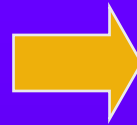


# Moving Beyond the Consumer Society



Regional Environmental Center for Central and Eastern Europe



Regional Environmental Center for Central and Eastern Europe

Erik Assadourian  
Research Associate  
Worldwatch Institute



**The Cause  
of Climate  
Change?**



# The Consumer Society



Regional Environmental Center for Central and Eastern Europe

# Earth's Carrying Capacity

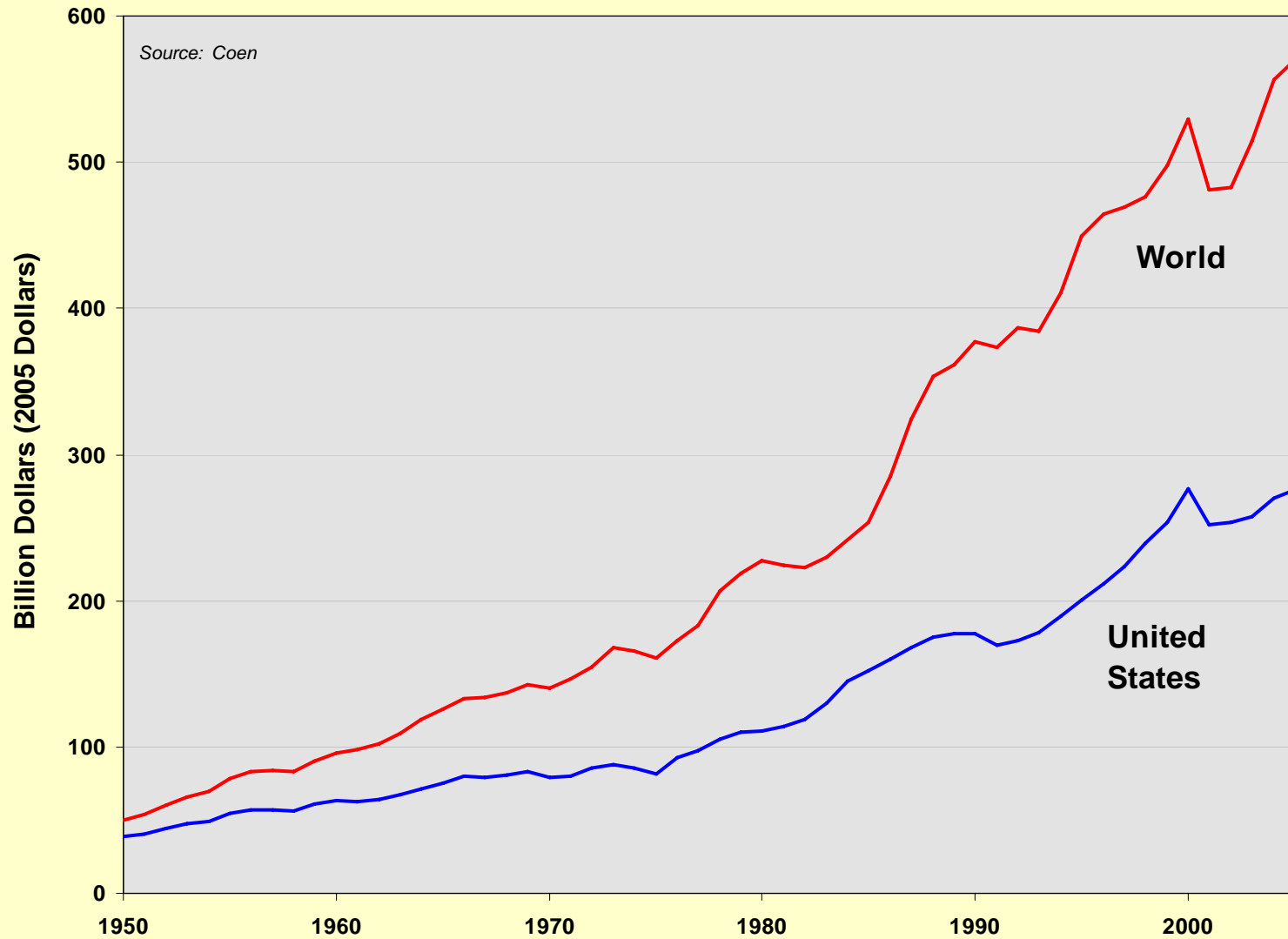
| Income Level of all Earth Inhabitants | Number of People Earth Could Support |
|---------------------------------------|--------------------------------------|
| High                                  | 1.75 billion                         |
| Medium                                | 5.9 billion                          |
| Low                                   | 14.0 billion                         |

