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This paper describes a research based scenario project on sustainable consumption in Belgium. In the Consensus project a scenario method was developed and tested by the research team to assess scenarios both as learning and participation tools for sustainable consumption. By using a decomposition analysis a solid ground was laid to adequately summarize three guiding principles on how to reach a (more) sustainable consumption: eco-efficiency, de-commodification and sufficiency. These 'pure' strategies—showing significant similarities with concrete discourses - were then translated into a participative process: two expert-driven workshops and interim research yielded three future images of food consumption as well as...