



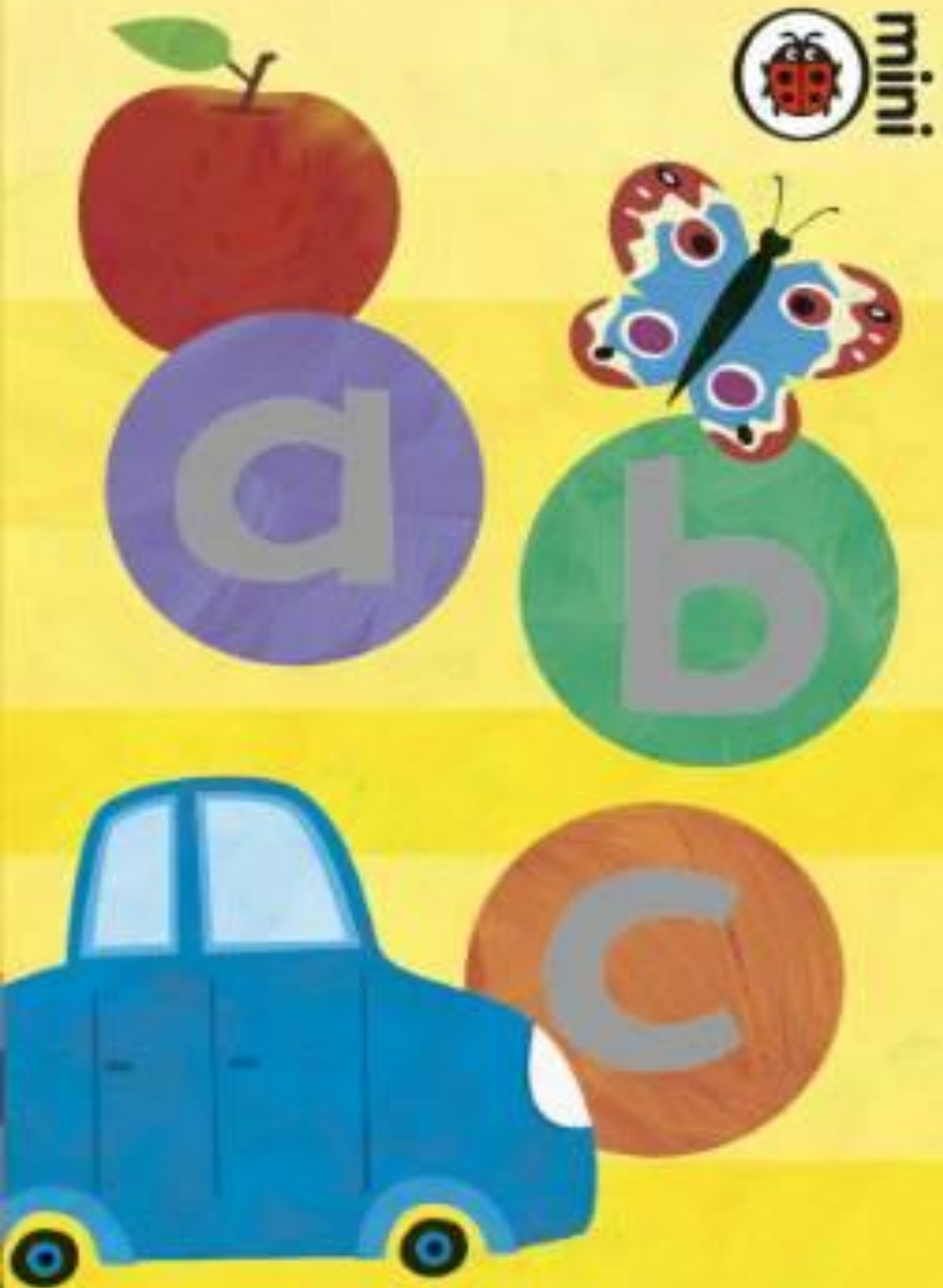
# Beyond the consumer

**TRANSITIONS IN PRACTICE**

**climate change and everyday life**

Elizabeth Shove, ESRC climate change leadership fellowship





*the*  
*ABC of*  
*sustainable*  
*consumption*

A

# *is for Attitude*

*Individuals have attitudes.*

*Attitudes towards personal consumption, waste and responsibility need changing*

*Attitudes are changed by persuasion and information.*

*Attitudes drive behaviour.*



apple

**B**

# *is for Behaviour*

*Behaviour is what individuals do.*

*Behaviours need changing.*

*Behaviours are driven by attitudes and prices.*

*People choose how to behave.*



balloon



C

# *is for Choice*

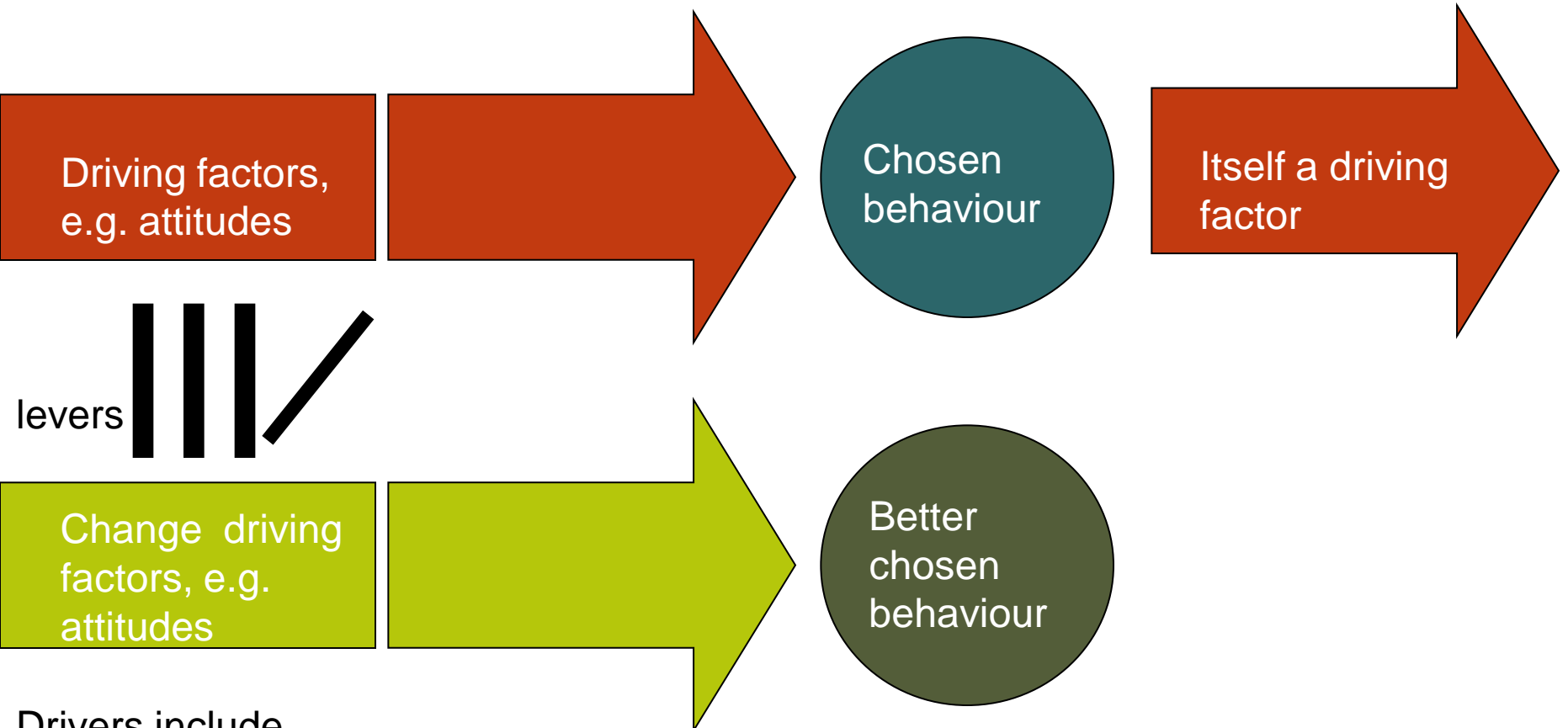
*Choices are made by individuals.*

*If individuals chose not to use so much energy, water and other natural resources we'd not be in the fix we are.*

