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Invitation to Sustainable Consumption Research in China



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Rethink...

- ☯ What is sustainable consumption?
- ☯ What to study on sustainable consumption?
- ☯ How to study?



What is sustainable consumption? a matter of (re)framing

Define SC by clarifying what SC is not about:

Green consumption? Durable goods?

Low-carbon? Peer production?/mass collaboration?

Sharing/renting/redistribution goods and services?

Sustainable lifestyle? Consume less?

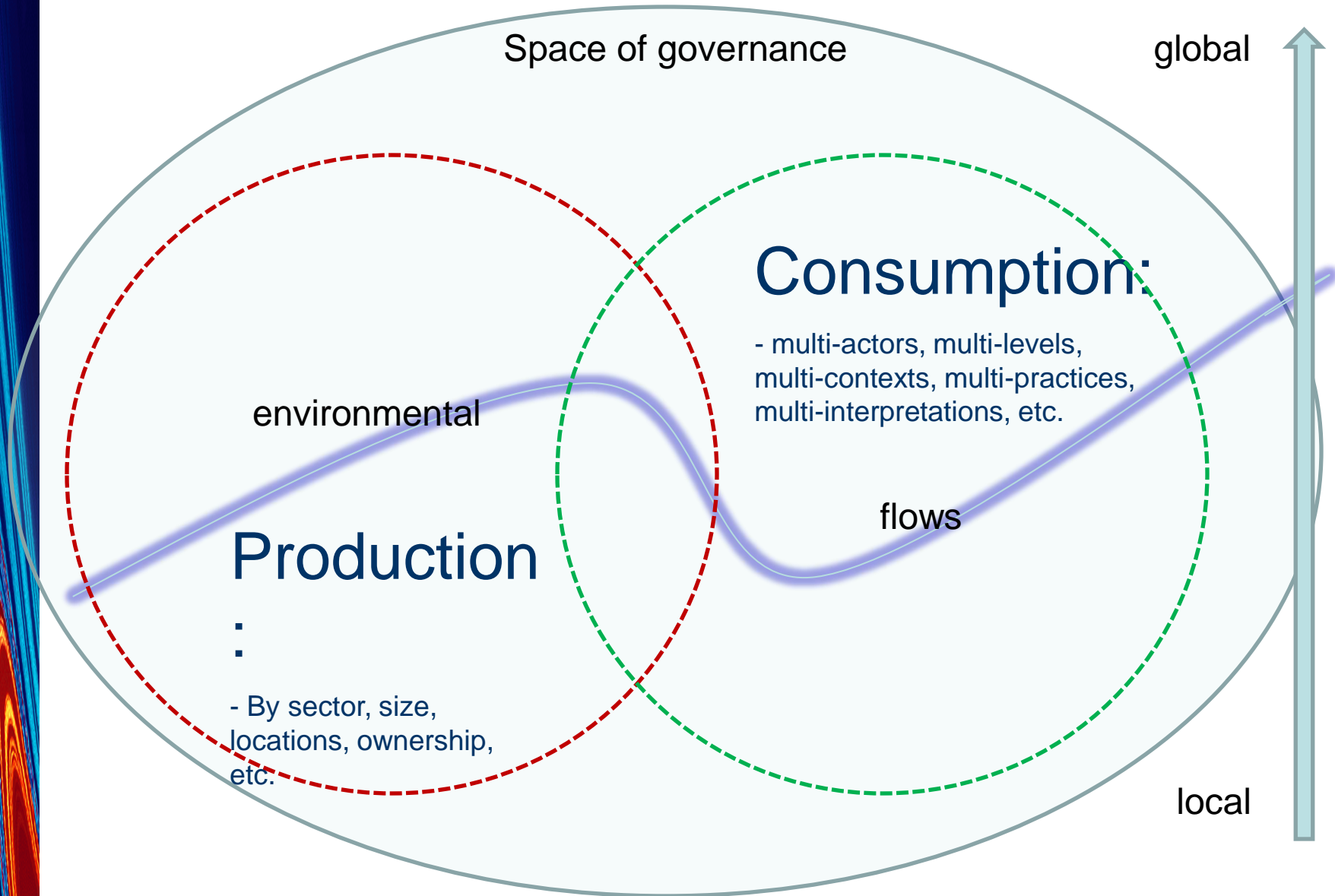
Consume differently? Simple healthy life?

