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Institute for Socio-cultural Research



**INTERNATIONAL INTERDISCIPLINARY CONFERENCE ON CONSUMPTION,
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Scenarios For Lifestyles In A Low-resource Society

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INTERNATIONAL INTERDISCIPLINARY
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My Topics



The Research Project

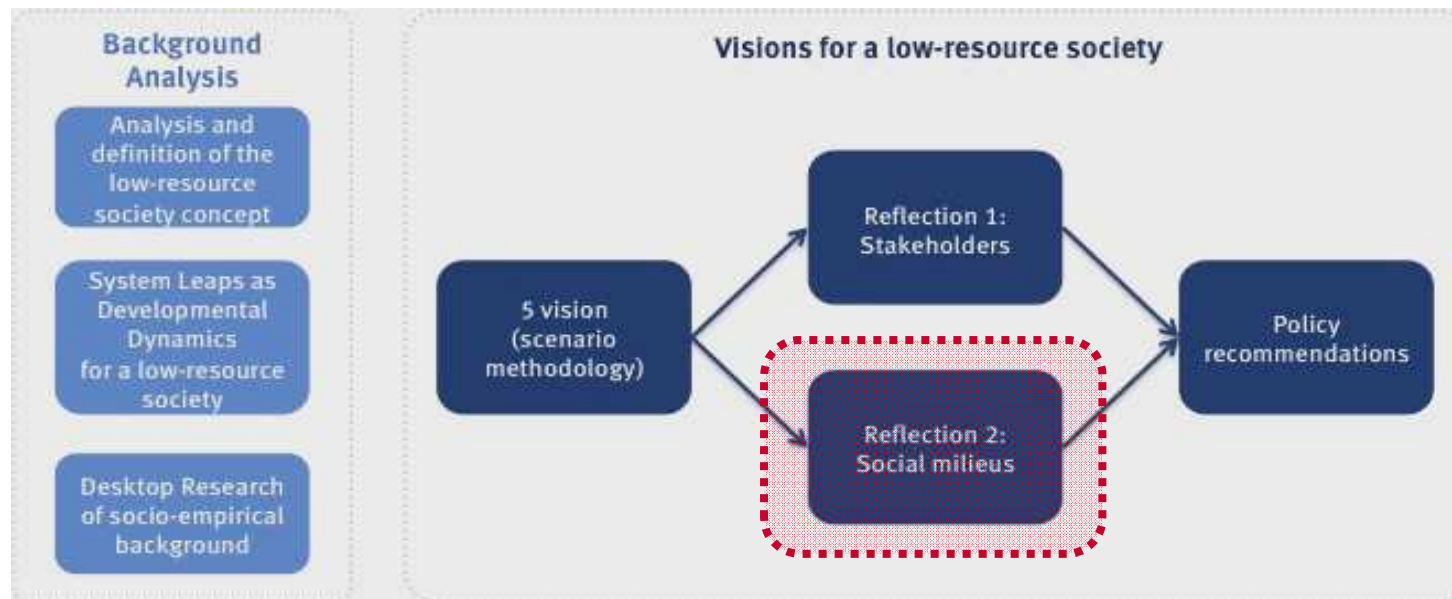
Five Scenarios For Low-Resource Societies

Results From The Qualitative Empirical Reflection

The Research Project:

“Success Factors for System Leaps and Visions of a Low-Resource Society”

With instruments of future, sustainability and social research.



Supported by the Federal Environment Agency of Germany.

