



GREEN PRACTICES ARE GENDERED: AN INVESTIGATION OF SUSTAINABLE CONSUMPTION POLICIES IN TAIWAN

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BACKGROUND

Sustainable consumption policies promoted by UNEP, OECD since the 90s. e.g. 'helping the earth begins at home' in the UK

'Energy-saving, carbon reduction' statement declared in President Ma's inaugural address 20th May 2008

principles and guidelines for everyday practices issued by the government



REGRETLESS ACTIONS

節能減碳 十大無悔措施



冷氣控溫不外洩

少開冷氣，多開窗；非特定場合不穿西裝領帶；冷氣控溫26-28°C且不外洩



隨手關燈拔插頭

隨手關燈關機、拔插頭；檢討採光需求，提升照明績效，減少多餘燈管數



節能省水更省錢

將傳統鎢絲燈泡逐步改為省電燈具，以淋浴代替泡澡，省電、省水又省錢



綠色採購看標章

選購環保標章、節能標章、省水標章及EER值高的商品，節能減碳又環保



鐵馬步行兼保健

多走樓梯，少坐電梯，上班外出常騎鐵馬，多走路，增加運動健身的時間



每週一天不開車

多搭乘公共運輸工具；減少一人開車騎機車次數；每週至少一天不開車



選車用車助減碳

選用油氣雙燃料、油電混合或電動車輛與動力機具，養成停車就熄火習慣



多吃蔬食少吃肉

愛用當地食材；每週一天或每日一餐蔬食；吃多少點多少，減少碳排量



自備杯筷帕與袋

自備隨身杯、環保筷、手帕及購物袋；少喝瓶裝水；少用一次即丟商品



惜用資源顧地球

雙面用紙；選用再生紙、省水龍頭及馬桶；不用過度包裝商品；回收資源。



全民節電行動



關掉不常用的
電器電源

關掉電視、音響、DVD、
機上盒的待機電力
