



September 2011 Newsletter

**Dear SCORAI,**

Welcome to the September issue of the SCORAI newsletter! Thank you to everyone who sent in content to add for this month. There are several new books and articles by SCORAI affiliates highlighted in this issue. Please continue to send information for inclusion in future issues to Emily at [huddartk@ualberta.ca](mailto:huddartk@ualberta.ca) by the 25th of the month. And feel free to forward this newsletter to interested colleagues as we are always looking to reach new people.

Best wishes at this very busy time of year!

Emily and Maurie

### **SCORAI Seeks Webmaster**

The SCORAI website (<http://www.scorai.org>) is in need of refurbishment and updating. Ongoing management is also required. This is an excellent opportunity for a graduate student or rising scholar to contribute some voluntary service to the further development of our community. Training as necessary will be provided. Interested candidates should contact Maurie Cohen at [mcohen@adm.njit.edu](mailto:mcohen@adm.njit.edu).

### **SCORAI Member Eugene Rosa Awarded Boeing Professorship in Environmental Sociology**

Eugene (Gene) A. Rosa has been selected as the Boeing Distinguished Professor in Environmental Sociology at Washington State University. The professorship, established through a grant from the Boeing Company, is to recognize a social scientist with a national and international reputation for outstanding scholarship on environmental issues.

Gene is a recognized leader in the field of environmental and technological risk and in understanding the social drivers in coupled human and natural systems. He simultaneously holds the Edward R. Meyer Professorship in Natural Resource and Environmental Policy in the Thomas S. Foley Institute for Public Policy and Public Service, also at Washington State University, and is concurrently a Visiting Scholar at the Woods Institute for the Environment at Stanford University.

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### **Executive Board**



**Jeffrey Barber**  
Integrative Strategies Forum

**Halina Brown**  
Clark University

**Maurie Cohen**  
New Jersey Institute of  
Technology

**John Stutz**  
Tellus Institute

**Philip Vergragt**  
Tellus Institute and Clark  
University

### **Quick Links**

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Congratulations Gene!



## **Job Opportunities**

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### **The Susceptibility and Population Health Branch (SPHB) of NIEHS**

The National Institute of Environmental Health Sciences is recruiting behavioral or social scientists with expertise in environmental or public health, community-based participatory research, communication research, or other translational research.

Contact Claudia Thompson at [thomps14@niehs.nih.gov](mailto:thomps14@niehs.nih.gov). Due date: September 2, 2011.

### **The New Economics Institute (NEI)**

The New Economics Institute seeks a President who will bring the characteristics and experiences needed to help NEI achieve an ambitious but essential agenda: to go beyond questioning the current economic model and begin to develop and promote a new one, transforming traditional definitions of progress and exploring areas of priority and policy where transformative change is now essential.

Requirements: Successful track record fundraising, prior experience managing staff, passion around new economy thought, able to travel internationally, based in New York City.

To apply: Please send a cover letter describing your interest and qualifications, your resume, and salary history to: [nei-ceo@nonprofitprofessionals.com](mailto:nei-ceo@nonprofitprofessionals.com).

### **Join the Millennium Alliance for Humanity and the Biosphere (MAHB)**

The Millennium Alliance for Humanity and the Biosphere (MAHB) has changed its name from Millennium Assessment of Human Behavior. Its foundational premise is that the cumulative knowledge of the natural sciences has established beyond a doubt a global trajectory toward nonsustainability. In order to reorient that trajectory toward a more sustainable world scientists have sent a clarion call to the social sciences, humanities, legal scholars, and other concerned scholars to mobilize their knowledge to develop realistic strategies for moving toward a more livable planet.

The MAHB needs your participation. Please join in this important endeavor so that your work can contribute to this effort and so that you can stay abreast of the most important developments. You can become a member by joining as an associate or by forming a node in the MAHB global network. It is easy; simply go to the new, user friendly website: <http://mahb.stanford.edu> and follow the directions.