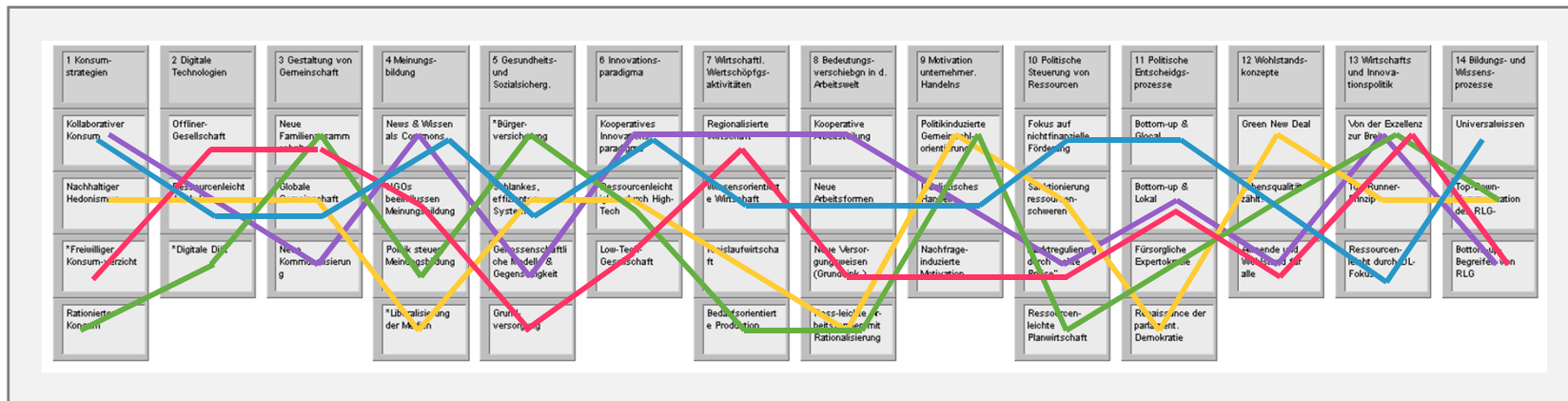
Carried out by the Wuppertal Institute for Climate, Environment and Energy, Z_punkt – The Foresight Company, and sociodimensions.

Five Scenarios For Low-resource Societies (1)

Definition of low-resource society: minimizes resource consumption, respects planetary boundaries, includes justice, offers high quality of live.

Creating normative scenarios: based upon key factors driving social change, delineating a space of alternative low resource futures, time horizon: 2040.

Applying a morphological box (with the software Parmenides EIDOS):



Result: five distinct, consistent scenarios, comprising all key factors.

Five Scenarios For Low-resource Societies (2)

1. *Cooperatives and Regionalism*

- Economy based on cooperatives and regional production; transports massively reduced; everyday mobility mainly on short distances; intensive sharing and common use

2. *Market-based Ecologism*

- Political regulation fosters high-tech and low-resource innovation; cradle-to-cradle principles; products are long-lasting and conform to strict environmental criteria

3. *Obligated Moderation*

- Everybody gets an equal annual resource budget (ARB), controlled by a digital ARB-card; economy focuses on products and services allowing to live within this budget

4. *Voluntary Simplicity*

- Introduction of an unconditioned basic income, financed by high taxes on material consumption; people are more secure, have more time and consume less

5. *Dematerialized Globalism*

- German economy is focused on ecological know-how and high-tech blue-prints, which are exchanged for imports conforming to high environmental and social standards

