



Cohen, Maurie <mcohen@njit.edu>

Your campaign SCORAI Newsletter (Sustainable Consumption Research and Action Initiative) has been sent

1 message

Constant Contact <support@constantcontact.com>
To: mcohen@adm.njit.edu

Mon, Mar 3, 2014 at 8:06 AM



Dear SCORAI Maurie Cohen,

Your campaign '**SCORAI Newsletter (Sustainable Consumption Research and Action Initiative)**' was sent on 03/03/2014 around 08:03 AM EST.

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Subject: SCORAI Newsletter (Sustainable Consumption Research and Action Initiative)



March 2014

Dear SCORAI,

As we head into Spring, we have another full newsletter. This issue integrates the SCORAI-Europe announcements which we now plan to include every month.

All the best,
Catie, Debbie, & Maurie

V. Kann Rasmussen Colloquium on Consumption & Social Change

All SCORAI-ers are invited to participate in the V. Kann Rasmussen Colloquium on Consumption and Social Change, an ongoing gathering of academics and policy professionals that will start on April 16 and continue for about a year (except June, July, and August). The colloquium meetings are also a part of an ongoing Tellus Institute seminar and discussion series.




SCORAI
Sustainable Consumption Research and Action Initiative

Logistics:

- **Location and Time:** Noon to 1:30pm, Tellus Institute, 11 Arlington Street, Boston, MA. Informal buffet lunch will be served.
- **Format:** Each meeting will consist of an invited presentation and a discussion. Readings will be distributed to participants in advance.
- **Goal:** Building a knowledge base for greater understanding of how a transition beyond our contemporary consumerism-based culture and economy might take place.
- **Approach:** The Colloquium will examine and synthesize theories and empirical experiences of social change from a wide range of disciplinary perspectives. The aim of these sessions is to bring together scholars and practitioners concerned with social change into sustained and free-flowing interaction.
- **Registration:** Advance registration for individual meetings will be required as space is very limited. Soon, each seminar will be announced individually, with registration information. For now, please send a note to Ruby Woodside atrwoodside@clarku.edu to indicate which seminars you plan to attend.
- **Dissemination and Outputs:** The proceedings will be videorecorded and posted on the SCORAI website. The colloquium will culminate with a workshop in the Fall of 2015.

Confirmed Colloquium Speakers (this list will expand in coming months):

- **April 16:** [David Snow](#), Distinguished Professor of Sociology at the University of California-Irvine, will speak on framing and identity formation in social movements, in relation to

Executive Board

Jeffrey Barber
Integrative Strategies Forum

Halina Brown
Clark University

Maurie Cohen
New Jersey Institute
of Technology

John Stutz
Tellus Institute

Philip Vergragt
Tellus Institute and Clark
University

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social change efforts.

- *May 7:* [William Leach](#), Professor of American History at Columbia University, will discuss American cultural history in the late nineteenth century, with a focus on the emergence of the modern consumerism and social changes.
- *May 14:* [Claus Offe](#), Professor of Political Science at the Hertie School of Governance, Berlin, Germany, will talk about recent changes in consumption patterns, owing to decreasing household wealth, and the responses to these changes by the state and capital.
- *May 28:* [Douglas Holt](#), CEO and co-founder of [Cultural Strategy Group](#), will describe the cultural marketing of brands and ideas in relation to different cultural-social-economic groups and the emergence of cultural icons.
- *Upcoming--January 2015:* [Erik Olin Wright](#), Professor of Sociology at the University of Wisconsin-Madison will speak about proposals and models of radical social change, drawing on his [Real Utopias Project](#).

Halina Brown Updates on the New Economy Coalition



NEW ECONOMY COALITION

Formerly the New Economics Institute

Notes from a February 13, 2014, New Economy Coalition Consultative Call

First speaker: James Mumm, staff director for [National People's Action](#).

NPA is a network of grassroots organizations with a fierce reputation for direct action from across the country that work to advance a national economic and racial justice agenda. NPA has over 200 organizers working to unite everyday people in cities, towns, and rural communities throughout the United States through direct-action, house meetings, and community organizing. During the Winter 2012 hundreds of community leaders across the country, members of NPA, have envisioned their [Long-Term Agenda](#) and articulated Principles of the People's New Economy. These principles are:



- Democratic control of capital
- Racial justice

- Corporations for the common good
- Ecological sustainability
- Real democracy

The Nation named NPA's Long-Term Agenda their most valuable program of 2013.