*Policy makers need to encourage individuals to make different choices.*

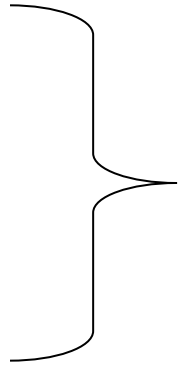


Representation of social change

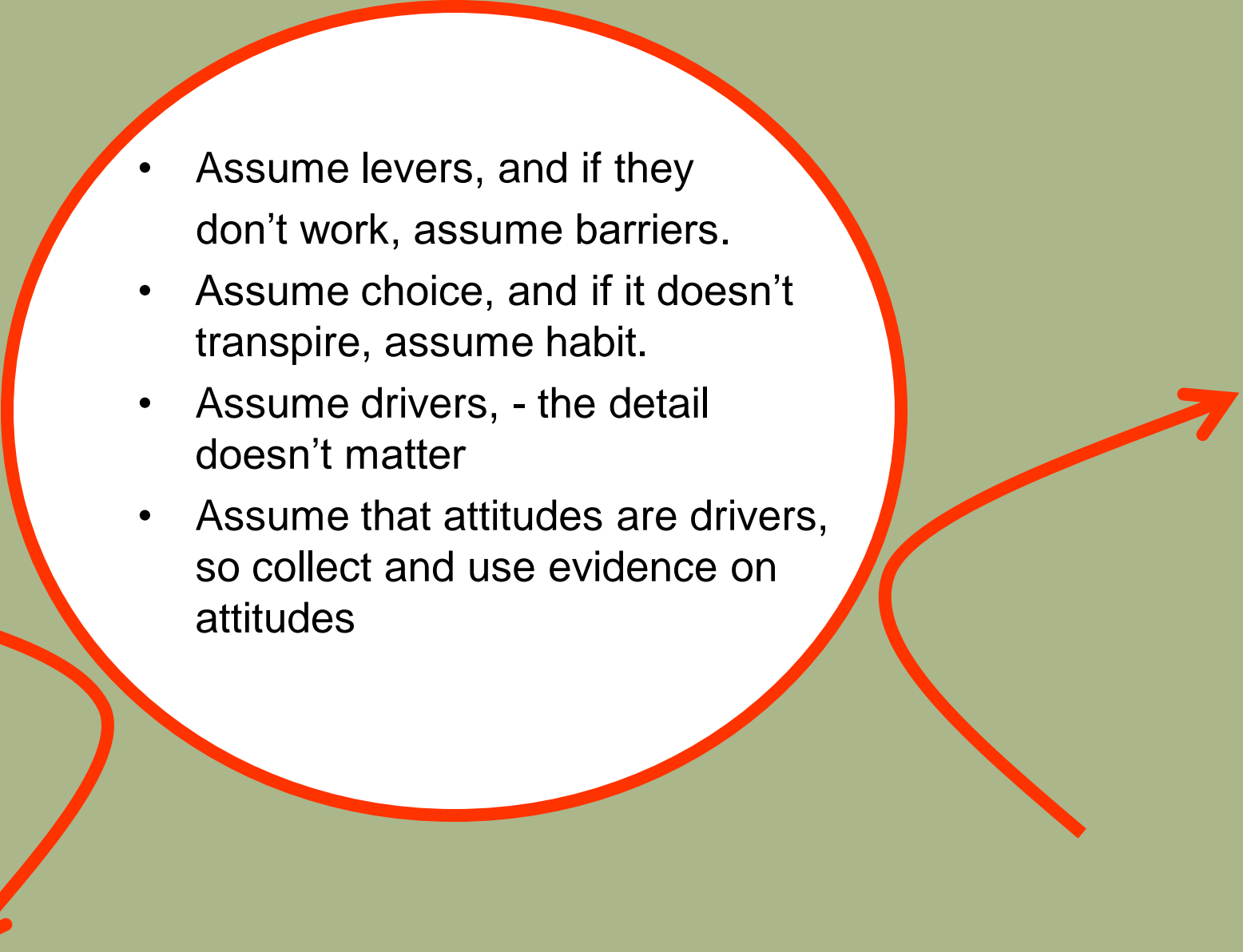


Drivers include

- Attitudes
- Society
- Economics
- Other people
- Habit



Externalise pretty much anything, including own role

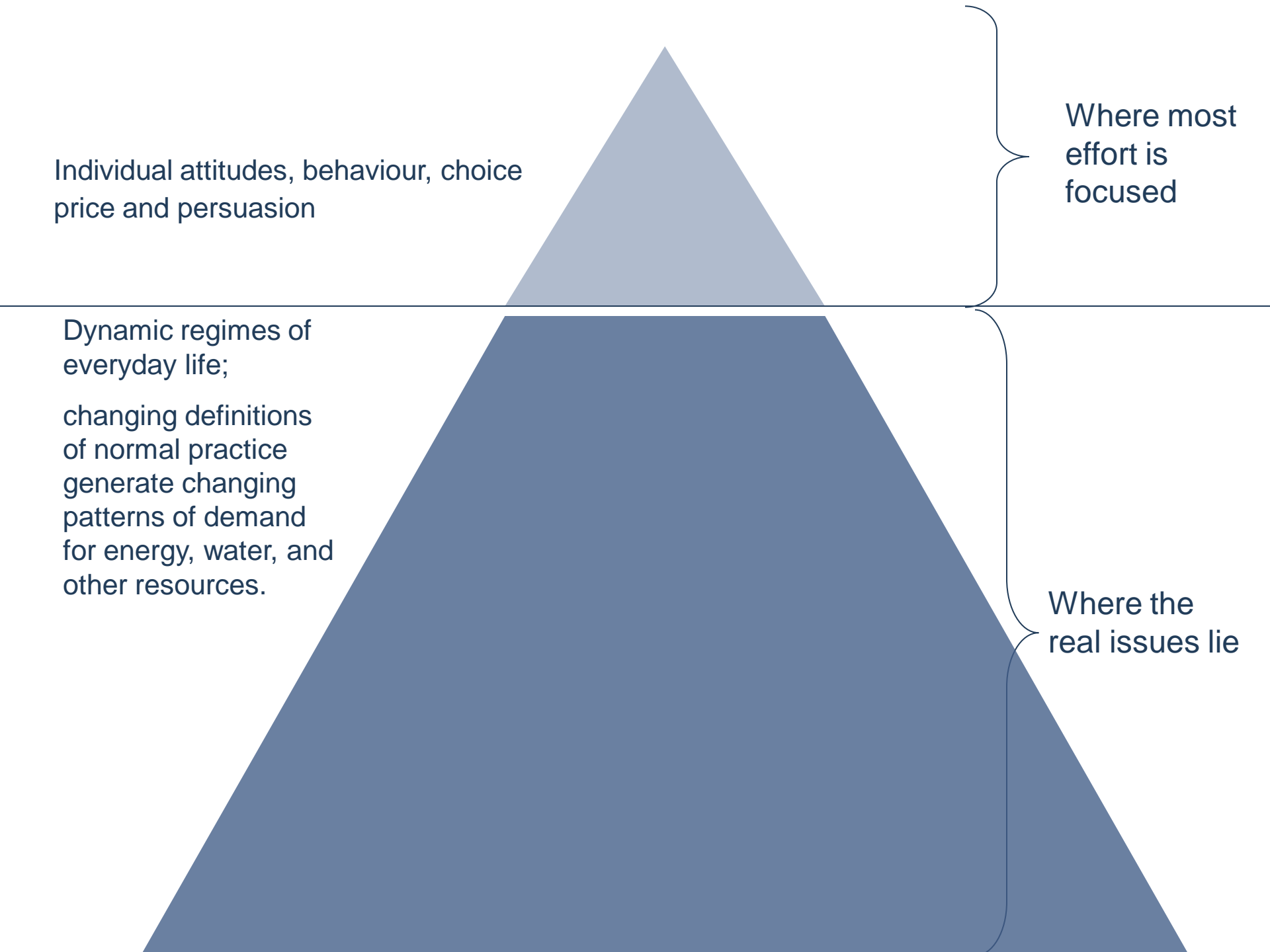
- 
- Assume levers, and if they don't work, assume barriers.
  - Assume choice, and if it doesn't transpire, assume habit.
  - Assume drivers, - the detail doesn't matter
  - Assume that attitudes are drivers, so collect and use evidence on attitudes

Individual attitudes, behaviour, choice  
price and persuasion

Where most  
effort is  
focused

Dynamic regimes of  
everyday life;  
changing definitions  
of normal practice  
generate changing  
patterns of demand  
for energy, water, and  
other resources.