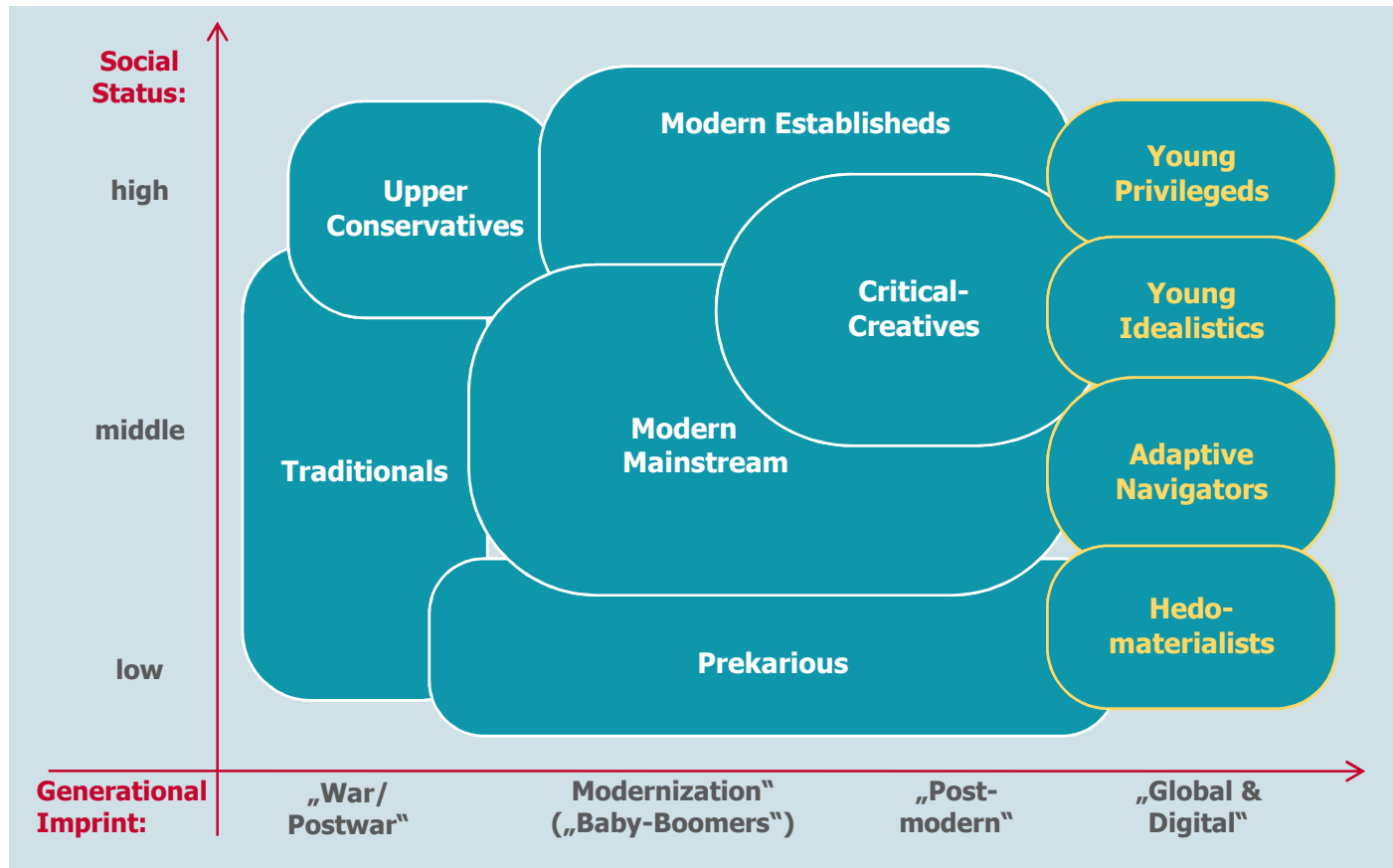
Empirical Reflection

Qualitative research

- 12 focus groups
 - **Offline:** real people meet, discuss face-to-face, and learn to trust each other; researchers introduce the topics in person

- Moderated „Sustainability Research Online Community“ (SROC), lasting for 4 weeks
 - **Online:** a lot of time to work through the topics, reflect, discuss with peers; application of a variety of tools (videos, short questionnaires, texts, my-eco-footprint calculator etc.)
 - 91 participants from all social milieus

Social Milieus of Participants



The Online Community (SROC)

KONTAKT
DATENSCHUTZ
ABMELDEN

Nachhaltig Leben in der Zukunft

Willkommen Maïke Gossen



Willkommen in unserer
Online Community!

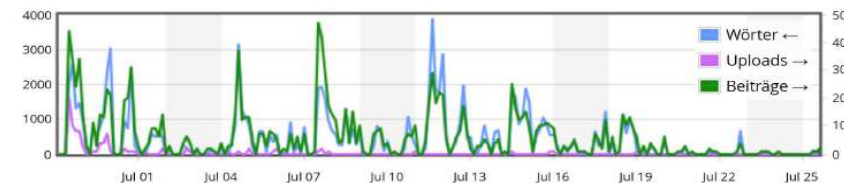
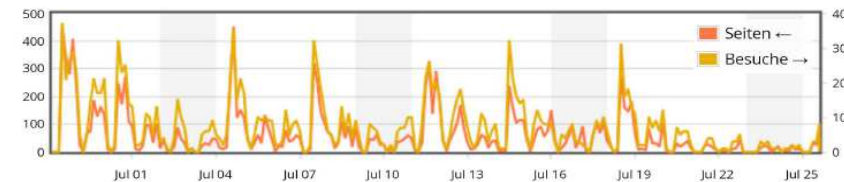
Wir freuen uns sehr, Sie in unserer Online Community zu begrüßen! In der nächsten Zeit werden wir uns mit Themen rund um Nachhaltigkeit befassen. In den Gruppendiskussionen haben wir ja schon begonnen, über dieses Thema zu sprechen.

Unsere Online Community wird **3 Wochen** dauern, von **Dienstag, den 23. Februar** bis **Montag, den 14. März**. Wir werden Ihnen in dieser Zeit verschiedene Fragen stellen, die sie entweder alleine bearbeiten oder in der Gruppe diskutieren können. Neue Aufgaben werden wir immer **montags** und **donnerstags** einstellen. Darüber informieren wir Sie parallel auch per E-Mail.

