

**Invitation to**  
**Workshop on Sustainable Consumption Research in China**  
November 15-16, 2014, Renmin University of China, Beijing

Dear colleagues,

During the Global Research Forum on Sustainable Production and Consumption hold on June 8-11, 2014 at Fudan University in Shanghai, the Working Group on China of SUSTIANABLE CONSUMPTION RESEARCH AND ACTION INITIATIVE/SCORAI invited interested researchers to an information meeting on SCORAI China initiative. The idea to form a network of Chinese researchers in the field of sustainable consumption and connect this network with the global network of SCORAI was well supported at the meeting. The Working Group also announced that a focus workshop on sustainable consumption research in China would be organized in November of 2014 at Renmin University of China.

This workshop will take place on November 15-16, 2014, jointly organized by SCORAI and the School of Environment and Natural Resources at Renmin University of China. The aim of the workshop is to discuss and improve the proposed interdisciplinary research framework on sustainable consumption research in China, exchange theories and research methods, explore opportunities for cooperation and discuss the development of SCORAI China.

Given your influential works in this field, we sincerely invite you to attend this workshop and contribute your knowledge and suggestions. The workshop is not able to cover your travel to and hotel cost in Beijing, but will cover the on-site costs during the workshop.

The attached is the workshop program. We look forward to meeting you at the workshop!

On behalf of the SCORAI China Working Group

Maurie J. Cohen, Associate Professor and Director  
Program in Science, Technology, and Society  
New Jersey Institute of Technology, U.S.A.

Zhong MA, Professor and Dean  
School of Environment and Natural Resources, Renmin University of China

## 中国可持续消费研究学术研讨会

2014.11.15-16, 中国人民大学

### 邀请函

尊敬的学者：

在 2014 年 6 月于复旦大学召开的全球可持续生产与消费研究论坛国际会议期间，大会组织者之一，国际可持续消费研究和行动倡议 (SUSTAINABLE CONSUMPTION RESEARCH AND ACTION INITIATIVE/SCORAI) 的中国工作组 (WORKING GROUP ON CHINA) 召开了一个关于建立中国可持续消费研究网络的讨论会，得到了参会学者的积极参与和支持。为进一步推动我国可持续消费领域学者之间以及同国外学者的学术交流与合作，中国人民大学环境学院响应 SCORAI 的提议，将于 2014 年 11 月 15-16 日在人民大学召开一个小型研讨会，特邀该领域知名学者共同讨论中国可持续消费研究的现状、需求以及国际合作研究的领域及方式。预期形成一个可持续消费研究的多学科综合研究框架并探讨未来可能合作研究的项目。

SCORAI 是一个全球性的科学研究网络 (<http://www.scorai.org>)。SCORAI 网络中有来自世界各地 650 多名研究人员致力于诸如物质消费、个体自我实现、生活满意度和技术变化等多方面的研究。SCORAI 开展多种形式的活动，包括：主办大会和研讨会，发表专刊和编辑著作，发布每月通讯，动态维护网络成员信息，以及其它有益于发展和拓展可持续消费研究的活动。SCORAI 的组织中心在美国，目前在北美和欧洲有独立运作的分支。如何建立中国可持续消费研究网络并融入 SCORAI 的全球网络，也将是本次讨论会的议题之一。

鉴于您在相关领域的研究成果和影响力，我们真诚邀请您参加这次讨论会，为构建可持续消费领域跨学科研究框架以及未来 SCORAI CHINA 的发展贡献您宝贵的知识和建议。我们同时邀请了 SCORAI 北美网络和欧洲网络的专家就欧美该领域的研究做总体介绍。

本次会议规模在 25-30 人，其中 5-6 位国际专家。会议工作语言是英语。与会代表往返交通、住宿费自理，其它费用由会议承担。

我们真诚期待您的参与！

Maurie Cohen

Zhong MA

SCORAI 中国工作组

October 15, 2014

# 中国可持续消费研究学术研讨会

## Workshop on Sustainable Consumption Research in China

### 会议主题 **THEME**

中国可持续消费研究学术研讨会  
Workshop on Sustainable Consumption Research in China

### 时间 **TIME**

2014 年 11 月 15-16 日 (周六、周日)  
November 15-16, 2014 (Saturday and Sunday)

### 地点 **VENUE**

中国人民大学 (北京市中关村大街 59 号), 贤进楼 401 会议室  
Meeting Room 401, Xianjin Building, Renmin University of China, No. 59  
Zhongguancun Street, Beijing

### 主办单位 **Hosted by**

可持续消费研究和行动倡议

Sustainable Consumption Research and Action Initiative ( SCORAI )

### 承办单位 **Secretariat Institute**

中国人民大学环境学院

School of Environment and Natural Resources, Renmin University of China

### 协办单位 **Supporting Institute**

中国社会学会环境社会学专业委员会

Chinese Environmental Sociology Committee, Chinese Sociological Association

## 国际专家 **International experts invited**

会议规模 25-30 人，其中 5 位国际专家：

25-30 invited participants, including around 5 international experts:

