

Research on Education for
Sustainable Consumption

可持续消费教育研究 >>

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可持续消费教育研究

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序

人，来自于自然，最终又回归于自然。即使是人体最坚硬的部分——牙齿、骨骼，在千百年或数万年之后，也都融回自然不复存在。所以，人们才会在探讨人类进化过程时，在这条进化链上至今还有多处缺失，找不到实物证据。

可是，自从被逐出伊甸园后，人类似乎是染上了某种“不洁”。经人类不洁之手处理过的某些东西，大自然就拒绝接受，不再能回归。于是，秦砖汉瓦、唐宋的瓷片、半坡人使用过的陶器等，使现今的考古研究有了依据。其实，这些研究对象对大自然来说，都只是不可接受的垃圾。

过度消耗大自然赐予的资源，大量排出大自然难以接受的废物，总会有一天走到终点，需要乘上“诺亚方舟”，另辟新家园。于是有了“可持续发展”的理念，人类终于感悟到必须改变现行的生产模式，改变现行的消费模式。

如果完全遵循市场经济的法则，似乎应该是人类的消费模式导致产生相应的生产模式，但若是处在强势政府的社会中，关系就不是那么简单，生产模式、消费模式都将取决于政府的决策。例如，2010年的最后几天，北京出现私家车抢购高潮。据说，还没有下生产线的车辆都被付款预购了，原因是政府出台了车牌“摇号配给”的新政策，2011年1月1日起施行。这几年的春节又是“硝烟四起”，烟花爆竹的消费在一度沉寂后复兴，原因在于政府撤销了前几年颁布的“禁放”政策，等等。政府愈强势，所颁布的政策近期效应愈彰显，立竿见影。但深度的远期效应却有待时间来检验了。由于政策本身总体上很难做到与自然（或社会）法则严丝密缝地契合，难免会有不周到之处，于是，需要不断地有后续政策出来，为前面那个政策补台，从而情况就会愈来愈复杂化，产生的后果有可能大大为始料之所不及。

下面是一组完全虚构的场景，但一男一女两个对话者的名字却是有依据的，可考见于中国最古老的文字——甲骨文中。

在比火星遥远得多的某个天体上，两个“龙的传人”在做例行的遥感探测。他们是地道的“龙的传人”，黑的直发，黄皮肤。历史故事上有确凿记载，当年，中华民族共同的老祖宗黄帝轩辕氏乘龙升天之际，曾有一小撮人，男女各半，攀

住龙尾巴，跟着老祖宗一起离开了大地。之后，他们散落到不同的天体上，凭借中华民族特有的强劲繁衍能力，发展成为当地的主要居民。

武丁：“我们那个老家似乎发生了很大的变化。前些时候那个洋婆子说，那里的春天寂静，现在的信息表明不仅春天寂静，夏秋冬也似乎都是寂静的了，怎么回事？”

妇好：“赶紧向领导汇报，最好是直接到当地作一次实地考察。”

在得到领导批准后，他们乘最新型的高铁舱到了地球上空。

妇好：“导航仪出毛病了吧？记得老祖宗说，他们抓着龙尾巴离开时，从空中回头看，故乡是个蓝色的圆球，现在下面的这个可是一个黑球，走错了吧？”

武丁：“导航绝对正确。地理教科书上说家乡那个圆球表面 70%的面积是水体，老祖宗们当年所吟的诗说，那些水体都是碧波荡漾，当然是个蓝球了，如果现在换成黑水，就应该是个黑球。”

高铁舱降落到地面。没向妇好打招呼，武丁就打开了舱门。

妇好：（剧烈地咳嗽、打喷嚏）“我还没戴好面具你就开舱门了，差一点儿使我窒息，这下难免长期地患上鼻炎了。快检测一下，看中的什么毒，吹进来的空气是什么成分？”

武丁：（快速地测试）“二氧化碳极度超标，甲烷严重超标，硫化物太多了。”
二人下到地面。

妇好：“终于又回来了。我们跨出的这一小步，在历史上可实实在在是一大步。可是，这是什么地方？我们脚下踩的又都是些什么东西？”

武丁：“应该是一个超级大城市。据最新人口调查统计，应该曾有两三千万居民，不过现在好像只是一个废墟。脚下踩的是什么，我也不认识。”

