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## SCORAI Newsletter (Sustainable Consumption Research and Action Initiative)

5 messages

**SCORAI (Sustainable Consumption Research and Action Initiative)**

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Fri, May 1, 2015 at 8:05 AM



### SCORAI Board

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### May 2015

Dear Maurie,

Happy May Day! Take a moment from your busy schedules this month to relax and check out some great SCORAI news. In this month's edition is a tremendous variety of offerings, including activist videos, calls for sustainability reality show contestants, and, of course, links to great new sustainable consumption scholarship.

Catie, Debbie, &amp; Maurie

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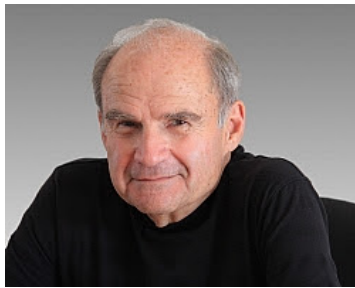
[eNewsletter](#)

**Seeking New Manager for SCORAI Website**

The SCORAI Board seeks to recruit a new **WEBSITE MANAGER** to assume responsibility for handling light updates of the website. This individual would work with Philip Vergragt and the SCORAI information technology consultant to post announcements, upload new content, create occasional new subpages, check for needed modifications, and perform other related activities. The position requires approximately five or six hours each month though this will be variable and depend on work flow. Compensation will be on an hourly basis. Interested individuals are encouraged to contact Philip at [pvergragt@tellus.org](mailto:pvergragt@tellus.org). **Deadline is May 30.**



## SCORAI Colloquium Series on Consumption & Social Change: Summary of Session with George Ritzer

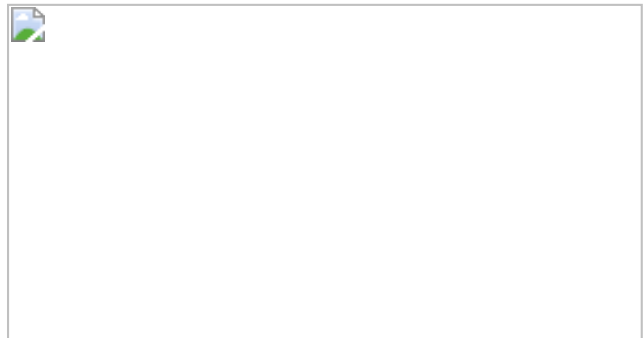


The final session of the SCORAI Colloquium on Consumption and Social Change will feature a rescheduled presentation by [George Ritzer](#) (Professor of Sociology, University of Maryland) entitled "The Capture of the New World of Prosumption by Capitalist Interests: Is There Any Alternative" at noon on May 6. The session will be held at the Tellus Institute located at 11 Arlington Street in Boston and will be preceded by a light lunch. Please contact Ruby Woodside at [rwoodside@clarku.edu](mailto:rwoodside@clarku.edu) to reserve a space as capacity is limited.

Downloadable recordings of material from prior SCORAI colloquium sessions featuring **Dorothy Holland, David Snow, Claus Offe, John Sterman, Juliet Schor, Erik Olin Wright, and Doug Holt** are accessible on the [SCORAI website](#).

## Eugene Memorandum: The Role of Cities in Advancing Sustainable Consumption

In October 2014, members of the [Urban Sustainability Directors Network](#) (USDN), the Sustainable Consumption Research and Action Initiative (SCORAI), and other policy experts met in the city of Eugene (Oregon) to review relevant research and explore the actions that cities could take to promote sustainable consumption and well-being at the municipal scale. One of the outcomes of this event was the preparation of a statement that has evolved into the **Eugene Memorandum: The Role of Cities in Advancing Sustainable Consumption** which has been published in the journal *Sustainability: Science, Practice, and Policy*. Containing ten "Guiding Principles for Local Actions and endorsed by 43 signatories (including a number of sustainability managers from several major North American cities), the memo is freely accessible and downloadable [here](#).



