



April 2012 Newsletter

Dear SCORAI,

This month's newsletter brings a host of new updates including news and videos from the third SCORAI workshop in Vancouver and a special issue of Technology Analysis and Strategic Management dedicated to Ken Green.

Last month the number of SCORAI affiliates surpassed 350 meaning one lucky affiliate will be receiving a copy of the board game Catan: Oil Springs thanks to the generous gift from Erik Assadourian.

Hope everyone enjoys this month's news and beautiful spring weather!

Kate & Debbie & Maurie

### **Report on Third SCORAI Workshop**

SCORAI, in collaboration with the One Earth Initiative and the UBC Liu Institute for Global Issues, convened its third workshop on March 8-10 on the campus of the University of British Columbia in Vancouver. This event drew together more than 60 scholars and policy practitioners from North America around the theme of "Challenging Consumerism: Toward Living Well Sustainably." The workshop set forth an ambitious set of objectives:

- (1) To deepen the knowledge base of how systemic changes toward a more sustainable society can take place;
- (2) To assemble the empirical findings from local practices in sustainable well-being that are being demonstrated in localities across North America and internationally;
- (3) To examine the above findings through the lenses of critical theory, policy making, business strategy, technology assessment, sustainability education, and others, with an eye toward identifying those that have potential for mainstreaming and promoting systemic change.

The workshop was kicked off by James Meadowcroft, Professor of Public Policy and Political Science at Carleton University in Ottawa, who delivered a keynote presentation entitled "Pushing the Boundaries: Governance for Sustainable Development and a Politics of Limits." The rest of the first day of the event consisted of four sessions organized around the topics of 1) Societal Dimensions of Subjective Well-Being and Mindfulness; 2) The Role of Empirical Research in Studying Sustainable Consumption; 3) Politics of Sacrifice and Sufficiency in a No-Growth Economy; 4) and Sustainable Consumption and Communities of Practice. Participants also enjoyed a wonderful dinner at UBC's Green College and an entertaining performance by Veda Hille and Barry Mirochnick who sang a repertoire of delightful songs based on Craig's List advertisements!

The second day of the workshop sought to implement an innovative interactive design to bridge the academic-practitioner divide on issues pertaining to sustainable consumption. Participants engaged in paired dialogues and other interactive activities to outline theories of change, to discuss framing and communication, to identify innovative business models, and to highlight practical cases and citizen movement activities. Details on the workshop are available [here](#).

Major funding for the workshop was provided by the Garfield Foundation. Additional contributions (both financial and in kind) came from the Tellus Institute, the Vancity Community Foundation, the New Jersey Institute of Technology, the Strathcona Business Improvement Association, Recycling Alternative, the UBC Liu Institute for Global Issues, Integrative Strategies Forum, Clark University, the City of Vancouver, the UBC Centre for Interactive Research on Sustainability, Sustainability: Science, Practice, and Policy, One Planet Catering, the Canadian Centre for Policy Alternative (BC Office), the British Columbia Institute of Technology, and West Coast Sightseeing.

Members of the workshop organizing team were Jeffrey Barber, Halina Brown, Maurie Cohen, Eleni Sotos, John Stutz, Vanessa Timmer, and Philip Vergragt.

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### **Executive Board**



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Integrative  
Strategies Forum

**Halina Brown**  
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New Jersey  
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Technology

**John Stutz**  
Tellus Institute

**Philip Vergragt**  
Tellus Institute  
and Clark  
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## **Dematerialization: A Conversation with North American Leaders**

In conjunction with the SCORAI workshop in Vancouver last month, several SCORAI-ers participated in a panel discussion on the topic of "dematerialization" organized by Metro Vancouver (the regional council of governments for the greater metropolitan area). The event included Jeffrey Barber, Halina Brown, Maurie Cohen, Philip Vergragt, Eleni Sotos, John Stutz, and Peter Victor and was facilitated by Vanessa Timmer. A video of the presentation is available [online](#).

## **Memories of Ken Green (1946-2009)**

*The special issue of Technology Analysis and Strategic Management is dedicated to Ken Green (1946-2009), Professor of environmental innovation management at the University of Manchester.*

Ken was an old friend, a colleague, and the best man in Halina's and my wedding in 2005. My memories of Ken go back to the 70s, when I first heard him speak at an event called the "Communist University of London." He was funny, witty, smart, and articulate, and I wanted to know him better. What we shared was our passion to create a better world, in the 70s through democratization and socialism, now more through environmental activities and sustainability, teaching and research. In the late 80s I spent half a year with him at Manchester University, where we collaborated, discussed, frequented the pubs, and went on 'history walks' through Manchester, where Ken pointed out the places where our famous predecessors like Marx and Engels had been, and where the workers uprisings took place.