原来是水泥块、砖瓦砾以及塑料器皿之类的残片等不为大自然所降解的人工合成物，都是他们从来没见过的。当年黄帝虽然住在一个很大的四合院里，房子却是干打垒的墙，砖瓦还没有发明，而现在在他们所居住的天体上的建筑用材都是绿色环保型的。

妇好：“原先的‘地面’怎么全看不见了？怎么全都被这些垃圾掩埋了？人呢？还有我们的亲人没有？”（她尖利的女高音划破了凝重浑浊的长空，当然是没有回音。这里一年四季都静寂了，不仅只是在春天）

妇好：“我们以前收到信息，他们曾发表过宣言，说是已经有了‘对环境的觉醒’。后来又有一次发表过宣言，为了拯救地球，要‘可持续发展’，已经认识到自己的愚蠢，提出要改变‘生活模式’与‘生产模式’了，怎么还会落得这么个

下场，把一个好好的地球糟蹋成什么样子了？”

武丁：“也许那些‘宣言’、‘文告’都只是说说而已，并没有真正执行。”

妇好：“为什么不实行？中国明朝那个王阳明不早就提出‘知行合一’的学说了吗？‘知’是为了‘行’，不行只是不知。中国不是派了许多人到全球各地去建立了几百所孔子学院弘扬中国文化了吗？为什么不接受中国人的智慧？”

武丁：“派到孔子学院去执教的那些教师中，可能有一些只是按相声段子所说的那样在外国教‘你好’、‘再见’、‘别挤了’那几句中国话罢了，有些人可能根本没听说历史上曾有过王阳明这样一个人物。不过也不怪他们，时代使然。不用那么丧气和伤心了，没什么了不起。黑水里面、垃圾堆下面都会出现能适应现存环境的新生命，它们又会按照那个英国人说过的规律那样不断变化，或者叫做进化的。直着身子用两条腿走路的动物也许到某个时期又会再出现，只不过是另一个轮回罢了。对大自然来说，几十亿年的时间实在没有什么了不起。再看我们脚下踩着的这堆垃圾，似乎要成为地表永恒的大疮疤了吧。其实也不然，等到下一个威尔逊旋回，地球板块再一次分裂、重组时，也会把它们收拾干净的，到那时，它们会分解成原子，甚至比原子更小的粒子，然后又组成了新的另一种什么物质。所以，‘发展是硬道理’，这句话对大自然来说是真正的硬道理。你看着以为是一场大毁灭，实际上只是大自然的一次重新洗牌，为新一轮发展涤荡污秽准备一个新的开始罢了。对它来说，‘发展’是永远在‘持续’的。”

想不到来到一个被称为“水球”的地球上竟然会找不到可补给的饮用水，于是他俩只得赶在随身带来的几瓶矿泉水耗尽之前回到他们的第二故乡去了。当然，首先是要向领导去汇报所见到的一切。出乎意外，领导听了竟然特别高兴。原来，此时他正在为财政预算案中的高额赤字发愁，现在他可以放心地砍掉原先用来布置预警和防护系统以防备或许有可能来自地球方向的突然的核攻击的那一大笔费用了，这可是极其巨大的一笔开支，当年曾以此为开端迫使一个大帝国垮台的。

21 世纪注定会是一个伟大的时期、变革的时期，可以充满希望和期待。

刚发展 10 年，中国已经取代日本成为世界第二大经济体，接下来是坐二望一了。

但与此同时，中国也已经成为全球碳排放量最大的国家，众目所视，众手所指，其严乎。

在内外交加的压力下，中国必须迅速地从外销型经济转为内需推动。这不是一件小事。13 亿人只要每人每年多吃一块巧克力糖，多喝一瓶进口葡萄酒，某些国家的总统就得到北京来“朝圣”了，我们的领导就会到处受到国宴、红地毯

的特殊礼遇了。

改革生产模式，特别是改变消费模式都是面临的，而且已经是进行式的了。国际市场的信息传来，据说，到世界各地旅游的中国人已经是全世界最阔绰的消费者，从房地产到化妆品以至美容市场，他们都已经是最大的买家。为了希望不遭三聚氰胺或皮革蛋白的困扰，内地妈妈到香港抢购奶粉，甚至导致香港本地妈妈提出了抗议，要求当地立法会通过增收奶粉离境税法案，以保护当地的孩子不至于“断奶”——稀奇而又古怪的新闻。