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Nutzungsstatistik

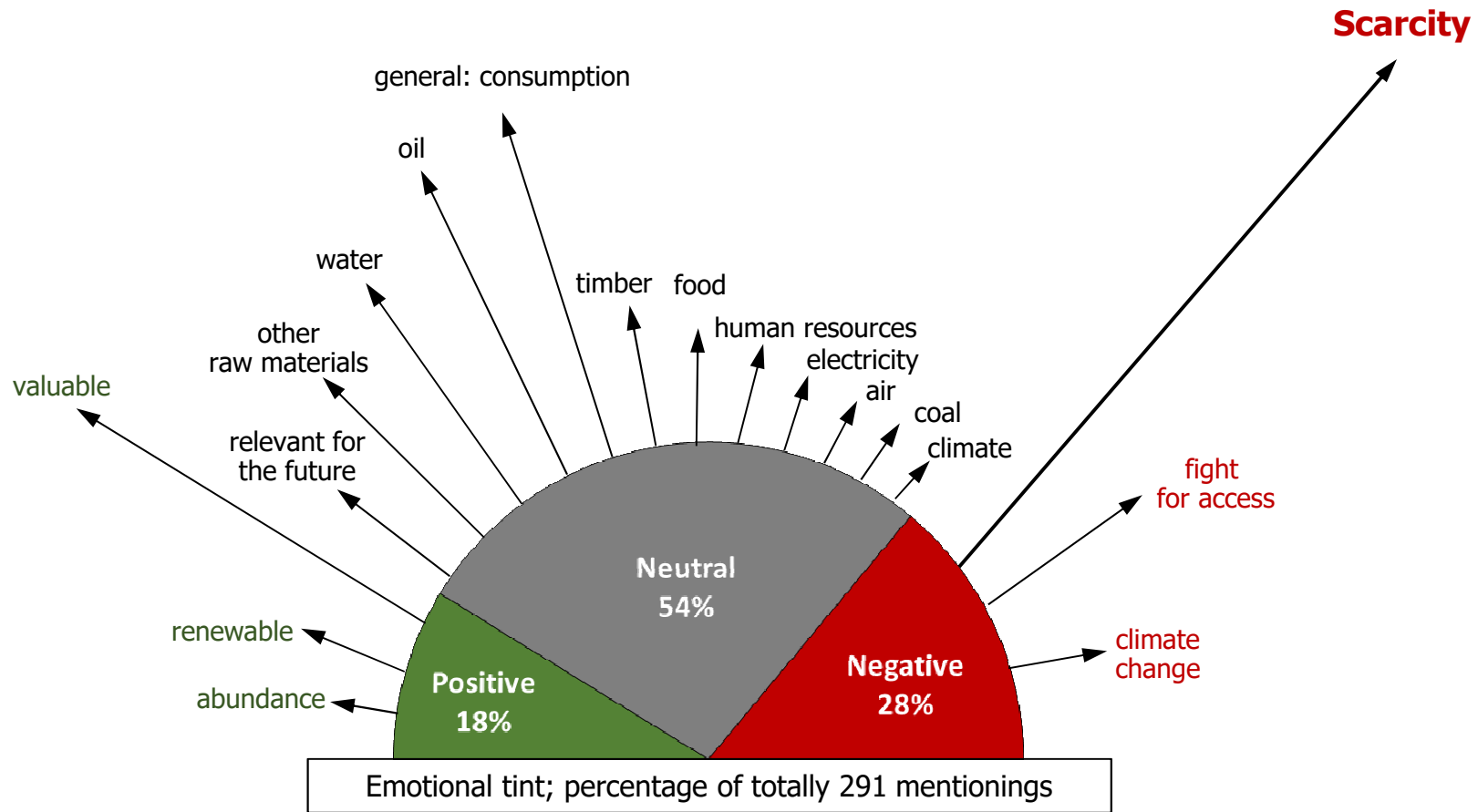
- Zeitraum: (28.06.2016 - 25.07.2016)
- Teilnehmer: 91 Gesamt / 0 Inaktive / 91 Aktive / 91 Aktive mit Beitrag
- Besuche: ~1595 Gesamt / Ø ~57 Tag / Ø ~18 Besuche pro aktivem TN
- Seiten: 13637 Gesamt / Ø 487 Tag / Ø 9 Seitenaufrufe pro Besuch
- Beiträge: 1312 Gesamt / Ø 47 Tag / Ø 14 Beiträge pro aktivem TN
- Uploads: 96 Gesamt / Ø 3.4 Tag / Ø 1.1 Uploads pro aktivem TN
- Wörter: 94953 Gesamt / Ø 3391 Tag / Ø 1043 Wörter pro aktivem TN
- Ansicht: 69% klassisch / 31% Mobile



