

This is a graded discussion: 2 points possible due -



Reading Reflection #8

[Ashna Misra](#)

26 Jan at 11:05

14 36

Use 200-400 words to answer the following questions:

1. The reading discusses how IWAC is superior to IPAT because it adds “alternatives” to the analysis. Give an example of a “real” consumer choice and discuss its reception.
2. Education of young children is cited as the best way to reverse environmental degradation, do you agree? Explain your opinion.

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[Olivia Locke](#)

<https://canvas.ubc.ca/courses/26675/users/189754>

27 Jan 2019

1. The reading discusses how IWAC is superior to IPAT because it adds “alternatives” to the analysis. Give an example of a “real” consumer choice and discuss its reception.

I think there are very few “real” consumer choices one can make to have a significant effect on their environmental impact. One choice which has gained popularity of over the past decade is the choice to consume a vegan diet. The general reception towards veganism is dependant on where you are, certain communities are certainly more or less progressive about the idea of a meat-less diet, but over the last few years it has become a much more discussed and valued idea. The options for more vegan meals or alternatives in restaurants and grocery stores has increased greatly. I think the multi factored appeal to veganism is a large part of why it has gained popularity. It attracts consumers who want to save money, prevent animal cruelty, and reduce their carbon


footprint.

<https://www.theguardian.com/lifeandstyle/2018/apr/01/vegans-are-coming-millennials-health-climate-change-animal-welfare>

2. Education of young children is cited as the best way to reverse environmental degradation, do you agree? Explain your opinion.

I think that educating children is a very important aspect of reversing environmental degradation, but I think the type of education which is focused on is very important. As explained in this article, I think the current focus on educating children of the importance of recycling is somewhat ineffective. A focus on educating children about how a sustainable society could exist and what should be expected of their government could have the effect of raising a generation which has increased expectations of the systematic change which needs to occur.

While I think educating children is an important piece of creating a sustainable future, I don't think it can be the most important piece. At best children today will be entering the workforce in a decade from now, and by the time they are able to gain influence necessary to make systematic change it will probably be closer to two decades. The "Emissions Gap" report made the case for why we need significant change very soon, I don't think there is time to wait for today's children to make a difference.

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[Michael Horner](#)

<https://canvas.ubc.ca/courses/26675/users/208938>

29 Jan 2019

2/2

1. A vegan diet is definitely a good option for reducing one's carbon footprint.
2. I agree.

← [Reply](#) 



[Katie Reeder](#)

<https://canvas.ubc.ca/courses/26675/users/11862>

29 Jan 2019

2/2. Agreed! Our education system puts more emphasis on children as individuals, not as citizens. If our education system taught children about how they can make an

institutional change rather than small tweaks to their consumption and waste disposal habits, we would see lasting change. But in the meantime... action from adults is our best bet.

← Reply 



[Katie Reeder](#)

<https://canvas.ubc.ca/courses/26675/users/11862>

28 Jan 2019

1. The 'IWAC' acronym (Impact = quality of Work x meaningful consumption Alternatives x political Creativity) suggests that our consumption choices can be more than cosmetic, we can choose 'meaningful alternatives'. I think that an example of a meaningful alternative could be something like the purchase of a solar panel. That is a 'real' consumer choice, as it offers a consumer the opportunity to transition off a fossil fuel based grid. I don't fully understand the second part of the question... but the consumer reception to solar has been lukewarm; barriers such as costs make this 'choice' unrealizable for many.

2. In the long run, I believe that the education of young children is an effective way to cement new behaviors into society. However, it is adults who have the power to develop an educational program or to alter a curriculum. Additionally, it takes time for the benefits of a new education program to be felt beyond the classroom walls. There will be a delay in social change between the education of children and the positive effects- children are unlikely to change consumer culture until they become consumers themselves... (so adolescence or whenever they enter the workforce).