### **Canadian Consumers Struggle to Make Sustainable Choices**

A study conducted by My Sustainable Canada in 2011 provides a current portrait of the Canadian consumer's green purchasing behavior. In a multi-stage study, researchers first intercepted shoppers outside of retail stores in Guelph and Montréal and asked them about their purchases. Shoppers were then requested to complete an in-home inventory. They recorded which of 115 products and 20 services they had on hand and identified which ones they thought were sustainable. The actual sustainability of the products and services they said they had was determined and a household sustainability index was developed to compare the information provided by the 104 participating households.

The study provides a number of insights into current green purchasing behavior:

(1) Consumers make truly sustainable purchases in only a few product categories: appliances, household cleaners, food, and paper products. They are least sustainable in their purchases of technology products and personal care products.

(2) Activities that require a behavior change and strong commitment to sustainability have a low level of participation. These include buying green energy, using a car-share program, and buying food from community shared agriculture (CSA) programs.

(3) A consumer's life stage, level of education, and size of living space all contribute to sustainable purchasing behavior. Consumers with the worst household sustainability scores are those with a university education, who own their homes and live in households with 2 or more persons.

To download a copy of the report, visit:

<http://www.mysustainablecanada.org/publications/research-papers.html>

## **Special Issues Seeking Content**

### **Natural Resources Forum**

*Natural Resources Forum* announces plans for a special issue on Long-term Sustainable Development Scenarios to be published in 2012. Deadline for submission: 15 November 2011.

This special issue will take stock of recent advances in the development of long-term sustainable development scenarios. Scenarios have become a standard tool in the analysis of global issues, including climate change, energy, land, and water. There have also been efforts to extend the coverage of models and scenario exercises to go beyond individual sectors and provide integrated analyses, simultaneously considering economic, social and environmental objectives, as well as multiple sectors. The United Nations Conference on Sustainable Development ("Rio+20"), to be held in Rio de Janeiro in June 2012, will be an occasion to reflect on progress in model-based scenario analysis and trends in the interface between scenario modeling and

policymaking.

Articles should contain original material and should be between 6,000 and 8,000 words in length. Contributions to the journal are accepted at NRF's manuscript submission site at : <http://mc.manuscriptcentral.com/nrf>. Please consult our Author Guidelines : <http://www.wiley.com/bw/submit.asp?ref=0165-0203>. Questions and comments can be addressed to: NRFORUM@un.org

### **Journal of Nonprofit and Public Sector Marketing**

The *Journal of Nonprofit and Public Sector Marketing* announces plans for a special issue on Transformative Ethical/Sustainable Consumption Research. The deadline for submission is December 30, 2011. The special issue is scheduled to be published in Issue 4 2012.

In this call for papers we contend that the time to just "describe the phenomenon" has passed and thus seek rigorous ethical consumption research that provides actionable insights for practitioners and consumers. In this light, after two rounds of academic review, we will facilitate the collaboration of leading ethical consumption practitioners/marketers with the authors of accepted papers to co-develop relevant insights and practical guidance for marketing managers. These insights will form Managerial Implications sections at the end of each paper in the special issue.

Prospective contributors are welcome to contact the Special Issue Co-Editors to clarify questions about the potential suitability of topics: Dr Iain Black (Iain.Black@ed.ac.uk ); Dr Terry Newholm (Terry.Newholm@mbs.ac.uk); Michal Carrington (M.Carrington@latrobe.edu.au). Please submit your papers for peer review for the Special Issue by December 30, 2011 to Michal Carrington.

### **New Publications by SCORAI Members and Friends**

Ashford, N. A. & R. P. Hall. 2011. *Technology, Globalization, and Sustainable Development: Transforming the Industrial State*. New Haven: Yale University Press.

Lorek, S. & D. Fuchs. 2011. Strong sustainable consumption governance: precondition for a degrowth path? *Journal of Cleaner Production*, in press.

Middlemiss, L. 2011. The power of community: how community-based organizations stimulate sustainable lifestyles among participants. *Society and Natural Resources*, in press.

