

Sustainable Lifestyles & Mindfulness

Sustainability Symposium UABS

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Sustainable Lifestyles

- Broadening study from narrow focus on ethical and green consumption to sustainable lifestyles

(Borne, 2009; Dolan, 2002; Kollmuss & Agyeman, 2002; Trentmann, 2006)



Sustainability as the main driver of behaviour

- Sustainability lens through which view life and consumption decisions
- Positive view towards consumption
- Not nostalgic for the past, new way of life that embraces modern technology
- Sustainable Leaders actively inspiring behaviour change in their communities

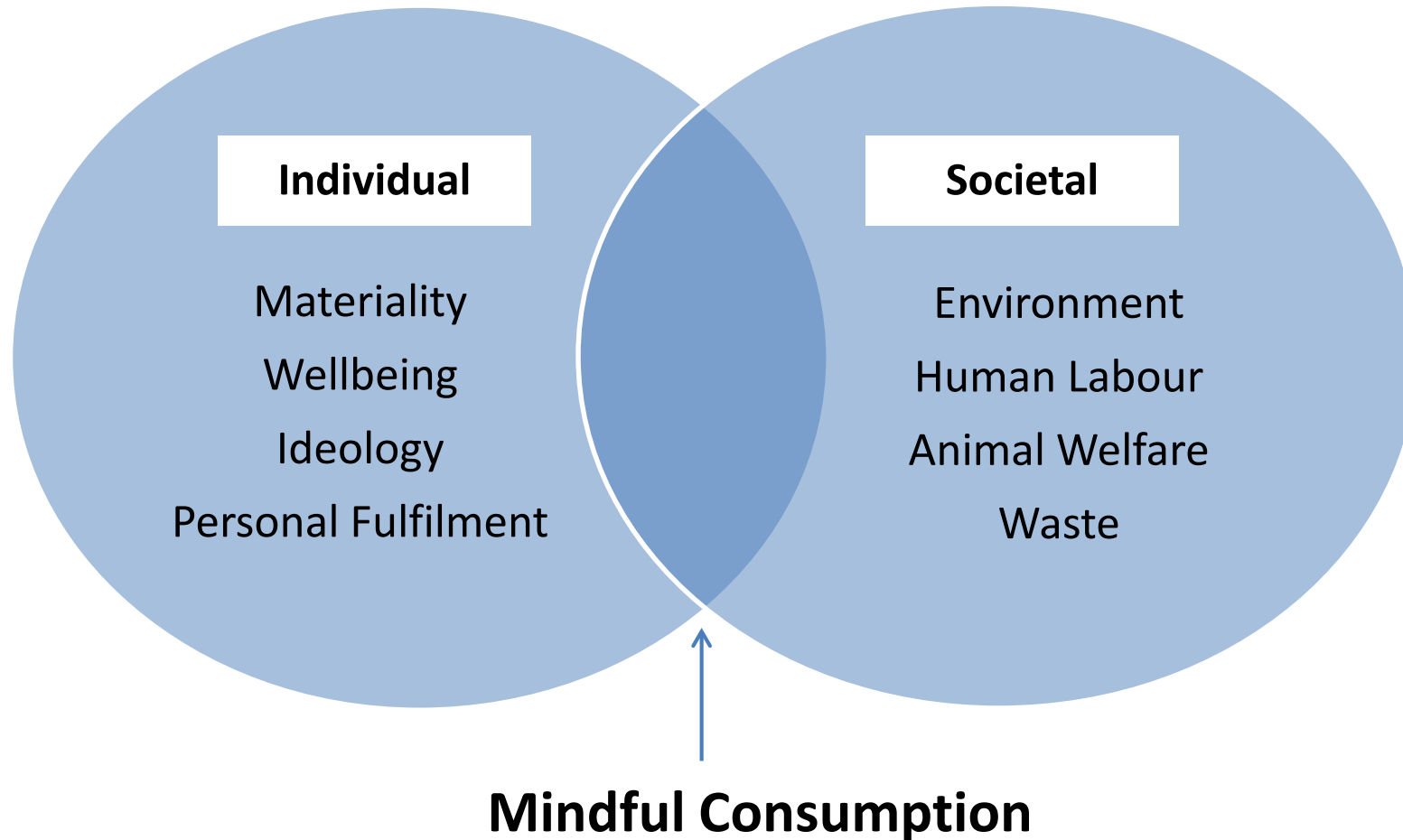


Mindful Consumption Practices

- High involvement decisions based on moral values
 - Consider effects on people, animals and environment
- Willingness to pay a high premium for sustainable products
- Consumption is meaningful, positive and sacred
 - Possession Love
 - Creative consumption



Mindful Decision Making



References

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