

individual sustainable consumption

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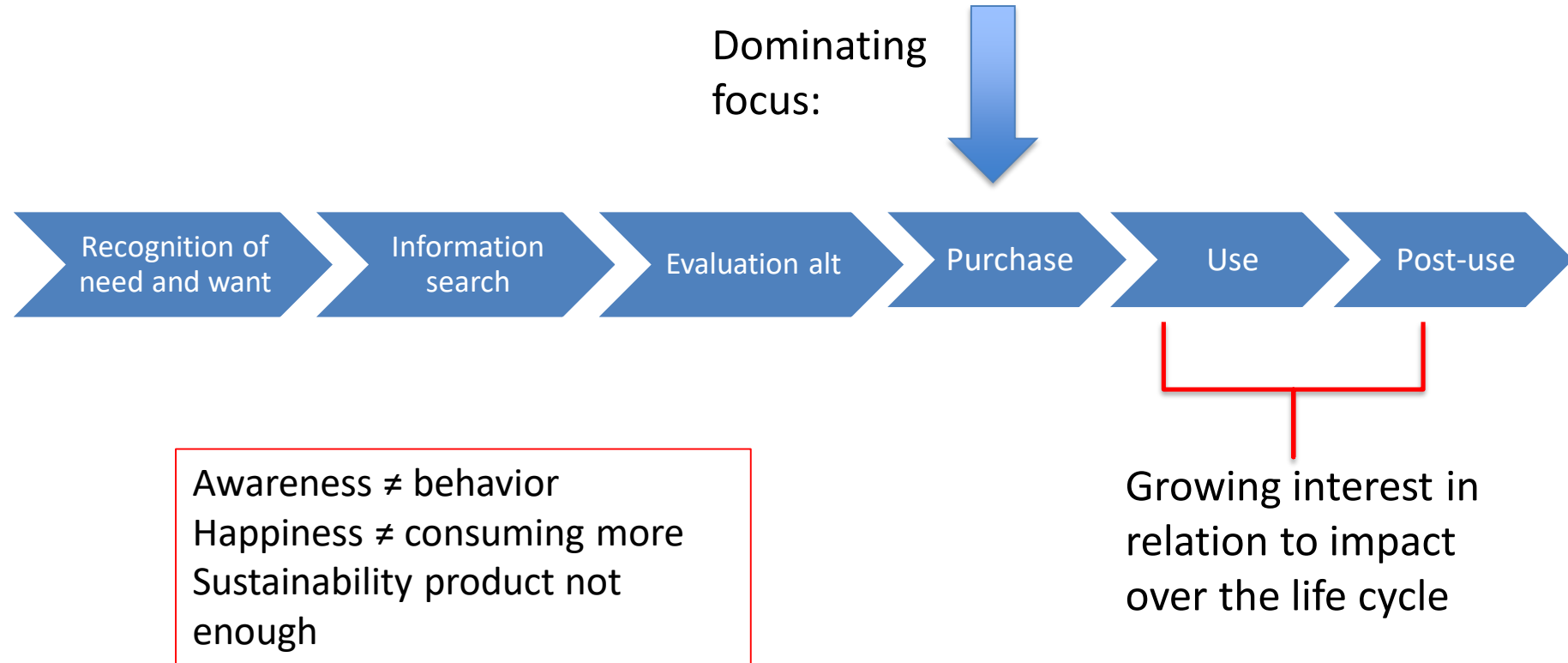
MISUM

sustainable development – human centric

... meet the needs of current population without endangering the prospects and livelihoods of future generations

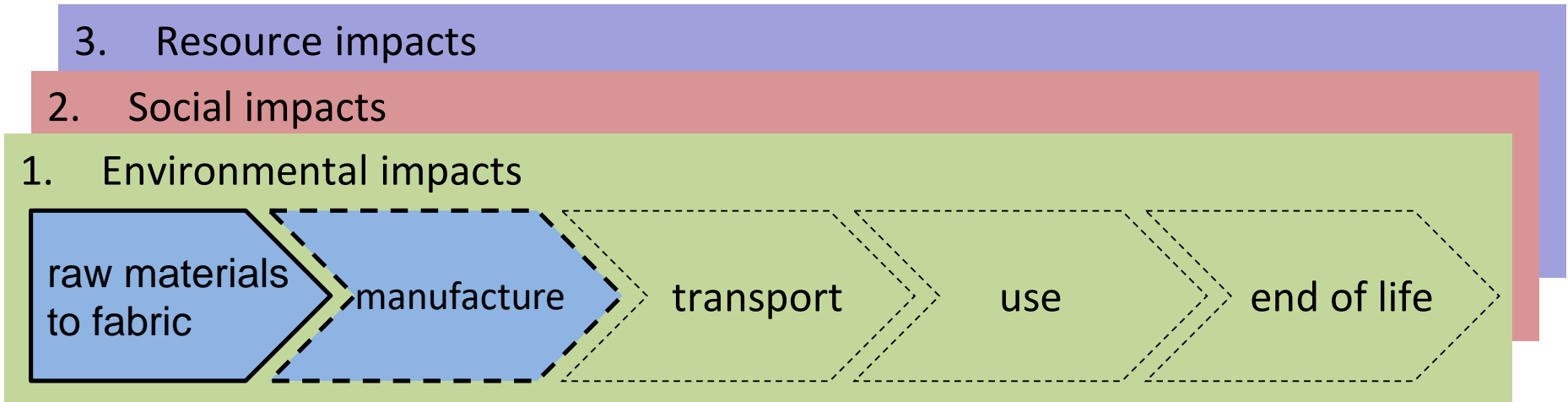
- Not clear what needs are ok to satisfy or how
- Individual consumption hard to link to global resource consumption

consumption and the individual



Source: *The total consumption process* (Belz & Peattie, 2012)

Consumption impact and labeling?



