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

Production:
- By sector, size, locations, ownership, etc.

Consumption:
- multi-actors, multi-levels, multi-contexts, multi-practices, multi-interpretations, etc.

Space of governance
- local
- global

environmental flows
How to study?
Theories, concepts and methods

Multi-disciplinary

Social practice transitions

Trans-disciplinary

Micro-level

Macro-level
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

SCORAI NORTH AMERICA

SCORAI EUROPE

SCORAI CHINA
Comments and questions

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