



Robert Orzanna <orschiro@gmail.com>

RE: [SCORAI] How the new elite signal their status by inconspicuous consumption

17 messages

Tukker, A. <Tukker@cml.leidenuniv.nl>

Mon, Jun 5, 2017 at 2:42 PM

To: Robert Rattle <robert14robert@yahoo.ca>, SCORAI Listserv <scorai@listserver.njit.edu>

Hhhmmm seems a classic mis take.....'services are weightless so a service economy will save us'. But then of course there is a significant value chain that includes all kind of material stuff that provides these services. It is interesting to link this consumer survey data to an environmental IO table and then see if the impact per marginal \$ income indeed drops for the highest income categories. I really wonder - the richest of the richest fly even more as the normally well-off like most of us on this mailing list, have various mansions, all things that only can add to impacts. And obviously even if 1 super-rich with 100 times the income of 100 super-poor would happen to have lower consumption based emissions as the 100 poor, few on this mailing list probably will vote for getting rid of the poor in favor of the rich as a solution for the environmental problem.....

Kind regards/Met vriendelijke groet

Arnold

Prof. Dr. Arnold Tukker,

Scientific director and head of the department of Industrial Ecology

Institute of Environmental Sciences (CML), Leiden University, Einsteinweg 2, Leiden (Tue, Wed, Thu afternoon and Fri)

Senior Researcher, TNO, Van Mourik Broekmanweg 6, Delft (Mon, Thu morning)

e-mail tukker@cml.leidenuniv.nl; tel. +31 71 5275632/5615; mob. +31 6 51980344

Visit my Google scholar page at <http://scholar.google.nl/citations?user=kG-dn38AAAAJ&hl=nl>

From: scorai-bounces+tukker=cml.leidenuniv.nl@listserver.njit.edu [mailto:scorai-bounces+tukker=cml.leidenuniv.nl@listserver.njit.edu] **On Behalf Of** Robert Rattle

Sent: maandag 5 juni 2017 14:28

To: SCORAI Listserv

Subject: [SCORAI] How the new elite signal their status by inconspicuous consumption

Education, health and retirement are immaterial? Does that make most of us (list members) aspirational rather than aspirational. :)

<https://aeon.co/ideas/how-the-new-elite-signal-their-status-by-inconspicuous-consumption>

SCORAI mailing list

SCORAI@listserver.njit.edu

<http://listserver.njit.edu/mailman/listinfo/scorai> (USE THIS LINK TO UNSUBSCRIBE)

Facebook, online library, and website coordinator: Robert Orzanna (robert@orzanna.de)

Twitter coordinator: Lucie Middlemiss (l.k.middlemiss@leeds.ac.uk)

Doug Holt <dough@culturalstrategygroup.com>
To: "Tukker, A." <Tukker@cml.leidenuniv.nl>
Cc: SCORAI Listserv <scorai@listserver.njit.edu>

Mon, Jun 5, 2017 at 3:19 PM

Not to mention that this recycled theory would only have been interesting 3 decades ago

Sent from my iPhone

[Quoted text hidden]

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Harris, Craig <harrisc@msu.edu>

Mon, Jun 5, 2017 at 3:44 PM

To: Doug Holt <dough@culturalstrategygroup.com>, "Tukker, A." <Tukker@cml.leidenuniv.nl>

Cc: SCORAI Listserv <scorai@listserver.njit.edu>

WAIT !! . . .

i thought that recycling was good thing . . .

cheers,

craig

From: scorai-bounces+harrisc@msu.edu@listserver.njit.edu [mailto:scorai-bounces+harrisc@msu.edu@listserver.njit.edu] **On Behalf Of** Doug Holt

Sent: Monday, June 05, 2017 9:19 AM

To: Tukker, A. <Tukker@cml.leidenuniv.nl>

Cc: SCORAI Listserv <scorai@listserver.njit.edu>

Subject: Re: [SCORAI] How the new elite signal their status by inconspicuous consumption

[Quoted text hidden]

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Klaus Hubacek <hubacek@umd.edu>

