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## May 2018

Dear Robert,

This newsletter follows exciting trends within sustainable consumption including an emphasis on challenging ideas of "growth" and "development." For more on this check out Philip Vergragt's [reflections on the Buen Vivir conference](#) and be sure to look into [three sister conferences](#) exploring similar themes!

Best,

Darcy and Maurie

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## Reflections on the "Buen Vivir" Conference in Florida

My curiosity brought me to the conference "Buen Vivir and Other Post-Development Pathways" organized by the Center for Latin American Studies at the University of Florida in Gainesville on April 8-10, 2018. The theme of the conference was not only about "good life" but also and prominently about alternatives to "development" and resistance to the neo-liberal dominant agenda. Another important part of the motivation centered on alternative and indigenous sources of knowledge. This was the 67th(!) yearly conference of this Institute, and they seem to be very much alive and innovative. The conference had (no surprise) a strong Latin-American flavor, including music, dance, and a lot of fun. There was enough Spanish in this conference to make me acutely aware of my deficiencies; for instance in plenaries about 90% of the people laughed at jokes in Spanish (not me).

Ashish Kothari (who also was a keynote speaker at the 2nd GRF conference in Shanghai, in 2015) spoke of "eco-swaraj," the radical ecological democracy movement. Another related concept is the South-African notion of "Ubuntu" (I am because we are). Frederico Dimaria introduced "degrowth" as a post-development concept. At the conference there was a strong criticism of the concept of "development" (led by Arturo Escobar) and the Human Development Index as a western and non-transformative concept; same with SDGs. Another interesting contribution was on sufficiency as a "right" rather than a constraint.

<https://degrowth.org/2018/04/14/new-book-pluriverse-post-development-dictionary/>

<https://www.tandfonline.com/eprint/8R9BDnN3ZAfGg2ZT9a6b/full>

In conclusion, I was very much impressed by the power and the ideas of this global south movement: there is much more there than most of us in the global North are aware of. From our Northern perspective we often tend to see "North-South" as peripheral, as something we should

pay attention to, but not really central to our concerns. From a Southern perspective it is not only about transformative change but very much about resistance against western hegemonic thinking and (economic and political) power, and also against the hegemony of academic knowledge.

I think that the DeGrowth Conference in Mexico City on September 4-6, 2018 <https://degrowth.descrecimiento.org/> will be very much in the same spirit; and I am working on a session there on "Sustainable Consumption and Degrowth". Please contact [me](#) if you would like to contribute to this session or in other ways.

Philip Vergragt



# Buen Vivir

## And Other Post-Development Pathways

### Spring 2018 Seminar Series

#### Practitioners Communicating Sustainable Consumption and Production

*Jointly Sponsored by the Sustainable Consumption Research and Action Initiative (SCORAI) and the Future Earth Knowledge-Action Network (KAN) on Systems of Sustainable Consumption and Production*

The [Sustainable Consumption Research and Action Initiative \(SCORAI\)](#) and the [Future Earth Knowledge-Action Network \(KAN\) on Systems of Sustainable Consumption and Production](#) announce their jointly organized virtual seminar series with the theme Practitioners Communicating Sustainable Consumption and Production. Conducted by webinar, each of these sessions will include a brief (approximately 25-minute presentation with slides and/or video) followed by a moderated online discussion. The aim is to strengthen the "A" perspective (meaning Action) that is part of the mission of both SCORAI and the KAN. Each webinar will begin at 3pm GMT\* and will be recorded and subsequently accessible via the SCORAI and KAN websites.

All participants should register for one (or more!) of the sessions in this seminar series at <https://goo.gl/forms/znv8sk7gNZ12V6Eq1>. This process ensures that you will receive a link to access the webinar.

The first seminar titled "*Shareable.net: The Case for Solutions Journalism as a Catalyst for Sustainable Consumption and Production*" took place on April 17th ([recording available here](#)) and we are grateful to presenter, Neal Gorenflo, Executive Director of Shareable, for this great webinar. Register for the upcoming webinars soon!

