

Sufficiency and sustainable consumption

Different relations to time?

Mikko Jalas 20.1.2022



Photo: Jenny Rinkinen

Impact = Population x Affluence x Technology

e.g.

CO₂ Emiss.= Pop. x Average consumption [€/capita] x Technology [CO₂/€]

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A

'Sufficiency'

Settling with what we have

T

'Efficiency'

Making more with less

Sufficiency by fixing the 'system'

Drivers of economic growth include

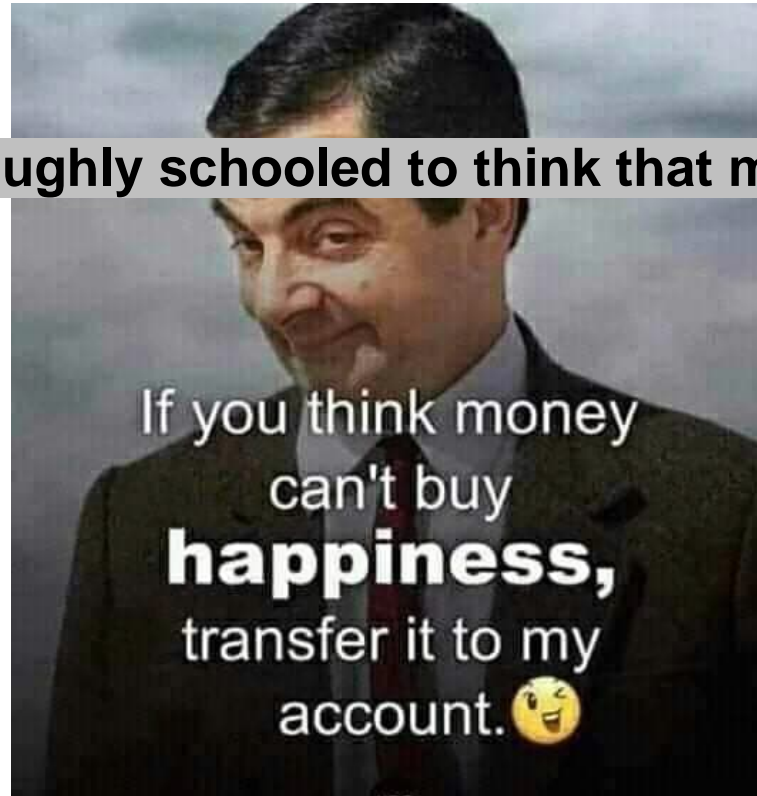
- **Technology**
- **Education, labour policies**
- **Specialization, division of work**
- **Urbanization**
- **Competition / capitalism / income differences (c.f. Nordic countries)**
- **Need for tax revenue**

Sufficiency by fixing the 'individual'

The making of the insatiable, busy, consumer

- **Human nature?**
- **Deep-rooted economic theories, e.g. instrumental rationality**
- **Virtues of busyness, sanctions on idleness**
- **Marketing**
- **Social emulation**
- **'Consumer credit', traps of work-and-spend**
- **Fragmentation, alienation, lose of communities**

We are thoroughly schooled to think that money buys happiness



Your favourite thing/place/activity

What are the doings that you enjoy / that give you satisfaction / that you immerse yourself in?

In what places do you want to be / spend time?

What is not a means-to-an-end but has ‘terminal value’?

Put a post-it or a photo at Miro

https://miro.com/app/board/uXjVOUQDNDQ=?invite_link_id=733483377496



Non-instrumental

**Goal-directed
Instrumental**

<p>Development</p> <ul style="list-style-type: none">- Practical action for which there exists agreed and shared standards of excellence- Continuous efforts towards developing and furthering capabilities, skills and knowledge- Complete at any and all points in time- Frequent in areas such as sports and crafts	<p>Ritual</p> <ul style="list-style-type: none">- Re-occurring symbolic and expressive performances- Repetition is driven by the internal logic of the action- Synchronises actions of individuals both in the public and in private life- Takes place both during special ceremonial events as well as in unmarked regularities of everyday life.
<p>Production</p> <ul style="list-style-type: none">- Discrete and finite episodes of time directed towards external goals- Achieving the goal is self-eliminating for the action- Frequent in capitalist production of objects as well desired states of affairs	<p>Labour</p> <ul style="list-style-type: none">- Constantly reappearing externally defined repetitious actions- Effective towards external goals such as reproduction, replenishment and restoration of low states of entropy.- The achievement of the goal does not eliminate the need for action- Frequent in 'domestic' sphere

Linear **Cyclic**

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How can designers contribute to sufficiency?