To: "Tukker, A." <Tukker@cml.leidenuniv.nl>

Cc: SCORAI Listserv <scorai@listserver.njit.edu>

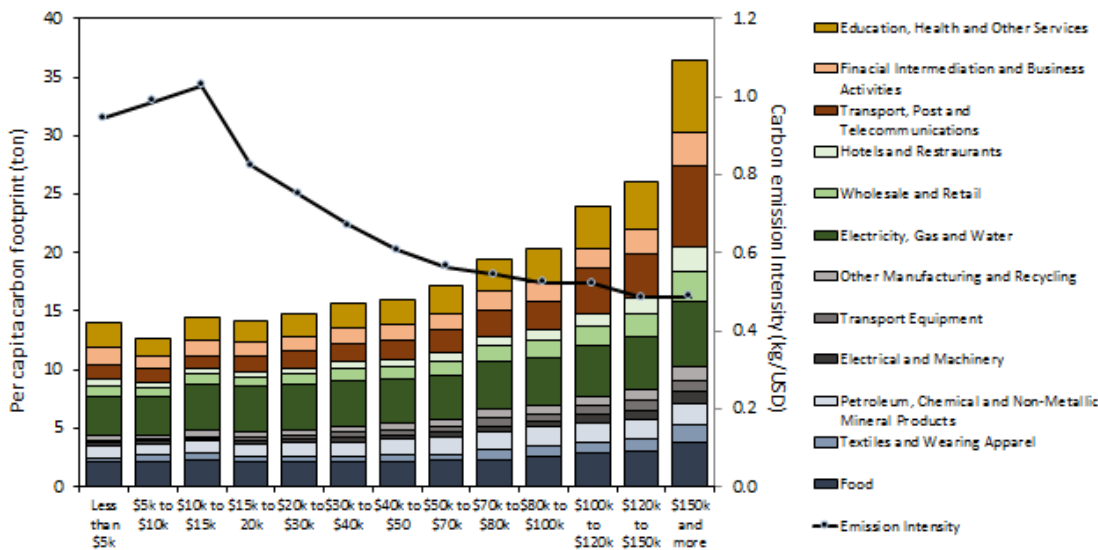
Mon, Jun 5, 2017 at 3:51 PM

hi Arnold,

good point about supply chain effects of services. Figure below for the US shows how with increasing income also the carbon footprint increases and 'non-material' services become one of the major contributors. but again, we don't have data on the super rich - only 150k and above

cheers

Klaus



[Quoted text hidden]

[Quoted text hidden]

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Klaus Hubacek

Professor, Department of Geographical Sciences

University of Maryland, College Park

<http://www.terpconnect.umd.edu/~hubacek/>

<http://sustainabilitymodeling.umd.edu/>

<https://climateinitiative.umd.edu/>

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Cohen, Maurie <mcohen@njit.edu>
To: SCORAI Listserv <scorai@listserver.njit.edu>

Mon, Jun 5, 2017 at 4:01 PM

Arnold is clearly correct...

I address this point in my [recent book](#):

"Despite the efforts of some designers to "ephemeralize" certain material goods, actual progress on this front has to date been nominal. Aside from the technical challenges of dematerializing individual items, it is useful to recognize that virtualization does not typically exist *sua sponte* and the utility of incorporeal services are generally closely coupled with tangible products. For instance, the service of housecleaning presupposes the existence of a residence and electronic music files have little value without access to a compatible device on which to play them."

In the context of the referenced article, we need to ask: To what objective are these ostensibly dematerialized services like education and healthcare being put?

Maurie

[Quoted text hidden]

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Cioci, Madalyn (MPCA) <madalyn.cioci@state.mn.us>
To: SCORAI Listserv <scorai@listserver.njit.edu>

Mon, Jun 5, 2017 at 5:20 PM

It was good food for thought. I didn't read this as an article so much about material vs. non-material really as much as "conspicuous" and "inconspicuous" - that elitism is now more subtly conveyed. Obviously the new "conspicuous transumption" part of elite culture consumes plenty; "My job requires that I travel to China and Europe" "Just got back from Hawaii" "Headed to a conference in ...". Jean Boucher mentioned at the SCORAI workshop in DC recently that we need to make it acceptable to be public about making choices with carbon in mind, and I agree. Especially for people that would fall into this cultural elite category. But many in the liberal, supposedly climate concerned, cultural elite are not prepared to say "I stayed home this summer to save carbon" - because that takes them out of the elite.