#### **May 15: Equity Considerations in Sustainable Urban Consumption and Production**

*Thomas G. Dallessio, AICP/PP/FRSA, President, CEO and Publisher, Next City*

Cities and metropolitan regions are critical locations for consumption and production. Unfortunately, they are also often the places where inequity and injustice have limited the opportunities of lower-income residents and others who have been disadvantaged and marginalized. This webinar will use the lens of equity to explore the challenges and opportunities of sustainable urban consumption and production, and present new conceptual approaches and methodological tools through case studies and solutions-oriented journalism that challenge the historic patterns of inequality and seek to promote true sustainability.

#### **June 12: Can Beauty Save the World?**

Doug Tompkins, the environmentalist and founder of the Esprit and North Face clothing companies, thought that beauty could save the world. John de Graaf has been testing Tompkins' hypothesis with a new campaign called And Beauty for All (<http://www.andbeautyforall.org>). He will make the case that working for environmental restoration and community revitalization through a focus on beauty can reach beyond current polarization to create more just and sustainable, less-consumptive communities. He will share his new theory that the history of the United States is a "Bread and Roses cycle," roughly 30-year periods when the pendulum shifts between an emphasis on wealth, consumption, and economic growth to an emphasis on quality of life and greater sustainability. Join him for a provocative conversation (and a short film clip)!

\*11pm Japan, 4pm Europe, 3pm UK/Ireland, 10am Eastern (US) Time Zone, 9am Central (US) Time Zone, 8am Mountain (US) Time Zone, and 7am Pacific (US) Time Zone. Participants in other time zones should use this information as a guide to determine the appropriate starting time in their own region.

## Featured Publications

Luchs, M. & D. Mick. 2018. "Consumer Wisdom: A Theoretical Framework of Five Integrated Facets." *Journal of Consumer Psychology*

We establish a parsimonious theoretical framework of consumer wisdom based on five mutually reinforcing psychological facets. Our research draws from wisdom literature and a set of 31 phenomenological interviews with informants who were identified through a multi-stage nomination process. The five facets of consumer wisdom that emerged are Intentionality, Contemplation, Emotional Mastery, Openness, and Transcendence. Together, they comprise a data-grounded, aspirational model of consumer wisdom-for researchers as well as consumers-to understand, maintain, and improve personal and collective well-being. We discuss the implications of the framework and directions for future research.



<https://onlinelibrary.wiley.com/doi/abs/10.1002/jcpy.1037>

Veleva, V. and S. Foley. 2018. "RISE Products Inc.: Transforming Organic Waste Into Healthy Food." *SAGE Publishing*

This case focuses on RISE Products Inc., a small start-up in New York City that leverages technology and innovation to transform a waste beer product (called spent beer grain) into a healthy flour. Started as a class project at the New York University Tandon School of Engineering, RISE Products Inc. attracted funding and recognition from some leaders in the food sector. The company partners with New York City breweries to use their spent grain and transform it into a high-protein, low-carbohydrate, and cholesterol-free flour. The case examines what drives and enables the success of RISE Products Inc. and the challenges it must overcome in order to grow while staying true to its sustainability mission. As it evaluates a growth strategy the company leadership faces several dilemmas, including how to scale-up operations without transporting waste long distances, how to secure external funding without surrendering a controlling stake, and how to communicate the positive impacts of its product in order to raise awareness and increase demand. The overall goal of the case is to introduce students to emerging business opportunities in the circular economy and, specifically, organic waste; the importance of technology, innovation, and strategic partnerships for creating a successful business model; and the challenges faced by start-ups in communicating impacts and scaling-up operations. The CEO, Bertha Jimenez, is wondering how should RISE Products Inc. more effectively measure and communicate the environmental, social, and health impacts of its product in order to increase sales, and what strategy should they adopt to grow beyond the NYC market while avoiding shipping a lot of waste and generating greenhouse gas emissions.

