

# Instant Gratification for Collective Awareness and Sustainable Consumerism ASSET



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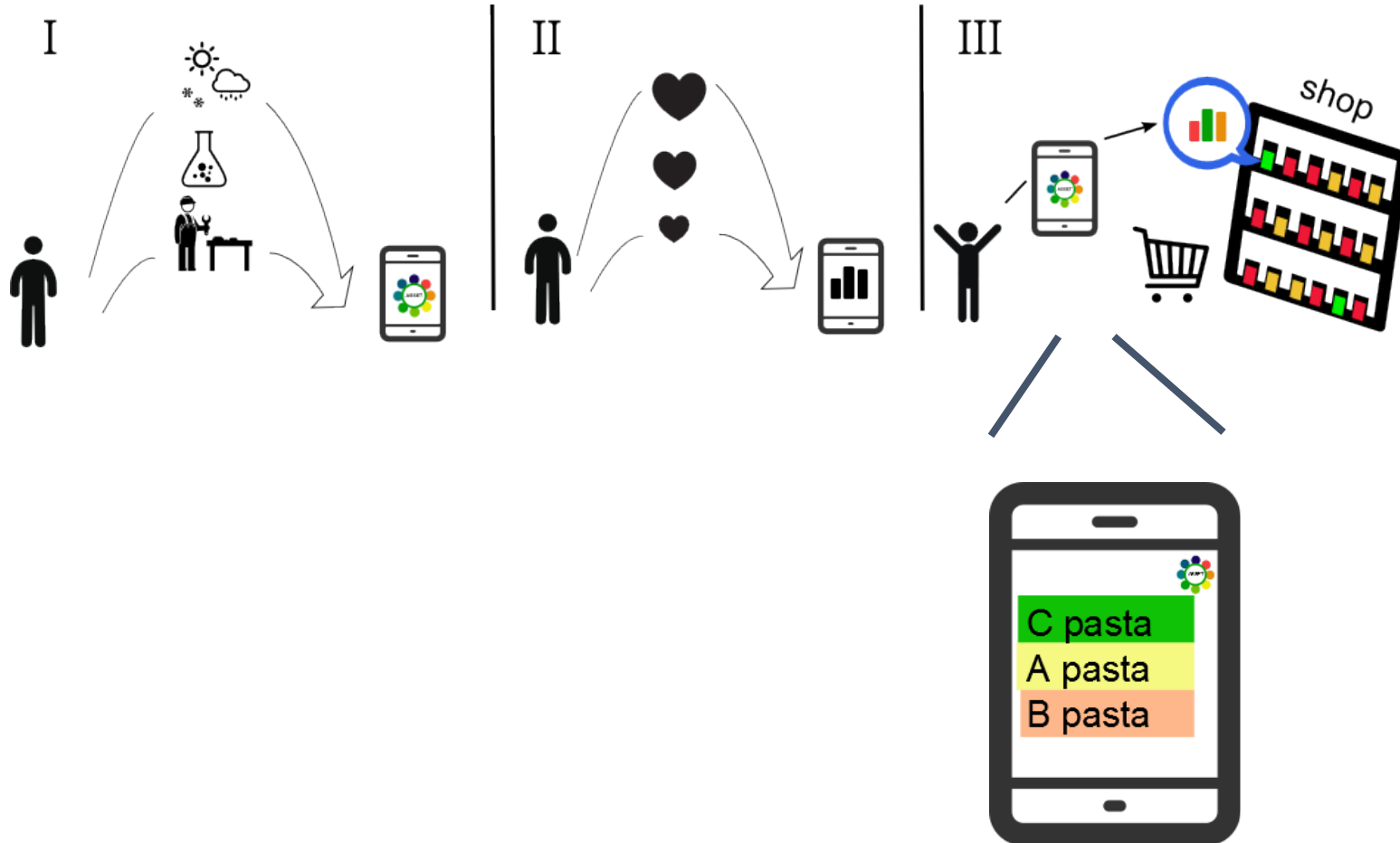


