

BUY NOTHING DAY at 20 Colorful celebrations in Japan

**Occupy Movement launchers call
for twenty-four hour consumer
moratorium**

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Having co-launched the Occupy Wallstreet movement, [Adbusters Media Foundation](http://adbusters.org) (adbusters.org) are again touting [Buy Nothing Day](http://www.buy-nothing-day.com), a yearly international moratorium on consumer spending. Thousands of Japanese are expected to participate again this year. What started from a small event in Vancouver in 1992 is now a world-wide carnival of sustainable living, with people in 64 countries participating (2008 data, *Adbusters*). Compared to Occupy, it is a low-key and light-hearted affair that appeals to just about anyone with a wallet and a conscience, from kids to homemakers and businessmen.

Why stop shopping? As world population passes 7 billion, and greenhouse gas concentrations [soar above the IPCCs worst-case scenario](#), it is clear that current levels of first-world consumption are not sustainable. Better approaches to achieving 'wealth' and 'recovery' are needed. UN secretary [Ban Ki-moon said](#) in a UN press release, "Grave as it may be, today's financial crisis is a passing storm from which we will recover...we cannot say that about the potential catastrophe of global warming." Kalle Lasn, co-founder of Adbusters and author of *Culture Jam* and *Design Anarchy*, put it like this: "Behind our financial crisis a much more ominous crisis looms: we are running out of nature... We cannot consume our way out of this crisis." Buy Nothing Day attacks overconsumption and a model of wealth that relies on speed, convenience and accumulation of stuff. "You have to try it to see how it works. It gives you a whole new perspective and enables you to make - and demand - better choices for our society," says Gabriele Hadl of Kyoto, who launched the BND Japan website in 1997.

Though its background is gloomy, Buy Nothing Day itself is great fun: In past years, New Yorkers received non-consumption sermons and exorcisms of cash registers by former NYC mayor candidate and performance artist Reverend Billy of the Church of Earthaluya (www.revilly.com). A group in Taipei donned monkey costumes and performed the "see no ads, hear no ads, won't say want-want" dance. In Cairns (Australia), a "Living Room" complete with sofa and tea was installed outside the biggest shopping center to offer rest to the shopping weary.

In Japan, NPOs, groups and individuals are now gearing up. While many simply seal their wallets with BND stickers, others will hit the streets. In addition to the 14th *Zenta Claus* meditation in front of a department store ("the year's best in subvertizing", *Adbusters*), a homeless support group will organize a 'Roadside BND', and Eco-NGOs like the Sloth Club encourage their members to do lots of nothing.

Says Hadl, "We've been saying for years let's de-electrify, let's consume less of everything. The electricity saving-summers after the 2011 nuclear disaster showed we can reduce energy consumption by 15%, just by realizing it is necessary. Buy Nothing Day is a day to develop and promote our options for the healthy recovery we need."

Buy Nothing Day International:

<http://www.adbusters.org/metast/eco/bnd/>

Buy Nothing Day in Japan:

<http://www.bndjapan.org>

(including event schedules, past events, facts, background info, graphics)

Previous Year's reports, images

<http://bndjapan.org/english2/archive/bndjapanarchive.html>

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Quick Facts about BND

<http://bndjapan.org/english2/about/quickfacts.html>

Available for Interviews:

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