<http://sk.sagepub.com/cases/rise-products-inc-transforming-organic-waste-into-healthy-food>

Sustainability scholarship is increasingly focused on individual behavior change and sustainable consumption as crucial components of engendering more sustainable societies. Practices like bicycling to work, recycling and reusing goods, and eating organic food are heralded as



both integral to and generative of larger societal transformations. Scholars have begun to identify the individual and societal conditions that can help enable such practices while also examining social, cultural, and systemic dynamics driving over-consumption, particularly in the developed world. Additionally, questions of social and cultural identity have been interrogated, as the cultural politics of sustainable consumption emerges as a key sub-field in its own right. While more recent work has begun to focus on linking individual environmentalisms with the collective processes of changing social systems, sustainable consumption as an analytical concept has largely lacked any deep engagement with questions of power or politics. Questions of power, legitimacy, authority, and consequently justice remain largely unexamined in this field of

research. In this paper, I draw on research examining sustainable consumption in India to present an argument for a new direction in sustainable consumption research that prioritizes a critical perspective and is grounded in critical social theory. I argue that sustainable consumption researchers need to look at relational and structural power within sustainable consumption efforts to see how these efforts challenge or reinforce existing patterns of oppression and marginalization and outline a "critical sustainable consumption" disposition to permeate sustainable consumption study and practice.

<https://digitalcommons.stmarys-ca.edu/school-liberal-arts-faculty-works/559/>

## New Publications in Sustainable Consumption Research (April 2018)

Evans, S., Peirson-Smith, A. (2018) "The sustainability word challenge: exploring consumer interpretations of frequently used words to promote sustainable fashion brand behaviors and imagery," *Journal of Fashion Marketing and Management*, Article in Press

Liu, C., Valentine, G., Vanderbeck, R., McQuaid, K., Diprose, K. (2018) "Placing 'sustainability' in context: narratives of sustainable consumption in Nanjing, China," *Social and Cultural Geography*, pp. 1-18. Article in Press.

M. Ross, S., Kapitan, S. (2018) "Balancing self/collective-interest: equity theory for prosocial consumption," *European Journal of Marketing*, 52(3-4), pp. 528-549.

Miranda-de la Lama, G., Estévez-Moreno, L., Villarroel, M., Rayas-Amor, A., María, G., Sepúlveda, W. (2018) "Consumer attitudes toward animal welfare-friendly products and willingness to pay: exploration of Mexican market segments," *Journal of Applied Animal Welfare Science*, pp. 1-13. Article in Press.

O'Brien, M., Bringezu, S. (2018) "European timber consumption: developing a method to account for timber flows and the EU's global forest footprint," *Ecological Economics*, 147, pp. 322-332.

Park, K. (2018) "Understanding ethical consumers: willingness-to-pay by moral cause," *Journal of Consumer Marketing*, 35 (2), pp. 157-168.

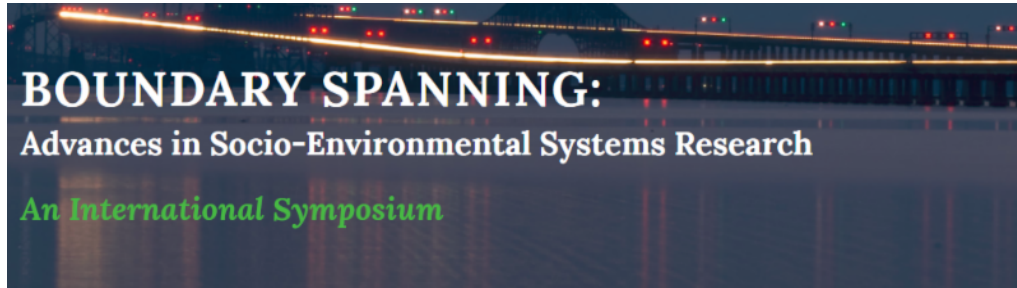
Pacheco-Blanco, B., Martínez-Gómez, M., Collado-Ruiz, D., Capuz-Rizo, S. (2018) "Sustainable information in shoe purchase decisions: relevance of data based on source," *Sustainability* (Switzerland), 10 (4), art. no. 1170

Scalvedi, M., Saba, A. (2018) "Exploring local and organic food consumption in a holistic sustainability view," *British Food Journal*, 120 (4), pp. 749-762.

