

**Table 1: Summary of Millennium Consumption Goals (MCGs) - Sept. 2011**

<u>Objective</u>	<u>Target</u>	<u>Other Benefits &amp; Comments</u>	<u>Proposer</u>
<b>1. Energy Use &amp; GHG Emissions</b>			
<b>Decrease energy consumption and GHG emissions</b>	Zero or negative growth of GHG emissions by 2020	Reduces air pollution, improves health	Munasinghe
	Reduce GHG emissions by 80% by 2050		
	Reduce home electricity use by 50% by 2020	Reduces household spending on energy	McDermott, Assadourian
<b>Increase renewable energy use</b>	Increase renewable energy share to 15% by 2025	Reduces air pollution, improves health	Munasinghe
<b>Decrease use of motorized vehicles</b>	Double use of non-motorised transport	Reduces air pollution, improves health and safety	Assadourian
	Reduce individual driving by 50% through increased walking and cycling	Reduces air pollution, improves health and safety	Vergragt
<b>2. Water Use</b>			
<b>Decrease overall water use</b>	In agriculture, industry and households	Better allocation of water among users	Munasinghe
<b>Decrease water use in homes</b>	Halve household water consumption		Vergragt
<b>3. Pollution and Waste</b>			
<b>Decrease pollution</b>	Reduce air, water & land effluent discharge – targets vary by country and region		Munasinghe
<b>Decrease urban waste</b>	Reduce waste by 90% through recycling, composting and reduced purchases		Vergragt
<b>Decrease food waste</b>	Reduce the 30-40% of food that is wasted globally	Reduces burden on natural resources used to produce wasted food.	Williams
<b>Decrease military spending</b>	Reduce global military spending by 75% by 2025	Frees up resources for other welfare expenditures. Current military spending is \$1.6 trillion, globally.	Assadourian
<b>4. Land Use</b>			
<b>Improve urban land use</b>	25% reduction in per capita living space area		Vergragt
<b>Improve rural land use</b>	Improve agro-ecological zoning	More efficient use of farm land and better biodiversity protection	Munasinghe
<b>Decrease deforestation</b>	Reduce deforestation rate by 50% by 2025	More GHG sinks, biodiversity protection	Munasinghe
<b>5. Health and Diet</b>			
<b>Improve healthcare</b>	Guarantee access to healthcare for all	Reduces mortality, morbidity and economic costs	Assadourian
<b>Decrease obesity</b>	Reduce obesity and overweight rates by 50% by 2020	Reduces mortality, morbidity and economic costs and ecological pressures driven by over-consumption	Assadourian, Munasinghe
<b>Improve diet and decrease environmental burden</b>	Reduce meat and dairy consumption by 80%	Non-vegetarian meals have twice the environmental impact of vegetarian meals. Potential health benefits from less meat consumption	Vergragt
	Reduce consumption of animal products by 50% by 2020		Assadourian
<b>Decrease food toxicity and environmental burden</b>	Double organic food production	Reduces chemical fertiliser and pesticide use, and GHG emissions	McDermott
<b>6. Lifestyles and Livelihoods</b>			
<b>Improve working hours and lifestyles</b>	Reduce working hours by 30%	Better distributes jobs and wealth, promotes healthier living, and reduces economic activity. Reduces working hours has environmental and welfare benefits, including flexible working hours, more jobs and free time	Vergragt
	Reduce the work week to 20 hours		Assadourian
<b>7. Economic-Financial System</b>			
<b>Improve Measurement of well being</b>	Replace or supplement GDP with improved measures of sustainable development, including green GDP.	Improves overall sustainability	Munasinghe, Vergragt
<b>Improve Tax System</b>	Raise taxes on the wealthiest	Discourage luxurious lifestyles that are not environmentally sustainable	Assadourian
	Progressive taxation including ecotaxes	Revenues can be invested in green energy	Vergragt
<b>Improve Banking</b>	Ensure a stable banking system	Contribute to a 'post-growth' economy	Williams

**Source:** Munasinghe (2011), compiled from sources shown in the Table, and Scott & Shepherd.

**Note:** MCGs could be mandatory, and also voluntary at country, city, community, company, household and personal levels, focusing on unsustainable consumption and production supporting more affluent consumers.