即刻检讨变革的方向已是迫在眉睫。

从“绿色”、“有机”到“低碳”，名词一再更新，这些年来，不论是政府还是非政府组织，在宣传教育方面应该说已经做了许多工作。民众的认识大有提高，这是“知”。然而一触及“行”，事情就不那么简单了，甚至似乎是在反其道而行之，因为从个人到集体都有切身利益的问题。不过，大势所趋，模式不改变是行不通的。武丁与妇好对话的那个场景是绝对不允许成为现实的。

本书作者做了许多实际工作，第一手的访谈，向我们介绍：针对消费模式的改变，从宣传、教育，从政策干预等各个方面，我们已经做过哪些工作，成就如何，又有哪些教训。这些访谈和讨论，对于指导今后的前进，应该能向我们提供有价值的参考罢。

张兰生¹

二〇一一年春节

¹ 张兰生（1928—），男，浙江人，教授/博导，早年毕业于浙江大学史地系。中国地理学会前理事长；北京师范大学前教务长；北京师范大学前资源与环境学院院长；北京师范大学环境教育中心/可持续发展教育中心创建者、项目执行主任。1993年开启国内招收环境教育研究生的先河，1997年与教育部、WWF-China合作创建北师大环境教育中心/可持续发展教育中心；1988年创建北师大继续教育学院。从教近60年，开创了我国环境演变、环境教育、自然灾害等方面研究的先河，并作出突出贡献。

Preface

Human beings, come from nature, and ultimately return to nature. Even the hardest body part - teeth, bones, will melt back to nature and cease to exist after thousands or tens of thousands years. Therefore, there has been many missing on the evolutionary chain so far, physical evidence could not be found when we explore human evolution.

However, human beings seem to be infected with some kind of “unclean” since they are driven from the Garden of Eden. Something handled by peoples’ unclean hand can no longer return to nature and it’s been refused to accept. Thus, bricks and tiles of Qin Han Dynasty, porcelain of Tang Dynasty and Song Dynasty, pottery of Banpo people being used provide the evidence for today’s archaeological researches. While as to nature, these researching objects are just unacceptable waste.

It will come to the end one day. People need to embark on Noah’s Ark and construct new homes if they consume nature-given resources excessively and discharge a large number of wastes that hardly digest. Human beings finally realize that they must change the existing production mode and consumption patterns, that is why we have the concept of “sustainable development” .

It seems that human beings’ consumption patterns lead to a corresponding mode of production if rules of the market economy are totally followed. However, the relationship is not that simple in a strong government society, the production mode and consumption patterns will depend on government’s decisions. For example, the last few days of 2010, a private car buying climax occurs in Beijing. It is said that even those vehicles still on production – line are pre-ordered, because the government issued a new policy of distribution of license plate by “shake rationing” which is implemented from January 1, 2011. Around recent Chinese New Year’s, fog is coming back again, consumption of fireworks re-revival after a while of quietness, because the government

withdrew “fireworks banning” policy which is promulgated a few years ago, and so on. Government acts stronger, the policies they promulgated are more effective and immediate. However, the long term effects with depth are waiting for the time to test. Policy would inevitably have its weakness, in general, it’s difficult to match rules of natural (or social) exactly perfect for policy itself. Therefore, constantly follow-up policies are always needed, to supplement the former policies. So the situation will get increasingly complex and unexpected consequences will be along with.

The following set of scenes is completely fictitious. But the name of a male and a female (two interlocutors) are well-founded, and can be found in Chinese oldest character- Oracle.

On a planet that is much more distant than Mars, two persons of “descendants of the Dragon” are exploring by remote sensing routinely. They are authentic “descendants of the Dragon” with black straight hair and yellow skin. There are conclusive records on the history. Then, as Chinese national common ancestors the yellow emperor Xuanyuan ascend to heaven by riding dragon, there was a small group of people, same members from each sex, clung to the dragon’s tail, left the earth with ancestors. After that, they are scattered to different planets, bred and became local mainly residents by virtue of Chinese nation-specific fertility.