Second speaker: Aaron Bartley, Executive Director of NPA affiliate People United For Sustainable Housing [PUSH Buffalo](#). PUSH is a local membership-based community organization fighting to make affordable housing a reality on Buffalo's impoverished West Side. PUSH was founded by Aaron Bartley and Eric Walker in 2005. The speaker described an innovative program that combined environmental improvements, job training, and creation, and community development. Over the past two decades, PUSH purchased many properties in the most desolate neighborhoods of West Buffalo. Over the years the organization developed urban agriculture and community gardens on that land, and upgraded the properties. The ownership allowed the group to prevent gentrification. Another interesting project was to become a recipient of large federal court-mandated funds for improved water management in Buffalo's West Side (and in the process outcompeting environmental consulting firms that usually land such lucrative contracts). The project employs people who would otherwise have very limited job opportunities, provides training and skills development, and pays wages well above the minimum wage. PUSH also conducts energy retrofits of the old housing stock, drawing on federal grants for that purpose, and uses this project for job training and community development.

Folke Ölander (1935-2013)



We mourn the death of Folke Ölander, a prominent consumer policy scholar and early affiliate of SCORAI, who passed away at the end of December after a brief illness. Born in Sweden in 1935, Folke played an important role in forging connections between the fields of consumer and environmental policy and was a pioneer in the area of sustainable consumption. He served during the 1990s on the board of the Centre for Social Science Research on the

Environment and was a member of two program committees for research on sustainable development established under the Norwegian Research Council. A *Festschrift* entitled [Consumers, Policy, and the Environment](#) (edited by Klaus Grunert and John Thøgersen) was published in 2005. A comprehensive obituary is available on the [website](#) of Aarhus University.

News from SCORAI-Europe



17th European Roundtable on Sustainable Consumption and Production (ERSCP 2014)

The 17th European Roundtable on Sustainable Consumption and Production (ERSCP 2014) to be held in Portoroz, Slovenia is being built upon successful previous ERSCP conferences, such as the ones in Istanbul (Turkey), Bregenz (Austria), and Delft (Netherlands). The conference is entitled "The Europe We Want." It will be research and development oriented, based upon experience and collaboration among sustainable cities and communities with the objective of generating green jobs within the context of global climate changes. The organising team is led by Rebeka Kovačič Lukman, University of Primorska, IAM, Slovenia, and Peter Glavič, University of Maribor, Slovenia. They can be contacted at info@erscp2014.eu.

The following main themes will form the framework of the 17th ERSCP, and below more information on Theme Three on sustainable consumption is provided:

1. Improvements in resource efficiency, sustainable production, and design
2. Experiences with sustainable/smart cities and communities
3. Advances in "real" sustainable consumption
4. New initiatives in education for sustainable development
5. Results of sustainability innovation research and development
6. Exciting high-tech for sustainability in Industries
7. Challenges for making progress in cross-cutting themes including green and inclusive entrepreneurship and sustainable, ethical investments

THEME 3 Advances in 'real' sustainable consumption:

Environmental policy, triple bottom line, decoupling, environmental law and ethics, changing lifestyles and personal behaviour, footprints, partnerships, global cooperation, industrial-regional symbiosis, social responsibility, ecological economics, externalities, green purchasing, eco-labelling, passive buildings, water stress, sustainability indicators, food, mobility, sustainable tourism, grassroots innovations, collaborative consumption,

sharing economy, design for sustainable behavior, and sustainable well-being are some of the watch words of sustainable consumption.

Abstract Deadline: April 15th, 2014
Full Paper Deadline: September 10th, 2014
Conference Date: October 14-16, 2014

More information [here](#).

News on Pathways Workshop Proceedings

Submitted by Jaco Quist, Delft University of Technology
(j.n.quist@tudelft.nl)

Proceedings of Rotterdam Pathways, Transitions, Backcasting for Sustainable and Low-carbon Lifestyles available on SCORAI website.



On 7-8 October, the [InContext](#) project, in collaboration with the [Low Carbon at Work](#) and the [CRISP](#) projects and SCORAI Europe, convened a two-day workshop on



Pathways, Transitions, Backcasting for sustainable and low-carbon lifestyles. Workshop proceedings have just become available as SCORAI workshop proceedings on the SCORAI website [here](#).

