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Pathways, Transitions and Backcasting for Low-Carbon and Sustainable Lifestyles

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*All participants at the workshop*

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# Pathways, Transitions and Backcasting for low-carbon and sustainable lifestyles

## Overview and Introduction

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## Introduction

Local sustainability has been on the agenda since 1992 when at the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro Agenda 21 was adopted. A decade later, sustainable consumption was put on the international policy agenda during the World Summit on Sustainable Development (WSSD) in Johannesburg in 2002. Ever since, a range of approaches has been applied to foster local sustainability, sustainable consumption and sustainable lifestyles; it should be noted that these concepts are related and cannot be easily separated. The range of approaches to facilitate sustainability in consumption and local settings includes Local Agenda 21, behavioural approaches - sometimes referred to as ABC (Attitude, Behaviour, Choice, for a critical discussion see Shove 2010) -, and green innovation oriented approaches. Despite their relevance, all these approaches have shown limitations too. For instance, behavioural approaches have been constrained by the so-called awareness-behaviour gap (e.g. Shove 2010). In addition, green innovations and technologies have not only led to rebound effects (Hertwich 2005), but also contributed to further economic growth, which has come along with increasing use of resources and shifting production and its environmental burden to other parts of the world.

More recently, a systemic, multi-disciplinary and multiple-domain approach was proposed connecting sustainable consumption and production (SCP) in the EU funded SCORE! (Sustainable Consumption Research Exchanges) network project (Tukker *et al.* 2008). Building on the Oslo declaration on sustainable consumption (Tukker *et al.* 2006), the SCORE! Project used as starting points (i) that targeting sustainable consumption is not possible without taking the production perspective into account, (ii) that bringing about SCP requires collaboration of actors and experts from several domains including consumption, system innovation policy, design and business development, and (iii) that challenges for SCP are different for different types of economies like developed, emerging and bottom-of-the pyramid economies (Tukker *et al.* 2008: 6-7). SCORE! inspired the establishment of SCORAI (Sustainable Consumption Research & Action Initiative) network in Northern America and its 2012 offspring SCORAI

Europe. SCORAI promotes and facilitates exchange and discussion between researchers and practitioners from domains relevant for SCP through workshops and meetings, (e.g. Cohen *et al.* 2013, Cohen *et al.* 2010, Lorek and Backhaus 2012, SCORAI Europe 2013, see also <http://scorai.org/>). Recent developments in sustainable consumption include an emerging interest in social practices and transition approaches to (e.g. Seyfang and Haxeltine 2012, Spaargaren *et al.* 2012), which includes employing transition management and backcasting for developing long-term futures and pathways for sustainable consumption and sustainable communities (e.g. Quist *et al.* 2001, Carlsson-Kanyama *et al.* 2007, Mont *et al.* 2013, Nevens *et al.* 2013, Wittmayer *et al.* 2011, Doyle and Davis 2013). The latter also includes a renewed interest in action research and facilitating agency for change *towards* sustainable consumption and communities (e.g. Wittmayer *et al.* 2013). Since the economic crisis, sustainable consumption has also been related to austerity (e.g. O’Riordan 2012), social economies (e.g. Sahakian 2012), de-growth (e.g. Schneider *et al.* 2010) and going beyond green growth (Lorek and Spangenberg 2013). Of course, pleas for a steady-state economy (as proposed by Herman Daly) and for prosperity without growth (Jackson 2009) have already been around for some time.

The growing interest in long-term and systemic approaches to sustainable consumption and communities was also clear in the 2009 EU call ‘ENV.2010.4.2.3-1 Foresight to enhance behavioural and societal changes enabling the transition towards sustainable paths in Europe’. It called for bottom-up approaches addressing how to overcome the gap between on the one hand awareness on the behavioural and societal changes for sustainability and on the other hand concrete individual and societal engagement through sustainability driven action. It also called for the analysis of enabling and constraining factors for pathways towards low-carbon and sustainable lifestyles that should be fed into scenario development and backcasting exercises in order to identify potential paths to support the transition to a sustainable Europe. Relevant questions included ‘how to engage individuals and collectives on sustainable paths’, ‘what is needed to address the barriers’ and ‘how to make the most of the drivers for sustainable development through both new policy mixes and novel innovative mechanisms for cooperation and partnerships between actors in the public sector, the private sector and civil society’.

Under this call, three projects were funded that started between late 2010 and early 2011: InContext (<http://incontext-fp7.eu>), LOCAW (<http://www.locaw-fp7.com>) and CRISP (<http://www.crisp-futures.eu>). Brief descriptions can be found in the box below. By mid 2013 these three projects have generated most of their results with regard to bottom-up vision and pathway development towards sustainable lifestyles, communities, regions and at work. Meanwhile, several other research projects in which sustainable consumption and long-term pathways are key, such as SPREAD (e.g. Mont *et al.* 2013, [www.sustainable-lifestyles.eu](http://www.sustainable-lifestyles.eu)) and RESPONDER ([www.scp-responder.eu](http://www.scp-responder.eu)), and CORPUS ([www.scp-knowledge.eu](http://www.scp-knowledge.eu)) have been (nearly) completed. Therefore, it seemed to be a good time to bring together results and approaches from a range of participatory and bottom-up endeavours in a scientific workshop to discuss the state of the art in pathways, transitions and backcasting for sustainable and low-carbon lifestyles aiming at an exchange of the state of the art of concepts, results and approaches.