Where the  
real issues lie





For example:

“more responsible water usage”

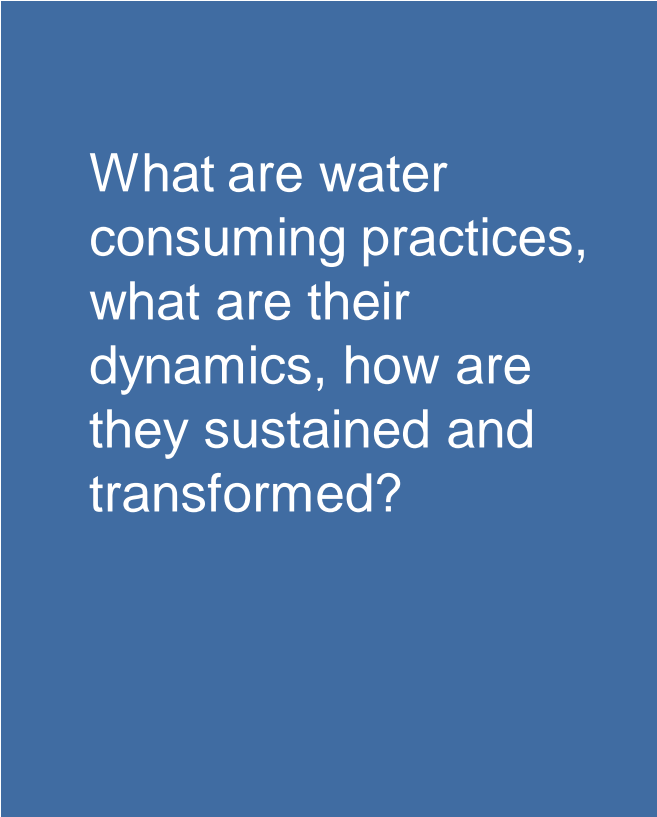
Laundry

Bathing and showering

Toilet

Dishwashing

Garden



What are water consuming practices, what are their dynamics, how are they sustained and transformed?



**water demand:** Medd and Chappells, Drought and Demand  
In-depth interviews with 22 households across the South East during summer 2006



Lawn as football pitch, playground

Convenient, low  
maintenance wallpaper





Living room

<b>Orientation to garden life</b>	<b>Layout/material organisation</b>	<b>Social role &amp; organisation</b>	<b>Watering obligation</b>
<b>Productive</b>	Well established, with zones for plants, lawn, vegetables, etc.	Keen gardeners, hive of activity, hobbies, cultivation, etc.	Intensive watering, but expertise to rig up water butts, etc.
<b>Playground</b>	Usually lawn for games	Given over to children for play, not a place to grow roses, etc.	Brown grass is ok
<b>Convenient</b>	Simple layout, plants and hardy shrubs that fend for themselves	Garden used only occasionally, low maintenance, a burden	Minimal effort, hosepipe ban excuse not to bother
<b>Living room</b>	Zones for eating; lighting, heating	Space for social interaction, sitting, dining	Sufficient to maintain the view

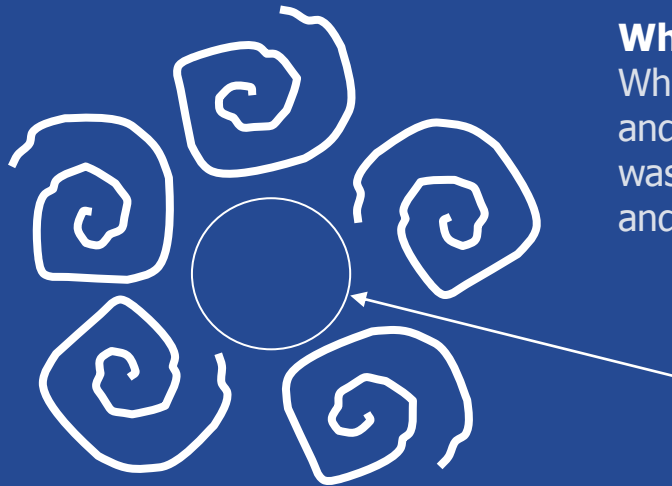
# Laundering as a system of systems

## What are the tools of laundering?

What devices,  
appliances and  
chemicals are  
involved?

## How is laundry done?

What steps and  
stages? What  
skills and  
expertise?  
Who does it?



## When to launder?

What are the cycles  
and flows of  
washing, wearing  
and appearance?

**Understandings of  
service – of what it  
means to do the  
laundry – emerge  
as consequence of  
constituent practices,  
technologies and  
conventions**

## Why launder?

For sensation,  
display,  
disinfection,  
deodorisation or  
routine.

## What is there to launder?

What stocks,  
fabrics and types  
of clothing are  
involved?

## Practices steer the process of consumption

*‘Consumption occurs as items are appropriated in the course of engaging in particular practices, consumption occurs within and for the sake of practices’*

*The practice, ‘requires that competent practitioners will avail themselves of the requisite services, possess the appropriate tools, and devote a suitable level of attention to the conduct of the practice’ (Alan Warde, 2003.)*

