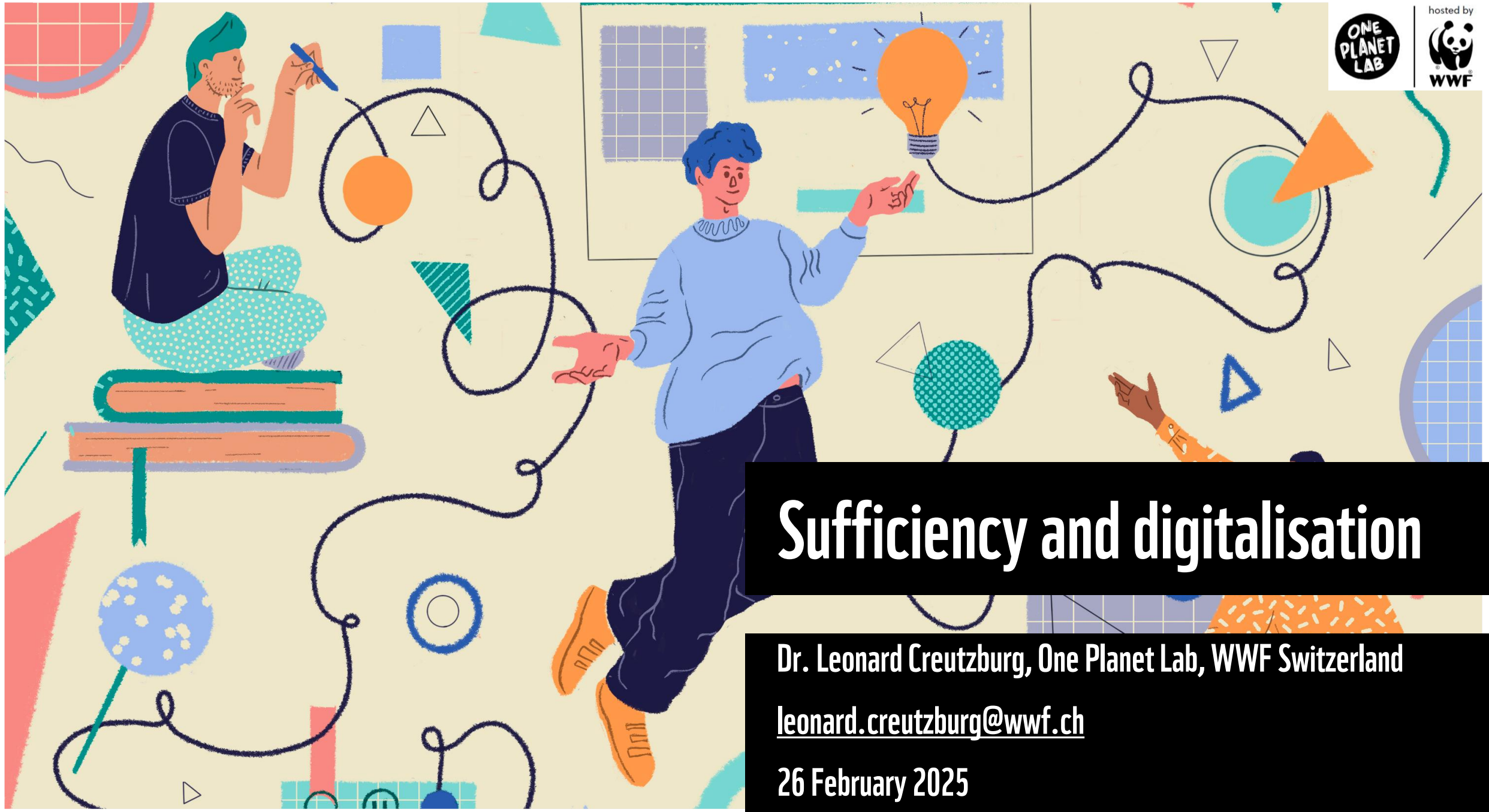


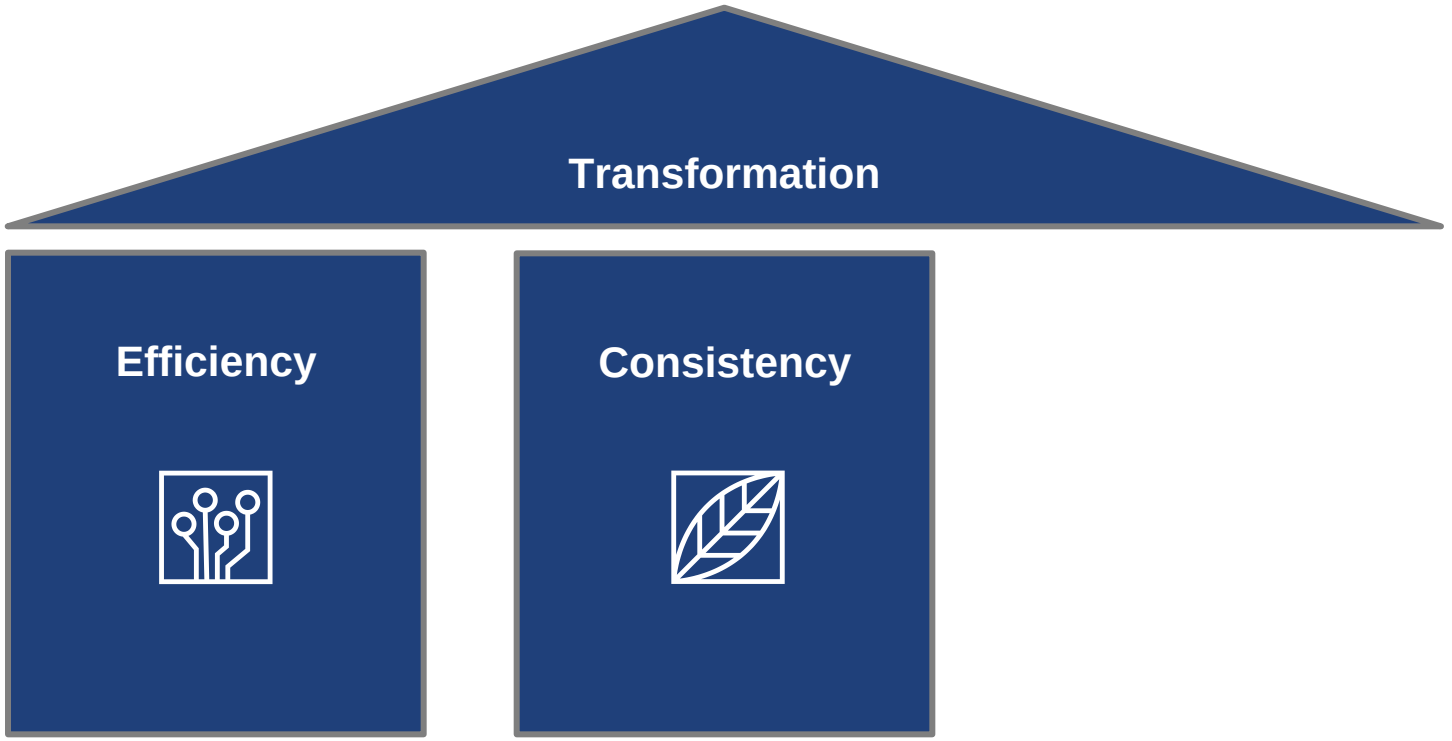
Sufficiency and digitalisation

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Transformational strategies



What is sufficiency?

"Sufficiency is the **absolute reduction** in the production and consumption of certain goods and services to mitigate harmful environmental impacts."