Wangel, J. 2011. Change by whom? Four ways of adding actors and governance in backcasting studies. *Futures* 43(8):880-889.

Mincyte, D. 2011. The politics of subsistence and sustainability in the new Europe. *Sociologia Ruralis* 51(2)101-118.

Mincyte, D. 2011. How milk does the world good: vernacular sustainability and alternative food systems in post-socialist Europe. *Agriculture and Human Values*, in press.

## **Upcoming Conferences & Workshops**

Sustainability in Crisis: Faith Group Responses to and Action on Sustainability. September 26-28, 2011. Cambridge, UK (<http://www.sustainability-in-crisis>).

The RESPONDER Project. The project links sustainable consumption and growth debates and takes into account aspects of green growth, non-growth and degrowth. See <http://www.scp-responder.eu>.

Next events as part of RESPONDER:

19-21 October 2011 1st EU Dialogue on Sustainable Consumption and Economic Growth (Berlin)

26-27 January 2012 Multinational knowledge brokerage event on Sustainable Food Consumption (Lisbon)

15-17 February 2012 Multinational knowledge brokerage event on Sustainable Household Electronics (Vienna).

7-9 March 2012 Multinational knowledge brokerage event on Sustainable Household Savings and Debts (London).

21-23 March 2012 Multinational knowledge brokerage event on Sustainable Mobility (Bratislava).

28-30 March 2012 Multinational knowledge brokerage event on Sustainable Housing (Barcelona).

Localism: Sufficient and Fit for Purpose? November 3, 2011, University of Manchester Conference Centre, Manchester, UK (<https://eiemea.certain.com/rsa/getdemo.ei?id=1010023&s=50K0YSW2F>).

International Conference on Sustainable Consumption: Towards Action and Impact, November 6-8, 2011, Hamburg, Germany (<http://www.sustainableconsumption2011.org>).  
---Young researchers in sustainable consumption and sustainability sciences are warmly invited to attend the pre-conference "Research on Sustainable Consumption - Present and Future Perspectives for Young Academics" on Sunday, 6th November 2011, from 9am to 5pm. More information can be found at: [http://www.sustainableconsumption2011.org/frontend/index.php?folder\\_id=136&ses\\_id=5dc909cabaab48291ef05c7bc44384cb](http://www.sustainableconsumption2011.org/frontend/index.php?folder_id=136&ses_id=5dc909cabaab48291ef05c7bc44384cb)

Third German Environmental Sociology Summit (Innovation and Sustainability: Beyond Technology), November 16-18, 2011, Johann Wolfgang Goethe-University, Frankfurt, Germany (<http://www.gesellschaftswissenschaften.unifrankfurt.de/gess>).

Eighth International Conference on Environmental, Cultural, Economic, and Social Sustainability, January 10-12, 2012, University of British Columbia, Vancouver, Canada (<http://www.SustainabilityConference.com>).

European Seminar on the "Geography of Innovation," January 26-28, 2012, Saint-Etienne, France (<http://www.euolio.eu>).

ISEE is holding its next biennial conference in Rio de Janeiro in June 2012 to dovetail with Rio +20 UNCSO Earth Summit. Abstracts: maximum of 700 words, submit online via the conference website: [www.isee2012.org](http://www.isee2012.org). 15 November 2011: Submission of session & paper abstracts & full papers (for seeking funding); 15 December 2011: Author notification; 2 March 2012: Registration & on-line payment for abstracts to appear in brochure. For details see: <http://www.ecoeco.org/content/2011/06/2012-isee-conference-call-for-papers/>

## **New SCORAI Affiliates**

SCORAI welcomes the following new affiliates to the network during the month of August. Total membership is currently 267 people.

Tomas Ariztia  
Ernest Edwards  
George Holtz, Institute of Environmental Systems Research (Germany)  
Joe Kantanbacher, University of California-Berkeley (United States)  
Lisa Mastny (Center for a New American Dream)  
Marcos Ferreira Santos

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