6

**.....traces and dynamics of practice**

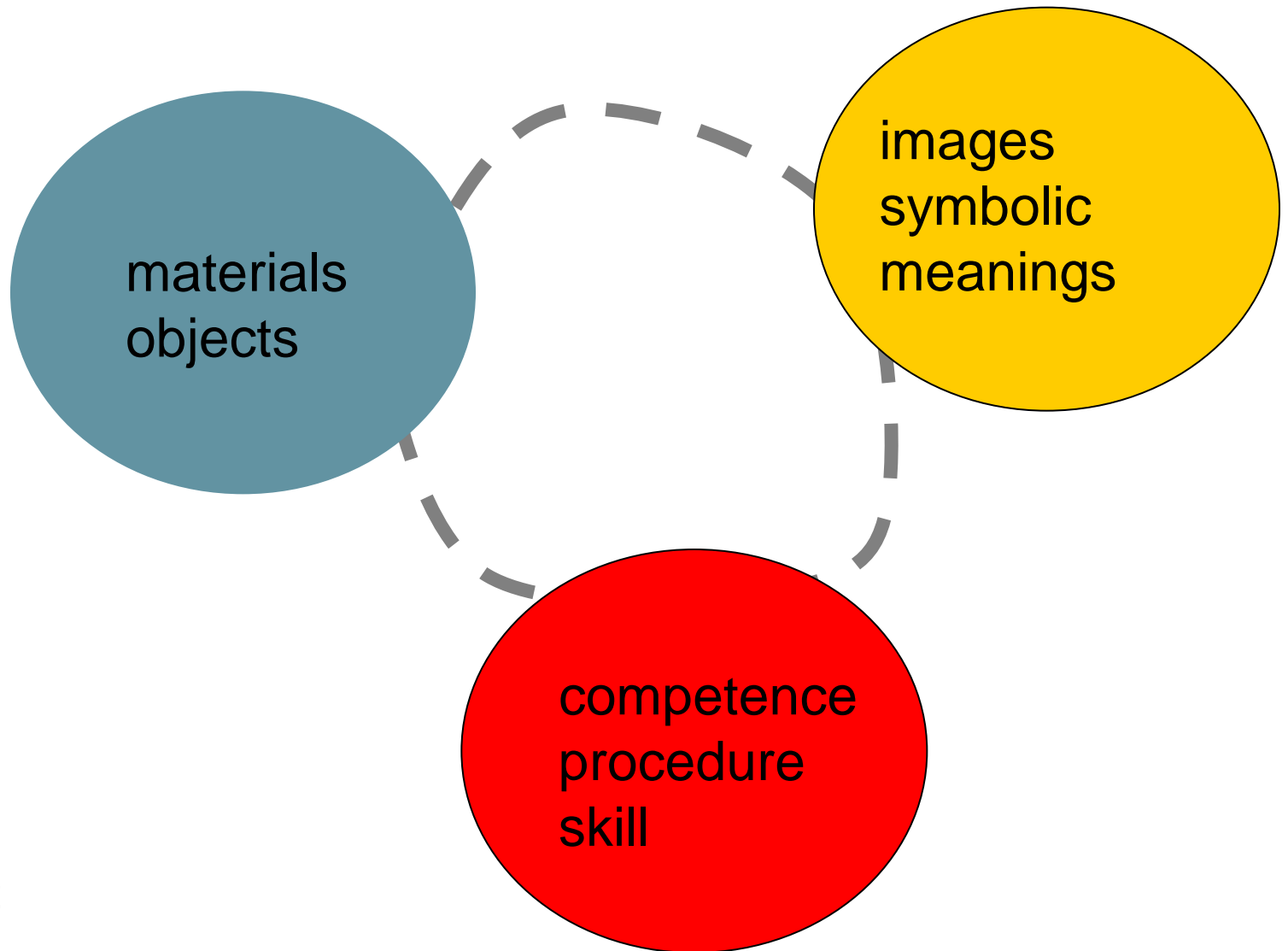




A practice is social .. it is a 'type' of behaving and understanding that appears at different locales and at different points of time and is carried out by different body/minds. (Reckwitz 2000: 250)

Practices involve the active integration of materials, images and competence.

Practices are coherent entities that require performance for their existence: performances are generative and transformative.



materials  
objects

images  
symbolic  
meanings

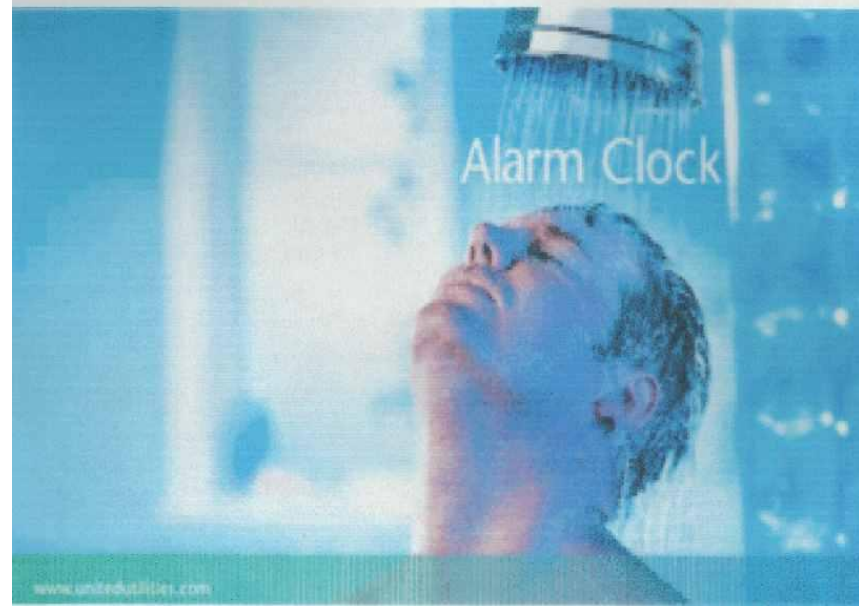
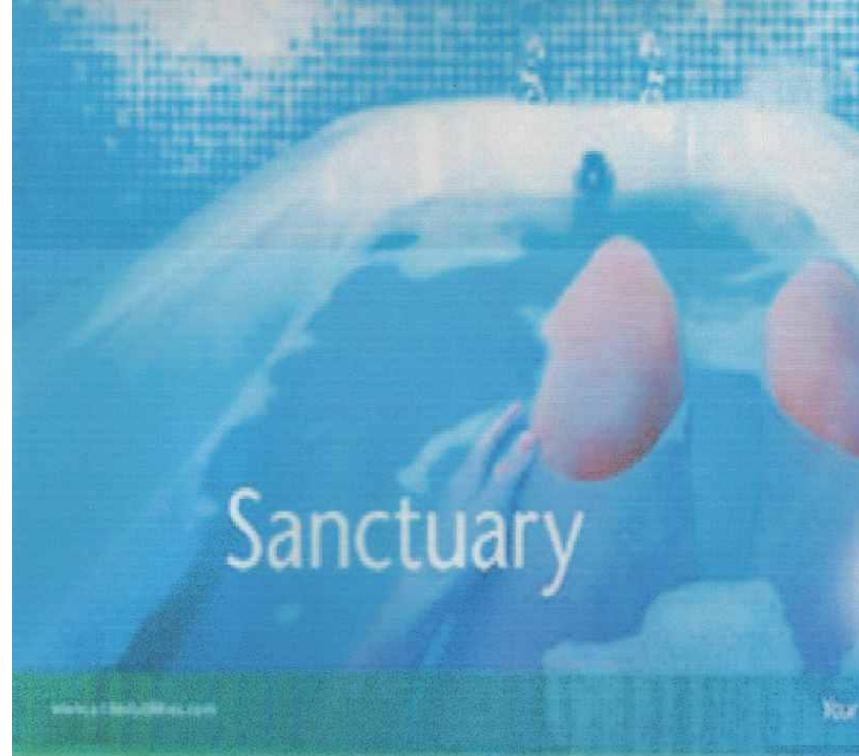
competence  
procedure  
skill

Reckwitz 2002

Shove and Pantzar 2005



Explaining daily showering



# Explaining daily showering

## Image

Regeneration  
of whole body  
and of civic  
order

## Stuff

Public  
provision,  
collective  
infrastructure

## Procedure

Collective  
event, shared  
social  
calendar

## Image

Moral-medical  
discipline,  
disease and  
disorder

## Stuff

State  
investment in  
public health

## Procedure

Regular  
private habits,  
weekly  
schedules.

