

DIFFERENT ENTRY POINTS

Critique of capitalism,
acceleration, externalization

A fair allocation of Earth's
ressources

A mitigation strategy
complementary to efficiency

Questioning individual lifestyles

A shift away from materialism
and consumer culture

Personal virtue of moderation

Minimalism in product and
space design

Need to adapt to new
consumers

DIFFERENT CONCEPTS

Consumption corridors

Demand-side mitigation

Voluntary simplicity

Sustainable consumption

Downshifting

Degrowth/Post-growth

Decent living standards

Lifestyle change

Frugality

A COMMON GROUND ?

*Reduction of production and consumption of
end-use products or services through changes
in social practices*