A pretty interesting problem for us...

Madalyn

Madalyn Cioci

Environmental Specialist

Product Sustainability and Partnerships

520 Lafayette Rd N. | St. Paul, MN 55155 | 651-757-2276 | www.pca.state.mn.us



From: Doug Holt [mailto:dough@culturalstrategygroup.com]
Sent: Monday, June 05, 2017 8:19 AM

[Quoted text hidden]

[Quoted text hidden]

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Twitter coordinator: Lucie Middlemiss (l.k.middlemiss@leeds.ac.uk)

John de Graaf <jdjg@comcast.net>
To: "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>
Cc: scorai <scorai@listserver.njit.edu>

Mon, Jun 5, 2017 at 6:15 PM

Good point, Madalyn. I encounter the issue quite a bit in the so-called "happiness movement." It's de rigueur now to agree that experiences bring more longterm satisfaction than stuff and that is true, but too many of the advocates of that view seem to feel that experiences don't have material consequences and can therefore be limitless. I recently gave a talk on "affluenza (overconsumption) to the staff of the prime minister of the United Arab Emirates, which may be the world capital of consumerism. But of course, I had to fly halfway around the globe to do it (I did several other talks to assuage my guilt, but was it the right choice)? Of course, some of the most effective critics of climate change--Bill McKibben or Naomi Klein, for example--fly more than anyone I know. Mathis Wackernagel, co-creator of the Ecological Footprint, offers forgiveness for this sin, saying it will be more important in the long-run to get the word out. I still tend to believe that's true, but flying everywhere just for the sake of "experiences" seems a different matter entirely. I try to compensate by living in a small house, using public transport for most things and having few consumer goods, but the pangs of conscience are still there. It's a good discussion!

John

From: "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>
To: "scorai" <scorai@listserver.njit.edu>
Sent: Monday, June 5, 2017 8:20:28 AM
Subject: RE: [SCORAI] How the new elite signal their status by inconspicuous consumption

[Quoted text hidden]

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Halina Brown <HBrown@clarku.edu>
To: Klaus Hubacek <hubacek@umd.edu>, "Tukker, A." <Tukker@cml.leidenuniv.nl>
Cc: SCORAI Listserv <scorai@listserver.njit.edu>

Mon, Jun 5, 2017 at 7:18 PM

Actually, this graph is hard to interpret the way Klaus does it without further information. First, the categories are strange, such as Whole sale and retail (what is it?), or separation of Transport from Transport equipment, or separation of Electrical and machinery from Electricity. Second, when I add the top 4 categories, which seem to fit under "services" and add to them the Electricity, gas, water (surrogate for the size of a house), the combined proportion of these categories is similar (about 2/3) between the lowest income and the highest income categories. We really need more breakdown in the top category to draw a conclusion.

Klaus, would you mind providing a citation for the source of the graph below?

Halina

From: scorai-bounces+hbrown@clarku.edu@listserver.njit.edu [mailto:scorai-bounces+hbrown@clarku.edu@listserver.njit.edu] **On Behalf Of** Klaus Hubacek
Sent: Monday, June 5, 2017 9:52 AM
To: Tukker, A. <Tukker@cml.leidenuniv.nl>
Cc: SCORAI Listserv <scorai@listserver.njit.edu>
Subject: Re: [SCORAI] How the new elite signal their status by inconspicuous consumption

[Quoted text hidden]

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Jean Boucher <jlb964@gmail.com>
 To: Halina Brown <HBrown@clarku.edu>
 Cc: "Tukker, A." <Tukker@cml.leidenuniv.nl>, SCORAI Listserv <scorai@listserver.njit.edu>

Mon, Jun 5, 2017 at 7:27 PM

Thanks Halina, and Klaus, with the citation, I'd like to have a better understand of the emissions intensity calculation.

