

ECO-SOCIAL DEBATES

2nd edition 2022-2023

OBSERVATORY ON SUSTAINABILITY, EQUALITY AND SOCIAL JUSTICE (OSES)

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Teatro Ruzante

Riviera Tito Livio 45, Padova

Imagined Futures of Consumption

Daniel Welch

*Sustainable Consumption Institute and Sociology
University of Manchester*

Visions of collective futures embody expectations about processes of social change, as well as beliefs about the way society works and about the nature of 'the common good'. Imagined futures of consumption have played a central role in Western social imaginaries: the promise of 'prosperity for all' realised through mass consumption in the consumer society. In the face of the climate and environmental crisis, and in the wake of financial crisis, this imagined future has been fundamentally challenged. In this talk I report on empirical research into how the future of consumption is imagined today, discuss theoretical resources to explore how expectations of the future play a critical role in the present, and discuss the role of imagined futures of consumption in processes of social and political contestation and legitimation.



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