



SUSTAINABILITY AND CONSUMPTION

Virtual Community

NEWSLETTER
October/November 2014

Dear reader,

In this newsletter, our main story is about the exiting research on sustainability and consumption at Copenhagen Business School. There's also news about a newly started ERA-net SUSFOOD project, a number of calls of relevance for the community, and quite a large number of new publications and conferences. We hope, you will find some of these news helpful.

With this editorial, I also once more want to advertise the VC's forum at www.vcsc-forumflash.com. Content is slowly growing in the forum, but it is still not used as much by the members of the community as we anticipated. So please, everyone, make it a goal that you visit the VC Forum website within the next week or two and give some thoughts about how you can use it. If you have suggestions for improvements, send them to us. Or just start posting at the forum right away.

The forum has taken a while to materialize since we discussed the need for it at the Annual Meeting in 2012 in Wrocław. So let me remind you about the needs formulated then that we hoped could be solved with the VC Forum:

First, it provides an online facility to share project ideas with the community with the purpose of inviting feedback and collaboration (e.g. write 1 page about a project – post it – get feedback – find collaborators)

Second, it provides an online facility to express interest in new, e.g. European, projects, for people who want to make an application and are looking for partners, or for people who want to be partner if somebody else is applying for funding for larger projects.

Third, it can be used as a space where one can invite people to collaborate on data one already has, and has reported in publications, but where others may see additional opportunities for interesting papers.

Fourth, the VC Forum can be used to discuss and announce research priorities for the near future.

Fifth, it provides a forum specifically for PhD students – a network where they can post information, like conferences they are attending, Q&A etc

And, of course, it can be used for other purposes of relevance for the community.

Kind regards,
John

NEWS

Food waste on the Agenda

Kick-off for the project COSUS - Consumers in a sustainable food supply chain: understanding barriers and facilitators for acceptance of visually suboptimal foods

In mid-September, the first kick-off meeting of the EU Era-net project COSUS took place in Denmark. First step is a review of the current state of research on consumer food waste behaviour and the relevant influence factors from the food sector environment, and expert interviews and case studies on successful societal initiatives. "We will develop a model of influence factors and gather information on the current state of the issue, to base the project's further consumer research and experiments on" explains Jessica, and adds: "There are a lot of initiatives tackling the problem across Europe, which is why it's high time to analyse the key to success or failure more in detail".

The three year project has a funding of 1.304.000 DKK from the strategic research council (DSF) for Jessica Aschemann-Witzel and Tino Bech-Larsen from the MAPP at Aarhus University.

[Read more](#)

SC AT COPENHAGEN BUSINESS SCHOOL

OUR DEPARTMENT

The Research Group "Sustainable Markets" consists of a group of senior and junior researchers all based in the cbsCSR Centre at CBS and therewith, part of the Department of Intercultural Communication and Management (ICM) at Copenhagen Business School.

Coming from different disciplinary backgrounds, these researchers are tied together through their research focus on issues of sustainable consumption and production. Via several ongoing EU FP7 Research Projects as well as national projects (currently, Swedish and German), the group is closely interconnected with a network of researchers in sustainable markets and sustainable consumption worldwide.

The Centre is one of Europe's top-class research environments pertaining to issues of Corporate Social Responsibility (CSR) and sustainable development, and is one of the largest international centres of its kind in European academia. Furthermore, cbsCSR has been the driving force behind several initiatives such as: UN Principles for Responsible Management Education (PRME) (2008), the Sustainability Platform (2011), the student organization WELL (today called "360 degrees"), and the Scandinavian Centre for Corporate Sustainability (2013).

OUR PROJECTS

Global Values

The Global Values project aims to develop a comprehensive and innovative framework for assessing the impact that Multinational Corporations (MNCs) have on issues like sustainable development, human rights, transparency and anti-corruption. The project will shed light on institutional arrangements, analyse systems of governance for responsible business practices; explore responsible competitiveness; assess the complementarity of public and private sector activities; and derive recommendations for decision makers in business, policy and NGOs.

Under the lead of Prof. Lucia Reisch and Post Doc. Andrea Farsang, the CBS team is responsible for coordinating and testing the feasibility and utility of the toolkit (the framework and indicator-set). Using the three MNCs cases as pilot studies on which to develop and fine-tune the toolkit. The three cases will contribute to building credibility for and trust in the assessment methodology of the MNCs and stakeholders, including those from civil society and the development community.