## Image

self image,  
invigoration  
freshness, and  
fitness

## Stuff

Instant hot  
water, private  
bathroom(s)

## Procedure

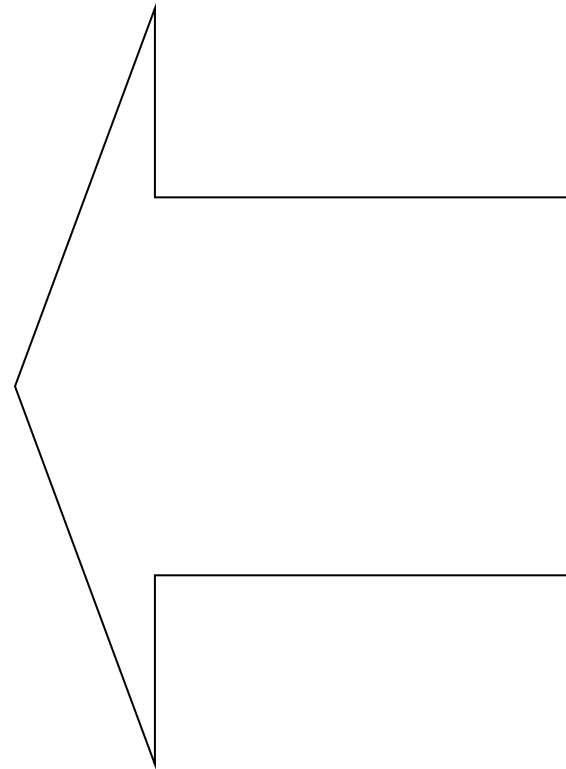
Fragmented  
moments,  
speed and  
convenience



The circulation and distribution of elements

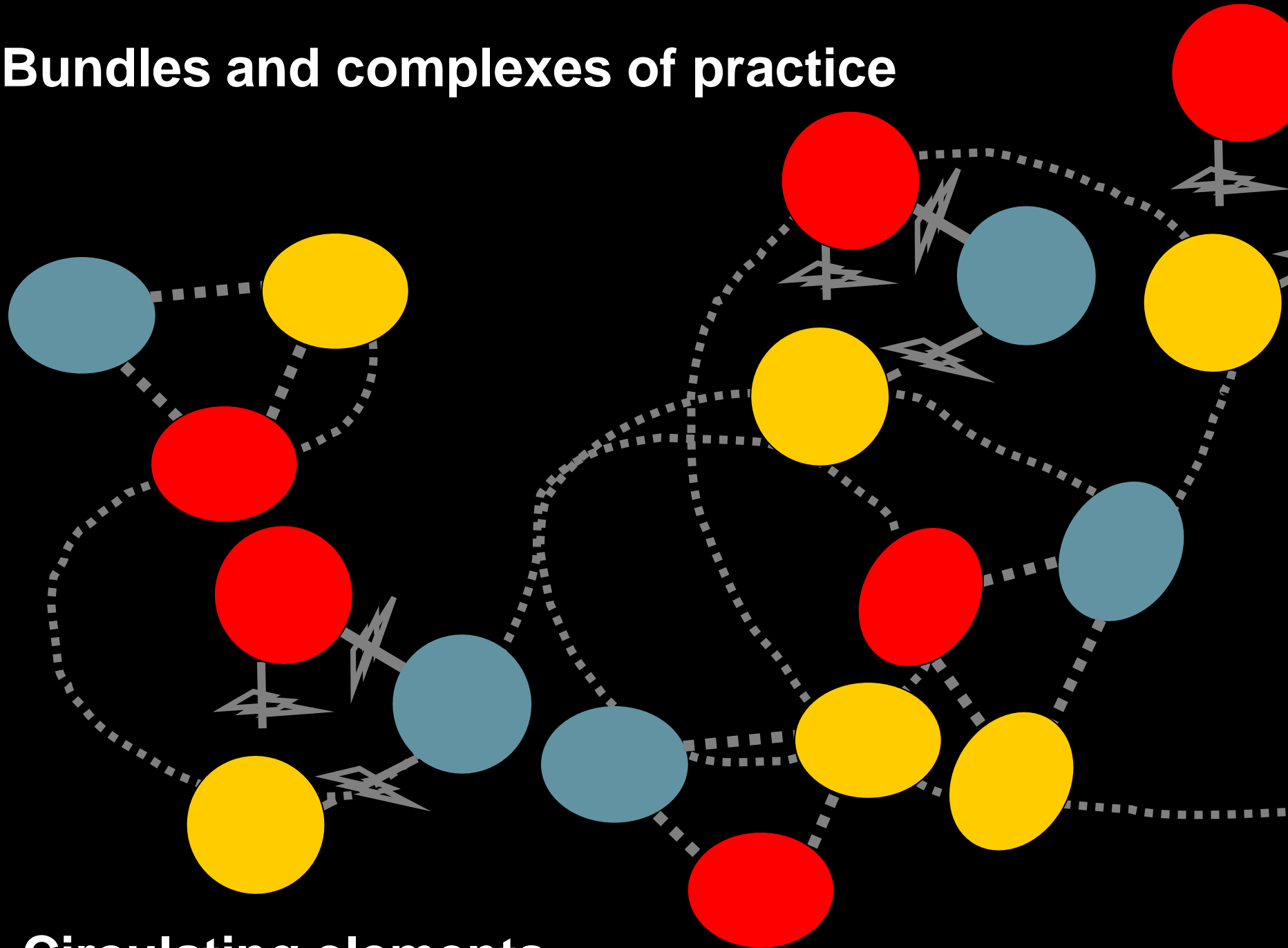
## Atlas of Contemporary practice

Represents the social-spatial distribution of specific practices in terms of related injunctions or compulsions; minutes of attention required and associated features of sequence and timing..



