

Greening of Industry Conference 1998 Rome  
Workshop

## **'The Sustainable Household: Technological and Cultural Changes'**

organised by Philip Vergragt,  
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based on the EU project "Strategies towards the Sustainable Household" (SusHouse)

This workshop is aimed at sharing and discussing the first preliminary results of the EU project: Strategies towards the Sustainable Household" (SusHouse). This project has been inspired by the Dutch Government Programme 'Sustainable Technological Development" (DTO/STD. 1992-1997), and by the Dutch project 'Sustainable Washing'. Both the STD/DTO Programme and the Sustainable Washing project have been presented at, and discussed on previous Greening of Industry Conferences.

The DTO/STD Programme developed activities aimed at a factor 20 environmental efficiency increase of technologies in the next 50 years. Central in this approach were human needs and social functions to be fulfilled by technology. In the Sustainable Washing project it was investigated in how far a sharing and service approach, combined with an upscaling of washing technologies, could provide a factor 20 environmental efficiency gain in the far future.

In the present workshop results will be presented from the SusHouse project, together with results from other related projects. In the SusHouse project three Household functions will be investigated: nutrition (shopping, cooking, eating), shelter, and textile care. For these functions new solutions will be investigated including technological options and cultural changes such as sharing, leasing, and services. Part of the approach is the construction of future sustainability scenarios, to be discussed by stakeholders in a workshop. In this workshop new approaches will be investigated by creativity methods, but closure will be reached at by means of interactive construction and adaptation of future scenarios. These scenarios will then be assessed with respect to to environmental aspects, consumer acceptability, and economic cost-benefit analysis.

In the SusHouse project participation is by five countries: Italy, Hungary, United Kingdom, Germany, and the Netherlands. This will enable a comparison between different cultural styles of sustainability.

Presentations in the workshop will include the following:

Philip Vergragt: 'Sustainable Household: a consumer perspective'

Ezio Manzini, Francois Jegou: 'Scenarios for sustainable households'

Jeroen Rombouts: 'How to make an environmental assessment on system level?'

Carolina Pacchi: 'Stakeholder enrolment and participation'

Ulf Schrader, Matthias Bode, 'Consumer involvement in and acceptance of sustainable solutions'

Jonatham Simms, Ken Green, 'Sustainable households: a perspective from the supply side'

Jaco Quist, Klara Szita Toth, William Young, Ken Green: "Shopping, Cooking, Eating in the Sustainable Household"

Presentations by others will be welcomed.