...

It is impossible to talk about sustainable consumption in general. Without differentiation and specification of the target groups and the social practices, conclusions on consumers traits can hardly support any effective policy making.

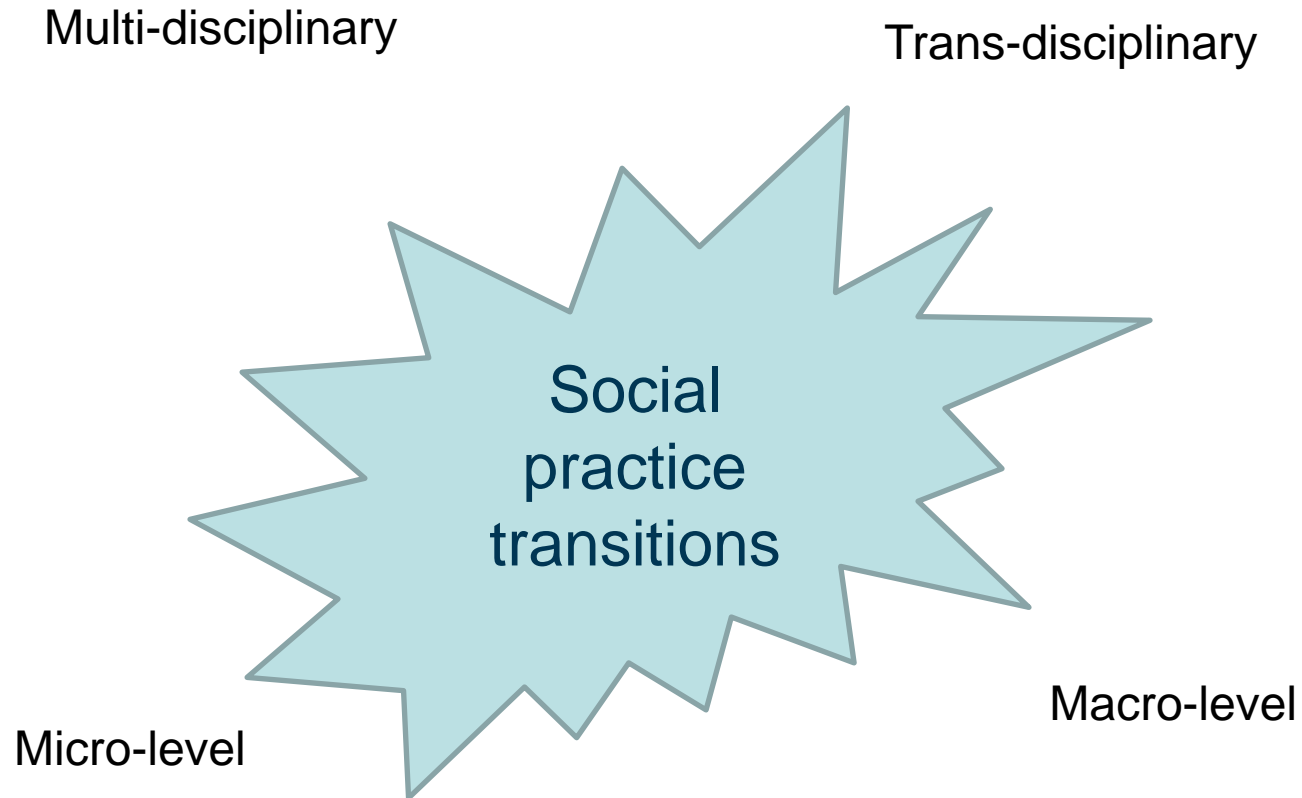
What to study on sustainable consumption?

A matter of formulation of valid research questions



How to study?

Theories, concepts and methods



SCORAI China Mission

- ☯ To bridge with other countries, break down isolation, form working groups, concentrated working places
- ☯ Joint researches, up to international standards, impact on policy making, review existing funding opportunities, project acquisition
- ☯ Networking for social capital
- ☯ Publication strategy, theme-based, multi-disciplinary

Where

MEMEPOSTA.NET



The background features a complex, abstract pattern of wavy, concentric lines. The colors range from deep blue and cyan to bright orange and red, creating a sense of depth and movement. The lines are irregular and organic, resembling a topographical map or a cross-section of a geological formation.

Comments
and questions

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