



December 2010 Newsletter

Dear SCORAI,

Welcome to the December 2010 SCORAI eNewsletter!

On the top right, you will find a menu "In This Issue" that serves as a Table of Contents to help you navigate through the eNewsletter. If you have newsworthy items that you would like to appear in the next issue, please send them to me no later than December 25 (LStanik@rutgers.edu). Please note that the deadline to submit items is the 25th of each month.

Warmly,
Laura Stanik
SCORAI Communications Coordinator

Reflections on the 4th BECC Conference: Philip Vergragt

The Fourth Behavior, Energy, and Climate Change (BECC) conference held November 14-17 in Sacramento, CA was huge; more than 700 participants. Most attendees were program managers for energy-efficiency programs, but also on hand were a large number of academics, designers, architects, communication experts, and policy scientists. The main focus of the conference was on energy-conservation programs and evaluations, but there were some very interesting highlights.

Robert Cialdini, Regents' Professor Emeritus of Marketing and Psychology at Arizona State University, delivered a keynote address in which he spoke about descriptive and injunctive social norms. He also showed from his own research experience how important it is to involve stakeholders in an early stage to "sell" counter-intuitive research results. Another highlight of the conference was a session on "community-based social marketing. I was not familiar with the concept, but quickly discovered that the research we are doing with the Worcester Housing, Energy, and Community group (WoHEC) is part of the same research paradigm. Paul Markowitz from Vermont and Wendy Sommer from Alameda County provided interesting examples, but numerous others were outlined throughout the conference.

Another interesting session that I attended was on real-time feedback involving the use of smart metering in buildings that allowed for the calculation of very sophisticated time series and comparisons with similar buildings. Very impressive results in energy reduction and (persistent?) behavioral change were obtained. Most effective are competitions, especially between students' dorms.

Two other plenary sessions were impressive. Brent Schulkin described his strategy of Carrotmobs that seeks to harness consumer-buying power in "mobs." By directing a crowd to a preselected store, he boosted the sales of a (liquor) store while the store owner spent 22% of that particular days' revenue on environmental investment (in this case in lighting). The "mob" was huge, with music, video, and a great party atmosphere. This example is an interesting instance of how sustainable consumption could be fun. May Boeve, from the organization 350.org, impressed participants with her story of how the group was started by a small number of college students (together with Bill McKibben). Both are great examples of the role of new social media like Facebook and Twitter.

Another theme at the conference was changing values in social networks. Jonn Axsen gave a perfect example that combined social science research with technological innovation research using the case of the plug-in hybrid. He demonstrated how a family leaning

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towards buying a Hummer changed its views after trying out a Prius plug-in hybrid for a few weeks. The strategy combined Giddens notion of structuration with theories of the social construction of technology. Impressive. Another interesting presentation was given by the architect Sandy Mendler about "rethinking economic design drivers for green buildings," an excellent case of transdisciplinary action research and design. A "BECC film festival" presented films that were funny and persuasive. These were combined with clearly stupid videos of how to convince the public and/or what the public thinks and knows (or does not know). Hilarious.

For me, the conference was a great lesson in the power of emergent social media and a challenge about how to incorporate these tools not only in research and teaching, but in activities like the Marrakech Process and the ongoing UNEP discussion on the green economy. Make it fun and attractive for young people.

Submitted by Philip Vergragt, Tellus Institute and Clark University

Refelctions on the Behavior, Energy, Climate Change Conference (BECC): Marsha Walton

The fourth annual Behavior, Energy, Climate Change (BECC) conference held in Sacramento CA, Nov. 14-17, 2010, brought together academics, consultants, government regulators and policymakers, and energy-efficiency program managers to share the latest in energy-behavior change programs, behavioral research relevant to energy decision making, and new technologies designed to support energy-efficiency and energy conservation.

The conference focused on six broad areas: behavior and policy; physical environment and technology; corporations, organizations, communities, and networks; media, marketing, and communications; individuals, psychology, and behavioral economics; and evaluation, measurement, models and methods. I gave a presentation that was co-authored with John Gowdy, "Neuroeconomics, Behavior, Energy, Climate Change" that attempted to link some of the new neuroscience findings to energy decision making. The conference also included a pre-conference workshop on "Fostering Sustainable Behavior" by Doug McKenzie-Mohr and several post-conference sessions focusing on the evaluation of utility and other programs intended to influence energy-related decisions and behaviors; user-interface designs for energy applications; and a behavior toolkit for energy-efficiency programs.

This conference was hugely popular and drew 700+ attendees. The BECC Conference is convened by the [California Institute for Energy and Environment \(CIEE\)](#) at the University of California; the [Precourt Energy Efficiency Center \(PEEC\)](#) at Stanford University; and the [American Council for an Energy Efficient Economy \(ACEEE\)](#). The full BECC 2010 program, abstracts, and presentations are available at <http://peec.stanford.edu/events/2010/becc>. BECC 2011 will be held Nov. 29-Dec. 2, 2011 in Washington DC. Presentation abstracts will be due in April.

