

Overcoming overconsumption

An action guide

● Challenge consumerism

- **Skill up and fix things:** Join your local tool library, repair café, or mending workshop to reduce demand and make clothing and electronics last longer.
- **Ditch fast fashion:** Shop for pre-loved and refurbished items, organise a clothes swap, and consider renting clothing for special occasions.
- **Go zero waste:** Limit plastic packaging by using your local refill shop, joining a local veg box scheme, swapping bottled water for tap water.

● Challenge government

- **Circular Economy:** Make your voice heard in Scotland's Circular Economy Strategy and tell the Scottish Government to make businesses act responsibly. <https://tinyurl.com/FOES-circular-economy>
- **Incineration overcapacity:** New incinerators normalise overconsumption, undermine recycling, drive waste generation and release harmful pollutants. Call on your MSP to back a moratorium now. <https://ukwin.org.uk/>
- **Wellbeing and Sustainable Development:** Find out why the new WSD Bill is so important, and push for stronger provisions to protect people and planet. <https://www.weallscotland.org/write-to-your-msps>

● Challenge corporate power

- **Corporate lobbying:** Corporate lobbyists have delayed a fossil fuel phaseout, sabotaged the global plastics treaty, and derailed Scotland's Deposit Return Scheme. Learn more about how to hold them accountable: <https://tinyurl.com/ERCS-lobbying>
- **AI data centres:** Support the call to make Environmental Impact Assessments compulsory for data centres and to issue strict standards for energy efficiency and water use. <https://aprs.scot/data-centres/>
- **Advertising:** Ask your local council to ban advertising on environmentally destructive goods and services such as flying, fast food, and polluting SUVs. www.badverts.org

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Further resources



To read

- **Kate Raworth (2017) Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist**
- **Jason Hickel (2020) Less is More: How Degrowth Will Save the World**
- **Robin Wall Kimmerer (2024) The Serviceberry**
- **Global Action Plan (2022) Demand Change by Changing Demand: Wellbeing and the Psychology of Consuming Less**
<https://tinyurl.com/GAP-consuming-less>
- **ERCS FAQs on PFAS, water pollution, air pollution and environmental rights.**
<https://www.ercs.scot/resources/>

To watch

- **The Human Right to a Healthy Environment (2024), ERCS animation.**
<https://tinyurl.com/ERCS-HRHE>
- **Unmasked: Tracing Plastic's Harm from Production to Disposal (2025)** Environmental Justice Foundation, <https://tinyurl.com/EJF-plastic>
- **The Story of Stuff (2007)** <https://tinyurl.com/story-of-stuff-2>
- **Dumped: The Great Waste Scandal (2025)** BBC News
<https://tinyurl.com/waste-scandal>

To listen to

- **Brett Christophers and Thomas Jones: Where does our waste go? (2025)** LRB podcast, <https://tinyurl.com/LRB-waste>
- **Should we be going for growth? (2024)** New Economics Foundation podcast <https://tinyurl.com/NEF-growth>