EU-InnovatE

With the overall goal of uncovering the obstacles and prospects that exist in Europe for a sustainable green economy the EU-InnovatE project strives to uncover the underlying factors, challenges and opportunities linked with the transition towards a sustainable society from an economic, social and environmental point of view. Co-financed by the European Union the project endeavors to tackle this area of concern by focusing on how user-centred and user-driven Integration, Innovation, and Entrepreneurship can positively influence our transition towards a greener economy. Not only because user-driven change remains an area of largely untapped potential, but also because it at the moment remains a mostly unexplored research area.

Under the lead of Prof. Lucia Reisch and PhD Fellow Kristian Roed Nielsen, the CBS team is responsible for:

- Assessing the current policies and instruments on communal, regional, national and on EU level, enhancing sustainable lifestyles with a special emphasis on user integration, innovation and entrepreneurship.

- Suggesting novel elements of a comprehensive EU policy to support company-driven sustainability innovation actively integrating users as well as user sustainability innovation, specifically user sustainability invention and users sustainability entrepreneurship.

- Empirically test these novel elements by means of experiments, as well as in a social-media enabled consumer conference.

I.Family

Nutrition-related diseases caused a loss of over 56 million years of healthy life of European citizens in 2000. I.Family will make a significant contribution to reduce this burden by studying the interplay and impact of the main drivers of dietary behaviour and food choice. It will take advantage of the unique opportunity to follow-up the large IDEFICS children's cohort to not only provide added value by maintaining the existing cohort but also, exceptionally, assess the dynamic nature of causal factors over time and during transition into adolescence. The project's acronym indicates its focus on the individual and its family.

Under the lead of Prof. Lucia Reisch (cbsCSR) and Associate Professor Wencke Gwozdz, the CBS team is responsible for:

- Accounting how external factors of the nearer and wider environment of children and adolescents and their families' affect diet behaviour. These external factors (i.e., the socio-economic, environmental, and cultural context) represent the choice context for their nutrition. The regarded age group of pre-teens ('tweens' 7 to 15) is particularly susceptible to external influences since consumer competence and health literacy in nutrition related behaviour is just being built up, family guidance is gradually losing its predominance and the external consumption environment is gaining importance.

- Based on the abovementioned findings a number of effective and pragmatic experiments and strategies will be designed and tested in the hope of overcoming the 'resistance to intervention'. These tools will be related to a broader national and pan-European public policy strategy.

Nudge-It

The Nudge-It project is a multidisciplinary project that seeks to explore just this by engaging a range of experts from neurobiology, neuroscience, experimental psychology and behavioural economics. Together, developing new tools to better understand:

1) The importance of early life experience: how the choices we make as are influenced by stress and poor nutrition in early life.

2) Habitual eating behaviour: the life long learning process and how it is moderated by homeostatic mechanisms.

3) Impulsive choice behaviour: the momentary choices we make to eat high energy or low energy foods, depending on hunger state and reward value, and upon price and availability

4) The importance of environmental context on decision making processes: how day to day choices and preferences are affected by socio economic status, stress, and exercise levels.

Our focus will be on tools that lead to knowledge that translates into policy. Nudge it will develop new tools and experimental approaches to support the integration of behavioural and observational studies with neurobiological studies in a way that can lead to advances in consumer and nutrition research, providing the evidence base needed to educate stakeholders and inform policy.

Under the lead of Prof. Lucia Reisch and Associate Professor Wencke Gwozdz, the CBS team is responsible for reviewing, designing and testing and number tools and policies that could be utilized in practice to combat unhealthy dietary behavior and conversely promote healthy behavior instead. Policy recommendation will take reference from social psychology, behavioural economics and consumer research.

Mistra Future Fashion Project

The Mistra project has the objective of promoting a systematic change of the Swedish fashion industry that leads to sustainable development of the industry and wider society. The project is divided into 8 research project whose objectives include a) recommendations/strategies for different stakeholders on how bring about systematic changes in the fashion industry; b) educational and feedback material for designers regarding design tools; c) shortened time to market introduction of novel textile fibers that are more sustainable than current alternatives; d) some major environmental problems within textile processing industry and use phase of textiles will be solved; e) textile recycling leading to high-value products through dissolution and spinning of new fibres of virgin quality; f) toolbox of communication strategies according to identified target groups; g) suggested framework of policy instruments.

Under the lead of Associate Professor Wencke Gwozdz and Prof. Lucia Reisch, the CBS team is responsible for lead of Project 1 "Changing markets and business models" and Project 7 "Sustainable consumption and consumer behavior". CBS also collaborates with partners on other MISTRA Future Fashion projects. Project 1 is aimed to identify what is needed to develop more sustainable business models for Swedish fashion companies. While project 7 aims to identify strategies and tools that ensure consumer demand and purchase more sustainable fashion products and services.

