

**VAD PÅVERKAR VAD VI
KONSUMERAR?**

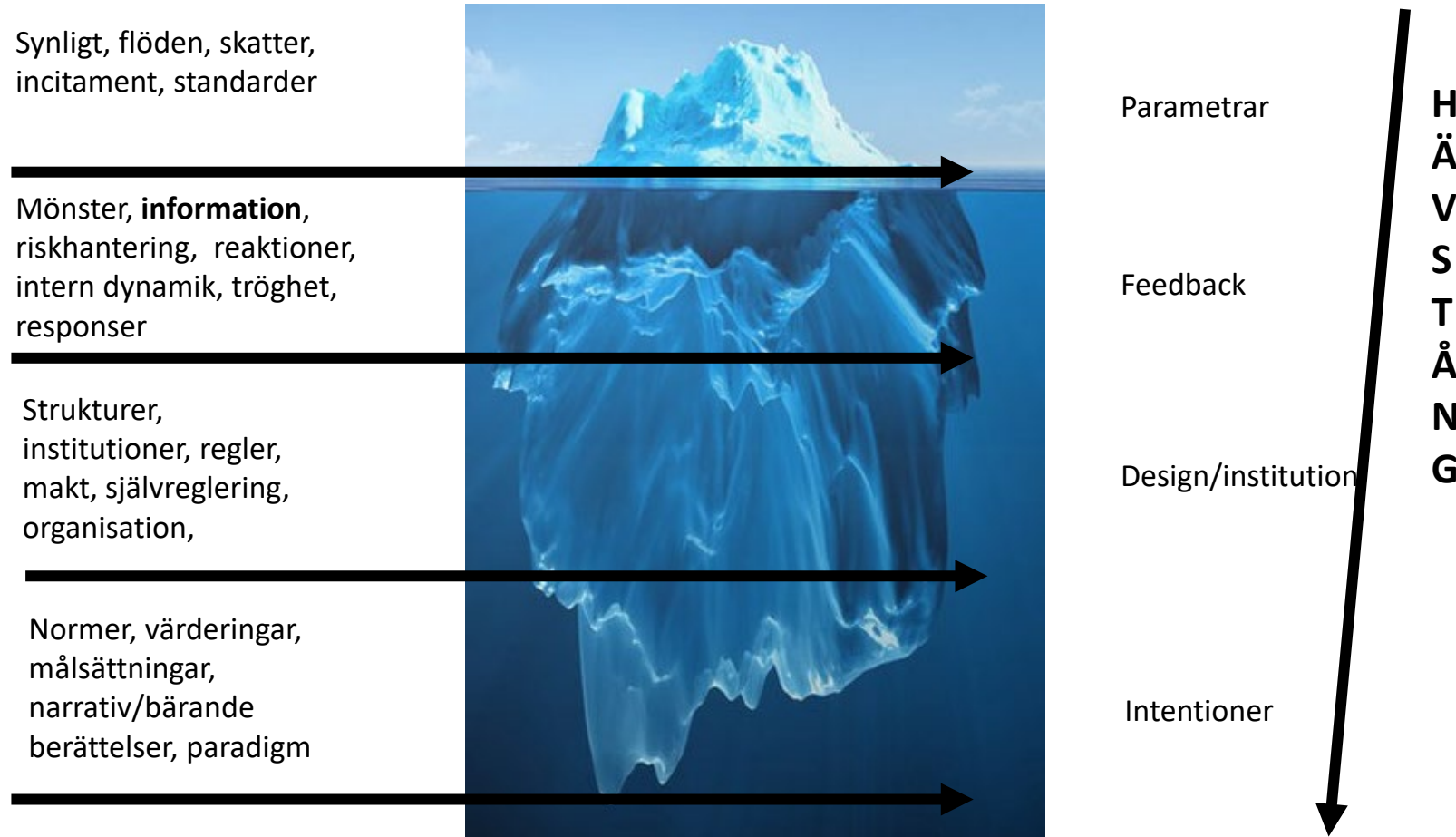
VEMS ÄR ANSVARET?

