

# December – Consumerism

## Low Tech – Case study



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# Case Study: Conscious Consumerism and Christmas Markets

<b>Month:</b>	<b>December</b>
<b>Topic:</b>	<b>Consumerism</b>
<b>Case Study Title:</b>	<b>Conscious Consumerism and Christmas Markets</b>



Resource: [LINK](#)

<b>Name of the Climate or Social Enterprise or Activist Group:</b>	<b>Nice Things Market in Malta</b>
<b>What is their Story?</b>	The Nice Things Market is an annual Christmas Market and Malta’s “biggest creative market celebrating all things local.” The market is organised by Il-Lokal. It encourages visitors to engage with various local vendors and creatives while promoting conscious consumerism and supporting local small businesses. The stalls range from homeware, art, and prints to jewellery, stationery, lifestyle products, local food products, and more!



<b>Link to the Case Study:</b>	<a href="https://www.nicethings.market/">https://www.nicethings.market/</a>
<b>Why is this a Good Example to Follow?</b>	<p>Christmas markets should promote local businesses (especially the smaller ones) and conscious consumerism, which is what the organisers of Nice Things Market in Malta are doing. Most people go to the shopping centre to buy decorations, presents, and other necessities during Christmas. Yet, it only helps in increasing consumerism, which then has a negative impact on the environment. Therefore, if someone is not good at DIY, the best solution is to visit a Christmas Market. You can buy decorations and presents or spend a lovely evening trying local foods and beverages. Moreover, even though things sold at Christmas Markets tend to be a little bit more expensive, people know that the items they buy are not mass-produced. At the same time, people are supporting local businesses by buying their products during such a festive period.</p>
<b>What Impact has this case study example achieved?</b>	<p>It impacts people by giving them an idea of what conscious consumerism looks like and that it is better to buy something hand-made than mass-produced. Conscious consumerism is essential because it helps the environment and can support local small businesses. Therefore, Christmas Markets, such as the Nice Things Malta, should be promoted throughout Europe and the rest of the world.</p>
<b>References</b>	<a href="https://axhotelsmalta.com/your-destination/attractions/best-malta-christmas-markets/">https://axhotelsmalta.com/your-destination/attractions/best-malta-christmas-markets/</a>





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