Figure captions

Fig. 1: Rebound effects related to consumption pattern change: declining consumption of product P.

Fig. 2: Rebound effects related to environmental product improvement.

Fig. 3: L/V ratio ranking of product groups, with cumulative pesticides impact share (upper line) and cumulative expenditure share (lower line).

Fig. 4: L/V ratio ranking of product groups, with cumulative acidification impact share (upper line) and cumulative expenditure share (lower line).

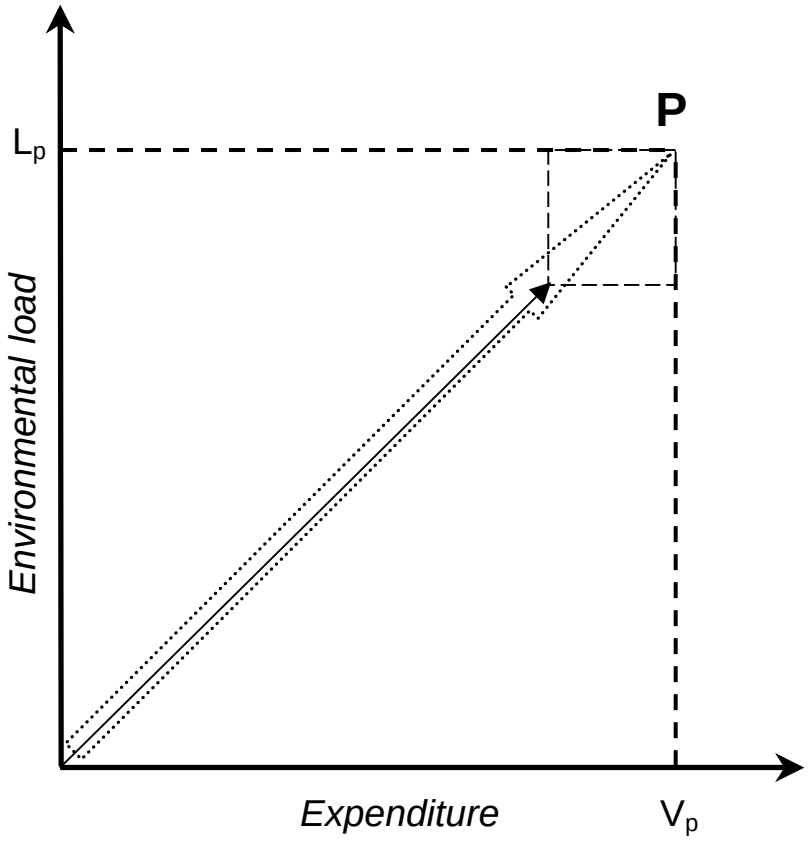

Figure 1a

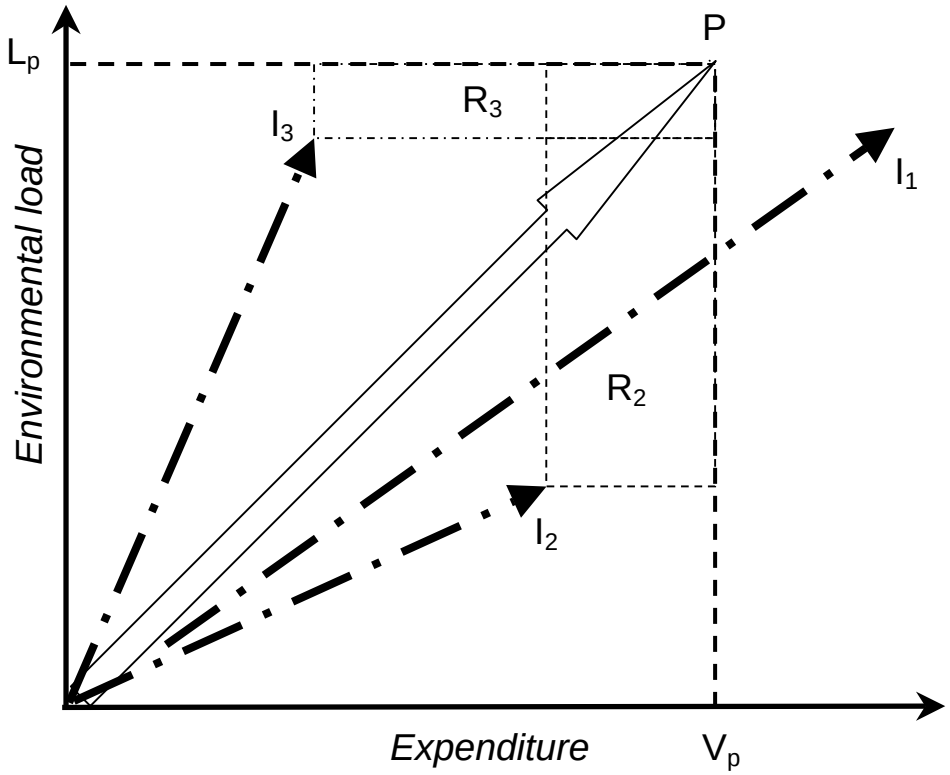

Figure 1b

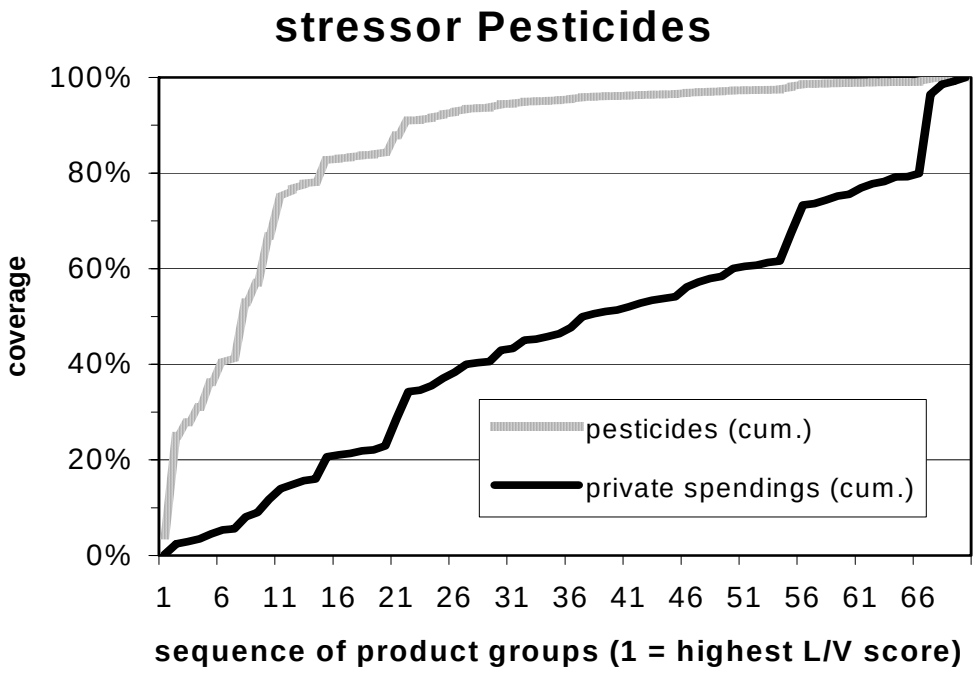
stressor Pesticides
100%
80%
60%
40%
20%
0%
coverage
1
6
11
16
21
26
31
36
41
46
51
56
61
66
sequence of product groups (1 = highest L/V score)
pesticides (cum.)
private spendings (cum.)

