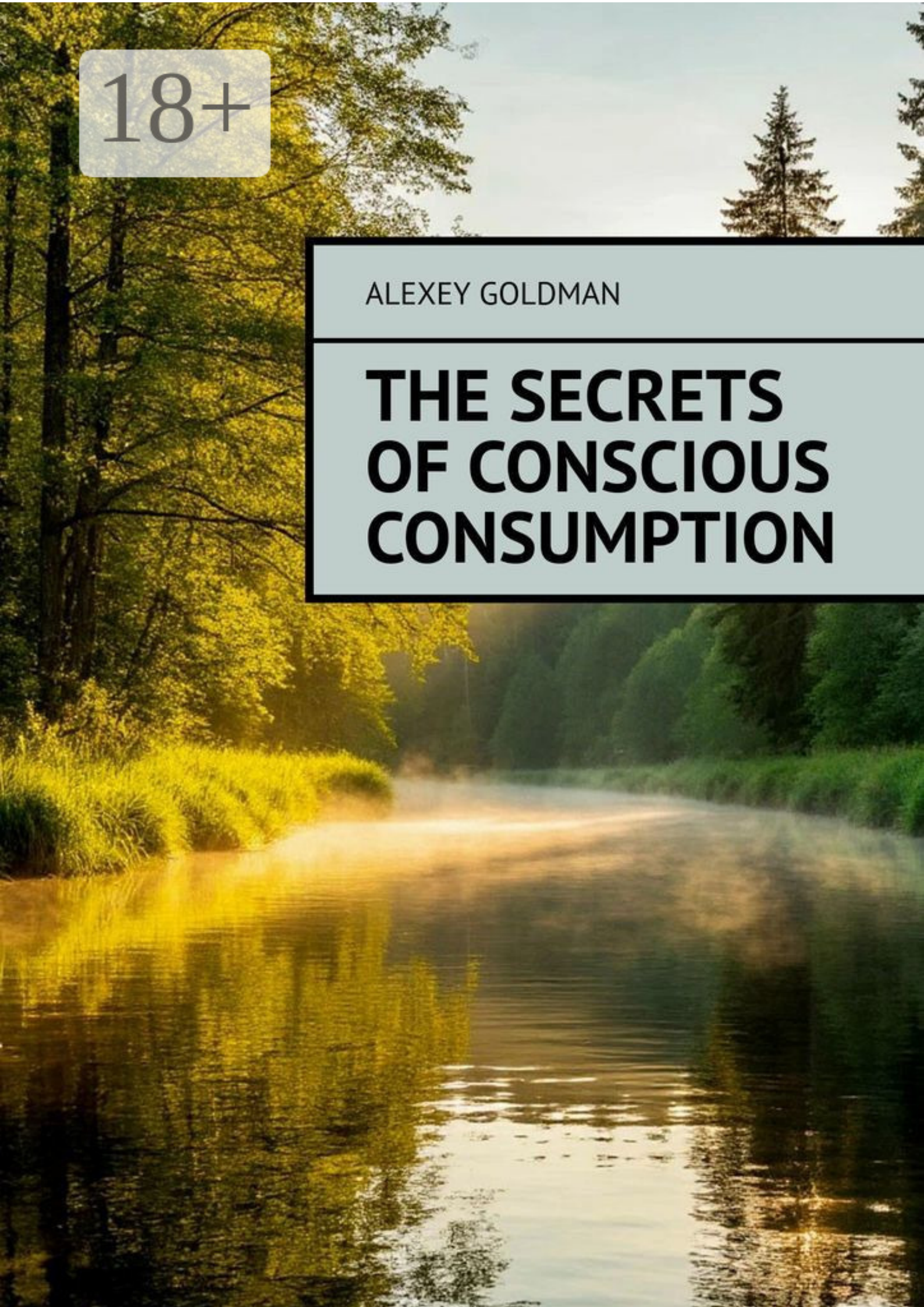




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ALEXEY GOLDMAN

THE SECRETS OF CONSCIOUS CONSUMPTION

Alexey Goldman

The secrets of conscious consumption

«Издательские решения»

Goldman A.

