



Sustainable Consumption Research and Action Initiative

Sustainable Consumption Research and Action (SCORAI) Network  
Inaugural Workshop  
Individual Consumption and Systemic Societal Transformation  
Clark University  
October 15-17, 2009

**—Thursday, October 15—**

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6:00pm–8:00pm Reception at the Crown Plaza Hotel

**—Friday, October 16—**

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9:00am–11:00am Opening Plenary, Dana Commons, Clark University

11:00am–11:30am Coffee Break

11:30am–1:00pm Localism and Ethical Green Consumption

1:00pm–2:00pm Lunch at Dana Commons

2:00pm–3:30pm Local Information, Institutional Contexts & Intervention Strategies

3:30pm–4:00pm Tea Break

4:00pm–5:30pm Framings and Metaphors

7:00pm Workshop Dinner at the Crowne Plaza Hotel

**—Saturday, October 17—**

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9:00am–10:30am Well-Being

10:30am–11:00am Coffee Break

11:00am–12:30pm Poverty, Households, and Communities of Practice

12:30pm–1:30pm Lunch at Dana Commons

1:30pm–3:00pm Institutional Change and Political Action

3:00pm–4:00pm Closing

4:00pm Adjourn

**The workshop is supported by the following sponsors:**

ProQuest–U.S. Geological Survey Partnership

Clark University, Provost's Office

Clark University, Department of International Development, Community, and Environment

Clark University, Graduate School of Geography

Clark University, Graduate School of Management

Tellus Institute, Boston

Note: Each session is scheduled for 90 minutes. The format entails 10-minute presentations by each author followed by a 10-minute commentary by an assigned discussant and 50 minutes of moderated discussion. No Powerpoint! All sessions will be held in the Dana Commons.

## —Friday, October 16—

### 9:00am–11:00am Opening Plenary, Dana Commons, Clark University

Chair: Maurie Cohen

- Welcome: David Angel, Provost, Clark University
- Opening Remarks: Halina Brown and Philip Vergragt
- Keynote: Peter Victor, Managing without Growth: Slower by Design not Disaster
- William Rees, What's Blocking Sustainability? Human Nature, Cognition, and Denial

Discussion

### 11:00am–11:30am Coffee Break

### 11:30am–1:00pm Localism and Ethical Green Consumption

Chair: Philip Vergragt

- Jody Emel, Roberta Hawkins, & Dominic Pascarelli, Opportunities for Significant Greenhouse Gas (GHG) Reductions in University Dining Halls: Ethical Consumption of Meat and Dairy
- David Hess, Localism, Urban Investment, and Sustainable Consumption
- Andrew Szasz, Can We Consume Our Way to Climate Restoration? An Agenda for Studying "Smaller Carbon Footprint" Consumption

Discussant: Joseph Sarkis

### 1:00pm–2:00pm Lunch at Dana Commons

### 2:00pm–3:30pm Local Information, Institutional Contexts & Intervention Strategies

Chair: Halina Brown

- John Gowdy & Marsha Walton, The Importance of Local Information to Attitudes about Climate Change Policy
- Ned Woodhouse, Institutional Contexts for Sustainable Consumption: The Case of Green Chemicals
- Eric Arnould, Market Evasion and Participation: Implications for More Sustainable Energy Consumption

Discussant: Marian Chertow

### 3:30pm–4:00pm Tea Break

### 4:00pm–5:30pm Framings and Metaphors

Chair: Philip Vergragt

- Richard Wilk, Is Sustainable Consumption Possible?
- Discussion
- Tom Princen, Speaking of Sustainability: The Potential of Metaphor
- Group Exercise on the Role of Metaphors

### 7:00pm Workshop Dinner at the Crowne Plaza Hotel

Guest Speakers

- Edward Ottensmeyer, Dean of the Clark University Graduate School of Management and Associate Professor of Management
- Sarah Assefa, Worcester Green Jobs Coalition

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## —Saturday, October 17—

### 9:00am–10:30am Well-Being

Chair: Maurie Cohen

- Kyle Knight & Eugene Rosa, The Environmental Costs of Life Satisfaction: A Cross-National Empirical Test
- Anders Hayden, Enough of That Already: Sufficiency-Based Challenges to High-Carbon Consumption in Canada
- John Stutz, Pursuing Sustainability in a World Shaped by Explosive Growth
- William Rees, What's Blocking Sustainability? Human Nature, Cognition, and Denial

Discussant: John Ehrenfeld

### 10:30am–11:00am Coffee Break

### 11:00am–12:30pm Poverty, Households, and Communities of Practice

Chair: Halina Brown

- Jeffrey Barber & Jack Luskin, Connecting Communities of Practice on Sustainable Production and Consumption: Prospects for Regional Cooperation
- Vanessa Timmer, Emmanuel Prinet, & Dagmar Timmer, Advancing Sustainable Household Consumption: Insights for Effective Policy Development
- Diana Mincyte, The Poverty Perspective on the Politics, Culture and Economy of Sustainable Consumption

Discussant: Linda Varangu

### 12:30pm–1:30pm Lunch at Dana Commons

### 1:30pm–3:00pm Institutional Change and Political Action

Chair: Philip Vergragt

- Rachel Schwom, Social Institutions, Consumption Impacts, and Opportunities for Making Change Happen
- Steven Moore, Coding Consumption in the Built World
- Margaret Willis & Juliet Schor, Does Changing a Light Bulb Lead to Changing the World? Civic Engagement and the Ecologically Conscious Consumer

Discussant: Michael Maniates

### 3:00pm–4:00pm Closing Session

Chair: Halina Brown

- Jane Maddox, Outreach and Messaging (TBC)
- Philip Vergragt, Synthesis
- Maurie Cohen, Next Steps

Open Discussion

### 4:00pm

### Adjourn