Birgitta Losman Science Park Borås,
Högskolan i Borås

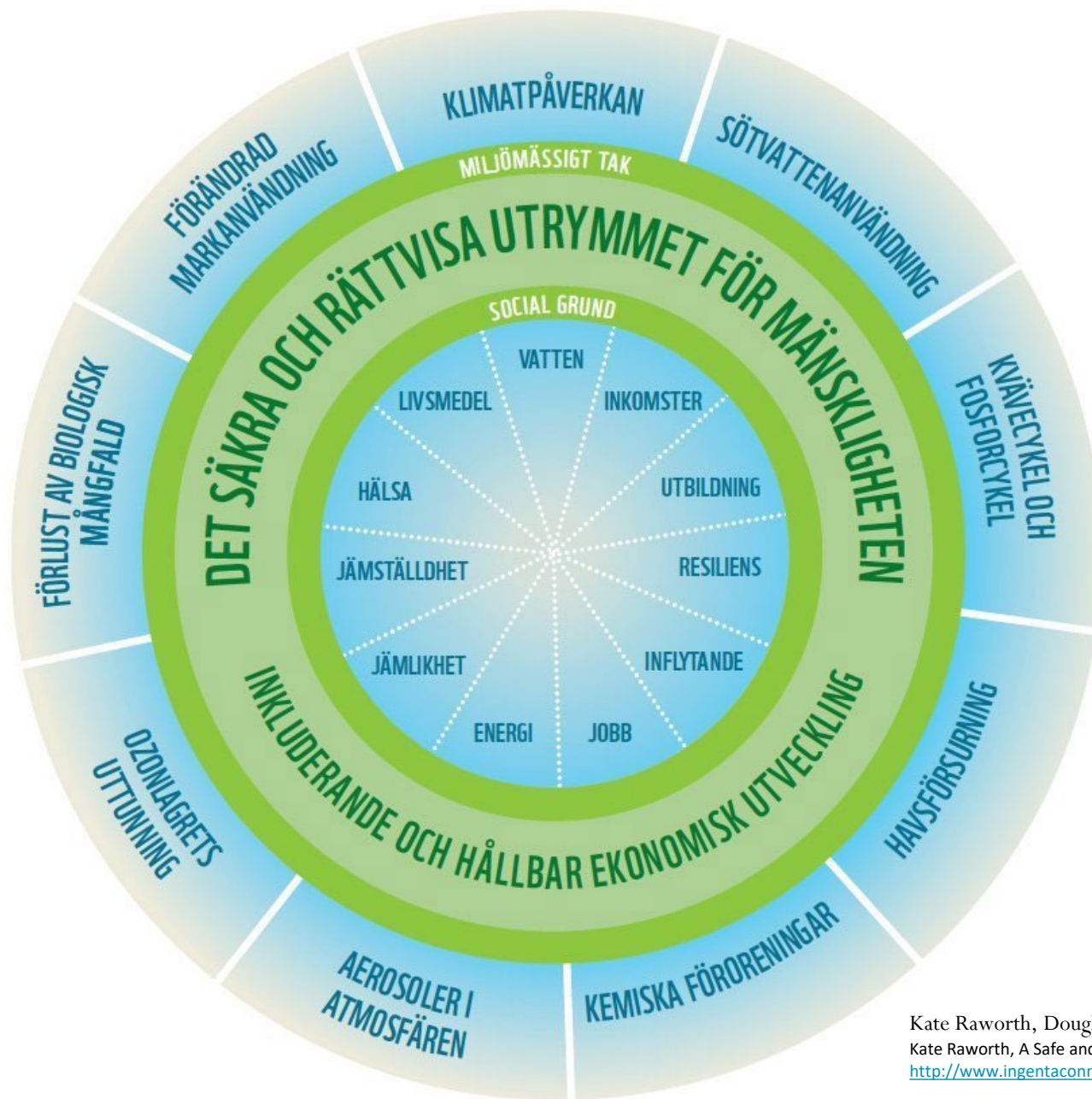


Ett normskifte innebär en genomgripande förändring av våra gemensamma, ofta underförstådda regler och förväntningar på beslut och beteenden.

