

WELCOME



Welcome to the fourth edition of the SCORAI Europe newsletter where you can find the latest news and upcoming events from the SCORAI Europe network. If you would like to feature your project, event, publication, news item or anything that you think may of interest to the growing SCORAI Europe community in upcoming editions, please send a brief description to [gary.goggins@nuigalway.ie](mailto:gary.goggins@nuigalway.ie)



## International Symposium on Sustainable Fashion Consumption 19 June 2017, Ulm University, Germany

Report by Samira Iran (PhD Researcher at Ulm University)

The Institute of Sustainable Corporate Management of Ulm University organised a one-day interdisciplinary symposium aiming to bridge the gap



between the niche of sustainable fashion and everyday fashion consumption. In this regard, this symposium provided the opportunity for academics and practitioners from different disciplines related to textiles, fashion, consumer behaviour as well as marketing to exchange the latest findings, innovative ideas (solutions) and practical examples addressing sustainable fashion consumption in everyday life.

Sustainable design, fair-trade production, standards and regulations for sustainability are all required as the first steps toward a cleaner fashion industry. At the same time, neglecting the role of consumers in this industry is impossible. Researchers recognise the lack of a profound discussion on the consumption side of sustainable

## RECENT EVENTS



fashion. With this in mind, the international symposium on sustainable fashion consumption aimed to address the issue of consumption and to dedicate more space for detailed discussion on the topic. Experts discussed the concept from different perspectives and challenged each other with in-depth questions and comments during the event.

For further information on the event see:

<https://modeuncut.wordpress.com/2017/07/14/international-symposium-on-sustainable-fashion-consumption/>



**Friends of the Earth**

## Eco-sufficiency conference Brussels, November 2017

Report by Riccardo Mastini, Resource Justice and Sustainability Campaigner, Friends of the Earth Europe

The conference "Eco-sufficiency: moving beyond the gospel of eco-efficiency" organized by

Friends of the Earth Europe in Brussels gathered EU policy makers, academics, and grassroots activists to discuss how to transition the EU away from a consumption-driven economy. This conference marked an important point of departure from the mainstream approach of green growth as a solution to tackle environmental and social challenges.

The green growth pundits argue that as resource efficiency increases over time, our ecological footprint shrinks as a consequence. However, while the first claim is true, the second one unfortunately is not. Part of the

explanation is the "rebound effect". Carbon emissions and material use are constantly on the rise because the money we save from efficiency gains, we reinvest in further production to boost economic growth. Thus, resource efficiency alone leads to nothing, unless it goes hand in hand with an intelligent restraint of economic growth and consumption.

We have to break free from the green growth dogma and embrace a strategy of eco-sufficiency, based on the redistribution of wealth to ensure people's well-being. This is not only for environmental reasons, but also to guarantee sustainable livelihoods for everybody on a finite planet. Between the extremes of ecological overshoot and material poverty lays eco-sufficiency, which is about using enough resources for achieving human flourishing without compromising ecosystem stability and the ability of future generations to meet their own needs.



## ERSCP 2017

1-5 October, Skiathos, Greece

The 18th ERSCP conference took place 1-5 October, Skiathos, Greece. The overarching theme was "A GREENER Challenge and Evolution in the Framework of the Circular Economy". The local organising committee was led by Prof Aravossis Konstantinos, National Technical University of Athens, Greece.

Nearly 150 participants gathered at the beautiful island of Skiathos for state of the art discussions on SCP, Circular Economy, Sustainable Lifestyle practices, waste management, sustainable and circular business models, and design for sustainability and circularity, as well as a dinner party in the open air and an excursion by boat.

Special sessions included sessions on Clothing Consumption, Food & Waste, Every Day Futures & Sustainable Lifestyles, Food Sharing, Sustainable and Circular Design, Smart Cities, and Making Skiathos sustainable.

More information on the ERSCP 2017 at <http://erscp2017.eu/>. A special volume for the Journal of Cleaner Production is being developed, see <https://www.journals.elsevier.com/journal-of-cleaner-production/call-for-papers/sustainable-production-consumption-circular-economy>

### Next ERSCP

Barcelona, 14-19 October 2019

The next and 19th ERSCP conference will be entitled "Circular Europe for Sustainability: Design, Production and Consumption".

### Changes in the board of the ERSCP Society

Leaving board members by January 2017 are Prof Emeritus Peter Glavic, University of Maribor, Dr Sylvia Lorek, SERI Germany, and Prof Arnold Tukker, University of Leiden whose contributions were greatly acknowledged.

