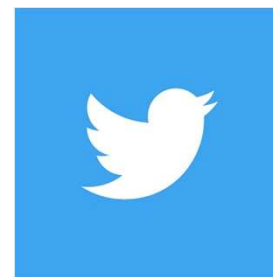




# **RESPONSIBLE** CONSUMPTION

A Swedish non-profit

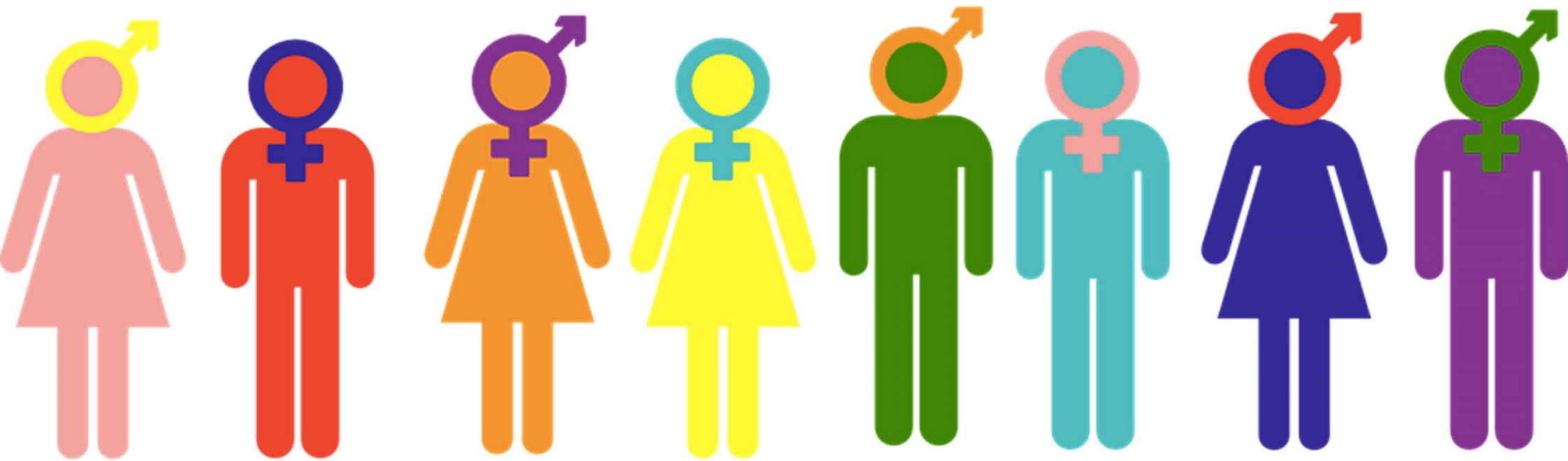








# CONSUMER POWER



LINEAR ECONOMY



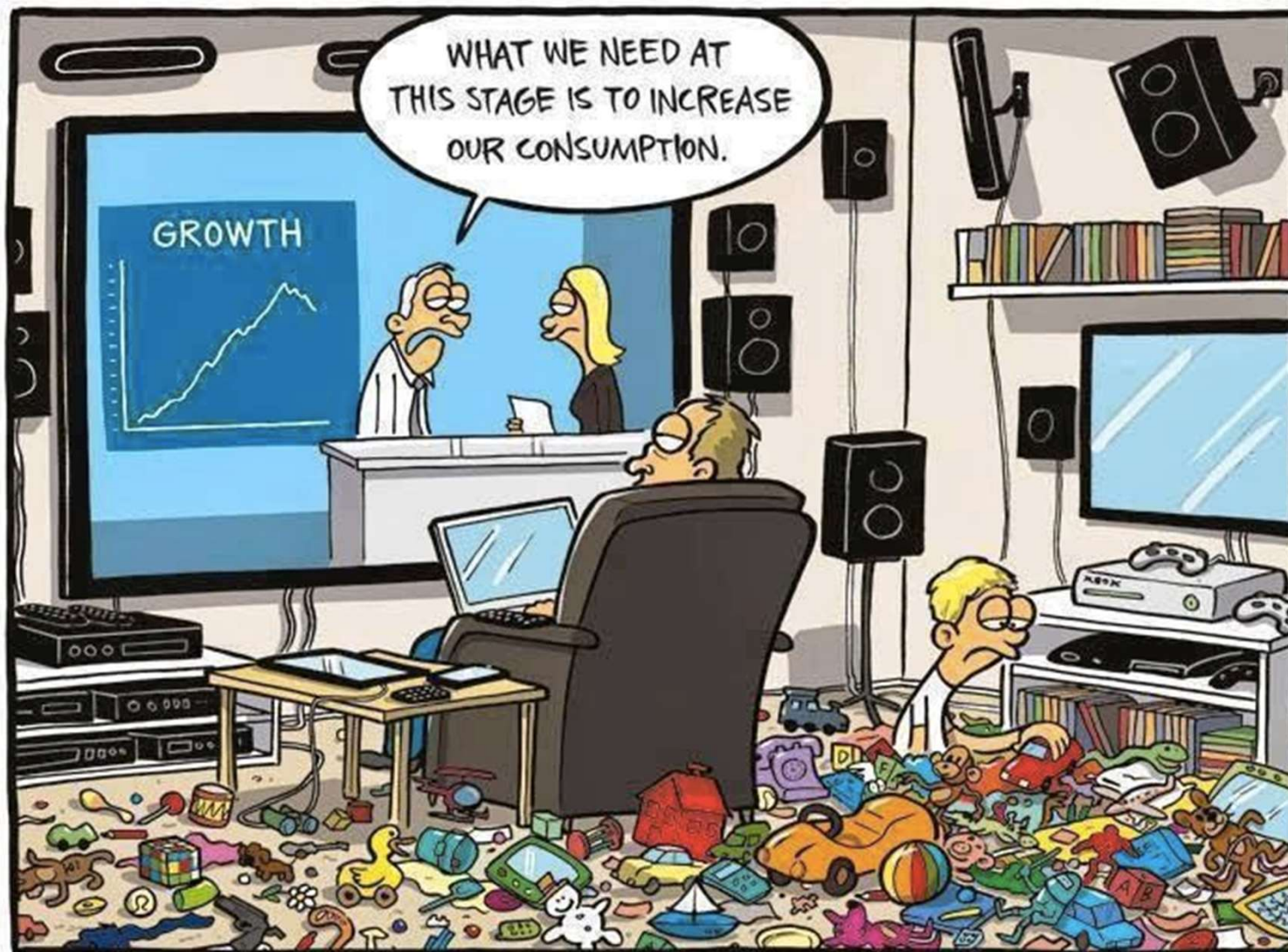
RECYCLING  
ECONOMY



CIRCULAR  
ECONOMY









# BLACK FRIDAY – The most symbolic day for overconsumption

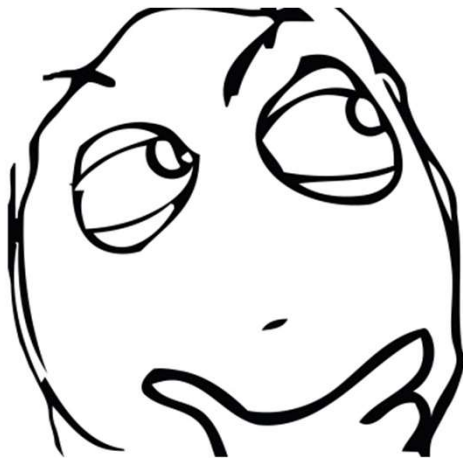








Over 160 organizations, companies and influencers worked together in 2018. It resulted in over 200+ articles, 10+ TV-interviews, 65000 engagements on social media & over 25 million exposures of #whitemonday. This year we're going international. Join us → [whitemonday.info](http://whitemonday.info)



Do I really need this?

Does it have to be new?



Strive for reflection  
- rather than perfection