1. Maurie Cohen, Associate professor and director, program in Science, Technology and Society, New Jersey Institute of Technology, USA; Founder of SCORAI
2. Arthur Mol, Professor and Chair, Environmental Policy Group, Wageningen University and Research Center, the Netherlands; Lecture professor at Renmin University of China
3. Gert Spaargaren, Professor, Environmental Policy Group, Wageningen University and Research Center, the Netherlands
4. Marie Harder, Head, Sustainable Behavior Research Group, Department of Environmental Science and Engineering, Fudan University; Head, Sustainable Development Co-ordination Unit, Faculty of Science & Technology, University of Brighton, UK
5. Dendler Leonie, Sustainable Consumption Institute (SCI), Tyndall Centre for Climate Change Research, University of Manchester, UK

### 联系人 **Contact persons:**

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张磊 副教授 Lei ZHANG, associate professor

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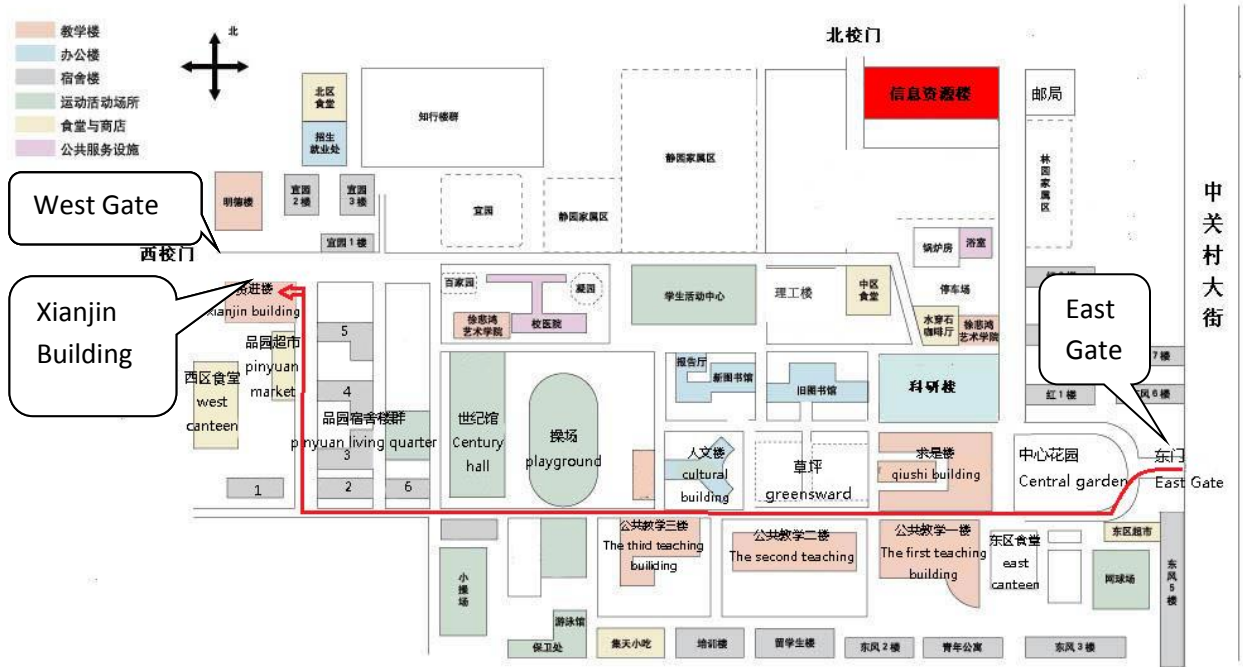
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# 人民大学校园图示 Map of Renmin University of China



## 会议日程 WORKSHOP PROGRAM

November 15

(Room 401, Xianjin Building)

**14:30-15:00: Welcome Reception**

**15:00-17:30: Warm-up session for presentations by young Chinese researchers** (*apart from invited experts, interested younger researchers are encouraged to attend and observe the workshop. This session is meant to give young researchers opportunities to introduce their researches to experts in the field of sustainable consumption*), including:

15:00-15:30: “Social Cost Accounting Method of Municipal Solid Waste Landfill Disposal and Application in Beijing” (*Qianqian DU, PhD candidate, School of Environment and Natural Resources, Renmin University of China*)

15:30-16:00: “Study on transition of contemporary Chinese lifestyle and environmental behavior”, (*Feinan ZHANG, PhD candidate, Academy of Social Sciences of Heilongjiang province*)

16:00-16:30: “ Sustainable water consumption in rural China” (*He LI, associate professor, College of Humanities and Development Studies, China Agricultural University, Beijing*)

16:30-17:00 "WHY doorstepping residents about food waste sorting can cause successful behaviour change" (*YuanCan DAI, Behavior Research Group, Department of Environmental Science and Engineering, Fudan University*).