Love your work,

Jean

[Quoted text hidden]

A nation that continues year after year to spend more money on military defense than on programs of social uplift is approaching spiritual death. -- Martin Luther King Jr.

https://www.youtube.com/watch?v=pNMAAT_AzZY

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Klaus Hubacek <hubacek@umd.edu>
 To: Jean Boucher <jlb964@gmail.com>
 Cc: "Tukker, A." <Tukker@cml.leidenuniv.nl>, SCORAI Listserv <scorai@listserver.njit.edu>, Halina Brown <HBrown@clarku.edu>

Mon, Jun 5, 2017 at 10:35 PM

hi Jean and Halina,

it's not published yet and thus can't provide you with a citation yet. this is based on linking consumer expenditure data to input-output tables as suggested by Arnold further down the string.

Halina, the economic sectors are an aggregate (for easier presentation) of the economic sectors typically used in the national accounts.

Jean, carbon intensity of consumption is the respective household footprint per \$ and thus reflects the carbon intensity of consumption items in the consumption bundle. We see that carbon intensity per \$ spent declines with higher income yet richer households spend more \$. Thus we see increasing footprints. Hence despite more education and other services, footprints go up.

Any suggestions for further analyses are highly appreciated.

cheers

Klaus

[Quoted text hidden]

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Jacobson, Susan A <sjacobso@regis.edu>

Mon, Jun 5, 2017 at 11:09 PM

To: John de Graaf <jodg@comcast.net>, "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>

Cc: scorai <scorai@listserver.njit.edu>

Flying is problematic.

I have been working on a documentary **Wild Hope**, wildhopefilm.com, and you will see in the trailer that many of our interviews were done with Skype. It was a tough sell, but I was able, finally, to convince the filmmaker that this film would be a "zero miles flown" production.

If you have any ideas how we can raise the money to finish this powerful film, send them along. (-:

Wild gratitude,

Suez

Susan (Suez) Jacobson, Ph.D.
Professor, Department of History & Politics
Regis College
303 458 4385

"I feel the possibility of of a frugal and protective love of creation that would be unimaginably more meaningful and joyful than our present destructive and wasteful economy." Wendell Berry

From: scorai-bounces+sjacobso=regis.edu@listserver.njit.edu [scorai-bounces+sjacobso=regis.edu@listserver.njit.edu] on behalf of John de Graaf [jodg@comcast.net]

Sent: Monday, June 05, 2017 10:15 AM

To: Madalyn Cioci (MPCA)

Cc: scorai

[Quoted text hidden]

[Quoted text hidden]

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Twitter coordinator: Lucie Middlemiss (l.k.middlemiss@leeds.ac.uk)

Jean Boucher <jljb964@gmail.com>

Mon, Jun 5, 2017 at 11:22 PM

To: "Jacobson, Susan A" <sjacobso@regis.edu>

Cc: scorai <scorai@listserver.njit.edu>, "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>

Thanks Klaus,

Interesting dynamic on intensity, reminiscent of Jevon's paradox. I look forward to the finished article. So, are driving and flying embedded in the household consumption bundle?

Jean

[Quoted text hidden]

--

A nation that continues year after year to spend more money on military defense than on programs of social uplift is approaching spiritual death. -- Martin Luther King Jr.

https://www.youtube.com/watch?v=pNMAAT_AzzY

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Twitter coordinator: Lucie Middlemiss (l.k.middlemiss@leeds.ac.uk)

Philip Vergragt <pvergragt@tellus.org>

Tue, Jun 6, 2017 at 7:43 AM

To: Jean Boucher <jl964@gmail.com>, "Jacobson, Susan A" <sjacobso@regis.edu>

Cc: scorai <scorai@listserver.njit.edu>, "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>

Beautiful trailer, Susan. Looking forward to the full movie.

The movie and its message also raises a lot of questions in my mind.

