



SCORAI Board

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Clark University

Maurie J. Cohen, New Jersey
Institute of Technology

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Institute & Clark University

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Washington State University

Advisors:
Cindy Isenhour, University of
Maine

John Stutz, Tellus Institute

February 2016

Dear Robert,

This month's news from SCORAI features information about our upcoming June conference, the publication of an exciting new book about sustainability and social practices, and opportunities for contributing to efforts to translate sustainable consumption research into action. Also included are updates and a series of articles from our friends at the International Society of Industrial Ecology, as well as a variety of other sustainability-related events and publications.

Happy February,

Catie, Debbie, Emily, & Maurie

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SCORAI 2016 International Conference: Preliminary Program Announcement



On behalf of the Program Committee for the 2016 Conference of the Sustainable Consumption Research and Action Initiative (SCORAI) being held at the University of Maine on June 15-17, 2016, we are pleased to release a [preliminary agenda](#) for the event. We are also delighted to note that the program includes papers and posters from more than 200 scholars representing 26 countries. Together we will cover a wide range of topics--from sustainable food, alternative economies, and urban transformations to theories of social movements and socio-technical transitions. Please join us!

[Information about travel](#), accommodation, registration and the post-conference excursion to Acadia National Park is available on the conference website. **Early bird registration rates are available until March 15, so please register soon!**

Even if you are not presenting a paper or poster, there are many opportunities for engagement, including new "dialog" sessions and two pre-conference workshops. The Urban Sustainability Directors Network (USDN) and One Earth have developed a workshop centered on "Identifying Promising Strategies for Advancing Sustainable Consumption in Cities" and Maurie Cohen (New Jersey Institute of Technology) and Peter Wells (Cardiff University) will be moderating a conversation on "The Burdens of Wealth: Impacts of 'Decadent Consumption.'" We welcome your participation in these events!

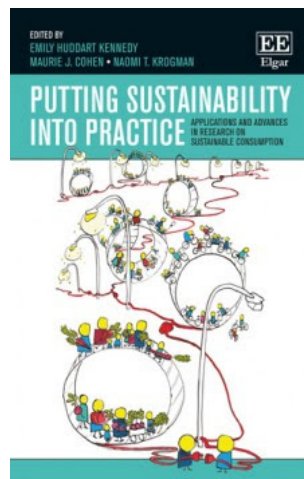
Finally, we have invited several presentations from scholars travelling from developing countries, many of whom receive no financial assistance from their institutions. If you, like us, are interested in participating in an inclusive and diverse conference, please consider adding a small donation to your registration fee to support scholars in need of assistance. You can also contribute via our [crowdfunding campaign](#).

We very much look forward to what promises to be a wonderful conference--and to welcoming you to Maine in June!

Cindy, Philip & the Conference Organizing Committee

SCORAI Executive Committee Members

Kennedy, Emily H., Maurie J. Cohen and Naomi T. Krogman, Eds. 2016. *Putting Sustainability into Practice: Applications and Advances in the Study of Sustainable Consumption*. Northampton, MA: Edward Elgar.



Given the complex and systemic nature of contemporary ecological issues like climate change, a rapidly growing group of scholars is seeking new explanations of behavioral patterns and behavioral change. These new accounts clarify why patterns of consumption and waste continue to be unsustainable despite a wealth of information proving sustainability's importance. In particular, social practice theories offer a way of understanding how material consumption is built into the everyday work of belonging and shaping one's social life. *Putting Sustainability into Practice* contributes to the rich scholarship developed to date by applying social practice theories to qualitative and quantitative case studies from eight different countries.

These case studies are likely to be especially valuable to readers who are relatively new to the social practice perspective. The volume also includes research that advances social practice theories, moving the study of sustainable consumption into novel terrain such as sustainable finance, collective action, and social policy.

This book offers multiple empirical applications of social practice theories in sustainable consumption, advancing this research area in such a way that will attract academics to its findings. Those teaching classes in the environmental social sciences will find this introduction suitable for the classroom as well. It offers a rare account of the history of social practice theories and provides numerous case studies to which one can apply these approaches. Graduate students will also find this a useful guide to conducting empirical research on sustainable consumption and civic engagement from a social practices perspective.

