

Session 1 : Mainstreaming Sustainable Consumption

Sketching motivators and barriers for mainstreaming sustainable products



LOW-INCOME CONSUMER

INDONESIA
A FARMER FROM
INDONESIA

6

MR. SUPARMANTPUTRA

FAMILY SIZE

PEASANT
HOUSE IN VIL-
LAGE

HOUSING

DEPENDS
MOSTLY ON
RICE AND VEG-
ETABLES FROM
FARM; OCCA-
SIONALLY MEAT

FEEDING HABITS

PRICE IS PRI-
MARY CONCERN

FASHION

TRANSPORT

BICYCLE, OCCA-
SIONALLY
PUBLIC TRANS-
PORT

LEISURE

SMOKES AND CHATS
WITH FRIENDS IN VIL-
LAGE; FISHING





Mr. Suparmanputra

- Children : Average of five (5)
- Housing : 35 square meters shanty, urban center, rented
- Diet : Fish, Vegetables and Rice and occasionally chicken
- Electricity : Sub-Meter from Neighbor, but cut when unable to pay
(part of community tap into electric lines occasionally)
- Weather Challenges : Yearly Flooding

Small, crowded communities (shanty areas) are often covered in darkness even during the day because of the lack of ambient light.

Electricity in Manila is one of the most expensive in Asia


<http://www.baguionews.net/news2/index.php/features/3209-philippines-has-most-expensive-electricity-in-asia>



The average cost of using electricity for during the day compared to just opening during the night raises the households expenses by around 40%. For these households, this percentage makes a significant difference to their expenses where their income ranges from minimum wage to less than a dollar a day.[\[1\]](#)



It's really dark here, even during the day

A black and white photograph of a narrow, dimly lit alleyway. On the left is a wall made of large, rough-hewn stone blocks. On the right is a wooden structure, possibly a door or a window frame, with some papers or fabric hanging from it. The alleyway leads into a dark interior space. The overall atmosphere is one of a cramped, old-fashioned urban environment.

**where houses are built
very close to each other.**

While opting for candles as their light source saves them from the unnecessary expense, it also endangers them and creates a fire hazard for the entire community. Latest statistics (2008) show that out of 10,728 fire incidences in the country.

Pictures : www.sunstar.com.ph



Drivers : Frequent Flooding in City
Electricity is cut off an average of two months a year

