1. What is the mission of this lecture?

This lecture is based on the research titled "The social mechanisms and interests determining consumption models. The model of sustainable consumption."

This research is the main task of the Institute of Sociology of the Hungarian Academy of Sciences in the project „Sustainable Consumption, Production and Communication” supporting by the Norwegian Financial Mechanism, organised by the Corvinus University.

The aim of this lecture is to introduce the research:
- to present the theoretical background in European and Hungarian context,
- the relevance of the research,
- the main research questions and the methods.
2. What do the territorial consumption models mean?

In the international literature the concept of sustainable consumption has been discussed for a long time.
- In this debate either the normative or the realistic conception is stressed.
- The empirical approach is less characteristic.

The research concept focuses on:
- the real empirical processes,
- the real residential territorial consumption processes of the different social groups,
- other kinds of (economic) territorial consumption will be analysed only if they are related to the residential problems,
- the final normative models will be based on the real regional, social, economic conditions, socially different requirements, consumer habits, and interests.

3. Why is it relevant to research the territorial consumption problems?

1. The contemporary worldwide phenomenon is the urban sprawl.
2. The vast consumption of territories, and the dispersed residential production are present worldwide and in the European cities as well. (F. Munoz, Urban sprawl in Mediterranean cities, 2003)
3. The high spatial social mobility and the segregations in connection with these consumption processes are significant.
4. The development of dispersed cities and the danger of the liquidation of the compact city are characteristic.
5. The urban sprawl, the contemporary territorial consumption models create more and more unsustainable ecological and social issues.
4. What are the **unsustainable ecological consequences of the current territorial consumption models**?

- The new types of the residential landscapes, and
- the new models of production of built space resulted in:

5. Examples of the **unsustainable ecological consequences of urban sprawl**:

- The decrease of green areas, forest degradation, environmental damages, pollution,
- health problems (related to motorways, ring roads, traffic, lifestyles as well).
- The rising consumption of energy, water, and the special infrastructural requirements related to the construction of new housing forms.
6. What are the **unsustainable social consequences** of the current territorial consumption models, of the urban sprawl?

The contradiction between the compact cities and the new type of residential and social area: the dispersed cities.

**The compact cities:**
- Dense and compact built environments.
- Intensive development.
- Public transport.
- Public services.
- Social cohesion, relationships.
- Social and urban diversity.
- More open social space.
- Efficient use of the infrastructure.

**The dispersed „cities”:**
- Newly built single family houses, (new gated communities).
- Low density residential areas.
- Extensive development.
- Standardised (simplified)American landscape.
- Lack of urban diversity.
- Private transport and facilities.
- Private lifestyle (gardens, swimming pools, security services).
- Place for consumption and not for habitation!!!

7. What other **unsustainable social consequences** of the current urban sprawl can we mention?

**Social gap between the different residential territorial units**

There are social groups who are interested in urban sprawl, (because they manage these, because they do not want to live together with the disadvantaged urban strata)

Groups who are against it, (because they are excluded from decision making and from the positive effects of the modernisation processes).

**Social consumer conflicts between the populations of compact and dispersed cities:**
- Conflicts during the usage of urban areas (traffic and infrastructural conflicts).
- Conflicts related to the distribution of the social costs of the new outskirt developments.

Who wants and who can pay for these?
8. Are the residential territorial consumption problems, namely the urban sprawl relevant in Hungary as well?

1. Yes, but there are neither ideal-typical compact nor dispersed cities.
2. The compact and the dispersed cities co-exist in Hungary at the same time creating large regional systems, with different territorial units.

In the concept of our research it is evident:

1. It is necessary to analyse the urban regions together
2. The unsustainable territorial consumption issues are present in the urban regions, in the cities and in the outskirts at the same time, but with certain differences.

9. What are the main characteristics of the current territorial consumption processes in Hungary?

The globalisation, the modernization processes reconstructed the Hungarian regional and social structure.
1. The main Hungarian regional trend is the concentration of economic activities, global capital resources and population in large urban areas.
2. There is a concentration of wealth and upper classes in the city areas.
3. The lower classes are located in the outskirts and the city centers.
4. There is significant gentrification in the cities.
5. There is another important trend, the intensity of suburbanisation and the out-migration of middle classes and of lower strata from city centres to suburbs.
6. The new segregation urban patterns are created by gentrification and by suburbanisation also.
7. The urban sprawl and its consequences are present.
10. What were the reasons for the residential urban sprawl in Hungary? (example of Törökbálint)

- In the socialist regime mobilised by the industrialisation and the mobility from the rural to urban areas.
- After the transition mobilised by suburbanisation (by the new habitat requirements of consumption, new housing market effects).
- These periods created new gated communities, not only in the suburbs, but in the city centres as well.

11. Examples of new gated communities in the outskirts (Telki, Úröm, Veresegyház, Kecskemét)
12. Are the intensive city residential consumption models more sustainable?

13. Examples of the unsustainable social issues in the cities and the outskirts also.
14./1. What are the main empirical research questions related to the new type of residential territorial consumer models?

1) What kind of territorial consumer habits and models are generated by the position of social groups (qualification, occupation, financial situation, family background, residential requirements)
   - What kind of urban space do they consume by their place of residence?
   - How did the territorial consumption change during the transition processes compared to the socialist period according to the globalisation and the urbanisation?
   - What kind of residential requirements are there now?
   - What are the ecological and social unsustainable consequences of the territorial consumption?

2) What are the characteristics of the everyday life consumption of the different social groups in the urban regions (in their place of residence and in other areas)?
   - Where is the everyday life consumption realised in the urban regions?
   - Is the everyday life consumption more global or more local?
   - What are the ecological and social unsustainable consequences of the everyday life consumptions?
14./3. What are the main empirical research questions related to the new type of residential territorial consumer models?

3) What do groups consume considerably from the various urban public spaces, the public institutions, the social infrastructure in the urban regions (in their place of residence and in other areas)?

- What are the determining factors of the public consumer habits?
- What are the ecological and social unsustainable consequences of the public consumer habits?

14./4. The final step is the creation of the different residential territorial and social consumer models.

4) The models will include four important elements:

- the location (residential situation) of the different social groups in the metropolitan area,
- the location of the everyday life consumption of the social groups,
- the location of the public service consumption of the social groups,
- The unsustainable ecological and social issues, and conflicts.

Finally the propositions: what can we propose to manage the unsustainable issues related to the concrete residential territorial and social consumer models?
15. What methods are used?

1. The analysis of national and international academic literature related to the sustainable consumption to create the theoretical background.
2. The statistical data and related document analysis.
3. **The main methodological element** is the empirical research: questionnaire survey in the different (or typical) residential units of the Budapest region (cities and outskirts).
4. Deep-interviews with the affected stakeholders.
5. There is plan to carry out one control research in another urban region, where the economic and social situation is different from Budapest region.
6. There are several experts (sociologist and geographers) participating in the realisation.

16. Finally: what can we think of the future of the urban sprawl in Hungary?

**What can we predict?**
- The continuity of the urban sprawl?
- The dynamism of the cities development?
- The development of urban regions?

**We don’t know:**
- Who want and who can pay for the outskirt development and the city developments?
- And for the solution of the social issues?

- The Hungarian population is decreasing.
- The demands for suburbanisation are low among the population of large cities.

I hope we will be able to see more clearly at the end of the research! **Thank you for your attention!**