



## December

Dear SCORAI,

We hope this newsletter finds you managing the busy season of final exams and holidays. In the realm of sustainable consumption-related scholarship and activities, things are also very busy (as you'll see from the goings on described below)! This month we feature several new publications, as well as a new section, "Notes from the Field." Filmmaker and videographer, John de Graaf, has kindly kicked off the first edition with a feature on Sustainable Happiness Week.

Enjoy and Happy Holidays!

Kate & Debbie & Maurie

### SCORAI Needs Your Help!

As we approach the end of 2012, the SCORAI Executive Board would like to encourage all affiliates to consider making a tax-deductible contribution to help support the network. On the homepage of the SCORAI website you will find a link that enables you to easily pledge your support. The recommended annual amount is US\$50 (US\$25 for students and retired professionals). While we run an extremely streamlined operation (based exclusively on volunteer effort), expenses are incurred to maintain the website, to distribute the newsletter, and to organize events. Your financial assistance to help defer these costs is essential to SCORAI's ability to continue to operate. Please visit <http://www.scorai.org> and click on the "Contribute to SCORAI" link. It only takes a few moments to complete the transaction and contributions can be billed to a major credit card. And thanks for your support!

### Notes from the Field: UN Meeting Leads to Plans for Sustainable Happiness Week

*By John de Graaf*

### 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

Subscribe to our:

Listserv  
or  
eNewsletters

The cause of sustainable consumption got a big boost this past April when the United Nations held its first "high-level meeting on happiness and well-being." Bhutan's prime minister, Jigmi Thinley, set the tone, calling for "a new economic paradigm" that "is no longer based on the illusion that limitless growth is possible on our precious and finite planet or that endless material gain promotes well-being." The audience of 800 included leaders of several countries and UN Secretary-General Ban Ki-Moon.

Following the meeting, teams of participants began working out the parameters of a new paradigm and a plan to disseminate the new ideas. The UN then declared March 20, 2013 as the first International Day of Happiness. In the United States, a trio of organizations, [The Happiness Initiative](#), [Take Back Your Time](#) and [Earth Economics](#) is planning a larger celebration beginning with "Pursuit of Happiness Day" on April 13 (the birthday of Thomas Jefferson), and continuing until Earth Day, celebrated on the Saturday closest to April 22 (in this case, April 20). The week-long event is called Sustainable Happiness Week.

Campuses, communities and workplaces will be encouraged to use the week to develop local Happiness Initiatives, using a popular well-being survey, and to engage citizens in conversation about the ten domains of happiness recognized by Bhutan and happiness scientists. These include: financial security; time balance; environmental quality; education; access to arts and culture; social connection; confidence in government; physical health; mental health and work satisfaction.

If you are interested in promoting Sustainable Happiness Week in your community, please contact [John de Graaf](#). More information can be found [here](#).

### **New Book: *Citizen-consumers and Evolution***

Mikael Klintman has recently published a new book: *Citizen-consumers and Evolution: Reducing Environmental Harm through Our Social Motivation* (Palgrave Macmillan).

This book reflects upon and critiques dominant understandings of the potential of citizen-consumers to alter their natural consuming habits and to "shop ethically," "care for the environment" and "think globally" so as to reduce environmental harm. Developing a substantial challenge to the existing accepted theories, this book sets out a groundbreaking approach to understanding citizen-consumer behavior, by forging a productive alliance between environmental sociology and evolutionary theory, arguing that it is social motivation rather than rational choice in a traditional sense that is the driving force behind human agency.

Recognizing the importance of social motivation is essential as a basis for the advancement of sustainable development and adaptation of the norms and practices of citizen-consumers,

markets, and politics.

## **Slower by Design and Not Disaster**

Peter Victor, author of the book *Managing Growth: Slower by Design and Not Disaster*, was recently interviewed by the Extraenvironmentalist. A recording of the interview is available [here](#).

In the interview Victor describes why our obsession with GDP isn't necessary, explains the field of ecological economics and how it differs from other disciplines of economic thought. He also reviews first steps we can take to start building a society that doesn't need GDP expansion.

The Extraenvironmentalist has also developed a video "[Living Without Economic Growth](#)" that will likely resonate with many SCORAIers.

## **Re:Thinking Consumption**

[The Regeneration Roadmap](#) has just released a white paper and press release around findings from an in-depth survey of consumer attitudes, motivations and behaviors relating to sustainable consumption. Titled "Re:Thinking Consumption - Consumers & The Future of Sustainability", the study finds the majority of people want more sustainable products but won't compromise on cost and performance. In fact, two-thirds of consumers in six countries say that "as a society, we need to consume a lot less to improve the environment for future generations" (66%), and that they feel "a sense of responsibility to purchase products that are good for the environment and society" (65%). The full report and press release is available [online](#).