Systemtransformation



inspiration. D. Meadows, 1999



Kate Raworth, Doughnut economics,
 Kate Raworth, A Safe and Just Space for Humanity, Oxfam Discussion Paper, Oxford, February 2012,
<http://www.ingentaconnect.com/content/oxpp/opppcr/2012/00000008/00000001/art00001>

Responsible consumption and production

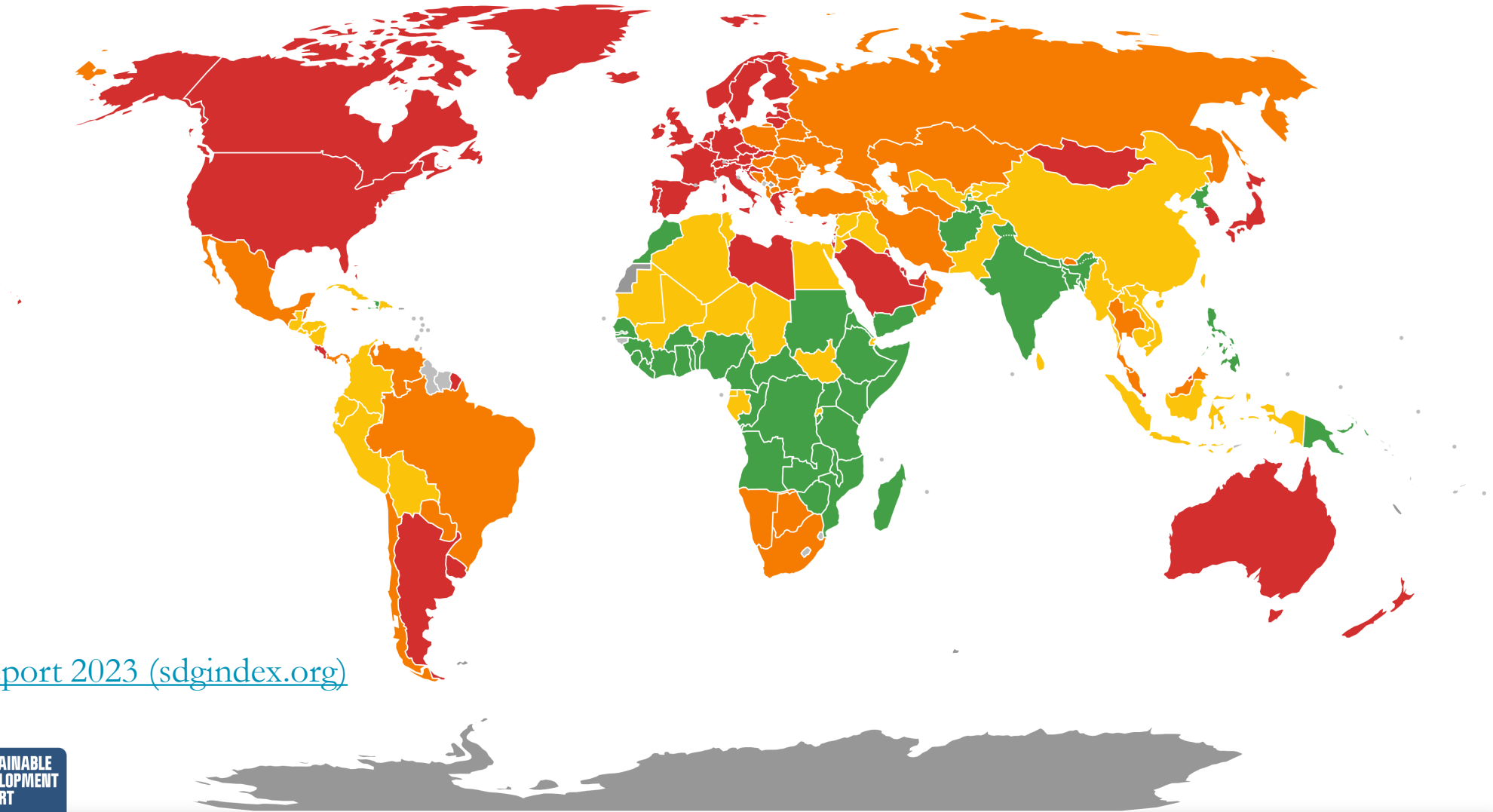
Legend

Click on a country to see its performance.

- SDG achieved
- Challenges remain
- Significant challenges remain
- Major challenges remain
- Information unavailable

Description

Ensure sustainable consumption and production patterns.



