

Promoting Sustainable Consumption

Challenges and Approaches



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What is sustainable consumption?



“consume products and service today so as not to exceed planetary boundaries now and in the future and not to jeopardize the needs of present and future generations”

(German National Program on Sustainable Consumption, 2016)

Nationales Programm für
nachhaltigen Konsum

- **triple bottom line: people, planet, profit**
→ lifestyles and welfare concept
- **multi-stakeholder approach & shared responsibility**
→ not consumers alone!
- **system approach**
→ new innovation frontiers

What keeps us from consuming more sustainably?

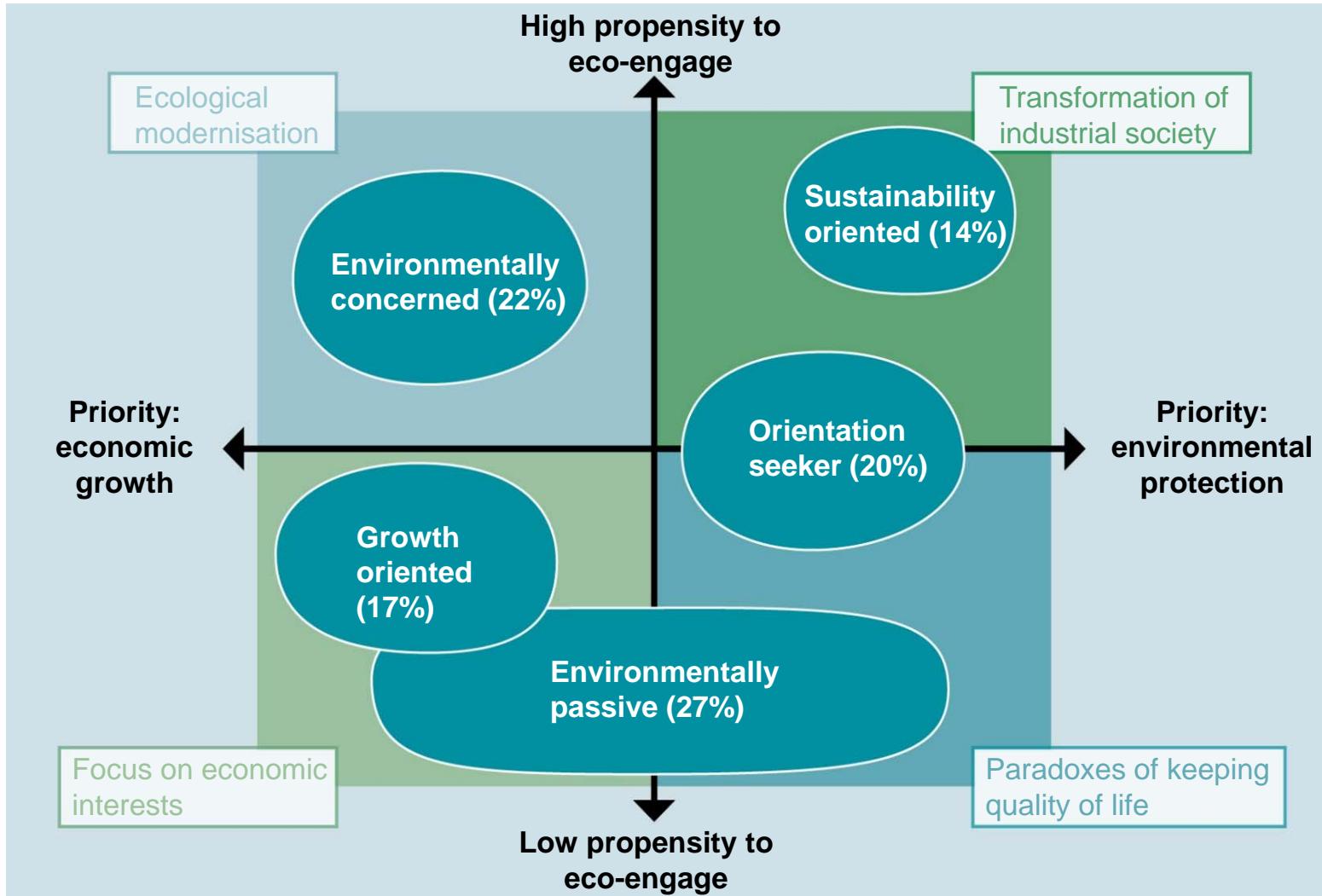


- **lack of information**
- **information overload**
- **habits and routines**
- **lack of (more) sustainable products and services**
- **rebounds**
- ...