1年可省約1,030元
1年可排約200公斤CO₂



少吹冷氣1小時

夏月期間1天少吹冷氣1小時
1年可省約290元
1年可排約55公斤CO₂



神明燈換LED燈

將7.2瓦神明燈換成
0.5瓦省電LED燈
換1對神明燈
1年可省約340元
1年可排約62公斤CO₂



隨手關燈

以5盞13瓦省電燈
每天開燈18小時為例
1年可省約1,220元
1年可排約227公斤CO₂



冷氣調高1°C

夏月期間冷氣調高1°C
1年可省約140元
1年可排約26公斤CO₂



電腦長時間
不用時關機

桌上型電腦
每天關機10小時
1年可省約1,040元
1年可排約194公斤CO₂



熱水瓶加裝
定時器省電

白天不在家及深夜睡覺時
設定關機
1年可省約280元
1年可排約52公斤CO₂



開飲機加裝
定時器省電

白天不在家及
深夜睡覺時設定關機
1年可省約750元
1年可排約140公斤CO₂



清洗冷氣濾網

定期清洗冷氣濾網
1年可省約230元
1年可排約43公斤CO₂



少看電視1小時

以42吋液晶電視為例
1天少看1小時
1年可省約240元
1年可排約45公斤CO₂

響應全民節電行動，
落實生活節能手法，
與節能代言熊阿光一起
節約用電，愛護地球！

節能分享讚

強力徵求「節電點子王」



經濟部能源局



工業技術研究院

邀您節能減碳愛地球

更多訊息請上網搜尋 節能專區、節電志工、節電點子王



CRITICISM

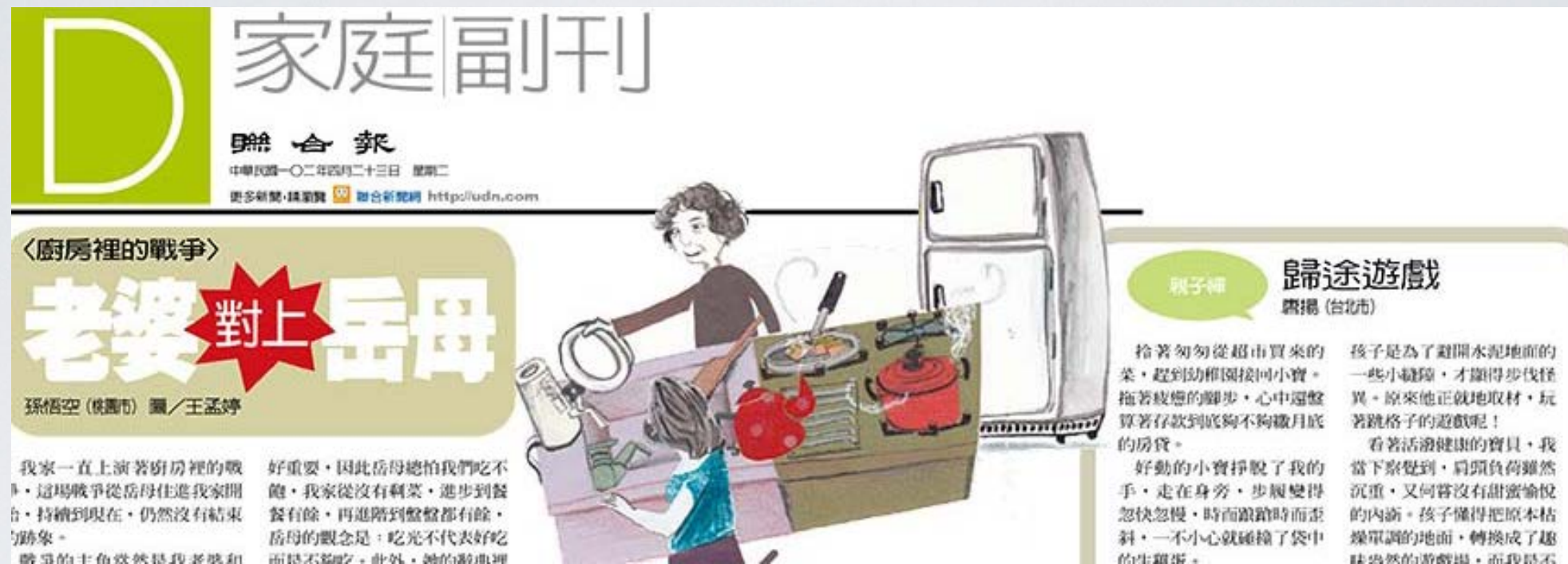
- under-estimated the complexity of everyday practices
- top-down policy making
- gender-indifference for sure?
- eco-stress for women

RESEARCH QUESTIONS



- How is 'energy-saving, carbon reduction' represented on the media?
- How is 'energy-saving, carbon reduction' experienced and perceived in everyday life?