Time affluence
Slow subjects
Intrinsic meanings
Present-mindedness
Subjective well-being

**Maker-culture or
household production**



HOW PRODUCTION IS ORGANISED?



WHO OWNS THE MEANS OF PRODUCTION?

HOUSEHOLD PARTICIPATION

MOBILITY:
PEOPLE MOSTLY
DRIVE CARS
RATHER THAN
USE A TAXI

HOUSING:
PEOPLE MOSTLY
RENT OR BUY
HOUSES, RATHER
THAN BUILDING
HOUSES THEM-
SELVES

HOUSEHOLD PARTICIPATION

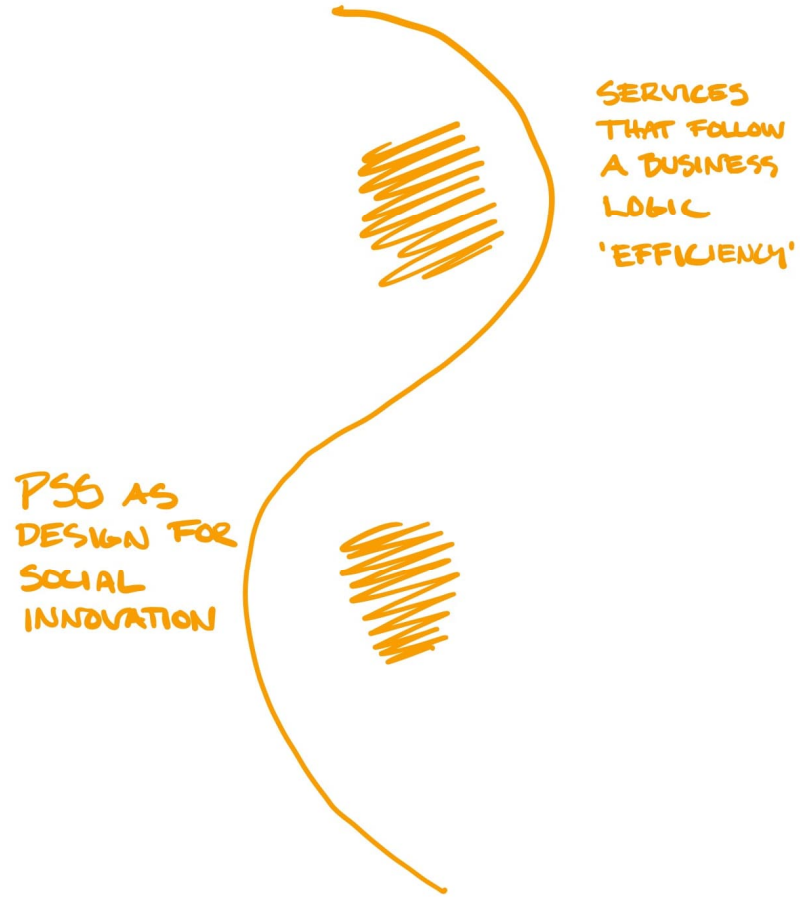
MEANINGLESS PARTICIPATION ?

- TAXATION
- AVAILABILITY OF SERVICES
- INFRASTRUCTURE
- LOGISTICS

DESIRE TO PARTICIPATE ?

- TIME
- SKILLS
- HEALTH
- PEER SUPPORT
- ...

PSS - OPPORTUNITY ?



OECD definition of subjective well-being

- **Life evaluation – a reflective assessment on a person’s life of some specific aspect of it.**
- **Affect – a person’s feelings or emotional states, typically measured with reference to a particular point in time.**
- **Eudaimonia – a sense of meaning and purpose in life, or good psychological functioning**

<https://www.oecd-ilibrary.org/docserver/9789264191655-en.pdf?expires=1642439820&id=id&accname=guest&checksum=D67F5E7435CE19A6605233DCEB52A5BB>

Summary

- **Sufficiency is a necessary complementary part of design for sustainability?**
- **Opportunities and abilities for ‘not-wanting-more’, ‘meaningful engagements’ and for ‘caring’ can be crafted and supported by design?**
- **Slow temporalities can be many: practice and ritual, but also labour**
- **Product-Service-System innovation can be thought as**
 - Efficiency / business logic (also even commodification)
 - Sufficiency as providing means for meaningful engagements