Figure 2

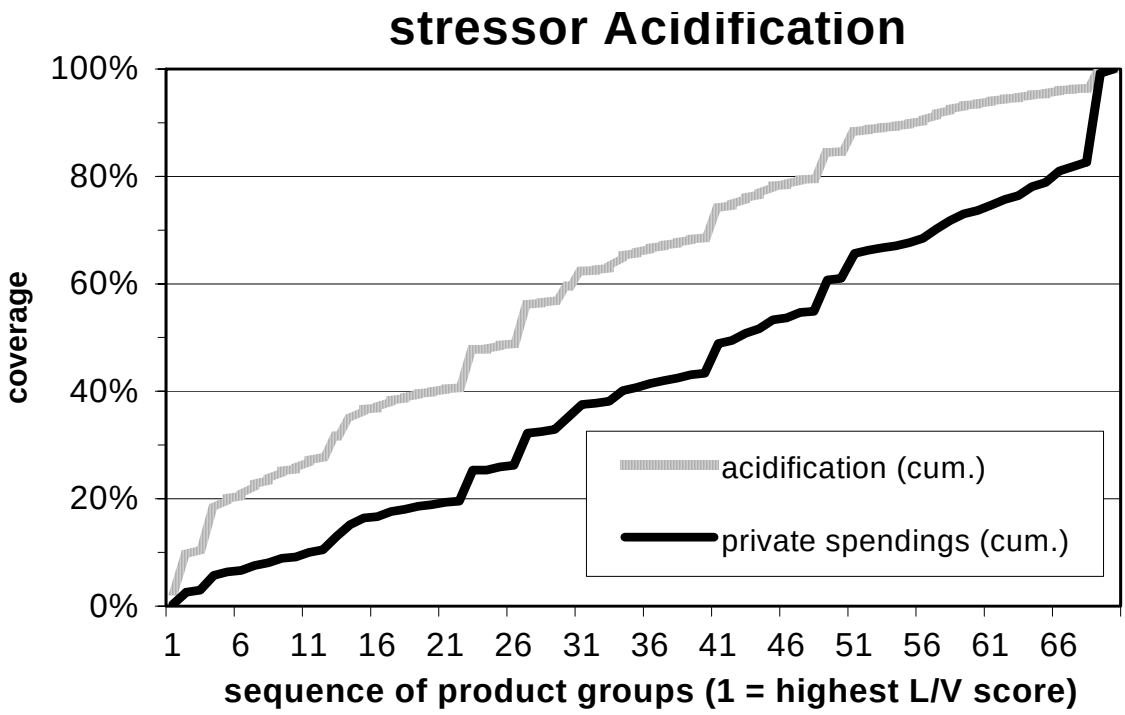
stressor Acidification
100%
80%
60%
40%
20%
0%
coverage
1
6
11
16
21
26
31
36
41
46
51
56
61
66
sequence of product groups (1 = highest L/V score)
acidification (cum.)
private spendings (cum.)

Figure 3

Table 1: Distribution of 44 Hyena product groups over domains and stressors, with their impact and expenditure shares

Consumption domain	Number of product groups per domain	Number of product groups labelled 'Hyena'										
		Greenhouse gases	*Acidification*	*Eutrophication*	*Land use*	*Wood extraction*	*Fish extraction*	*Fresh water use*	*Summer smog*	*Road noise*	*Pesticides*	***Cumulative***
Furnishing	16	2	-	-	-	3	1	5	3	-	3	***10***
Housing	6	3	1	-	-	-	-	1	-	-	-	***3***
Personal care	10	1	-	1	-	1	-	2	1	-	-	***5***
Leisure	13	2	1	-	-	1	2	3	1	1	-	***6***
Labour	5	1	-	-	-	1	-	-	1	1	-	***2***
Clothing	6	2	-	-	-	-	3	4	1	-	-	***6***
Food	14	10	4	8	9	-	11	12	1	1	8	***12***
Sum (number)	*70*	*21*	*6*	*9*	*9*	*6*	*17*	*27*	*8*	*3*	*11*	***44***
Share of total environm. impact (%)	***100***	***60***	***21***	***67***	***48***	***25***	***86***	***82***	***42***	***71***	***75***	
Share of total consumption (%)	***100***	***30***	***7***	***13***	***13***	***3***	***34***	***37***	***14***	***12***	***14***	***60***

Table 2: Hyena distribution over consumption domains (numbers refer to the rank position of each Hyena. 1 = worst score in impact per euro spent).

	greenhouse gases	acidification	eutrophication	land use	wood extraction	fish extraction	fresh water use	summer smog	road noise	pesticides
Domain clothing										
clothing	-	-	-	-	-	17	23	-	-	-
footwear	-	-	-	-	-	8	-	-	-	-
accesoires	-	-	-	-	-	11	26	-	-	-
travel	20	-	-	-	-	-	-	8	-	-
washing drying ironing	12	-	-	-	-	-	12	-	-	-
others	-	-	-	-	-	-	24	-	-	-
Domain food										
bakery products	14	-	9	5	-	5	9	-	-	8
fruit & vegetables	15	-	5	6	-	14	13	-	-	2
jam & sweet products	9	-	7	2	-	3	4	-	-	6
coffee, tea, cocoa	11	-	1	1	-	7	2	-	-	3
non-alcoholic beverages	-	-	-	7	-	2	11	-	-	-
alcoholic beverages	-	-	-	-	-	-	-	-	-	-
table oil, frying fat & margarine	8	-	8	3	-	4	6	-	-	7
meat & meat products	13	4	4	8	-	10	18	-	-	10
fish & fish products	6	1	-	-	-	1	25	-	-	-
dairy products & eggs	7	2	2	9	-	12	17	-	-	11
others	10	-	6	4	-	6	7	-	-	9
catering	-	-	-	-	-	9	22	-	-	-
food processors & utensils	-	-	-	-	-	-	-	-	-	-
energy food (gas & electr.)	5	5	-	-	-	-	8	2	1	-

