



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>

Wed, Mar 4, 2015 at 8:06 AM

To: mcohen@adm.njit.edu



Dear SCORAI Maurie Cohen,

Your campaign 'SCORAI Newsletter (Sustainable Consumption Research and Action Initiative)' was sent on 03/04/2015 around 08:05 AM EST.

Below is a copy of the message your subscribers received. See how your campaign is doing by visiting Reports [in your account](#) to get real-time results and stats.

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



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

March 2015

Dear SCORAI,

Whether you are digging yourself out of your house through a snow tunnel or beginning to see signs of spring, it's March! And that means your newsletter is here. Enjoy.

Catie, Debbie, & Maurie

Subscribe to SCORAI:

[Listserv](#)

[eNewsletter](#)

2016 SCORAI Conference: Call for Organizing Committee Members



The next SCORAI conference is in the works for June 2016 at the University of Maine! The Conference Organizing Committee will be co-chaired by Cindy Isenhour (concurrently serving as lead local organizer) and Philip Vergragt and we are currently looking for other SCORAI-ers interested in serving on this committee.

Interested individuals should be willing to:

- Join 4-5 other committee members on monthly planning calls
- Contribute to the development of program themes
- Draft the call for sessions and papers
- Review session proposals
- Select (jointly with SCORAI Board) members of the conference Scientific Committee who will review submitted abstracts
- Provide input and feedback on local arrangements
- Attend the conference

If you would like to get involved in planning the next SCORAI conference, please submit the following information to Cindy Isenhour (cynthia.isenhour@maine.edu) and Philip Vergragt (pvergragt@tellus.org) no later than March 15.

- A brief statement (1/2 page maximum) expressing your interest in serving on the committee, previous engagements with SCORAI, and vision for the 2016 conference.
- A short curriculum vitae

Sustainable Consumption in Israel: Research & Urban Policy

By Valerie Brachya* and Halina Brown

SCORAI Board members Halina Brown and Philip Vergragt traveled in February to Israel and explored a potential interest and opportunities for establishing a SCORAI-Israel node. They were hosted by the [Sustainability Policy Center of the Jerusalem Institute for Israel Studies](#) (JIIS) which is closely affiliated with [Hebrew University in Jerusalem](#). The trip was organized around Halina's keynote speech on at the [conference on Urban Sustainability](#), held in Holon Municipality and attended by over 300 people: senior staff from local authorities and civil society organizations, and academics.



Drs. Vergragt and Brown also lead two seminars on sustainable consumption and lifestyles: one with academic participants from several Israeli universities, and one with researchers engaged in a three-year urban sustainability project which, among others, investigates the role of cities in fostering a transition toward more sustainable lifestyles and consumption patterns.

Brown's keynote address at the conference pointed out that consumer society in the United States



was deliberately constructed in a span of a single generation, critically assessed its impact on societal and individual well-being, and considered the indications that the millennial generation might be questioning the lifestyles that undergird consumer society. Her central thesis was that people will not change their lifestyles toward more sustainable consumption out of civic duty or environmental concerns but may do so if their quest for well-being can be satisfied by means other than mass consumerism. She proposed that well-being should be the framing concept for urban policies, and gave examples of how municipalities can foster a shift beyond consumerism, especially among the millennials.

In the Israeli context, these ideas have a particular salience: the majority of the population lives in dense urban areas, 28% of the population is under 15 (compared to 20% and 16% in the United States and Europe, respectively), the society is highly diverse in terms of ecological footprint and lifestyles (for example, the ultra-orthodox Jewish community practices institutionalized forms of a sharing economy, and the well-known kibbutz model lives on), and the society is very dynamic and easily accepts change. The possibility of involving Israeli researchers in international research groups on sustainable lifestyles could be an interesting connection, given these special characteristics of Israeli society.

During the conference and two workshops, the discussion further elaborated on how Israel may provide a rich context for research and policy experimentation related to a transition beyond mass consumerism. The events generated interest in a new agenda in Israel on sustainable lifestyles and sustainable consumption. Suggestions for establishing a SCORAI Israel node will be studied further, possibly linking up with research on sociological aspects of environmental and sustainability issues.