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Stop shopping on autopilot! This book uses simple, clear language to show how your daily choices impact the planet, your wallet, and your inner peace. Discover what conscious consumption truly means in practice — it's neither complicated nor expensive! Learn how to tell wants from real needs, conserve resources, extend the life of your belongings, and find joy in simplicity. Start your journey toward a more balanced and intentional life — today

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Introduction: Why Does “Just Buying It” No Longer Work?

Dear reader! Picture this: you come home from shopping, put your bags down on the table, and suddenly catch yourself thinking: “Why did I even buy this?” Or you open your closet – and there hang clothes with tags still on, never having had their moment. Sound familiar?

We live in a world where you can buy anything and everything, instantly. It’s convenient, but this convenience has another side. Our “simple purchases” pile up into enormous mountains of waste with nowhere to go. The planet is growing weary from the endless extraction of resources for new goods. And what about us? We often feel exhausted by the overwhelming number of choices, anxious about money wasted, and even a little sad – so many things, yet no more happiness.

Conscious consumption isn’t about buying nothing at all. And it’s not about strict deprivation. It’s about making choices carefully and with an understanding of the consequences. Because every ruble we spend is like a vote. A vote for the kind of world we want to see: one buried in trash, or one that’s cleaner, fairer, and more... meaningful.

Why is this especially important right now? Because the problems have become too obvious to ignore, and the desire to live a lighter, more meaningful life has never been stronger. We are beginning to understand that true wealth isn’t in the quantity of things we own, but in the quality of our lives – in free time, peace of mind, and a healthy planet for our children.

Chapter 1: What Is Conscious Consumption? It's Simpler Than You Think!

I bet a few thoughts have already crossed your mind: “This probably costs a fortune,” “I don’t have time for all this complexity,” or “This is only for wealthy hipsters.” Well, we’re happy to tell you – that’s not the case! Conscious consumption isn’t about elitism or sacrifice. It’s about common sense and care – for yourself, your finances, and your home – planet Earth.

The essence is incredibly simple:

Buy Less: Pause before you buy and ask yourself: “Do I truly need this?” Learn to recognize and avoid impulsive “wants.”

Buy Better: When you do buy, choose quality items made with respect for people and nature (this doesn’t always mean super expensive; often, it’s just about durability!).

Use Things Longer: Take good care of your belongings, repair them, and find new uses for them.

Recycle Smarter: When an item has finally served its purpose, try to ensure it gets recycled instead of just thrown away.

The main focus shifts from the quantity of stuff in your life to the quality of your life itself! Conscious consumption is a path to greater freedom: from debt, from cluttered spaces, from the guilt of unnecessary spending. It’s about surrounding yourself with things that bring you joy and utility, not items that just gather dust in a corner.

Practice: The “10-Second Rule”

Before any purchase (even a small one!), hit the pause button. Stop. Count to ten (silently, of course). And ask yourself three simple questions:

“Do I REALLY need this?” (Or is it just a fleeting desire?)

“Where will I store this?” (Is there a place for it? Will it just end up lying around?)

“What happens if I do NOT buy this right now?” (Maybe it can wait? Or maybe I won’t need it at all?)

Those 10 seconds can save you a ton of money, space, and nerves!

Chapter 2: It Starts in Your Mind: How Our Habits Control Our Wallets

Ever noticed how easy it is to buy something you don't need? It often happens almost on autopilot. Our purchases are driven not only by real needs but also by powerful "external forces" and internal states.

Advertising: It's everywhere! Its job is to make us feel like our lives are incomplete without that specific item. It plays on our dreams and fears.

Social Media: Our feeds are flooded with beautiful pictures, "outfits of the day," and product reviews. We see what others have bought, and we want it too. It's like an endless storefront.

Impulse Triggers: A bright display at the checkout, a "hot" discount, the phrase "last one left!" – all these push us towards a spontaneous purchase.

