



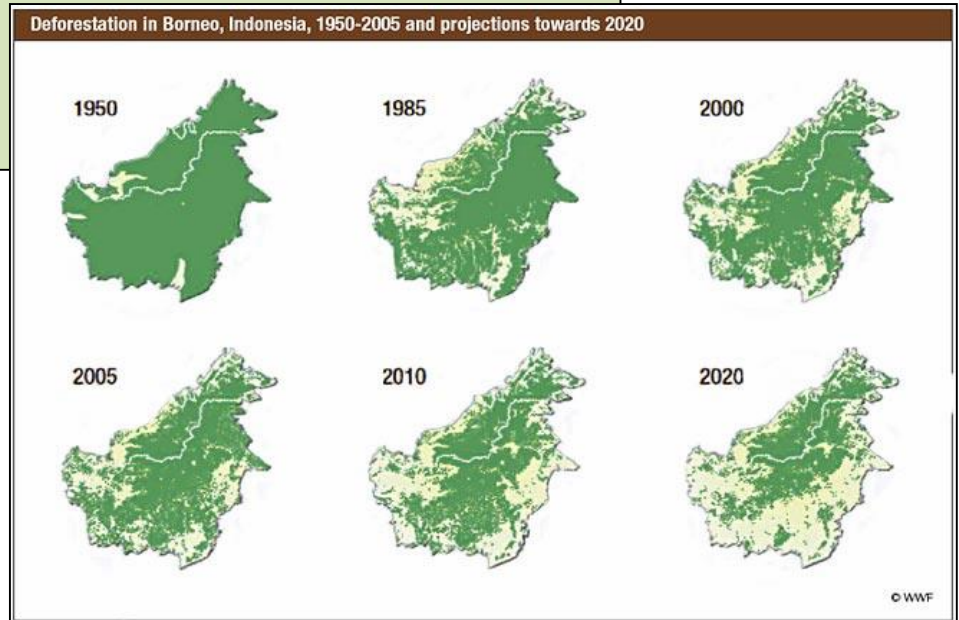
**HOW CAN  
ANTHROPOLOGY HELP US  
THINK ABOUT  
SUSTAINABILITY AND THE  
FUTURE?**

# Human Ecology & Sustainability

- In particular, anthropologists focus on
  - human-environment interactions (ecological anthropology)
  - politics and power (political anthropology)
  - cultural adaptations or maladaptations
  - global and local processes
  - emic and etic perspectives

# The Great Acceleration

- Human consumption triggered massive global deforestation and ecological destruction.
- There was a concurrent cultural shift in values from collective to individual needs.



# Holistic perspectives will be key to addressing the challenges of the future.

EX: addressing climate change, causes and effects

- Anthropology is well positioned to consider the many aspects of this complex issue.
- [Traditional ecological knowledge \(TEK\)](#)

# Sustainability:

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs”



# Sustainability

- **Environmental:** The ability of the environment to renew resources and accommodate waste at the same rate at which resources are used and waste is generated
- **Social:** The ability of social systems (such as a family, community, region, or nation) to provide for the needs of their people so that they can attain a stable and healthy standard of living.
- **Economic:** The ability of the economy to support indefinite growth while ensuring a minimum quality of life for all members of society.

