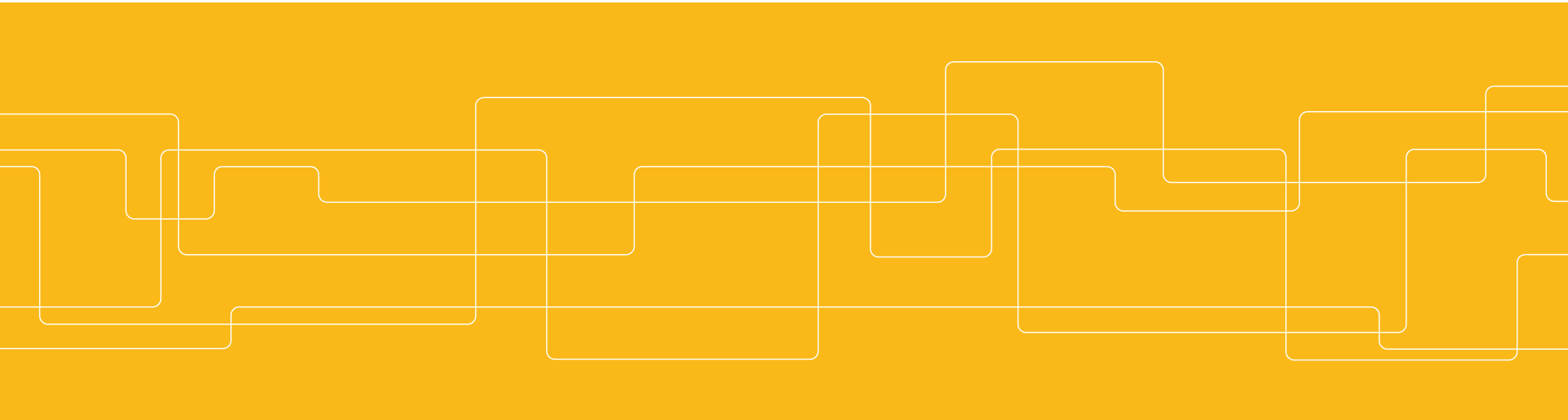




Sustainable consumption – From niche to mainstream

Karin Bradley, Associate Professor

Department of Urban Planning and Environment



The standard message



Traditional strategies for sustainable consumption

Informing consumers



Encouraging recycling



Using economic incentives



Traditional strategies for sustainable consumption – *individualisation of responsibility*

Informing consumers



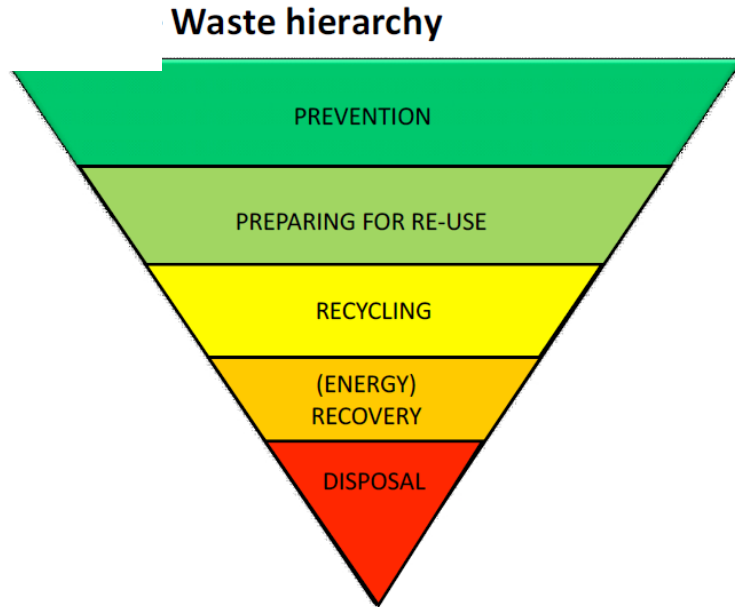
Encouraging recycling



Economic incentives to shift to other products



Not enough – also need to consume *less*



Source: [European Commission](#).



THE BUYERARCHY
of NEEDS
(with apologies to
Maslow)

Developing infrastructure for citizens to share, make and repair

Garagets Demokratipaket!

Garagets demokratiska utrustning:

- Häftpistol (kan lånas utanför Garagets lokaler)
- Megafon (kan lånas utanför Garagets lokaler)
- Scengolv
- Kreativ verkstad
- Mötesrum
- Försäljning av papper/pennor och kuvert
- Bord
- Kaffemaskin
- Trådlöst nätverk
- Projektor
- Laptop
- Smartboard
- Whiteboard
- Skärmaskin
- Högtalare/mikrofon
- Scanner
- Färgkopiering
- Utskrifter



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**MAKER
SPACE**

Develop structures that make consuming sustainably become the *easiest* option

From:



To:



New transdisciplinary research programme (2018-2021):
MISTRA Sustainable Consumption – From niche to mainstream