



Consumption Research Norway (SIFO), Oslo Metropolitan University

GenAI for Public Administration
Matchmaking Event

3 September 2025

Dag Slettemeås, Researcher,
Technology & Sustainability

About SIFO

Our research aims to understand the role of consumption and consumers in society and to provide the knowledge basis for public consumer policies

SIFO has a solid track record in research on users and consumers

SIFO has been part of 30 + EU financed projects since 2000 and has been the coordinator of eight of these

We are currently involved in several international projects related to sustainability in consumption and advanced technologies in the everyday

SIFOs research addresses issues of great relevance for the majority of European countries, as consumers and consumption habits play a vital role in technological development

SIFO is, since 2016, part of the Centre for Welfare- and Labour Research at OsloMet

Research in Technology & Sustainability

- We are an 11-researcher strong research group at SIFO, lead by Prof. Mikko Laamanen
- Our research focuses on how technologies enable sustainable consumption and digital connectivity in everyday life
- We conduct research that critically engages the agencies and practices of various groups of consumers and citizens in relation to manipulative mechanism (e.g. deceptive design), privacy and access, future scenarios, consumer competence and digital rights
- Our key stakeholders are the Norwegian Ministry of Children and Families, the Consumer Authority and the Consumer Council as well as local municipalities, and interest organisations