Rebound effects

Abb. 1: Rebound-Effekte im Verbraucherbereich

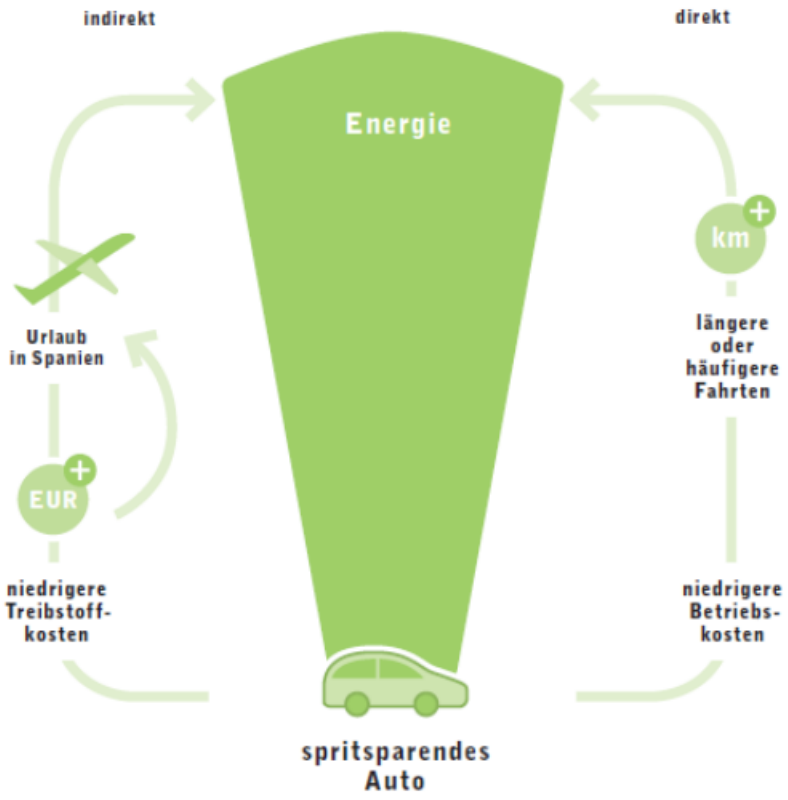
