

Laura Blanco-Murcia

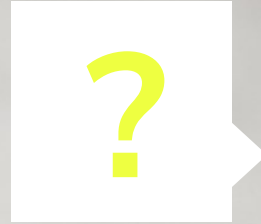


The role of narratives of care in sustainable consumption

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Motivation & Objective



- Hopeless narratives around human essence: selfish, predatory, and greedy.
- Yet, we are capable of altruism, cooperation, and care.
- A framework to tilt the narrative towards care through the use of narrative therapy tools.

How can we move towards sustainable consumption through narratives of care?



The space we operate in...

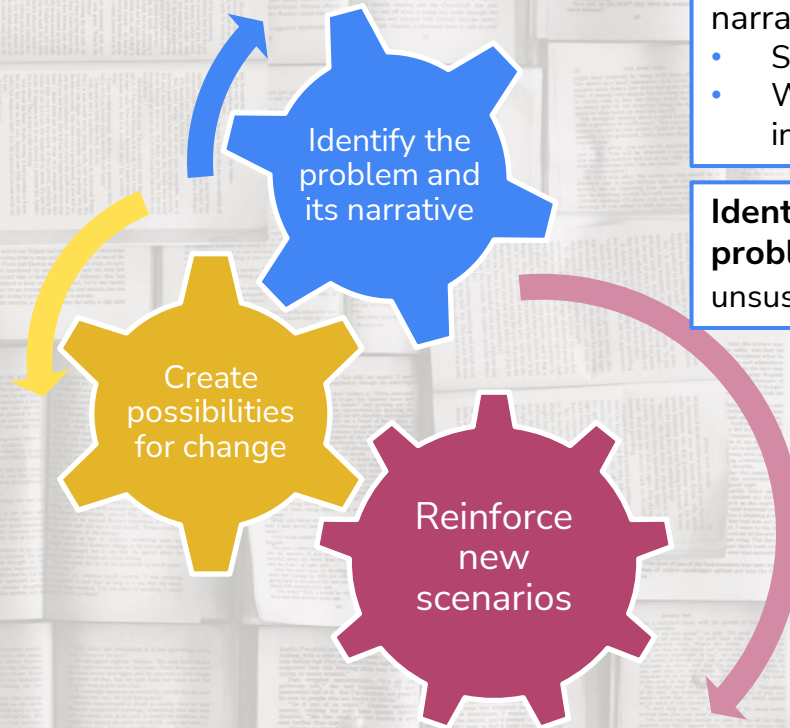
The Ethics of Care
Role of care in this transformation.

Narrative Psychology
Narratives shape relationships

Narrative therapy
Transformation of individual and collective narratives

Complex-adaptive systems
Transmission of narratives in a web of interactions

Changing narratives for sustainable development: the framework



Dominant narrative / official story:
homo economicus narrative

Find assumptions that support the narrative:

- Selfish and extractive
- Wellbeing and survival = individual accumulation

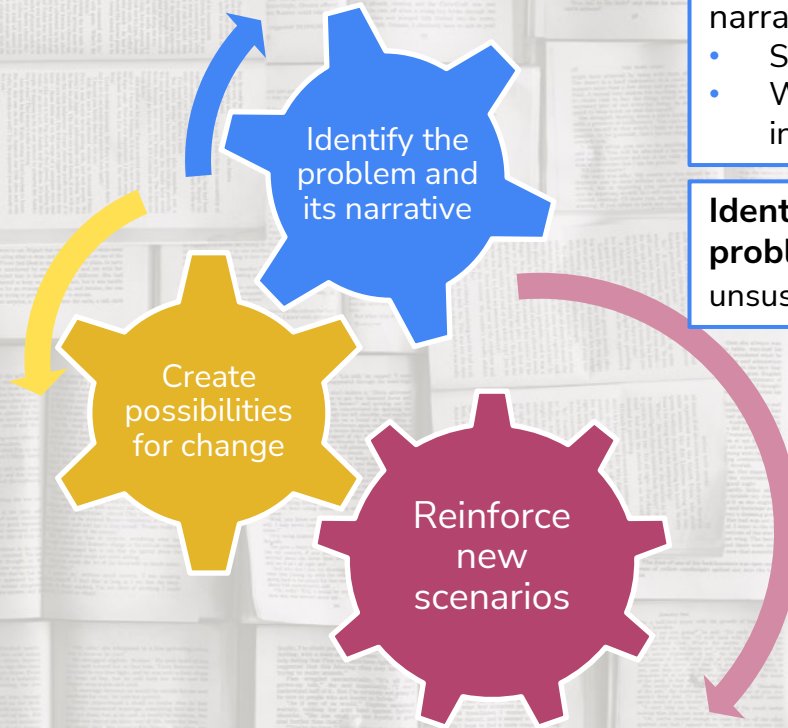
Identify and externalize the problem: “We are inherently unsustainable”

Changing narratives for sustainable the framework

Find Unique Outcomes & question assumptions:

- Adoption and retention of meat-free diets
- Cooperating and sharing in disasters

Identify and define **alternative narratives:**
“We are caring, and relationships make our lives meaningful”