I agree with Micheal Maniates that we place too much faith in the "restorative powers of the young". Most conversations I have about global warming with full-fledged adults end with us both agreeing that we need to take action. But they tend to wrap up the conversation with a "don't worry. your generation that makes me hopeful. It's people your age that will turn this all around". As the article mentions, most of them think that it's too late to make a dent in the consumer preferences of their baby boom era. But I don't think it's realistic (or fair) to expect that a generation of teenagers and young adults fresh from school are capable of untangling this wicked problem without the intellectual and financial support from the older generation. Middle-aged folks and seniors have had a lifetime to concentrate political and economic power. So, I think we need a blend of both education of young children, and involvement/ re-education of adults to reverse environmental degradation.

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[Michael Horner](#)

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29 Jan 2019



2/2

1. I was not sure about the interpretation of the first question either. But the example is reasonable.
2. I agree. The best time to act is now.

[← Reply](#)



[Taran Bains](#)

<https://canvas.ubc.ca/courses/26675/users/208520>

29 Jan 2019



2/2

I was also a bit confused about the first question lol. But I agree with you for the second part, like its not too late for the the older generations to make changes considering they still consist of most of the world leaders.

[← Reply](#)



[Michael Horner](#)

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29 Jan 2019



1. ***The reading discusses how IWAC is superior to IPAT because it adds “alternatives” to the analysis. Give an example of a “real” consumer choice and discuss its reception.***

A real choice that consumers have is the paper straw vs. the plastic straw. This is an example of a fake alternative because it shifts the issue of disposable packaging to the consumer, and does not address the underlying problem. Most cups from vendors that offer paper straws are still made out of plastic. A true alternative would be the refusal of disposable packaging or the requirement that consumers bring their own packaging.

1. ***Education of young children is cited as the best way to reverse environmental***

degradation, do you agree? Explain your opinion.

I do not agree with this statement in general. Even if children are educated about what comprises a “healthy and sustainable” environmental impact, if they still strive to increase their wealth and aim to have their own offspring, they will not reasonably decrease their carbon footprint. As governments control how education is conducted and are funded by taxpayer funds it is in their best interest to perpetuate a consumption-based economy and lifestyle. Stopping the stream of births and growth of consumption would never be a policy for any government that wanted to ensure long term stability of a nation. In addition, while environmental education has been a staple of Canadian education for decades – long enough for a student to go from kindergarten to graduating high school, and the children who have experienced this are now entering public office, there has been no sign of large-scale action to reverse or halt environmental degradation. Young adults and those a bit older are just as ambitious as the generation before them, and even with their wealth of environmental knowledge there has not been a shift in the desire for affluence and technology.

← Reply 👍 (1 likes)



[Alexis Lytle](#)

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29 Jan 2019

2/2

I agree, plastic vs paper straws are not a real option. Even purchasing reusable straws put the burden on the consumer to be "environmentally conscious" while doing little to limit the other waste that results from the production of a cup of iced coffee.

And yes, if children who read the Lorax are now holding public office and have not made any changes yet, I do not see the status quo changing any time soon.

← Reply 👍



[Taran Bains](#)

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29 Jan 2019

2/2

I def's agree with your paper vs plastic straws and how it does not solve the problem.. Also, some people need to use straws for medical/health reasons. The Lorax was published in like the 1970's... that is quite a bit of time for those kids to have taken action.

← Reply 



[Taran Bains](#)

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29 Jan 2019

1.

IPAT --> impact = population x affluence x technology

IWAC --> Impact = quality of Work X meaningful consumption Alternatives X political Creativity

I think that maybe fashion and buying clothes could be considered a 'real' consumer choice. There are a LOT of different brands out there with quality of clothes that are very different. From one wear outfits from Boohoo and Fashion Nova, to Levi's and Patagonia that are meant to last a lifetime. One wear, or fast fashion is meant to only last maybe a season and inevitably ends up in the landfill. Whereas you can go to your local thrift store and probably find a nice pair of Levi's jeans. As well some being cheap material, they can be made unethically. Considering how Nike was forced to change its ways after people boycotted the brand for using child labor and sweatshops to make their products, we do have a say in how our clothes are made with how we choose to spend our money. And I do believe that consumers can not support companies that produce one wear items and fast fashion by not shopping there, but it takes a lot of convincing.

