

## Nobody was Dirty



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**Topic**

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

**Title of the Paper**[Nobody was Dirty](#)**Form of Presentation**

- Poster
- Presentation

**Short Description** (maximum 2500 characters)

Lifestyle plays significant role in resource consumption, in particular habitual, inconspicuous consumption ingrained in daily practices. In the coming years as finite resources and burgeoning population intersect, lifestyle expectations must change. To embed pro-environmental default practices in everyday life an understanding of people, habits and cultural context is necessary. Household rituals, amongst them laundry, consume energy, water and chemicals. Applying a microscope to cleaning rituals, thirty people in Melbourne were engaged to wear the same pair of jeans for three months without washing them. Transcripts from an interview about their experience were used to draw insights on how individual actions are shaped by communities and cultural environments. The inferences on inconspicuous consumption are that mundane (cleaning) practices consume (laundry) resources, yet are unquestioned in daily life. The challenge is changing cultural environments to facilitate pro-environmental default behaviour (washing less). This paper explores some of the opportunities, in shifting cultural environments towards low wash acceptance, with implications for other mundane resource consuming lifestyle practices. This knowledge is helpful in understanding the way communities form expectations, meaning and practices to live more sustainably.