



# 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



### 借用資源顧地球

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、桌上型的掃塵電力  
1年可省約1,030元  
1年可排約205公斤CO<sub>2</sub>



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CO<sub>2</sub>



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CO<sub>2</sub>



隨手關燈  
以5盞13瓦省電燈  
每天關閉18小時為例  
1年可省約1,220元  
1年可排約227公斤CO<sub>2</sub>



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CO<sub>2</sub>



能源有限節約為先  
響應全民節電行動



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CO<sub>2</sub>



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CO<sub>2</sub>



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CO<sub>2</sub>



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CO<sub>2</sub>



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CO<sub>2</sub>

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、節電志工實踐網 搜尋

# 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

**D** 家庭副刊  
聯合報  
中華民國一〇二年四月二十三日 星期二  
更多新聞·請瀏覽 [聯合新聞網 http://udn.com](http://udn.com)

〈廚房裡的戰爭〉  
**老婆對上岳母**  
孫悟空 (桃園市) 圖 / 王孟婷

我家一直上演著廚房裡的戰爭。這場戰爭從岳母住進我家開始，持續到現在，仍然沒有結束跡象。

好重要，因此岳母總怕我們吃不飽，我家從沒有剩菜，進步到餐餐有餘，再進階到盤盤都有餘，岳母的觀念是：吃光不代表好吃而是不飽。此外，她的勤理

拾著匆匆從超市買來的菜，趕到幼稚園接回小寶。拖著疲憊的腳步，心中還盤算著存款到底夠不夠繳月底的房貸。

好動的小寶掙脫了我的手，走在身旁，步履變得忽快忽慢，時而踉蹌時而歪斜，一不小心就碰掉了袋中的生雞蛋。

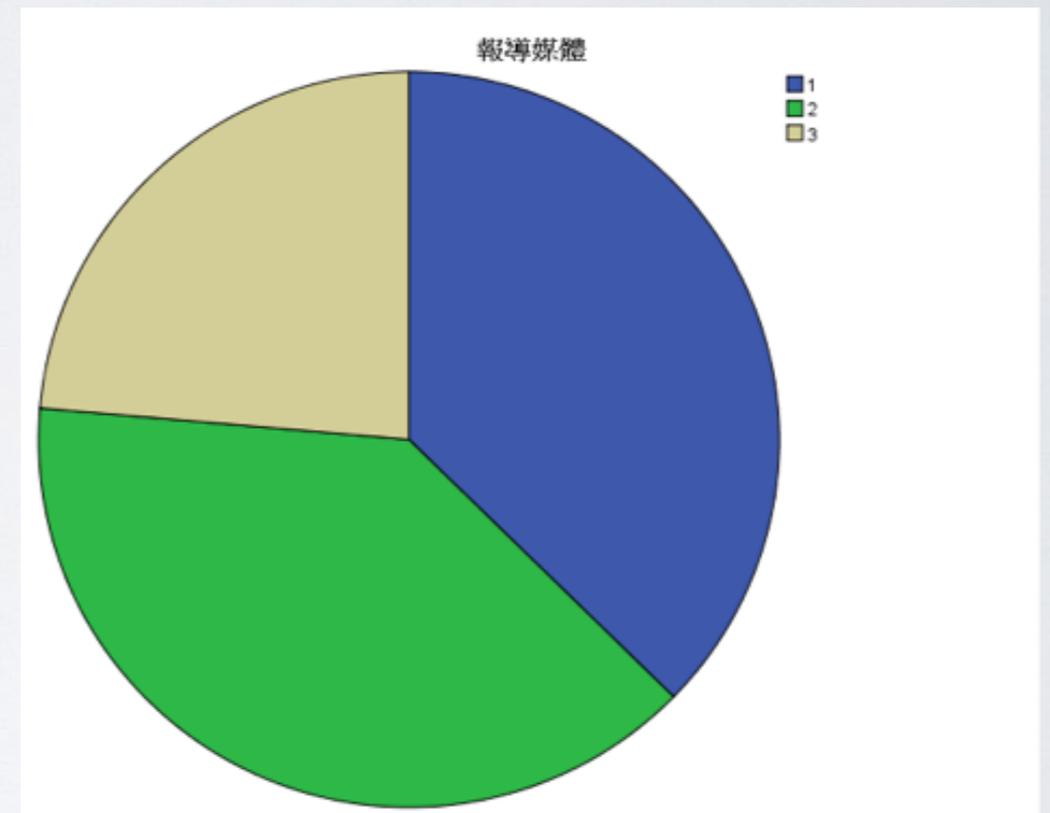
孩子是為了避開水泥地面的一些小縫隙，才顯得步伐怪異。原來他正就地取材，玩著跳格子的遊戲呢！