New board members starting January 1, 2018 are:

**Dr. Rebeka Kovačič Lukman**, University of Maribor, Slovenia,

**Dr Frances Fahy**, National University of Ireland, Galway,

**Dr Frieder Rubik**, German Institute for Ecological Economy Research (IÖW), and

as an early career candidate **Dr Edurne Inigo**, Wageningen University & Research.

The following board members serve another term on the board:

**Prof Anna Davies** (Trinity College Dublin),

**Dr Annelise de Jong** (Interactive Institute, Stockholm),

**Prof Arne Remmen** (Aalborg University), and

**Dr Jaco Quist** (Delft University of Technology) who will become the next president.

More information on [www.erscp.eu/?showall=&start=1](http://www.erscp.eu/?showall=&start=1), contact by [info@erscp.eu](mailto:info@erscp.eu)

## NEWS

### Re-launch of the journal Sustainability: Science, Practice, and Policy

Report by Maurie Cohen

The journal Sustainability: Science, Practice, and Policy (SSPP) is currently being relaunched with an explicit commitment to expand understanding of the challenges surrounding "systems of sustainable consumption and production." Acquired in recent months by Taylor & Francis, Maurie Cohen continues to serve as Editor-in-Chief and is supported by a newly appointed Editorial Board. Since its inception in 2005, SSPP has been a pioneer in the development of the open-access model and its current management team remains committed to this mode to ensure the widest possible distribution of published work.

For its current volume, SSPP welcomes submissions that delineate the underlying precepts and obstacles associated with the design and implementation of "systems of sustainable consumption and production." Complex and diverse arrays of societal factors and institutions will in coming decades need to reconfigure agro-food supply chains, implement renewable energy sources, and reinvent housing, modes of mobility, and lifestyles for the current century and beyond. These innovations will need to be formulated in ways that enhance global equity, reduce unequal access to resources, and enable all people on the planet to lead flourishing lives within biophysical constraints. Contributions to this issue of the journal should seek to advance scientific and political perspectives and to cultivate transdisciplinary discussions involving researchers, policy makers, entrepreneurs, and others. Especially encouraged are submissions that interrogate the deployment of both local experiments and system innovations that actuate a more sustainable future by empowering individuals and organizations and facilitating processes of social learning.

Manuscripts that contribute to framing debates or analytically investigating the issues outlined above should be submitted by March 31, 2018 directly via the SSPP website (<http://www.tandfonline.com/toc/tsus20/current>).

Inquiries from prospective authors are actively encouraged and can be directed to Maurie Cohen at [mcohen@njit.edu](mailto:mcohen@njit.edu). Provisions are available to waive on the basis of expressed need the author fee for accepted papers.

## SCORAI member Henrike Rau wins prestigious LMU teaching award for project seminar on sustainable urban development and mobility

SCORAI steering committee member Prof. Dr. Henrike Rau (Geography Department, LMU Munich) has won the Teaching@LMU Innovation Award for her leadership in developing a transdisciplinary project seminar for students enrolled in the Masters programme in Human Geography and Sustainability. The seminar focused on sustainable urban development, mobility and intra-city business relocations, thereby addressing a very topical issue in the Munich Metropolitan Region. Working closely with local partners – Munich's public transport provider MVG and Paulaner Brewery – the seminar explored the implications of the brewery's geographical relocation within Munich city for the daily mobility practices of its workforce. Students who participated in the seminar were able to experience first-hand the benefits of applied mobility research involving practice partners and acquire key skills needed to conduct innovative social-scientific sustainability research. Findings and recommendations from the seminar contributed directly to further improving public transport services available to the brewery's workforce.



## CALL FOR PAPERS

### Consumption and consumerism: Conceptual and empirical sociological challenges

Research Network of Sociology of Consumption

European Sociological Association Mid-term Conference

Department of Sociology, University of Copenhagen, Denmark

29 August – 1 September 2018

Consumption is omnipresent in society to such a degree that it is increasingly difficult to imagine social relations, communities and institutions that are not saturated by consumer relations. Consumption is entangled in the most ordinary and intimate social contexts, activities and relations, yet, simultaneously, consumption is more often than not enacted as part of globally stretching chains of markets and media-representations.

'Consumerism' has often been used to categorise and sociologically critique this dominant societal arrangement, which combines mass-production and mass-consumption with the implied ideological discourse of the freedom of individual consumer choice. However, the term consumerism is also being used to conceptualise alternative forms of consumption, which attempt to use consumption processes to transform production practices, provisioning, appropriation and waste – such as political, ethical, sustainable and circular forms of consumerism.

