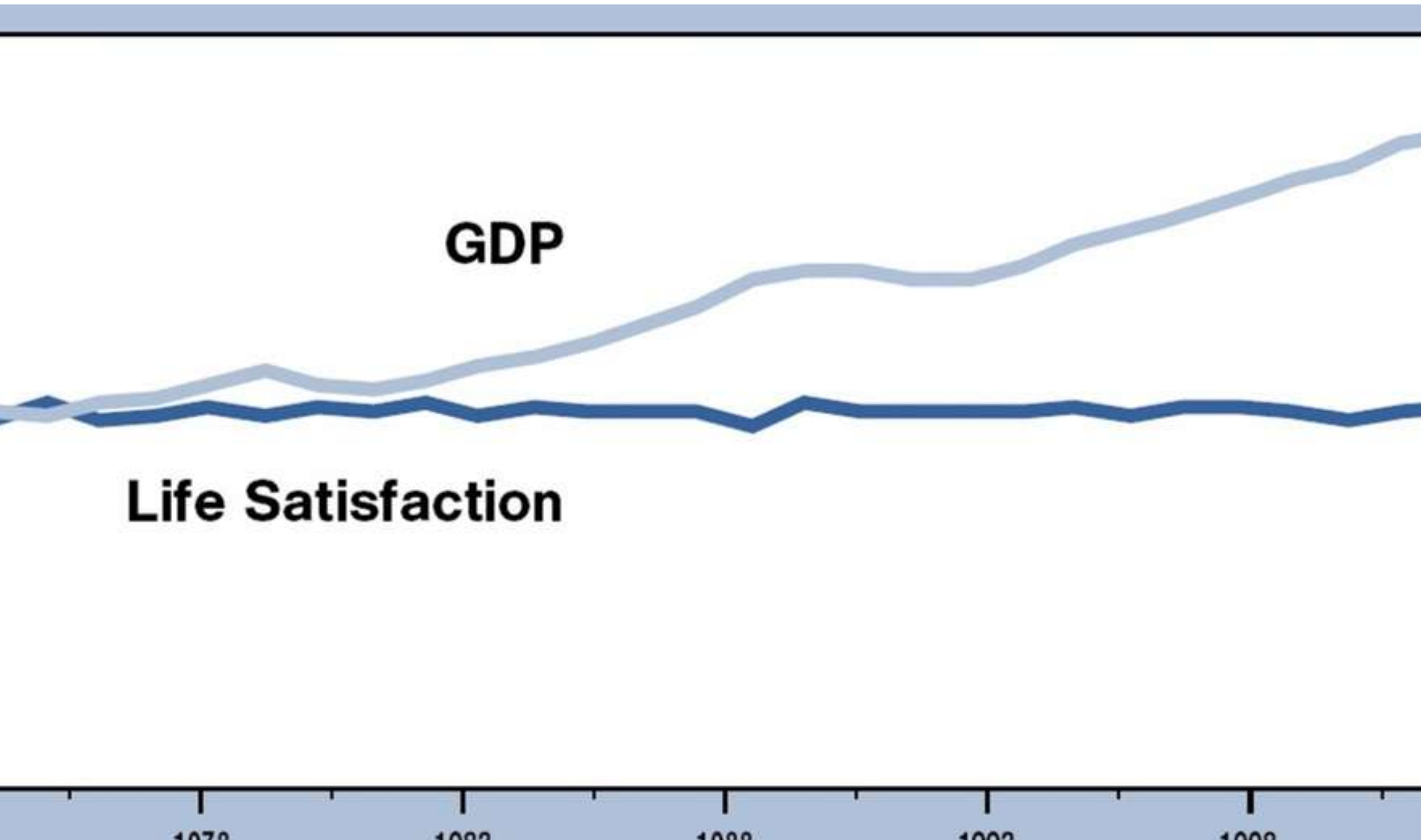


A large, colorful crowd of people is gathered at what appears to be a festival or concert. In the background, there is a stage with large screens displaying vibrant, abstract patterns. The overall atmosphere is festive and energetic.

**“Democratizing”
consumer society**

necessarily correlate...

Development of wealth and life satisfaction in the US





Consumer society beyond ecological overshoot?

Fig. 1: LIVING PLANET INDEX, 1970–2005



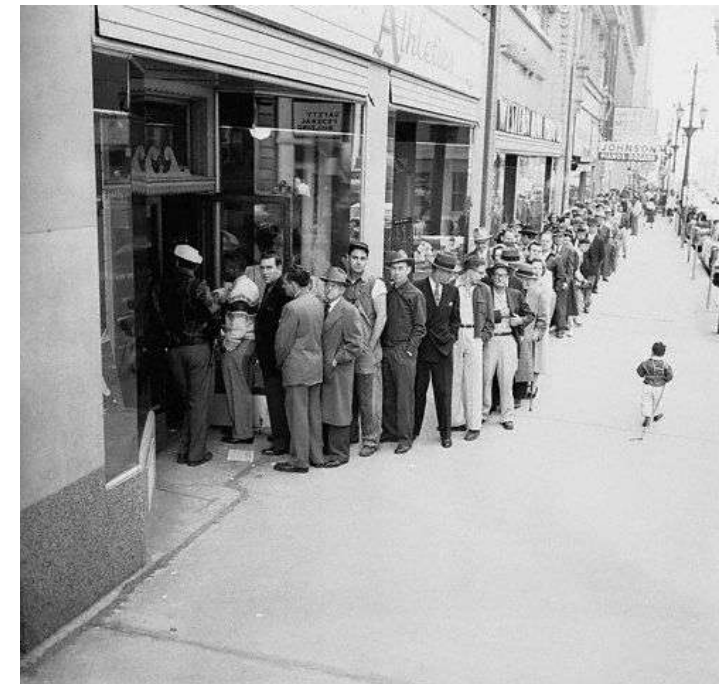
Fig. 2: HUMANITY'S ECOLOGICAL FOOTPRINT, 1961–2001



citizen: We have to put restrictions and regulations on consumption



Consumer: **No!** Do you know what followed when they started restricting things in the Soviet union, Germany, North Korea and Burma?



