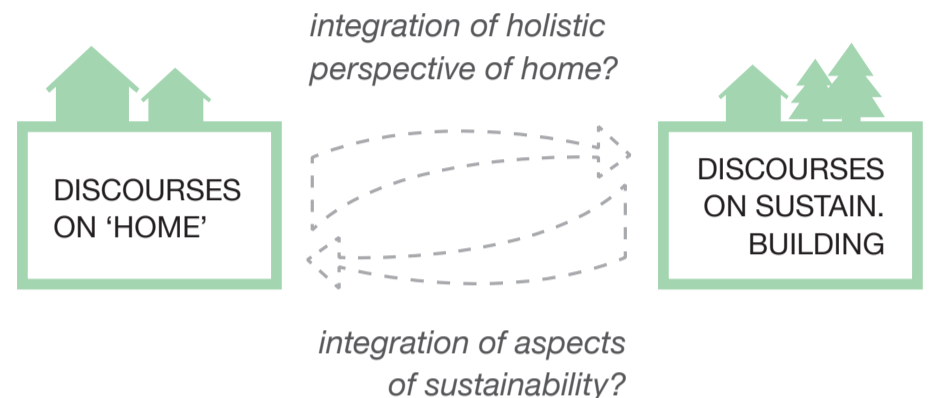# RECONCEPTUALIZING THE SUSTAINABLE HOME

Exploring the potential for alternative home-related practices

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Towards a more sustainable built environment?

- Structural factors surrounding design, construction and management of home environments are increasingly seen as instrumental aspects of the environmental, social and financial impact associated with the housing sector

- In addition, a growing body of research emphasizes socio-cultural and behavioral aspects among residents as influencing domestic resource intensity

integration of holistic perspective of home?

DISCOURSES ON 'HOME'

DISCOURSES ON SUSTAIN. BUILDING

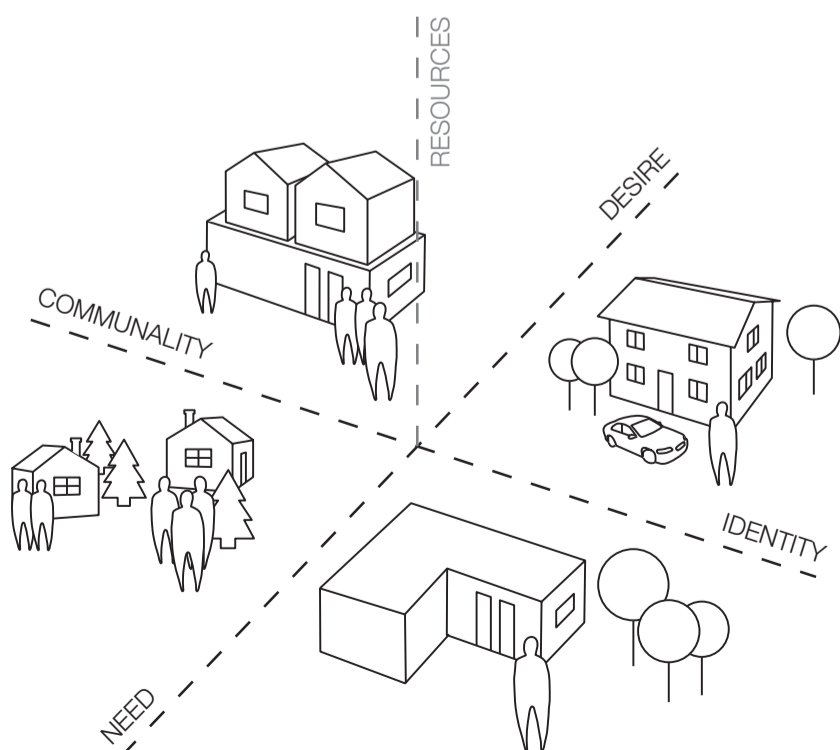*integration of aspects of sustainability?*

A 'regular residents' perspective

- A mixed methods approach was used to explore perceptions and representations of *home*, sustainable housing development and resource use among residents in a typical private housing cooperative in Sweden, particularly with regards to attitudes towards alternative practices related to sharing resources and/or space, lowering living standards or compact living

- Questionnaires were distributed to households in the area (n=156) and a follow-up in-depth interview study was moreover conducted (n=22)

"It's just a matter of adjustment"

- Residents are already sharing multiple functions within the housing complex, which is quite common in this type of private cooperative association

- A conditional approach appears prevalent, where a proposed push for sharing or 'sufficiency' practices can be weighed up by attractive and/or smooth solutions increasing quality of life in other ways. Several of the interviewees point to the adaptive nature of people, where one can get used to just about anything *if need be* (although few are reportedly willing to engage in such changes)

Model for reconceptualization?

Beyond a normative development

- Residents in study are generally positive towards green building and reduction of resource use in the built environment and society as a whole

- Yet, current housing trends are enforced in terms of convenience and social representation and salient norms regarding the ideal home and a housing career are widespread, with implicit increase in resource intensity (in the form of e.g. seaside villas)

- Overall slightly positive attitude among residents towards resource sharing and forms of co-housing, yet based on pragmatic motivation rather than ideology and social conviction

- Incremental levels of collaborative space and resource use appear relevant to pursue for broader acceptance of alternative home-related practices