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THE THRILL OF REALITY:

Consumerism
cancels out what
we are: we no
longer know how
to do things of
the past

“In a consumer society
there are inevitably two
types of slaves:
prisoners of addictions
and prisoners of envy”

ROME- The essential thinginess of capitalism has been one of its most-criticized features. Materialism, and specifically consumerism, are almost always used as pejorative terms. Nostalgic conservatives, egalitarian progressives and environmentalists loudly agree on at least one thing: we are just buying too much stuff.

After the Second World War, living conditions improved greatly in western countries thanks to a significant increase in production. Even the people of the lower classes began to enjoy a well-being previously reserved only for small groups. Everyone became a potential consumer. The American model spread so much as to influence lifestyle choices, imposing products hitherto almost unknown on the national market, such as chewing gum, chocolate, cigarettes and music records.

The so-called 'consumerism' in fact developed when they appeared not only in bourgeois houses, but also in workers' houses, superfluous goods, that is, not strictly necessary for survival. Economic well-being was obviously trying to exhaust a well-being of life, with the search for 'free time' o spend more and more positively, and people began to think not only about how to live, but how to enjoy life. Advertising, spread by the media, traditional ones such as radio and newspapers and more innovative ones such as color TV and cinema also contributed to affirming this new lifestyle. But the practice of 'consumption', initially so exciting, soon revealed its critical sides.

In fact, the economic system, based on the growing consumption of superfluous goods, which was supposed to guarantee well-being for all, has instead increased the gap between rich and poor countries.

Free time, the necessary precondition for enjoying the 'superfluous', has been reduced to the point of disappearing, sucked into the need to work harder to be able to earn more, to finally be able to spend more. And the consumer system also seems to be co-responsible for the new pathologies characteristic of rich countries, such as food pathologies: obesity, diabetes, bulimia and anorexia, linked to the excessive availability of food and the perception of false food needs.And diseases of the psyche, more difficult to diagnose, such as depression, and which often arise from a deep sense of dissatisfaction and loneliness despite living constantly in contact with others and with all kinds of goods and products. And always the excess of consumption as well as the industrial overproduction, which is the premise, is the cause of environmental diseases, such as pollution, and of the entire planet, such as desertification and the greenhouse effect. Wealth is not an evil provided it is truly distributed among all and perhaps the consumerist system is not capable of guaranteeing it.



STOP BEING A CUSTOMER
BE A HUMAN



- Buy less, make a few purchase-free days a week
- Don't buy needless, luxury or polluting products
- Support smaller, green, verified companies
- Avoid banks and credit card companies
- Buy organic food and natural medicine
- Grow your own vegetables and fruits
- Realize, that you can be happy without money

Shopping, one Italian out of two buys clothes he never uses

Swg survey commissioned by Greenpeace: 51% of respondents admit to buying more clothes than they need and 52% use shopping to cheer up and feel euphoric. Women between 30 and 39 are most affected by the phenomenon.

MILAN - The research commissioned by the environmentalist association to the specialized company Swg (which has heard a thousand Italians aged between 20 and 45, between 8 and 13 March) has set itself the goal of "analyzing the attitude of Italians towards shopping ", but also" to bring out the emotions related to the purchase of clothing "as well as to" investigate purchasing habits ".

It turns out then that for 54% of Italians shopping "is an effective weapon against boredom", for 48% "it is one of the methods you can use to relieve stress" and 41% declare that they would feel "bored" if he could no longer shop. A phenomenon already known as "compulsive shopping", already known and which can also lead to pathologies. But seeing it shown by the numbers always strikes: 65% of the sample interviewed says that after a purchase they feel "euphoric and satisfied" and 52% admit to shopping "to cheer themselves up".

But who are the Italians most subject to this phenomenon? According to the research, women residing in the North-West and in the South of Italy - between the ages of 30 and 39, with personal income of over two thousand euros - are the segment of the population most prone to excessive shopping, especially those who have a educational qualification that does not go beyond maturity.



Earth day: an initiative to

change our behavior

Earth Day is the name used to indicate the day on which it celebrates the environment and the protection of the planet Earth. The United Nations celebrates this anniversary every year, a month and a day after the spring equinox, April 22nd. The celebration aims to involve multiple nations and today investing 193 countries. In 1969, at a UNESCO conference in San Francisco, rhythm activist John McConnell presented a day to honor Earth and the concept of rhythm, first to be celebrated on March 21, 1970, the first day of spring in the Northern Hemisphere. This day of nature balance was then sanctioned in a proclamation written by McConnell and signed by the United Nations Secretary-General U Thant. Date of April 22, 1970 to underline the need for the conservation of the Earth's natural resources, as a university movement, over time, Earth Day has become an educational and informative event. Ecological groups use it as an opportunity to evaluate the problems of the planet: pollution of the air, water and soil, the destruction of ecosystems, the thousands of plants and animal species that disappear, and the depletion of non-renewable resources (coal, oil, natural gas).