Related article: <https://www.theguardian.com/fashion/2019/jan/28/they-can-sell-anything-how-the-kardashians-changed-fashion>  <https://www.theguardian.com/fashion/2019/jan/28/they-can-sell-anything-how-the-kardashians-changed-fashion>

2.

I don't really agree with the whole educating children will help reverse environmental degradation.. I do believe that it is important to teach them about the environment, and teach them to care for the planet and their home, but I don't think its right to expect them to clean up the mess that was created before them. It lacks maturity because we're not taking responsibility. It isn't enough to expect the next generation to change things because why can't we change things right now. Why can't we work on changing things right now and expect the younger generation to continue changing towards a more sustainable future. Because that excuse to me seems like oh, lets continue what we're doing now and let the next generation to fix it, and I don't agree with it.

← Reply 



[Ashna Misra](#)

<https://canvas.ubc.ca/courses/26675/users/94031>

29 Jan 2019

Excellent "alternative" for the first question, all though I am biased since I have the same one. I think you could focus a little more on the consumer response but what you said about convincing is definitely true.

I love the take on responsibility, I mentioned how we were sort of the test case for this philosophy and it totally didn't work. It sort of polarized us into being either completely apathetic or very much involved in sustainability. Either side there's a high likelihood you are angry at the previous generation.

2/2

[Reply](#)



[Alexis Lytle](#)

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29 Jan 2019

2/2

Excellent point that it is not fair of us to put the burden of change on the younger generation, since we are the ones who have actively participated in making the situation worse (partially because generations before us expected us to be able to clean up their mess without actually changing the system).

Fast fashion is a great example, although every tier of fashion (even high fashion brand names) contributes to this issue in the mass burning of their dead stock. The true heart of the issue is needless consumerism, an unhealthy habit which I also choose to satisfy through compulsive thrift shopping :)

[Reply](#)



[Alexis Lytle](#)

<https://canvas.ubc.ca/courses/26675/users/38541>

29 Jan 2019

Also just wanted to note this: <https://www.thisisinsider.com/study-finds-cheap-clothes-last-as-long-as-designer-clothes-2018-12>

← Reply 👍



[David Ontaneda](#)

<https://canvas.ubc.ca/courses/26675/users/27548>

29 Jan 2019

2/2

I would argue that when talking about alternatives we cannot take a reductionist point of view. Not because morally or environmentally its not better, I do believe it would be the best, but because the market is too slow to react to a reductionist alternative. I would say that providing equal or better alternatives is the only option. In this particular case, I would add a consideration that tackling the environmental consequences of fast fashion may not only lie on somehow tackling consumer behaviour change, but also on production and distribution strategies that can satisfy to some extent the same fast fashion style consumption habits while reducing to a negative the carbon footprint. For example, Integrating sharing economy practices into fashion is one way that circular economy designers are trying to break into the fast fashion industry.

I completely agree with the answer to the second part.

← Reply 👍



[Alexis Lytle](#)

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29 Jan 2019

The reading discusses how IWAC is superior to IPAT because it adds “alternatives” to the analysis. Give an example of a “real” consumer choice and discuss its reception.

A relevant consumer choice for UBC students is whether or not to use disposable coffee cups. Starbucks offers inexpensive reusable plastic cups, the bookstore sells slightly more expensive ones, and there are discounts at certain venues for bringing your own cup. I have even seen multiple consumer surveys from my peers in engineering who are working on an alternative to disposable cups. Regarding the IWAC formula, I would not say this creates more or less meaningful work, and I do not think it does much to impact political creativity either. I honestly don't know what the impact of using a plastic cup is, other than feeling more self-righteous/less guilty and ultimately creating a smaller amount of waste with a much longer lifespan to be sent to the landfill, and that certainly does not seem like a “real alternative” in any tangible way.

