

9 Consumerism and throwaway society

Consumer society		
to decrease the correlation between consumption and happiness	By buying less, Sara aims to decrease the correlation between consumption and happiness for her family.	die Wechselwirkung / Korrelation zwischen Konsum und Glück reduzieren
to evoke a feeling of control and self-efficacy	Buying only what she needs evokes a feeling of control and self-efficacy for Stace.	ein Gefühl der Kontrolle und Selbstwirksamkeit erwecken / hervorrufen
to reward oneself for something you have achieved at school / at work	Tabitha bought herself a new mountain bike to reward herself for her promotion at work.	sich für etwas, das man in der Schule / Arbeit erreicht hat, belohnen
to combat chronic dissatisfaction	Mustapha combats chronic dissatisfaction by continuously buying the latest designer watch model.	chronische Unzufriedenheit bekämpfen
to cause a domino effect of problems on society	An emphasis on spending causes a domino effect of problems on society in general.	einen Dominoeffekt an gesellschaftlichen Problemen auslösen
worrying rates of obesity	Many countries in the West have worrying rates of obesity both among children and adults.	besorgniserregende Fettleibigkeitsquoten
to lead to pollution and resource depletion	Always requiring, producing and buying new things leads to pollution and resource depletion.	zu Umweltverschmutzung und Ressourcenerschöpfung / -verknappung führen
oceans are slowly but surely becoming a giant waste disposal pit	The world's oceans are slowly but surely becoming a giant waste disposal pit for everything from plastic bottles to toxic chemicals.	die Ozeane werden langsam, aber sicher zu einer riesigen Müllhalde
to widen the gap between the rich and the poor	Consumerism only widens the gap between the rich and the poor and makes financial differences more visible.	die Kluft zwischen Arm und Reich vergrößern
to be aware of the power of advertising	Erzsie is very aware of the power of advertising and only makes a big purchase if she still wants the item after two weeks.	sich der Macht der Werbung bewusst sein
to appreciate what you have	Larry appreciates what he has and encourages his grandchildren to be thankful for their belongings as well.	schätzen / zu schätzen wissen, was man hat
to retrain oneself	Marco had to retrain himself to save his money and not always plan for his next purchase as soon as he gets his pay check.	sich umschulen lassen
to consider each and every item you buy	Harper considers each and every item she buys very carefully before purchase.	über jeden einzelnen Gegenstand, den man kauft, nachdenken
to show off one's wealth	It's very common for rich entrepreneurs or celebrities to show off their wealth with expensive cars, vacations and clothing.	mit dem Reichtum prahlen, den Reichtum zur Schau stellen
to be (non-)materialistic	Josie is a relatively (non-) materialistic person, as she puts (doesn't put) a lot of importance on buying and getting new things.	(nicht) materialistisch sein, (nicht) in erster Linie auf den wirtschaftlichen und finanziellen Vorteil bedacht sein

to dismiss something without a second thought	Heidi dismissed the idea of walking to the event without a second thought; she called a taxi instead.	etwas ohne zu überlegen ablehnen / verwerfen
to be a top-rate earner	Klaus is a top-rate earner but a remarkably humble and honest man.	ein/e Spitzenverdiener/in sein
annual wage	Some CEOs make more than my annual wage in a single day.	Jahreslohn
to spend a fortune	Kim spent a fortune on a home gym and an extensive sound system for his basement.	ein Vermögen ausgeben
to shop as a pastime	Maxine shops as a pastime, making her friends go with her to try on designer clothing.	zum Zeitvertreib einkaufen
to make a contribution to society	I would rather make a contribution to society than keep all of my wealth for myself.	einen Beitrag für die Gesellschaft leisten
to fetishise wealth	If someone seems to care more about money than anything else, they could be fetishising wealth and the lifestyle that comes with possessing more money.	Reichtum zum Fetisch machen / fetischisieren
depletion of natural resources	Out-of-control buying habits lead to a depletion of natural resources.	Erschöpfung der/von natürlichen Ressourcen
cultural and social problems	A widening gap between rich and poor causes far-reaching cultural and social problems.	kulturelle und soziale Probleme
shopping addiction	Shopping addictions are difficult to treat because you can't completely avoid buying things.	Kaufsucht
deforestation	An increased demand for rare wood has led to extensive deforestation in rainforest regions.	Abholzung (der Wälder), Entwaldung
accelerated climate change	Consumerism can actually lead to accelerated climate change.	beschleunigter Klimawandel
increased debt levels	The option to buy many things on credit results in increased debt levels.	erhöhte Verschuldung / Schuldenstände
pollution	Throwaway culture causes higher levels of pollution.	Verschmutzung, Umweltverschmutzung
overuse of Earth's natural resources	Overuse of Earth's natural resources means that there will be fewer resources available for future generations.	Übernutzung / Überbeanspruchung der natürlichen Ressourcen der Erde
emphasis on different key values	Moving away from consumer society means placing an emphasis on different key values like frugality and doing things for the good of all.	Hervorhebung verschiedener Schlüsselwerte, Betonung verschiedener Schlüsselwerte
exploitation	Reducing our consumption can also lead to decreased exploitation of workers in other countries.	Ausbeutung
obsession with trends / specialty products	Unfortunately, globalisation has sparked an obsession with trends and specialty products shipped from the other side of the world.	Besessenheit von/mit Trends / Spezialprodukten