Where, how  
and by whom  
is this kind of  
laundering  
reproduced?

# Bundles and complexes of practice



**Circulating elements**

# Practice time profiles



What do practices demand in terms of time, timing, sequence and synchronisation?

And how does this change?

Injunction

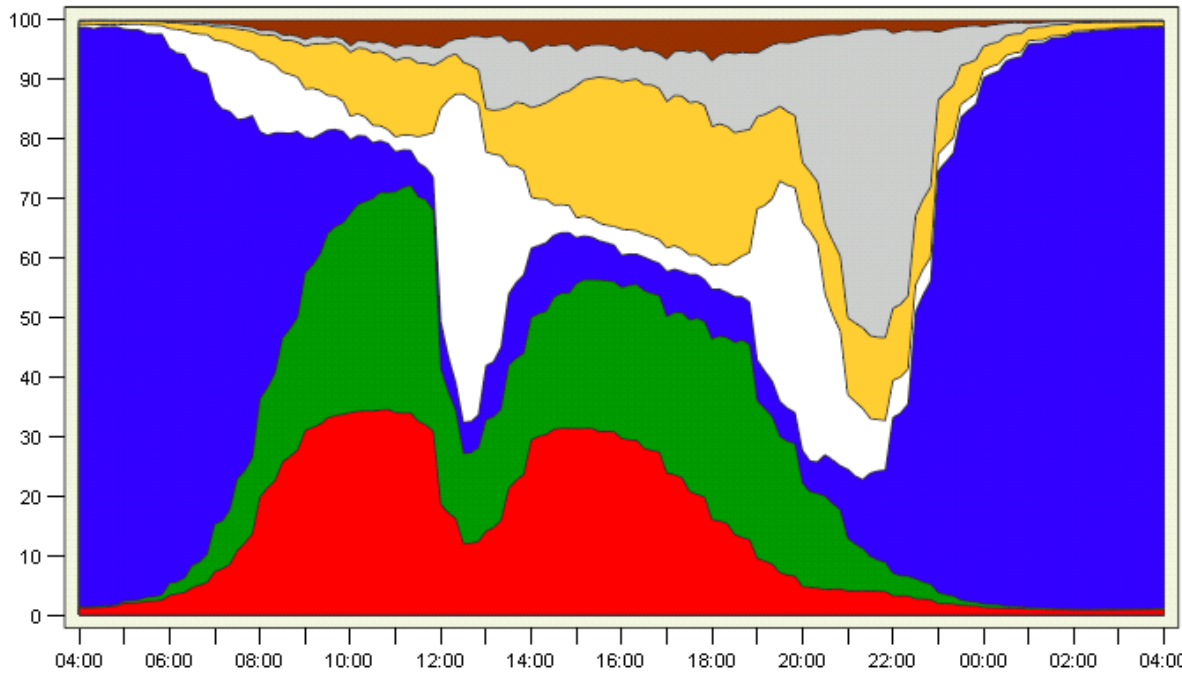
Compulsion

Short cuts

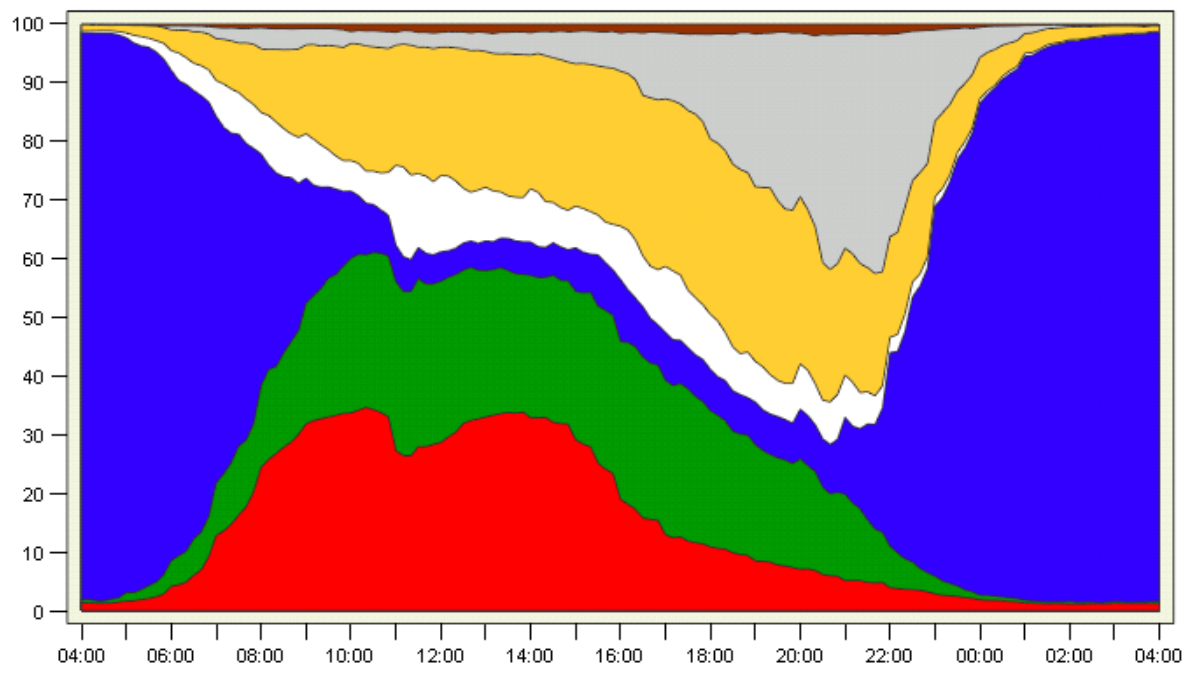
J. C. Kaufmann

Dirty Linen, couples and their laundry





Percent



- Work and study
- Freetime
- Household work
- TV and video
- Sleep
- Unspecified time
- Eating