看著活潑健康的寶貝，我當下察覺到，肩頸負荷雖然沉重，又何嘗沒有甜蜜愉悅的內涵。孩子懂得把原本枯燥單調的地面，轉換成了趣味盎然的遊戲場，而我也不

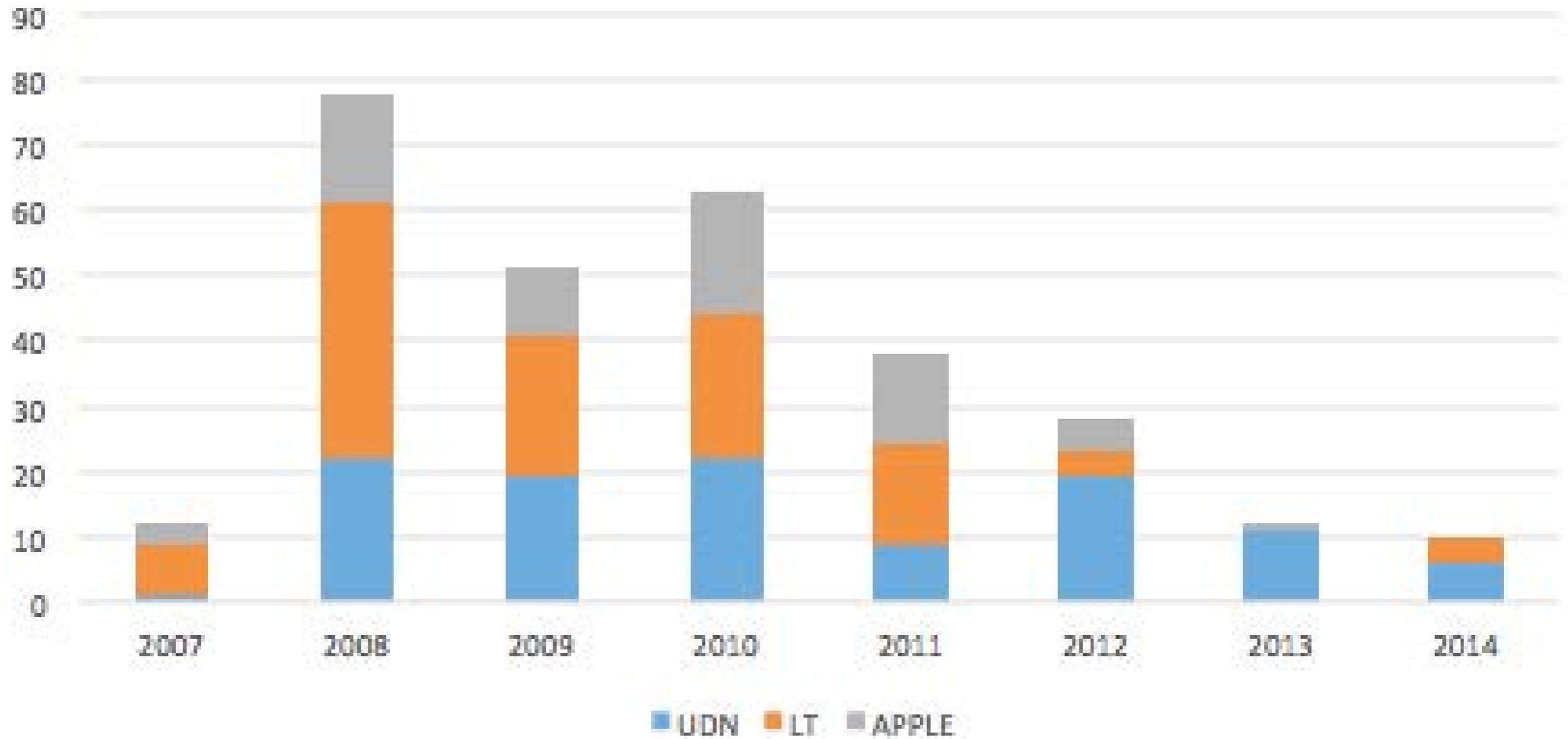
- Consumption, family, lifestyle pages on 3 major newspapers United Daily News, Liberty Times, Apple Daily
- keywords: energy-saving 節能, carbon-reduction 減碳, environment protection 環保, warming 暖化, love earth 愛地球
- duration: 20 May 2007 - 20 May 2014