	greenhouse gases	acidification	eutrophication	land use	wood extraction	fish extraction	fresh water use	summer smog	road noise	pesticides
Domain furnishing										
painting & decorating	-	-	-	-	-	-	-	1	-	
garden (excl furniture)	-	-	-	-	-	-	15	-	-	5
indoor plants & flowers	18	-	-	-	-	-	14	-	-	4
furniture	-	-	-	-	-	-	-	-	-	-
soft furnishings	-	-	-	-	-	-	20	-	-	-
blinds	-	-	-	-	-	-	-	-	-	-
hard floor covering	-	-	-	-	1	15	-	-	-	-
soft floor covering	-	-	-	-	-	-	19	-	-	-
ornaments	-	-	-	-	6	-	-	-	-	-
bedding	-	-	-	-	-	-	21	-	-	-
lighting	-	-	-	-	-	-	-	-	-	-
electric appliances	-	-	-	-	-	-	-	-	-	-
cleaning products	-	-	-	-	5	-	-	3	-	1
services	-	-	-	-	-	-	-	-	-	-
travel	21	-	-	-	-	-	-	7	-	-
others	-	-	-	-	-	-	-	-	-	-
Domain housing										
rent & mortgage	-	-	-	-	-	-	-	-	-	-
local taxes	-	-	-	-	-	-	-	-	-	-
maintenance of installations	-	-	-	-	-	-	-	-	-	-
room heating	1	-	-	-	-	-	-	-	-	-
electricity	3	3	-	-	-	-	1	-	-	-
others (matches, candles etc)	16	-	-	-	-	-	-	-	-	-
Domain personal care										
energy personal care	2	-	-	-	-	-	10	-	-	-
child daycare	-	-	-	-	-	-	-	-	-	-
water	-	-	-	-	-	-	5	-	-	-
toiletries	-	-	-	-	-	-	-	-	-	-
paper products	-	-	-	-	2	-	-	-	-	-
hairdresser	-	-	-	-	-	-	-	-	-	-
hair care products	-	-	-	-	-	-	-	5	-	-
cosmetics & perfume	-	-	-	-	-	-	-	-	-	-
self medication	-	-	-	-	-	-	-	-	-	-
others	-	-	3	-	-	-	-	-	-	-
Domain leisure										
reading matter	-	-	-	-	4	-	-	-	-	-
radio/tv/pc-equipment	-	-	-	-	-	13	-	-	-	-
film & photo equipment	-	-	-	-	-	-	-	-	-	-
games & toys	-	-	-	-	-	-	-	-	-	-
cd's etc	-	-	-	-	-	-	-	-	-	-
cigarettes etc	-	-	-	-	-	-	16	-	-	-
telephone	-	-	-	-	-	-	-	-	-	-
pets	-	-	-	-	-	-	-	-	-	-
electricity	4	6	-	-	-	-	3	-	-	-
sports	-	-	-	-	-	-	-	-	-	-
transport	19	-	-	-	-	-	-	6	2	-
others	-	-	-	-	-	-	-	-	-	-
holidays	-	-	-	-	-	16	27	-	-	-
Domain labour										
school and college fees	-	-	-	-	-	-	-	-	-	-
books & hardware	-	-	-	-	3	-	-	-	-	-
commuting public transport	-	-	-	-	-	-	-	-	-	-
commuting private transport	17	-	-	-	-	-	-	4	3	-
others	-	-	-	-	-	-		-	-	-

Table 3: Average long term reduction targets of impact per euro spent, under two growth scenarios for the Netherlands

	Moderate consumption growth	**High consumption growth**
Climate - greenhouse gas emission	**factor 5 to 7**	**factor 8 to 10**
Biodiversity and resources - land use - acidification - eutrophication - wood extraction - fish extraction - fresh water extraction	**factor 3 to 4,5**	**factor 5 to 7**
Remaining resource use	**100% sustainable sources**	**100% sustainable sources**
Health - summer smog - noise - pesticides	**factor 3 – 4,5**	**factor 5 – 7**
Other dangerous substances	**depending on risk category**	**depending on risk category**