Environmental impact – particularly measurable such as climate data, chemical use. Can be linked to sourcing requirements.

Lack of data, control and engagement

Has generally been regarded as a problem for government rather than retailers.

Acknowl. Greg Peters, Chalmers

moving towards sustainable consumption?

- Norms
- Life styles
- Collective impact

Understanding
WHY we consume

- New ways of consuming
- Impact pre-, use and post-use

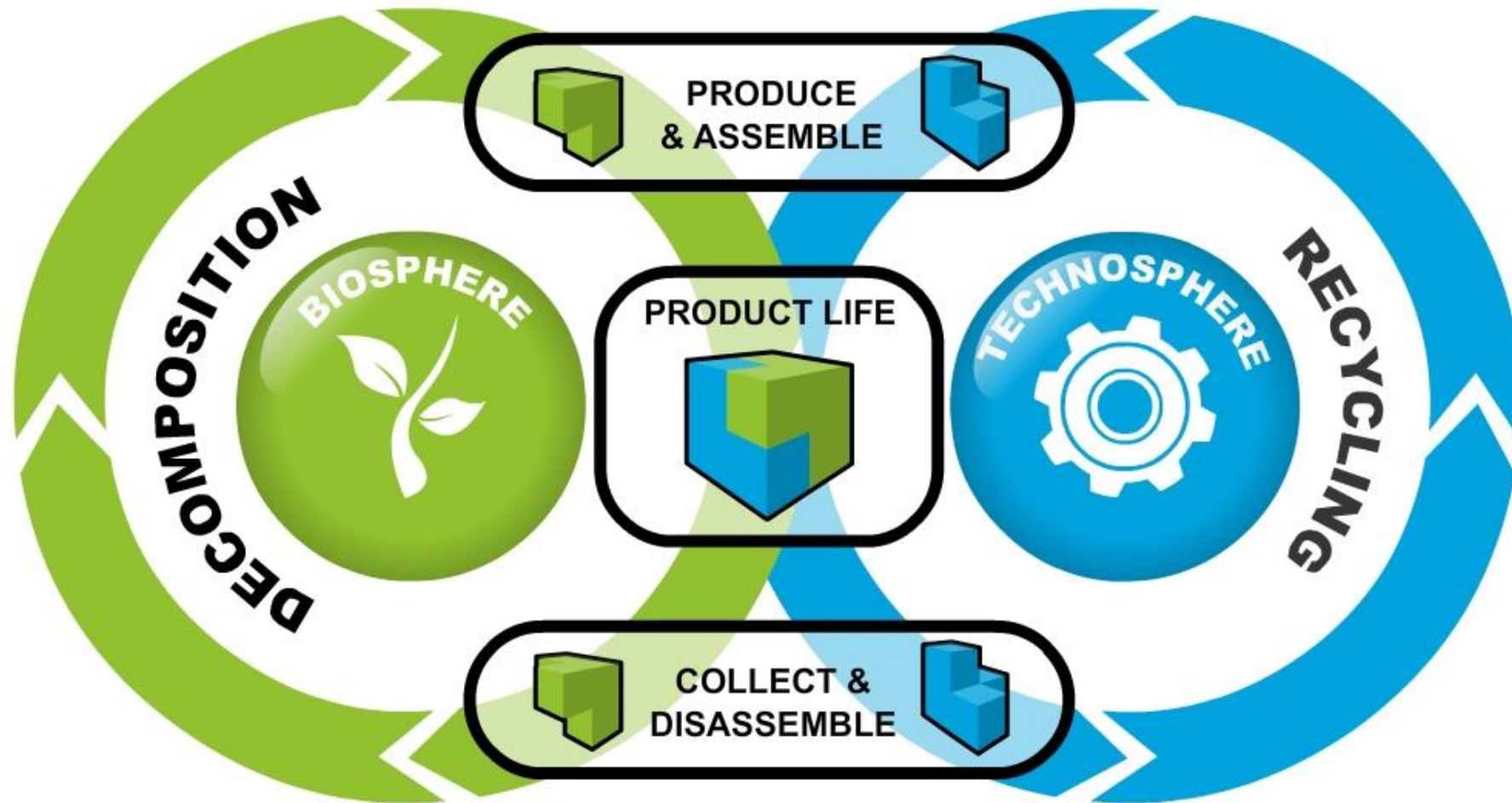


- Behavioral Toolbox:
- Knowledge sharing
 - Design
 - Nudging
 - Policy

New business Models

- Sharing
- Circular
- Service
-

Circular design principle:
closing the loop
IS IT ENOUGH?



the sharing economy