## Call for Contestants: Do You Have What it Takes to be America's Best Yardfarmer?

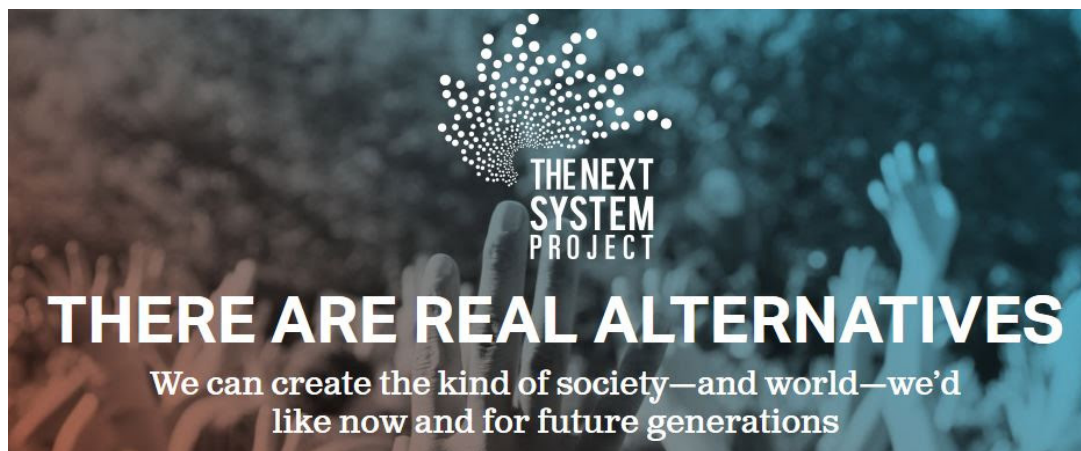


Have you ever dreamed of converting your lawn and neighborhood into an agrarian paradise? Well, do it! And why not do it on TV? And in the process, help teach America that a sustainable future will demand a yardfarming revolution!

*Yardfarmers*, a reality TV show airing in spring 2017, has now opened its call for contestants. Learn more about the application process, get your video application ready, and [submit it here](#). We want to see who you are, what your family is like, where you will yardfarm, and why we should choose you to be on the show!

For more information about *Yardfarmers*, check out [our website](#). And please share our call for contestants with anyone (friends, students, your grown children living in your basement) that you think may be interested in being part of our show!

## Next System Project Launch



Launched this April, the [Next System Project](#) is an ambitious multi-year initiative aimed at thinking boldly about what is required to deal with the systemic challenges the United States faces now and in coming decades. Responding to real hunger for a new way forward, and building on innovative thinking and practical experience with new economic institutions and approaches being developed in communities across the country and around the world, the goal is to put the central idea of system change, and that there can be a "next system," on the map.

Working with a broad group of researchers, theorists and activists, we seek to launch a national debate on the nature of "the next system" using the best research, understanding and strategic thinking, on the one hand, and on-the-ground organizing and development experience, on the other, to refine and publicize comprehensive alternative political-economic system models that are different in fundamental ways from the failed systems of the past and capable of delivering superior social,

economic and ecological outcomes.

By defining issues systemically, we believe we can begin to move the political conversation beyond current limits with the aim of catalyzing a substantive debate about the need for a radically different system and how we might go about its construction. Despite the scale of the difficulties, a cautious and paradoxical optimism is warranted. There are real alternatives. Arising from the unforgiving logic of dead ends, the steadily building array of promising new proposals and alternative institutions and experiments, together with an explosion of ideas and new activism, offer a powerful basis for hope.

[Watch the Next System Video here](#) which features climate activist Bill McKibben, actor Danny Glover, economic and social equity advocate Angela Glover Blackwell, whistleblower Daniel Ellsberg, economist Juliet Schor, labor rights activist Sarita Gupta, and many others.