[Sustainable Development Report 2023 \(sdgindex.org\)](https://sdgindex.org)



”Andra är värre än jag”

”Det är systemet som måste ändras”

” Man kan börja i det lilla”

”Man borde istället”

”Jag är hoppfull”

” Vi har ju hållbarhetsmål”

”Varför ska jag när inte ens”

” Det fungerar inte”

” Jag är bara människa”

” Jag har på kontot”

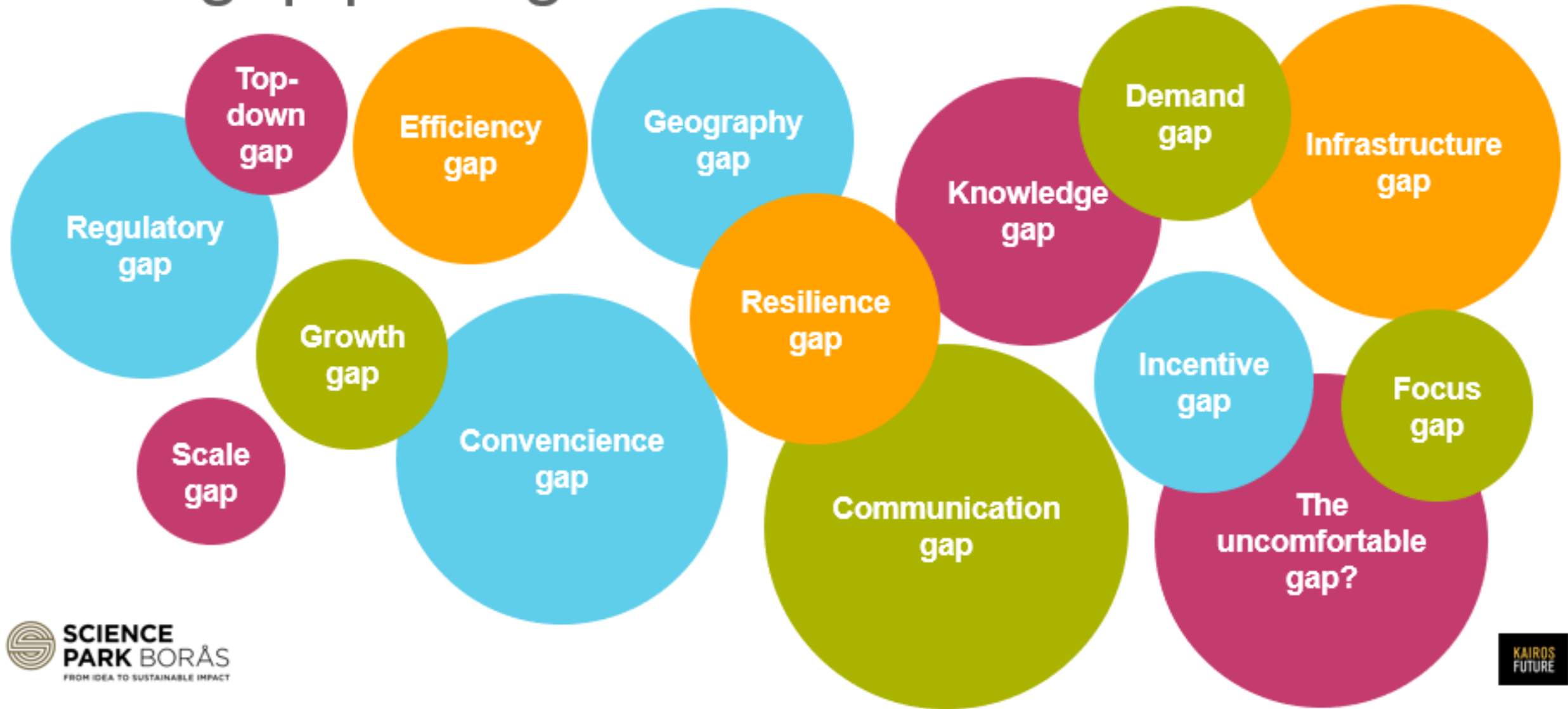
” Det finns andra värden som är viktigare”

” Jag har inte råd”

Tankestrukturer

[Källa: M. W. Söderberg, Tankestrukturer som hindrar omställning – och hur vi kan överkomma dem \(diva-portal.org\)](https://diva-portal.org/)

15 gap på vägen till en cirkulär ekonomi



ATT OMDEFINIERA FRAMGÅNG OCH TILLVÄXT!



Framgångsrika
affärer måste
vara storskaliga –
eller?

