

Abstract

The thesis deals with the problem of global ecological crisis caused by excessive consumption of material goods, particularly in countries of "The Rich North" (western countries). In the theoretical part I set up individualized man as a consumer in the system of modern society, which indicates the conditions of its existence mainly through the market. I discuss the possible way out of the ecological crisis through ideological changes in the company initiated from the "bottom", based on the internalization of values leading to responsible and moderate consumption. I demonstrate alternative ways of life, environmentally friendly in terms of consumption, and discuss the obstacles and ways of its spread. The research was conducted through interviews with eco-advisers who are dealing with consumption, as potential "opinion leaders" in this case. I tried to look their conception of responsible consumption and their potential impact on society in favor of spreading the idea of an environmentally responsible way of life

Key words

Ecological crisis, consumption, consumerism, modernity, individualization, values, responsible consumption, modesty, environmentally friendly way of life