The Regeneration Roadmap is a collaborative and multi-faceted initiative by [GlobeScan](#) and [SustainAbility](#) that aims to provide a roadmap for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainable development strategy, increase credibility and deliver results at greater speed and scale. The project is presented by BMW Group and SC Johnson and sponsored by DuPont, Cisco, Interface and Pfizer, and supported by many other partners including UNEP, National Geographic and the World Bank.

## **Diet for a Big Storm: Reflections on Food, Waste and Hurricane Sandy**

Diana Mincyte, Assistant Professor and Faculty Fellow at NYU, recently wrote a piece for the Society for the Anthropology of Food and Nutrition blog focused on how we can develop a more sustainable food system. The excellent article on our food and waste infrastructure is available [here](#).

## The Anthropology of Everyday Life

Richard Wilk and his co-editors Orvar Lofgren and Jessica Chelekis are now editing a book series on "The Anthropology of Everyday Life" with Altamira Press. They are very interested in proposals for monographs or edited volumes that deal with consumption and consumer behavior embedded in the practices of daily routines.

In addition, Wilk continues to co-edit (with Josiah Heyman) another series with Altamira called "Globalization and the Environment" that has many titles that will interest SCORAI members and is available [online](#).

## Publications of Interest

Hawkins, R. (2012) A New Frontier in Development? The Use of Cause-related Marketing by International Development Organisations, *Third World Quarterly* 33:10:1783-1801 (<http://www.tandfonline.com/doi/full/10.1080/01436597.2012.728315>).

Brizga, J. (2012). "More is Better: Nordic-Baltic Cooperation 1991-2031." Nordic Council of Ministers, 22 October ([http://issuu.com/Norden\\_in\\_Estonia/docs/more\\_is\\_better\\_nbcooperation/11](http://issuu.com/Norden_in_Estonia/docs/more_is_better_nbcooperation/11)).

## ISIE Appoints a New President

The [International Society for Industrial Ecology](#) has appointed Professor [Marian Chertow](#) to serve as its new president for a two-year term. The ISIE will also be hosting its seventh biennial conference, "[Industrial Ecology: Strategy for a Green Economy](#)" in June at the University of Ulsan in South Korea

The ISIE is an interdisciplinary forum of natural and social scientists, engineers, policymakers and practitioners that advances systems based analysis methods, tools and solutions in pursuit of sustainable technology, product and service systems, and economies. promote the use of industrial ecology in research, education, industrial practices, policy, and community development in order to transform society and achieve a more sustainable economy.

## Upcoming Conferences & Workshops

**The 3rd Annual European Postgraduate Symposium - "Sustainable Development Symposium"** will be held February 13-15, 2013 at "Parthenope" University of Naples, Italy. The abstract submission phase will be open from September 1 to October 30, 2012. You can find further information at: <http://sds2013.uniparthenope.it>.

**ECEEE 2013 Summer Study** will be held June 3-8, 2013 at Belambra, Presqu'île de Giens, Toulon/Hyères, France. It is time to

sharpen your pen and focus on abstracts that will contribute to the ECEEE 2013 Summer Study. Papers presented at the Summer Study form the scholarly backbone of ECEEE's work to provide evidence-based information on energy efficiency. The call for papers will open in early September and will close on October 4. Please contact [marlyne.sahakian@graduateinstitute.ch](mailto:marlyne.sahakian@graduateinstitute.ch) with questions.

**The 19<sup>th</sup> International Sustainable Development Research Society Conference "Just Transitions: a global perspective"** will be held from July 1-3, 2013 near Cape Town, South Africa. The Global Research Forum on Sustainable Consumption and Production (GRF-SPC) aims to organize a session, or a track of sessions, on SPC in Africa. *For the ISDRC call for papers visit their [website](#).*

### New SCORAI Affiliates

Our new affiliates have pushed us over the 500 mark to bring the total number of SCORAI affiliates to 505. Welcome!

|                 |                  |
|-----------------|------------------|
| Betsy Agar      | Julia Olszewska  |
| Fergus Anderson | Liam Musgrove    |
| Samantha Cohen  | Robin Miller     |
| Webb Dussome    | Rana Padmakshi   |
| Yvette Guo      | Astrid Rasmussen |
| Mike Hynes      | Tom Prugh        |
| Samira Iran     | Bettina Schaefer |
| Chris Karu      | Lara Vaccari     |
| Stefan Wahlen   | Thomas Webler    |
| Ella Wiles      |                  |

### [Forward email](#)



Try it FREE today.

This email was sent to [mcohen@adm.njit.edu](mailto:mcohen@adm.njit.edu) by [mcohen@adm.njit.edu](mailto:mcohen@adm.njit.edu) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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