***InContext*** stands for ‘Individuals in Context: supportive environments for sustainable living’. In an exemplary manner, the project has identified framework conditions that enable societal transitions towards an environmentally sound, economically successful, and culturally diverse future. The goal was to better understand how sustainable behaviour is shaped by the interplay between external factors (e.g. social norms, policies, and infrastructure) and internal conditions (e.g. values and beliefs). Research was carried out in four case studies and three pilot projects: The case studies looked at existing cases of alternative practices in energy and food consumption. The pilot projects developed an innovative action-research method, the ‘community arena’, and applied it in three local communities. The processes aimed at empowering individuals to develop a long-term

vision for a sustainable community and to take immediate action. The community arena integrates insights from transition management, backcasting and social psychology.

***Low Carbon at Work (LOCAW)*** focuses on the drivers of and barriers to sustainable lifestyles and how these constrain and enable the everyday practices and behaviours within larger organizations. The project includes (i) the analysis of the patterns of production and consumption in the workplace and their resulting GHG emissions; (ii) organizational strategies to reduce emissions and implement EU regulations regarding the greening of their production processes (iii) everyday practices and behaviours at work of employees on different levels of decision-making within the organization, and the relationship between behaviours and practices at work and behaviours and practices outside work, as well as the drivers and barriers for implementation of sustainable practices and behaviours in the workplace.

***CRISP*** stands for 'CREating Innovative Sustainability Pathways' and seeks to identify potential pathways that will aid the EU towards the transition to a sustainable, low carbon Europe. CRISP works on developing profoundly different visions – and their implementation trajectories – and has adopted Transition Management (TM) as a methodology to develop practical, radical and implementable visions. Transition management (TM) distinguishes between three interdependent levels, namely macro (society and economy overall), meso (organisations and specific entities within the macro level) and micro (lifestyles, individuals, households) and will be combined with innovation system elements

### ***Workshop scope & focus***

The idea of such a workshop got widely positive responses among researchers involved in the three projects, but as well as among colleagues involved in the SCORAI network and related projects. As a next step a call was developed and dates were set (see Appendix III for the full text). The workshop could be funded under the InContext project, which allowed for travel reimbursements and enabled shorter preparation periods than usual. The aim of the workshop was to present and discuss papers and results to exchange and compare concepts, methodologies and results on visions, scenarios, transitions and pathways for sustainable lifestyles and communities from the three projects mentioned, as well as from related projects. An additional aim was to search for similarities, complementarities and further lessons, not only for researchers and practitioners, but also to develop additional recommendations with regard to pathway development and facilitation to the EU and to learn from bottom-up emerging developments like in transition towns and sustainable energy cooperatives. It was expected that such a workshop could also shed more light on developments in transition management and backcasting with regard to the involvement of end-users, citizens, employees, consumers and communities. Moreover, it should also address how this could complement more widely applied multi-stakeholder led initiatives and top-down initiatives led by the government targeting the provision system rather than the consumption system. Interestingly, transition management, participatory backcasting and related approaches are currently experiencing a broadening from transitions in functional societal systems (e.g. energy, mobility) to addressing transitions at the level of communities, cities and consumption practices. Such a shift reflects a growing focus on bottom-up approaches led by end-users, consumers or citizens aiming at systemic change. These aspects have been rather neglected in the research in Sustainability Transitions until now, despite some exceptions and a growing interest in so-called alternative consumption niches and grassroots innovations (e.g. Seyfang and Smith 2007, Seyfang and Haseltine 2012).

Obviously, a major challenge in sustainability transitions is not only to address the (active) involvement of citizens, employees, consumers and end-users, but also taking these actors and

their activities into account when analysing transitions or applying transition management and backcasting. In order to address all aspects and issues discussed above, the workshop called for the following topics:

- Cases and methods on local transitions or consumption transitions, focusing on participation, visioning, and pathway development.
- Conceptualization of the individual consumer-citizen and how this relates to grassroots and alternative consumption practices, as well as to individual needs-opportunities-capabilities approaches.
- Comparison of methodologies addressing individual actors such as citizens or consumers in influencing transitions including lessons learned from other participatory methodologies addressing local communities and consumers, such as participatory backcasting, and Local Agenda 21.
- Cases exploring niches of alternative consumption, grassroots innovation niches, and local communities as sites of social innovation and their relevance for pathways towards low-carbon and sustainable lifestyles.

The SCORAI Europe workshop format was used as a starting point which includes the following elements:

- (i) It aims to maximize discussion and interaction among participants.
- (ii) Space is limited to 25-35 participants, including authors.
- (iii) Paper presentations are short and are followed by both discussant contributions and substantial discussion on the broader relevance of the papers.
- (iv) All participants are strongly encouraged to read the papers in advance.
- (v) Participants are asked to take active roles like chairing, discussant or note taker.

There were two adjustments in the Rotterdam workshop: (i) the workshop was a two-day workshop (instead of a one-day workshop), (ii) in addition to full paper sessions, there were working sessions that combined short paper presentations with moderated discussion sessions focusing on interaction as well as sharing results and experiences of participants. Because of the two types of sessions, two types of papers were accepted for the workshop:

- Full papers that presented comprehensive results and/or methodologies and that were fed into full paper discussion session.
- Short papers, position papers, case descriptions or methodological evaluations that required only 4,000 and 6,000 words and that were fed into working sessions evolving around four topics (i) bottom-up & participatory vision and scenario development, (ii) backcasting and pathway development, (iii) drivers for and barriers to transitions towards sustainable lifestyles and communities, (iv) potential of individual change and alternative consumption niches.

