

UNELECTED GLOBALISTS

CLIMATE CHANGE is their excuse to justify their actions against humanity

They live in mansions- but they're telling us we 'must' live in 15 minute cities

They dine on the finest food - but they're telling us we 'must' eat bugs

They travel the world in private jets- but they're telling us we will be 'allowed' 1x 1500km round trip every 3 years

They purchase the finest clothes- but they're telling us we will be 'allowed' 3 new pieces of clothing per year

They are driven everywhere- but they're telling us we won't be 'allowed' to own a car

Don't be fooled by nice graphics and unproven words- read the fine print!

THE FUTURE OF URBAN CONSUMPTION IN A 1.5°C WORLD

C40 CITIES

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Auckland, New Zealand

Mayor Wayne Brown

Member Since 2015

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Consumption intervention for **BUILDINGS AND INFRASTRUCTURE**, and associated targets-15 minute cities

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Material efficiency	Reduction in steel and cement use of 20% and 32% respectively	Reduction in steel and cement use of 35% and 56% respectively
Enhance building use	10% reduction in demand for new buildings	20% reduction in demand for new buildings
Material switching	75% of residential and 50% of commercial are timber buildings	90% of residential and 70% of commercial are timber buildings
Low-carbon cement	50% of cement replaced with low-carbon alternatives	61% of cement replaced with low-carbon alternatives
Reuse of building components	11% reduction in virgin metal and petrochemical-based materials	22% reduction in virgin metal and petrochemical-based materials

Consumption interventions for **FOOD**, and associated targets

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Dietary change (this intervention is characterised by three major changes which are described in more detail)	16 kg of meat per person per year ²¹	0 kg meat consumption
	90 kg dairy consumption (milk or derivative equivalent) per person per year ²²	0 kg dairy consumption (milk or derivative equivalent) per person per year
	2,500 kcal per person per day	2,500 kcal per person per day
Reduce household waste	50% reduction in household food waste	0% household food waste
Avoid supply chain waste	50% reduction in supply chain food waste	75% reduction in supply chain food waste

Consumption interventions for **AVIATION**, and associated targets

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Reduce number of flights	1 short-haul return flight (less than 1500 km) every 2 years per person ²⁶	1 short-haul return flight (less than 1500 km) every 3 years per person
Sustainable aviation fuel	53% sustainable aviation fuel adopted (or other equivalent low carbon technology or fuel) ²⁷	100% sustainable aviation fuel adopted (or other equivalent low carbon technology or fuel)







Consumption interventions for **CLOTHING AND TEXTILES**, and associated targets

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Reduce number of clothing and textile items	8 new clothing items per person per year	3 new clothing items per person per year
Reduce waste in the supply chain	50% reduction in supply chain waste	75% reduction in supply chain waste

Consumption interventions for **PRIVATE TRANSPORT**, and associated targets

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Reduce ownership	190 vehicles per 1,000 people ³⁴	0 private vehicles
Optimum lifetime	20-year lifetime for body of vehicle (shell & interior) ³⁵	50-year lifetime for body of vehicle (shell & interior)
Material efficiency	50% reduction in use of metal and plastic materials	

Future consumption targets

Consumption category	Consumption interventions	Emission reductions per consumption category between 2017 and 2030	Emission reductions per consumption category between 2017 and 2050
	<ul style="list-style-type: none"> Reduce the number of new clothing items bought every year Reduce supply chain waste 	39% (Reducing the number of new clothing items alone accounts for 37%)	66% (Reducing the number of new clothing items alone accounts for 64%)
	<ul style="list-style-type: none"> Dietary change: eat in line with health recommendations and lower meat and dairy consumption Reduce household waste Reduce supply chain waste 	36% (Dietary change alone accounts for 27%)	60% (Dietary change alone accounts for 45%)
	<ul style="list-style-type: none"> Reduce number of flights Increase adoption of sustainable aviation fuel 	26% (Reducing number of flights alone accounts for 18%)	55% (Reducing number of flights alone accounts for 31%)
	<ul style="list-style-type: none"> Improve materials efficiency Enhance building utilisation Switch to lower carbon materials Adopt low-carbon cement Reuse building components 	26% (Improving materials efficiency and enhance building utilisation together account for 18%)	44% (Improving materials efficiency and enhance building utilisation together account for 29%)
	<ul style="list-style-type: none"> Reduce car ownership Increase car lifespans Increase material efficiency 	28% (Reducing car ownership alone accounts for 24%)	39% (Reducing car ownership alone accounts for 31%)
	<ul style="list-style-type: none"> Optimise lifetimes of IT equipment 	18%	33%