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The Nature of Sustainable Consumption and How to Achieve it

Results from the Focal Topic »From Knowledge to Action – New Paths towards Sustainable Consumption«

Is the online trade with second-hand products changing individuals' consumer behaviour? What sustainability potential is linked to this activity? How can daily habits that require the consumption of electricity at the workplace be changed? Do major changes in people's personal life career represent opportunities to modify their consumer behaviour towards greater sustainability? These are only some of the questions that were researched in the focal topic "From Knowledge to Action – New Paths towards Sustainable Consumption" in the context of the "Social-ecological Research Programme" (SÖF), funded by the German Federal Ministry of Education and Research (BMBF). This book gives an insight into the results reached by the ten project groups. Their diversity highlights the fact that there is much more to "sustainable consumption" than the simple purchase of organic or fair trade products. In addition, overarching conceptual and normative issues were treated across the project groups of the focal topic. The results of the common synthesis

development moderated by the accompanying research project are also presented in the book. Examples thereof include: how the sustainability of individual consumer behaviour can be evaluated, or which theories of action are particularly useful for specific consumer behaviour phenomena.

Series *Results of Social-ecological Research*
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The Social-ecological Research (SÖF) programme is funded by the German Federal Ministry of Education and Research (BMBF). It aims to develop strategies in order to solve social sustainability issues connecting ecological transformation of the society with social justice and economic demands.

The series Results of Social-ecological Research presents the results of this research programme: it introduces recommended procedures and methodical and theoretical contributions for the further development of this new field of research.

The editors lead the accompanying research project "Focussing knowledge – Encouraging commitment – Facilitating mastery" in the focal topic. They all work at the Interdisciplinary Centre for General Ecology (IKAÖ) at the University of Bern. They have carried out numerous research projects – often of an inter- and transdisciplinary nature – on ecologically responsible actions in the context of sustainable development. They also study issues relating to inter- and transdisciplinarity and moderate the synthesis procedures in project groups.

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