Submitted by Marsha Walton, New York State Energy Research and Development Agency (NYSERDA)

CORPUS: New Platform on Sustainable Consumption

This fall, an international consortium launched "CORPUS", a project that aims to connect scientific evidence on sustainable production and consumption (SCP) with policymakers' needs in decision making.

The objective of "CORPUS" (which is funded by the European Union's Seventh Framework Programme) is to experiment with and develop new integrative modalities of knowledge brokerage within the policy-science interface. The project launched a web platform (<http://www.scp-knowledge.eu>) and in October held its first "Policy Meets Research" workshop on sustainable food consumption in Vienna at the Austrian Ministry for the Environment.

Often the perspectives and languages of researchers and policymakers diverge. Therefore, existing knowledge does not have the optimal impact. The project seeks to improve our understanding of the science-policy interface and to develop instruments for an intense offline and online dialogue between these two communities. Through the project's knowledge platform, policymakers will be able to access the latest scientific evidence on

knowledge platform, policymakers will be able to access the latest scientific evidence on sustainable consumption in the areas of food, mobility, and housing. The website also provides a means to network and share knowledge with other professionals. Researchers can use the website to communicate their message more effectively to representatives of ministries and public authorities.

In addition, the "Policy Meets Research" workshops offer practical assistance in evidence-based policymaking for sustainable consumption and an offline opportunity for networking. The workshop will provide forums of intensive exchange among a selected group of invited experts. In each consumption domain--food, mobility, and housing--three sequential workshops will cover issues such as environmental hot spots, policy instruments, and future scenarios.

Submitted by: Gerd Scholl, Institute for Ecological Economy Research (Berlin)

Policies to Promote Sustainable Consumption Patterns (EIPOPP)

Consumption is a key lever to attain sustainable development: unsustainable consumption patterns are major causes of global environmental deterioration, including the overexploitation of renewable resources and the use of non-renewable resources with their associated environmental impacts. Leading research institutions from across Europe are taking part in a groundbreaking project analysing the impacts of policy strategies and instruments on consumption patterns in order to examine how sustainable consumption (SC) policies can successfully tackle this problem. A focus is on policies in the need areas of housing and food. In the analysis, all European regions will be covered, with a special emphasis on Spain, Finland, Germany, and the Baltic area. The project "European Policies to Promote Sustainable Consumption Patterns" (EIPOPP) is funded under the 7th Framework Program of the European Union and is running from August 2008 to July 2011. For further details, see <http://www.eupopp.net/default.htm>.

Innovating Complementary Currencies

In September, the Grassroots Innovations: Complimentary Currency (GICC) project held a successful workshop in London that brought together a range of practitioners and academics from the field of complementary currencies from across Europe and beyond.

On the project website there are outputs from the workshop, including a collection of project briefs from new and innovative initiatives from around the world and the

biographies of all our participants. Our analysis of the workshop activities and findings and more to be added shortly.

[http://www.grassrootsinnovations.org/Grassroots Innovations/GICC/News and Events.html](http://www.grassrootsinnovations.org/Grassroots_Innovations/GICC/News_and_Events.html)

The GICC project, funded by the Leverhulme Trust and led by Gill Seyfang, is exploring the diffusion and replication of complementary currency systems. These are alternative forms of money, such as the Brixton Pound, green loyalty reward cards, or volunteering "time banks." The workshop at the UEA London offices brought together representatives from a range of different currency schemes. Participants discussed initiatives that were being implemented in various European countries, as well as in South America and Asia. Senior Research Associate Noel Longhurst commented,

"The workshop was intended to serve two purposes. The first was to discuss the current developments in the complementary currency field, exploring the latest models and trends. The complementary currency field is fairly fragmented and it is difficult to get reliable data on the specifics of different systems. Many participants were unaware of the other systems that we brought together.

The second objective was for us to explore some of the conceptual framework with participants, before we engage in a stage of deeper empirical work. On both counts the workshop was a great success with both participants and ourselves benefiting from the exchange of information."

Submitted by: Gill Seyfang and Noel Longhurst, University of East Anglia

Conferences & Open Calls

17th Annual International Sustainable Development Research Conference

May 8-10, 2011

The Earth Institute, Columbia University, New York

<http://isdrc17.ei.columbia.edu/?id=home>

The Future of Sustainable Lifestyles and Entrepreneurship

May 24-25, 2011

Cologne, Germany

conferences@scp-centre.org

Special Issue "From Knowledge to Action-New Paths towards Sustainable Consumption" for the *Journal of Consumer Policy*

Papers can be submitted until March, 31, 2011

http://www.springer.com/cda/content/document/cda_downloaddocument/cfp-1060320101104.pdf?SGWID=0-0-45-1018237-p35644567

Second International Conference on Sustainability Transitions

Lund University, Lund, Sweden

June 13-15, 2011

<http://www.lu.se/ist2011>

Consumer Choice and Technology: The International Committee for the History of Technology's 38th Symposium

Glasgow, Scotland

August 2-7, 2011

Deadline for proposals is January 31, 2011

<http://www.icohtec.org>

1st International Conference of the Partnership for Education and Research About Responsible Living

Istanbul (hosted by TU Berlin)

March 14-15, 2011

<http://www.perlprojects.org>

Waste-The Social Context: People, Policies, Persuasion and Payoffs

Edmonton, Alberta, Canada

May 8-11, 2011

<http://www.cvent.com/EVENTS/Info/Summary.aspx?e=08ec9cb8-7468-4a02-bd00-18e3738463f4>

5th International Consumer Sciences Research Conference (5th ICSRC)

Consumer Behaviour for a Sustainable Future

Call for papers and presentations now open.

