



December 2015

Dear SCORAI,

This month's newsletter is full of important updates about the SCORAI network! As usual, we also have many new publications, events, and opportunities to share, along with a variety of exciting announcements about some of our members.

Catie, Debbie, & Maurie

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Update on SCORAI as Member-Supported Network

As noted in the November issue of this e-newsletter and on the network listserv, SCORAI is in the process of transitioning to a member-supported network. The cost of annual membership is initially set at US\$50 for regular affiliates and US\$25 for students, retirees, and others with special circumstances. For participants in the [upcoming conference at the University of Maine in June](#), membership dues for 2016 are included in the registration fee. Among the benefits of financially supporting the network will be discounted participation in workshops and conferences as well as continued access to the newsletter and listserv.

Arrangements have been put in place for payments to be made [through a link on the SCORAI website](#). Membership is tax-deductible in accordance with standard practices of the US Internal Revenue Service and will run for the full 2016 calendar year.

Halina, Maurie, Emily, and Philip

Special Thanks to Jeffrey Barber

The SCORAI Board takes this opportunity to express its appreciation to Jeffrey Barber for his contributions to the network. Jeff joined the Board in 2009 after SCORAI's first workshop at Clark University and during the past six years has worked to link our community with other stakeholders in North America. One notable initiative has involved coordination with the [North American Roundtable on Sustainable Production and Consumption](#). Other important work connected SCORAI to the international scene, especially through the [Global Research Forum on Sustainable Production and Consumption](#) which organized conferences in Rio (2012) and Shanghai (2014), as well as various regional workshops over the years. Jeff will remain actively involved in several SCORAI activities including the 2016 Conference at the University of Maine and in the project Mobilizing Research on Sustainable Lifestyles (MORE-SL), the global research initiative moving forward under the aegis of the Ten-Year Framework of Programs on [Sustainable Lifestyles and Education](#) sponsored by the United Nations Environment Programme.



New SCORAI Board Member

We welcome Emily Huddart Kennedy as the newest member of the SCORAI Board! Emily is Assistant Professor of environmental sociology in the Department of Sociology at Washington State University. She has been a member of SCORAI since 2011 and has participated in several SCORAI events. Emily's research focus is on sustainable consumption, social practice theories, and civic engagement in sustainable lifestyles. Following her involvement with the SCORAI conference at Clark University in 2013, she has been lead editor on a co-edited volume on sustainable consumption and social practice theories with SCORAI Board member, Maurie Cohen, and SCORAI member Naomi Krogman. The book, *[Putting Sustainability into Practice: Applications and Advances in Research on Sustainable Consumption](#)* is being published by Edward Elgar and will be released over the next few weeks.



Report on International Strategy Workshop on Research and Education for Sustainable Lifestyles

Submitted by Philip Vergragt

Nearly two dozen scholars, policy makers, and activists from Africa, Japan, Europe, and North America gathered in Vienna on November 20 to develop an international strategy on research and education for sustainable lifestyles. Hosted by the Regional Centre of Expertise on Education for Sustainable Development (RCE) of the Vienna University of Economics and Business (WU Wien), the group is part of a larger assemblage of approximately 45 people and organizations representing a broad coalition of global research and education institutions being led by the [Global Research Forum on Sustainable Production and Consumption \(GRF-SPaC\)](#) and the [Partnership for Education and Research about Responsible Living \(PERL\)](#). The group aims to develop a global program including a portfolio of projects and activities around the world to support the [10-Year Framework of Programs \(10YFP\) on Sustainable Lifestyles and Education \(SLE\)](#) being sponsored by the United Nations Environment Programme. SCORAI is part of this research activity and the [2016 SCORAI Conference at the University of Maine](#) will feature some activities related to this activity. A subsequent event in the middle of 2017 is being envisaged to take stock and map progress.

The aims of the workshop were to develop concrete ideas and collaborative research projects, to explore knowledge gaps, and to develop strategies for communicating existing knowledge and insights to practitioners (policy makers, grassroots innovators, and educators). Four working

groups were formed-education, communication, local governance for sustainable lifestyles, and scenarios as engagement tools.