Education of young children is cited as the best way to reverse environmental degradation, do you agree? Explain your opinion.

As with many systemic cultural issues, I believe that the solution must be a combination of top down and bottom up action. Yes, we absolutely need to educate children about the impact of their individual choices, but we also need to teach them that those choices do not exist in a vacuum.

This paper states that our individual choices are environmentally significant, but “control over these choices is constrained, shaped, and framed by institutions and political forces that can be remade only through collective citizen action, as opposed to individual consumer behavior.” These words were published in 2001, when I was in grade 2. I and my peers were taught to recycle, read the Lorax, and planted trees with our class. Yet it is only now, 18 years later, that I am hearing these kinds of statements for the first time and realizing how the status quo will not change until we start scrutinizing corporations and institutions, not individual consumer choices.

To that end I would say that in addition to educating our children, those who are able to take action right now must do so; otherwise the cycle of ignorance and apathy will continue, and all those educated children will grow up to be disillusioned or misinformed adults who do nothing to address the root of the problem.

← Reply 



[Melissa Prado](#)

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29 Jan 2019



Really good point acknowledging that we do not even know the impact of not using a plastic cup, because we truly do not, it is just the hope that this will contribute a bit to have a better planet, and that we will continue to repeat the behavior so it becomes a habit and we overall use less plastic cups, and ultimately then fewer cups will be produced.

The story was so interesting, it reflects almost exactly where we are failing as a society to approach environmental degradation.

← Reply 



[Melissa Prado](#)

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3/3

← Reply 



[Ashna Misra](#)

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29 Jan 2019



That's a really good point in terms of the reusable cup. I've also seen multiple initiatives/capstones to address the issue so I don't really understand why there isn't something campuswide in place yet. Although, I have a vague memory of a container share thing for some of the food locations but I don't think that's around anymore. It's possible the inability to create a program is connected to the lack of political creativity or meaningful work.

Excellent quote to bring the question back to. Overall a very holistic and good analysis of the issue. I agree that if we continue believing that solely education is the solution we will never actually get closer to real change. I'm also hesitant to say it's even the "best" way to reverse degradation.

2/2

[← Reply](#)



[Ashna Misra](#)

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29 Jan 2019



1. Everyday consumers make a choice between quality and price. In particular I am concerned with the rise of fast fashion. I know people who will rationalize buying a poorly made shirt from ForeverXXI just because it is under \$10 but do not consider that it will fall apart after being worn twice. This is unfortunate because not only is its production unsustainable but it cannot be reused or donated, making the landfill its fate. Meanwhile, consumers could pay slightly more to purchase clothing at a higher quality and have it last significantly longer. Stores like Everlane and Patagonia are examples of brands that successfully focus on ethical production and sustainability.

Reasonable but high quality stores like Uniqlo or Oak&Fort have also been on the rise. In the future, I think consumers will begin to think more about how their clothing choices can factor into a more sustainable lifestyle and circular economy.

2. I agree that education of new generations is important but I do not think it is the be-all-end-all of reversing environmental degradation. In many ways I think our generation was a failed test project for the approach. We grew up recycling only to gain cynicism around individualized efforts when we realized contamination rates are so high hardly any plastic actually gets recycled.

I think there needs to be a faster change than generational education and the answer would be broad based policy. Policy will force everyone to comply with environmental standards, in particular, the industrial sector. Relying on individual morals is naive because it does not account for the way profit drives our economy. Without policy and international collaboration I don't think we would ever see a significant reversal in environmental degradation.

← Reply 👍



[Antonio Rodriguez](#)

<https://canvas.ubc.ca/courses/26675/users/15905>

29 Jan 2019

- Interesting, I never considered long lasting clothes to be better for the environment than cheaply made cheap clothes. What about people that are less economically available to purchase these more expensive brands.
- We could put some pressure on the companies to use more sustainable, reusable and long lasting material and reduce the individualistic consumer view.
- Very true, we need fast action now with policies and regulations. But it is also very valuable to inform the youth about the problem so they can be more conscious towards the issues and help implement the policies and regulations of the future.

