

## The user values as indicators of sustainable consumption shift



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### Topic

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

### Title of the Paper

The user values as indicators of sustainable consumption shift

### Form of Presentation

- Poster
- Presentation

### Short Description (maximum 2500 characters)

Concept of Sustainable consumption and production (SCP) is contradictory in aiming to sustain and to improve quality of life for the next generations and still consume and produce, enabling consumption as the drive of economy. SCP definitions do not discuss significance of the human factor in providing sustainable systems as it is discussed by Vezzoli and Manzini (2008) that „in future decades we must be able to move from society in which well-being and affluence are measured by the production and consumption of goods to one in which people live better, consuming (much) less.” Such option is acknowledged also by Jackson (2009) that “people can flourish without more stuff, but economies can only survive if they grow”.

Preference of the lifestyle is dependent on every individual's choice, although designers as socially and ethically responsible professionals facilitate not only reasonable social, environmental and economic development, but also communicate the actual needs and values of the society. Coherency of the social values and the actual needs are not as much tangible goods as social collaboration process of being together; co-designing social enterprises, services and systems, where the designer has the role of a mediator, process guide and communicator and context supervisor.

The aim of the study is to discuss the society's value system and correlation with sustainability from point of view of the inconsistency paradigm: the need to produce and consume more, to develop technology, and the public willingness to live in sustainable communities and to manage households in a sustainable way. The study discusses conflicting values and needs of the society and economy where the most important individual values are social and environmental but job is needed as an economic asset for implementing these values. People do not note the significance of consumption in their life, but point out local and regional context, admitting that „small is beautiful” (Schumacher; 1973). Do contradiction of economic and social needs and desires in the context of value system manifest confusion of design and design education and its contribution to sustainability? It should be discussed whether emergence of intangible design forms is the answer to the changing society's value system and protest to the overconsumption and overproduction as the means to sustain continuing lifestyle.

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