## ***Results in a nutshell***

Eventually, 28 abstracts were submitted that were evaluated on the criteria (i) scientific quality, (ii) originality, and (iii) relevance for the workshop theme and topics. Based on the evaluation 8 abstracts were accepted for full paper sessions and 9 abstracts were accepted as short or position papers, though it was possible to develop short or position papers into full papers. The full program can be found in Appendix 1. Around 30 people participated; they are listed in Appendix II.

The full papers were organised in 4 plenary sessions consisting of 10 minutes presentations on each paper and a 10 minutes discussion by a discussant, followed by 30 minutes plenary discussion. Contributions by discussants and reports of the discussions have been included in the proceedings. The first session (Session 1A) focussed on *visions & pathways methodologies for*

*sustainable lifestyle.*” It consisted of a paper by Georgina Guilen and Marina Nicalau on the BIG2050 (Building Ideas Glocally for 2050) project and a paper by Jaco Quist *et al.* from the InContext project on the community arena methodology, in which transition management and backcasting were combined and applied in several communities across Europe. The second session (Session 1B) explored and discussed *different approaches to sustainable consumption pathways*. The paper by Yuliya Voytenko and Oksana Mont explored the potential of innovation value creation models, which reflect new modes of consumption, production and value creation. Clear examples are collaborative consumption and prosumers in decentralised electricity production. The second paper by Julia Backhaus and Harro van Lente explored how shared assumptions on issues on the problems at stake and on how to achieve desired changes can function as organising principles for sustainable consumption pathways, which was illustrated by several cases from the food domain. The third full paper session (Session 2A) focussed on *‘individual and structural factors in pathways for sustainable consumption’*. The paper by Felix Rauschmayer *et al.* explored how transition management, practice theory, and the capability approach can complement each other in the governance of sustainability transitions. The paper by Ricardo Garcia-Mira *et al.* reported on part of the LOCAW project, focussing on how individual factors influence sustainable behaviour and sustainable practices at work. The fourth session (Session 2B) addressed *facilitated pathway development versus bottom-up self-organising initiatives*. The paper by Walter Wehrmeyer *et al.* reported on the transition pathways generated by teenagers and professionals in 6 EU countries as part of the CRISP project. By contrast, the paper by Flor Avelino *et al.* reported on self-organising bottom-up community energy initiatives building on cases from Scotland, the Netherlands, Belgium and Germany; they also addressed barriers and drivers for these initiatives from the perspective of the energy transition at large.

The other 9 papers were distributed across the four working sessions as inputs for discussions on the topic of the working session. The first working session (Session 3A) addressed *bottom-up participatory vision and scenario development methodologies*. It included a paper by Pesch and Mulder on stakeholder involvement in eco-district planning, and a paper by Wittmayer *et al.* on the transformative potential of communities. The discussion evolved around topics like visions versus scenarios, pros and cons of group think and the growing use of participatory vision and scenario development at the local level. The second working session (Session 3B) focussed on *backcasting and pathway development for sustainable consumption and communities*. Dumitru *et al.* reported on the backcasting part of the LOCAW project, whereas Kiraly *et al.* reported on using participatory system mapping within a backcasting framework. The discussion evolved around further experiences with backcasting and strengths and bottlenecks of how backcasting had been applied. The third working session (Session 4A) dealt with *drivers and barriers for pathways and transitions towards sustainable lifestyles and communities*. Marleen Lodder and Flor Avelino contributed a paper on how insights and methods from design thinking can empower citizens in sustainable infrastructures. Niko Schöpke *et al.* presented a paper on learning and empowerment building on results from the InContext project. The paper by Silvia Breukers and Ruth Mourik provided an input on barriers in decentralized energy generation in smart grids, which are due to mismatches between the expectations of end-users and expectations of developers of such systems. The discussion evolved around top-down management to support more sustainable lifestyles versus bottom-up approaches, the potential of games for moving towards more sustainable lifestyles, and the creation of value versus value change. The fourth working session (Session 4B) addressed *the potential of individual change and alternative consumption niches*. Marlyne Sahakian contributed a paper on what can be learnt from demonstration projects. Carmen Vercauteren *et al.* provided an input to the discussion with a paper on cases of community gardening in the city of Rotterdam and whether these can be seen as learning spaces for sustainable food practices. The discussion evolved around the usefulness and challenges of the social practices approach. It included topics, such as where to set boundaries of a practice, the role of budgets or subsidies to get initiatives started, leadership, time and the influence of the social context and how it can be related to social learning.

## **Conclusion and Outlook**

The workshop brought together a range of multi-disciplinary contributions and perspectives on pathways, transitions and participatory methods for low-carbon and sustainable lifestyles and communities, involving researchers, action researchers and practitioners. It addressed multiple scales ranging from individual change and small local alternative practices to large-scale transitions, as well as a range of participatory methods and cases for creating visions, scenarios and pathways. It highlighted new approaches that may address some of the issues related to behavioural approaches, existing local approaches, and green innovation oriented approaches in sustainable consumption and local sustainability. In this way, it contributes to the path set by the SCORE! Project and the aims of the SCORAI network. The workshop not only included dissemination and exchange of state-of-the art academic thinking and results, but also facilitated both implementation-oriented and conceptual discussions.