[Sign the Next System Project Statement here.](#)

## Call for Papers

### Special Issue of Management Revue Perspectives on Sustainable Consumption

# management revue

The problem of sustainability has received serious attention since the Club of Rome pointed to the limits of growth in 1972. Addressing ecological, economic and social issues, it is still a major - perhaps the biggest - challenge humanity faces.

The problem demands attention by actors from all

social levels. On the micro-level, sustainable consumption is often regarded as the major way individual consumers can contribute to sustainable development. By now a growing number of people are aware that many consumption habits have to be changed because they are in conflict with the goal of sustainable development. Yet, there is a gap between knowledge and action. Much research has been done in the last 30 years on sustainable consumption, exploring the motivations, practices, opportunities, and drivers for sustainable consumption from economic, psychological and sociological perspectives. Despite this multidisciplinary effort and the often interdisciplinary nature of research on sustainable consumption, there is room for broadening the perspectives further. In particular, the link between political participation and sustainable consumption as a political statement as well as the link between various forms and objectives of political consumption deserves more attention. Further, the impact of societal inequality on sustainable consumption has not gained much attention. Especially research on the interaction between inequality, issues of security and precariousness, political participation and consumption behavior is lacking.

In the special issue, we would like to discuss our topic in an adequately broad and interdisciplinary way. We are particularly interested in questions such as:

- Inequality (e.g., precariousness) and sustainable consumption
- Citizenship and consumption
- Sustainable consumption as a political statement
- Quantitative and qualitative empirical studies on these issues

This is not an exhaustive list.

**Deadline** Full papers for this special issue of management revue must be submitted by **July 31, 2015**. All contributions will be subject to a double-blind review. Papers invited to a "revise and resubmit" are due October 31, 2015. Please submit your papers electronically via the online submission system at <http://www.management-revue.org/submission/> using the "SI Sustainable



Consumption" as article section.

## Tooling Up: Civic Visions, Fablabs and Grassroots Activism

*In light of a recent announcement by São Paulo city authorities to open a dozen FabLabs, Adrian Smith writes in The Guardian newspaper about experience in Barcelona; where a program for public fablabs as part of a smart, self-sufficient city reveals other kinds of citizenship and begs questions about giving tools to the people.*

In February 2015, city authorities in São Paulo announced plans to open a network of twelve public FabLabs. Following in the wake of an earlier 'telecentro' initiative that opened up Internet access and digital media to citizens, the FabLabs are meant to bring the tools of digital fabrication to the people, equipping them for a fuller role in what FabLab founder Neil Gershenfeld foresees as a revolution in the decentralization and democratization of production and consumption.



São Paulo's authorities join a range of civic bodies casting an eye over the--potentially--empowering possibilities of FabLabs. Yet these initiatives raise many issues: who, exactly, is being empowered by access to tools? What kind of technological citizenship and forms of urban governances do they support, and why? To start unpicking these questions, it is instructive to look to Barcelona where a program to open an Ateneu de Fabricació Digital in every city district has been running for two years. [Continue reading the article here.](#)

## SCORAI Contributions to the Handbook Of Research On Sustainable Consumption

Reisch, Lucia, and John Thøgersen. 2015. *Handbook of Research on Sustainable Consumption*. Northampton, MA: Edward Elgar.