← Reply 👍



[Antonio Rodriguez](#)

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2/2

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3/3

That is really true, even from an economic perspective it is cheaper to pay \$20 for something that will last for 6 years than \$5 for something that will last for 1 year.

I agree that there needs to be a faster change, and we do not need to wait for a new generation to change things, we can start as well, we just need to take more action as a community, and as individuals.

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[Alexis Lytle](#)

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29 Jan 2019

Just wanted to note this study: <https://www.thisisinsider.com/study-finds-cheap-clothes-last-as-long-as-designer-clothes-2018-12>  (<https://www.thisisinsider.com/study-finds-cheap-clothes-last-as-long-as-designer-clothes-2018-12>)

What I took away from this is that it matters more why we buy things and how we treat them.

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[Melissa Prado](#)

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29 Jan 2019

An example of a "real" consumer choice would be to plant and eat their own fruits and vegetables. The reason I say this is because, yes there are many "green" products out there, however, we do not have full control nor knowledge regarding their method of production, nor materials used. In this case, we have full control of the product, its distribution, and consumption.

The way in which the reading refers to the education of young children as the best way to reverse environmental degradation, however, it looks at it from the perspective of children growing up behaving individually in an environmentally friendly way, recycling, buying green products, etc. I do agree education is the best tool, I do not agree that we need to wait until the next generation, nor we should only teach people how to behave. Education should be used now to educate our population about this issue, the science and policy that is currently behind it and teach them what is the actual power they have to change the trajectory the world is now taking. Education should also encourage creativity, for people to build and develop not only technological solutions for climate change but also innovative policies to face global warming.

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[Antonio Rodriguez](#)

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- Would producing your own vegetables have any negative outcomes? It is true that buying green products falls down to the consumer and we can get ride of some of the consumerism by having them plant their own vegetables.

- I like how you mentioned creativity in the education of youth, that is very important to find new ways for climate mitigation.

2/2

[← Reply](#) 



[Jackson Herron](#)

<https://canvas.ubc.ca/courses/26675/users/31047>

29 Jan 2019

2/2

I agree, we can't wait around for younger generations to solve our problem, that citizens need to be empowered to take collective action now. I think this is a confusing issue, and things are always changing (technology, policy, etc.) - so ongoing education is essential. Nice response!

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[Antonio Rodriguez](#)

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29 Jan 2019

1. IWAC is more focused on politics and economics, and offers a more versatile formula so as to not put all the weight of climate change on the consumers. IPAT can fall into difficult circumstances by putting equal weight to under developed countries to reduce population and developed countries to reduce consumerism without bringing politics into play.

An example of a real consumer choice could be reusing and recycling. Many consumers think that by recycling their plastics and cans, they are helping with the problem of climate change. This individualized view can be wrong because of what happens after the recycling is collected. A lot of plastics that are thrown out as recycling are not recycled due to being different types of plastics or even for having contaminants in it. This needs to change through policy of industry as well as technology that will effectively recycle these different plastics instead of throwing them in the ocean or landfills. Industries also have a part to play by using plastics that are actually recyclable

or by using less plastic and thereby removing the focus on the consumers to recycle. As stated in the article, governments tried to implement a re-use program for containers, but the companies opposed this, as it meant more work for them, and threw the load on consumers to recycle.

2.

It is definitely important but it is not the best way. Of course that having the youth educated on the reality of climate change and the problems occurring around the world will enlighten them and make them more conscious to the fact so that they can practice environmentally safe practices and eventually, when they grow up, can help implement policy as most of the grown up youth will be in favor of climate change regulation and mitigation. However, I also believe that climate change is a prevalent issue right now and we need to take important action now. Aside from informing the youth, policy and regulation needs to be implemented now to help mitigate some of the effects we have already caused. We cant expect the youth to fix the problem that the older generations created.

