



Consumption and Advertisement

SUD 2026

01.09.2026

Agenda



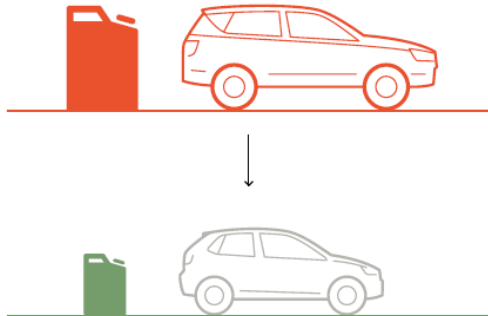
1. **Thematic input**
2. **Discussion in pairs**
3. **Break**
4. **Group work**
5. **Sharing & closing**



Why are we talking about sufficiency?

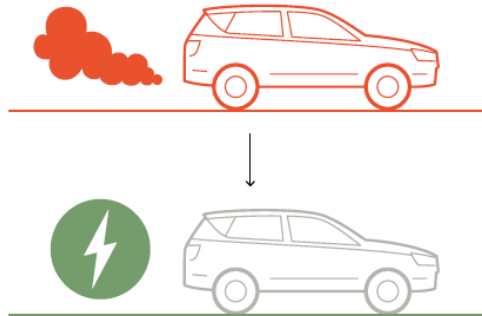


Efficiency



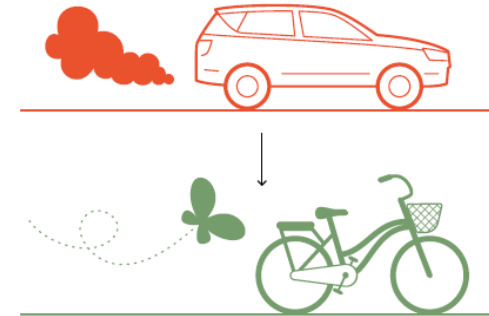
Same benefit, lower
energy and material
consumption

Consistency



Renewable energies and
reusable materials

Sufficiency



Lower demand – for
example, driving less

Advertisement drives unsustainable consumption



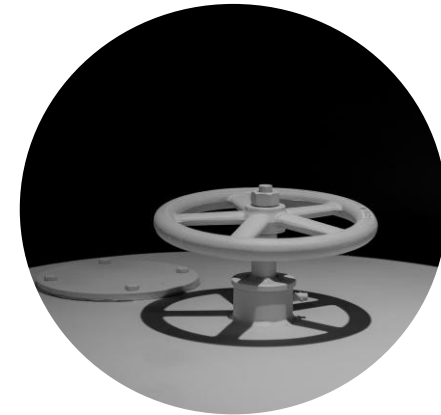
Overconsumption

Overconsumption is a main driver of our environmental crises



Advertisement

The purpose of advertisement is to increase consumption



Leverage point

Limiting ads can reduce unnecessary consumption

Sustainability strategies for advertisement in public spaces



- Type of ads: commercial ads, cultural events, local business, unsustainable products
- Location: public spaces, private spaces visible from public spaces
- Modality: size, design, placement

