Sustainable Consumption

- Households meeting their needs in ways that enhance the ability of present and future generations to meet their needs.

- Let's agree on an end-oriented definition. Then we can specify means which are continually refined and updated as our understanding continues to grow through the action→ learning loop.
Needs, functions, well-being

Well-being

Cumulative function delivered

HH

"mega-Choices"

"micro-Choices"

options

consequences

Cleaner production
And collective action (e.g., government)
*Can add/remove and "clean up" options.*
Learning and value change via action

Action

Learning of knowledge, methods

Values