

IDEM3223

Sustainable Consumer Behaviour

Q2

Present consumption patterns have destructive effects on ecosystems. It is designers' responsibility to tackle these negative consequences and design products, services and systems that contribute to a sustainable society and help reduce our energy and material consumption. However, acceptance and adoption of these interventions is not always straightforward, which may ultimately reduce their positive impact on society. Drawing from (social) psychology, sociology, design theories and environmental studies, we will touch upon a number of individual and systemic factors that are known to be of high relevance for sustainable behaviour change. Furthermore, we will explore how various interventions can stimulate more sustainable consumer behaviour.

Example topics that will be addressed are: How do consumers develop attitudes towards sustainable interventions and make choices between products / services? How can design contribute to changing behaviours in a sufficient and Circular Economy? How can design contribute to breaking existing habits and forming new sustainable ones?

Assessment: Group assignment & Individual Exam

Lise Magnier

"Uncover the importance of behaviour in sustainability transitions."