Some remaining issues, such as dealing with multiple definitions of sustainability, recent developments on the value-behaviour gap (where it is shown that rationalising behaviour by individuals may change identity and self-image), the relevance of positive constraints (e.g. ban on smoking and separating garbage), the relevance of social innovation and grassroots innovation, and the potential of combining individual and structural approaches to sustainable consumption and transitions, as well as how to upscale and speed up sustainability transitions in consumption, lifestyles and communities can be further discussed on forthcoming conferences like the IAPS (People-Environment Studies) in June 2013 in Timisoara, Romania, IST (Sustainability Transitions) in August 2013 in Utrecht, The Netherlands, and the ERSCP in October 2013 in Slovenia.

These will be also be further explored in approved forthcoming FP7 research projects, such as

- GLAMURS – Green Lifestyles, Alternative Models and Up-scaling Regional Sustainability, coordinated by Prof. Ricardo García Mira, University of La Coruña, Spain
- DYNAMIX - Decoupling growth from resource use and its environmental impacts, coordinated by Katharina Umpfenbach, Ecologic Institute, Germany.
- ARTS – Accelerating and Rescaling Transitions to Sustainability, coordinated by Niki Frantzeskaki, DRIFT, Erasmus University Rotterdam, The Netherlands.
- TRANSIT – Transformative Social Innovation Theory, coordinated by Flor Avelino and Julia Wittmayer, DRIFT, Erasmus University Rotterdam, The Netherlands.

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# III

**Reporting  
& Wrap  
Up**

# Discussion on working sessions

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*Budapest Business School*

*Chairs: Tom Bauler & Katharina Umpfenbach*

During the plenary sessions three key, slightly overlapping themes were discussed: the issue of values, the issue of constraints and the issue of individual vs. societal transformations.

Participants emphasized that values were one of the main issues discussed throughout the workshop. Although everyone agreed that the dominant values of our societies need to be changed in order to move to a more sustainable society, there were considerable disagreements whether this can be done.

One topic in relation with values was about the question of conflicting values in one's life. People may have values related to sustainability and a more responsible way of life but they also have values which are at odds with sustainability. Moreover, they face with choices everyday which make acting and behaving according to these sustainable values difficult. Research, therefore, should also focus on the how to disentangle this web of conflicting values and help communities to strengthen sustainable values in their lives and practices.

The issue of the value-behaviour gap is also discussed. As the main theories on values and value change demonstrate, values remain fairly consistent over time. That means that values do not change easily. Moreover, recent research in psychology shows that the assumption that a given value acts as a precursor for behaviour is often proven false. In many cases, it goes the other way, people perceive how they behave, they rationalize their behaviour and that affects their identity and self-image. But that also raises the question of how different (social) contexts affect and guide people's behaviour and how to design them in such a way to instigate sustainable behaviour.

The second main topic was about constraints, which was also raised several times during the workshop. Constraints do not have to be perceived only in a negative manner because constraints are needed to nudge people and communities to become more sustainable. It was also underlined that resource consumption is embedded in everyday social practices mainly in consumption and people feel the right to consume more (buy a second car, have a second house) if they can afford it. Constraints therefore are necessary to limit the overall burden on the environment, however, they are very difficult to introduce in societies where free will and freedom of choice is understood as a basic and unalienable human right. Positive examples were also mentioned, such as the restrictions on smoking in public spaces. Although this has harmed the rights of a minority group but helped the rest of the society to live a healthier life. This regulation was introduced in a top-down manner and in a few weeks radically changed the behaviour of those involved. Radical behaviour changes toward sustainability therefore seem possible, if we accept top-down regulations intervening in our life. Choice architecture or choice editing was also mentioned as ways to nudge people to behave in a more sustainable way by making sustainable options easier to access while increasing the cost of using unsustainable practices.

The last main topic discussed was the dichotomy between individual and social transformations. The question was raised do we need both to catalyse transformations, and if so in what order. There was a general agreement in the group that proponents of Transition Management often overlooked the role of individual transformations in social change. Thus, more attention should

be paid to this level as well. However, participant did not agree on the relationship between individual and social transformations.

Three different arguments emerged from the debate on this issue. The first argument was about the combined nature of social and individual change. These have to go hand in hand in order to effectively change the status quo. The second argument stated that the role of social contexts is paramount. If social contexts change and some opportunities emerge, individuals and communities will change their behaviour and social practices without being forced to do so. The third position emphasized the role of systemic change. According to this position, people do not have to be persuaded in order to change their behaviour they will simply adapt to changes (instigated in a top-down manner) in their social and material environment. Apart from these positions, an important concern was raised about individual responsibility emphasizing that the dominant neo-liberal discourse has a tendency to push the responsibility for social phenomena and social change to the individual level. At the same time, little was said about the sustainability of big companies and industries. So, while discussing individual transformations we have to be aware that there is a risk that by shifting the blame on people, the responsibility of the private sector stays out of these discussions.

# Final Discussion & Wrap-Up

*Matthew Bach*

*DRIFT*

*Chairs: Jaco Quist & Julia Wittmayer*

The final session of the workshop consisted of a series of short summaries from all plenary and working sessions. The wrap-up was led by Julia Wittmayer and Jaco Quist, who sought to highlight the overall questions of the workshop, while providing practical follow-up information.

## **Sessions**

Session 1A explored how to match backcasting with theoretical ambitions (e.g., how to address human needs) and looked at how these roadmaps could be taken forward. No real conflict was found between backcasting and transition management, though it remains necessary to find a way for them to coexist and for researchers to connect the outcomes of their application. The session also considered what could be learnt from other countries and cultures. Finally, the question of needs and aspirations was addressed, i.e. how can we make a sustainable life more desirable ?

