

## **Consumers into citizens. Social innovations for empowering households**

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Much of the debate *over the future of consumerist society* starts with the following asymmetry: While investors have at their disposal strategies of technical and organizational change to increase "efficiency", i. e. the amount of output they get per unit of capital input, private households do not have analogous means to increase the volume of utility they get out of a given unit of household income. Under the pressure of increasing levels of poverty and inequality, consumer households have developed a number of strategies, both organizational and technical, to overcome this discrepancy - with the result of significant social changes both in quantitative terms ("efficiency of consumption") and qualitative terms ("critical consumption"). This presentation will offer a classification of consumer initiatives of this kind as well as strategies of both capital and the state to hinder and obstruct their implementation.