# 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

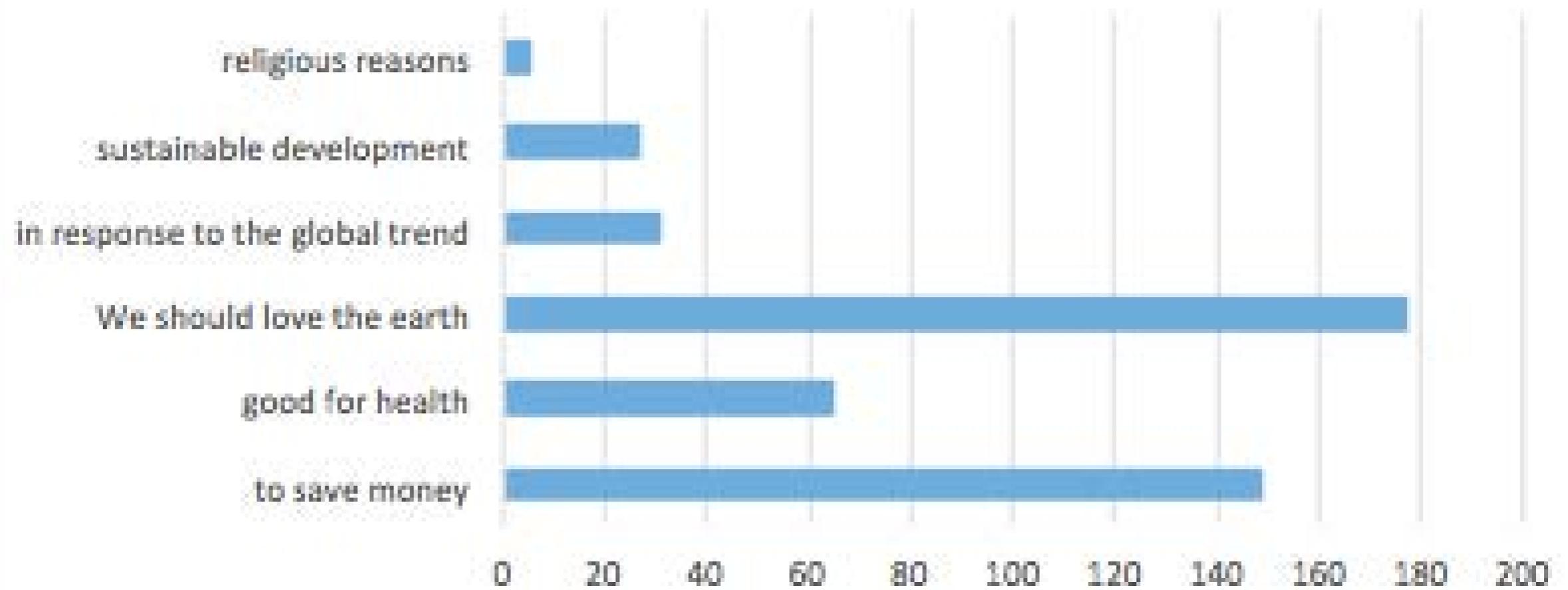


## themes of opinions



green practices	times mentioned in the chosen articles	female practioners	male practioners	gender unspecific
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