 [Reply](#) 



[Olivia Locke](#)

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29 Jan 2019

2/2

I like your example of how recycling plays in to the consumer vs industry problem. I'm not sure that I would describe this as a consumer choice. Maybe a choice of purchasing goods in packaging or going to a packaging free store and making a deliberate choice to avoid packaging would be a better example of a consumer choice.

I agree with your point about climate change being a very immediate issue and that focusing on childrens education is important but will not solve the issue of urgency.

 [Reply](#) 



[Jackson Herron](#)

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Great response! The use of plastic is definitely a case where our choices are constrained by the system- we're not often able to choose alternatives from plastic packaging. Policy could theoretically intervene here to outlaw plastics or make corporations find an alternative, but so far government action has lagged on this, and it probably has a lot to do with the corporations lobbying against this.

I also agree with you that it's not fair at all to expect the youth to fix the problems caused by older generations. Important action is needed now.

← Reply 



<https://> **Jackson Herron**

<https://canvas.ubc.ca/courses/26675/users/31047>

29 Jan 2019

The reading discusses how IWAC is superior to IPAT because it adds “alternatives” to the analysis. Give an example of a “real” consumer choice and discuss its reception.

An example of a consumer choice that exists today is buying a fossil-powered car, an electric vehicle, or choosing to take public transport. In terms of buying a car or taking transport, this depends heavily if there is suitable public transport where you live, and whether you have the financial ability to purchase a car. When it comes to choosing a vehicle the price of electric cars has come down significantly, but they are still more expensive than regular cars in most cases. British Columbia, California and other populations have announced plans and are creating policies to increase the sale of electric cars, so prices will probably keep falling. This is a good example of institutionalizing the environmental problem to make available alternative choices. However, I'm still concerned by the amount of energy and resources it takes to manufacture electric cars, and the impact it will have if everyone in the world needs to own one. I think society should seek to expand the choice for effective community transportation systems, bike lanes, and alternatives - not focusing entirely on the model of individual cars for everyone.

Education of young children is cited as the best way to reverse environmental degradation, do you agree? Explain your opinion.

I think that education is very important, and that the current and future generations are more knowledgeable and prepared to face environmental problems. However, we can't wait for future generations to assume political power - policy change must take place now. As the paper talks about, I think education usually focuses on individual actions, and doesn't go far enough in educating people about the systemic ways we can tackle climate problems. I think there needs to be more education to build an informed, politically-active citizenry. I hope to see new generation of environmental activists spring up from the 'educated youth'.

← Reply 



<http> **Olivia Locke**

29 Jan 2019

2/2

I think your example of transportation choices is an interesting one, but I don't know that I agree with you that it is a "real" choice. I think there are so many factors that impede with the ability for many people to really have a choice. For example if you can not afford a new car you most likely will be unable to purchase an electric car, and if your city has not adequately invested in public transportation you may not be able to get to work with our a car. I think or many people this removes there ability to choose a sustainable source of transportation.

I really agree with your second point. I think that focus on systematic issues instead of individual is very important and that you are right about the sense of immediacy which is needed that educating children can not address.

[← Reply](#) 



[Katie Reeder](#)

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2/2. How can we encourage the next generation to look beyond individual action, and towards activism (environmental and otherwise)? In what ways does our current educational system fail to produce civically minded students/ discourage youth movements?

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[David Ontaneda](#)

<https://canvas.ubc.ca/courses/26675/users/27548>

29 Jan 2019

Didn't find the discussion but quick responses would be:

1. Car sharing vs. owning a car
2. While education is important, I don't think there is any single "best way" to reverse climate change. And educating children is essential, yet we can't wait for the next generation to save us.

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[Ashna Misra](#)

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Oooh car sharing vs owning is a really good one!

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[David Ontaneda](#)

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<https://www.drawdown.org/solutions-summary-by-rank>

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[David Ontaneda](#)

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29 Jan 2019



A benchmark used to rate financial institutions on sustainable practices:

https://en.wikipedia.org/wiki/Principles_for_Responsible_Investment

https://en.wikipedia.org/wiki/Principles_for_Responsible_Investment

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