



**Misum at Stockholm
School of Economics
presents**

**Sustainable
consumption
– How do
we do it?**

#misumcracknut

Session One – Can we consume less and retain the welfare system?

- Lin Lerpold and Örjan Sjöberg – Consumption must decrease

Consumption must decrease

Lin Lerpold and Örjan Sjöberg

A strategy for sustainable consumption is a very good idea.

So why raise objections to it?

We do so on at least two counts.

- the paradox of affluence
- the pitfalls of methodological nationalism

- The strategy as a strategy
 - clear goal(s)?
 - obvious means?

- We are missing a sense of priority and trade-offs

Session One – Can we consume less and retain the welfare system?

- Per Bolund – National strategy for sustainable consumption



FRÄNTA TE GARDIAH IS
DANCEKUIS ILLUSTON

Session Two – Global consumption: the role of institutional and private investors

Victor Galaz

– Planetary boundaries and
consumption

Session Two – Global consumption: the role of institutional and private investors

- Eva Eiderström
- Joakim Sandberg
- Victor Galaz

MODERATOR: Cecilia Repinski





Patrik Qvist talks to Ebba Sjögren

Session Three – Can consumption be part of the solution?

Susanne Sweet
– Individual sustainable
consumption

Session Three – Can consumption be part of the solution?

- Elin Larsson
- Åsa Moberg
- Jens Holm
- Susanne Sweet

MODERATOR: Ebba Sjögren



Thank you

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Mistra Center for
Sustainable
Markets (Misum)

