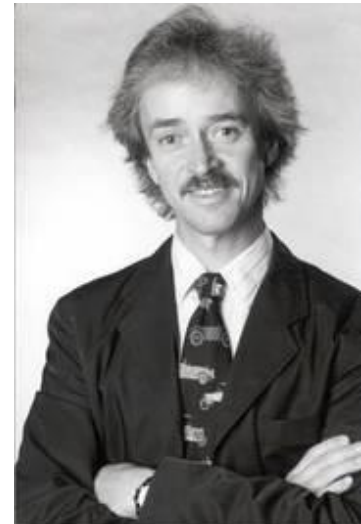


About the Authors



About the Book



Consumers, Tinkerers, Rebels: The People Who Shaped Europe

First of six volumes in the book series

Making Europe: Technology and Transformations, 1850-2000

Published: 2013

Research Overview

Main Research Topic and Hypothesis:

“The first recycling practices and the **environmental movement of the 1970s originated from older cultures of thrift**, some of which emerged from society and others were promoted by autarkic and nationalist governments.”

Methods:

- Synthesized large amounts of information from across Europe – news articles, surveys, illustrations, photographs
- Case studies

Chapter Outline

Following a loosely chronological order the chapter focuses on recycling as a transnational technological system, broadly defined, and looks at it from the perspective of its intended and/or unintended users.



Saving the Nation, Saving the Earth: Introduction

Salvage & Recycle

The Fatherland Deploys Waste

Waste, War & Nazi Politics for Europe

Creating, Repairing & Crafting

Going Green – Locally & Globally

Salvage & Recycle

The Fatherland Deploys Waste

Waste, War & Nazi Politics for Europe

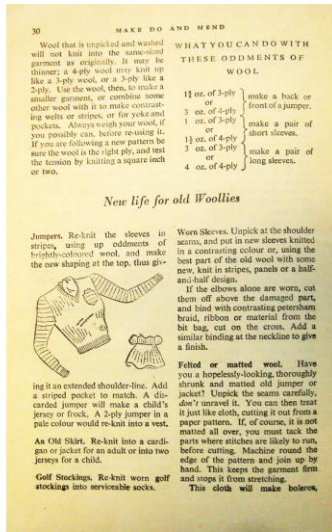
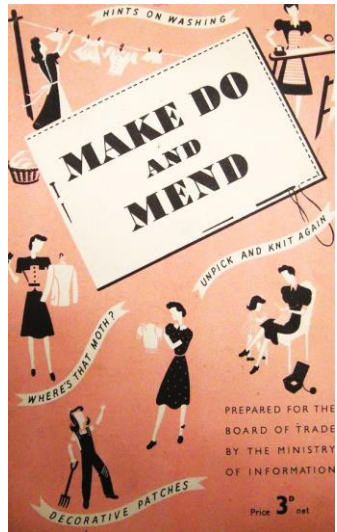
The Second World War put the existing recycling practices into a different context:

Occupied countries: reduced to colonies, scrap collection a symbol of oppression

Other European countries: imitating the German system

US: used as propaganda tools while promoting consumption

Creating, Repairing & Crafting



Compromise between **"frugal"** and **"stylish"**
↓
Institutionalization the culture of crafting and tinkering

"We must do all in our power to to make the whole nation conscious of the need to mend and make"

The British Board of Trade

After the war:

West

- **rebellion** against war-time constraints and **celebration of luxury** in some countries in Western Europe
- **do-it-yourself fad** in Scandinavian countries
- Recycling a **moral** rather than economic issue



Dior

East

- **saving policies continued** out of necessity and for political reasons
- **communism** and crafting went hand in hand
- **informal networks** complementing home-making strategies



Going Green – Locally & Globally

Decades of intensive government-sponsored socialization → deeply engrained **morality of thrift**



The Tvind windmill became an icon for both the ideology and technology of the alternative energy.

Transnational environmental movement

Environmental activism on the user level

Government-led mending & recycling

Salvaging as independent commercial trade

The Danish cargo-bike was an example of consumers combining local craft ingenuity and tinkering with environmental concerns



Concept Evolution Timeline

— West-European Countries

— East European, Communist Countries



Local Initiatives from users



Pre-war period



Patriotic duty

WW2



Economic necessity
Moral duty or Hobby

Post-war period

Relevance to the course and previous readings



Meanings attributed to waste collection and recycling
(D. Slater)



Social construction of recycling technology
(R. Kline)



Discrepancy between intended and actual use of technology
(M. Akrich)



Women as consumers and tinkerers
(C. Carbone, S. Reid)

Discussion Questions

- *In your country, are most recycling activities initiated by consumers or imposed from above? Does social construction of recycling technologies take place?*
- *What meanings and values are generally attached to the activities and technologies of recycling (commercial/economic, political/ideological, moral etc.) in your country?*
- *Why do you think women played such an active role in the early stages of the environmental movement?*