

## **Consumer learning, social innovation and sustainable consumption**

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The research project “Transition dynamics and sustainable innovation paths”, identifies the circumstances and mechanisms of social interaction that can lead to a more sustainable organisation of leisure mobility and that foster sustainable consumption. A concept of bounded rational consumer action and interaction is developed and applied to the context of leisure mobility. Based on this concept and empirical investigations (quantitative consumer surveys, qualitative consumer interviews), a multi-agent system (MAS) is constructed to run computer simulations of scenarios reflecting possible political or social interventions. These scenarios are evaluated from an ecological and economic perspective and build the basis upon which action strategies are developed.