The aim of the two-day workshop was to exchange and compare concepts, methodologies, and results of research and projects into action research, transitions and backcasting research for sustainable and low-carbon lifestyles. The program included major results from the [Individual in Context \(InContext\) project](#), [Low Carbon at Work \(LoCaW\) project](#), and the [CReating Innovative Sustainability Pathways \(CRISP\)](#). An additional aim was to search for similarities, complementarities, and further lessons to be learned, not only for researchers and practitioners, but also to develop additional recommendations with regard to pathway development and facilitation.

The workshop proceedings shed light on developments in transition management and backcasting with regard to the involvement of end-users, citizens, employees/workers, consumers and communities and how this can and should complement more widely applied multistakeholder led initiatives and top-down initiatives by the government empowering local communities. Proceedings have relevance to anyone interested in sustainability transitions and the role of consumption in such transformations, as well as anyone interested in sustainable consumption and lifestyles research. The proceedings can be referred to as:

Quist, J., Wittmayer, J., Umpfenbach, K. and Bauler, T. (2013) "Pathways, Transitions and Backcasting for Low-Carbon and Sustainable Lifestyles. Sustainable Consumption Transitions Series," *Issue 3 Proceedings of SCORAI Europe & InContext Workshop*, 7-8 October 2013, Rotterdam. The Netherlands.

The workshop brought together a range of multidisciplinary contributions and perspectives on pathways, transitions, and participatory methods for low-carbon and sustainable consumption and communities, involving researchers, action researchers and practitioners. It addressed multiple scales ranging from individual change and small local alternative practices to large-scale transitions, as well as a range of participatory methods and cases for creating visions, scenarios and pathways. It highlighted new approaches that may address some of the issues related to behavioural approaches, existing local approaches, and green innovation-oriented approaches in sustainable consumption and local sustainability. Some remaining issues, such as dealing with multiple definitions of sustainability, recent developments on the value-behaviour gap (where it is shown that rationalising behaviour by individuals may change identity and self-image), the relevance of positive constraints (e.g., bans on smoking and trash separation), the relevance of social innovation and grassroots innovation, and the potential of combining individual and structural approaches to sustainable consumption and transitions, as well as how to upscale and speed up sustainability transitions in consumption, lifestyles, and communities need further research.

CONSENSUS Project Secures Irish EPA Funding to Further Innovative Research on Sustainable Consumption

[CONSENSUS](#) has been awarded funding by the Irish [EPA](#) to further its innovative research on



sustainable consumption. Involving Trinity College Dublin and the National University of Ireland Galway, CONSENSUS is the first large-scale, all-island research project on sustainable consumption in Irish households with more than €1.3 million invested since 2009. CONSENSUS's next phase of research involves three key work packages; 1) In-home living labs: sustainable washing and eating practices, 2), mobility biography mapping, and 3) lifestyle segmentation. These activities build upon insight developed through prior research that has engaged over 2,000 Irish citizens and 100 cross-sectoral stakeholders to date.

"Living labs" will involve testing novel solutions for more sustainable eating and personal washing practices within

households. The experiment draws on findings from CONSENSUS's participatory [backcasting](#) research that led to the co-design of social, technological, and regulatory innovations for sustainable personal washing and eating practices. Working with public, private, and civil society actors, these innovations will be prototyped and implemented within Irish households. Ethnographic research will evaluate their effectiveness, advancing knowledge on practice-oriented approaches to behaviour change and identifying R&D, policy, and educational initiatives.

CONSENSUS will also entail development of a "lifestyle segmentation" model from the results of its all-island [survey](#) with 1,500 householders. This project will classify population segments according to their household practices and demographic and environmental profiles and will serve as a tool for developing targeted interventions.

Finally, "mobility biography mapping" research will investigate how life events, for example moving home or having a baby, affect mobility practices. Recommendations will be created for effective policies focusing on these life events to encourage more sustainable mobility practices like cycling, walking, and public transport use.

CONSENSUS encourages individuals interested in their forthcoming research to get in touch. More information can be found at <http://www.consensus.ie>.

The team can also be seen on RTE's [EcoEye TV](#) documentary discussing the question of: "What will the world look like in 2050 and what will these changes mean for us in Ireland?"

Events



RESPONDER
Linking SCP and Growth Debates

RESPONDER CONFERENCE:
Austerity, Stimulus or Post-growth for Europe?
Revisiting Sicco Mansholt's Vision

RESPONDER brings together high-level scientists, policy makers, and practitioners to explore, discuss and address pressing questions about the contradictions between sustainable consumption and economic growth. In this final conference we revisit the propositions of Sicco Mansholt, President of the European Commission in 1972-1973, to explore the complex relations between economic growth and sustainability, and what they mean for dealing with the European crisis.

