Beyond the consumer
the ABC of sustainable consumption
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.
B is for Behaviour

Behaviour is what individuals do.

Behaviours need changing.

Behaviours are driven by attitudes and prices.

People choose how to behave.

Barrier, belief
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.

Change, consumption, convention
Representation of social change

Driving factors, e.g. attitudes

Drivers include:
- Attitudes
- Society
- Economics
- Other people
- Habit

Change driving factors, e.g. attitudes

levers

Chosen behaviour

Itself a driving factor

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
Where most effort is focused

Individual attitudes, behaviour, choice, price and persuasion

Where the real issues lie

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

**Why launder?**
For sensation, display, disinfection, deodorisation or routine.

**What is there to launder?**
What stocks, fabrics and types of clothing are involved?

**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 a consequence of constituent practices, technologies and conventions.
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.)

…….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.
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

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**Image**
- Moral-medical discipline, disease and disorder

**Stuff**
- State investment in public health

**Procedure**
- Regular private habits, weekly schedules.

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**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
Dynamic competition between practices and the resources they demand
<table>
<thead>
<tr>
<th>Theories of practice</th>
<th>Theories of consumer behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared, social</td>
<td>Individual choice</td>
</tr>
<tr>
<td>Endogenous dynamics</td>
<td>External drivers</td>
</tr>
<tr>
<td>Specific cultural and material histories</td>
<td>Common base in belief</td>
</tr>
<tr>
<td>Reproductive, generative</td>
<td>Causal</td>
</tr>
</tbody>
</table>
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