

# The problem of trendy sustainability

January 24, 2014 9:30 am

Sustainability means living without having an impact on the surrounding environment. It means acting with zero cost for the planet. The notion of sustainability gradually inspired me to try it out for myself, to try and have as little damaging impact on the environment around me, whilst maintaining my standard of living. Little by little, I became aware of potentialities which I had overlooked before; I thought about the food I ate, the clothes I bought, even the mobile phone I used, and realised that all of this could have a negative environmental impact.



One thing I have learnt having conducted this personal experiment is that it is not easy thinking sustainably in this world. Granted, it's getting there; over the Christmas break I was happily surprised by the number of "sustainably sourced" products available for sale, from Fairtrade, organic Starbucks coffee to conflict free mobiles. Yet, there is still a hypocritical element to some of these claims.

I went to Wahaca on the weekend and read through the leaflet that they provided. They went on about feeding responsibly-sourced swill to pigs for conservation purposes, which I agreed whole-heartedly with. Yet, as I ate there, they served our food on paper menus which they scribbled on whilst taking our orders and then threw away at the end of service. I do not see consistency here; and this is the restaurant which was voted the most sustainable chain in 2012 and 2013.

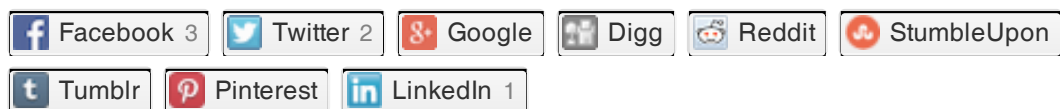
The difficulty of living completely sustainably seems to me to be the reason behind the two, polar-opposite environmental stereotypes. On one side, busy people with hectic lives who run around and forget all about it, waving off climate change and eco-system damage as hyperbolic jargon from bored hippies. On the other side, the bored hippies, who stage ostentatious protests about global warming, shout loud and proud...and then go home and forget all about it.

Both frustrate me. I had a conversation recently with someone advocating changing people's environmental impact through staging numerous protests about 'global warming' generally. They then proceeded to tell me about their new iPhone. This was telling – they talked about changing the world, but had bought a phone which has cobalt and copper unethically sourced from the Democratic Republic of the Congo. They probably

did not even know that the elements which constitute their investment had ruined an eco-system through irresponsible mining. After that, I did not even want to ask how they intended on implementing “change”. Why aren’t these environmental advocates protesting against concrete issues, like conflict mining, like harmful chemicals in beauty products which run into rivers and seas? Why don’t they promote nature, encourage city rooftop gardens, entice people to join the campaign, instead of scaring them off?



Luckily, there are many people looking more deeply at the issues that confront us, finding productive answers which could change the consumer market for the better. The groups campaigning against irresponsibly sourced minerals, against blood diamonds, against chemicals in products. The groups who support more green spaces in our cities, who wish to improve public transport and augment cycle lanes. These are the people who I take my inspiration from. They understand that sustainability is becoming a brand without a meaning at present; the airy-fairy, trendy calls for “reducing carbon footprints” are an example of this. Yet, the first challenge to thinking sustainably is understanding that it is not easy. It requires a complete mindset modification, a mindset which is aware about the intricacies of the problems to be resolved. Only then will trendy sustainability become effective.



Like this:



Be the first to like this.

Tags: [cities](#) [Earth](#) [environment](#) [fairtrade](#) [global](#) [globalisation](#) [green](#) [healthy planet](#) [iphone](#) [modern planet](#) [public transport](#) [Starbucks](#) [Sustainability](#) [Sustainable](#) [trade](#) [zero cost](#)

- Tweet { 2 }
- Like { 3 }
- +1 { 1 }



Author: [Sunniva](#) Sunniva Davies-Rommetveit is a writer specialising in financial, travel, environmental and political features. She has national newspaper experience with The Daily Telegraph and The Independent, and currently works as a freelancer for publications like Selfbuilder & Homemaker, and as a ghost writer for CNBC, Investopedia and Hubbis. Her blog explores the possibilities of leading an

environmentally-friendly lifestyle whilst reaping the resultant health benefits. It also gives practical advice about how to achieve these goals, and unpicks the political developments that affect the environment as they happen. Sunniva aims to merge her interests in politics, economics and sustainable living with her interest in writing top-quality content which combines editorial values with readers' enjoyment. Visit <http://www.sunnivadr.co.uk/> for more information.

## AROUND THE WEB

WHAT'S THIS?



**12 celebrities and their unusual hobbies** [UK Celebrity Gossip](#)



**14 Benefits Most Seniors Didn't Know They Had** [Moneynews](#)



**Thief 4: It's the Same Thief, But Very Different** [PCGamesN](#)

## ALSO ON MOONPROJECT

**Legalize the Green** [1 comment](#)

**The Wolf of Wall Street – A (Spoiler Free) Review**  
[2 comments](#)

**Mark Duggan and Moral Bankruptcy** [3 comments](#)

**The Middle East is devastating itself – not Obama's inaction** [1 comment](#)

0 Comments

MoonProject

 Login ▾

Sort by Best ▾

Share 

Favorite ★



Start the discussion...

Be the first to comment.

 Subscribe Add Disqus to your site

DISQUS



## MoonProject Advertisement




Advertise with [MoonProject.co.uk](http://MoonProject.co.uk)

## Subscribe to MoonProject

Enter your email address to subscribe:

## Like our Facebook Page


**Moon Project**  


---

12,580 people like [Moon Project](#).



---

 Facebook social plugin

## Donate

MoonProject needs your donations to keep editing and publishing free of charge. Every little helps!

[Donate](#)

## MoonProject Advertisement

# Tech Reviewer



**Interested in Technology?**  
Write for [TechReviewer.co.uk](http://TechReviewer.co.uk)

Gadgets, Gaming, Computers, Mobiles, Space, Science,  
Environmental, Cameras, Tablets, Watches & much more!

Advertise with [MoonProject.co.uk](http://MoonProject.co.uk)

## Most Recent Posts

-  [Streamline Your Life](#)
-  [Experts differ on Australian court decision to abolish gay marriage](#)
-  [12 Years A Slave – Review](#)

-  [Copenhagen Giraffe: The Increase of 'Surplus' Euthanasia](#)
-  [Winter Olympics – Sending the Right Message to Russia](#)

My Credit Tracker

Get your **Free** Credit Report & Score NOW!

- ✓ Full credit report
- ✓ Full credit score
- ✓ Full online access

**FREE**  
REPORT & SCORE

Get your **FREE** Report & Score\* >

\*When you apply for My Credit Tracker.

## MoonProject

- [Top Authors](#)
- [Advertise at MoonProject](#)
- [Newsletters](#)
- [Contact Us](#)
- [Categories](#)
- [Submit an Article](#)
- [About MoonProject](#)
- [Terms and Conditions](#)
- [About MoonProject](#)
- [Submit an Article](#)
- [Featured](#)
- [Editors Picks](#)
- [Newsletters](#)
- [Contact Us](#)
- [Terms and Conditions](#)

search:

© Copyright 2014 — [MoonProject](#). All Rights Reserved Designed by WPZOOM

