

Exploring the (re-)configuration of environmentally unsustainable practices: Antifouling in the Baltic Sea

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Akademisk Avhandling

för avläggande av ekonomie doktorsexamen i företagsekonomi som med tillstånd av Handelshögskolans fakultetsstyrelse vid Göteborgs universitet framlägges för offentlig granskning onsdagen den 5 juni 2019, klockan 13.00 i sal CG-salen, Handelshögskolan, Vasagatan 1, Göteborg.

Avhandlingen baseras på följande delarbeten:

1. Martin, D. M., Harju, A. A., Salminen, E., & Koroschetz, B. (2019). More than one way to float your boat: Product use and sustainability impacts. Published in *Journal of Macromarketing*, Vol. 39 (1), page 71-87. DOI: 10.1177/0276146718817600 .
2. Koroschetz, B., Hartmann, B.J. & Solér C. (2018). Towards a practice theory of convenience. Revised and resubmitted to *Marketing Theory*.
3. Solér C., Koroschetz, B. & Salminen, E. (2019). An infrastructural perspective on sustainable consumption - How can infrastructures support the purchase and use of sustainable products? Submitted to the *Journal of Cleaner Production*.
4. Koroschetz, B. & Hagberg, J. (2019). Exploring market boundaries: The case of barnacle detachment. Submitted to *Consumption Markets & Culture (CMC)*
5. Koroschetz, B. (2019). Creating the (Un) sustainable consumer: How advertising meanings shape different types of consumers. Submitted to *Consumption Markets & Culture (CMC)*



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Language: English
274 pages
ISBN: 978-91-88623-11-9
Doctoral thesis 2019

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This thesis explores how to (re-)configure environmentally unsustainable practices into more sustainable forms in the empirical context of leisure boat antifouling. Current antifouling practices predominantly involve the use of biocide-based paint to avoid the adherence of marine organisms to boats. However, antifouling paints are harmful to marine life, and therefore policy makers and businesses seek options to replace the toxic paint through more environmental alternatives.

This thesis uses a practice theoretical-perspective to study the reconfiguration of environmentally unsustainable practices. Practices can be understood as routinized human activity, consisting of various interconnected practice elements. Previous research explains that the reconfiguration process is initiated by breaking or loosening the linkages between practice elements, but in practice, various aspects keep practice elements glued together. To learn more about the persistence of unsustainable practices and how we can reconfigure them, for example through exchanging an unsustainable material element with an environmentally friendly one, it is vital to elucidate the linkages between practice elements sustaining the eco-unfriendly practice. A multi-method approach consisting of observations, interviews, visual and textual materials has been used to explore these linkages. The collective findings and analysis reveal several ‘configurators’ that impact and sustain the linkages between practice elements of unsustainable practices and ‘re-configurators’ that can loosen these linkages. This study suggests a framework that facilitates the reconfiguration of environmentally unsustainable practices, based on four ‘re-configurators’: eco-innovation, regulation, marketing practices and infrastructures.

This thesis contributes to the field of researching sustainable consumption by proposing a combinational approach of several ‘re-configurators’ to facilitate more sustainable practices. Additionally, this study contributes to practice theory by expanding the knowledge on the under-theorized concept of linkages. With regard to marketing, this thesis has implications for the adoption of new products in practices and how sustainable products should be marketed.

Keywords: Sustainable consumption, reconfiguration of practices, linkages