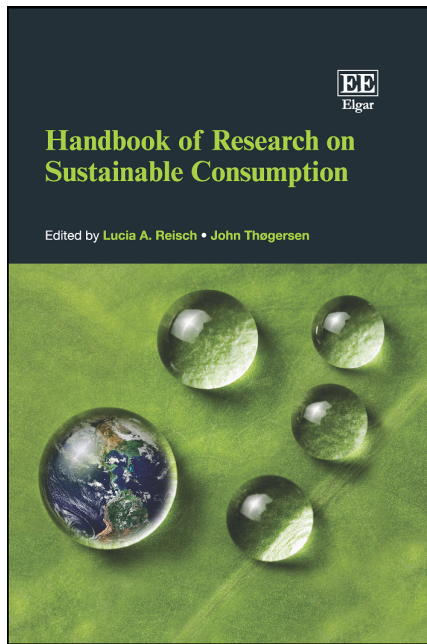
This Handbook compiles the state of the art of current research on sustainable consumption from the world's leading experts in the field. The implementation of sustainable consumption presents one of the greatest challenges and opportunities we are faced with today. On the one hand, consumption is a wanted and necessary phenomenon important for society and the economy. On the other, our means of consumption contradicts many important ecological and social long-term goals. Set against this background, the Handbook aims to offer an interdisciplinary overview of recent research on sustainable consumption, to draw attention to this subject and to encourage discussion and debate. In 27 chapters, leading authorities in the field provide their expertise in a concise and accessible manner.

Get the book [here](#).

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Research On Sustainable Consumption: Introduction And Overview  
*Lucia A. Reisch and John Thøgersen*

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1. Sustainable Consumption as a Systemic Challenge: Inter- and Transdisciplinary Research and Research Questions, *Sylvia Lorek and Philip J. Vergragt*

2. Breaking the Stalemate of Sustainable Consumption with Industrial Ecology and a Circular Economy, *Oksana Mont and Eva Heiskanen*

#### Part II: MAJOR APPROACHES TO THE STUDY OF SUSTAINABLE CONSUMPTION

3. Sustainable Consumption in History: Ideas, Resources and Practices, *Heather Chappells and Frank Trentmann*

4. Environmental Psychology and Sustainable Consumption, *Linda Steg*

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26. Collaborating and Connecting: The Emergence of the Sharing Economy, *Juliet B. Schor and Connor J. Fitzmaurice*

27. Toward a Post-Consumerist Future? Social Innovation in an Era of Fading Economic Growth, *Maurie J. Cohen*

## New Publications

Wilson, Jeffrey, Peter Tyedmers, and Jamie E. L. Spinney. 2013. "An Exploration of the Relationship between Socioeconomic and Well-Being Variables and Household Greenhouse Gas Emissions." *Journal of Industrial Ecology* 17 (6): 880-91.

This research reports on a multivariate analysis that examined the relationship between direct greenhouse gas (GHG) emissions and socioeconomic and well-being variables for 1,920 respondents living in Halifax Regional Municipality, Nova Scotia, Canada, using results from the Halifax Space-Time Activity Research Project. The unique data set allows us to estimate direct GHG emissions with an unprecedented level of specificity based on household energy use survey data and geographic positioning system-verified personal travel data. Of the variables analyzed, household size, income, community zone, age, and marital status are all statistically significant predictors of direct GHG emissions. Birthplace, ethnicity, educational attainment, perceptions of health, life satisfaction, job satisfaction, happiness, volunteering, or community belonging did not seem to matter. In addition, we examined whether those reporting energy-efficient behaviors had lower GHG emissions. No significant differences were discovered among the groups analyzed, supporting a growing body of research indicating a disconnect between environmental attitudes and behaviors and environmental impact. Among the predictor variables, those reporting to be married, young, low income, and living in households with more people have correspondingly lower direct GHG emissions than other categories in respective groupings. Our finding that respondents with lifestyles that generate higher GHG emissions did not report to be healthier, happier, or more connected to their communities suggest that individuals can experience similar degrees of well-being regardless of the amount of GHG emissions associated with his or her respective lifestyle.

The paper is a winner of the newly established Graedel Prize for the best papers in the *Journal of Industrial Ecology*. Information on the Graedel Prize is available at [here](#).



The article is freely downloadable [here](#).



Hayden, Anders. 2015. "Bhutan: Blazing a Trail to a Post-Growth Future? Or Stepping on the Treadmill of Production?" *Journal of Environment and Development*.