Vantamay, N. (2018) "Investigation and recommendations on the promotion of sustainable consumption behavior among young consumers in Thailand," *Kasetsart Journal of Social Sciences*, 39 (1), pp. 51-58.

Welch, D., Yates, L. (2018) "The practices of collective action: practice theory, sustainability transitions and social change," *Journal for the Theory of Social Behaviour*, Article in Press.

## Upcoming Conferences



June 11 - 13, 2018  
Annapolis, Maryland, USA

The National Socio-Environmental Synthesis Center (SESYNC) in partnership with the National Science Foundation (NSF), Resources for the Future (RFF), and University of Maryland (UMD) is convening an international symposium to bring together leaders, emerging scholars, and other key individuals interested in innovating research and processes for solving socio-environmental problems.

The symposium will explore the current state of socio-environmental systems research, recent advances in the field, and the unique challenges and opportunities engendered by the questions and approaches of socio-environmental systems research. In addition, the symposium will catalyze and inspire new collaborative and interdisciplinary communities of research and practice. More info [here](#).



More [here](#).



**THE VELUX FOUNDATIONS**  
VILLUMFONDEN & VELUXFONDEN

**Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI)**

"Sustainable Consumption: Fostering Good Practices and Confronting the Challenges of the 21st Century"

June 27-30 2018

See [here](#) for complete information. We look forward to seeing you there!



This XIX ISA World Congress of Sociology will focus on how scholars, public intellectuals, policy makers, journalists and activists from diverse fields can and do contribute to our understanding of power, violence and justice.

Although the scientific consensus on causes and implication of global warming is well established, the climate crisis has provoked three distinct political-economic projects, rooted in differing class fractions and social interests, which currently vie for hegemony at different levels and regions of the world-system. Carbon capitalism is a project of 'business as usual' (in the Stern report's terminology), with efficiency improvements (and possible sunseting of coal) but no major changes to the political ecology of contemporary capitalism. Climate capitalism proposes the ecological modernization of the energy base of capitalism, by redirecting flows of capital away from fossil fuels, and toward more climatically benign sources of energy including hydropower, solar, wind and nuclear. The first two projects are capital-centric: they leave the class structure of capitalism untouched, including the concentration of economic power in the hands of a relatively small group of major investors, executives and corporate directors. In contrast, energy democracy finds its social base in environmental and other progressive movements, including sections of the labour movement. It mandates a dual power shift, from fossil-fuel power to renewables (decarbonization) and from corporate oligarchy to public, democratic control of economic decisions (democratization). This session welcomes papers exploring the sociology of these projects, singly or in combination, especially analyses that foreground issues of political economy and political ecology. For more information on this session see [here](#).

Petrocultures 2018

TRANSITIONS

glasgow

scotland

Aug 29 - Sep 1

The 2016 Paris Climate Agreement heralded unprecedented international consensus on the need to transition from fossil fuels within the next few decades. The uneven responses from state, corporate, and civil actors across the world clearly signify the challenges - and opportunities - that lie ahead. On the one hand, they demonstrate the enduring power of oil and gas as the industry seeks to adapt to the post-Paris world in various ways - exploration, expansion, technical development, political and media management. On the other, the responses have inaugurated a range of efforts to break free from the 'lock-in' of the fossil-fuel system and realize a host of potential alternative scenarios. Any initiatives towards future 'sustainability', meanwhile, are contextualized by intensifying claims to energy security, sitting uneasily alongside the reality of rising global energy demand.