Some of the relevant discussion themes included:

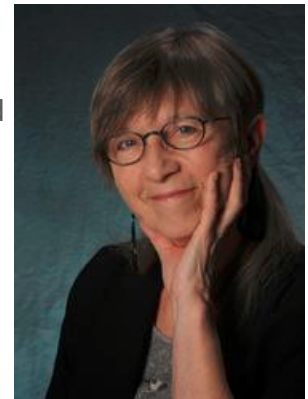
- Although models of sustainable lifestyles may be similar around the world, their implementation will vary from country to country according to the cultural context, approaches to property ownership and the role of government regulation. Models are largely emerging from practical activities rather than from academic research. They include localism, empowerment of the local community and non-profit business models.
- In Israel, sustainable consumption research and policy should draw on the country's uniquely wide range of subpopulations with their own lifestyles and values, which are partly related to intense immigration process over the past six decades and partly to religious and ethnic differences. A particularly interesting segment concerns an institutionalized form of sharing in the ultra-orthodox community (*Gamach*) as well as the well-known sharing of the kibbutz model.
- Millennials in Israel, as in the United States, are not interested in a suburban lifestyle model; they are moving back into the city centers and seeking democratic, free, and meaningful lives.
- Experiments in mixed-use zoning, implemented in Tel Aviv, show great promise in creating thriving cities attractive for young families. Affordable housing is a central issue.
- Trust in government and investment in collaborative and collective action are necessary for fostering urban sustainability.
- Increasingly, municipalities hire directors of sustainability but there is a risk that it marginalizes the issue rather than integrates it into the municipality's core business.



*[Valerie Brachya](#), former Deputy Director General of the Israeli Ministry of Environmental Protection, is currently a lecturer at the Hebrew and Tel Aviv Universities and a research associate at the Jerusalem Institute for Israel Studies.

SCORAI Colloquium Series on Consumption & Social Change: Upcoming Session with Dorothy Holland

The next speaker featured in the [SCORAI Colloquium Series on Consumption and Social Change](#) to be held on March 11 at the Tellus Institute in Boston will be [Dorothy Holland](#). She is the Cary C. Boshamer Distinguished Professor at the University of North Carolina at Chapel Hill and co-author of *Identity and Agency in Cultural Worlds and History in Person: Enduring Struggles, Contentious Practice, Intimate Identities*. Holland will speak about the complexity and significance of grassroots activism for a transition to a post-consumerist society. All SCORAI-ers in the Boston area (or those fortuitously passing through the city) are invited to attend. The session begins at noon. Because of limitations on space, all attendees are encouraged to contact Ruby Woodside (rwoodside@clarku.edu) in advance to reserve a seat. A video of Holland's presentation will be available via the SCORAI website in the days following the event. Videos of other presentations comprising the colloquium are presently downloadable for viewing.



The session with George Ritzer originally planned for earlier this month was canceled due to (yet another) Boston snowstorm. It has been rescheduled for May 6.

Downloadable recordings of material from prior SCORAI colloquium sessions featuring **David Snow, Claus Offe, John Sterman, Juliet Schor, and Doug Holt** are accessible on the [SCORAI website](#). A full schedule of future meetings is also posted.

Short Course Opportunity: Teaching Socio-Environmental Synthesis with Case Studies



NATIONAL
SOCIO-ENVIRONMENTAL
SYNTHESIS CENTER

If you have ever felt the sharpness of your mind blunted by the Gordian Knot of coupled systems, then you might be interested in "Teaching Socio-Environmental Synthesis with Case Studies" a short course offered by the National Socio-Environmental Synthesis Center (a.k.a. SESYNC). Participants will be introduced to problem-solving approaches and be expected to develop a case study that could be used by others.

Applications are due **March 23** and the event will take place July 28-31 in Annapolis, Maryland. There is a registration fee, but other costs will be covered by SESYNC.

Complete information can be found [here](#).

EEA Publishes 2015 State & Outlook of the European Environment Report

European Environment Agency



Europe's environment and climate policies have delivered substantial benefits, improving the environment and quality of life, while driving innovation, job creation and growth. Despite these gains, Europe still faces a range of persistent and growing environmental challenges. Addressing them will require fundamental changes in the systems of production and consumption that are the root cause of environmental problems.

These are some of the key messages from the European Environment Agency's quinquennial assessment [The European Environment: State and Outlook 2015 \(SOER 2015\)](#), published this month. SOER 2015 is an integrated assessment of Europe's environment. It also includes assessments and data at global, regional, and country levels, as well as cross-country comparisons.

[Explore the full SOER 2015 online here.](#)

The European Environment: State and Outlook 2015 is made up of two reports and 87 online briefings. These comprise the 'Synthesis' report and the 'Assessment of Global Megatrends' report, complemented by 11 global megatrends briefings, 25 European briefings, nine cross-country comparison briefings, 39 country briefings (based on national state of environment reports), and three regional briefings.

Job Opportunities



NEW ECONOMY COALITION

Formerly the New Economics Institute

The [New Economy Coalition](#) (NEC) seeks a facilitative and innovative leader to guide the organization at this unique and formative moment. The leader of NEC will build, inspire, and manage a talented staff team as well as a vibrant coalition; keep the board strong and engaged; be a primary public face of the organization; further develop a strong and innovative fundraising capacity; and build collaborative relationships with the donor community and other stakeholders.