[Get the book here.](#)

SCORAI Action

Submitted by Robert Orzanna, SCORAI Webmaster

Here are some updates from a recently started SCORAI Action initiative which aims to translate sustainable consumption research into communicative action. The team currently consists of Philip Vergragt, Valentina Aversano-Dearborn, Ginnie Guillen and me, Robert Orzanna. Below we want to give you some insights into on-going projects.

Paris Videos

The idea is to capture SCORAI member's reactions to the COP21 outcome in a video format. The videos should be two-minutes long and capture your personal reaction to the COP21 outcome. We will upload all submitted videos to a [collaborative playlist](#) on YouTube to reach a wider audience. So far, Philip Vergragt and I have contributed. Adding your video to the playlist is very easy. Just take your smartphone or any other recording device and [upload the recorded file here](#). If you need an example of how the video will look once it is uploaded, just check out the video that Philip and I prepared.

Encyclopedia

We are all aware of Wikipedia and probably use it on a daily basis. With these words I would like to encourage the SCORAI community to contribute to this common pool of open knowledge. Share

your expertise and contribute to these three Wikipedia article pages:

- * [Sustainable Consumption](#)
- * [Sustainable Living](#)
- * [Sustainable Lifestyles](#)

These are also represented on the website (Encyclopedia tab) as a gentle reminder of our opportunity as a community to add to the available treasure of knowledge.

SCORAI Blog

A while ago, we launched our SCORAI Blog initiative in which we invite SCORAI members to publish what is on their minds. Halina Brown is our outstanding top contributor and I encourage you to give a read to some of her postings:

- * [Community centers in WiFi cafes](#)
- * [Involuntary simplicity](#)
- * [An experiment in sharing economy](#)
- * [The matter of SUVs](#)

If you would like to contribute to the blog, please send me your posting via email. For the tech nerds among you, we can also link the articles you write for SCORAI with your [medium.com](#) account to reach a wider audience.

Please contact webmaster Robert Orzanna at orschiro@gmail.com.

News from our Friends at the International Society of Industrial Ecology



TWO CALLS FOR PAPERS

For the full call for papers, please go to: <http://jie.yale.edu/cfps>.

1) Environmental Implications of Additive Manufacturing and 3D Printing

In anticipation of funding from the Office of Advanced Manufacturing of the United States Department of Energy, the deadline for submissions for the special issue of the [Journal of Industrial Ecology](#), "Environmental Dimensions of Additive Manufacturing and 3D Printing" has been extended to **February 29, 2016**. Because of the potential DoE funding and a grant from the Lounsbery Foundation, all papers in the issue will be published open access; the pending grant expands the number that can be included.

3D printing holds out the potential for household- and community-based production and with attendant opportunities for control and creativity by consumers, but also for increased generation of waste. Research by SCORAI members studying the consumer dimensions of 3D printing is most welcome!

2) Exploring the Circular Economy

It is the ambition of this special issue to probe diverse dimensions of the concept, methodologies, performance and history (intellectual and practical) of the circular economy. This includes the examination of the environmental, economic, resource, engineering, managerial, design, and policy implications of the circular economy. Analysis can employ well known tools in industrial ecology including life cycle assessment (LCA), material flow analysis (MFA), techno-economic analysis, and input-output analysis, as well approaches from other fields and disciplines such as social science, public policy, design, engineering and business. Detailed and well-documented case studies are welcome especially if they speak to key questions related to the circular economy. Submission deadline: **February 15, 2016**.

JOURNAL OF INDUSTRIAL ECOLOGY PUBLICATIONS

Agrawal, V. V., A. Atasu, and S. Ülkü. 2015. Modular upgradability in consumer electronics: Economic and environmental implications. <http://dx.doi.org/10.1111/jiec.12360>.

Amneklev, J., A. Augustsson, L. Sörme, and B. Bergbäck. 2015. Bismuth and silver in cosmetic products: A source of environmental and resource concern? <http://dx.doi.org/10.1111/jiec.12251>.