Bhutan is a rare case of a state with a development objective, Gross National Happiness (GNH), that emerged out of a critical perspective on economic growth as measured by Gross Domestic Product (GDP). However, Bhutan is not immune from pressures that have led other states to see economic growth as a core political imperative. It thus represents a valuable case to examine the possibilities and challenges facing an ecological politics of sufficiency that questions the infinite growth of production and consumption. In addition to providing an overview of the GNH development approach, the article examines how ideas of sufficiency have been incorporated into that approach and asks whether pursuit of GNH actually represents a break with logic of a growth-based economic system. Although a sufficiency-based critique of consumerism and endless growth remains present, this "strong GNH" formulation increasingly contends with a "weak GNH" that is more in line with contemporary pressures for growth and greater consumption.

Get the article [here](#).

Fuchs, Doris, Antonietta Di Giulio, Katharina Glaab, Sylvia Lorek, Michael Maniates, Thomas Princen, and Inge Røpke. 2015. "Power: The Missing Element in Sustainable Consumption and Absolute Reductions Research and Action." *Journal of Cleaner Production*.

In this essay, we aim to demonstrate the value of a power lens on consumption and absolute reductions. Specifically, we illuminate what we perceive to be a troublesome pattern of neglect of questions of power in research and action on sustainable consumption and absolute reductions. In pursuit of our objectives, we delineate how many of the informal and implicit "theories of social change" of scholars and activists in sustainable consumption and sustainable development fail to address power in a sufficiently explicit, comprehensive and differentiated manner and how that failure translates into insufficient understandings of the drivers of consumption and the potential for and barriers to absolute reductions. Second, we develop the contours of a power lens on sustainable consumption. Third, we illustrate the value of such a power lens, with a particular focus on the case of meat consumption.

Get the article [here](#).



Vetőné Mózner, Zsófia. 2014. "Sustainability and Consumption Structure: Environmental Impacts of Food Consumption Clusters. A Case Study for Hungary: Sustainability and Consumption Structure." *International Journal of Consumer Studies* 38 (5):529-39.

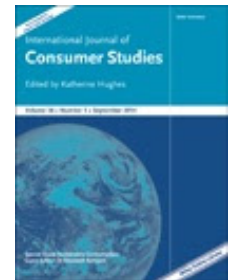
Consumption of resource-intensive food products is increasing in developed countries coupled with an increase of calorie intake. Although the quantity of food consumed is increasing in Europe, there are countries where food consumption is still in a transitional phase. In Hungary, the quantity of food consumed is decreasing compared with the previous decades. This tendency is favourable in environmental terms, although changes in consumption structure need to be analysed thoroughly in order to assess future possibilities. What seems to be favourable on aggregate level is not necessarily desirable on individual level. The paper focuses on food consumption, combining the analysis of food consumption structures and the related environmental impacts measured by the ecological footprint. The study is based on a national survey of a representative sample of 1012 Hungarian adults. Cluster analysis combined by multidimensional scaling resulted in six consumer segments regarding



the food consumption structure. Evaluating the related ecological footprint of consumer groups, surprisingly those who consume more fruit, vegetables and dairy products do not have lower ecological footprints, regarding total food consumption. Consumers do not reduce their meat consumption in order to consume more healthy food and decrease the environmental impacts, but consuming more fruits and vegetables appears only to be supplementary. Understanding the revealed typology of food consumption structures in a Central European country can help to reach consumers when these food policy initiatives are undertaken to change the consumption structure and environmental impact of food consumption. Methodology and results of the article connect consumer segmentation and environmental impact measurement in order to discuss opportunities for more sustainable and healthier food consumption.

Get the article [here](#).

Costa Pinto, Diego, Márcia M. Herter, Patricia Rossi, and Adilson Borges. 2014. "Going Green for Self or for Others? Gender and Identity Salience Effects on Sustainable Consumption." *International Journal of Consumer Studies* 38 (5):540-49.