University of Bonn, Germany

July 18-20, 2011

<http://www.consumer11.org>

6th International Society for Industrial Ecology Conference (ISIE 2011)

Berkeley, California

June 7-10, 2011

<http://isie2011.berkeley.edu>

3rd Biennial Transformative Consumer Research Conference

Baylor University

June 24-26, 2011

Submission deadline is January 10, 2011.

<http://www.baylor.edu/tcr>

New Work by SCORAI Members and Friends

Center for the Advancement of a Steady State Economy (CASSE). 2010. *Enough is Enough*.

<http://steadystate.org/enough-is-enough>

Harris, J. and B. Shui. 2010. Consumption, Not CO2 Emissions: Reframing Perspectives on Climate Change and Sustainability. *Environment* 52(6):8-15, November-December.

<http://www.environmentmagazine.org>

Seyfang, G. 2010. Grassroots Innovations In Sustainable Housing: Building A Low-Carbon Future. *Energy Policy* 38:7624-7633

Seyfang, G. 2010. Low-Carbon Communities and the Currencies of Change pp.108-122 in M. Peters, S. Fudge, and T. Jackson, eds. *Low Carbon Communities: Imaginative Approaches to Combating Climate Change Locally*. Cheltenham: Edward Elgar.

Seyfang, G., A. Haxeltine, T. Hargreaves, and N. Longhurst. 2010. Energy and Communities in Transition: Towards a New Research Agenda on Agency and Civil Society in Sustainability Transitions. CSERGE Working Paper EDM 2010-13 (Centre for Social and Economic Research on the Global Environment, University of East Anglia).
http://www.uea.ac.uk/env/cserge/pub/wp/edm/edm_2010_13.htm

Seyfang, G. and A. Haxeltine. 2010. Growing Grassroots Innovations: Exploring the Role of Community-Based Social Movements in Sustainable Energy Transitions. CSERGE Working Paper EDM 2010-08 (Centre for Social and Economic Research on the Global Environment, University of East Anglia).
http://www.uea.ac.uk/env/cserge/pub/wp/edm/edm_2010_08.htm

Chitnis, M., and L. Hunt. 2010. Contribution of Economic Versus Non-Economic Drivers of UK Household Expenditure, RESOLVE Working Paper Series 03-10, University of Surrey, November.

Murtagh, N., B. Gatersleben, and D. Uzzell. 2010. Travel Mode Choice on Regular Journeys: Identity Centrality and Salience, RESOLVE Working Paper Series 04-10, University of Surrey, November.

White, E., D. Uzzell, N. Rathzel and B. Gatersleben. 2010. Using Life Histories in Psychology: A Methodological Guide, RESOLVE Working Paper Series 01-10, University of Surrey, February.

Druckman, A. and T. Jackson. 2010. An Exploration into the Carbon Footprint of UK Households, RESOLVE Working Paper Series 02-10, University of Surrey, November.

New SCORAI Affiliates

SCORAI welcomes the following 22 new participants to the network during the month of November. Total membership is currently 195 people.

Riikka Aro (University of Jyväskylä, Finland)
Katelyn Brennen (New Jersey Institute of Technology, USA)
Lisa Cockburn (Queen's University, Canada)
Jeremy Brooks
Anna Davidson (Syracuse University, USA)
Guy Dauncey (Earth Future)
Brian Garreau (Boston College, USA)
Jeppe Graugaard (University of East Anglia, UK)
Ingemar Gustafsson (Stockholm University, Sweden)
Kate Hagemann
Jonathan Harris (Tufts University, USA)
Doug Holt (Oxford University, UK)
Petr Jehlicka (Open University, UK)
Oona Morrow (Clark University, USA)
Judith Pajo (Pace University, USA)
Frieder Rubik (Institute for Ecological Economy Research, Germany)
Gerd Scholl, (Institute for Ecological Economy Research, Germany)
Joachim Scholz (Queen's University, Canada)
Geet Singh (University of California at Irvine, USA)
Renée Shade (Story of Stuff, USA)
Nil Toulouse (University of Lille, France)
Rachel Tuck (University of Tennessee, USA)

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Sustainable Consumption Research and Action Initiative (SCORAI) | c/o Tellus Institute | 11 Arlington Street | Boston | NJ | 02116