As to flying: many of the most beautiful shots were made from the air; I assume by helicopters or airplanes. How could that be advertised as a zero carbon movie? Are carbon offsets sufficiently convincing to make the movie zero-carbon?

As to the message: reconnecting to nature is great; but how to make that possible for millions of people in cities without zero-carbon access to nature?

I also miss in the movie a reference to equity issues. I understand that the movie cannot have too many messages at the same time; but in my mind the big challenge now is how to merge the environmental message with the equity message.

Having voiced these reactions: I still hope that we can find support within SCORAI to make this movie a success!

All the best,

Philip

From: scorai-bounces+pvergragt=tellus.org@listserver.njit.edu [mailto:scorai-bounces+pvergragt=tellus.org@listserver.njit.edu] **On Behalf Of** Jean Boucher

Sent: Monday, June 5, 2017 11:22 PM

To: Jacobson, Susan A <sjacobso@regis.edu>

Cc: scorai <scorai@listserver.njit.edu>; Madalyn Cioci (MPCA) <madalyn.cioci@state.mn.us>

[Quoted text hidden]

[Quoted text hidden]

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6/15/2017

Gmail - RE: [SCORAI] How the new elite signal their status by inconspicuous consumption

Klaus Hubacek <hubacek@umd.edu>

Tue, Jun 6, 2017 at 1:12 PM

To: Jean Boucher <jlb964@gmail.com>

Cc: scorai <scorai@listserver.njit.edu>, "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>

hi Jean,

yes, all that stuff is included. the surveys are very detailed. here is a link: <https://www.bls.gov/cex/tables.htm>

cheers

Klaus

[Quoted text hidden]

Klaus Hubacek

Professor, Department of Geographical Sciences

University of Maryland, College Park

<http://www.terpconnect.umd.edu/~hubacek/>

<http://sustainabilitymodeling.umd.edu/>

<https://climateinitiative.umd.edu/>

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Twitter coordinator: Lucie Middlemiss (l.k.middlemiss@leeds.ac.uk)

Jukka Heinonen <heinonen@hi.is>

Tue, Jun 6, 2017 at 3:09 PM

To: Klaus Hubacek <hubacek@umd.edu>, "Tukker, A." <Tukker@cml.leidenuniv.nl>

Cc: SCORAI Listserv <scorai@listserver.njit.edu>

Hi all SCORAIers,

We in some papers of ours have brought up that one phenomenon found among the more affluent is that time constraint is much stronger than monetary constraint, and many services are actually purchased to reduce the time constraint and allow more leisure consumption. One can call this parallel consumption. E.g. when one purchases housing services like cleaning or eats out, at the same time the same person also likely possesses all the equipment needed for cleaning and cooking, and allocates space from his/her home for these equipment. The same happens with second homes, which often are also heated and maybe even lit when not used (and vice versa with the primary home).

Also, when there is no (strong) monetary constraint, there is no opportunity cost in the sense that purchase of one item would show as reduced consumption in some other category.

And as this is my first participation to the discussions on this list, I'm Jukka Heinonen, a professor at the University of Iceland, but originally from Finland where we have studied quite extensively the consumption based carbon footprints.

Best regards,

Jukka

6/15/2017

Gmail - RE: [SCORAI] How the new elite signal their status by inconspicuous consumption

From: scorai-bounces+heinonen=hi.is@listserver.njit.edu [mailto:scorai-bounces+heinonen=hi.is@listserver.njit.edu] **On Behalf Of** Klaus Hubacek
Sent: 5. kesäkuuta 2017 13:52
To: Tukker, A. <Tukker@cml.leidenuniv.nl>
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Rist, Alexander <Alexander.Rist@kingcounty.gov>

Tue, Jun 6, 2017 at 5:08 PM

To: Klaus Hubacek <hubacek@umd.edu>, Jean Boucher <jlb964@gmail.com>

Cc: scorai <scorai@listserver.njit.edu>, "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>

<https://www.bls.gov/cex/2014/research/hiincomenew.xlsx>

Find some interesting stuff here....

