

# H05: Everyday Circularities: Rethinking Consumption in the Circular Economy (1/3)

Session Chair: Mary Greene, Kersty Hobson

Room: B: Omnia, R: Auditorium (max. 108)

## Bringing the circular economy home – Insights from socio-technical perspectives on everyday consumption

Mary Greene, Environmental Policy Group, Wageningen University, The Netherlands, [mary.greene@wur.nl](mailto:mary.greene@wur.nl)

Kersty Hobson, School of Geography and Planning, Cardiff University, Cardiff, Wales, [HobsonK@cardiff.ac.uk](mailto:HobsonK@cardiff.ac.uk)

Melanie Jaeger-Erben, Chair Sociology of Technology and the Environment, Brandenburg University of Technology, [melanie.jaeger-erben@b-tu.de](mailto:melanie.jaeger-erben@b-tu.de)

Judith Van Leeuwen, Environmental Policy Group, Wageningen University, The Netherlands, [judith.vanleeuwen@wur.nl](mailto:judith.vanleeuwen@wur.nl)

Presenter: Mary Greene, [mary.greene@wur.nl](mailto:mary.greene@wur.nl) (in person)

Transitions toward a circular economy require a nuanced understanding of how change plays out in households in relation to the role of consumers and daily consumption practices. However, little has been said about the complexities of achieving necessary transformations in everyday cultures of consumption and the possible challenges faced by householders in achieving a circular economy. Responding to this gap, we develop an agenda for attending to the social embeddedness and complexity of consumption in the circular economy. This agenda includes several critical elements that attend to routine, habitual and mundane aspects of social life, and the institutional-material arrangements and systems of provision that shape how and why consumers use services and products in daily practices. In discussing these elements, we outline research gaps and recommendations for future circular economy inquiry that better appreciates the social dynamics of everyday life.