In the 90s we kept contact, and Ken came to stay for a year in Delft University, where I invited him as a guest professor for the group Technology Assessment. Ken loved to live in Delft and enjoyed it greatly; and the TA group was very happy to have him. On the last afternoon of his sabbatical we sat and relaxed in my garden in Leidschendam, in the sun, and talked about what to do next to keep contact and the momentum going. This is how the SusHouse project was born, out of an idea that we needed to shift our attention from Sustainable production, innovation, and technology, to consumption and households. The project was subsequently funded by the EU. This was the beginning of one of the greatest projects that I participated in, and Ken and I worked closely together to make it into a success. This included many meetings, one of them in Manchester, where Ken organized another great walking tour as well as a fabulous 'green' dinner.

SusHouse inspired Ken to develop further his interest in sustainable food, and he brought his knowledge and charm to many places, including the IHDP and the DEFRA, the UK Ministry of food and environment. He became the driving force of the TESCO-funded Sustainable Consumption Institute, and was active in the Tyndall Centre for Climate change, the EU SCORE! project for sustainable consumption, and numerous other places and projects. Ken also loved to teach, and he did it again with wit, enthusiasm, and charm, and a great deal of knowledge.

To quote from an obituary: "Professor Green combined academic rigor with an irrepressible sense of humor - a recent lecture was entitled "Give Peas a Chance!" He personified a style of academic inquiry informed by interdisciplinary knowledge and social commitment - a vital combination that is becoming less and less visible in the modern university landscape. He had some private passions, such as the history of Manchester and the electoral peculiarities of other nations. Most of all, he was known by students, colleagues and friends as a man of great personal warmth and humanity, who was also devoted to his wife, two sons and wider family."

I remember Ken as a great friend, colleague, and inspirator, his witty humor, and his engagement. We all still miss him.

Philip Vergragt

Feb 21, 2009; adapted April 1st, 2012

## **New Publications & Reports by SCORAI Members & Friends**

The Journal of Technology Analysis and Strategic Management has published a special issue focused on [Innovation, Consumption and Environmental Sustainability](#). This issue is prepared as part of a commemoration to Ken Green who was the founder of the Sustainable Consumption Institute at the University of Manchester.

Table of Contents:

Editorial: [Innovation, consumption and environmental sustainability](#) by Andrew McMeekin & Harry Rothman

[Transformative innovation policy to meet the challenge of climate change: sociotechnical networks aligned with consumption and end-use as new transition arenas for a low-carbon society or green economy](#) by Fred Steward

Sustainability transitions and final consumption: practices and socio-technical systems by Andrew McMeekin & Dale Southerton

The shadowy side of innovation: unmaking and sustainability by Elizabeth Shove

The future of automobile society: a socio-technical transitions perspective by Maurie J. Cohen

The entanglement of consumer expectations and (eco) innovation sequences: the case of orange juice by Chris Foster, Andrew McMeekin & Josphine Mylan

The challenge of energy retrofitting the residential housing stock: grassroots innovations and socio-technical system change in Worcester, MA by Philip J. Vergragt & Halina Szejnwald Brown

Additional publications:

Dawkins, Elena, Peter Erickson, and Ann Owen. "Low-Greenhouse-Gas Consumption Strategies and Impacts on Developing Countries | Publications at SEL." Stockholm Environment Institute, Apr. 2012. <<http://www.sei-international.org/publications?pid=2082>>.

Helliwell, John, Richard Layard, and Jeffrey Sachs. World Happiness Report. Rep. The Earth Institute, Apr. 2012. Web. <<http://www.earthinstitute.columbia.edu/sitefiles/file/Sachs%20Writing/2012/World%20Happiness%20Report.pdf>>.

Rosa, Eugene A., Thomas Dietz, Richard H. Moss, Scott Atran, and Susanne Moser. 2012. "Managing the Risks of Climate Change and Terrorism." Solutions for a sustainable and desirable future Vol. 3 (March/April), 59-65.

Rosa, Eugene A. and Thomas Dietz. 2012. "Human Drivers of National Greenhouse Gas Emissions." Nature Climate Change (forthcoming).

York, Richard and Eugene A. Rosa. 2012. "Choking on Modernity: A Human Ecology of Air Pollution." Social Problems (forthcoming).

## **Beyond the Purchase**

At [Beyond The Purchase.org](http://BeyondThePurchase.org) you can take short surveys and quizzes to receive personalized feedback about your spending habits, happiness, and values. Please join us and begin to [explore your purchasing style](#).

