

Towards a Sustainable Economy



Economic Instruments for Stimulating Sustainable Consumer Behaviour

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Introduction

Today's Challenges

Depletion of Natural Resources (fossil fuels)

Environmental
Degradation

Climate Change

Smog

Pollution

CO2 Emissions

Deforestation

What we need is a sustainable transformation!

Consumption; The Roots of the Problem

- “ Global Population Growth
- “ Increasing Wealth and Purchasing Power
- “ Industrialization & Technological progress

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Consumers and Sustainability

3 Types of Consumers

“ Active Consumers

“ Antagonists

“ Passive Consumers

The Consumer Paradox

- “ Attitude versus Behaviour
- “ Civilian versus Consumer

Barriers to Sustainable Consumption

- ” Lack of a clear perspective for going ‘green’
- ” Perceived Costs of Sustainable Products
- ” Socio-Psychological Costs of Sustainability
- ” The Collective Action Dilemma

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Stimulating Sustainable Behaviour

Traditional Approaches to Sustainable Behaviour

- “ Information and Awareness Campaigns
- “ Punishment (legal instruments)

(financial instruments)

A New Approach to Sustainable Behaviour

- “ Reward!
- “ Targeting the Demand Side (Consumers) rather than the Supply Side (Producers/Retailers)
- “ Stimulating desired (sustainable) behaviour rather than discouraging and restricting undesired (unsustainable) behaviour
- “ Bottom up rather than Top Down

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Stimulating Sustainable Consumption through Complementary Currencies

Some Examples

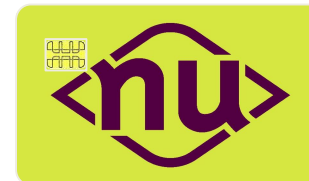
“ Air Miles / Frequent Flyer Miles
or Freebees



“ CarbonCred



“ Nu Spaarpas (Now Save Card)



“ Kiwah



Conclusion

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