Cooper, D. R. and T. G. Gutowski. 2015. The environmental impacts of reuse: A review. <http://dx.doi.org/10.1111/jiec.12388>.

Goldstein, B., M. Birkved, J. Fernández, and M. Hauschild. 2016. Surveying the environmental footprint of urban food consumption. <http://dx.doi.org/10.1111/jiec.12384>.

Ivanova, D., K. Stadler, K. Steen-Olsen, R. Wood, G. Vita, A. Tukker, and E. G. Hertwich. 2015. Environmental impact assessment of household consumption. <http://dx.doi.org/10.1111/jiec.12371>.

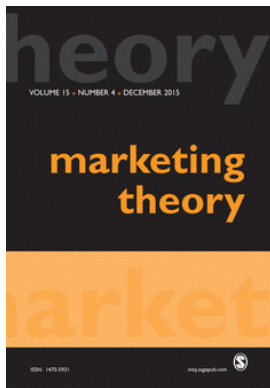
O'Rourke, D. and A. Ringer. 2015. The impact of sustainability information on consumer decision making. <http://dx.doi.org/10.1111/jiec.12310>.

Prell, C. and K. Feng. 2015. Unequal carbon exchanges: The environmental and economic impacts of iconic U.S. consumption items. <http://dx.doi.org/10.1111/jiec.12377>.

West, S. E., A. Owen, K. Axelsson, and C. D. West. 2015. Evaluating the use of a carbon footprint calculator: Communicating impacts of consumption at household level and exploring mitigation options. <http://dx.doi.org/10.1111/jiec.12372>.

Yu, Y., K. Feng, K. Hubacek, and L. Sun. 2016. Global implications of China's future food consumption. <http://dx.doi.org/10.1111/jiec.12392>.

New Publications



Freund, J. & Jacobi, E. S. (online first) "Mystify me: Coke, terror and the symbolic immortality boost." In special section of Nik Dholakia (Ed.) 'Marketing as mystification', *Marketing Theory*, pp.17-21

It is a short 4-page paper summarising how merging or identifying with cultural artefacts (e.g. organizations, icons, ideologies, religions, brands) gives people an ephemeral sense of being immortal, which we call an 'immortality boost'. Because immortality is not physically possible, this psycho-cultural high wears off, leading either to a kind of addiction, where the person keeps returning to the immortalizing entity to get another immortality boost, or to disillusionment and possible learning.

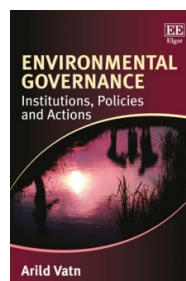
This suggests that only where the reality of the mortal and living Earth is the immortalizing entity is there likely to be a self-stabilizing feedback loop between the fear of death prompted by deteriorating biosphere and actions to limit damage to the biosphere - otherwise the feedback loops will tend to make the situation worse - e.g. as climate change gets worse we try to stimulate more economic growth to save ourselves.

"The brandscape is a planet-wide ideology and identity-shaping force. The impossible goal of infinite market growth taps into (and feeds) our existential urge to defy reality. Nature (death) is framed as "not us"-a mere resource and dumping ground for "our" ever-expanding economy. [...] Consuming advertising fantasies and buying products offers a temporary spiritual effervescence, a symbolic boost of immortal feeling (that evaporates). The more illogical the story, the more overtly the icon defies physical reality, the more it draws on and exacerbates the unfortunate human lust for super-natural power." (p.21)

[Get the paper here.](#)

Vatn, Arild. 2015. *Environmental Governance*. Northampton, MA: Edward Elgar.

In this innovative book, Arild Vatn presents an overview of the field of environmental governance, from its theoretical foundations, to the major issues and practical applications. While having an interdisciplinary orientation, the main theoretical basis is in institutional theory. The book spans issues from the global to the local level and puts environmental governance within the wider field of economic policy and development. This book is perfect for interdisciplinary masters programs in environmental studies, environmental policy and management, as well as being of value to practitioners in the field.