to take something for granted	When a person has constant access to certain luxuries, they might take those things for granted and not appreciate them as much anymore.	etwas als selbstverständlich betrachten / ansehen
Food waste		
to become inedible	Produce can quickly become inedible if not used when it's fresh.	ungenießbar werden
to (not) use the food in time	My family is really careful and uses the food in time so it doesn't go bad.	Nahrungsmittel (nicht) rechtzeitig verzehren / aufbrauchen
to decrease portion sizes in restaurants	A good way to reduce unnecessary food waste would be decreasing portion sizes in restaurants.	die Portionsgrößen in Restaurants verkleinern
to (not) throw out food prematurely	Aaron doesn't throw out food prematurely; if anything, he keeps cheese for longer than he should.	Lebensmittel (nicht) vorzeitig wegwerfen
to (not) always stick to best-before dates	Todd doesn't always stick to best-before dates, especially when the food still looks and smells fine.	sich (nicht) immer an das Mindesthaltbarkeitsdatum halten / um das Mindesthaltbarkeitsdatum kümmern
to use expiration dates as a guide	The owner of our local natural foods store told us to use expiration dates as a guide to know approximately how long the food lasts.	das Haltbarkeitsdatum als Richtwert betrachten
to reuse products / foods	There are many innovative ways to reuse products and foods for other things.	Produkte / Lebensmittel wiederverwenden
to donate leftovers to charity	The Young family donates leftovers to charity every Sunday.	Essensreste für wohltätige Zwecke spenden
to (not) discard food too early	If you throw out things on the day of expiration, you are discarding food too early.	Lebensmittel (nicht) zu früh wegwerfen
to give uneaten leftovers to employees	In many Cafés, they give uneaten leftovers to employees as "shift snacks".	Essensreste an Mitarbeiter/innen verschenken
to store food (in)adequately	Storing food adequately can help extend its shelf life.	Lebensmittel (un)sachgerecht lagern
to cause food-poisoning bacteria and mould to grow	Improper storage of food can cause bacteria and mould to grow that can lead to food poisoning.	das Wachstum von Lebensmittelvergiftenden Bakterien und Schimmel begünstigen / verursachen
to preserve energy and resources	It's vital to preserve energy and resources on this planet, since the population is only getting bigger.	Energie und Ressourcen schonen / bewahren
to reduce one's carbon footprint	Stevie is trying to reduce her carbon footprint significantly this year.	den eigenen CO ₂ -Fußabdruck reduzieren
to drive down the price of food	Government subsidies drive down the price of food.	den Preis von Lebensmitteln drücken / senken
to save money	By only buying as much as you need, you save money in the long run.	Geld sparen