[Petrocultures](#) is motivated by the core notion that the humanities and social sciences have significant input to add to both knowledge of oil and energy and the irrevocable process of transformation. The international field has grown rapidly since the inaugural conference in Edmonton, Alberta, Canada in 2012, producing scholarly and creative work across numerous platforms, disciplines, genres, and territories. While much work has been done to highlight the social and cultural significance of fossil fuels, the ecological unfeasibility of high-carbon life urgently compels us to think, imagine and realize a world 'after oil'. The organising theme of Petrocultures 2018 is Transition. We anticipate its cultural interpretation in a variety of ways. The conference will provide an important forum for examining and extending existent framings and sitings of oil and petroculture, while also striving to consider the social, cultural, and aesthetic life of alternative forms of energy, such as wind, solar, and hydro power.

Petrocultures 2018 will bring together scholars, policy-makers, industry employees, artists, and public advocacy groups from across Europe, North America, and beyond.

More info [here](#).



We call on representatives of the global North and South: of first peoples/indigenous peoples, miners, peasants, workers, employees, technicians, sanitary workers, diverse artists, poets, writers, intellectuals, musicians, singers, artisans, professors, lawyers, physicians, architects, engineers, geologists, astronomers, chemists, dentists, veterinarians, anthropologists, geographers, historians, sociologists, psychologists, economists, philologists, philosophers, communication theorists, programmers, scientists, art critics, theologians, thinkers, humanists, pacifists, indigenists, feminists, ecologists, animal liberation advocates, cooperative members, unionists, peasantist, anarchists, socialists, mutualists, communists, zapatistas, activists of diverse social causes and citizens, shamans, nuns and monks, practitioners of Zen Buddhism, Yoga, Sufism, esoterics, priests, rabbis, imams, cult ministers, secularists, pastors, bishops;

social movements, networks and organizations: indigenous, ejido members, common folk, urban collectives, neighborhood, regional or state groups, representatives of civil society from: cooperatives, unions, civil associations, chambers, institutes, colleges, foundations, non-governmental organizations; to researchers and academics in general, traders/merchants, small and medium businesspeople, municipal and state authorities; legislators, judges and state magistrates; federal deputies and senators, federal officials, to participate in the 2018 North South Conference on Degrowth-Descrecimiento, Mexico City that will take place between the 4th and 6th of September, 2018 in Mexico City, location to be announced. The conference will run from 9:00 a.m. to 7:30 p.m. each day.

The conference slogan is the "decolonization of the social imaginary"; the thematic axes are: survival, culture and wealth; and the cross-cutting/transversal axes are: degrowth in the North and South, connection between local and global action, links and connections between degrowth and related movements, convivial science and technology, individuals, groups, communities and institutions that are making change and taking action globally now.

The conference will be structured with time for plenaries, parallel sessions and art, lunch, conviviality and getting around. The plenaries will open and close the day and will be dedicated to debating the thematic axis of the day, with interventions from national and international conference speakers. The parallel sessions will take place twice during the day: before and after lunch, with interventions by presenters of the special sessions and the normal sessions whose abstracts have been approved by the reviewers and the executive commission; the art will be present at the beginning of the plenaries and in the amenities at the end of the day; the lunch will be served at 1:30 p.m.; the amenities and changes of place will take place at the end of the plenaries and after the second time dedicated to parallel sessions.

