

## Circular Plastic Consumption in Everyday Life – Exploring socio-material constraints and imaginaries through a practice-oriented approach

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The technocentric approach advanced by most circular economy (CE) policy and research frameworks has perpetuated an absent or largely passive role for the consumer in CE transitions. The implication is a transitions agenda which prioritises closing material loops through technical and economic means while overlooking questions of reducing material consumption through lifestyle changes. This is a grave limitation given the mounting scientific evidence which indicates that without addressing overall resource demands, CE will be unable to deliver the scale of transformative change required to tackle our environmental crisis.

Focusing on dynamics of plastic consumption in households in the Netherlands, this paper seeks to offer an innovative approach toward researching and understanding the potential for circular transitions grounded in the daily life of the everyday consumer. To this end, a social practice theory approach is combined with a multi-modal, imaginary futures methodology is employed with a diversity of household types, varied across life stages and composition, to uncover the socio-material conditions which drive plastic consumption at the household scale and constrain or enable possibilities for future circular consumption processes.

The findings reveal how plastic consumption is rooted in intersecting arrangements of daily life practices and their embeddedness in systems of practice. After first unpacking how plastics are embedded in daily practice arrangements, the paper presents and discusses insights into key socio-temporal and socio-temporal material constraints that present opportunities and barriers to circular plastic consumption. These include social variation in the spatiotemporal and domestic organisation of daily life; socially varied norms and standards surrounding everyday conduct, convenience and disposability and differential engagement with the socio-technical systems and structures in which everyday life and plastic consumption are embedded. The paper concludes with reflections on the potential for everyday life practices as a site where circular systems change plays out and outlines directions for future inquiry and investigation.