Emotional Shopping: This is when we go to the store not for a specific item but for... a mood boost. To cope with stress, beat boredom, or reward ourselves after a tough day. Shopping gives a quick but short-lived high, often followed by guilt.

How to recognize emotional shopping? Ask yourself: "Am I buying this because I need it, or because I'm sad/bored/tired/angry?"

Our habits are powerful! If we're used to "shopping" on weekends or scrolling through online stores in the evening, it becomes an automatic action.

Practice:

List Your Triggers: Think and write down what most often pushes you towards unnecessary purchases. For example:

Boredom (sitting at home with nothing to do – I'll go browse shops/websites).

Stress (tough day – I deserve a treat like chocolate/a new lipstick).

Sales (70% off! Got to get it, even if I don't really need it).

Going to the mall "just to look" (it rarely ends with just looking).

The "I might need this someday" mindset.

Find an Alternative: For each of your triggers, come up with a different, more useful or enjoyable activity! For example:

Instead of shopping out of boredom – go for a walk in the park, call a friend, read a book, watch a great movie, work on a hobby.

Instead of shopping from stress – take a bath, do some exercise, listen to your favorite music, pet your cat/dog, meditate for 5 minutes.

Instead of the thrill of sales – unsubscribe from store newsletters, delete shopping apps, give yourself a mandatory “cooling-off” period (e.g., 24 hours) before buying even a discounted item.

By understanding what drives your spending, you take the first step toward taking back control.

Chapter 3: The Home Inventory: What Do We Already Own?

Remember playing “treasure hunt” as a kid? It’s time to play it in your own home! We often have no idea just how much stuff we’ve accumulated. Things get lost in the depths of closets, storage rooms, and drawers. We buy new things, completely forgetting about the old.

Doing a thorough inventory can be a real shock: “Do I really own all this?!” But it’s also a fantastic opportunity to:

See the Real Volume: How many t-shirts do you have? Mugs? Jars of cosmetics? Towels? Do you actually use all of them?

Find “Forgotten Treasures”: That book you meant to finish, a beautiful vase, a gift that got lost, an item that’s back in style! It’s like getting a present from your past self.

Understand Your Real Needs: After the inventory, it becomes clear what you’re genuinely missing (probably almost nothing!) and what was bought “just in case” and never used.

Free Up Space: Cleared-out shelves and drawers bring an incredible feeling of lightness and order!

Practice: Tackling One Zone (e.g., a kitchen cabinet with dishes/mugs)

Choose one small, specific area to tackle (one kitchen cabinet, one dresser drawer, a bathroom shelf). Don’t try to conquer your entire wardrobe at once!

The “One Item at a Time” Rule: Take things out one by one. Hold each item in your hands.

Make a Decision:

Keep: The item is in good condition, you use it or will use it soon, and you like it.

Discard: The item is broken, damaged, beyond repair, or unusable (old tubes, a cracked cup).

Donate/Sell: The item is in good condition but you don’t need it, don’t like it, or it doesn’t suit you. Someone else could find it useful!

Recycle: Items made from suitable materials (glass, certain plastics, paper).

Start a “Giveaway Box”: Immediately place items from the “Donate/Sell” category into a box. Keep it in sight so you don’t forget to deal with it later (we’ll cover this in Chapter 13).

The key is to start small! Success in one zone will give you motivation for the next.

Chapter 4: Food Without Waste: A Smart Approach to Groceries

Dear reader, let's take a peek into the fridge... Does this look familiar? A forgotten bag of carrots, slightly dried-out cheese, a half-eaten tub of yogurt nearing its expiration date? How many times have you thrown out stale bread or wilted vegetables? We all face food waste, and it's not just a shame for the money thrown away – it's also a significant burden on the planet.

The good news: reducing food waste at home is easier than it seems! It's not about eating leftovers, but about smart planning and proper storage. Let's break it down.

Planning is Your Best Friend:

Meal Plan for a Few Days: It doesn't have to be a whole week. Start by planning dinners for the next 2—3 days. This will help you understand what you actually need to buy.