The New Economy Coalition's new executive director will be passionate about, committed to, and have a history of demonstrated leadership related to NEC's mission. The executive director should be able to articulate NEC's vision in a way that inspires and motivates staff, board, diverse coalition members, funders and stakeholders of all stripes.

The ideal candidate will be a facilitative leader, committed to building and supporting both the staff and board as highly collaborative teams. The new executive director will be invested in nurturing the leadership of staff, while also able to commit to decisions, delegate, and maintain accountability

across the organization. Additionally, the ideal candidate will have experience and skills in organizational structure development, and will be open to the potential of innovative new models.

The new executive director must strike a delicate balance between being a key public face of the organization--out front, comfortable and articulate in the spotlight--and working behind the scenes as an ally to support and amplify the work of a diverse range of coalition members and social movements. Above all, the new leader must be both informed by and accountable to these movements.

The ideal candidate will have creative fundraising experience that has shown concrete results. The new executive director must be able to fundraise for NEC while maintaining sensitivity to the resource needs of coalition members.

More information on the position is available [here](#).

CONSENSUS Eating and Washing HomeLabs: Launch of High-Level Findings



HomeLabs experiment achieves 47% reduction in water used for personal washing and 100% diversion of food waste from landfill.

The Irish CONSENSUS research team (<http://www.consensus.ie>) is pleased to release results from one of its latest research strands funded by the Environmental Protection Agency. Since 2009, CONSENSUS has been examining the drivers and practices of, and importantly the solutions for, unsustainable household consumption relating to food, water, energy and transport. The new reports summarise key insights from the recent CONSENSUS HomeLabs study on sustainable washing and eating practices.

Building on the findings of an extensive process of backcasting and scenario development, the HomeLabs recruited ten households (five for washing; five for eating) to experiment with social and technical innovations designed to facilitate more sustainable washing and eating practices. Tested innovations included integrated bundles of product, regulatory and educational supports obtained through collaboration with key societal actors and phased into participant households over five weeks. The impacts of the study were evaluated using ethnographic techniques. Drawing on participants' experiences, the reports build understanding of the variety of washing and eating practices carried out by individuals and the types of strategies that can be deployed to encourage more sustainable alternatives. Insights from the HomeLabs hold relevance for stakeholders who collaboratively shape washing and eating practices from across public, commercial and NGO sectors, with recommended actions highlighted throughout the reports.

High-level findings from the Eating HomeLabs are available [here](#), while findings from the Washing HomeLabs can be accessed [here](#). Both reports are also available through: <http://www.consensus.ie/papers-reports>.

For further queries, please contact:

- Prof. Anna Davies, Principal Investigator of the CONSENSUS project, (daviesa@tcd.ie)
- Dr. Laura Devaney, lead researcher of the Eating HomeLabs (ldevaney@tcd.ie)
- Dr. Ruth Doyle, lead researcher of the Washing HomeLabs (rdoyle4@tcd.ie)

New Publications



Dahmus, J. B. 2014. Can Efficiency Improvements Reduce Resource Consumption? *Journal of Industrial Ecology*. 18(6):883-897.

This work explores the historical effectiveness of efficiency improvements in reducing humankind's consumption of energy resources. Ten activities are analyzed, including pig iron production, aluminum production, nitrogen fertilizer production, electricity generation from coal, electricity generation from oil, electricity generation from natural gas, freight rail travel, passenger air travel, motor vehicle travel, and residential refrigeration. The data and analyses presented here demonstrate the dynamic interplay between technological innovation, market forces, and government policy. They also show that, historically, over long time periods, incremental improvements in efficiency have not succeeded in outpacing increases in the quantity of goods and services provided. Thus, the end result over these time periods has been, not surprisingly, a sizeable increase in the consumption of energy resources across all ten activities. However, there do exist a few examples of shorter, decade-long time periods in which improvements in efficiency were able to match or outpace increases in quantity. In these cases, efficiency mandates, price pressures, and industry upheaval led to periods of reduced resource consumption. These cases suggest that with appropriate incentives, including, for example, efficiency mandates and price mechanisms, future resource consumption, and its associated environmental impacts, could be stabilized and even reduced.

Get the article [here](#).

Schaffartzik, A., N. Eisenmenger, F. Krausmann, and H. Weisz. 2014. Consumption-based Material Flow Accounting. *Journal of Industrial Ecology* 18(1):102-112.