What do you really know about your own buying habits? Our question isn't about whether or not we should consume, but rather how we should consume. That is, how does our spending influence lasting positive effects, both in our own lives and in those around us?

Subject to confidentiality protocols data will be available to researchers -- thus it helps us to encourage people of all persuasions to use this site.

BeyondThePurchase.org was co-founded by Ryan Howell of San Francisco State University, Tom Bowerman of PolicyInteractive (Oregon) and Ravi Iyer of University of Southern California. Feedback is encouraged: [tom@policyinteractive.org](mailto:tom@policyinteractive.org).

-- Tom Bowerman, Project Director, PolicyInteractive

## **Job Opportunities**

**University of Maryland, College Park.** The College of Behavioral and Social Sciences is seeking computational social scientists to expand strengths in the computational aspects of global environmental change. One appointment will be in Economics/Geography and another appointment will be in Geography/Sociology. For a detailed description of the positions and application submission instructions please visit the [web ad](#) (reference position 117853).

**Eindhoven University of Technology** has a vacancy for Lecturer (Docent) in System Innovation and Sustainability Transitions. More information is available [here](#).

**Arizona State University** is hiring faculty either at the tenure-track assistant professor level or tenured associate professor level. The appointment is in an innovative interdisciplinary academic program in [sustainability](#). To review and apply to this position, please visit <http://www.academicjobsonline.org> and search for the Global Institute of

## Fellowships

The University of Sussex's Economic and Social Research Council (ESRC) Doctoral Training Centre, in collaboration with the STEPS Centre and the Institute of Development Studies (IDS), is looking to recruit seven doctoral students to join their vibrant research community. Applications are invited from highly-motivated students, working in fields around development studies, science and technology studies, innovation and policy studies, and across agricultural, health, water or energy issues. For more details, visit the STEPS Centre [website](#).

## Closing the Loop - Behaviour Change in DSM: From Theory to Practice

The International Energy Agency and DuneWorks are running a new task on behavioural change and energy efficiency. The main objective of this project is to create a global expert network and design a framework to allow policy makers, funders of DSM programmes, researchers and DSM implementers to interact, share learnings and build up a common interdisciplinary and international knowledge base. This should lead to better (national) decisions around funding and designing DSM programmes and policies, and will include recommendations on how to monitor and evaluate ongoing success.

The task is broken into 6 distinct subtasks, which follow a structure from 1) behavioural research theory, to 2) DSM practice and case studies, and 3) ongoing outcome evaluation of actual changes in energy-using behaviours.

For more details, see the event [flier](#).

## Upcoming Conferences & Workshops

The **RESPONDER Project** links sustainable consumption and growth debates and takes into account aspects of green growth, non-growth and degrowth. The next events as part of RESPONDER will be:

**Multinational knowledge brokerage event on Sustainable Household Savings and Debts.** May 2012, London.

**Multinational knowledge brokerage event: Green ICT for Growth and Sustainability?** Linking Science and Policy. Number of participants limited to 40 people and the registration deadline is April 20th. For any questions, please contact: [ict@scp-responder.eu](mailto:ict@scp-responder.eu). May 30- June 1, Vienna University of Economics and Business, Austria.

**2012 State of the World Symposium.** The Worldwatch Institute is launching the 29th edition of their flagship book series State of the World and is celebrating the release of [State of the World 2012: Moving Toward Sustainable Prosperity](#)---timed to inform the global conversation at the "Rio+20" environmental summit in June---with an afternoon symposium. The book's co-directors and contributing authors will discuss and invite input on innovations and ideas that can guide a shift toward true sustainability and equity over the coming century. Joining via satellite will be Severn Cullis-Suzuki, whose [poignant address](#) as a young girl at the first Rio Summit in 1992 shook the world and solidified her status as a global environmental champion. To RSVP for this event or to preorder State of the World 2012, click [here](#). The symposium will take place in Washington D.C. on April 11 from 1:30 to 5:00 p.m. and will be followed by a short reception. The event will also be webcast.

**Sustainable Consumption During Times of Crisis.** First Trans-Atlantic SCORAI Workshop will be held May 1, 2012, Bregenz, Austria. Please contact [scoraieurope@gmail.com](mailto:scoraieurope@gmail.com) to request a program and participation form.

**European Roundtable on Sustainable Consumption & Production** (ERSCP), May 2-4, 2012, Bregenz, Austria.

**International Conference on Degrowth in the Americas**, May 13-19, 2012, Montreal, Canada.

**Strategies for a New Economy.** This conference will gather together leaders in designing and building a new economic operating system. June 8th-10th at Bard College, in Annandale-on-Hudson, New York.