[Get the book here.](#)

Upcoming Conferences

5th International Conference on Degrowth for
Ecological Sustainability and Social Equity:
Call for special sessions
30 August-3 September, 2016, Budapest, Hungary



DEGROWTH CONFERENCE BUDAPEST 2016

The submission platform will be open soon. [Please follow the updates here.](#)

The upcoming conference will be a forum to present the latest in global degrowth thought and practice, and bring it into dialogue within the specific context of Central and Eastern Europe of the 21st century. In this respect, the conference will be organised around 12 themes which reflect the context of the conference and the open issues of the degrowth movement that were highlighted at the preceding conference in Leipzig.

You can apply to present your work through different formats:

- * Degrowth-in-action special sessions
- * Scientific special sessions

Both special session formats allow the applicants greater freedom in organizing the proceedings of the session to best present their work. More information about the call is [available here.](#)

The deadline to submit your special session proposal has been extended to 29 February 2016.

If you have any questions please feel free to contact the organizers call@budapest.degrowth.org

[Visit the conference website.](#)



International Sustainability Transitions Conference 2016

IST 2016 - Exploring Transition Research as Transformative Science
6-9 September, 2019, Wuppertal, Germany

The 7th International Sustainability Transitions (IST) Conference will take place in Wuppertal on 6-9 September 2016. The IST Conference will be hosted by the Wuppertal Institute, in cooperation with the Center for Transformation Research and Sustainability (TransZent) at the University of Wuppertal. The conference is the annual opportunity to share theoretical, empirical and practical advances in the field of sustainability transitions. The conference is part of the activities of the [Sustainability Transitions Research Network](#) (STRN) and is linked to the journal [Environmental Innovation and Societal Transitions](#) (EIST). [Visit the conference website.](#)



SPRU 50th Anniversary Conference

7-9 September, 2016, Brighton, UK

As part of SPRU's 50th anniversary in 2016, we will be hosting a major conference from 7-9 September 2016 here at the University of Sussex. The conference will also be complemented by a full programme of activities to celebrate 50 years of SPRU.

Over three days, based on the overarching theme of 'Transforming Innovation' we will bring together leading thinkers from business, academia and civil society to explore the future of innovation policy.

The first day of the conference will be more policy and practitioner focused, with the second and third days as the academic conference. Participants are encouraged to attend all three days.

[Visit the conference website.](#)



The 21st Century Consumer: Vulnerable, Responsible, Transparent?
International Conference on Consumer Research (ICCR) 2016
26-27 September, 2016

The Competence Center of Consumer Research North Rhine-Westphalia (CECORE NRW) seeks submissions for presentations at the second International Conference on Consumer Research (ICCR) 2016 scheduled for September 26-27, 2016. The theme of the conference is *The 21st Century Consumer: Vulnerable, Responsible, Transparent?* The aim of the conference is to discuss different views, concepts, and models of consumers and the implications for policy-making. The ICCR 2016 addresses questions like: Is there a way to protect vulnerable consumers more efficiently? Can responsible consumers get new tools to achieve healthy and sustainable societies? Is transparency an asset or a threat to consumers? Does nudging help to unfold self-governance of consumers?

[Visit the conference website.](#)



**THE UNIVERSITY
OF AUCKLAND**

BUSINESS SCHOOL

2016 ICAR Symposium: Anti-consumption and public policy
8-10 December, 2016, Melbourne, Australia

We are pleased to announce that the 6th International Centre for Anti-Consumption (ICAR) symposium will be hosted by the Royal Melbourne Institute of Technology, in Melbourne Australia, on 8-10 December 2016. The theme for ICAR 2016 is: **Anti-consumption, Marketing, and Public Policy.**

In line with this theme, ICAR is negotiating a special issue in the *Journal of Public Policy & Marketing* for publication in 2018. We look forward to your participation and seeing everyone in Melbourne! [Visit the conference website.](#)

New SCORAI Affiliates

A warm welcome to the following new SCORAI affiliates joining us during the past month, bringing our total to 815.

Rita Alfonso
Gary Cleveland
Natali Downer
Darcy Hauslik
Helen Holmes
Mark Reader
Meg Rowe
Lauren Scott

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

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