

## Better, not more

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## **Propositions belonging to the thesis**

### **“Better, not more –Investigating the paradox of sufficiency-oriented business”**

*Laura Niessen*

1. Sufficiency can be promoted by businesses of diverse sizes, sectors and geographical operating areas (this thesis, Chapters 4, 5 & 6).
2. Companies can use a variety of strategies to promote sufficiency to their customers but only a minority apply the most radical “Refuse” strategies (this thesis, Chapters 4 & 5).
3. The norm of sufficiency is not a novel idea for customers or businesses and can be reintroduced to both, as it can be built on traditional strategies of few, reliable products (this thesis, Chapter 7).
4. A sufficiency-promoting business can have an observable impact on its customers’ practices but this impact is limited by factors external to the company (this thesis, Chapter 8).
5. For human civilisation to address current sustainability problems, sufficiency should become a core societal pillar and be promoted not only by business but also by policy.
6. Some businesses already want to promote sufficiency but are constrained by the economic and political framework conditions they operate in.
7. Even though sufficiency is a normative concept, it could appeal to people across the political spectrum.
8. To broadcast the idea of sufficiency-promoting businesses, the reality of their existence needs to be shared.