Closing the gap:

A nuanced understanding is required for businesses however, especially those in capital-intensive industries, that rely on economies of scale to maintain profitability. The challenge for them lies in striking a balance between scale and adherence to circular economy principles. The transition to a circular economy necessitates a redefinition of success and growth - they should be tools, not the ultimate goals.

2023-11-21



THE GROWTH GAP:

The "Growth Gap" represents the mounting paradox between green growth and degrowth views on how to transition to a circular economy.

Green growth advocates argue for economic expansion while minimizing environmental harm through technological and policy innovations (aka. decoupling). In contrast, degrowth proponents argue for systemic reductions of production and consumption, and fundamentally, that infinite growth is unsustainable in a finite planet.

Closing the gap:

Addressing the Growth Gap requires us to redefining our growth narratives (similar to the scale gap). One of the paths forward includes viewing it as a tool for prosperity rather than an end goal in itself. We are likely to hear much more about this in the coming decade and green growth and degrowth increasingly oppose each other in the public debate.



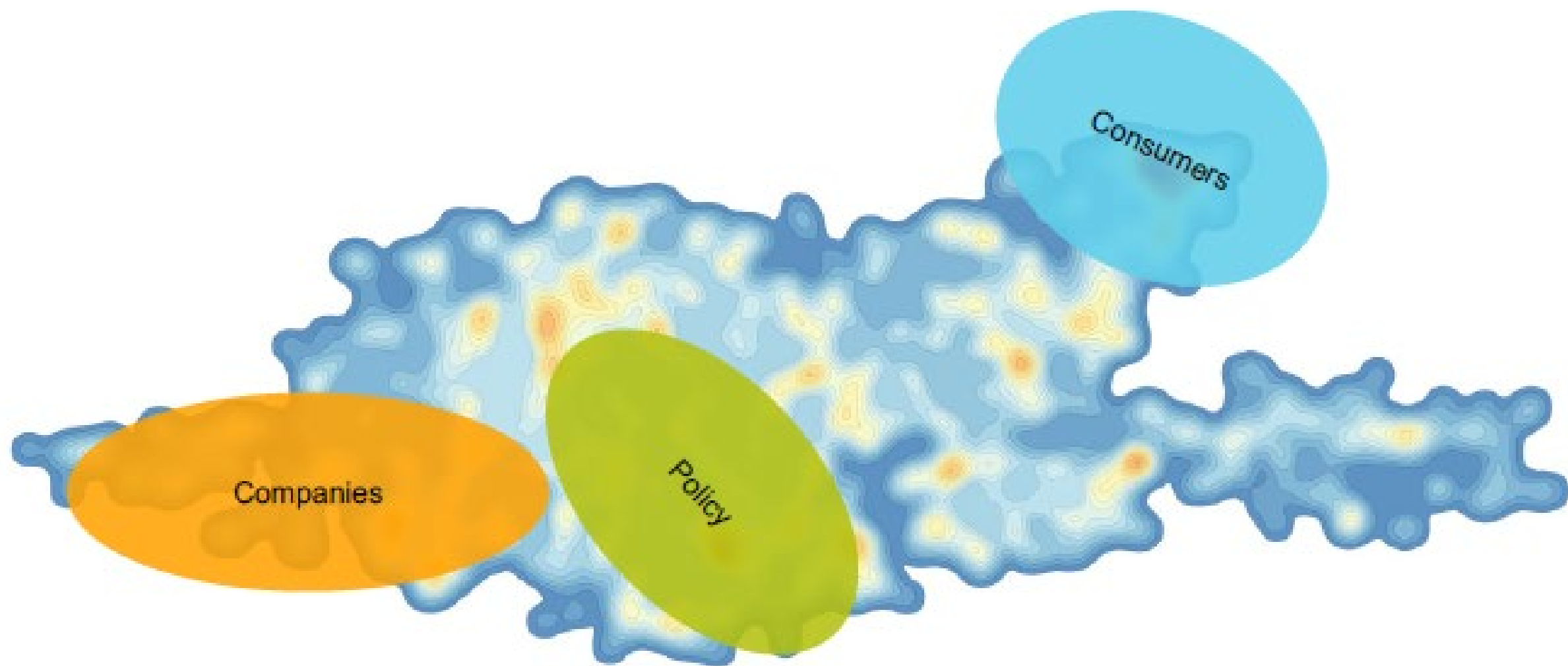
Communication gap

THE COMMUNICATION GAP

Companies tout their circularity strategies and zero waste roadmaps, but there is evidence that consumers do not trust companies' own marketing. It might even lead to accusations of greenwashing.