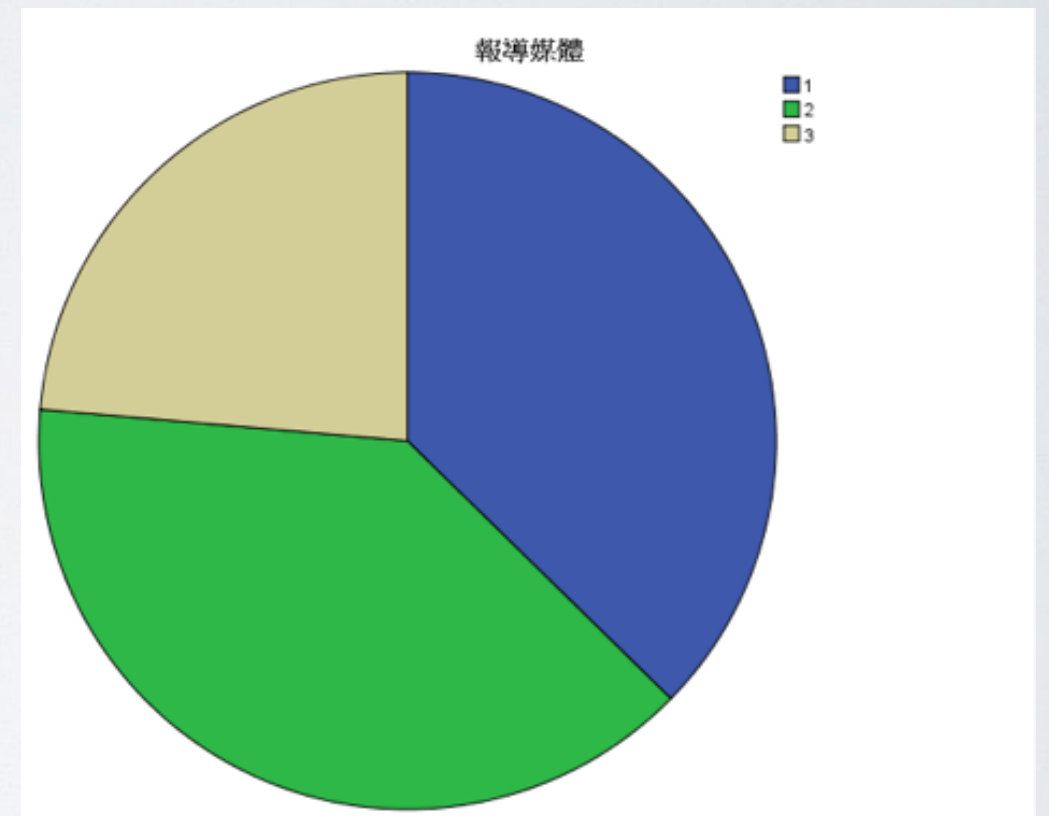
MEDIA TEXT ANALYSIS



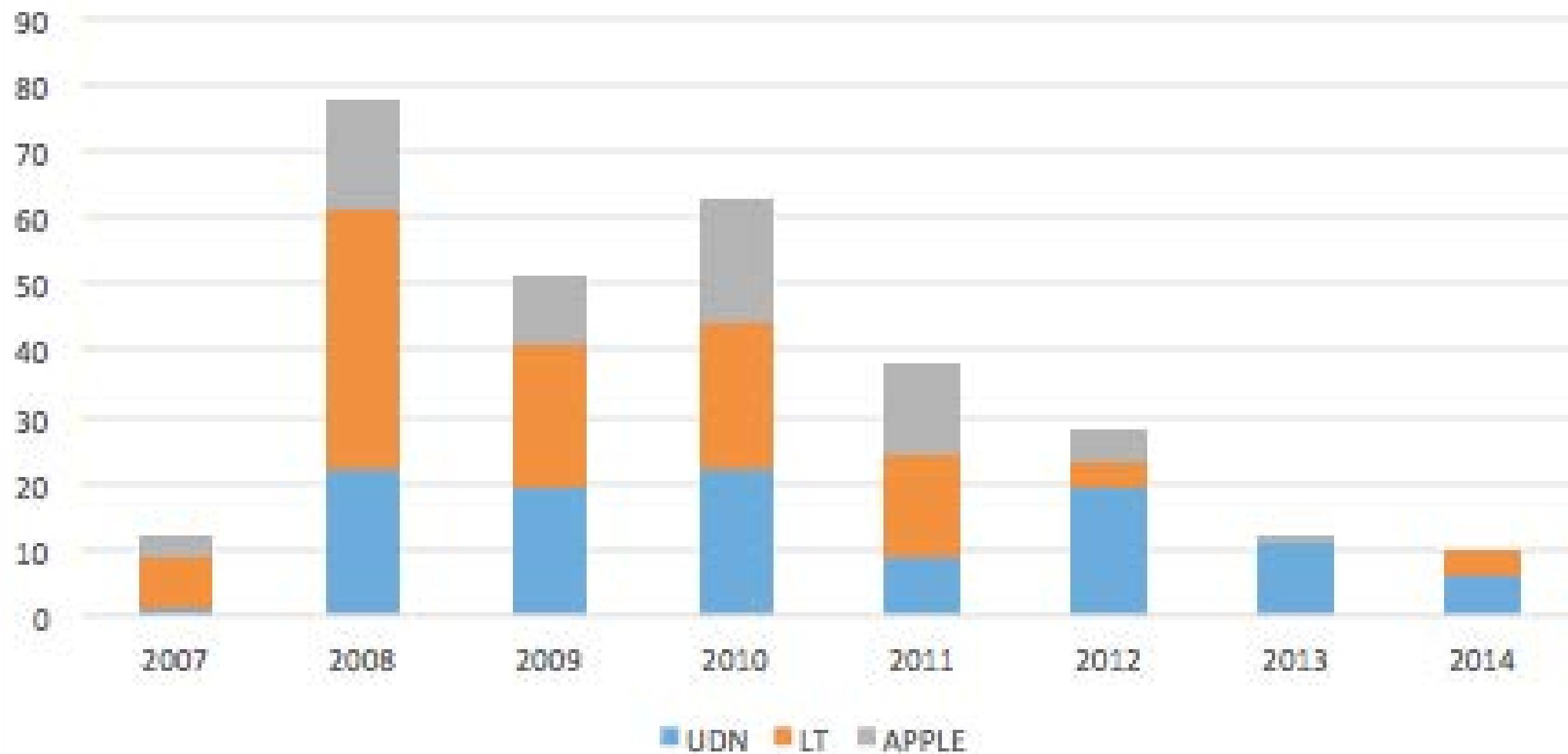
- Consumption, family, lifestyle pages on 3 major newspapers United Daily News, Liberty Times, Apple Daily
- keywords: energy-saving 節能, carbon-reduction 減碳, environment protection 環保, warming 暖化, love earth 愛地球
- duration: 20 May 2007 - 20 May 2014

