



**Instant Gratification for Collective Awareness  
and Sustainable Consumerism  
ASSET**

# ASSET Objectives

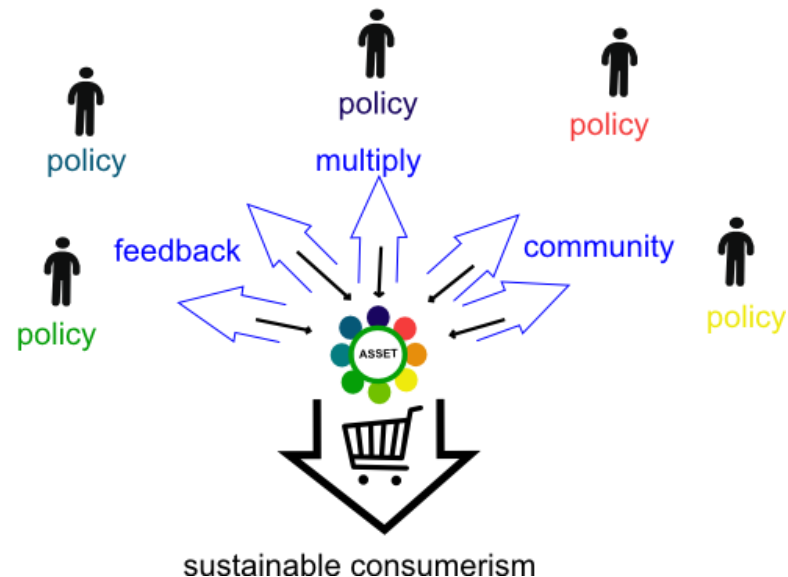


- A new form of political consumerism, the ASSET consumerism: the exchange of individual purchase decisions forms communities with visible collective purchasing power and statements.

a)  
Political Consumerism



b)  
ASSET Consumerism

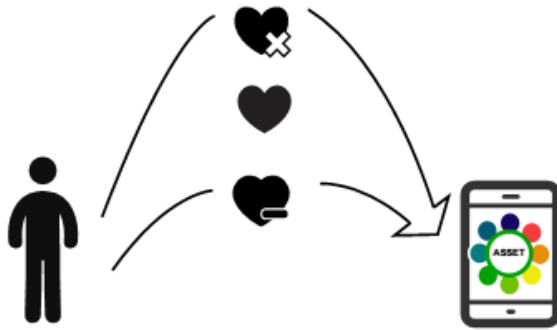


# ASSET Objectives



- **Allowing the individual to easily purchase according to one's true believes**

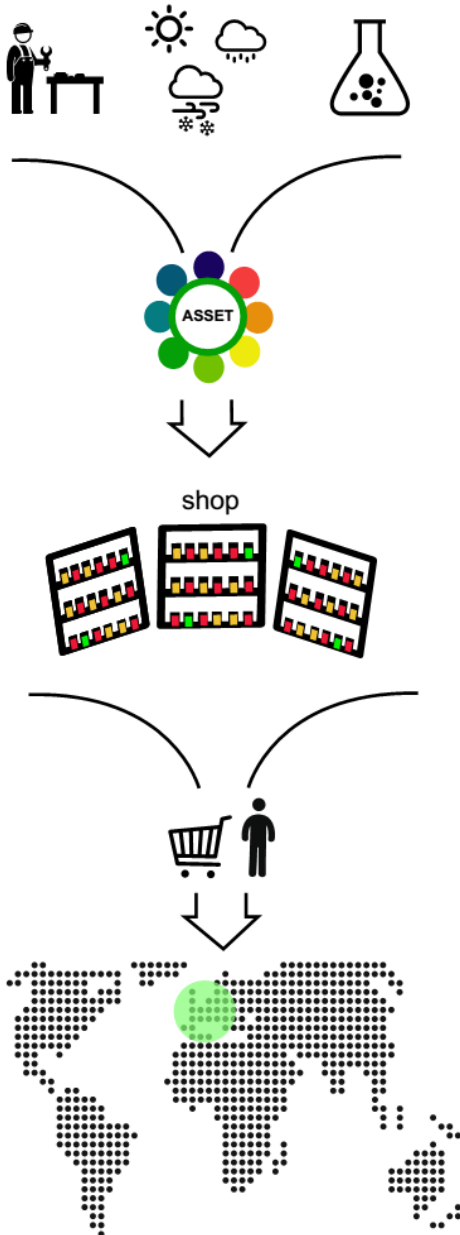
a)



b)



# ASSET Objectives



- Raising awareness amongst consumers, retailers and producers, boosting sustainable consumerism.
- Better understanding the processes of collective awareness.



LINZ  
CENTER OF  
MECHATRONICS  
GMBH

- **Linz Center of Mechatronics GmbH (Austria)**

- Mechatronic Research and Solutions



- **Verein für Konsumenteninformation (Austria)**

- Consumer Association



- **AINIA (Spain)**

- Agro-food Research and Solution Institute



- **ETH Zürich (Switzerland)**

- University, Chair for Computational Social Sciences



- **Fastline GmbH & Co. KG (Germany)**

- SME



- **Alimerka S.A. (Spain)**

- Retailer

## Contact us:



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