Theories of practice - new inspiration for ecological economic studies on consumption -
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The dynamics behind ever-increasing consumption have long been a core issue of ecological economics. Studies on this
topic have traditionally drawn not only on insights from economics, but also from such disciplines as sociology,
anthropology and psychology. In recent years, a practice theory approach has emerged in sociological consumption
studies, as part of a general wave of renewed interest in practice theory emanating from a desire to move beyond such
dominant dualisms as the structure-actor opposition in sociology. The purpose of this paper is to introduce the practice
theory approach in relation to studies of everyday life, domestic practices and consumption, and to argue that this
approach can be fruitful for ecological economics and other fields interested in the environmental aspects of consumption.
The paper emphasizes the immense challenge involved in promoting sustainable consumption, and the need for collective
efforts supported by research into the co-evolution of domestic practices, systems of provision, supply chains and
production.

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