Describing charts

to increase / an increase	The number of vegetarians worldwide increased significantly in the last two years. / The chart shows an increase of about 12 per cent in total vegetarian meal offerings in fast-food restaurants	zunehmen / eine Zunahme
to rise / a rise	The number of participants in cooking workshops rose during the pandemic. / Increased time at home caused quite a rise in culinary creativity.	ansteigen / ein Anstieg
to boost / a boost	The online publicity boosted the company's stock value significantly. / More vacation time and flexible working hours caused a boost in employee morale.	erhöhen, ankurbeln / Aufschwung
to skyrocket	The number of working women skyrocketed during WW II.	in die Höhe schießen
to peak / a peak	At the height of the crisis, rates of distrust in the government peaked. / Interest rates in the United States reached a peak in 2018, then went down again.	den Höchststand erreichen / Höchststand, Maximum, Spitze
to decline / a decline	The total number of people relying exclusively on public transportation declined slightly last year. / In 2020 there was a rapid decline in the number of international flights offered.	fallen, weniger werden, nachlassen, sinken / Abnahme, Rückgang
to decrease / a decrease	The chart shows that interest in pursuing higher education actually decreased among members of the younger generation. / A decrease in the number of young students pursuing an education in the trades created a shortage of skilled craftspeople.	verkleinern, (sich) reduzieren, abnehmen, (sich) verringern / Rückgang, Abfall, Reduktion
to plummet / a plummet	Sales of the product plummeted once the company scandal was made public. / Many customers were surprised by the sharp plummet in prices; suddenly, everything was more affordable.	abstürzen, (ungebremst) fallen / (Ab)sturz, Sturzflug
to crash / a crash	The price of tomatoes crashed due to a huge surplus on the market. / Too many people selling their stocks can lead to a market crash.	kollabieren, abstürzen / Absturz, Kurseinbruch
to fluctuate / a fluctuation	The market price for a purebred golden retriever puppy fluctuates depending on the availability of dogs. / Many factors can contribute to a fluctuation in oil and gas prices.	schwanken, fluktuieren / Schwankung, Fluktuation

to level off	The population growth of a rare species of penguin has levelled off in past years.	auslaufen, abflachen, sich einpendeln
to remain stable	The amount of forestland in Austria has remained stable in recent years.	beständig / stabil bleiben
to stagnate / a stagnation	Company growth stagnated this year and we hardly broke even. / Higher interest rates can lead to periods of economic stagnation.	stillstehen, stagnieren / Stillstand, Stagnation, Flaute
extremely	The number of new recruits is extremely high / low.	extrem, außerordentlich
sharply	The trend rose and fell sharply several times throughout the year.	stark
considerably	The end result is considerably different in comparison to last year's yield.	erheblich, beträchtlich
significantly	The rates are significantly higher now than they were in November of last year.	bedeutend, erheblich
insignificantly	The brand's popularity is trending insignificantly lower in comparison to last month.	unwesentlich, unerheblich
slightly	Our profit margin was slightly affected by the economic downturn.	geringfügig
steadily	For the past five years, the venture has been steadily growing in size, and we're looking forward to seeing what happens next.	beständig, stetig, kontinuierlich

Throwaway culture

to prohibit planned obsolescence	Some governments have already prohibited planned obsolescence to reduce waste.	geplante Obsoleszenz / Überalterung verbieten
to bring a legal suit against someone	A group of private citizens brought a legal suit against a prominent washing machine company for their products' lack of durability.	eine Klage gegen jemanden erheben, ein Strafverfahren gegen jemanden einleiten
to generate tons of e-waste	Manufacturers for household appliances generate tons of e-waste each year.	Tonnen von Elektroschrott erzeugen
to be at the cutting edge	Most companies try to be at the cutting edge of new technology so they can draw in more customers.	an führender Stelle sein
to outlaw a practice	Certain European governments outlaw the practice of deliberately shortening the lifespan of a device to increase product turnover.	eine Praxis verbieten / für illegal erklären
to become a disposable society	If we keep up this rate of consumption, we risk becoming a disposable society.	eine Wegwerfgesellschaft werden
to shorten a product's lifespan	The company deliberately shortened their signature Waffle Iron's lifespan so that customers would have to buy it more often.	die Lebensdauer eines Produkts verkürzen