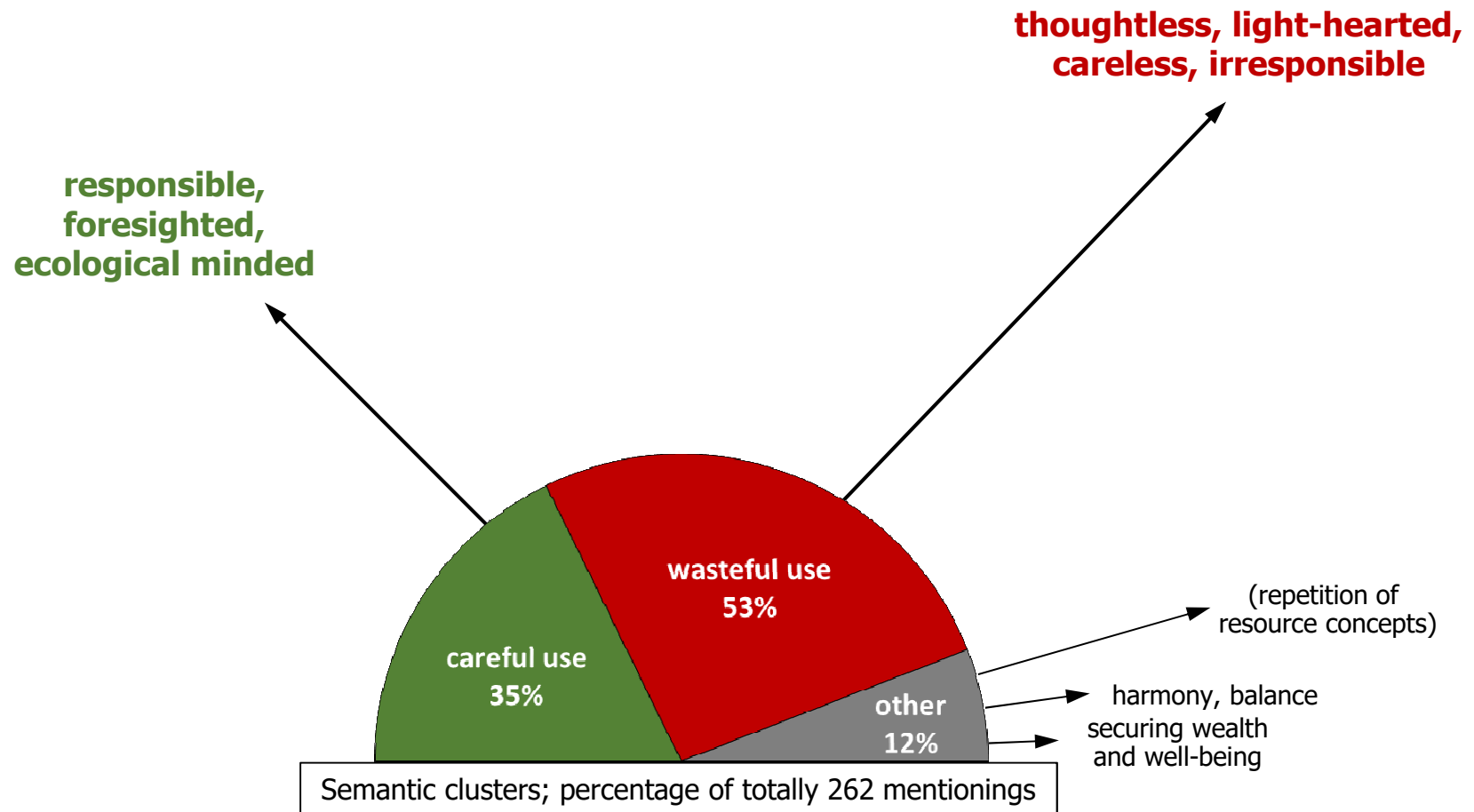
Net sample after 4 weeks:

- 91 contributing participants
- Total of 1,312 contributions (Ø 14 per participant)

