

Classification of the examples

Efficiency

(Dematerialisation, more productive use of resources, “better”)

- › Energy-saving light bulb
- › 3-litre car
- › Energy-efficient factory (using efficient machines)
- › Energy-saving fridge
- › Water-saving washing machine
- › Passive house (building insulation, double glazing)

Consistency

(Compatibility with nature, “different”)

- › Renewable energy, e.g. biogas plants, wind turbines, solar panels
- › Biofuel
- › Edible packaging (chips served in an edible cone)
- › Biodegradable bags made of corn starch
- › Recycling
- › Closed loop system in agriculture
- › Shoulder bags made from lorry tarpaulin
- › Cradle to cradle paper factory
- › 100% biodegradable shampoo (cradle to cradle)
- › Organic production with natural material cycles
- › New designer clothes made from old fabrics

Sufficiency

(frugality, “less”)

- › Mending your own bike
- › Knitting your own hat
- › Carsharing, ride sharing, hitchhiking
- › Sharing tools with neighbours
- › Cycling or using public transport instead of driving
- › Buying local fruit rather than produce imported from overseas
- › A year without stuff
- › Being a vegetarian
- › Travelling by train instead of flying