What can we do to promote
sustainable consumption?
\in research

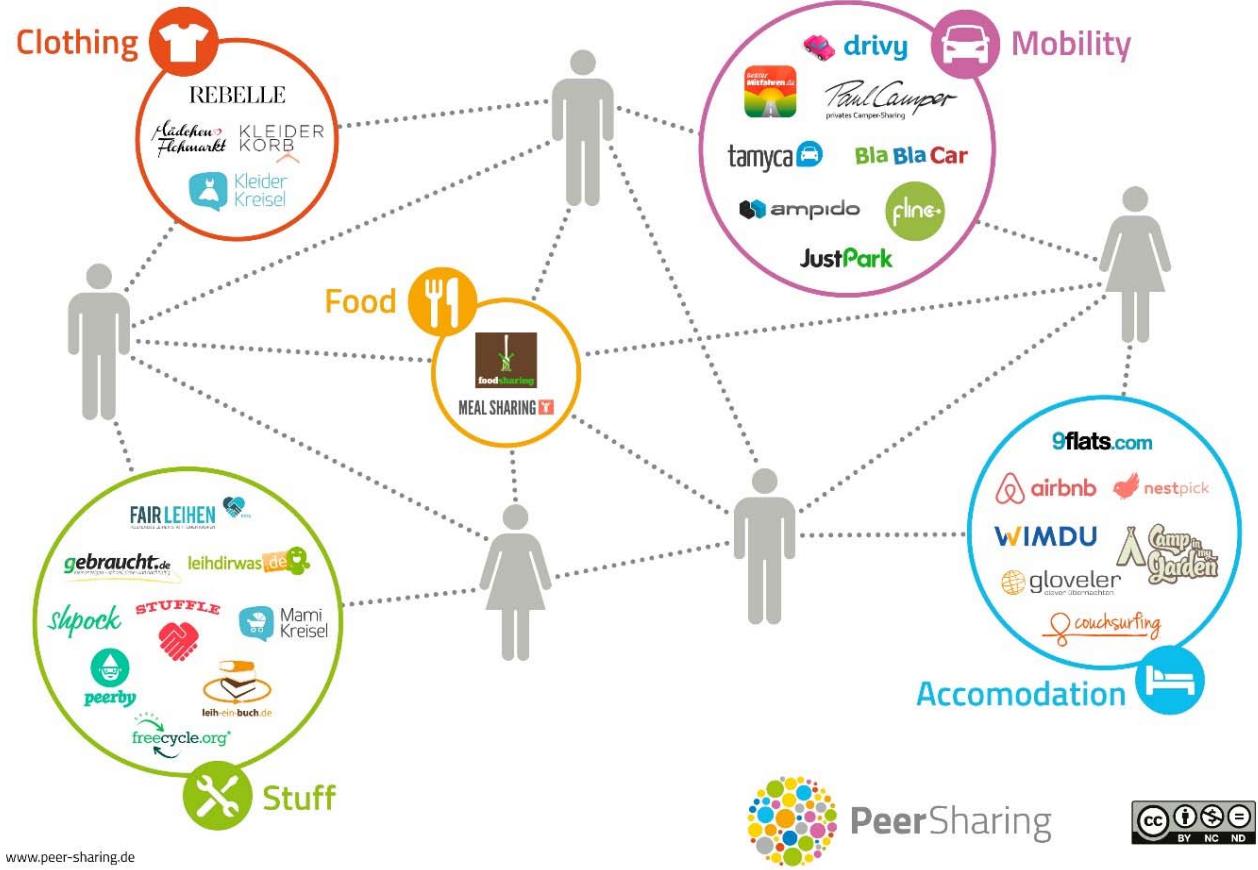
Understand attitudes and mindsets of people



Explore new consumption trends ...