Contemporary sociological accounts of consumption cover both analyses of the more ordinary, routine, mundane aspects of consumption, as well as the more explicitly reflected upon, normative, societal aspects of it. Yet, these two bodies of consumption analysis tend to remain separate in terms of focus and perspective. Bringing the two types of consumption analysis

together to a larger degree in conceptual, methodological and empirical dialogues holds potential for conceptual sophistication, empirical inspiration and societal contribution.

Thus, this mid-term conference encourages participants to reflect upon the relations, overlaps, ambivalences and paradoxes between mundane and deliberate forms of consumption. How do patterns of consumption become socially and materially reproduced and changed? Which social dynamics are involved in the normalisation and normative legitimisation of different kinds of consumption activities? In which ways are consumer and citizen positions related, and with which consequences? What are the implications for power relations in society from institutionalised consumption arrangements? How to account for questions of scale, and what are the methodological implications?

Papers that address various aspects of the sociology of consumption are invited. Abstracts of 250 words should be uploaded via the submission form at the conference website by February 15, 2018. For more information, including key dates, deadlines, guidelines for abstracts, conference fees and possible themes, please see the conference website,

<http://www.conferencemanager.dk/Sociology-of-Consumption-2018>





## UPCOMING EVENTS

### ISDRS Conference 2018 Messina, Italy June 13-15, 2018

The 2018 ISDRS Conference will include a theme on Production, Consumption and Innovation, and within that also a track 5a to 5e as outlined below.

(<http://www.isdrsconference.org/site/view/512/track-5e/>).

#### 5. Production, Consumption and Innovation

##### 5a. Corporate sustainability and CSR

##### 5b. Design for sustainability

##### 5c. Circular economy, zero waste & innovation

##### 5d. Value chains & trade

##### 5e. Sustainable consumption and consumers

##### 5f. Food security and agriculture

##### 5g. Special Track - Industrial symbiosis, networking and cooperation as part of industrial ecology

### 3rd German Future Earth Summit in Berlin February 8-9, 2018

Scientific knowledge is essential to support and improve decision-making that successfully implements the 2030 Agenda and reaches the goals of the Paris Agreement. The third German Future Earth Summit will focus on *Knowledge-Action Networks* (KANs). KANs are expected to create and provide a creative environment for science and stakeholders to advance integrated knowledge generation on global sustainability. Science across the KANs is highly integrated.

The KANs will build on fundamental and solution oriented research, and focus on topics such as:

- Health
- Natural Assets
- Ocean
- Sustainable Consumption & Production
- Sustainable Development Goals
- Transformations
- Urban
- Water-Energy-Food Nexus
- Finance & Economics

The German Future Earth Summit will provide an opportunity to network and exchange ideas during sessions, roundtables and research posts. Contributions to all these fields are warmly welcomed.

**futureearth**  
research for global sustainability



### Jeans Challenge

In November 2017, researchers from the ENERGISE consortium represented by the University of Geneva joined forces with colleagues from the University of Lausanne and the Terragir association to launch a « Jeans Challenge ». Inspired by the work of Tullia Jack (2013), we challenged a group of 15 people to

**wear the same pair of jeans for 4 weeks, at least 5 days a week, without washing.**

The goal was to reconsider personal standards around hygiene and cleanliness, towards less wash cycles. We started by recruiting people at an

event in the Eco Neighborhood of Les Vergers (Meyrin), with some initial reactions that were quite telling: "I could never!" exclaimed some visitors, "Piece of cake!" said others.

We ended up with a diverse group of men and women of different ages, who agreed to meet for a briefing at which we set the stage - underlying the strong social norms around cleanliness, the gendered division of household tasks, and the tendency to over wash, related to questions of hygiene, time management, and energy usage.

At the start of the challenge, our participants were concerned with keeping clean, exchanging strategies on Facebook on how to avoid getting dirty or airing out jeans. By the end of the challenge, people did not feel dirty, but rather comfortable in their jeans. Most people had settled into their routine of not washing their jeans, and indeed reflected on how

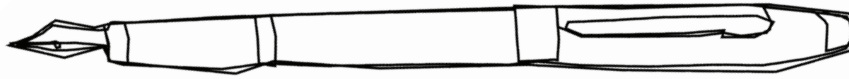
they could manage with less washing overall. "I realize that most of the time I just put things to wash not because they are dirty, but because they are littered about the house", said one person. "From now on, I will never cook without an apron or eat without a napkin on my lap" said another person.

The results had an impact on wash cycles, as one woman noted: "I usually do four wash cycles per month, but in this month I only did one".

What remains to be seen is whether people use this rupture in their everyday practices to change their habits only for the duration of the project, or if the habits to wash less are maintained over time. Follow up interviews in a few months should tell us more.

