

New Strategies for Sustainable Society. II. The Perspectives of an Alternative Lifestyle in Well-developed Countries Through Amish Way of Life. Oyabu C., Sugihara T., Department of Home Economics, Gifu University, Gifu 501-11, Japan.

Acquiring a new lifestyle is an important factor in establishing the sustainable society. In this paper, we discuss the formation of a new lifestyle and the factors which influence it. We applied our theory of socio-organic system to the comparative analysis of simple socio-organic system (the Amish) and the system of developed countries (represented by average American households). Semi-quantitative analysis has been made from the point of view of environment , information and lifestyle for the sustainable society. We discussed a lifestyle suitable for sustainable society, and the factors which formulate such a new lifestyle.

Our studies has confirmed the transformation of the modern society into mass-consumption society within these 100 years: In 1936, there was not a big difference in the possession of durable goods and energy consumption between Amish and American households. However after the New-Deal Policy, American society has experienced a rapid evolution in living, and the rate of possession of durable goods and energy consumption increased drastically. Compared to this change, the consumption of energy and natural resources remained restrained in Amish households. In considering the nature of sustainable society, it is essential to acquire a new lifestyle which has little burden on systems in which we live and systems which surround us. Amish people achieved such a lifestyle through religious belief and restricted information. In modern society, however, lifestyle is often controlled by excessive information. Thus rather than restricting information, developing the efficient information processing system in modern society will be an important key to realize the sustainable society.