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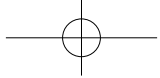
從實踐角度檢討台灣的永續消費政策： 以「節能減碳」運動為例*

**A Practice-based Approach to Examine Sustainable
Consumption Policies in Taiwan:**
the Case of 'Energy-saving, Carbon-deduction' Movement

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* 本文為國科會計畫「公眾對於科技的理解及參與」全球暖化議題之公眾認知與批判論述分析(97-2515-S-004-011)部分研究成果。作者感謝兩位匿名審查者的寶貴意見使文章更加完善，但所有文責由作者自負。

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摘要

在國際推廣永續消費以對抗全球暖化的潮流下，台灣政府自2008年起也積極推動類似性質的「節能減碳」運動，呼籲國民負擔起減緩暖化的責任，並從徹底改變生活習慣做起。然而此類要求人們改變生活型態的永續消費政策，經常被批評過度簡化消費的意涵，忽視日常習慣與生活型態的複雜性，也因此難有成效。另一方面，女性主義學者也提出，永續消費政策督促家戶單位負起資源回收、回歸永續生活型態，卻未納入實際操持家務的女性觀點，相關政策除了不切實際，還加重主婦的負擔。

為了探討政府與國際組織推動永續消費抗暖化的政策，是否過度簡化社會的複雜性與輕忽日常生活的深層意義，本文從實踐觀點出發，檢討台灣近年熱烈進行的「節能減碳」運動。藉由採用民族誌學式訪談取得實證資料，希望呈現在人們日常行動的細微考量與可能的相互牽制，瞭解此類政策的可行性。本文並特別探討對女性生活的影響，期待藉此督促政策制訂者從更多元的角度來反思，以推行更務實適切的建議。

關鍵詞：永續消費、全球暖化、生活型態、實踐理論、性別不平等



Abstract

In the context of climate change, governments and international organizations often promote a ‘sustainable lifestyle’. However, this approach has been criticized for underestimating the complexity of everyday life and therefore makes little sense to the consumers. In addition, procedures to promote sustainable consumption seldom incorporate house workers’ opinions and often cause the increase of women’s housework loads.

This article employs a practice based approach to examine the ‘Energy-saving, Carbon deduction’ movement – a series of sustainable consumption policies that have been advocated by the Taiwanese government since 2008. The goal of the movement was to encourage an eco-friendly lifestyle. On the basis of empirical data collected by ethnographic interviews, this article explores how and why people have limited autonomy in changing lifestyles. Furthermore, it argues that existing policies unexpectedly increase women’s burdens and cause further gender inequality.

Keywords: Sustainable consumption, everyday life, practice theory, global warming, gender inequality