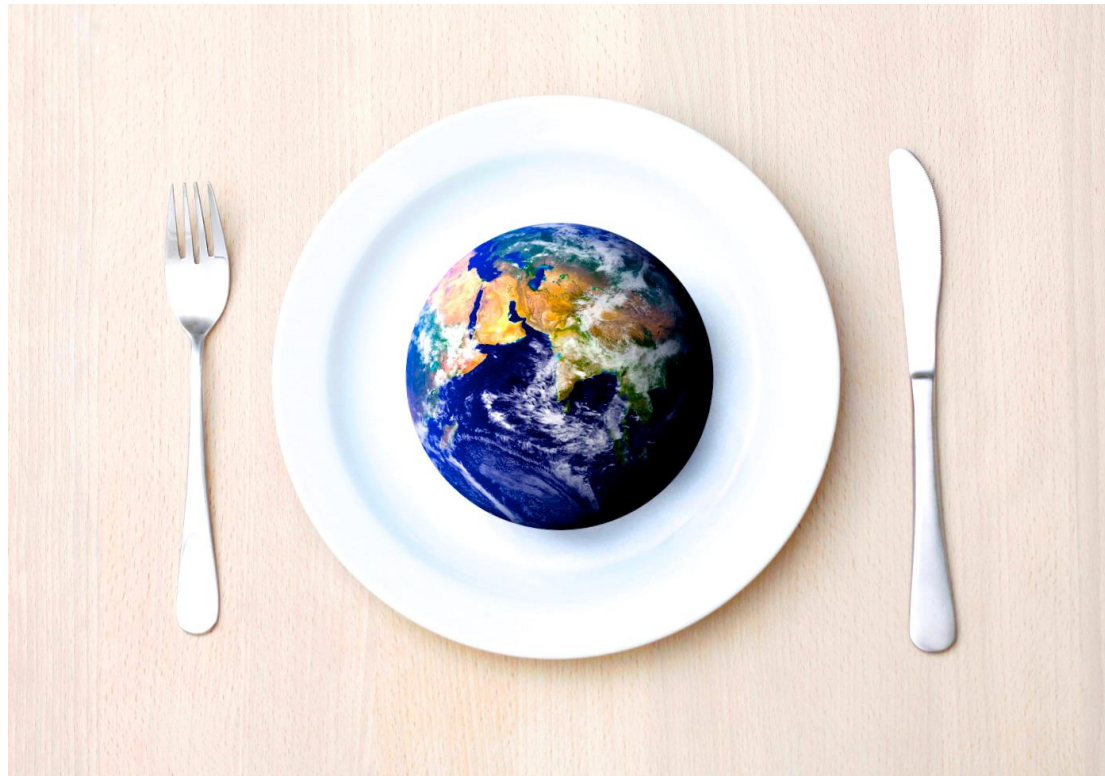


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- Americans spent \$2.4 billion dollars on Easter candy this year.
- Highlights complexities of a globalized world, power, and the challenges of sustainability

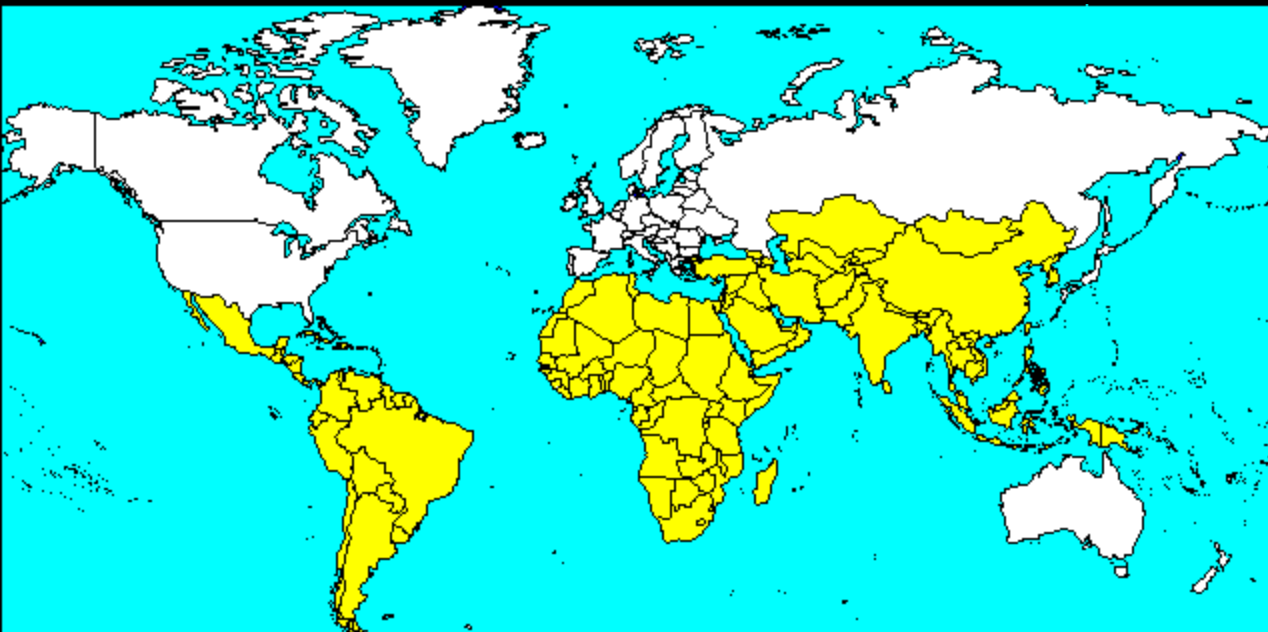
# **Globalization:**

increasing global connectivity, integration, and interdependence in the economic, social, technological, cultural, political, and ecological spheres



# World Systems approach identifies core (consumers) and periphery (producers)

- Core: dominant industrialized nations
- Periphery: developing nations



System structured to benefit the core, drawing resources from the periphery nations



**Chocolate starts as cacao, a bean originally from central America but now grown in many tropical nations**

- The social, economic, and environmental issues are complex, and significant

# Social:



- As a colonial plantation crop, cacao is now a commodity where the price is determined on the global market. Low prices keep farmers in cycles of poverty, and perpetuate child and slave labour



# Economic:



- Who benefits? Profits are seen by large companies like Nestle and Mars, and consumers in Industrialized countries expect cheap chocolate

# Environmental:

- Generally there is an inverse relationship between economic growth and environmental conservation
- Plantation cacao leads to deforestation and degradation





- 2015: 2000 hectares of Peruvian rainforest clear-cut for cacao plantations



- Industrial chocolate often sells the cacao butter to cosmetics companies, replacing it with cheaper fats.

# What does sustainability look like for chocolate?

Ex. Direct relationships with farmers (Fairtrade, or bean to bar)



ex. Eco-tourism  
and rural  
economic  
development