CONTENT ANALYSIS

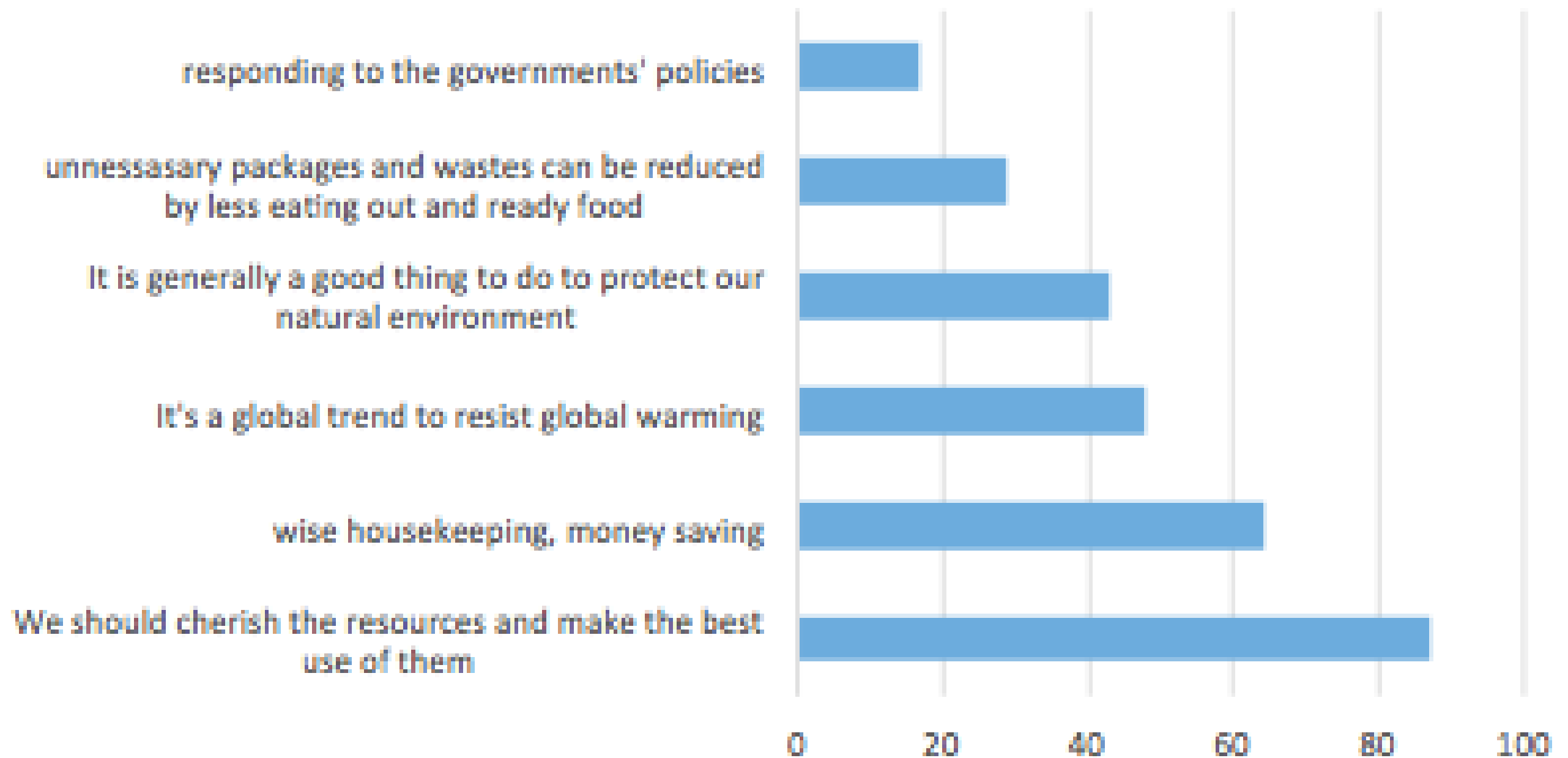
- 292 texts: 109 from UD, 114 from LT, 69 from AD
- 67.1% readers' submission; 69.9% based on self-experience
- 65.4% by female authors, 19.5% by male, 15% unknown