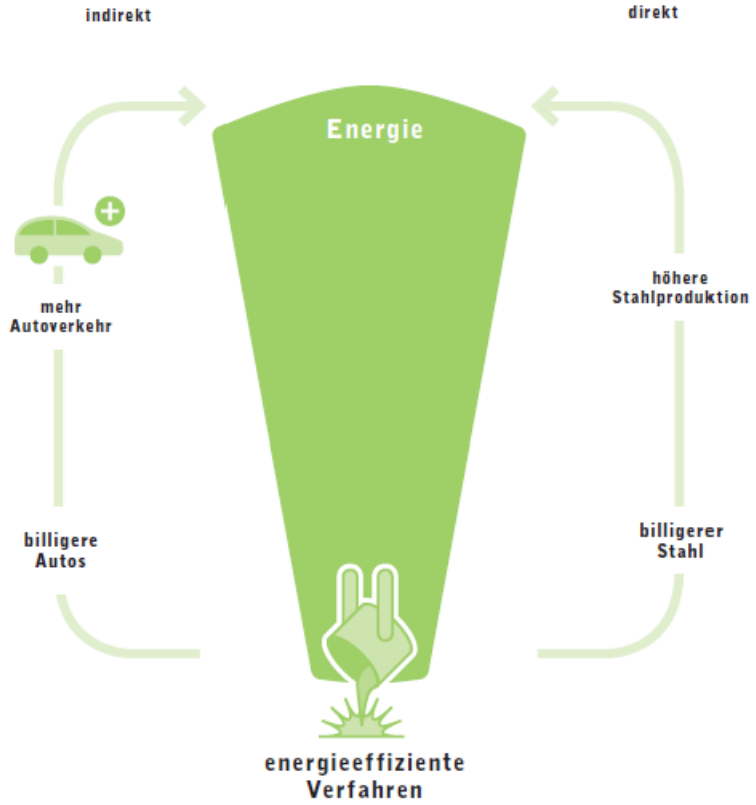
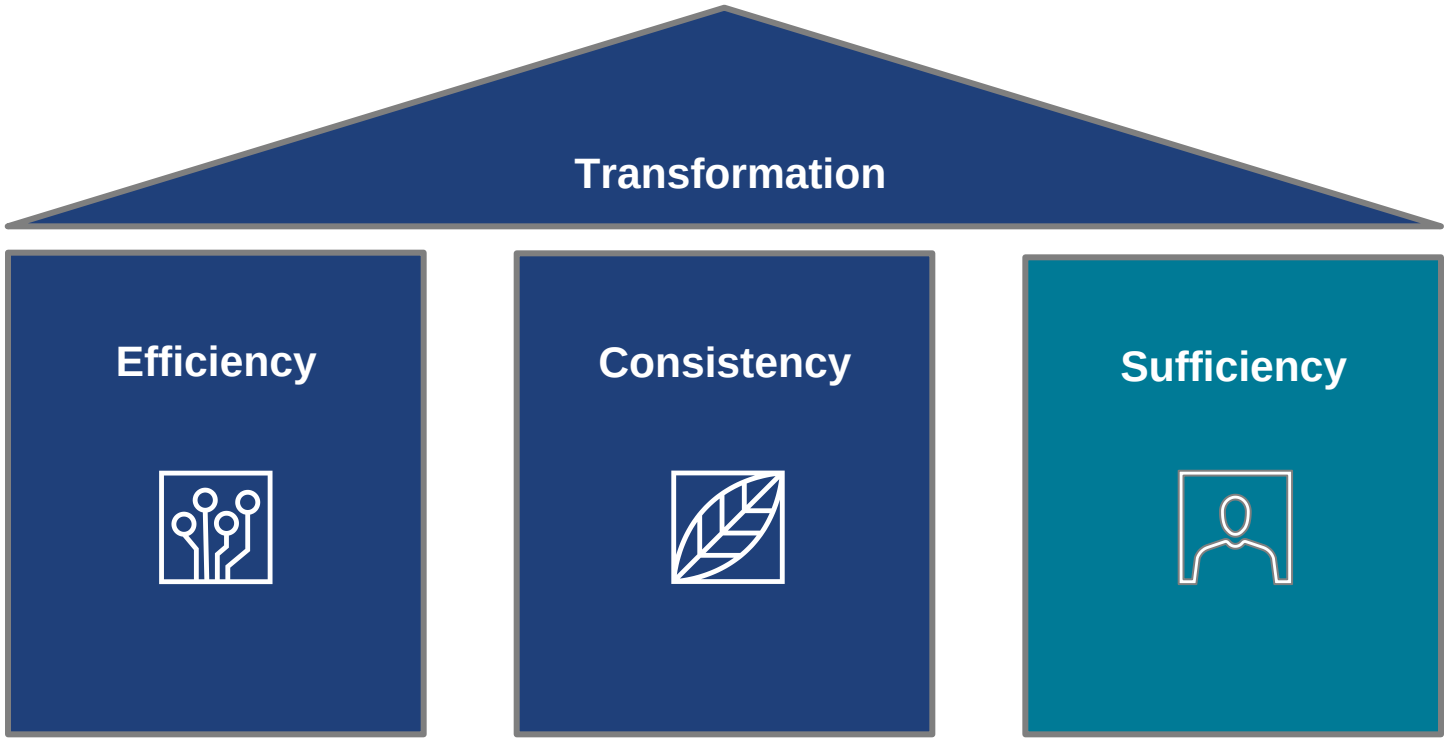