The Shopping List is Sacred! Create it strictly based on your meal plan. Before heading to the store, check the fridge and pantry: what's already there? What's about to go bad and needs to be used urgently? Write down **ONLY** what's missing. And stick to that list! This will save you from impulsive “just in case” purchases that often become waste.

Flexibility is Key: If the store is out of the specific cabbage you needed, don't despair! Buy another green or vegetable. The main thing is that whatever you buy gets used in your plan.

Storage is a Science (a simple one!):

Know Your “Enemy”: Which foods spoil most often in your house? Does greens wilt? Do fruits overripen quickly? Look up specific storage tips for them online. For example, herbs love to stand in a glass of water (like a bouquet!), and berries are best washed right before eating.

The Freezer is Your Best Friend: You can freeze almost anything: leftover soup or stew, sliced bread (goes straight to the toaster later!), overripe bananas (perfect for smoothies or baking!), herbs, grated cheese, even broth in ice cube trays! Just label the containers (what it is and when it was frozen).

The Magic of “Leftovers”:

Don't Toss It – Transform It! Has a vegetable platter been sitting too long? Make an omelet, a casserole, or a quick creamy vegetable soup. Leftover sides (rice, buckwheat)? Add an egg and some herbs – you've got a tasty casserole or filling for crepes. Stale bread is future croutons for salad or croutons for soup.

Master 2—3 Basic Recipes: Find a couple of simple recipes where you can use up almost any leftovers. For example:

Universal Veggie Casserole: Chop any vegetables (potatoes, zucchini, carrots, broccoli, tomatoes), add onion, garlic, herbs, pour over beaten eggs (you can add a spoonful of sour cream or milk), top with cheese (if you have it) – and into the oven!

Quick “Clean-the-Fridge” Soup: Add diced potatoes to boiling water or broth. While they cook, sauté onions and carrots. Add any chopped veggies (cabbage, zucchini, green beans, tomato) and the sautéed mix to the pot. At the end, you can add grains (rice, millet) or small pasta, leftover meat or mince. Season, add herbs.

“Clean-the-Fridge” Smoothie: Into the blender: yogurt/kefir/milk + any soft fruits/berries (bananas, kiwi, strawberries, even slightly overripe ones) + a handful of greens (spinach works great!) + a spoonful of oats if desired. Blend!

Why Seasonal and Local is Awesome:

Tastier and Healthier: Vegetables and fruits picked ripe near you contain more vitamins and flavor than those that have traveled a long way.

Cheaper: When a crop is in season, prices are at their lowest.

Eco-Friendlier: Transportation from faraway countries requires a lot of fuel and creates emissions. Local produce has a smaller carbon footprint!

Practice:

Plan & List: Plan dinners for the next 3 days. Write down the menu. Make a shopping list **ONLY** for these dishes + basics (milk, bread, eggs – as you truly need them!). Go to the store and buy **ONLY** what’s on the list.

Leftover Recipe: Choose one of the suggested recipes (casserole, soup, smoothie) or find your own. Make it using something from your fridge that’s about to “ask” to be thrown out.

Freezer in Action: Find one product that’s at risk of spoiling (e.g., leftover tomato sauce, broth, chopped herbs, berries) and freeze it. Don’t forget to label it!

These simple steps will help you save money, reduce trash, and even discover new delicious dishes! Don’t strive for perfection right away. Start small – with planning dinners for a couple of days. You’ll be surprised at how effective it is.

Chapter 5: Meaningful Fashion: Staying Stylish Without Harming the Planet

Clothing is our second skin, a way to express ourselves. But did you know that the fashion industry is one of the most polluting industries on the planet? The problem lies with “fast fashion” – cheap clothing produced in huge batches, which we wear only a few times before throwing away. Mountains of textiles in landfills, water pollution from production, and poor working conditions for laborers – the true cost of such “cheapness” is far too high.

Конец ознакомительного фрагмента.

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