Theories of practice

Shared, social

Endogenous dynamics

Specific cultural and material histories

Reproductive, generative

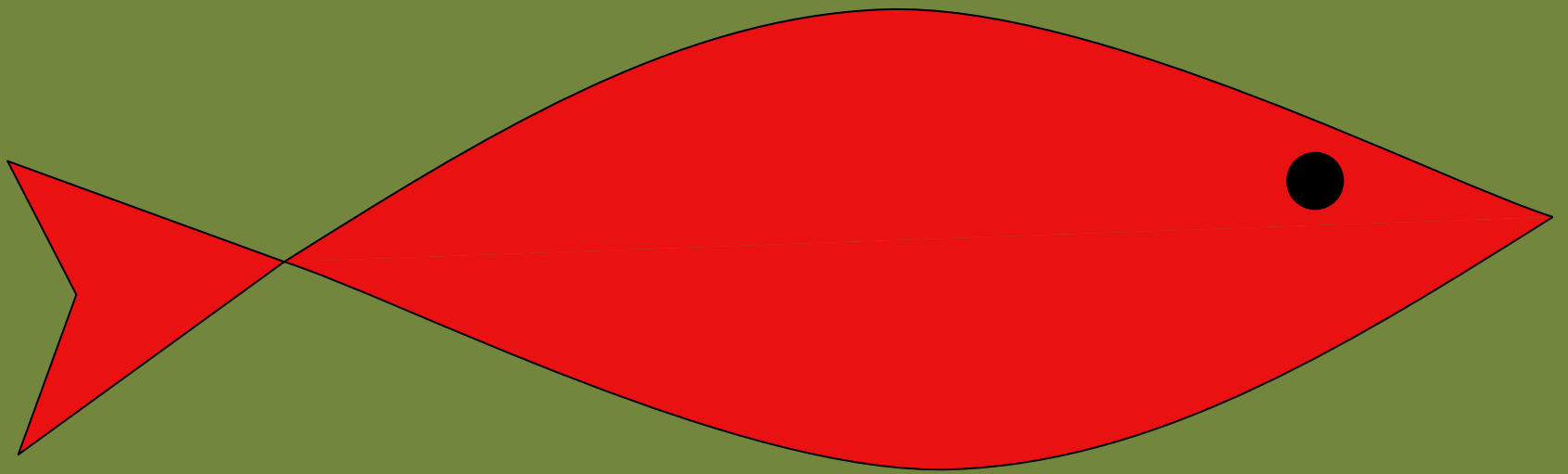
Theories of consumer behaviour

Individual choice

External drivers

Common base in belief

Causal



beyond the red herring of green behaviour

Green **practice oriented** policy, product design

*Responding to*  
*Enabling*  
*Configuring* } *Consumer choice*

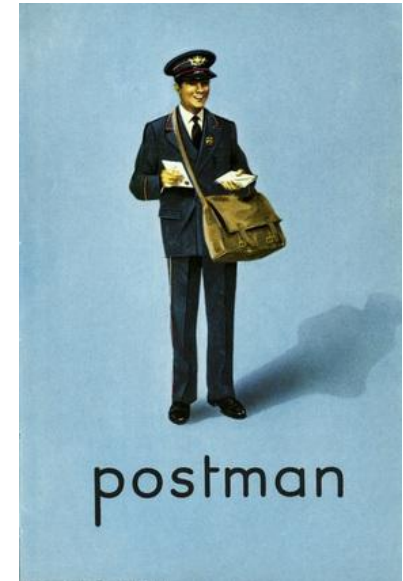
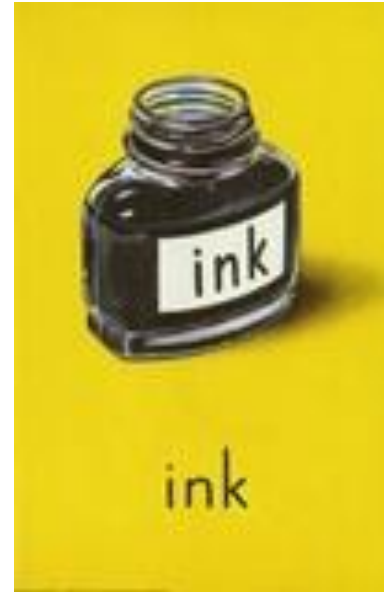
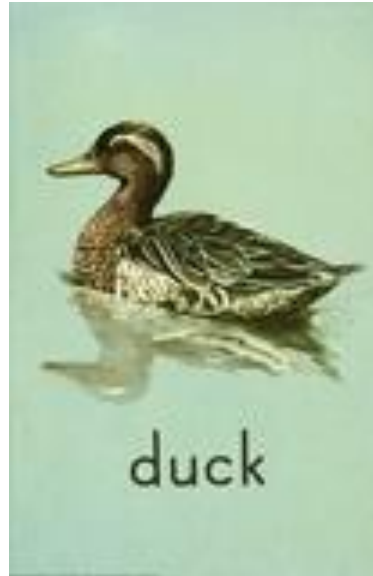
*Planning and intervening*

*Circulating elements of practice –  
infrastructure, image,  
competence*

*Unmaking unsustainability  
(removing elements)*

} *Shaping  
transitions  
in practice*

*Requires an  
extended  
vocabulary*



*Dynamics*

*Infrastructures*

*Practices*

*Routines*

*Systems*

*Transitions*