WuDing: It seems that our native country has undergone great changes. A while ago, a foreign woman says that spring there is quiet, the current information shows it’s not only silent in spring but three left seasons are the same. What has happened?

FuHao: We need to report it to the superior in hurry. It is better to go directly to the local place for a field trip.

They take the latest high-iron tank/hatch to the Earth after being approved by the leadership.

FuHao: Is something wrong with navigator? I remember our ancestors said when they left by grabbing Dragon’s tail, looking back from the air, home is a blue ball, now this is a black one, we go wrong?

WuDing: The navigation is absolutely correct. According to the geography textbooks, the surface area of the ball within home is 70% water. Our ancestors have the poems describing the water as rippling blue waves, that's why they said it's a blue ball. If now converted to black water, it should be a black ball.

The hatch is landing to the ground. WuDing does not inform FuHao, and opens the hatch directly.

FuHao: (intense coughing and sneezing) It's almost suffocated me since you open the hatch when I'm not wearing a mask yet. I may suffer from long-term rhinitis inevitably. Make a quick test, see the components of the air blowing in and what poison we got.

WuDing: (rapid test results), carbon dioxide is extremely excessive, serious excess of methane and too much sulfide.

Getting down to the ground.

FuHao: Finally we are back again. A small step we took is really a big one in the history. But what is this place? And what are we stepping on?

WuDing: It should be a super-large city. According to the latest statistics of household survey, there were 20 to 30 million residents once, but now it seems that it's just a ruin. I don't know what we are stepping on, either.

It turns out to be artificial composites they have never seen, like cement blocks, brick rubble debris and fragments of plastic containers which are all indigestible for nature. Although the courtyard of yellow emperor lived is really big then, since brick and tile had not been invented yet, the houses are built in rammed earth wall. And now the buildings they are living on their own planet are all use environment-friendly building materials.

FuHao: How could the original ground be out of sight? How is it covered by the landfill? Where are people? Is any of our relatives here? (Her shrill soprano broke the solemn cloudy sky, and certainly, there is no response. Silence is throughout the year here now, not only the spring.)

FuHao: The information we received once shows that they have had awareness of environmental awakening by publishing a declaration. After that, they had another declaration for realizing their stupidity, they tried to save the earth through sustainable development and brought an idea to change the lifestyle and production mode. How could it end in such a fate, and ruin the earth like this?

WuDing: Perhaps they treat those declarations and statements just as talking, and didn't implement them into practice.

FuHao: Why didn't they implement it? Does Wang Yangming from Ming dynasty of China proposed the theory of "Unity of knowledge and practice" long ago? Learn to practice, no action is only because of ignorance. Has China sent lots of people to the world to build hundreds of the Confucius Institute for promoting Chinese culture? Why don't people accept the wisdom of the Chinese?

WuDing: Those teachers are assigned to Confucius Institutes for teaching, some of them may teach a few Chinese words in foreign countries like "Hello", "Goodbye", "Don't squeeze", as some episode of crosstalk says. Some of them even didn't hear of Wang Yangming. We can't blame them, it's the consequence of the times. Don't be frustrated and sad, it's not a big deal. There will be new lives which could adapt to the existing environment appearing in black water and dustheap. They will change and evolve following the rules the British said. Animal of bipedal progression will appear in some certain period again, it's just another metempsychosis or trans migration. Billions of years are not a big deal to nature. The pile of garbage we are stepping on, it seems that it will be a timeless big scar of the Earth's surface. Actually, it is not so bad, until the next Wilson cycle, it will be cleaned when earth plate split and restructured again. Then, they will break down into atoms even smaller particles than atoms, and then formed another unknown material. So, the saying "development is of overriding importance" is an absolute principle for nature. What you thought as a huge disaster, is actually a reshuffling of the nature, clearing the foulness and

prepare a new beginning for a new round of development. For nature, development is always sustainable.

Unexpectedly, they cannot find drinking water for supplying on the earth which is called “water polo”, so they return to their second home before they drink off a few bottles of mineral water they brought with. Of course, they went to superior to report what they’ve seen firstly. Unanticipatedly, the superior are extremely glad to know that. It turns out that at this point, he is worried about high budget deficits, while now he can cut the original part which is used for warning and prevention system against sudden nuclear attack may come from a direction of the Earth. This is a tremendous expense which had been a beginning of forcing the fall of a great empire.

