**Assignment 7.1 – More than purely owning goods**

It is not merely the possession of goods that contributes to how satisfied people feel with this. A tidy house or a lower burden on the environment are matters to which consumers attach value as well. If anything, those matters are more in line with ‘decluttering’. Peace of mind and a feeling of tidiness are among the most important reasons for pushing back the number of goods in the home, as an earlier survey has shown. These reasons are even mentioned far more often than more practical ones, such as extra space or less cleaning up to do. Preferences like these can lead to consumers preferring to get fewer rather than more items into their homes. *From a survey conducted by the ING Economic Bureau in 2019.*

a. Name two examples from the text of external effects of buying goods.

b. When is an external effect positive and when is it negative? Explain the answer.

c. Think of a positive external effect of buying goods.

d. Do you think that decluttering can be regarded as a form of socially responsible consumption? In your answer make use of the definition of socially responsible consumption.

e. Name two other examples of socially responsible consumption.

**Assignment 7.2 – Hallmarks for the European eel**

The European eel is in jeopardy. The animal has the status of critically endangered animal species in the IUCN red list. There are various causes for this: overfishing, migration barriers such as dams, illegal trade, diseases and pollution of the water. Fishery biologists of the ICES institute have recommended a fisheries stop for many years. In their opinion, there is no sustainable eel fishing occurring at present because the situation is too serious for that. However, fishing eel is still taking place in Europe and the fish is still for sale in the Netherlands, sometimes even with a hallmark. *(based on www.goedevis.nl)*

Loes: A hallmark does not mean anything to me and as long as I’m not certain that I buy fish that has been caught in a sustainable manner, I prefer not to buy it.

Annechien: Surely a product does not have a hallmark for no reason at all? It tells me that it is still always better than products without a hallmark.

Julia: I don’t eat meat, so I am behaving in a sufficiently animal-friendly way already. That’s why I don’t really pay much attention when buying fish.

a. Explain what sustainably caught fish means.

b. Explain why a hallmark can increase the transparency for consumers.

c. Who do you agree with? Loes or Annechien? Explain your standpoint.

d. Explain that Julia is giving herself a moral licence.

**Computations**

**Assignment 7.1**

a. I. a full home and II. burden on the environment.

b. An external effect is positive when the wellbeing of others increases thanks to it and negative when the wellbeing of others decreases due to it.

c. By buying goods, employment is created. People can find jobs and earn incomes when others buy goods.

d. When people declutter so as consciously to reduce the pressure on the environment then this can be regarded as a form of socially responsible consumption. If people declutter to tidy up their homes, then they do so for themselves first of all.

e. Two good examples are: turning the heating down and using a bike more often for transport across short distances.

**Assignment 7.2**

1. Sustainably caught means that the fish stocks are not affected and that future generations can also still catch fish.
2. A hallmark ensures that you do not need to investigate a number of things yourself when you want to make a sound, socially responsible choice. You do need to make sure then that you know what the hallmark stands for.
3. Your own opinion. In the answer it should become clear how important you find it to know precisely yourself what you buy or that you trust that the organisation which issues the hallmark has already researched a number of things carefully for you.
4. Julia is compensating her animal-friendly meat consumption with less animal-friendly fish consumption.