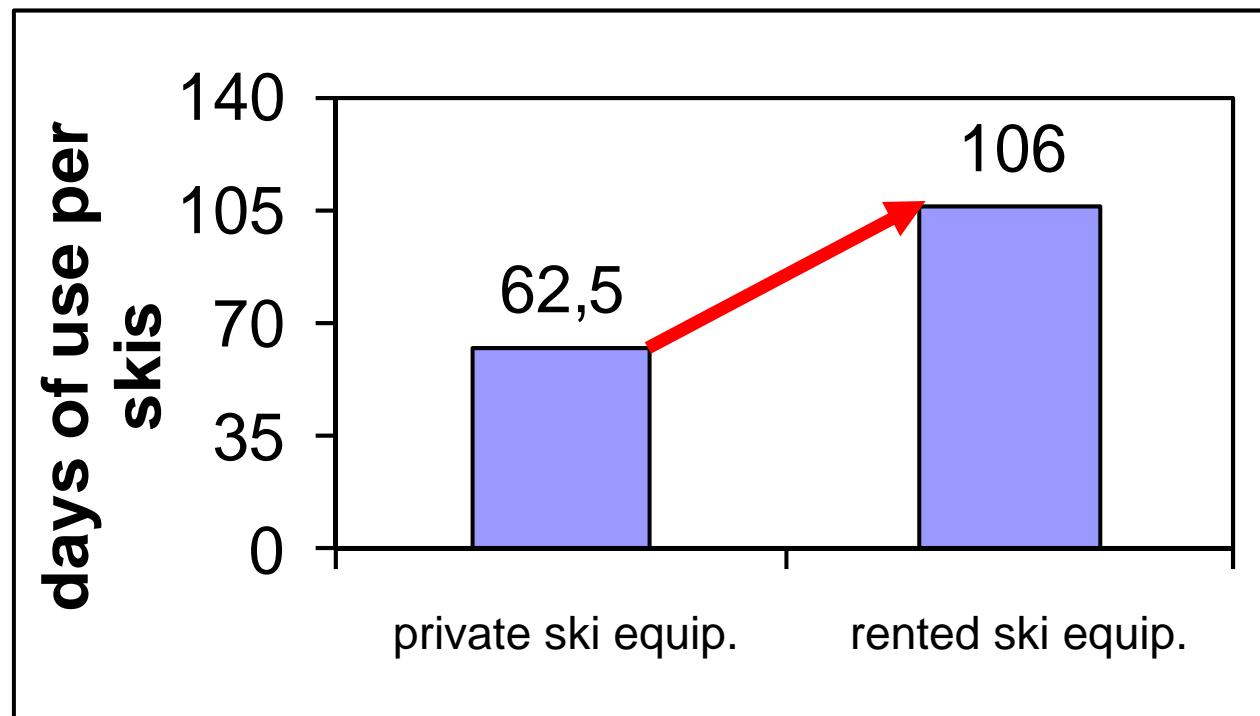
Sharing Economy



... and assess their environmental effects

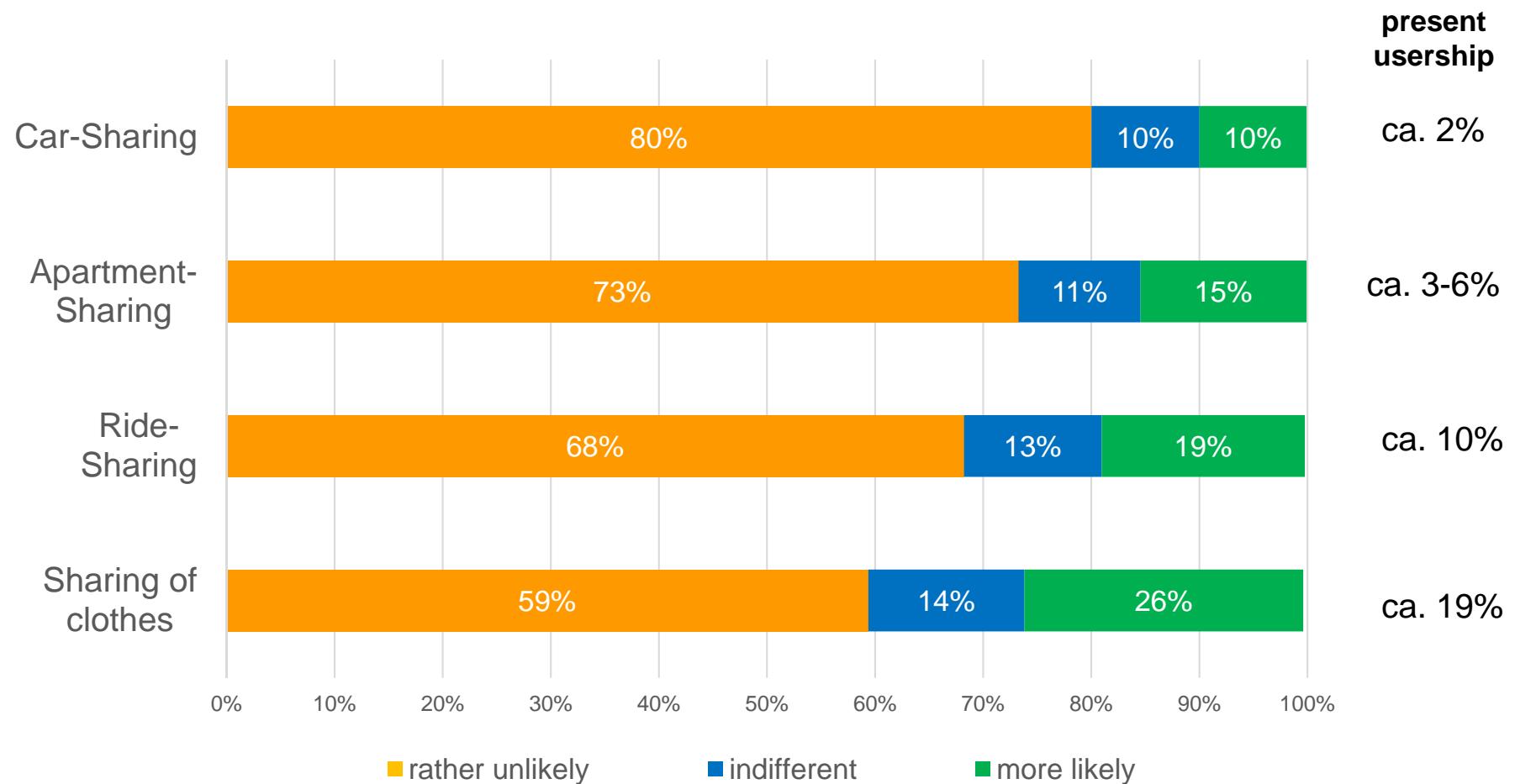


increased resource productivity through intensified use





...and assess their market potential



„Wie wahrscheinlich ist es, dass Sie Peer-to-Peer Sharing / Kleider-Sharing / Apartment-Sharing / Carsharing / Mitfahrglegenheiten zukünftig in irgendeiner Form praktizieren werden, d.h. als Anbieter oder Nachfrager eines bestimmten Gegenstandes?“. Skala von 1 „sehr wahrscheinlich“ bis 7 „sehr unwahrscheinlich“



What to conclude?

Conclusions



- **acknowledge the complexity of (ever changing) consumption patterns**
- **design research on sustainable consumption together with non-scientific stakeholders („transdisciplinary research“)**
- **reflect and communicate the policy relevance of scientific evidence („knowledge brokering“)**

Thank you.

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