Date: Friday March 21st, 2014

Venue: European Parliament - Petra Kelly, Room ASP A1G3 - 60,

Rue Wiertz - 1047
Location: Brussels, Belgium
More information [here](#).

Journal of Industrial Ecology Examines Frontier Research in Footprinting for Sustainability

The notion of environmental footprinting as a way to represent the impact of human activity on the planet's environment has become a veritable industry over the last two decades.

Since the concept first gained popularity in the 1990s--when it was introduced by researchers William Rees and Mathis Wackernagel--footprinting has been used to explain a range of complicated phenomena as a single metric, spawning carbon footprints, water footprints, and various other indicators to communicate the human impact on the carrying capacity of Earth.

In "Frontiers in Footprinting," a special feature in the new issue of the *Journal of Industrial Ecology*, leading voices in the field of industrial ecology provide contrasting viewpoints on the value of footprinting and explore new opportunities that this still-evolving field continues to offer.

Articles debate the merits of ecological footprinting (EF) and use of life cycle analysis in footprinting and explore the use of water footprinting. Opportunities to extend the concept of footprinting through new application areas are discussed including social input-output analysis, the use of geo-demographics, and "big data."

The *Journal of Industrial Ecology* is a bimonthly peer-reviewed scientific journal, owned by Yale University, published by Wiley-Blackwell, and headquartered at the Yale University School of Forestry & Environmental Studies.

Articles will be freely downloadable for a limited time at: <http://jje.yale.edu/footprint>.



New Publications



Book Honoring Eugene Rosa Published

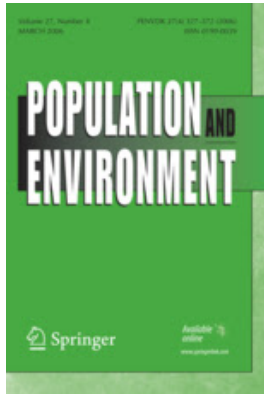
Eugene Rosa, a polymath scholar and founding affiliate of SCORAI, passed away last year. A new book entitled *Structural Human Ecology: New Essays in Risk, Energy, and Sustainability* has just been published in Gene's honor. Edited by Thomas Dietz and Andrew Jorgenson (with a preface by Paul Ehrlich) and published by Washington State University Press, the volume comprises essays originally presented at a 2011 symposium. In keeping with the spirit of Gene's scholarship, the book integrates issues pertaining to population, environment, social organization, and technology. It offers cutting-edge research that can be utilized to evaluate environmental policies and demonstrate how to effectively mitigate human impacts on the biosphere. Further information on the book is available [here](#).

David E. Goodman, Melanie DuPuis, and Michael K. Goodman. 2013. *Alternative Food Networks: Knowledge, Practice and Politics*. New York: Routledge.



Farmers' markets, veggie boxes, local foods, organic products and Fair Trade goods--how have these once novel, "alternative" foods, and the people and networks supporting them, become increasingly familiar features of everyday consumption? Are the visions of "alternative worlds" built on ethics of sustainability, social justice, animal welfare and the aesthetic values of local food cultures and traditional crafts still credible now that these foods crowd supermarket shelves and other "mainstream" shopping outlets? This timely book provides a critical review of the growth of alternative food networks and their struggle to defend their ethical and aesthetic values against the standardizing pressures of the corporate mainstream with its "placeless and nameless" global supply networks. It explores how these alternative movements are "making a difference" and their possible role as fears of global climate change and food insecurity intensify. It assesses the different experiences of these networks in three major arenas of food activism and politics: Britain and Western Europe, the United States, and the global Fair Trade economy. This comparative perspective runs throughout the book to fully explore the progressive erosion of the interface between alternative and mainstream food provisioning. As the era of "cheap food" draws to a close, analysis of the limitations of market-based

social change and the future of alternative food economies and localist food politics place this book at the cutting edge of the field. The book is thoroughly informed by contemporary social theory and interdisciplinary social scientific scholarship, formulates an integrative social practice framework to understand alternative food production-consumption, and offers a unique geographical reach in its case studies. Get the book [here](#).

