



Environmental Institutions Seminar Series

Presents

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Adjunct Professor

Nicholas School of the Environment and Earth Sciences, Duke University

The New Consumers: The Influence of Affluence on the Environment

Wednesday, October 27, 2004

3:30 pm – 5:00 pm

Room A158 Levine Science Research Center, Research Drive, Duke University

Abstract

In addition to the 850 million long-rich consumers of developed countries whose consumption has grave impacts from local to global, there are now well over one billion people in 17 developing and three transition countries who have achieved sufficient affluence to rank as middle classers. While these people are to be congratulated on lifting themselves out of poverty, they should recognize that certain aspects of their lifestyles--notably their meat-based diets and their proclivity for cars--carry heavy environmental and hence economic penalties. They are unlikely to shift to sustainable consumption unless the long-rich consumers in so-called developed countries lead the way. How shall we define Sustainable Consumption, and how do we get from here to there?

**Reception following
in Hug Commons (Nicholas School)**

Biography

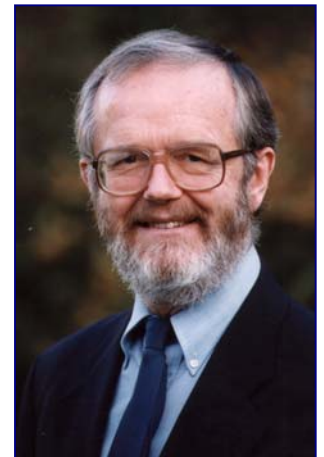
Professor Norman Myers is an Adjunct Professor at the Nicholas School of the Environment and Earth Sciences at Duke, and a Fellow of Oxford University in Britain. He is a foreign member of the U.S. National Academy of Sciences. His environmental activities are strongly interdisciplinary, and he has broached issues such as mass extinction of species, biodiversity hotspots, degradation of future evolution, environmental security and "perverse" subsidies.

Professor Myers is co-author with J. Kent of *The New Consumers:*

The Influence of Affluence on the Environment

Excerpts available at the publisher's link:

<http://64.177.66.179/tellafriend/go.php?id=375>



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For directions to seminar locations, visit our website: <http://www.env.duke.edu/solutions/>