Instant Gratification for Collective Awareness and Sustainable Consumerism

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

ASSET Objectives

- Political Consumerism
  - one policy fits all
  - sustainable consumerism

- ASSET Consumerism
  - multiply
  - feedback
  - community
  - policy

sustainable consumerism
ASSET Objectives

- Allowing the individual to easily purchase according to one’s true believes
ASSET Objectives

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

- 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
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