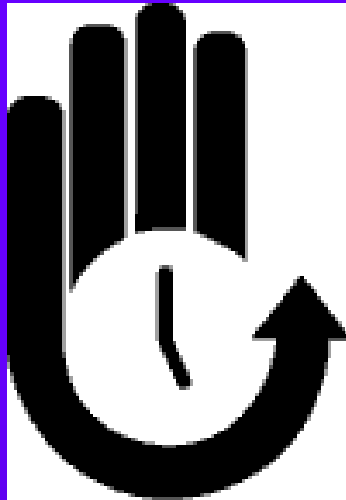
Source: Global Footprint Network

# What Would Jesus Drive?



# World and U.S. Advertising Expenditures, 1950–2005





TAKE BACK YOUR TIME

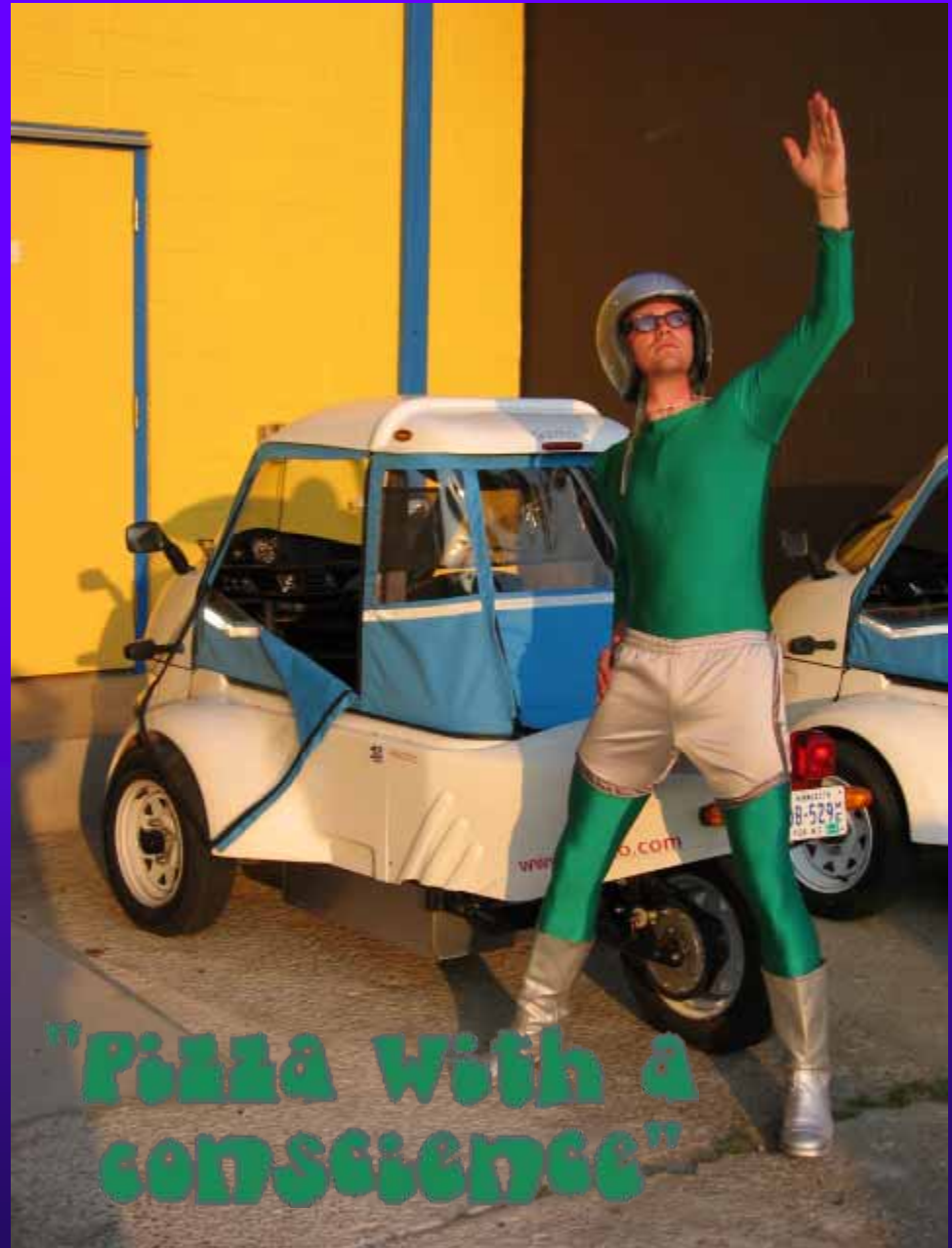


new  
american  
dream



galactic  
Pizza

# The Power of Social Enterprise





[www.worldwatch.org](http://www.worldwatch.org)

Erik Assadourian

Vital Signs Project Director

[eassadourian@worldwatch.org](mailto:eassadourian@worldwatch.org)