



Oksana Mont – the first Professor of Sustainable Consumption and Production

Oksana Mont, came to Sweden as a Master's student in 1996 with a great interest in sustainability, production and consumption. Eight years later, Oksana defended her Ph.D. thesis on innovative business models with the title: [Product-service systems: Panacea or myth?](#)

Today, Oksana is the first professor of sustainable consumption and production in Sweden and she is an active researcher in the field of Product Service Systems. Oksana works at the IIIIEE where she coordinates her multiple role as: head of research, director of Ph.D. studies, supervisor of three Ph.D. students, and head of the research area [Sustainable Production and Consumption](#).

The research field of Sustainable Consumption and Production is increasingly growing since more people understand that our consumption patterns and levels are not sustainable. Today, it is common to continuously chase “the latest product on the market”, which is easy since the number of products keeps increasing. “Producing product in a more environmentally sound way is not sufficient, as the reduced emissions from industry are counterbalanced by the increasing consumption”, says Oksana Mont. One potential strategy for businesses is to develop alternative ways for selling product use, rather than trying to maintain the unsustainable “throwaway business model”. Business may instead sell functions and services of their products or provide systems for collaborative consumption of their products.

Consumption of products is something that everybody can relate to and people are getting more and more interested in it. This is also an area of interest for Oksana Mont– What shapes our consumption patterns; what are the informal and formal forces that affect everyday behavior of people? Beside information and price, psychological and sociological factors are very important in customers' decision making.

In a recent project, Oksana, and other researchers at the IIIIEE, investigate [the role of retailers in creating more sustainable food markets](#). The project covers the entire food market system with a focus on the Swedish case, from supply chain to in-store operations and marketing.

During 2012-2013, Oksana is involved in a major collaboration between international partners and senior Chinese experts, forming the Task Force on “Sustainable Consumption and Green Development” which is a high-level, non-profit international advisory board established upon the approval of the Chinese government in 1992. [The Task Force on Sustainable Consumption and Green Development](#) is one of the Task Forces of the China Council for International Cooperation

on Environment and Development ([CCICED](#)). The goal of the Task Force is to develop recommendations for the State Council in China regarding sustainable consumption policy based on global experiences in the field of Sustainable Consumption.

Contact Information

oksana.mont@iiee.lu.se