On the webpage <https://degrowth.descrecimiento.org>, the following will be published: the thematic and cross-cutting/transversal axes; the sub-themes; what we understand by degrowth; why in Mexico; the call to present special sessions and/or individual presentations; the principles, objectives and purpose; the organizing committee, the scientific-cultural committee, the executive commission; the endorsements of and alliances with other conferences; the conference plenary speakers; the updated outlines of the program and, next July, the final program; news about the conference; publications related to degrowth-descrecimiento; and different quotas, assisted registration and organizers



The 6th International Degrowth Conference for ecological sustainability and social equity will take place in Malmö, Sweden 21-25 August 2018, with two twin conferences taking place the same year - in Mexico City, Mexico (4-6 September 2018) and at the European Parliament in Brussels, Belgium (18-19 September 2018). Our ambition is that the inclusion of a range of social, cultural and activist events draws in members of the community and stimulates a fruitful public debate.

This conference is inspired by principles of care, mutual aid and democratic decision-making. We aim to live and share dreams and practices of different worlds both happening and possible over these few days and invite you to be part of it  
Learn more [here!](#)





# Post-Growth 2018 Conference

18th-19th September 2018 - Brussels, Belgium

Where: European Parliament, Brussels (Belgium)

When: September 18-19, 2018

A post-growth conference supported by various stakeholders (Members of the European Parliament from different political groups, academics, NGOs and unions) will take place in the premises of the European Parliament on September 18-19 2018, coinciding with the 10th anniversary of the collapse of the US Bank Lehman Brothers that sparked the economic crisis in which we are still trapped.

Given its central location close to the heart of the European Union decision-making, the conference will offer a unique opportunity for the EU civil society to confront their views with those of EU officials and staff that defines the core of the economic model and political priorities. Considering that the latter are not compatible with a fair and ecological transformation of our societies, workshops will address the theoretical design of models used to frame the European economy, the relevance and feasibility of basic income schemes, the ultimate goal of the internal market and the environmental consequences of technological progress. The aim of these days - about one year before the next European elections and the nomination of a new Commission - will be to create a cultural contagion effect by which the thinking of policy makers will tilt towards genuine sustainability.

More info [here](#).

## Leverage Points 2019

International conference on sustainability research and transformation  
Leuphana University of Lüneburg, Germany, 6-8 February

We are currently inviting applications for inspiring, provocative and exciting oral and poster presentations. Presentation/session formats are intended to be novel and flexible, but may include standard 15 minute presentations, speed talks, or panel discussions. There will be a strong focus on interaction, dialog and synthesis running throughout the conference. Session leaders will coordinate with presenters regarding the format of presentations upon acceptance of abstracts.

We welcome, theoretical, empirical, methodological and praxis contributions with a focus on transformative change and sustainability. Contributions with an explicit focus on the concept of [leverage points](#) are particularly welcome. Submissions should relate to one of the [core themes](#) of the conference, paying attention to the particular requirements of your chosen theme. The abstracts should be a maximum of 300 words and should end in a statement: "Implications for sustainability transformations: ..."

Core themes

- [Re-structuring](#) institutions for transformative change
- [Re-connecting](#) people and nature as a deep leverage point
- [Re-thinking](#) how we know and act in relation to sustainability transformations
- [Systems thinking](#) and complexity as tools for transformation
- [Transformative research practices](#) in sustainability science
- [Emerging ideas](#)

Contributors can submit a maximum of one abstract, as a lead author, to each theme. The same abstract cannot be submitted to more than one theme.

The deadline for submissions of abstracts is 30 June 2018. Your abstract will be subject to review by theme leaders, and you will be notified of your acceptance or rejection by 30 August 2018. Presentations may be transferred to other themes if deemed appropriate by the reviewing committee. More information [here](#).

## New SCORAI Affiliates

A warm welcome to the following new SCORAI affiliates joining us during the past month, bringing our total membership to 995 (nearly to 1,000!) individuals:

Almaz Alper  
Chad Baum  
Lina Brand Correa  
Valerio Cappuccio  
Lot Kaduma  
Elena Karelia  
Galen Karlan-Mason  
Kathleen Klaniecki  
Kyungsun Lee  
Sara Moreira  
Tuuli Ronkainen  
Anuja Sawant  
Johanna Tilkanen  
Marion Weymes

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