consumer University

SME

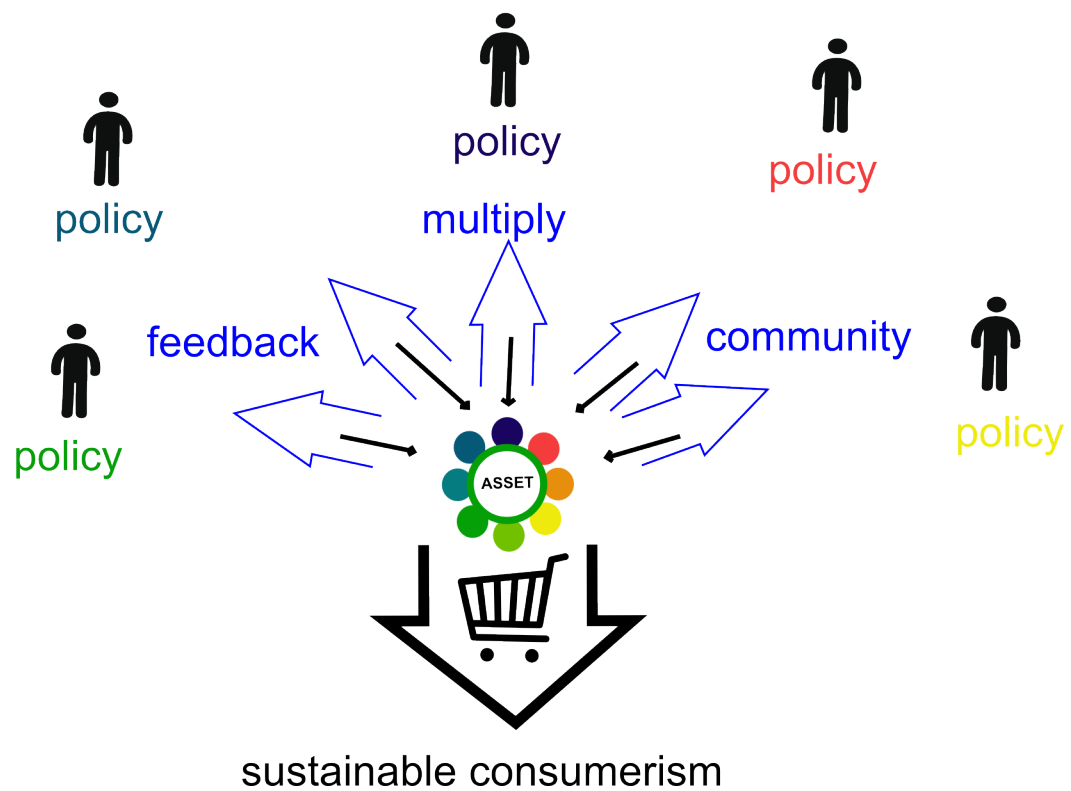
Retailers

# ASSET - Procedure



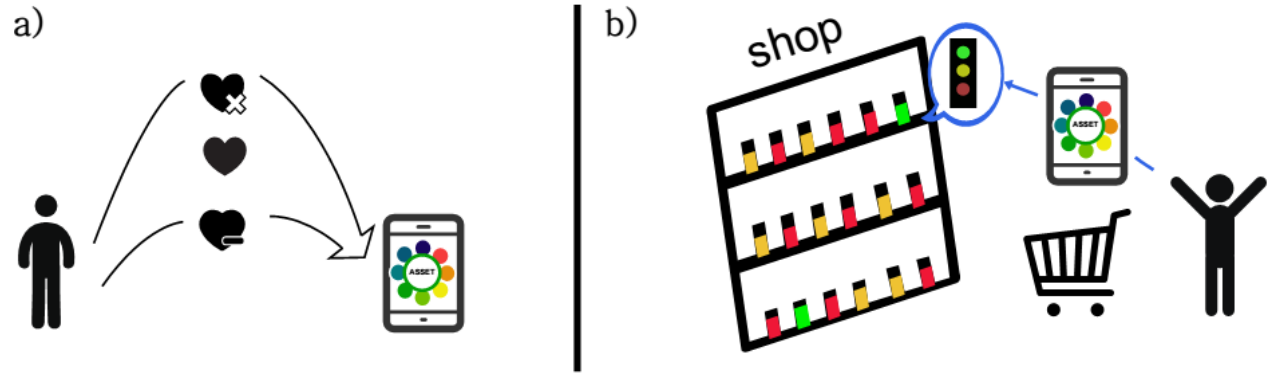


# ASSET Consumerism



Individual self-regulation with collective motivation and consequences

# 1. ASSET technical platform



# 2. ASSET consumerism - consumer analysis

- Is information helpful?
- Do consumers change, consumption behavior?
- How are retailers affected?
- Do consumer express new/different purchasing demands?

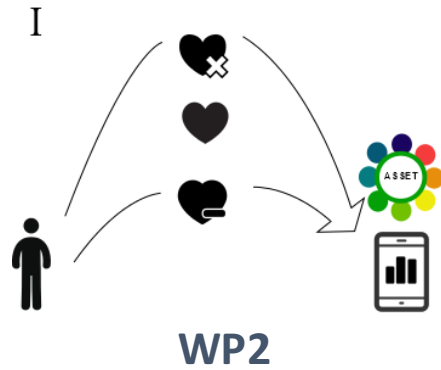


# ASSET - prerequisites

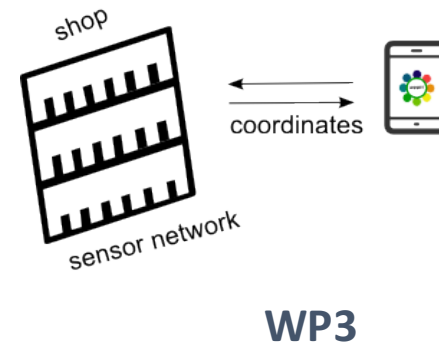


Prerequisites:

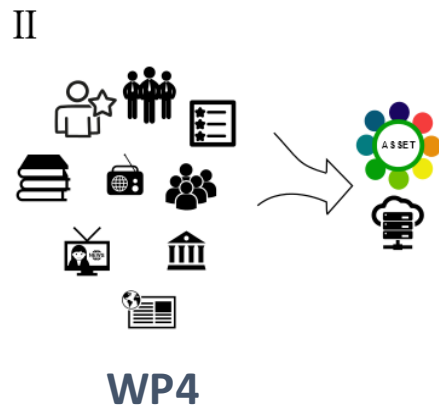
Consumer enter their attitude



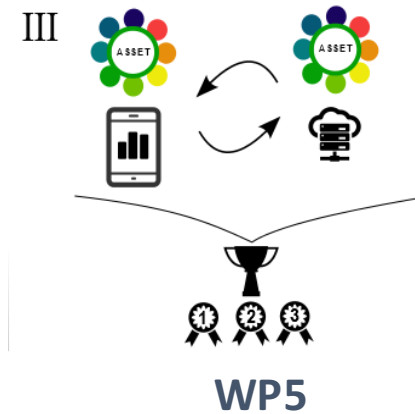
Positioning System on Shop floor



Aggregate Product Information



Product rating technology



## *ASSET - challenges*



- **Getting DATA**

- access to data from retailers
- Access from public sources
- Mainly for Spain and Estonia

- **Engaging the public**

- at the preparation stage (field tests are in end of 2017)