The 21st century is meant to be a great period, the period of change. It could be times which are full of hopes and expectations.

China has overtaken Japan as the world’s second-largest economy in the first ten years, the next thing is to be the first one.

But meanwhile, China has become the world’s largest carbon emissions country, becoming a limelight, being reproached, and being a grim situation.

Under pressure from both home and abroad, China must transform from export-oriented economy towards promoting by domestic demand. This is not a trivial matter. We have 1.3 billion people, as long as everyone eat one more chocolate candy or drink a plus bottle of imported wine, some country’s president would come to Beijing to pilgrimage, while leaders of our country will be treated a special courtesy with state dinners and red carpets.

Production mode change, especially consumption patterns change is faced and carried out. According to information from the international market, Chinese who have been traveling world widely are the most generous consumers in the world, from real estate to cosmetics and beauty market, they have been already the biggest buyers. In order to avoid being troubled by melamine or leather protein, mainland mothers rushed to Hong Kong to buy milk powder, even made local mothers raised a protest which requires local Legislative Council to protect local children from running out of milk through increasing milk tax bill——surprising and odd news.

Reviewing the direction of the change is necessary and imperative.

The term is repeatedly updated from “green”, “organic” to “low carbon”. Over the years, both Government and non-government organizations have done a lot of work on education propaganda and communication. In knowledge aspect, public awareness is raised a lot through years of work. However, it’s always been complicated when “action” is on agenda, even seems to be the opposite direction, because from the individual to the collective, it always involves their own interests problems. However, the general trend decides that it doesn’t work if we don’t change the present mode. The scene in the dialogue of WuDing and FuHao is absolutely not allowed to become reality.

The author made a lot of practical work and first-hand interviews, from publicity, education, policy intervention and other aspects presenting us what they did, where they achieved and the lessons they’ve learned on the subject of changing consumption patterns. These interviews and discussions will provide a valuable reference to us to guide the way forward in the future.

Zhang Lansheng¹
Chinese New Year, 2011

¹ Professor Zhang Lansheng (1928-), male, born in Zhejiang Province in China. Graduated from the Department of Geography and History at Zhejiang University in 1952, Professor Zhang Lansheng is the former Chairman of China Geography Society, the former Vice-President of Beijing Normal University, the former Dean of College of Resources and Environmental Science at BNU, the founder of the College of Continuing Education at BNU, and the founder of Environmental Education Center/ Center of Education for Sustainable Development at BNU. He’s the first one to start graduate education in EE in 1993 in China. Then co-operated with China Ministry of Education and WWF-China to set up Environmental Education Center of BNU in 1997 and promoted Center of ESD onto the EEC-BNU then. During his almost 60 years teaching and researching in university, Professor Zhang Lansheng create the research directions on Environmental Changes, Natural disaster and Environmental Education, and is the forerunners and make great contributions in these areas in China.

前言

如果把人类的发展比喻为一条线段，生产和消费，就是这个线段的两个端点。从这两个端点使劲，对社会的发展进程在深度上和方向上都会起到有力的驱动作用。

如果想使社会发展模式摆脱现在的不可持续发展模式，转变成为可持续的发展模式，生产和消费这两个端点就需要分别转变成可持续生产和可持续消费。

可持续生产，意味着现有生产方式向循环经济的生产方式转变，即产品从设计创意、原料选择等环节开始，经过加工工艺过程，到产出和销售，乃至售后，理论上都应该是零污染和低碳排放的，整个产品的生命过程和生命周期应当是环境友好型的。可是，由什么力量来驱动生产向这个环境友好的方向转变呢？消费者的消费意愿和消费选择，就是答案。

可持续消费，就是消费者不但要克制自己对消费品数量超过基本需求的过度消费的欲望，还要表达出对产品绿色产品和循环经济产物的绿色消费意愿和消费选择。如果消费者购买产品时，除了关心产品本身的品质外，还关心产品的原料选择、生产过程和运输环节等是否环境友好，生产该产品工厂的工人工作环境是否利于健康，工人的福利条件是否有保障等，这样的消费者就是支持可持续消费的消费者公民。消费者公民行使了自己消费绿色产品的选择权，就是帮助和拉动整个社会的生产企业、商业、运输业等向可持续发展方向转变。从这个角度和意义上看，在推动社会转向可持续发展方向上，消费者公民的力量是非常强大的。