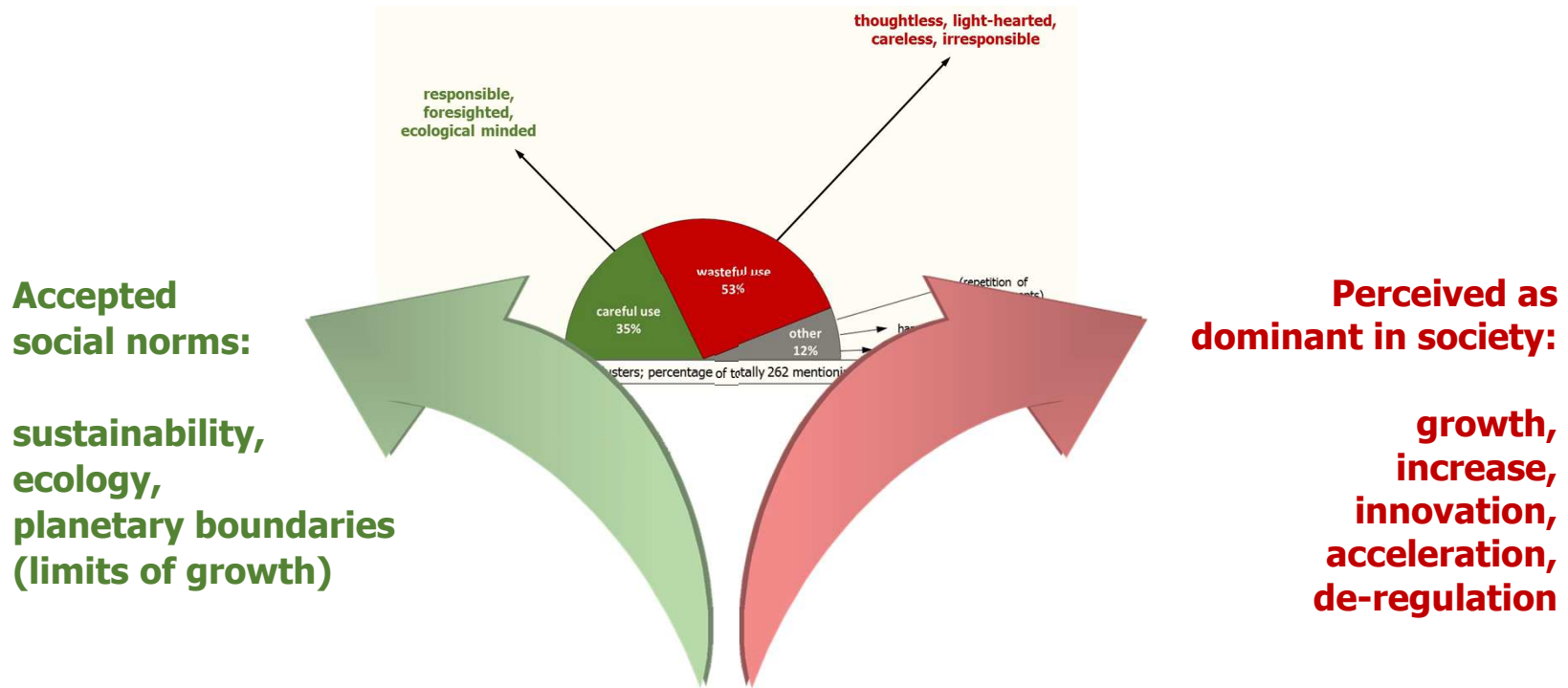
Spontaneous Associations: Resources



Spontaneous Associations: Resource-lightness



Cognitive Dilemma



→ Irritation, dissonance, bad consciousness ...

→ Scenarios presenting alternatives? Visions as solutions?

Ranking of the Scenarios / Visions (as to Attractiveness)

	<i>Cooperatives and Regionalism</i>	<i>Market-based Ecologism</i>	<i>Obligated Moderation</i>	<i>Voluntary Simplicity</i>	<i>Dematerialized Globalism</i>
Rank 1	34%	37%	1%	18%	9%
Rank 2	26%	35%	9%	16%	14%
Rank 3	15%	13%	11%	25%	36%
Rank 4	17%	10%	18%	28%	26%
Rank 5	8%	5%	60%	12%	15%
Average rank	2,4	2,1	4,3	3,0	3,3

**Total Rank
No.**

2.

1.

5.

3.

4.