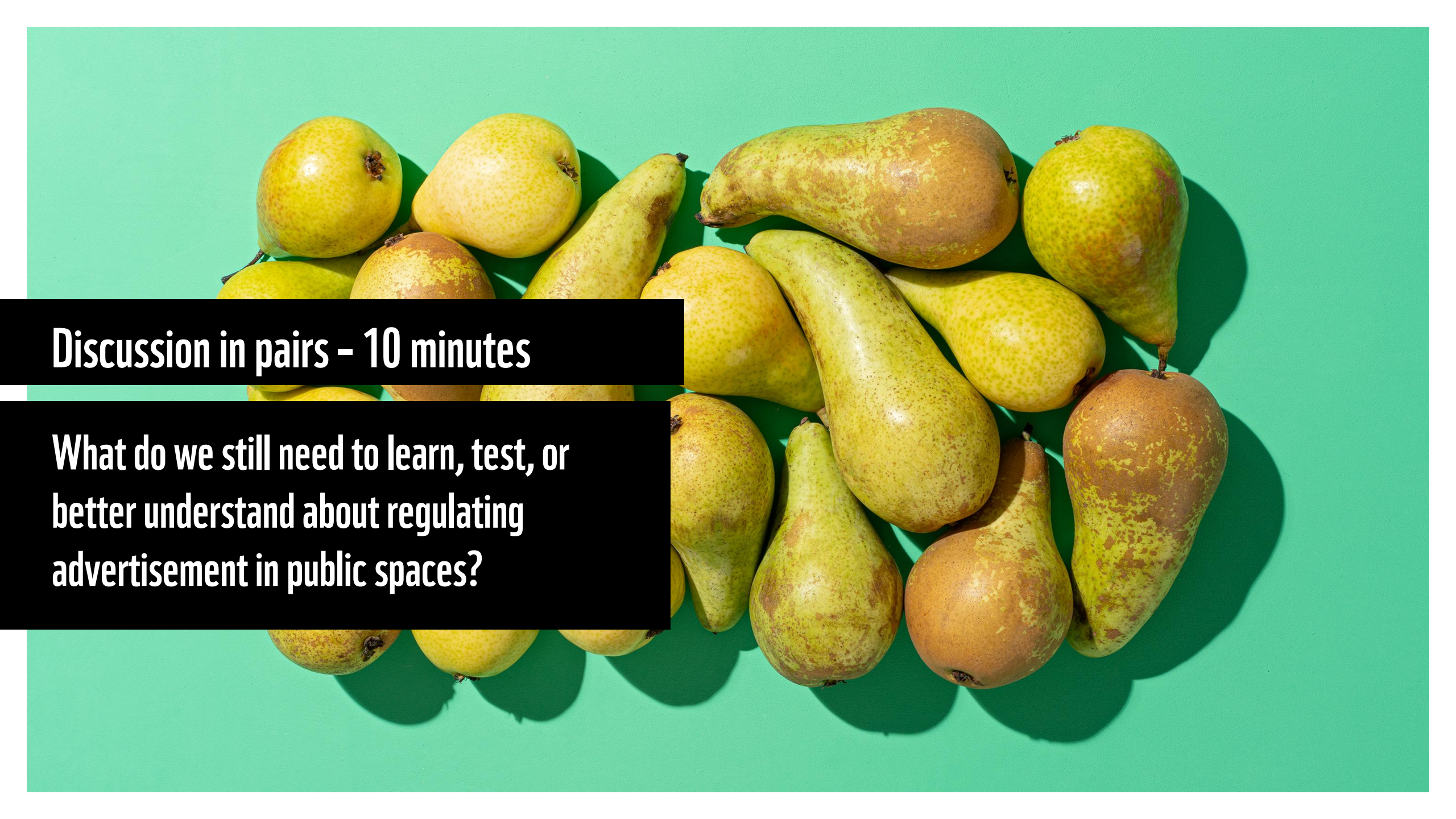


Baden without advertisement

- Cooperation between City of Baden, ZHAW and Verein Energiestadt
- Positive feedback from citizens
- Polarized discussion in the media
- Communication is key







Discussion in pairs – 10 minutes

What do we still need to learn, test, or better understand about regulating advertisement in public spaces?



Break – 5 minutes



Based on the questions raised so far, what transfer project could help advance limiting advertisement in public spaces?

25 minutes

Based on the questions raised so far, what transfer project could help advance limiting advertisement in public spaces?



Project Title _____

KEY QUESTION

STAKEHOLDERS

ENABLERS

POSSIBLE BARRIERS

OUTPUTS

OUTCOMES



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WWF

Brühlmann, S. (2026). *Werberegulierungen in Schweizer Städten: Narrative als Basis für Kommunikationsstrategien*. ZHAW, Departement Life Sciences & Facility Management.

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Schmid, N., Oberpriller, Q., & Füssler, J. (2023). *Werbebedingte Emissionen und Umweltbelastung in der Schweiz. Eine quantitative Einordnung*. Greenpeace Schweiz.
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