Session 1B brought together a number of case studies (e.g., innovative value creation models) and considered the possibility and desirability of scaling these new models. Questions linking both papers included: making the goals of niches and new models explicit, and the links that exist between niches and the market economy, leading to questions of power. Further questions were posed:

- Are these 'marginal elements' really going to make a major difference in the way our economy works?
- Are these models thinking strategically, will they become mainstream or remain isolated initiatives? How do we involve actors beyond the usual suspects? Do we need to plan mainstreaming strategically or is it emergent?

In Session 2A, the need for a better understanding of consumption and production was highlighted, especially regarding the conceptualization of sustainability for models of sustainable ecological behavior. Reference was made to a finding by Garcia Mira et al. that barely five percent of interviewed persons had an understanding of sustainability. These points led to the question of whether sustainability is socially (re-) defined or pre-defined.

A general discussion on sustainability ensued exploring different conceptualizations of the concept:

- Rauschmayer argued that it could be looked at from the personal level in terms of inter-generational justice and that the challenge is to deal with individuals, while wanting to change the system and avoiding to provoke feelings of helplessness. Overall, structuring the debate is a key problem: what is really the problem, what is really at stake?
- Backhaus argued that inter-generational justice is also very systemic and definitions can be looked at from all levels. She added that the problem is linking the environmental sphere to individual behaviour.

- Pesch argued that 'sustainability' has several meanings and that it was simply a concept used as a boundary object in the 1980s to bridge the gap environmentalists and industry. Today, we have two options: accepting existing definitions or moving away from it.
- Avelino made reference to a figure by Hopwood et al. (2005) that maps the numerous perspectives on sustainability. The full reference is: B. Hopwood, M. Mellor, G. O'Brien, Sustainable development: mapping different approaches, *Sustainable Development*, 13 (2005) 38-52, <http://onlinelibrary.wiley.com/doi/10.1002/sd.244/full>.

In Session 2B, Avelino and Frantzeskaki looked at the drivers and barriers to the self-organization of local energy initiatives through a number of case studies. They tried to adapt the transition management framework by adding levels (e.g., niche-regime, undercurrent). Wehrmeyer et al. studied how young people work quite successfully in doing a backcasting exercise.

### ***Final questions and follow up***

1. What are the main outcomes of this workshop?
2. What have we learnt on pathways, scenarios and backcasting for sustainable lifestyles?
3. What are the next steps for further research and piloting?

### **OUTCOMES & NEXT STEPS**

Participants are positive on the workshop, its format focusing on discussion and interaction, and to have had the opportunity to discuss results from different projects using pathways, scenarios and backcasting for sustainable lifestyles, and to relate the individual level to the niche or alternative practice level, as well as the level of transitions, pathways and long-term futures. With regard to the format, it was mentioned that several changes in the format compared to earlier SCORAI workshops contributed positively to the workshop; (1) having a workshop of one and half day, instead of one day, (2) discussing two papers in one discussion session, and (3) having working sessions focusing on interaction and sharing results and experiences of participants.

It was also mentioned that bringing a range of perspectives and disciplines together on the main theme of the workshop was also fruitful. For instance, Garcia Mira noted that the theoretical and practical issues of sustainability must be addressed through different approaches, disciplines and theories, and that bridging projects is essential (macro-consortia, network calls, etc.). Quist answered that new networks would be the next step and that there used to be expert and network calls by the EU. A great example is the SCORE (Sustainable Consumption Research Exchange) network led by Arnold Tukker that addressed sustainable consumption and production from different angles, such as consumption, business, design and system innovation policy. A follow-up initiative could focus on bringing together additional perspectives on sustainable consumption like the individual perspective, group perspective and society perspective, connecting disciplines like psychology, economics, sociology, and policy studies. Existing conferences and networks are relevant too, of which the following were mentioned.

### **SCORAI**

SCORAI was inspired by the SCORE network project, which was active for some years. It was very successful, but was not continued when the funding ended. The idea was picked up in the US, where SCORAI North America was created, first as a listserv and small workshops. SCORAI

Europe was founded at Bregenz to emphasize consumption. It also has a listserv (ca. 120 members), organizes workshops along a similar format, and is tied to SCORAI North America. SCORAI is a completely voluntary organization that is bottom-up and participatory. SCORAI Europe has held workshops in Bregenz, Istanbul, Munster, etc. – all are found online (scorai.org), including papers and discussions, and has been active at the European Roundtable(s) on Sustainable Consumption and Production.

There are three upcoming workshops: two in 2014 – one in Switzerland on interdisciplinarity and one in London (summer/autumn) focusing the action part of sustainability research – and one in 2015 in Hungary on practice, equity within limits, living a good life. A call for papers can be found on the website.

## **IAPS**

The International Association for People-Environment Studies biennial conferences: 2012 in Glasgow, 2014 in Timisoara, Romania on transitions to sustainable societies ([www.iaps2014Timisoara.org](http://www.iaps2014Timisoara.org)), and 2016 in Lund, Sweden 300-400 participants are expected and the conferences include young researchers' workshops, etc. . Dumitru, as the co-chair of next year's conference, encouraged more interaction between the two networks.

