

Virtuous Circles for Sustainable Consumption, Production and Lifestyles

How to create environments or contexts where the easiest option is to be sustainable



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"The proposal is trying to generate virtuous circles, changes which will feedback other changes, that will feedback the first changes again" Álvaro Porro

Tag: Economy. Local Economy. Local Trading.

CHALLENGE

When most people try to change their consumption habits and lifestyles, they face difficulties and it requires a big effort. This is because in capitalist society there are 'vicious circles' that make easier and cheaper to consume faster, and use disposable and throwaway products.

SOLUTION

We can build peer groups with shared affinities that build connections and networks to make it easier to find ways of satisfying needs like food, shelter, nursing, finances, energy, etc. there are many examples of such peer groups and they include food cooperatives, time banks, nursing groups, energy cooperatives, etc.

In these groups it's possible not only to satisfy a specific need (i.e. food via a community supported agriculture system) but also to satisfy other needs like creativity, affection, participation, etc. by sharing ideas, principles and common ethics. This often has a knock on effect that entrepreneurs end up encouraging themselves and being motivated to go forward.

REFERENCES

<https://www.facebook.com/VirtuousCircle>

https://en.wikipedia.org/wiki/Virtuous_circle_and_vicious_circle

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