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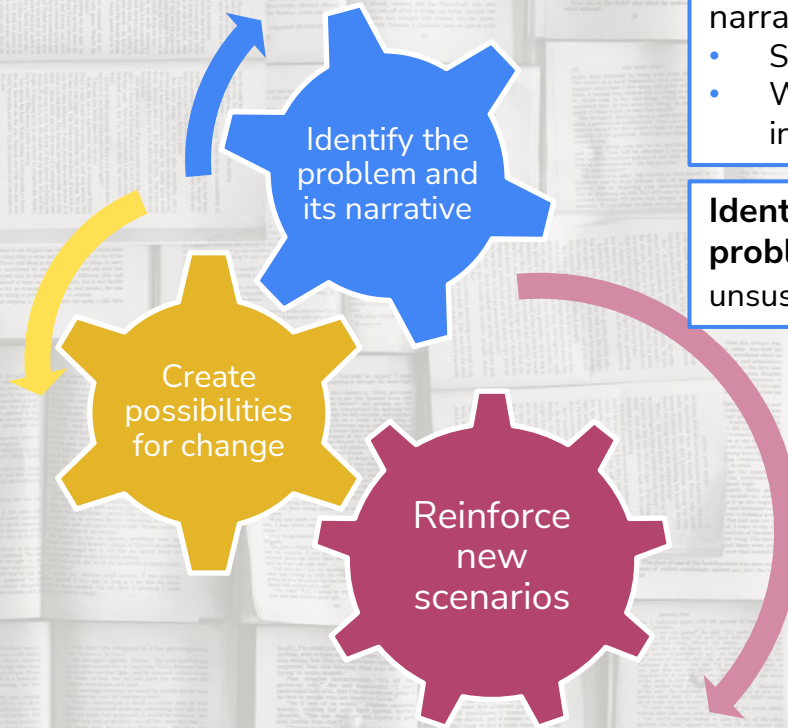
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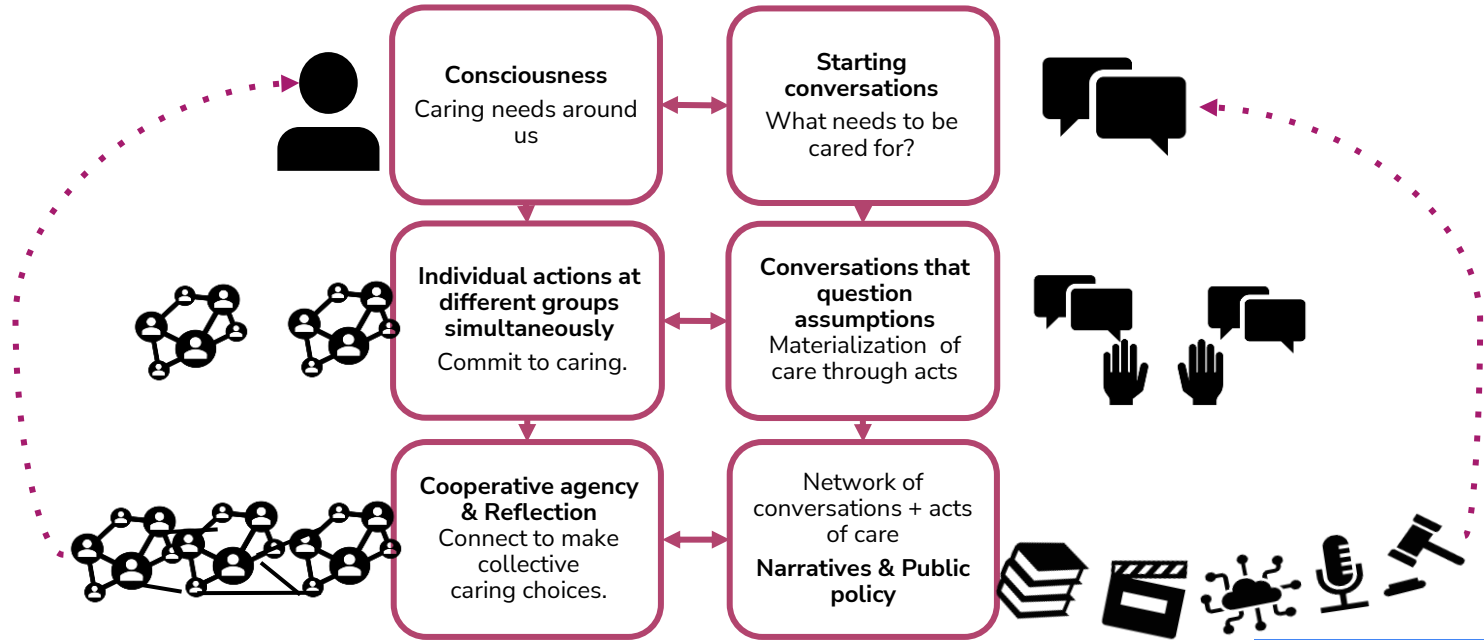
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Identify and externalize the problem: “We are inherently unsustainable”

Reinforce agency:

- Change diets → sustainability and ethical motives.
- Conversations → **sustainable consumption as an act of care**

Conversations and Narratives around care



Conclusion

- ✓ Enact our concerns of caring for others
- ✓ The more we act and start conversations the more we strengthen the narrative
- ✓ Sustainable consumption: an act of care that is satisfactory → we are willing to stick to it.

Any questions?

You can find me at:

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