## **ERSCP**

The European Roundtable on Sustainable Consumption and Production is a series of conferences since the early 1990s that have a major focus on sustainable consumption and are linked to the Journal of Cleaner Production. The next conference entitled 'The Europe We Want' will take place 14-16 October 2014 in Slovenia.

## **IST**

Finally, reference is made to the International conferences on Sustainability Transitions (IST). The 5<sup>th</sup> IST (IST2014) will take place on 27-29 August 2014 in Utrecht, The Netherlands.

## **Next steps**

Finally, it is announced that workshop proceedings will be made and that all papers at the workshop can be included. The deadline for updated drafts has been set 10 days after the workshop, which is also the deadline for texts by discussants and discussion reports by the minute takers. Building a special issue on the workshop papers has been considered by the organisers, but this appeared to be complicated due to the diversity of papers and lack of capacity on the short term. However, developing a special issue call on visions and pathways will be considered by some of the organisers later on, but then follow-up sessions at one or several conferences in 2014 might be needed..

# IV

## **APPENDICES**

# I: Workshop Programme

Monday, 7 October 2013

Time	Event	Location	
12:00-13:15	<b>Lunch</b> (12:00 – 13:15)	Room M5-35	
13:15 – 13:30	<b>Welcome</b> by Julia Wittmayer & Jaco Quist	Room M3-03	
13:30 – 14:30	<p><b>Plenary Session 1A: Vision &amp; pathway methodologies for sustainable lifestyles</b></p> <ul style="list-style-type: none"> <li>Guilen &amp; Nicolau, <i>BIG 2050: because living sustainably today is possible</i></li> <li>Quist et al: <i>Combining backcasting and transition management: in the community arena</i></li> </ul>	<p>Chair: Derk Loorbach</p> <p>Discussant: Walter Wehrmeyer</p> <p>Notetaker: Freija van Duijne</p>	Room M3-03
14:30-15:30	<p><b>Plenary Session 1B: Principles and Innovative Value Creation for Sustainable Consumption Pathways</b></p> <ul style="list-style-type: none"> <li>Backhaus, Van Lente, <i>Organising principles of pathways towards sustainable consumption</i></li> <li>Voytenko, Mont, <i>Innovative value creation models for sustainable living</i></li> </ul>	<p>Chair: Derk Loorbach</p> <p>Discussant: Marlyne Sahakian</p> <p>Notetaker: Katerina Umpfenbach</p>	Room M3-03
<b>Coffee Break</b>			

16.00 – 17.00	<p><b>Plenary Session 2A: Individual and structural factors in Pathways for sustainable consumption</b></p> <ul style="list-style-type: none"> <li>Rauschmayer, Schapke, Bauler, <i>Governance of Sustainability Transitions: Interrelating TM, practice theory and capability approach</i></li> <li>Garcia Mira et al, <i>Testing Causal Models of Behavior to define pathways for change in organisations: results from the LoCAW project</i></li> </ul>	<p>Chair: Tom Bauler</p> <p>Discussant: Niki Frantzeskaki</p> <p>Notetaker: Robert Rattle</p>	Room M3-03
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17.00 – 18.00	<p><b>Plenary Session 2B: Self-organising versus facilitated pathway development: differences &amp; similarities</b></p> <ul style="list-style-type: none"> <li>• Avelino, Frantzeskaki, Drivers and barriers for the self-organisation of sustainable energy transitions</li> <li>• Wehrmeyer, Iacovidou, Coke, Transition pathways of pupils and professionals across 6 EU countries</li> </ul>	<p><i>Chair:</i> Tom Bauler</p> <p><i>Discussant:</i> Udo Pesch</p> <p><i>Notetaker:</i> Niko Schöpke</p>	Room M3-03
<b>Dinner</b> (19:00 – ) Bazar, Witte de Withstraat 16			

**Tuesday, 8 October 2013**

Time	Event		Location
09:00 – 10:30	<p><b>Working Session 3A: Bottom-up Participatory Methods for visions &amp; scenarios</b></p> <ul style="list-style-type: none"> <li>• Pesch. Stakeholder participation: if there is nothing at stake?</li> <li>• Wittmayer et al, Enhancing the transformative potential for communities</li> </ul>	<p><i>Moderator:</i> Katharina Umpfenbach</p> <p><i>Notetaker:</i> Marlyne Sahakian</p>	Room M3-03
	<p><b>Working Session 3B: Backcasting, Scenario Analysis and Pathway development</b></p> <ul style="list-style-type: none"> <li>• Dumitru et al. Pathways to sustainable change in organisations</li> <li>• Pataki (et al.). Systems' mapping for sustainable consumption</li> </ul>	<p><i>Moderator:</i> Jaco Quist</p> <p><i>Notetaker:</i> Melanie Studer</p>	Room M5-35
<b>Coffee Break</b> (Rooms M3-03 & M5-35)			

11:00 – 12:30	<p><b>Working Session 4A: Drivers and Barriers for Pathways and Transitions to sustainable lifestyles &amp; communities</b></p> <ul style="list-style-type: none"> <li>• Lodder, Avelino. Exploring design thinking to empower citizens in sustainable infrastructures</li> <li>• Schöpke, Raggamby et al. Learning and empowerment</li> <li>• Breuker, Mourik, Towards more flexible end-user energy consumption patterns &amp; end-user lifestyles</li> </ul>	<p><i>Moderator:</i> Julia Wittmayer</p> <p><i>Notetaker:</i> Julia Backhaus</p>	Room M3-03
	<p><b>Working Session 4B: Potential of Individual Change and Alternative Consumption Niches</b></p> <ul style="list-style-type: none"> <li>• Sahakian. Learning from demonstration projects on sustainable food and energy practices</li> </ul>	<p><i>Moderator:</i> Tom Bauler</p> <p><i>Notetaker:</i></p>	Room M5-35