Alexander

Alexander Rist – Program Analyst/Economist

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alexander.rist@kingcounty.gov • Division website: www.kingcounty.gov/solidwaste

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From: scorai-bounces+alexander.rist=kingcounty.gov@listserver.njit.edu [mailto:scorai-bounces+alexander.rist=kingcounty.gov@listserver.njit.edu] **On Behalf Of** Klaus Hubacek

Sent: Tuesday, June 06, 2017 4:15 AM

To: Jean Boucher

Cc: scorai; Madalyn Cioci (MPCA)

[Quoted text hidden]

[Quoted text hidden]

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To: Philip Vergragt <pvergragt@tellus.org>, Jean Boucher <jl964@gmail.com>

Cc: scorai <scorai@listserver.njit.edu>, "Madalyn Cioci (MPCA)" <madalyn.cioci@state.mn.us>

Dear Philip,

Yes, excellent points. Let me address them.

The footage was not filmed for this project. It's "recycled," so the "marginal" (I'm an economist) air miles tally is zero. We have been granted access to a large and wonderful data base of film and stills taken by Ecoflight that will help us finish the film. We will not be flying to film.

Yes, it seems difficult for urban dwellers to connect to the wild, but Lyanda Lynn Haupt has made a compelling case for the possibility in *Crow Planet*. I would love to get her involved in the film. Here's a short review of that book that I wrote yesterday:

Crow Planet by Lyanda Lynn Haupt

A long-time "big W" wilderness advocate, I know the power of wild places to transform lives, my own included, in specific and significant ways. So when I read the subtitle of Haupt's book, *Essential Wisdom from the Urban Wilderness*, I reacted to what I perceived was an oxymoron. But Haupt's case for "urban wilderness," and its power to change us, is passionately and convincingly argued through her careful observations of crows (among other creatures) – the most common of birds among us. Haupt's ultimate plea is for living differently. She challenges us to "act against a prevailing culture" of materialism and greed, enabled by the wild in our everyday world, a wild that's accessible even to the most urban of dwellers, a wild that teaches us to act "from a sense of rootedness, connectedness, creativity, and delight" to "truly conserve this earth."

Haupt gives us her generously personal story, her keen observations of the world at our doorsteps, and the tangible hope for living in communion with a natural world that brings wonder without obvious grandeur. She writes, "This is one of the blessings of the urban nature project: without the overtly magnificent to stop us in our tracks, we must seek out the more subversively magnificent. Our sense of what constitutes *wildness* is expanded, and our sense of wonder along with it." And it is that sense of wonder that creates deeply caring love for the dazzling intricacies of a natural world, so immediate even in urban environments, that we are joyously compelled to "liv[e]ing intelligently in its midst."

Still, you are absolutely right that inequality is one of our biggest challenges. And that impacts even the ability to be able to stop and watch the wild in our urban landscapes. And I do think we need to merge messages. This film is trying to do a lot of that already, but I will think about how it might be possible to add one more merge.

I have attached the prospectus so that if anyone knows someone who might be interested, you can pass it along.

Wild gratitude,

Suez

Susan (Suez) Jacobson, Ph.D.
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"I feel the possibility of of a frugal and protective love of creation that would be unimaginably more meaningful and joyful than our present destructive and wasteful economy." Wendell Berry

6/15/2017

Gmail - RE: [SCORAI] How the new elite signal their status by inconspicuous consumption

From: Philip Vergragt [pvergragt@tellus.org]

Sent: Monday, June 05, 2017 11:43 PM

To: Jean Boucher; Jacobson, Susan A

Cc: scorai; Madalyn Cioci (MPCA)

[Quoted text hidden]

[Quoted text hidden]

SCORAI mailing list

SCORAI@listserver.njit.edu

<http://listserver.njit.edu/mailman/listinfo/scorai> (USE THIS LINK TO UNSUBSCRIBE)

Facebook, online library, and website coordinator: Robert Orzanna (robert@orzanna.de)

Twitter coordinator: Lucie Middlemiss (l.k.middlemiss@leeds.ac.uk)



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