The education group was already developed an action plan to promote education for sustainable lifestyles, consulted on improvements in the TRANSFORM: Education for Sustainable Lifestyles project proposal, and collected best practice case studies about education for sustainable lifestyles. The communication group has produced an internal paper [and a video](#) that is an example of how to convey the

message of sustainable lifestyles challenges to researchers and practitioners. This group will also develop a low-budget plan to create communication tools based on video and other materials that are already available. The working group on local governance for sustainable lifestyles seeks to identify the cutting edge of approaches, policies, and programs for local governments to advance sustainable lifestyles. The outcome will be concrete guidance for local governments featuring on-the-ground initiatives including the upscaling of successful existing programs. The working group on scenarios intends to develop visions of low-carbon lifestyles as tools for engaging different stakeholders and communities of practice, including marginalized groups. The working group on indicators and mapping progress did not convene in Vienna but will become active in the follow-up trajectory. Additional working groups may be formed in the coming months.

As next steps, the project Mobilizing Research on Sustainable Lifestyles (MORE-SL), one of the supporting networks, and mandated by the 10YFP SLE Program, will develop an Action Plan and revise its Concept Note. In addition, MORE-SL and PERL will explore synergies and collaborative projects. A more comprehensive report of the workshop will be distributed and posted on the SCORAI website over the next few weeks. Individuals and institutions are interested in participating in these projects are encouraged to contact Philip Vergragt (pvergragt@tellus.org), Jeffrey Barber (jeffreyisforum@gmail.com), or Vanessa Timmer (vanessa@oneearthweb.org).

Update on 2016 SCORAI Conference



The Organizing Committee for the 2016 SCORAI Conference on June 14-17, 2016 at the University of Maine received more than 150 abstracts and in recent weeks they have been reviewed by the Scientific Committee. The vast majority of the submissions were of high quality and most have been accepted for presentation as papers or posters. Accordingly, the call for sessions and abstracts is closed and we look forward to an extremely interesting conference.

The [online registration portal](#) for the conference is now open and we urge all participants to register early in order to take advantage of the reduced Early Bird rates which remain in effect until March 15. The deadline for submission of full papers is May 1 and they will afterward be made publically accessible. We also want to provide a reminder about the post-conference excursion to Acadia National Park on Saturday, June 18.

Finally, we are allocating time for less formal pre-conference activities on the morning of June 15 and invite ideas for dialogue sessions and other activities. We also welcome suggestions to make the conference more diverse, inclusive, and sustainable.

Cindy Isenhour and Philip Vergragt, Conference Co-chairs for SCORAI 2016

SCORAI Israel News

Submitted by Tally Katz-Gerro

[SCORAI-Israel](#) will have its inaugural event on December 17, 2015. The event will be hosted by the Department of Geography and Environment at Bar Ilan University and organized by Orit Rotem

from that department and Tally Katz-Gerro from the Department of Sociology at the University of Haifa.

The title of the conference is "Consumer Society and Sustainability in Israel." The program includes two invited speakers: Galit Cohen, Deputy Director General for Policy and Planning at the Ministry of Environmental Protection will speak about "The relationship between government and consumption"; Vered Blass from the Faculty of Management at Tel Aviv University will speak about "Consumption and sustainability: The influence of consumers on the transition to a sustainable society." Two discussants will follow these talks: Valerie Brachya from the Jerusalem Institute for Israel Studies and David Katz from the Department of Geography and Environmental Studies at the University of Haifa.

This conference will be an opportunity to reach out to the community of scholars and various stakeholders interested in the different issues connected to sustainable consumption, to discuss the work of SCORAI in other parts of the world, and to plan future activities of SCORAI-Israel.

