The co-management of everyday practices

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The divide

<table>
<thead>
<tr>
<th>Resource management</th>
<th>Everyday life (and everyday practices)</th>
</tr>
</thead>
<tbody>
<tr>
<td>presumes rationality</td>
<td>messy</td>
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<tr>
<td>demands certainty</td>
<td>often irrational</td>
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<tr>
<td>risk averse</td>
<td>lacks certainty</td>
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<tr>
<td>weighs up costs and benefits</td>
<td>unpredictable</td>
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<tr>
<td>avoids challenging the practices of its ‘consumers’</td>
<td>contains constantly shifting and changing practices</td>
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<table>
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<tr>
<th>Production</th>
<th>Consumption</th>
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<tbody>
<tr>
<td>Systems of provision, resources, technologies</td>
<td>People and their behaviour</td>
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Production: bypassing the consumer (and everyday life)

Making appliances more efficient/ securing more supply
Consumption: targeting the consumer

- Information/ feedback
  - litres/ pricing/ bills

- Education
  - Resource management problems/ changing attitudes & beliefs

- Incentives and disincentives
  - Fines, rewards, pricing etc.

- Rules and laws
  - Water restrictions

Assumption of rational, calculated, individual and largely self-interested consumption
The divide

Resource management

Production

Consumption

Everyday life (and everyday practices)

Consumers framed as rational agents and individual decision makers weighing up costs and benefits
Conceptualising practices

**Rules and recommendation**
Advertisements, regulations, laws, restrictions and targets, pricing structures etc.

**Material infrastructures**
Technologies, resources, infrastructures, systems of provision, products, objects etc.

**Practical knowledge**
Accumulated social knowledge about how to do something, such as how to bathe

**Common social understandings**
Understandings and expectations about what one ‘ought’ to do or what is acceptable, such as how one ought to look or smell
Behaviour: the tip of an iceberg

- Rules and recommendations
- Material infrastructures
- Practical knowledge
- Common social understanding
Why care about practices?
Practices are changing…
Practices have always changed

• Air-conditioning usage grown from virtually nothing in the last 40 years (McCann 2006). Nearly 70% of Australian households now have one or more AC (DEWHA 2008)

• Showering once a day only became common in last 50-100 years (Davidson 2008). Showering more than once a day becoming more common?

• Clothes washing has become more frequent over last 50-100 years (Slob & Verbeek 2006)
Why are practices changing?

PRODUCTION: Efficient technologies

CONSUMPTION: changing individual consumption behaviours

NEW TECHNOLOGIES

MARKETING NEW PRACTICES (common understandings/practical knowledge/‘rules’ etc.)

Demand managers

Commercial interests
How do we bridge the divide?

Resource management

Everyday life (and everyday practices)

Production

Consumption
Co-management

• Participatory and collaborative approach between producers and consumers of resources

• Stakeholders (demand managers, behaviour change practitioners and policymakers) take on a facilitative role in the provision of resources
Co-management of what?

Co-management of resources

Resource management

Producers ⇔ Consumers

Co-management of everyday practices

Everyday life
Co-managing everyday practices

- Rules and recommendation
- Material infrastructures
- Recognise and support householders practice skills & competencies as the carriers & reproducers of practices
- Practical knowledge
- Common social understandings
Examples of practice co-management

- Targets, rations → Rules
- ‘Adaptive’ thermal comfort
  housing infrastructures → Material infrastructures
- Localised systems of
  energy and water
  provision → Material infrastructures/ systems
  of provision
- ‘Cool Biz’ campaign
  (Japan) → Rules/ material infrastructures
  / common understandings
- ‘Water wisdom’ campaign
  (Sofoulis & Williams) → Practical knowledge/ supporting
  and rewarding householders
Co-management of everyday practices

• Role of demand managers, policy-makers and behaviour change practitioners is to:
  – Recognise and support householders’ skills and competencies as ‘carriers’ of everyday practices
  – Support recruitment into specific practices (and discouraging recruitment into others)
  – Assist with the reconfiguration of practice components

• Co-management
  – Between carriers of practices and facilitators of them (providers and consumers)
  – Within and between households
We are all co-managers of our practices
Thankyou

Resource management

Experts in resource management

Experts in everyday life

Everyday life