Cooperatives and Regionalism

Principal Attractors	Relevant Barriers
<ul style="list-style-type: none">● Social cohesion, security, culture of sharing ("harmonious society")● Relief from the consequences of globalization● Reduction of complexity● Also: Nostalgic yearnings (idyllic, problem-free world)	<ul style="list-style-type: none">● Provincialism● Narrow-mindedness● Lacking innovation

Cooperatives and Regionalism: **Results of a Target Group Projection (pin portrait)**



**A person who totally feels
at ease in this world**

Female social worker, slightly "hippie"

- Community-oriented
- Loving nature
- Searching a good work-life-balance
- Engaged locally
- Introvert

→ ***Varying potential for
identification (mostly
older and mainstream)***



**A person who does not feel
at all at ease in this world**

Manager of a multinational company

- Living in a metropolis
- Exclusive leisure time activities
(golf, tennis, horse riding, fitness)
- Always busy and stressed
- Extrovert

→ ***Low potential
for identification***

Market-based Ecologism

Principal Attractors	Relevant Barriers
<ul style="list-style-type: none">● Effective regulation of the economy● Technical progress as THE solution● Reduction of everyday dilemmas	<ul style="list-style-type: none">● “Weakness” of the State vis-à-vis the Economy● Questions of distribution of wealth are not addressed <i>(Modern Mainstream, Critical-Creatives)</i>● Regulation via taxes and incentives as harmful intervention into market mechanisms <i>(Well-Establisheds, Young Privilegedes)</i>

Market-based Ecologism: Results of a Target Group Projection (pin portrait)



A person who totally feels
at ease in this world

White-collar worker between 40 and 50 years

- Down-to-earth
- Family-oriented
- Looking for a comfortable life
- Price-sensitive consumer

→ ***Stereotyped mainstream***



A person who does not feel
at all at ease in this world

Older male blue-collar worker

- Rejects anything new and innovative
- Lazy
- Narrow-minded
- Likes traditional home cooking

→ ***"Hillbilly"***

Obligated Moderation

Principal Attractors	Relevant Barriers
<ul style="list-style-type: none">● Effectiveness● Everybody treated equally● Capitalist enterprises will only change if forced to	<ul style="list-style-type: none">● Loss of freedom● Provokes subversive bypass strategies● Fear of big-data being abused● Non-transparent rule of experts

Obligated Moderation: Results of a Target Group Projection (pin portrait)



Nobody

Everybody

→ Acceptable only after a catastrophe

Voluntary Simplicity

Principal Attractors	Relevant Barriers
<ul style="list-style-type: none">● New, postmaterialist understanding of “wealth” and “quality of life”● Deceleration, savoring time● Basic existential security● Freedom from fear	<ul style="list-style-type: none">● Income without efforts is unethical● Growth will stop and, therefore, the economy will crash● Feels like austerity and sacrifices

Voluntary Simplicity: Results of a Target Group Projection (pin portrait)



A person who totally feels at ease in this world

Younger woman, working part-time in a creative start-up

- Post-materialist values
- Manifold cultural interests
- Open-minded, communicative, large network of friends
- Self-confident and balanced
- Enjoying the simple things

→ ***Pioneer of a sustainable lifestyle***



A person who does not feel at all at ease in this world

CEO

- Performs and demands performance
- Ambitious and competition-minded
- Keen on innovation and new business opportunities
- Rich, but lonely

→ ***No potential for identification***

Dematerialized Globalism

Principal Attractors	Relevant Barriers
<ul style="list-style-type: none">● Know-how is THE resource of the future● Ecology as a business● Germany as a global champion● Openness to the world and internationality	<ul style="list-style-type: none">● Not everybody is qualified to develop technical blue-prints● Increasing the tertiary sector will lead to even more precarious jobs● Chauvinistic: Germany as a leader never led to a positive outcome● Dependency on volatile, unmanageable global trends

Dematerialized Globalism: **Results of a Target Group Projection (pin portrait)**



**A person who totally feels
at ease in this world**

Software engineer

- Higher living standard
- Open-minded, tolerant
- Pragmatically environmental conscious
- Interested in new trends and developments

→ ***Winner of globalization***



**A person who does not feel
at all at ease in this world**

Skilled factory worker

- Finished secondary school and professional training
- Unpretentious
- Worried of becoming unemployed
- Pessimistic with regard to social change