The aim of this study is to explore the effects of gender and salient identity on sustainable consumption. In particular, this research investigates how gender effects on sustainable consumption may be contingent to the identity that is salient to the consumer during the evaluation process (personal vs. social). According to identity-based motivation theory, the salience of personal identity means that people temporarily think about themselves as individuals, whereas social identity salience means that people see themselves as part of a group. The results from an experimental study indicated that when personal identity was salient, female participants declared higher levels of sustainable consumption compared with male participants. However, when social identity was salient, male participants increased their sustainable consumption intentions to the same level as female participants. Finally, this research discusses the theoretical and managerial implications on identities, gender and sustainable consumption.

Get the article [here](#).



Miniero, Giulia, Anna Codini, Michelle Bonera, Elisabetta Corvi, and Giuseppe Bertoli. 2014. "Being Green: From Attitude to Actual Consumption." *International Journal of Consumer Studies* 38 (5):521-28.

Interest in issues associated with environmental sustainability is continuously growing and sustainable consumption is now a mainstream topic at the top of the international public administration agenda. However, the many studies about the general inconsistency between green consumer attitudes and green consumption have not considered two individual differences that seem to be interesting in order to explain the ethical consumer attitude-intention gap: regulatory focus and time horizon. Regulatory focus, being the strategic orientation individuals use to pursue their goals, might enhance consumers' sense of duty towards environmental issues. Time horizon represents the consumers' perceived time lag between their decision and its outcome, and can induce them to immediately engage in a specific behaviour. With this goal in mind, the present work illustrates the results of three experimental studies that focus on individual differences (regulatory focus and time horizon) that might influence consumers to comply with green consumption. Results show that prevention-focused individuals demonstrate a higher compliance with green behaviour, both in the short-term and in the long-term outcome horizons.

Get the article [here](#).

## Upcoming Conferences



**FUTURES STUDIES TACKLING  
WICKED PROBLEMS:  
Where futures research,  
education and action meet  
11–12 June 2015, Turku, Finland**

## **Futures Studies Tackling Wicked Problems: Where Futures Research, Education and Action Meet**

June 11-12, 2015, Turku, Finland

This conference leads the way in combining academic conference tradition with new ways of participation. We are happy to organize a forum for the philosophies, ideas, methods and concrete examples of what's happening on the field of futures thinking and acting. Sub-themes: Philosophy of Futures Studies; Methodologies; Futures Education and Learning; Studies on Futures Research; Evolving Identity of Futures Research; Futures Movement and New Creative Cultures.

[Visit the conference website.](#)



## **EUROPEAN SOCIETY FOR ECOLOGICAL ECONOMICS**

### **European Society of Ecological Economics 2015 Conference ESEE 2015: Transformations**

June 30-July 3, 2015, Leeds, UK

Registration for the 11th International Conference of the European Society for Ecological Economics opens at the beginning of February. The overarching theme of the conference is "Transformations", and presentations will cover: (1) post-growth economics; (2) natural resources, ecosystem services and environmental quality; (3) development, consumption and well-being; (4) power, politics, institutions and the reality of achieving change; (5) new business models and understandings of human behaviour; and (6) theory, methods and practice of ecological economics, as well as over 30 special session themes.

[Visit the conference website.](#)



### **Our Common Future Under Climate Change**

July 7-10, 2015, Paris, France

This four-day conference is the largest forum for the scientific community to come together ahead of the [COP21 of the UNFCCC in 2015](#). The Conference will address key issues concerning climate change in the broader context of global change. Organized around [daily themes](#), the Conference focuses on moving from present knowledge to future solutions.

[Visit the conference website.](#)

## **New SCORAI Affiliates**

A warm welcome to the following new SCORAI affiliates joining us during the past month which brings our total number to 769.

Dale Conour  
Ferne Edwards  
Joost Leunen  
Jesus Martin