	<ul style="list-style-type: none"> <li>• Vercauteren et al. Community Gardening as learning spaces for sustainable food practices</li> </ul>	Melanie Studer	
<b>Lunch</b> (Room M5-35)			
13:30 – 14:30	<b>Plenary Session 5A: Reporting &amp; discussion on working sessions – what are the implications &amp; complementarities, what has been learnt?</b>	<i>Chairs:</i> <i>Tom Bauler &amp; Katharina Umpfenbach</i>  <i>Notetaker:</i> <i>Gábor Király</i>	Room M3-03
<b>Coffee Break</b>			
15:00 – 16:00	<b>Plenary Session 5B: Final Discussion &amp; Wrap-Up</b>	<i>Chairs:</i> <i>Jaco Quist &amp; Julia Wittmayer</i>  <i>Note taker:</i> <i>Mattew Bach</i>	Room M3-03

### **Full Papers**

1. Rauschmayer, Schöpke and Bauler. Interrelating individual and structural change
2. Guilen and Nicolau. BIG 2050: because living sustainably today is possible
3. Backhaus and van Lente. Organising principles of pathways towards more sustainable consumption
4. Voytenko, Mont. Innovative value creation models for sustainable living
5. Garcia-Mira (et al.). Testing causal models of behaviour
6. Avelino, Frantzeskaki. Drivers and barriers for Self-organization of sustainable energy transitions
7. Quist (et al.). Combining backcasting and transition management:
8. Wehrmeyer, Iacovidou, Coke, Transition pathways of pupils and professionals across 6 EU countries

### **Short Papers**

1. Pesch and Mulder. Stakeholder participation
2. Sahakian. Learning from demonstration projects on sustainable food and energy practices
3. Breukers and Mourik. Towards more flexible end-user energy consumption patterns
4. Dumitru (et al.). Pathways to sustainable change in organisations
5. Pataki (et al.). Systems' mapping for sustainable consumption
6. Lodder, Avelino, Braungart. Exploring design thinking to empower citizens in sustainable infrastructures
7. Schöpke, von Raggamby (et al.). Learning and empowerment
8. Wittmayer (et al.). Enhancing the transformative potential for communities
9. Vercauteren et al. Community Gardening as learning spaces for sustainable food practices

***Note Takers***

1. Julia Backhaus
2. Dr. Marlyne Sahakian
3. Dr. Freija van Duijne
4. Melanie Studer (only Tuesday)
5. Matthew Bach (Drift)
6. Niko Schöpke
7. Robert Rattle
8. Katerina Umpfenbach
9. Gábor Király

***Discussants (offered)***

1. Derk Loorbach
2. Felix Rauschmayer
3. Flor Avelino
4. Freija van Duijne
5. Georgina Guilen
6. Jaco Quist
7. Katerina Umpfenbach
8. Mariana Nicolau
9. Marlyne Sahakian
10. Niki Franzeskaki
11. Robert Rattle
12. Udo Pesch
13. Walter Wehrmeyer

## II: Participants List

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### III. CALL FOR PAPERS

#### Pathways, scenarios and backcasting for sustainable and low-carbon lifestyles: Comparing methods, cases and results

##### Introduction

In 2009 the call 'ENV.2010.4.2.3-1 Foresight to enhance behavioural and societal changes enabling the transition towards sustainable paths in Europe' was launched. It called for bottom-up approaches addressing the question of how to overcome the gap between awareness of the behavioural and societal issues at stake and the concrete engagement in sustainability driven action, as individuals and as a society. Analysis of enabling and constraining factors for pathways towards low-carbon and sustainable lifestyles should be fed into scenario development and backcasting exercises in order to identify potential paths to engaging on an integrated effort to support the transition to a sustainable Europe. The research should address questions such as how to engage individuals and collectives on sustainable paths; what is needed in order to address the barriers and make the most of the drivers for sustainable development in terms of a) new policy mixes and b) new and innovative mechanisms for cooperation and partnerships between actors in public, private sector and the civil society.

In this call three projects were granted that started late 2010 or early 2011: InContext (<http://incontext-fp7.eu>), Low Carbon at Work <http://www.locaw-fp7.com> and CRISP (<http://www.crisp-futures.eu>) and they are briefly described in the box below.

*InContext* stands for 'Individuals in Context: supportive environments for sustainable living' and focuses on the interaction and reconciliation of internal and external contexts for individual and collective pathways to sustainable living. It includes local transition experiments and backcasting in three communities in three different countries, analysis of alternative consumption and production practices and aims at developing an action-based methodology that communities can apply themselves.

*Low Carbon at Work (LOCAW)* focuses on the drivers of and barriers to sustainable lifestyles and how these constrain and enable the everyday practices and behaviours within larger organizations. The project includes (i) the analysis of the patterns of production and consumption in the workplace and their resulting GHG emissions; (ii)

organizational strategies to reduce emissions and implement EU regulations regarding the greening of their production processes (iii) everyday practices and behaviours at work of employees on different levels of decision-making within the organization, and the relationship between behaviours and practices at work and behaviours and practices outside work, as well as the drivers and barriers for implementation of **sustainable** practices and behaviours in the workplace.