→ ***Loser of globalization***

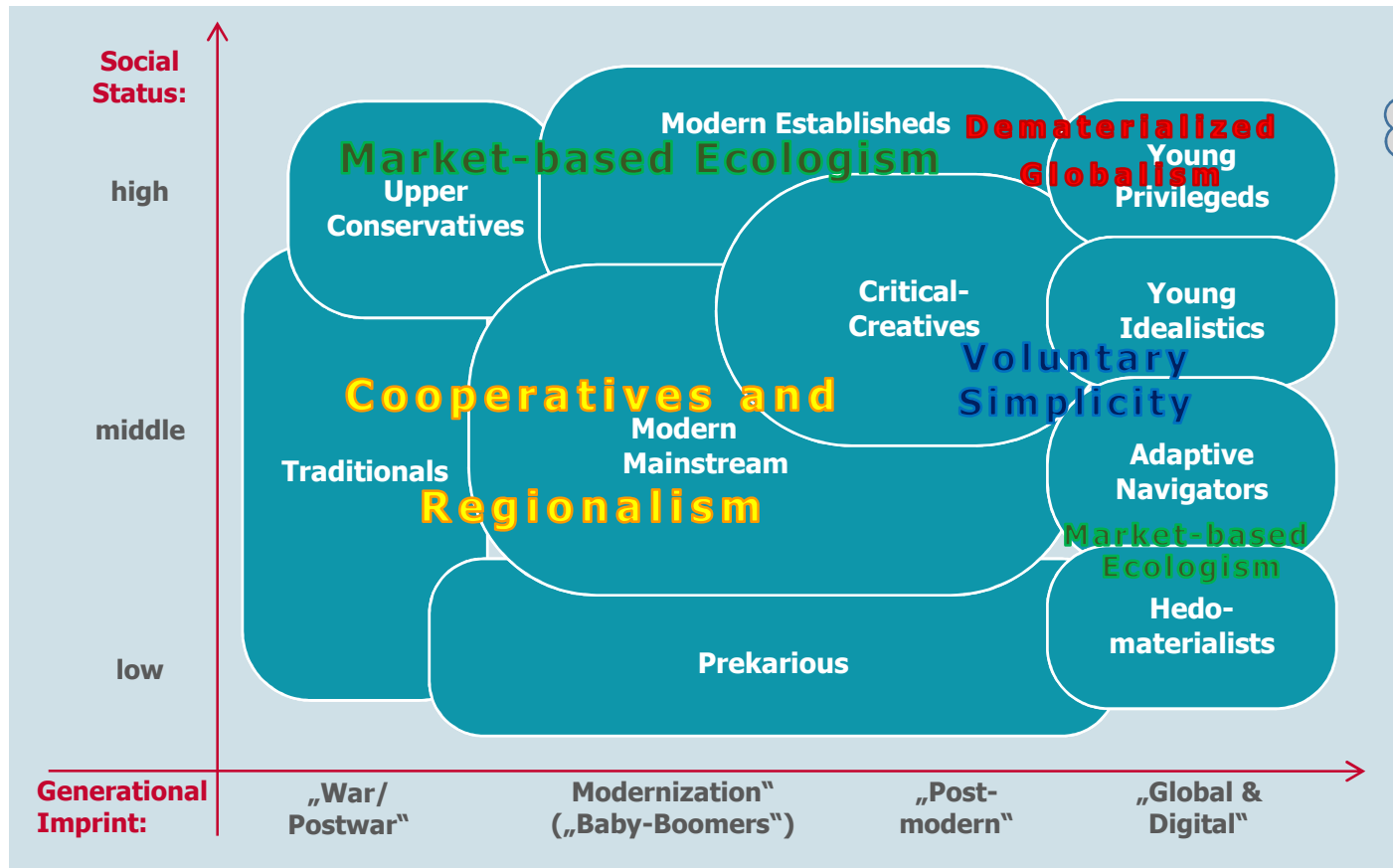
Summary:

Perception of the Five Scenarios in a Nutshell



- Cooperatives and Regionalism* → „Small is Beautiful“
- Market-based Ecologism* → „Green New Deal“
- Obligated Moderation* → „Post-Apokalypse“
- Voluntary Simplicity* → „Imagine a different world“
- Dematerialized Globalism* → „Globalization continues to produce winners and losers“

Emphasis of Acceptance of the Scenarios in the Social Milieus



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Conclusion:

Visions For a Low-resource Society Seen From an Everyday-Life Perspective

Consistently, the everyday-life reflection of the scenarios reveals social / human and ecological aspects.

- Careful use of limited **natural resources** is rationally accepted as a social norm
- More respectful use of **human and social resources** is an emotional desire
- Society-related aspects of the future visions are far more involving than the environment-related

Quite often, the necessity to save natural resources is perceived as opposed to requirements of living one's life (save time and money) and make the economy run (GDP growth).

- Normative dissonance, value-gap

The most attractive components of the reflected visions are those which implicate a potential to bridge this gap.

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Thank you for your attention !

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