

# Instant Gratification for Collective Awareness and Sustainable Consumerism

## ASSET - Factsheet



In recent years, citizens have been using their purchasing power to voice criticism on governmental actions by boycotting or buycotting (boosting purchases) specific products in order to make a statement. When it comes to sustainable consumerism, for every individual the notion of sustainable consumption may be different, and no collective overall understanding might be found. On the contrary, certain actions of the individual might fit together, even though their understanding of sustainable consumption differs.

The ASSET project boosts collective consumerism by empowering the articulation of the individual. ASSET emphasises the power of collective purchase decisions, which originate by independent literate choices of the individual. ASSET shows that literate choices are not in vain, that there are lots of people who think the same and that their collective action does make a difference. This process generates collective awareness and facilitates sustainable consumption.

### Collective Awareness and Sustainable Consumption

Within field tests, we involve existing communities of users. Doing so, we demonstrate how the new form of political consumerism forms a community, how it educates people and how it multiplies. Simply put, we demonstrate the formation of collective awareness and thereby facilitate sustainable consumption.

We scientifically investigate the pioneering approach, and provide better understanding of the processes of collective awareness. We study the outcome of the ASSET consumerism on how it affects retailers and producers. The consequences of **ASSET consumerism** are not only monetarily addressing retailers and producers but also raising awareness for their assets which address sustainability. Retailers and producers increasingly address qualities which go beyond GDP, such as social working conditions or showing ambition for a fairer economy.

### A) Political consumerism



### B) ASSET consumerism



*Shift in paradigms in political consumerism. a) Classical political consumerism. People act upon one collective policy. b) Political Consumerism with ASSET, called ASSET consumerism. Users with different individual policies join. They collectively demonstrate political enforcement of their position via collective consumerism, form a community, get feedback through better information, provide a prime example of collective awareness.*



## Empowering the Consumer

We develop the tools to enable the new form of political consumerism. These tools are collectively called the **ASSET pilot platform**. The platform is an innovative combination of distributed social networks, a sensor network and knowledge co-creation networks. The ASSET pilot platform consists of

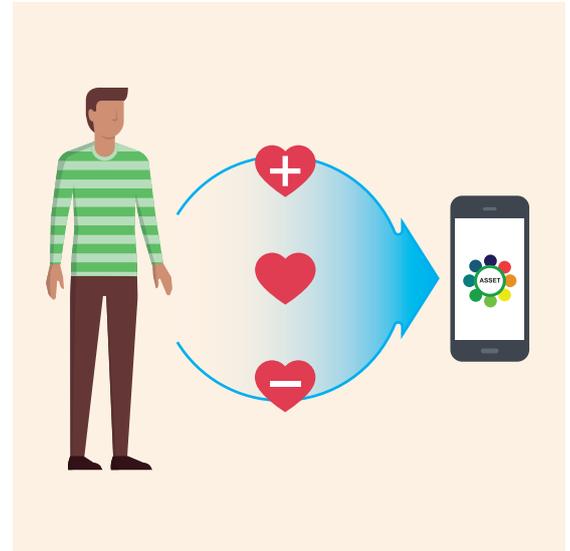
- A. a consumer user interface via a smartphone application, building upon recent development in open source, open hardware, seizing the full potential of mobile communications; and links to social media, also for collecting information from it.
- B. a user localization system at a supermarket, deploying a sensor network, and
- C. an ASSET database system, collecting open data, integrating networks and addressing online collaboration. The pilot platform is a prototype development involving consumers, retailers, social science departments and research institutions.

The ASSET pilot platform addresses consumers within a supermarket. This is scalable in the number of users and can be extended to arbitrary size and locations. The ASSET platform provides tools for a better decision-making of the individual, increases the scope of action and empowers the consumer. In the field tests, test users will test and grade the ASSET pilot platform. We evaluate the behavior of users and obtain insights on influences for decision making. The ASSET consortium is interdisciplinary and involves consumers, economic concerns (retailers) and ICT concerns.

## Evaluating Changes in Consumption

The platform provides tools for a better decision-making of the individual, increases the scope of action and empowers the consumer. In the field tests, test users will test and grade the ASSET pilot platform. We evaluate the behavior of users and obtain insights into influences for decision making.

A)



B)



*The consumer ASSET experience. A) The consumer enters his/her personal preferences. B) ASSET rates all products in the supermarket according to the attitudes.*