Consumer society is
stronger than
politics?

consumer society

0

2040

2030

2020

-80%

CO₂ -30%

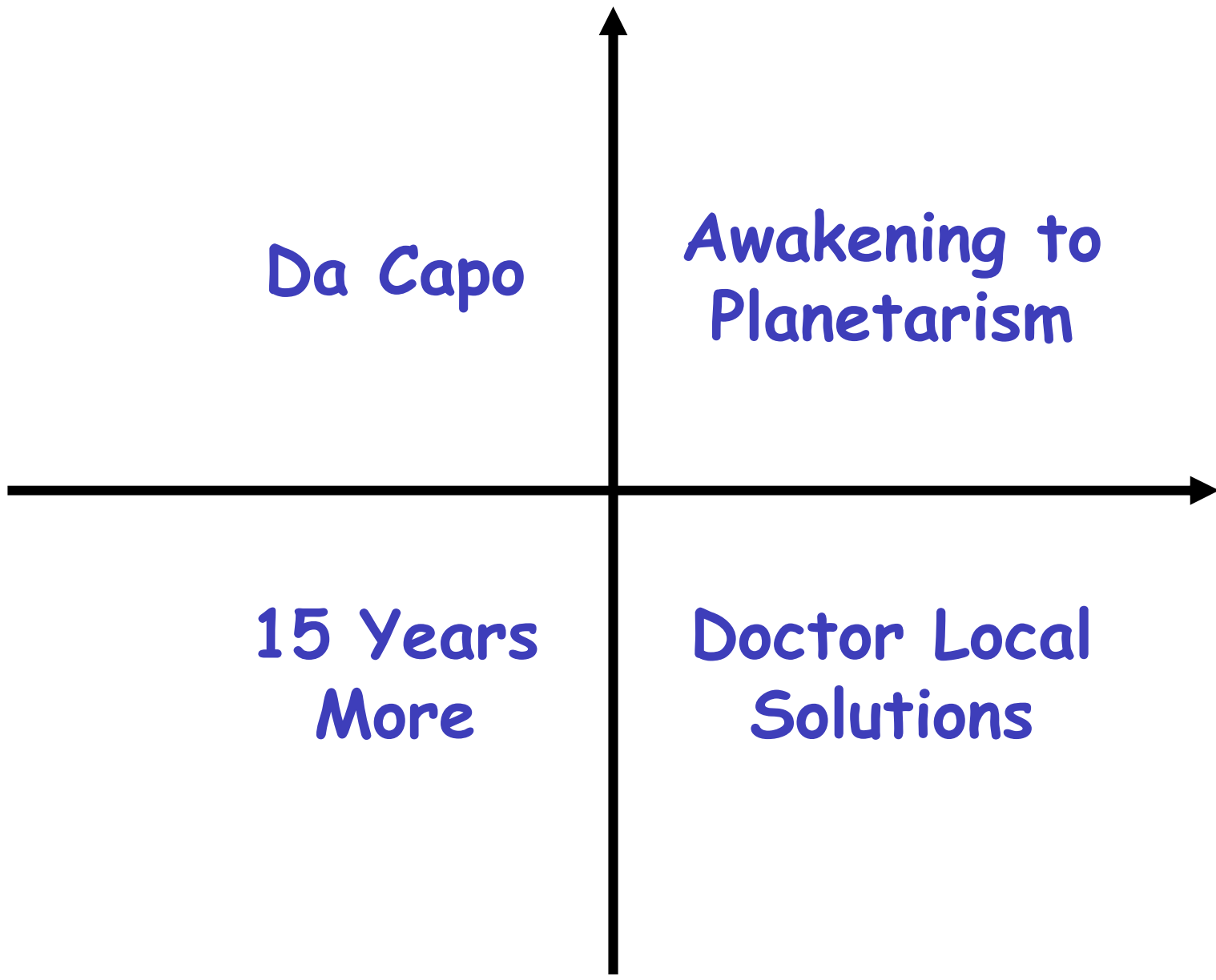
A clapperboard is shown in the background, tilted upwards. The clapperboard has a grey top bar with the text 'HOLLYWOOD STUDIOS' and 'TAKE 1'. Below this, there are three columns labeled 'DATE', 'SCENE', and 'TAKE'. The text '4 scenarios to year 2023' is overlaid in a large, blue, sans-serif font across the center of the clapperboard.

4 scenarios to year 2023

Regulation

Atomistic Society

Socially Directed Community Responsiveness



Da Capo

Awakening to Planetarism

15 Years More

Doctor Local Solutions

No Global Regulation



***No agreement on climate
other global resources***

***Apathy after failed
Copenhagen summit***

Fierce competition

***Ecological consumption
niche market***

New start towards global



No global agreement

Strong local commun

***Peer-pressure and
surveillance on
consumption patterns***

***Ecological forerunners
regions prosper***

Everything is local

Working to plan



Global ecumenical movement for climate agreement

Strong post-Kyoto agreement

Global government

Big global infrastructure projects

Rapid change in consumption patterns

Shared commitment



Global agreement

1950's sense of respons

Web 2.0 surveillance on consumption



Large individual freedom

New local solutions

50~70's

I need welfare state



80~90's

It consumer society, individualization



2000's

can knowledge-based society



2010's

We can peer-to-peer society

**It is an age when
people want to be
players, not just
spectators**