可持续消费教育，就是希望能够从消费教育的角度出发，培养出消费者公民，以推动社会可持续发展。本研究就是以遵循以上的逻辑为出发点开展的相关研究工作，这项研究工作中日韩东北亚相关比较研究工作的组成部分之一，包括在中国开展的研究工作和在日本开展的研究工作，以及对日韩相关研究工作的总结。

本研究得到了中国和日本两方面的资金支持，一是日本环境省全球环境战略研究所（IGES）支持的“中国政府开展可持续消费教育的能力研究”项目的支持，二是我国教育科学“十一五”规划国家级一般课题“城市中小学校低碳教育模式

研究”项目的支持。两方面的支持，帮助这个研究获得了大量第一手访谈信息资料，并对研究成果的发布出版给予了支持。

本研究由四部分正文和两部分附录组成，第一部分为中国政府开展可持续消费教育的能力研究，由本人撰写，揭示了目前我国政府层面推动可持续消费教育的制度建设方面的进展和政府能力现状；第二部分为中国大学生可持续消费状况的实证研究——以北京市为例，由本人指导，北京师范大学孙小军等同学完成，描述了北京大学生群体对可持续消费及其教育的认识，作为读者了解中国年轻人群体之一的大学生群体目前可持续消费观念的一个视窗；第三部分为日本政府推进可持续消费影响消费者行为并实施可持续消费教育的能力、政策与战略研究，由日本东京城市大学环境情报学部环境教育系副教授佐藤真久博士和中原秀树教授合作完成，揭示了目前日本政府层面推动可持续消费教育的制度建设方面的进展和政府推动可持续消费教育的能力现状；第四部分为加强东北亚地区政府对可持续生活方式的领导力的研究，由日本 IGES 教育政策专家 Robert Didham 博士完成，读者可以经此了解可持续消费教育研究在东北亚地区的背景和进展。附录 1 为“立即行动！开展可持续消费教育”，经联合国环境规划署（UNEP）和联合国教科文组织（UNESCO）及其挪威 Headmark 大学 Victoria Thoresen 教授授权同意，以使读者了解可持续消费及其教育问题的国际背景信息和国际进展；附录 2 为 2012 年斯德哥尔摩人类环境会议 40 周年宣言，经大会支持方 UNEP 内罗毕总部主管环境教育的 Mahesh Pradhan 先生授权同意，可使中国读者了解政府、企业、社会团体和个人怎样做才能推动和促进可持续发展。全书设计和统稿由本人承担。

感谢 UNEP 和 UNESCO 允许本出版物以非营利目的使用，由挪威 Headmark 大学 Victoria 教授主笔撰写，本人和我的硕士研究生姚冬萍等翻译，台湾师范大学环境教育研究所张子超教授校对的“立即行动！开展可持续消费教育”文件和斯德哥尔摩 40 周年大会宣言，作为本书的附录。

感谢我国著名地理学家、高校环境教育学科专业的奠基人张兰生教授，在 83 岁高龄时，仍不惜笔墨、纵横古今地为本书专门书写了异常出色的序言。张兰生教授是把我带进环境教育学术殿堂的领路人，从 1995 年师从张先生学习环境教育以来，他一直是我和这个领域工作的精神领袖和精神支柱，在环境教育领域，我的每一点一滴进展张先生都看在眼里，并且从来都不吝啬地推动我不断地在环境教育的学术道路上拓展。这份鼓励，一直是我在学术上探索前进的重要驱动力之一。

感谢姚冬萍老师，将日本环境省全球环境战略研究所（IGES）Robert Didham 博士的文字翻译为中文；感谢姚冬萍老师、周旗老师、欧阳浩楠老师和马莉老师协助翻译了“立即行动！开展可持续消费教育”文件。

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感谢协助本研究搜集第一手信息资料并负责文字整理的白韞雯女士、马晨轶先生、陈丹同学、耿瑞丹同学、刘健同学、姚冬萍同学，其中特别要感谢白韞雯女士在联络接受访谈的 NGO 时所作的无私付出，还要感谢白韞雯女士和曾早早博士协助翻译了部分访谈信息。

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田 青
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