For more information, contact Marlyne Sahakian, [marlyne.sahakian@unige.ch](mailto:marlyne.sahakian@unige.ch)

## PROJECT UPDATES



**Rau, H., Goggins, G. & Fahy, F. (2017)** . From invisibility to impact: Recognising the scientific and societal relevance of interdisciplinary sustainability research. *Research Policy*.

Free Open Access: <http://www.sciencedirect.com/science/article/pii/S0048733317301907>

Academics are increasingly expected to produce concrete and directly applicable solutions to hard-to-solve 'real-world problems' such as poverty, development, and environmental degradation. However, conventional assessments of the impact of science on society have not yet been adequately adapted to capture the diverse effects of this type of problem-centred research. Drawing on a case study of a large-scale project on (un)sustainable consumption, this paper demonstrates the range, complexity and potential long-term nature of impact in interdisciplinary sustainability research. It thus supports arguments for alternative approaches to impact assessment that question conventional views of translating scientific knowledge into action, value the multi-directionality of science-society relations and recognise diverse forms of engagement between scientists and non-scientific actors through non-academic channels and outputs. The paper also challenges common (mis)conceptions of work practices in a university context by demonstrating the highly innovative and inclusive nature of much sustainability research that seeks to address the needs of diverse communities of actors. It is argued that only radically different ways of conceptualising and measuring short-, medium- and long-term impacts can capture the success or otherwise of social-scientific and interdisciplinary sustainability research.

### Emese Gulyás PhD, TUDATOS VÁSÁRLÓK EGYESÜLETE Association of Conscious Consumers

#### 1. Conscious Consumer Market Report

The Conscious Consumer Market Report quantifies the value of the decisions consumers make day by day in Hungary, through which they vote for a more sustainable, just and fair world. The report shows the total of three years of consumption data: 2014-2016. The main consumption areas covered are food, housing, transport and leisure, ethical finances and boycotts. You can download the report here: <http://www.tudatosvasarlo.hu/conscious-consumer-market-report>

#### 2. Political Consumerism in Central and Eastern Europe

This chapter compares political consumerism in Western and in Central and Eastern Europe as well as within the CEE region, using European Social Survey, Special Eurobarometer, fair-trade sales and qualitative data. The reports shows, first, that certain form of political consumerism cross-cut the East-West divide. Second, the authors propose a threefold classification of the CEE countries of Mainstreamer, Reluctant Comfortable and Passively Willing countries and discuss possible explanations of the differences. Finally, the authors outline a version of political consumerism, which they call embedded politics of everyday life, prevalent in CEE, which differs from its Western counterpart in that it is less linked to political action, and more to everyday ethics, such as thrift and patriotism. *Coming soon in:*

**Magnus Boström, Michele Micheletti and Peter Oosterveer (eds):** Oxford Handbook of Political Consumerism. Oxford University Press. You can download the paper here:

[https://www.researchgate.net/publication/320488761\\_Political\\_Consumerism\\_in\\_Central\\_and\\_Eastern\\_Europe](https://www.researchgate.net/publication/320488761_Political_Consumerism_in_Central_and_Eastern_Europe)

### New book on social innovation and sustainable consumption

As part of the Routledge SCORAI Studies on Sustainable Consumption series, a new book will be published in December 2017 by a group of SCORAI Europe researchers also engaged in ENERGISE (Julia Backhaus, Audley Genus, Sylvia Lorek and Edina Vadovics), in collaboration with the TRANSIT researcher Julia Wittmayer.

TRANSIT, which investigates transformative social innovation, and the SCORAI Europe community, which is primarily involved in studying sustainable consumption to inspire and instigate transformative change, embarked on this collaborative project to investigate the nexus of, and define the links between, social innovation, sustainable consumption and societal transformation.

As the concluding chapter of the book notes, social innovation, sustainable consumption (as a contribution to sustainability), and societal transformation are all terms or topics that have received a great deal of attention in academic debate as well as in terms of practical experimentation. However, what has been lacking is a discussion about how these different strains of thought and practice relate to one another, especially regarding how social innovation initiatives can contribute effectively to sustainability, and the relationship between social innovation(s) and societal transformation. This new book makes an attempt to address these issues and identifies the opportunities and challenges for social innovation in terms of how it can play a significant role in transforming societies and increasing their sustainability.

The book is likely to be launched at the SCORAI 2018 conference, where you will also have a chance to meet some of the authors and editors.

You can find out more about the book here:

<https://www.routledge.com/Social-Innovation-and-Sustainable-Consumption-Research-and-Action-for/>