*CRISP* stands for 'CReating Innovative Sustainability Pathways' and seeks to identify potential pathways that will aid the EU towards the transition to a sustainable, low carbon Europe. CRISP works on developing profoundly different visions – and their implementation trajectories – and has adopted Transition Management (TM) as a methodology to develop practical, radical and implementable visions. Transition management (TM) distinguishes between three interdependent levels, namely macro (society and economy overall), meso (organisations and specific entities within the macro level) and micro (lifestyles, individuals, households) and will be combined with innovation system elements

## Workshop: Aim & focus

By now (mid 2013) the three projects have generated most of their results with regard to bottom-up vision and pathway development towards sustainable lifestyles, not only within communities and regions, but also at work. Moreover, several other initiatives like transition towns and grassroots innovations have diffused further and many more research projects in which pathways and transitions are key, such as SPREAD and RESPONDER, have been started or completed. Therefore, it is a good moment to bring together results and approaches from all these different participatory and bottom-up endeavours.

The **aim** of the workshop is therefore to present and discuss papers and results in order to exchange and compare concepts, methodologies and results from the three projects mentioned, as well as from related projects and to discuss and disseminate them among the participants of the workshop. An additional aim is to search for similarities, complementarities and further lessons to be learnt, not only for researchers and practitioners, but also to develop additional recommendations with regard to pathway development and facilitation to the EU. It is expected that this workshop will shed more light on developments in Transition Management and backcasting with regard to involvement of end-users, citizens, employees/workers, consumers and communities and how this can and should complement more widely applied multi-stakeholder led initiatives and top-down initiatives led by the government targeting the provision system rather than the consumption system or empowering local communities.

### Two types of contributions are welcomed;

1. Full papers that present comprehensive results and/or methodologies and that will be fed in paper presentation and discussion sessions. Deadline for abstracts of 500 words is on **August 20**, deadline for full papers between 6,000 and 10,000 words is on **September 28, 2013**.
2. Short papers, case descriptions or methodological evaluations that will be fed into working sessions evolving around (i) bottom-up & participatory vision and scenario development, (ii) scenario & backcasting analysis, as well as pathway development, (iii) drivers for and barriers to transitions towards sustainable lifestyles and communities, (iv) potential of individual change and alternative consumption niches. Deadline for abstracts of 350 words is on **August 20**, deadline for full drafts of between 4,000 and 6,000 words is on **September 28, 2013**.

## Workshop format

The workshop is inspired by earlier SCORAI Europe workshops . Workshop format

SCORAI workshops are designed to maximize discussion and interaction. Space is limited to 25-30 participants, including authors, and will be filled on a **first-come-first-serve basis** and **accepted abstracts**. All participants are strongly encouraged to **read the papers in advance**, which will be distributed one week prior to the event. In each panel, authors will be asked to briefly introduce their key points; discussants assigned to each panel will lead the debate, with participants also engaging in the exchanges and capturing summaries. In the participation form that follows, **we are asking for volunteers to act as discussants and note-takers**.

## Focus

What can be learnt from the ongoing research is that the (active) involvement of citizens, employees, consumers and end-users as the next challenge in sustainability transitions. Moreover, the workshop may include, but is not limited to the following topics:

- Cases and methods applied to local transitions or consumption transitions, focusing on participation, visioning, and pathway development.

- Conceptualization of the individual consumer-citizen and how this relates to grassroots and alternative consumption practices.
- Comparison of methodologies addressing individual actors such as citizens or consumers in influencing transitions including lessons learned from other participatory methodologies addressing local communities and consumers, such as participatory backcasting, and Local Agenda 21.
- Cases exploring niches of alternative consumption, grassroots innovation niches, and local communities as sites of social innovation and their relevance for pathways towards low-carbon and sustainable lifestyles. In particular, we seek to compare and learn from cases in Energy and Food.

### **Organisers & Practicalities**

Main organisers from the InContext project include Jaco Quist (TU Delft), Julia Wittmayer (Drift Erasmus University), Tom Bauler (ULB), and Katharina Umpfenbach (Ecologic Institute), but the programme has been developed together with the project coordinators of the LoCAW and CRISP projects and with SCORAI.

It will be a workshop of 1.5 days, starting at 12.00 hr on October 7 and ending on October 8, 18.00 hr. It will take place in the Netherlands, in Rotterdam at the Erasmus University. Participation will be on invitation and costs of accommodation will be funded by the InContext project. There will be some options for reimbursement of travels costs of participants having accepted abstracts and having no access to funding for their trip.

### **Timeline**

July 15	Workshop Announcement / Call for Papers
August 20	Deadline for Abstracts / Expressions of Interest to attend the workshop
August 30	Notification of accepted abstracts & participation
September 28	Deadline for full and short papers
October 1	Intended distribution of papers & abstracts
October 7-8	Workshop of 20-30 people in Rotterdam, The Netherlands

**We look forward to your participation in this important event.**

**On behalf of the organizing team from the InContext project,**

Jaco Quist (TU Delft),

Julia Wittmayer (Drift Erasmus University),

Katharina Umpfenbach (Ecologic Institute),

Tom Bauler (ULB),

**In collaboration with**

SCORAI Europe (Sylvia Lorek, Marlyne Sahakian, Julia Backhaus)

CRISP project (Walter Wehrmayer, University of Surrey)

LoCAW project (Ricardo Garcia Mira, University of Corunna)