

## CleanEuro - a method of self-reflection of personal consumer behaviour



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**Topic**

- Resilience
- Lifestyle
- Building
- Resources
- Tourism
- Energy

**Title of the Paper**[CleanEuro - a method of self-reflection of personal consumer behaviour](#)**Form of Presentation**

- Poster
- Presentation

**Short Description** (maximum 2500 characters)

Recent research has primarily focused on attitude change in relation to consumer habits and life styles through top down approaches. The emphasis in previous research projects has mainly been on the extent to which people consume in a sustainable manner - whether they are socially aware, frugal or environmentally concerned and how government could have an impact on. Yet few scholars have explored how behaviour can potentially be changed by applying different forms of teaching and learning. Yet a pro-action and active citizenship approach on consumer behaviour has not been looked at. CleanEuro is a developed method that takes the above named considerations into account. It can be compared to the "Ecological Footprinting" method scaled down solely on consumption patterns. It is a basic tool in order to give people the opportunity of self-reflection while consuming and through that self-reflection process triggering a change in behaviour. This paper aims to illustrate this concept from a scientific approach by demonstrating its uniqueness and simplicity of adaptation. Another aim is to describe its methodology and where it can be applied in real life. The evaluation of its current application field will also be highlighted, where it is easy to apply and where there are difficulties with this approach. The last section of the paper will look at balance limits and difficult cases concerning provision of information and quality of data.