**North West Sustainability Forum.** There is a pressing need to help consider fresh ways to connect with one another - business, public sector, faith, academic and third sector - in order to re-ignite and scale up progress towards a sustainable North West of England. This day event attempts to explore how by connecting with faith perspectives different questions could be pursued and possibilities for action explored. It has been developed following the organisers' attendance at the [Sustainability in Crisis conference](#) which happened in in September 2011 in Cambridge. The Forum will be held June 14th in Preston, UK.

**The International Society for Ecological Economics** is holding its next biennial conference in Rio de Janeiro, 29

June 16-19, 2012 to dovetail with Rio+20 UNCSO.

**Global Research Forum on Sustainable Consumption and Production**, will be held in Rio de Janeiro June 13-15, just before the Rio+20 conference. This is a SCORAI style workshop, will discuss systemic change towards SCP. Participation is by invitation only; however if you are interested in participating contact [Philip Vergragt](#).

**The International Association for Society & Natural Resources** (ISSRM) is holding its annual symposium June 17-21, 2012 in Edmonton, Alberta, Canada.

**18th Annual International Sustainable Development Research Conference**, 24-26th June 2012, University of Hull, UK.

**The World Congress on Global Well-Being** will be held July 16-21, 2012 in Melbourne, Australia.

**Summer School on Theories in Environmental and Economic Psychology (STEEP)** will be held from 2-6 July 2012 in Aarhus, Denmark. The aim of the school is to provide PhD students in environmental and economic psychology the opportunity to collaborate with senior scholars and to meet other PhD students in the same area.

**XIII World Congress of Rural Sociology**, July 29-August 4, 2012, Lisbon, Portugal. Session 43-Consuming the Rural: Food, Nature, and Space. Apply [online](#).

**International Conference on Sustainable Development 2012**. Montclair State University Montclair, New Jersey, August 1 - 2, 2012.

**The International Conference on Culture, Politics, and Climate Change** will be held September 13-15, 2012 in Boulder, Colorado USA.

**3rd International Conference on Degrowth for Ecological Sustainability and Social Equity** will be held September 19-23, 2012 in Venice, Italy.

**"Beyond the Culture of Nature: Rethinking Canadian and Environmental Studies"** will be held September 29-30, 2012 at the University of British Columbia, Vancouver, Canada. Please send queries and proposals to Matthew Evenden, Chair of Canadian Studies, UBC: [CNS-conference2012@geog.ubc.ca](mailto:CNS-conference2012@geog.ubc.ca).

**Boundaries of Consumption: Critical Perspectives on Race, Class, Gender, Citizenship and Space in Changing Markets.** This session will explore different theoretical approaches to consumption with particular attention devoted to critical perspectives of race, class, gender, citizenship, and space to examine the intersections of materiality and boundaries. Session proposals are due by April 15th. The conference will be held in San Francisco, CA from November 14-18.

**Workshop: Responsible Supply Chains and Networks: Challenges for Governance and Sustainability.** This interactive workshop aims to take seriously the theoretical and empirical challenge laid down by environmental risks that flow around the earth. The workshop will focus theoretically and empirically on novel supply chain and network initiatives, and the challenges they face, among public and private organizations to regulate the flows of products across multiple borders - territorial, temporal and cultural. Keynote speakers: Michele Micheletti: Political consumerism and government as a responsible consumer, Arthur P.J. Mol: Transparency in value chains, Stewart Lockie: Private food standards and regulatory gaps: social and environmental (ir)responsibility in the Philippine export fruit industry. The deadline for submitting abstract (400 words) is May 31, 2012, to Magnus Boström ([magnus.bostrom@sh.se](mailto:magnus.bostrom@sh.se)). The conference will be held in Stockholm, Sweden, 22-24 November 2012.

## **New SCORAI Affiliates**

SCORAI welcomes the following new affiliates to the network during April. Total membership is now 354 people. Having cleared the 350th member one new SCORAI affiliate will now receive a copy of the new boardgame Catan: Oil Springs courtesy of developer Erik Assadourian.

Ruben Anderson  
Saleem Ali  
Chris Barrington-Leigh  
Martha Bicket  
Adriana Budeanu  
Madalyn Cioci  
Bevin Dooley

Giuseppe Feola  
Annie Harper  
Arsalan Hassan  
Colleen Hetzel  
Yaheli Klein  
Jacqueline Koerner  
Matt Lefebvre

Tomasz Majek  
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