Abb. 2: Rebound-Effekte im produzierenden Gewerbe



Strategies of post-growth

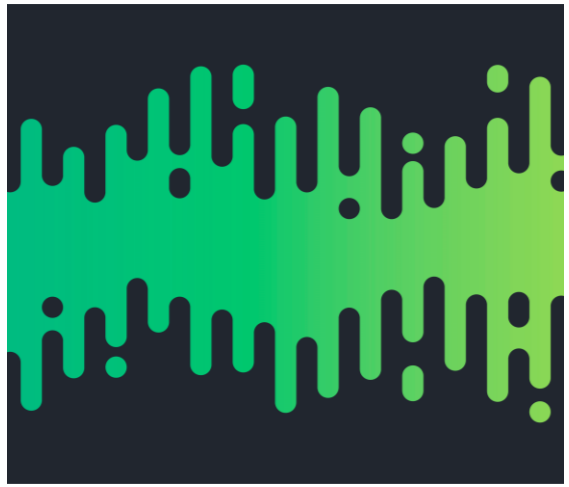


We need sufficiency, along with efficiency and consistency, to achieve the ecological transformation.



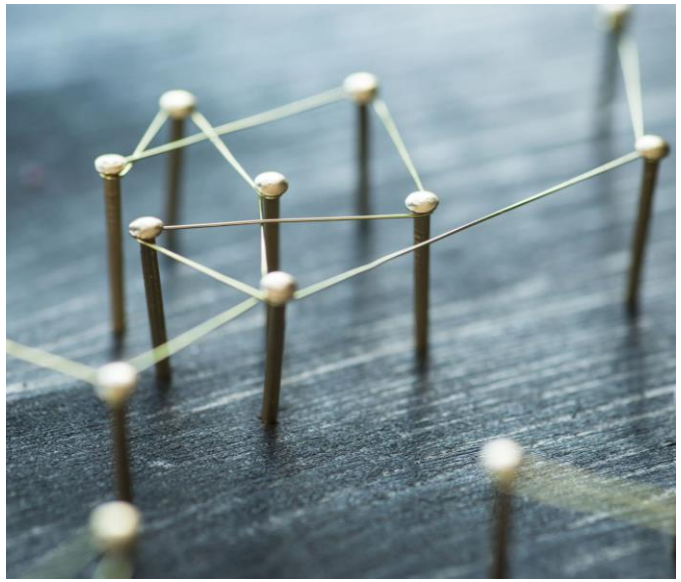
Relationship: digitalisation and sufficiency

- Pros of Digitalisation
  - Efficiency, dematerialisation (e.g., e-books instead of paper), smart resource management
- Cons of Digitalisation
  - Increased energy demand (e.g., data centres), planned obsolescence, digital overconsumption (leading to rebound)
- Digitalisation is no end in itself, but should be **a means to an end**



How can digitalisation / digital tools help sufficiency?

Examples of digital tools promoting sufficiency



- Material passports
  - Reusing material
  - Reducing construction waste
- Sharing platforms
  - Food: prevent food waste
  - Mobility: Bike-sharing promote sustainable mobility

Partners of the One Planet Lab

- Sharely
  - Private individuals can rent products
  - Online platform
- reCIRCLE
  - Circular solution for takeaway food & drink packaging
  - An app is used for the tool



Q&A

