

Globalising Western lifestyles, energy consumption and policy innovations

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Professional profile

- Sociologist and Political Scientist
- Professor at the University of Bremen /Germany
- Visiting professor at JNU Delhi / India (2009)
- Director of “artec | Research Centre for Sustainability Studies” of the University of Bremen (until 2006)
- **Chairman of the “Environmental Sociology”-section of the German Sociological Association (DGS) (until 2006)**
- **Empirical work in India on highly qualified employees**

Hellmuth Lange
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Editors

The New Middle Classes

*Globalizing Lifestyles, Consumerism
and Environmental Concern*



 Springer

Lessons learned from 30 years of
Science & Technology Studies
and Environmental Policy Research:

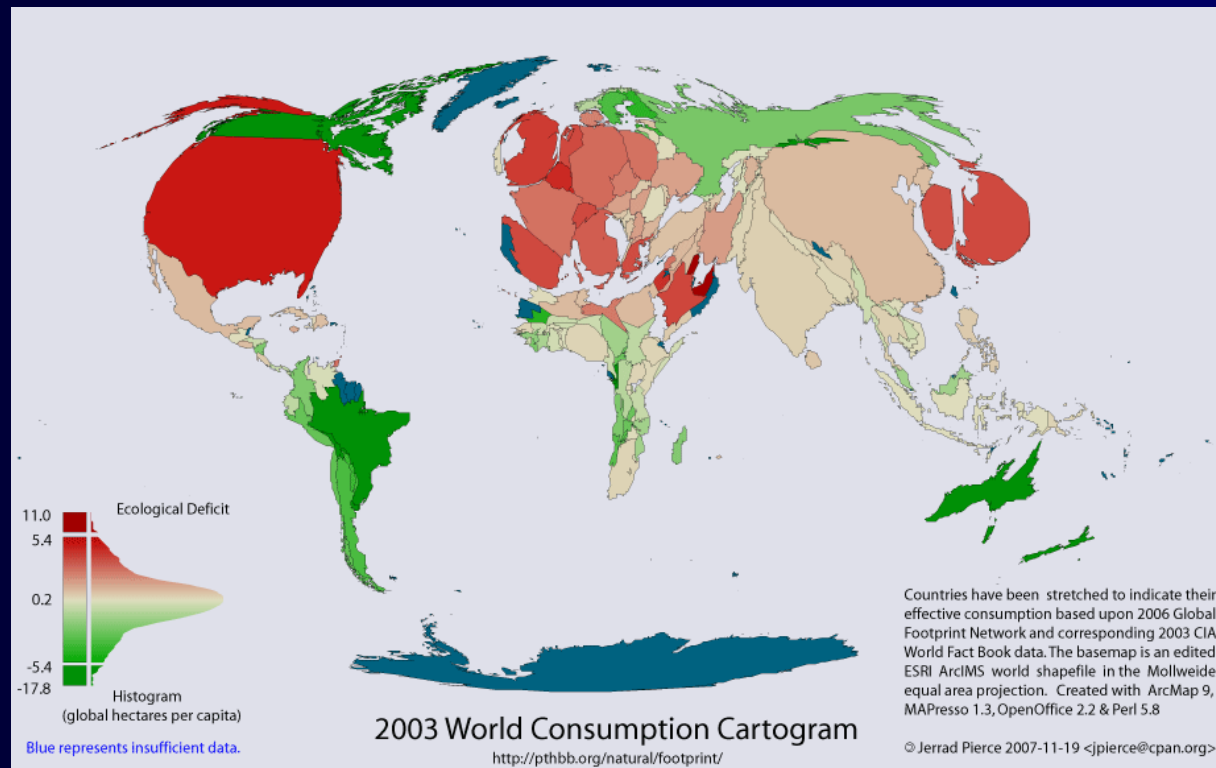
Technological innovations can realize their potential only within the framework of conducive policy innovations

- Regulatory systems and incentives
- Raising awareness by information, education, and training
- Fair balancing of burdens and benefits

The classical pattern:

excessive consumption, *including energy*, in the Global North

↔ scarce access to many goods, *including energy*, in the Global South



Today:

excessive consumption, *including energy*, also in the Global South –
mainly in urban areas



2000: India 150-200 million „new consumers“

+ Brazil + China: ~ ½ billion people (Myers/Kent 2003)

2030: > 90% of the global middle class in ‚developing countries‘

2/3 of the increase: India and China (Bussolo/de Hoyos 2007)

- + continued limited access to basic goods, including energy, in the Global South – particularly in rural and parts of urban areas

Today:

excessive consumption, *including energy*, also in the Global South –
mainly in urban areas



Urgent need for

- developing and providing *suitable equipment and technical systems*
- raising both actor-specific and more general *public awareness and acceptance* of the need to save energy,
- setting up conducive *regulatory frameworks* (including incentives aiming at changes in behavioural patterns)
- meeting and balancing the *different needs* of rural and urban groups

Building an Indo-German network !

- Identifying Indian specific needs and priorities
- Screening 30 years of western efforts to reduce private energy consumption: state of the art and outcomes
- Developing concepts for tailored Indian concepts and policies

= Joint applied research and development rather than transfer and implementation of ready made solutions !