**18:00: Group dinner**

## November 16

(Room 401, Xianjin Building)

**Morning:**

**8:30-9:00: Registration**

**9:00-9:20: Opening (facilitator: dr. Lei ZHANG)**

Brief welcome by:

- Prof. Dayong Hong, on behalf of Renmin University of China (*professor, School of Sociology and Population Studies, Renmin University of China; Vice president of Renmin University*), 5 minutes
- Prof. Maurie Cohen, on behalf of SCORAI (*Associate professor and director, program in Science, Technology and Society, New Jersey Institute of Technology, USA; Founder of SCORAI*), 5 minutes
- Brief self-introduction around the table, 15 minutes

**9:20-11:00: Session I Regional reviews (chair: Prof. Dayong Hong)**

(25 minutes presentation, 5 minutes questions)

9:20-9:50: “Overcoming Consumerism: Opportunities for a Sustainable Future in the United States and Beyond” (*Prof. Maurie Cohen, Associate professor and director, program in Science, Technology and Society, New Jersey Institute of Technology, USA; Founder of SCORAI*)

9:50-10:20: “Approaches to sustainable consumption on behavioural change, lifestyle research, institutional approaches, practice approaches” (*Prof. Gert Spaargaren, Environmental Policy Group, Wageningen University, The Netherlands*)



10:20-10:50: “Sustainable consumption studies in China: review and proposed framework”  
(*Wenling Liu, School of Management and Economics, Beijing Institute of Technology; Lei ZHANG, School of Environment and Natural Resources, Renmin University of China*)

**10:50-11:00: Tea/coffee break**

**11:00-12:30: Session II      Researches and discussions (Chair: Prof. Arthur MOL)**

(20 minutes presentation, 5 minutes questions)

11:00-11:25: "Provision models of Goods and Services and China's Changing Consumption Patterns: A Sociological Perspective on Sustainable Consumption" (*Prof. Dunfu ZHANG, Sociology Department, Shanghai University, Visiting scholar, Sustainable Consumption Institute, University of Manchester, UK*)

11:25-11:50 “Systematic studies of how to optimize food waste recycling in urban communities” (*Prof. Marie Harder, China National Thousand Talents Professor, Sustainable Behavior Research Group, Department of Environmental Science and Engineering, Fudan University; Head, Sustainable Development Co-ordination Unit, Faculty of Science & Technology, University of Brighton, UK* )

11:50-12:15 “Theories and methods applied in researches on Chinese retailers/consumers consumption behaviors” (*Yan LI, associate professor, School of Environment and Natural Resources, Renmin University of China*)

**12:30-13:30: lunch**

Afternoon:

**13:45-15:30: Session III Researches and discussions (Chair: Maurie Cohen)**

(20 minutes presentation, 5 minutes questions)

13:45-14:10: “Factors influencing sustainable consumption behaviors: a survey of the rural residents in China” (*Qian LIU, associate professor, Research Center for Climate and Energy Finance, Central University of Finance and Economics, Beijing* )

14:10-14:35: “Public participation in energy saving retrofitting of residential buildings in China” (*Prof. Arthur MOL, Environmental Policy Group, Wageningen University, The Netherlands* )

14:35-15:00: “Developing Green Communities to Promote Sustainable Consumption in China” (*Jin MIN, associate professor, School of Environment and Natural Resources, Renmin University of China*)

15:00-15:25: “Framework to assess ecotourism management (emphasizing sustainability) with a case study in China” (*Mingming SU, lecturer, School of Environment and Natural Resources, Renmin University of China*)

**15:25-15:35: Tea/coffee break**

**15:35-16:50: Session IV Researches and discussions (Chair: Prof. Guojun SONG)**

15:35-16:00: “Food production and consumption” (*Prof. Gert Spaargaren, Environmental Policy Group, Wageningen University, The Netherlands*)

- 16:00-16:25: “Consumption of green food in China” (*Yuhui QIAO, associate professor, College of Resources and Environmental Science, China Agricultural University*)
- 16:25-16:50: “The production, consumption, certification and supervision of sustainable agro-produces in China” (*Xiaoxia WANG, lecturer, School of Environment and Natural Resources, Renmin University of China* )
- 16:50-17:15: “Consumers’ attitudes to food safety: the case of Hangzhou, China” (*Jingsong LI, lecturer, Department of Sociology, Zhejiang University, China*)
- 17:15-17:35: “SCI projects in China” (*Dendler Leonie, post-doc, Sustainable Consumption Institute (SCI), Tyndall Centre for Climate Change Research, University of Manchester, UK*)
- 17:35-17:45**                    **Tea/coffee break**
- 17:45-18:30:**                **Session V            Plenary discussion on SCORAI China, multi-disciplinary research framework on sustainable consumption, cooperation opportunities**
- (chairs: Maurie Cohen, Gert Spaargaren and Lei ZHANG)*
- 18:30**                        **Group dinner**