Debbie Kasper Wins Mind & Morality Curriculum Competition

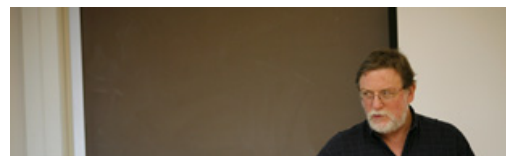


SCORAI newsletter co-editor Debbie Kasper was selected as the winner of the [Center for Humans and Nature](#) Mind and Morality Curriculum Competition. The competition sought interdisciplinary curricula which incorporated featured scholars' responses to its Mind and Morality question and enabled students to reflect on the relationships between morality, the human mind, evolution, compassion, biology, ethics, and more.

More information about the competition and a copy of Debbie's curriculum is available [here](#).

Richard Wilk Elected as a Fellow of the American Academy for the Advancement of Science

SCORAI affiliate Richard Wilk has been elected as a Fellow of the American Academy for the Advancement of Science.



Examples of areas in which nominees may have made significant contributions are research; teaching; technology; services to professional societies; administration in academe, industry, and government; and communicating and interpreting science to the public.



In a tradition stretching back to 1874, these individuals are recognized for their extraordinary achievements across disciplines. Fellows are elected annually by the AAAS Council from the list of approved nominations from the Section Steering Committees.

These individuals will be recognized for their contributions to science and technology at the Fellows Forum to be held on February 13, 2016 during the AAAS Annual Meeting in Washington, D.C. [Click here for more information.](#)

CALL FOR PROPOSALS for Transformative Consumer Research (TCR) funding



The Association for Consumer Research has announced a call for proposals for Transformative Consumer Research funding/grants (TCR). Transformative Consumer Research (TCR) focuses first and foremost on matters of well-being. TCR projects involve almost exclusively a specific consumption problem or opportunity (e.g., decision, behavior) that is related to consumption and directly impacts well-being. Accordingly, such projects strive to develop insights that can be acted upon by consumers and/or their agents (e.g., family members, professional caregivers, NGOs, policy makers), for the purpose of upholding and improving well-being for individuals, subgroups, societies, other living entities, and/or the natural environment.

For all the details and how to apply, visit <http://www.acrwebsite.org/go/2016TCRGrants>

Submission deadline May 30, 2016

New Publications



Lavelle, Mary, Henrike Rau, and Frances Fahy. 2015. "Different shades of



green? Unpacking habitual and occasional pro-environmental behaviour." *Global Environmental Change* 35:368-378.

This paper argues for a disaggregation of pro-environmental behavior into habitual and occasional behavior. The former captures routine everyday activities such as regularly buying organic food or habitually conserving water. The latter describes occasional or once-off activities such as installing insulation and purchasing energy-efficient household appliances. Drawing on a survey of 1500 households in the Republic of Ireland and Northern Ireland that developed both behavioral and attitudinal indices to investigate household consumption, we group respondents according to their scoring on each index. Results show that the socio-demographic and attitudinal profiles of households that report habitual pro-environmental behavior differ significantly from those that engage in once-off actions. This clearly impacts on environmental and sustainability policy, most notably the financial incentivization of sustainable consumption. Moreover, significant social sustainability issues arise, with rewards for once-off activities disproportionately benefiting better-off households while those who engage in routine pro-environmental behavior tend to face higher costs. [Get the article here](#) (Free open access).

Ehn, Billy, Orvar Löfgren, and Richard Wilk. 2015. *Exploring Everyday Life: Strategies for Ethnography and Cultural Analysis*. Lanham, MD: Rowman & Littlefield.



The numerous tasks and routines that shape our daily existence can seem mundane, even invisible-and yet they play an extremely powerful role in structuring and reproducing society. *Exploring Everyday Life* casts light on these so-called trivialities, serving as both a guide to the invisible world of the everyday and an instruction manual for first-time explorers.

Ehn, Lofgren, and Wilk demonstrate how to use a broad array of ethnographic tools to discover, map, and document new and unexplored territories and guide readers through the process of cultural analysis. Their concrete examples shed light on how a study or paper assignment can evolve and point to how cultural analysis of everyday life can be practically applied in business, government, and other arenas outside of academia. [Get the book here.](#)



Seonaidh McDonald, Caroline Oates, Maree Thyne, Andrew Timmis & Claire Carlile. 2015. "Flying in the face of environmental concern: why green consumers continue to fly." *Journal of Marketing Management*, 31(13-14):1503-1528.