“It is a society of lonely people, of bulimic consumers, of addicted spectators, with short and fragmented horizons”

Consumerism is killing the planet and we are not doing nothing to avoid it.Ther is not planet B.

Consumerism is killing the planet. The only way to save the planet is to reduce energy use. And the only way to do that is to reduce consumption. But it is not clear that these statements are true. There are clean energy alternatives available, it’s just a question of collectively moving towards them. Consumers need protection from predatory, corrupt, or dishonest sellers; the market needs protection from monopoly power.

A new study published in the Journal of Industrial Ecology shows that the stuff we consume — from food to knick-knacks — is responsible for up to 60 percent of global greenhouse gas emissions and between 50 and 80 percent of total land, material, and water us.

According to the study, about four-fifths of the environmental impact of consumerism comes



with 18.6 tonnes CO2 equivalent (“CO2

ROME:Consumerism is killing the planet. The only way to save the planet is to reduce energy use. And the only way to do that is to reduce consumption. But it is not clear that these statements are true. There are clean energy alternatives available, it's just a question of collectively moving towards them. Consumers need protection from predatory, corrupt, or dishonest sellers; the market needs protection from monopoly power. That there are limits to free markets, especially in these kinds of areas, is accepted across the political spectrum. The argument is not over whether the government should reach into these arenas, but how far.

Consumption can affect the environment in many ways:

higher levels of consumption (and therefore higher levels of production) require larger inputs of energy and material and generate larger quantities of waste byproducts. Increased extraction and exploitation of natural resources, accumulation of waste and concentration of pollutants can damage the environment and, on the long run, limit economic activity. Rebus sic stantibus, consumerism, a term used by sociologists to describe the effects of equating personal happiness with purchasing material possessions, can even do worse as long as it determines an increase in the amount of purchased goods.

not from direct behaviors like driving cars or taking long showers, but rather from sources further down our products' supply chains. The amount of water that goes into a hamburger or frozen pizza, for example, proved much more significant than showering and dish washing habits.

They found that consumerism was much higher in rich countries than in poor countries (surprise!) and that those with the highest rates of consumerism had up to 5.5 times the environmental impact as the world average. The U.S., they reported, had the highest per capita emissions

equivalent" is a metric that rolls multiple types greenhouse gas emissions into one). Luxembourg had 18.5 tonnes, and Australia came in third with 17.7 tonnes. The world average, for comparison, was 3.4 tonnes, and China had just 1.8 tonnes.

So: consumption is not intrinsically bad. Indeed, buying things is one of the joys and privileges of a modern capitalist economy. But most of us need a little help balancing present consumption with future consumption. The planet needs a lot of help to ensure that our consumption does not deplete our shared resources. Consumers need protection in high-stakes, complex areas like financial services, and public provision in others like health care and education.



Is it really the fault of capitalism?

NEW YORK-Many people think that consumerism is caused by capitalism. But is it really true? many criticize consumerism, from Pope Francis to the anti-capitalist left. First of all we have to know that capitalism is a policy that stands out from the others due to an expansionist and money-based policy. According to scholars, the moral imperative of capitalism was the thrift of money. So if capitalists were once associated with the prudent use of money, why are they now accused of the alleged obsession with infinite consumption?

They now accused of the alleged obsession with infinite consumption. The theory that the left uses is basically this: if capitalism has to survive, it requires ever higher levels of consumption. If people stop spending, capitalism will collapse on itself. this description of capitalism is wrong. Manufacturers of luxury cars and high-end shoes benefit when they manage to convince actors on the market to consume things far above and beyond what Jansiz calls "biological needs".

Likewise, the need for elegant shoes could be counted among the so-called "false needs", just to use Jansiz's terminology. This system breaks down, however, when governments and central banks intervene to "stimulate" the economy through more government spending and through central banks forcing down interest rates.

This "stimulus" is done for the purposes of getting the consumers to spend more. However,it is not something markets or capitalists can do. It requires government intervention, and it is thus not part of the market economy.

The world political class (and European in particular) to which the Fridays for future movement is addressed, be it liberal,

liberal, social-democratic or sovereign, is the wrong recipient, because it does nothing but represent the interests of the global market.

Those who hold the debts of the states or make large investments in its territories influence - very heavily - the economic and social policies of the latter and when we hear about spreads, market reaction to a certain national affair, spending review (i.e. reduction of the public expenditure in order to pay debts and interest on debt), consumption incentives, subsidized taxation for transnational companies, etc. etc. we are talking only of measures to the full advantage of large private entities, be they banks, holding companies or large industries.



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