



October 2010 Newsletter

Dear SCORAI,

Welcome to the October 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 October 25 (LStanik@rutgers.edu). Please note that the deadline to submit items is the 25th of each month.

Warmly,
Laura Stanik
SCORAI Communications Coordinator

SCORAI Participates in World Economic Forum Symposium

SCORAI participated in the Industry Partnership Strategists Meeting "Driving Sustainable Sustainable Consumption" held in New York on September 29-30. The two-day session was designed to provide input into the formulation of a discussion document to be considered at the annual WEF meeting in Davos, Switzerland in January 2011. The New York symposium kicked off with a session titled "Consumer Engagement on Sustainability: What Is in It for Me?" that discussed current marketing research and trend analysis on consumer demand for sustainable products. After a cross-industry dinner, the conference resumed the following morning with a session on "Driving Sustainable Consumption: Life Cycle Metrics" that focused on the design of strategic interventions across supply chains and the embedding of life cycle thinking into all facets of organizational management. A final session of the symposium examined "Policy Levers to Accelerate Sustainable Consumption."

A copy of WEF's recent report Redesigning Business Value: A Roadmap for Sustainable Consumption can be downloaded at <http://www.weforum.org/en/initiatives/DrivingSustainableConsumption/index.htm>

Submitted by Maurie Cohen

The Macroeconomics of Development Without Throughput Growth by Jonathan Harris

Serious discussion has begun of policies to promote the goal of increasing well-being without material growth. Moving towards this goal requires a profound reorientation of macroeconomic theory. Importantly, the call by ecological economists to move away from traditional growth-oriented models comes at a moment when standard macroeconomics is in considerable turmoil. The financial crisis of 2008/2009 seriously undermined the basis for mainstream macroeconomics and brought renewed attention to various forms of Keynesian

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macroeconomics and brought renewed attention to various forms of Keynesian analysis and policy previously regarded as outdated. There is a close complementarity between new Keynesian and ecological perspectives. Moving away from the neoclassical goal of inter-temporal utility maximization allows for pluralistic economic goals: full employment, provision of basic needs, social and infrastructure investment, and income equity. These goals are compatible with environmental preservation and resource sustainability, whereas indefinite growth is not. But they require a revitalization of the sphere of social investment, seriously neglected (indeed often omitted completely) in standard models.

Available from Tufts University's Global Development and Environmental Institute at
http://www.ase.tufts.edu/gdae/publications/working_papers/index.html.

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United Nations Journal Invites Contributions

The *Natural Resources Forum*, a quarterly journal issued by the United Nations Department of Economic and Social Affairs (DESA) and published by Blackwell, is inviting your views on the following question for the Viewpoints section of the February 2011 issue:

"Is the concept of a green economy a useful way of framing policy discussions and policymaking to promote sustainable development?"

The Viewpoints section offers a platform for academics, practitioners and experts to share their perspectives and to feature these perspectives alongside other responses in the journal. Each entry should be 200 words or less addressing the above question. The journal's Editorial Team will select contributions that address an important dimension of the debate.

The deadline for submission to the Viewpoints for the February 2011 issue is November 15, 2010 and should be sent to nrforum@un.org.

Fellowships in Sustainability Science

The Sustainability Science Program at Harvard University's Center for International Development invites applications for resident fellowships in sustainability science for the University's academic year beginning in September 2011. The fellowship competition is open to advanced doctoral and post-doctoral students, and to mid-career professionals engaged in research or practice to facilitate the design, implementation, and evaluation of effective interventions that promote sustainable development. Applicants should describe how their work would contribute to "sustainability science," the emerging field of use-inspired research seeking understanding of the interactions between human and environmental systems as well as the application of such knowledge to sustainability challenges relating to advancing development of agriculture, habitation, energy and materials, health and water while conserving the earth's life support systems. This year we will give some preference to applicants whose work addresses challenges of innovation for sustainable development, with special attention to innovation in the energy, health and agricultural sectors. In addition to general funds available to support this fellowship offering, special funding for the Giorgio Ruffolo Fellowships in Sustainability Science is available to support citizens of Italy or developing countries who are therefore especially

encouraged to apply. The Sustainability Science Program is directed by Professors William Clark and Michael Kremer, and Nancy Dickson. For more information on the fellowships application process see <http://www.cid.harvard.edu/sustsci/fellowship>. Applications are due December 1, 2010.

Job Announcement

NEW RESEARCH FELLOWSHIP IN SPRU AT THE UNIVERSITY OF SUSSEX

The position is a full time three year Research Fellow working as part of the Sussex team in the new cross-institutional ESRC/DEFRA-funded Sustainable Lifestyles Research Group, led by Professor Tim Jackson at the University of Surrey.

The successful applicant will work with Professor Andy Stirling and colleagues in a project taking analysis of resilience and robustness in social, ecological and technological systems as a basis for examining the contributions of civil society organisations towards achieving transitions to more sustainable technologies and practices. Working closely with a parallel project in the same Group led by Dr. Adrian Smith and including a new doctoral project at SPRU, the project will focus on linked case studies involving concrete UK community initiatives in the field of food or energy. Using research methods including in-depth interviews and multicriteria mapping, it will analyse the strategies employed by different actors to establish transition pathways to sustainability, in such a way as to be as resilient and robust as possible in the face of different possible forms of shock and stress. Applicants should have (or be about to obtain), a PhD (or equivalent) and have a broad knowledge of current research on social-ecological resilience and/or sustainability transitions.

Call for Papers

First International Conference of the Partnership for Education and Research About Responsible Living (PERL).

Submission deadline for proposals is November 15, 2010.

The PERL conference in March 2012 will be hosted by the TU Berlin. Find more about PERL at <http://www.perlprojects.org>.

New Work by SCORAI Members and Friends

Hendrickson, David. 2010. A Blended Approach: Community Indicators and Sustainable Consumption. *Canadian Journal of Urban Research* 19(1): S111-S133.

Sahakian, Marlyne. 2010. Combining Life Cycle Thinking with Social Theory: Case Study of Compact Fluorescent Lamps (CFL) in the Philippines. *Sustainability* 2(7):2349-2364.

New SCORAI Affiliates

SCORAI welcomes the following new participants in the network:

Ali Beittoei
Gill Brociner

David Chittenden, Hedmark University College, Norway
Chris Early, New Jersey Institute of Technology, USA
Vera Fricke, Technical University Berlin, Germany
Alexander Goldman, University of Florida, USA
Robert Harris, Houston Advanced Research Center, USA
Adam Henne, University of Wyoming, USA
Anna Ignatyeva
Wendy Philleo, Center for a New American Dream, USA
Franziska Richter
Jalal Sager, University of California Berkeley, USA
Shadia Saleh, New Jersey Institute of Technology, USA

Ulf Schrader, Technical University Berlin, Germany

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