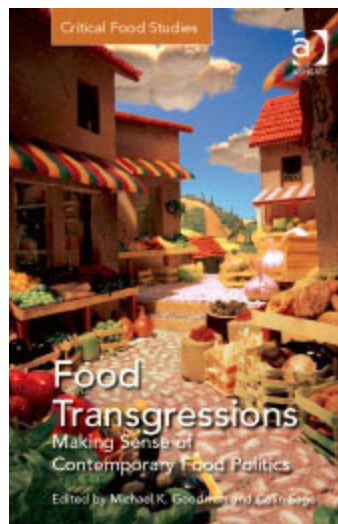


Kyle W. Knight, (In Press). "Temporal Variation in the Relationship between Environmental Demands and Well-Being: A Panel Analysis of Developed and Less-Developed Countries." *Population and Environment*.

This study assesses the degree to which the relationship between the environmental demands of countries (measured as ecological footprint per capita) and well-being (measured as life expectancy) has changed over the last several decades (1961-2007) and whether the nature and extent of these changes differ between developed and less developed countries. Pooled ordinary least squares regression results indicate that decoupling has occurred among developed countries, where the relationship between ecological footprint and life expectancy weakened substantially over time, becoming negative in later years. In less developed countries, the relationship has intensified substantially, with the effect of ecological footprint on life expectancy becoming stronger over time. Fixed-effects regression results provide similar results for developed countries but indicate slight decoupling between increases in ecological footprint and life expectancy among less-developed countries. The implications of these results are discussed in the context of contraction and convergence approaches to sustainability. Read the article [here](#).

Michael K. Goodman, 2013. *Food Transgressions: Making Sense of Contemporary Food Politics*. Critical Food Studies Series. Farnham, Surrey, England; Burlington, VT: Ashgate.

Reconnecting so-called alternative food geographies back to the mainstream food system--especially in light of the discursive and material 'transgressions' currently happening between alternative and conventional food networks, this volume critically interrogates and evaluates what stands for "food politics" in these spaces of transgression now



and in the near future. It offers a better understanding of the evolving position of the corporate food system vis a vis alternative food networks and considers the prospects for economic, social, cultural, and material transformations led by an increasingly powerful and legitimated alternative food network. Get this book [here](#).

This book is a part of Ashgate's [Critical Food Studies series](#).



David J. Hess, 2014 "Sustainability Transitions: A Political Coalition Perspective." *Research Policy* 43(2):278-283

In the case of technology transitions to low-carbon sources of energy, there is growing evidence that even in countries with a strong political consensus in favor of a transition, the pace has been slow in comparison with the need to reduce greenhouse gases. One factor that affects the slowness of the transition is political resistance from the incumbent industrial regime. Using data on the mobilization of resistance from the fossil-fuel industry in the United States, the study builds on the growing literature on the political dimensions of sustainability transitions by drawing attention to the role of incumbent regime coalitions, grassroots coalitions in support of green transition policies, and countervailing industrial power. Case studies of political coalitions for ballot propositions in the U.S. are used to show how countervailing industrial power, especially from the technology and financial sector, can tip the balance of electoral spending in favor of grassroots organizations. Read the article [here](#).

David J. Hess, 2013 "Industrial Fields and Countervailing Power: The Transformation of Distributed Solar Energy in the United States." *Global Environmental Change* 23(5): 847-855.



The case of distributed solar energy (e.g., rooftop photovoltaics) and the electricity system in the U.S. is used to develop the theory of long-term transitions in large sociotechnical systems. The study shows the advantages of analyzing sociotechnical transitions as taking place in technological fields in which advocates of different design approaches struggle for position. Over time, grassroots innovations that are connected with aspirations of local ownership tend to be displaced by better-funded models of financing supported by corporations in the financial and technology industries. The processes of blockage by the incumbents, countervailing industrial power, and incorporation and transformation (by incumbents) are developed in a field theory

framework to advance the study of large technological systems in general and sustainability transitions in particular. Read the article [here](#).



New short video

As a part of a series of eight short videos, the [#GlobalPOV Project](#) from the [BLUM Center for Developing Economies](#) has released their latest video, "Who Is Dependent on Welfare?" Watch it [here](#). The #GlobalPOV Project combines critical social theory, improvised art and digital media to explore innovative ways of thinking about poverty, inequality and undertaking poverty action.

New SCORAI Affiliates

A warm welcome to the following new SCORAI affiliates joining us during the past month which brings our total number to 623.

Anna Awimbio
Ed Barry
Verena Berger
Tiy Chung
David deKruif
Wencke Gwozd
Sejal Lal
Andrea Moser
Kristian Roed Nielsen
Michal Sedlacko
Joanne Swaffield
Petra Wagner
Ruby Woodside

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