Just look at its general **increase in production and consumption** (GDP = gross domestic product) over a year!

- This answer was given in the middle of the 20th century,
- when people hoped that
- a higher GDP means that more needs of the population are fulfilled!





Renate Vanaga, Unsplash

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The ideal has been therefore:

production must continuously increase!









Kenny Eliason, Unsplash

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Zbynek Burival, Unsplash



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Mike Marrah, Unsplash

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- 2. Production often has a negative impact on the environment, polluting e.g. waters and air and leading to climate change.
- 3. Consumption goes usually along with a huge production of waste. More consumption of new things, more waste of 'old' things and of packagings.