to deliberately reduce the life of a product	In some countries, it is already illegal to deliberately reduce the life of a product.	die Lebensdauer eines Produkts absichtlich verringern
to design products to fail	When you design products to fail, you produce a lot of unnecessary waste.	Produkte so gestalten, dass sie (bald) kaputt gehen
to offer a 50-year guarantee	These products can be built to last, and to such an extent that the company can offer a 50-year guarantee.	eine 50-Jahre-Garantie anbieten
to emit greenhouse gases	The factories responsible for manufacturing so many appliances emit greenhouse gases in extremely large quantities.	Treibhausgase ausstoßen
to force consumers to buy products more often	The aim of this strategy is to force consumers to buy products more often.	die Verbraucher/innen zwingen, häufiger Produkte zu kaufen
to pass a law	France passed a law to prevent companies from cheating and producing devices cheaply.	ein Gesetz beschließen / verabschieden
to take legal action	Many environmental advocacy groups will take legal action if nothing is done about the increasing amounts of e-waste.	rechtliche Schritte einleiten
to be a strong signal	These actions are a strong signal for change in manufacturing practices.	ein starkes Signal setzen / sein
to reach a consensus	After much deliberation, the two parties finally reached a consensus and were able to make a decision.	eine Übereinstimmung / einen Konsens erreichen / erzielen
to tackle product durability	To save the environment, tackling product durability is essential.	Produkthaltbarkeit angehen / in Angriff nehmen

21st century – the age of disposable relationships?

to savour shared memories	The best part about seeing old friends is savouring shared memories.	gemeinsame Erinnerungen genießen
to be less committed	People in the modern dating scene tend to be less committed to their partners.	weniger verbindlich sein
to build up a mutually trusting relationship	It often difficult to build up a mutually trusting relationship.	eine Beziehung aufbauen, die auf gegenseitigem Vertrauen basiert
to have a sense of freedom	Daters are more interested in having a sense of freedom than in forming a meaningful connection.	ein Gefühl der Freiheit haben
to correct each other's thinking biases	In a healthy relationship, both partners help correct each other's thinking biases and expand each other's worldview.	einander in Denkfehlern korrigieren
to learn from one another	It can be extremely enlightening to learn from one another and ask questions about the other's experiences.	voneinander lernen
to fully rely on one another	People find it difficult to fully rely on one another and completely trust their partner.	sich voll und ganz aufeinander verlassen können

to feel a strong bond	Mona feels a strong bond with her partner.	eine starke Bindung zu jemandem haben, eng verbunden mit jemandem sein
to develop personally and socially	Healthy relationship allow both people to develop personally and socially.	sich persönlich und sozial (weiter)entwickeln
to be able to be oneself	If you are able to be yourself with someone else, you know that person accepts who you are.	man selbst sein können
to (not) have dating stress	Luke does not have dating stress because he has been with his boyfriend for over four years.	(keinen) Stress mit Partnersuche haben
to get to know oneself better	The right relationship can help you get to know yourself better.	sich selbst besser kennenlernen
to hardly have any responsibilities	Ezekiel hardly has any responsibilities in life – he doesn't own a pet, doesn't have a girlfriend, and doesn't even have to water any houseplants.	kaum Verpflichtungen haben
to keep promises	One of the most important things in both friendships and relationships is that a person keeps his or her promises.	Versprechen einhalten
to have a legal commitment	Marriage means that two people have a legal commitment to each other.	eine rechtliche Verpflichtung haben
to have financial benefits	A combined household has some financial benefits.	finanzielle Vorteile haben
to be more self-sufficient	Many people decide to be more self-sufficient instead of looking for someone to date right away.	eigenständiger / unabhängiger sein
to hang out	Franz just wanted to hang out and listen to music in the park all day.	abhängen, herumhängen
to be rather superficial	Tabea is rather superficial; she always judges people on what type of clothing they wear.	eher oberflächlich sein
to be based on fun	A healthy friendship should be based on fun and mutual respect.	auf Spaß beruhen / basieren
to be relaxed and easy-going	Hannah is always relaxed and easy-going whenever I see her; nothing seems to make her mad.	entspannt und gelassen / ungezwungen sein
to share pretty much everything	When I was younger, I used to share pretty much everything with my best friend.	ziemlich alles miteinander teilen