Articles collected and filtered during May 2007-May 2014

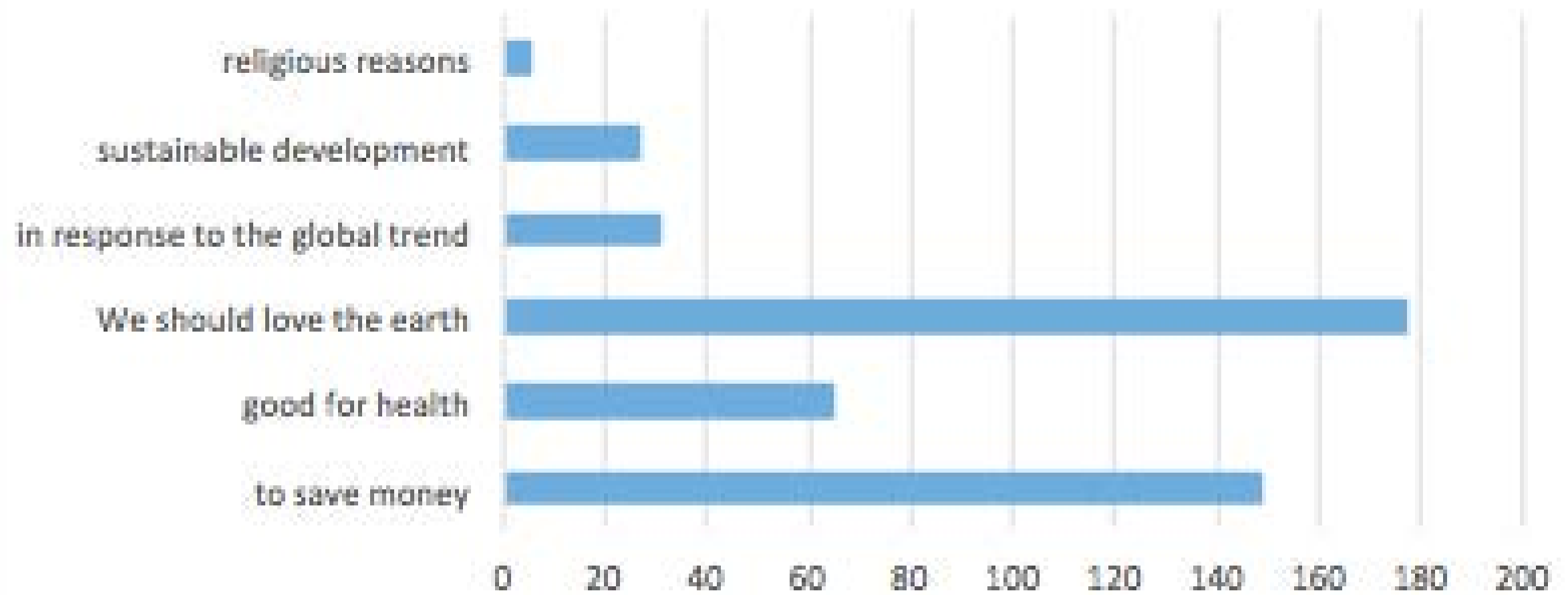


themes of opinions



green practices	times mentioned in the chosen articles	female practioner s	male practioner s	gender unspecifie d
recyling	35	19	6	10
electricity-saving	66	25	12	29
water-saving	28	14	3	11
to be a vegetarian	22	6	3	13
to buy energy-efficient products	22	5	5	12
to be a volunteer worker	5	2	0	3
to use sencond hand goods	38	24	7	7
to eat at home/to eat out less	30	21	1	8
to carry one's own dinerware	21	10	5	6
to symplify rituals	20	8	3	9
to drive less	25	6	9	8
to DIY and buy less	86	58	12	16
to re-use resources	32	22	5	5

motives for green practices



“Housewife Saves Energy - I am good at saving money too”

United Daily News on July 18 2008

“In addition to cook and prepare lunch boxes [for families], I manage to practice the logic of saving. ... never use air conditioners. Even when it is higher than 30°C, we only use eclectic fans and always unplug them after use. ... I would save bath water to flush the toilet, store discharged water from the washing machine to clean the floor, and wash underwear and dirty clothes by hand. After washing rice, the water would be kept to wash other vegetables, and, after its second use, saved for gardening ...”

- economic recession 2008-2009
- money saving prioritised and became trendy - earth loving, fitting a global trend
- the husband and other family members absent
- labour-intensive and time consuming practices
- ideal mother/wife remodelled

FAMILY INTERVIEWS

- 10 families interviewed
- age varied from 11 to 75, working to middle class, family types including single, couples with kids, 3 generations in rural and urban settings



ENERGY DIVIDE

“I can’t live without air-conditioners. The air-con is on whenever we are home. ... We are older people, and over-weight, when it gets hot, my heart can’t bear it. and I will become ill-tempered.”

STRESSFUL AND JUGGLING MOTHERS

- grandmas took care of most houseworks - her service in exchange of respect
- some husbands mentioned a lot about global warming but not green practitioners at home - mothers and wives in charge of house chores

My son would accuse us for wasting food, not doing energy-saving and carbon-reduction, if we did not eat everything [on the table]. Actually We have been very stressful. ... I wanted to do, but I

don't have time.
— interviewee. female 45