Some unsustainable consumer behaviours have proved extremely hard to change or even challenge. Despite the fact that flying can be more damaging than any other activity that an individual can undertake, many otherwise green consumers still choose to fly, offering an opportunity to elicit narratives about the differences between their attitudes and behaviours. Qualitative interview data were gathered from self-selected green consumers and set within a cognitive dissonance analytical framework. Four strategies were uncovered: not changing travel behaviour (but offering justifications related to travel product, travel context or personal identity); reducing or restricting flights; changing other behaviours to compensate for flying; and stopping flying. This analysis furthers research on green consumer rationales for (un)sustainable behaviours and suggests several avenues for sustainable marketing management. [Get the article here.](#)

International Initiative for a Sustainable Built Environment. 2015. "A Pilot International Survey on Expert Views of Effective Actions to Reduce Climate Change Impacts in the Built Environment Sector." 22 November 2015.



The file provides a short report on the results of a survey of members undertaken by iiSBE, which has a membership of researchers and professionals in many countries around the world. The purpose of the survey was to solicit views on the possible measures that could be implemented in their regions to reduce the impact of the built environment on climate change. Obviously this is a complex issue and we do not expect to identify quick or easy solutions, but we do think that it is useful to obtain ideas from our knowledgeable respondents who have a clear understanding of the situation on the ground and of possible measures that would be appropriate for their regions. This was a small pilot survey with 120 completed responses, but we will be working with our international partners to carry out a much larger survey next year, with the survey design benefitting from this year's effort. [Get the full report here.](#)

Upcoming Conferences



The 2nd International Workshop on the Sharing Economy
28-29 January, 2016, Paris, France

How does the sharing economy disrupt individual behaviors, industries and public regulation?

Airbnb, Kickstarter, Uber, Fab Labs, The Food Assembly, etc.: the rise of these collaborative initiatives no doubt constitutes one of the most striking revolutions of the present day. However, despite the rise of the "sharing economy", no consensus about its definition yet exists. Botsman (2013) defines this sector as "an economic model based on sharing, swapping, trading, or renting products and services, enabling access over ownership."

It thus pertains to a broad set of industries, including collaborative finance (crowdfunding), collaborative production (3D printing, FabLabs, DIY, etc.) collaborative education (e.g. open education and open knowledge) and finally collaborative consumption. [Visit the conference website.](#)

**5th International Conference on Degrowth for Ecological Sustainability and Social Equity:
Call for special sessions**

30 August-3 September, 2016, Budapest, Hungary

The submission platform will be open soon, [please follow the updates here.](#)

The upcoming conference will be a forum to present the latest in global degrowth thought and practice, and bring it into dialogue within the specific context of Central and Eastern Europe of the 21st century. In this respect, the conference will be organised around 12 themes which reflect the context of the conference and the open issues of the degrowth movement that were highlighted at the preceding conference in Leipzig.

You can apply to present your work through different formats:

- * Degrowth-in-action special sessions
- * Scientific special sessions

Both special session formats allow the applicants greater freedom in organizing the proceedings of the session to best present their work.

More information about the call is [available here.](#)

The deadline to submit your special session is **Thursday, 31 December 2015.**

If you have any questions please feel free to contact the organizers call@budapest.degrowth.org
[Visit the conference website.](#)



SPRU 50th Anniversary Conference
September 7-9, 2016, Brighton, England



As part of SPRU's 50th anniversary in 2016, we will be hosting a major conference from 7-9 September 2016 here at the University of Sussex. The conference will also be complemented by a full programme of activities to celebrate 50 years of SPRU.

Over three days, based on the overarching theme of 'Transforming Innovation' we will bring together leading thinkers from business, academia and civil society to explore the future of innovation policy.

The first day of the conference will be more policy and practitioner focused, with the second and third days as the academic conference. Participants are encouraged to attend all three days.

[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 820.

Antonija Ana
Karen Asp
Valentina Aversano-Dearborn
Megan Barry
Lucia Reisch
Florence Ziesemer

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