In 2007, imports accounted for approximately 34% of the material input (domestic extraction and imports) into the Austrian economy and almost 60% of the GDP stemmed from exports. Upstream material inputs into the production of traded goods, however, are not yet included in the standard framework of material flow accounting (MFA). We have reviewed different approaches accounting for these upstream material inputs, or raw material equivalents (RME), positioning them in a wider debate about consumption-based perspectives in environmental accounting. For the period 1995-2007, we calculated annual RME of Austria's trade and consumption applying a hybrid approach. For exports and competitive imports, we used an environmentally extended input-output model of the Austrian economy, based on annual supply and use tables and MFA data. For noncompetitive imports, coefficients for upstream material inputs were extracted from life cycle inventories. The RME of Austria's imports and exports were approximately three times larger than the trade flows themselves. In 2007, Austria's raw material consumption was 30 million tonnes or 15% higher than its domestic material consumption. We discuss the material composition of these flows and their temporal dynamics. Our results demonstrate the need for a consumption-based perspective in MFA to provide robust indicators for dematerialization and resource efficiency analysis of open economies.

Get the article [here](#).

Upcoming Conferences



PERL International Conference: A Decade of Responsible Living: Preparing, Engaging, Responding and Learning

March 10-11, 2015, Paris, France

The conference will focus on the future and its challenges using the experience of a decade of dedicated activity by PERL partners. The goal of the conference is to encourage a new decade of innovative initiatives about responsible living.

The PERL international conference will be retrospective, showing what has been accomplished by the CNN/PERL networks in relation to the development of policies about sustainable lifestyles; the creation of awareness about consumer citizenship, civic involvement and environmental stewardship; the adaptation and implementation of teaching methods and materials; and research, projects and publications about education for responsible living. The conference will also be interactive and illustrative providing insights/case studies/best practices through presentations, exhibitions, world café, roundtables, and so forth. Additionally, the conference will examine ways of contributing to processes leading to a more just and sustainable world for all.

[Visit the conference website.](#)



Funded Workshop: Climate Change Policy and Governance: Initiation, Experimentation and Evaluation

March 12-13, 2015, Helsinki, Finland

This workshop takes a fresh look at what can be learned from experiments and attempts at experimentation in the context of climate change governance. The focus is on experimenting as a broader societal/governance phenomenon and on the ways experiments materialize and challenge existing policies, practices and regulatory systems. This fully funded workshop encourages exploration of experiments from many different angles with the aim to catalyse thinking about experiments, processes of experimentation and the use of experiments. It is expected to bring together new empirical and theoretical analyses. The workshop welcomes theoretical papers, methodological papers, conceptual and empirical studies, or combinations thereof. The aim is to eventually publish the contributions presented at the workshop, subject to normal review process, as a special issue in a suitable journal.

[Visit the workshop website.](#)



Biofuels and (Ir)responsible Innovation Conference
April 12-14, 2015, Eindhoven, The Netherlands

For as long as biofuels have prominently appeared in EU policy, they have been a contested energy source. Crops such as jatropha have been hailed as a "wonder crop," only to experience an "extraordinary collapse" within a decade. From the food vs. fuel discussion to indirect land use change, wicked problems have plagued biofuel developments and continue to provoke disagreement between societal actors. The impacts of biofuels' tumultuous history have been felt particularly in the Global South, where land grabbing and opportunistic behaviour of investors have caused great social and ecological problems. Proponents of biofuels claim that this is all the more reason to continue with investments and innovation: new sources of biofuels, such as plant residues and algae, will eventually solve all our problems. Given the great uncertainties and past harms, however, these claims should not be accepted lightly, nor should we assume that all encountered problems are technology-specific. Rather, we should realise that biofuels as a case study raise fundamental questions with regard to policy and governance, responsible innovation and sustainable development.

This conference is devoted to addressing these fundamental questions from a multidisciplinary perspective. As such, we welcome contributions from (but not limited to) the following disciplines: development studies; economics; environmental studies; ethics; policy studies; political ecology; science and technology studies and sociology.

[Visit the conference website.](#)



**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 750.

- Tim Dixon
- Marine Gerard
- Asifa Hasan
- Diane Landis
- Keshav Krishnamurty
- Jeff Ramsey
- Ali Saysel
- Robin Sydneysmith
- Anat Tchetchik
- Maia Valcheva

[Forward email](#)



This email was sent to mcohen@adm.njit.edu by mcohen@adm.njit.edu | [Update Profile/Email Address](#) | [Rapid removal with SafeUnsubscribe™](#) | [Privacy Policy](#).



Sustainable Consumption Research and Action Initiative (SCORAI) | c/o Tellus Institute | 11 Arlington Street | Boston | MA | 02116