



# Sustainable Housing: Cultural Barriers to Downsizing

*Maria Sandberg*

*Hanken School of Economics*

*12.5.2017*

# *Sustainable housing: cultural barriers to downsizing*

1. What is your research problem?
  - » Cultural interpretations of downsizing
  - » How small dwelling size is interpreted in relation to sustainability
2. Why is it important for sustainability transformation?
  - » Hille et al. (2011): dwelling size the most important factor affecting changing trends in energy use of Norwegian households
3. What is your approach/methodology?
  - » Texts about small-sized detached houses and apartments
  - » Analysis of corporate communication, media texts
4. What are the main findings of your research?
  - » Downsizing rarely interpreted as practice of sustainability
  - » Cultural interpretations of downsizing hinder advancing downsizing as pathway towards sustainable housing