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# Innovative consumer models

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## Key facts

- Limited resources of the planet
- Climate change
- Environmental capabilities

***=> sustainability as the reaction***

# Consumer's reaction => innovative models

- **Minimalism and anti-consumerism**
- **Zero waste concept**
  - Packaging-free shopping
- **Local economy**
- **Re-use centers**
- **Sharing economy:**
  - Co-working
  - Sharing things
  - Carsharing and carpooling
  - Sharing bicycles and scooters
  - Sharing accommodation
- **Swaps - exchange by way of barter**
- **Use of digital technologies**
- **Green state procurement**

## A. Minimalism and anti-consumerism

- **A minimalism** is a way of minimizing things for everyday usage - appliances in a home, clothes, food, etc. It is based on conscious modesty, where one learns to live and consume as little as possible.
- **An anti-consumerism** is a way of life as well as an attitude that is defined against consumerism. Consumerism is based on the idea that shopping alone brings people not only the satisfaction of material needs but also social and social status (Písecký, 2018). Anti-consumerism is aimed at purposefully shopping, preferring not well-known brands but locally produced food and things.

## B. Zero-waste concept

- **A zero-waste** is a concept of consumer behavior, but also a philosophy of life, which is aimed at minimizing the production of waste. The goal of the concept is to minimize negative impacts on the environment and to bring sustainability to consumers' purchasing decision process. The concept is based on the premise that sorting and recycling waste is an insufficient solution to current environmental problems and that we need to minimize the amount of waste we create (Regional Office of the Liberec region, n.d.)
- The zero waste concept consists of the 5R principles (Johnson, 2013):
  - o "Refuse" = refuse what you don't need (to prevent waste from entering the home);
  - o "Reduce" = reduce what you need (focus on essential purchases, but also minimize things in the household, e.g. donate them);
  - o "Re-use" = reuse of things and materials;
  - o "Recycle": recycle what cannot be rejected, reduced, or reused (recycling as a last chance);
  - o "Rot": compost what you have left

## C. Local economy

- The term of **local economy** is characterized by "the use of local resources, the employment of local people and the use of local markets for selling the products. Local economy is defined by space, it can be a municipality, a region, a country or several countries, depending on what goods or services are involved."(Hines, 2000).
- A local economy is characterized by using local resources:
  - a) *natural*
  - b) *capital*
  - c) *human*
- The benefits of the local economy are community building, personal approach, altruism, sustainability and long-term business.

## D. Re-use centers

- Re-use means repeating use of things. It prevents throwing things away or accumulating them without use. (Zajímej se, n.d.)
- Re-use belongs to the third principle of the Zero-waste philosophy, where we offer the thing to someone else for further use, before we recycle it.
- **Re-use centers** are places where people can drop off things they no longer need, but which can still be of use to someone else. Re-use centers allow you to give a new life to furniture, household equipment, consumer goods, toys, clothes, etc. It works on the principle of a "flea market", but it is in a brick-and-mortar store and therefore not limited in time.



## E. Sharing economy

- The concept of **sharing economy** is the mutual exchange or sharing of things or spaces between people and belongs to the biggest economic trends of the 21st century. It is based on a system of exchange and allows the owners to rent their property.
- A sharing economy takes into account aspects of sustainability and ecology, when sharing and exchanging things prevents the consumption and purchase of new things and thus the production of these things.
- It is "a socio-economic ecosystem based on the sharing of human and natural resources, which includes value creation, production, distribution, trade and consumption of goods and services by different people and organizations.

## F. Swaps

- A **swap** represents a non-financial exchange of various goods between people. Swap represents an alternative to buying new things, thereby supporting the philosophy of a sustainable lifestyle and reducing the financial expenses of individual households. (Sedláčková, 2020).
- Currently, swap is a popular form of exchange, especially in the online environment (Facebook local groups). Almost anything can be exchanged, from books, clothes, room flowers to unused appliances and shoes, and many people even offer services such as massage, tailoring and tailoring, piano lessons. Swap has become a popular form of exchange especially for women and especially for women on maternity leave to exchange children's goods.

Source: Sedláčková, S. (2020, květen 17). Co je to swap? Výměna věcí mezi lidmi. Swapovat můžete oblečení i květiny. Iprima.cz; FTV Prima. <https://living.iprima.cz/bydleni/swap-vymena-nepotrebnych-veci#:~:text=Pojem%20swap%20se%20u%20n%C3%A1s,ale%20swapovat%20m%C5%AF%C5%BEete%20i%20rostliny>

## G. Use of digital technologies

- **The use of digital technologies** in consumer models is usual for the material recovery of waste - where it is possible on the one hand to reduce the costs of municipal waste collection. And on the other hand to motivate households to reduce the amount of waste and its thorough sorting (for example, what the less municipal mixed household waste I produce, the less I will pay).
- A further example is the digital platform Cyrkl – which represents the waste marketplace, where it is possible to directly offer produced waste, unused materials and products, as well as secondary raw materials and production by-products, for free. The aim of the platform is to ensure the connection of supply and demand for waste. (Cyrkl, n.d.)

## H. Green state procurement

### Green procurement rules:

- ✓ Reduce purchases, use, repair and recycle products
- ✓ Usage of biodegradable, recycled and recyclable materials
- ✓ The less packaging, the better
- ✓ Products with the lowest possible content of substances harmful to the environment and human health
- ✓ Preferring local products and food
- ✓ Products that save the environment, non-renewable resources and energy
- ✓ Consideration of social aspects
- ✓ Products from organic farming and carefully managed forests, fair trade products, e.g. fair trade, or products with an eco-label

What will be the  
next ?

- There is energy crisis
- Might be food crisis
- Would be crisis in goods and services ?
- Could new consumer models be helpful for every-day life ?..swaps, re-use, sharing..



Thank you for your attention !

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