Closing the gap:

Clear, fair and standardized measurements need to be introduced for consumers to have faith in businesses' circularity claims. Additionally, social media platforms can play a role in promoting responsible consumption, rather than fast fashion. Influencers and content creators who embrace circular principles can inspire and educate their followers on the topic, encouraging them to adopt a more conscious and circular mindset.



POLICYMAKERS ARE
ENVISIONING A
CIRCULAR FUTURE

COMPANIES SEE MORE
CIRCULAR BUSINESS
OPPORTUNITIES

EU IN THE POLICY DRIVER'S SEAT

COMPANIES INCREASINGLY INVEST
IN RECYCLING, AS WASTE GOES FROM
UNDESIRE TO VALUABLE

CIRCULARITY AND SUSTAINABILITY
IMPORTANT FOR COMMUNICATION,
BUT COMES WITH RISK

CONSUMERS IN THE BACK
SEAT OF THE CIRCULAR
TRANSITION

EU-POLITIKEN I FÖRARSÄTET

Three key takeaways

- The EU is seeking to become a circular economy leader, aiming to achieve circular and sustainable production through legislation
- US has prioritized green energy policies, but fall behind on circular policy development
- Circular economy actions are going global, with developing countries from all continents joining worldwide alliances

ENSKILDA FÖRETAG KLIVER FRAM OCH TAR ANSVAR

Three key takeaways

- Companies within several industries are starting to see business potential in creating more circular products and services
- Businesses are feeling the need to adapt their business models, to attract customers and to prepare for new and coming policies
- Many companies seem to see emphasizing circularity as a good communications strategy, but risk being accused of greenwashing

KONSUMENTERNA SOM KOLLEKTIV SITTER I BAKSÄTET

Three key takeaways

- Consumers largely lack knowledge about the term “circular economy”, but many participate in it anyway
- Consumers are generally supportive of circular practices, but unwilling to sacrifice much in terms of money or comfort
- Discussions on Reddit forums are mainly focused around smaller individual circular efforts, rather than collectively trying to influence on a larger scale

NÅGRA MEDSKICK..

- Affärsmässigt smart att snabbt ta till sig kommande lagstiftning
- EU-politiken är i förarsätet nu. EU-väljarna behöver fråga efter det ledarskapet i EU-valet om vi vill fortsätta på den vägen
- Företagen ses ibland som del i miljörörelsen nu – många företag ställer tuffa krav på att politiken ger långsiktiga spelregler för hållbarhetsarbetet
- Locka fram konsumenterna till förarsätet – normerna behöver förändras. Movement!
- Lös green-hushing-utmaningen tillsammans

LÄNKAR

[Mind the gap! Årets konsumtionsrapport avslöjar stora gap mellan politik, konsument och företag - \(scienceparkboras.se\)](#)

Uppföljning av de globala målen:

[Sustainable Development Report - Sustainable Development Report \(sdgindex.org\)](#)

<https://dashboards.sdgindex.org/map>

Doughnut economics:

[About Doughnut Economics | DEAL](#)

Normskifte:

<https://scienceparkboras.se/2022/11/det-cirkulara-livet-2040-sa-ser-det-ut-enligt-ny-rapport/>

[Kampen om värderingarna | Expo.se](#)

[Academic Flying and the Means of Communication | SpringerLink](#)

LÄNKAR FORTSÄTTNING OMSTÄLLNING OCH FRÅGAN "VARFÖR GÅR DET SÅ TRÖGT?"

[Tankestrukturer som hindrar omställning – och hur vi kan överkomma dem \(diva-portal.org\)](#)

[Klimatpsykologi - Natur & Kultur \(nok.se\)](#)

[Wijkman: "Det behövs en ny upplysningstid" – Sveriges Natur](#)

[Älskade energieffektivisering – fruktade rekyleffekt | RISE](#)

[Teknikoptimism dominerar hållbarhetsagendan - men är det så bra? - Supermiljöbloggen \(supermiljobloggen.se\)](#)

[En jord för alla - Earth for All in Swedish - Earth4All](#)