

A new perspective on reducing overconsumption

Shift recreational shopping practices in city centres towards a practice that fosters long-term happiness

Why?

Circular strategies are not enough to reduce overconsumption. In addition, we have to make do with less. To achieve this, we need to change our everyday practices and minimise materialistic tendencies.

A practice that is closely connected to (over)consumption is shopping. People like to go into the city centre to shop and relax, but often end up with unplanned purchases.

How?

Improving one's wellbeing and happiness shows to reduce consumption. Facilitating ways of improving in the city centre will lead to less engagement in shopping and create more resilience towards materialistic tendencies.

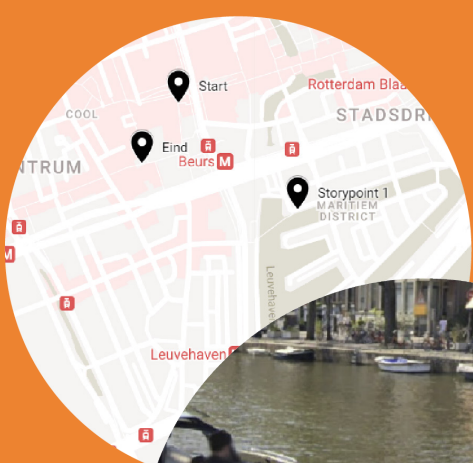
What's in a name?

wenden: een andere richting geven
wendbaar zijn of worden: geeft vrijheid

WEND

A new practice that creates a (mental) space for long-term happiness in the city centre and beyond through:

Story routes



Stories that navigate through city and disrupt normal practices



Stories around themes of wellbeing told by average people, like you and I

Activities

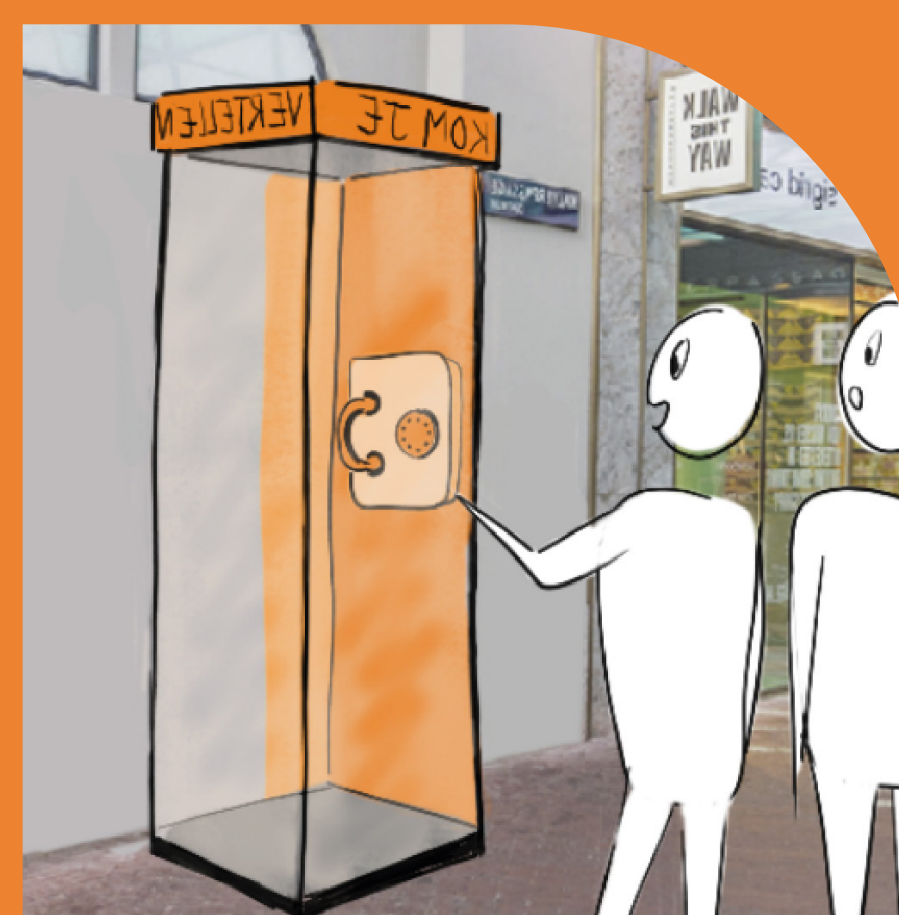
Activities that provoke thinking about the themes in fun ways and connects or exposes opinions and thoughts of other people

Follow up (app)



App that fuels with new routes to do together and allows people to build on the happiness themes

Over time tendency to go shopping (impulsively) reduces by shifting attention to long-term happiness



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How to shift shopping practices towards sufficiency
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