CALLS

Call for Papers and Peer Reviewers/ Referees

The International Journal of Consumer Studies invites contributions for a special issue on Consumption, Lifestyle and Social Movements that will focus on getting a better understanding of lifestyles and social movements in the context of consumption.

Deadline: 31st December 2014.

[Read more](#)

Calls for papers

The "Food in the Bio-based Economy: Sustainable Provision and Access" conference focuses on the economic analysis of issues related to the sustainable food provision and access in the emerging bio-based Economy and now has an open call for papers.

A special issue of the NJAS - Wageningen Journal of Life Sciences on the conference theme will also be published under the Guest Editorship of the conference organizing committee.

Deadline: January 15, 2015.

[Read more](#)

Submissions are now open for the CPA's 76th Convention

June 4-6, 2015 in Ottawa ON, Canada

The Environmental Psychology Section of CPA invites submissions to the Canadian Psychological Association's 76th Annual Convention, which includes a section on environmental psychology. Deadline for submissions is December 1, 2014.

11th Biennial Conference on Environmental Psychology

The 11th Biennial Conference on Environmental Psychology will take place in Groningen, the Netherlands from the 24th to the 26th of August 2015. The conference is hosted by the Environmental Psychology group of the University of Groningen with the theme "Bridging theory and practice: the future of environmental psychology".

You can check [their website](#) to stay tuned with the announcements regarding important dates and abstract submission.

If you have any questions, please contact us at the following email address: BCFP:info@rug.nl

JOB OPENINGS SUSTAINABILITY & CONSUMPTION

Postdoctoral Positions at the International Institute for Applied Systems Analysis

(Laxenburg, Austria)

IIASA is now offering several Postdoctoral positions with up to 2 years duration.

The institute uses advanced systems analysis to conduct policy-oriented research into the most pressing areas of global change – energy and climate change, food and water, poverty and equity – and their main drivers.

Applications are accepted continually.

[Read more](#)

PUBLICATIONS

Aschemann-Witzel, Jessica (2014). Consumer perception and trends about health & sustainability: trade-offs and synergies of two pivotal issues. *Current Opinion in Food Science*, 3, 6-10. <http://dx.doi.org/10.1016/j.cofs.2014.08.002>

Aschemann-Witzel, Jessica; Niebuhr Aagaard, Emilie Marie (2014). Elaborating on the attitude-behaviour gap regarding organic products: young Danish consumers and in-store food choice. *International Journal of Consumer Studies*, 38 (5), 550-558. doi: 10.1111/ijcs.12115.

Anderson, M., Teisl, M., Noble, C., & Klein, S. (2014). The incompatibility of benefit-cost analysis with sustainability science. *Sustainability Science*, 1-9. doi: 10.1007/s11625-014-0266-4

Ando, K., Yorifuji, K., Ohnuma, S., Matthies, E., & Kanbara, A. (2014). Transmitting pro-environmental behaviours to the next generation: A comparison between Germany and Japan. *Asian Journal of Social Psychology*, n/a-n/a. doi: 10.1111/ajsp.12078

Bockarjova, M., & Steg, L. (2014). Can Protection Motivation Theory predict pro-environmental behavior? Exploring the adoption of electric vehicles in the Netherlands. *Global Environmental Change*, 28(0), 276-288. doi: <http://dx.doi.org/10.1016/j.gloenvcha.2014.06.010>

Jackson, T. (2014). Sustainable consumption. In G. Atkinson, S. Dietz, E. Neumayer & M. Agarwala (Eds.), *Handbook of Sustainable Development* (2nd ed.) (pp. 279-290). Cheltenham: Edward Elgar.

Jakovcovic, A., Steg, L., Mazzeo, N., Caballero, R., Franco, P., Putrino, N., & Favara, J. (2014). Charges for plastic bags: Motivational and behavioral effects. *Journal of Environmental Psychology*, 40, 372-380. doi: <http://dx.doi.org/10.1016/j.jenvp.2014.09.004>

Krömker, D., & Matthies, E. (2014). Differences between Occasional Organic and Regular Organic Food Consumers in Germany. *Food and Nutrition Sciences*, 5(19), 1914-1925.

Lanzini, P., & Thøgersen, J. (2014). Behavioural spillover in the environmental domain: An intervention study. *Journal of Environmental Psychology*, 40, 381-390. doi: <http://dx.doi.org/10.1016/j.jenvp.2014.09.006>

Marciano, J. A., Lilieholm, R. J., Teisl, M. F., Leahy, J. E., & Neupane, B. (2014). Factors affecting public support for forest-based biorefineries: A comparison of mill towns and the general public in Maine, USA. *Energy Policy*.

Niva, M. et al. (2014). Eating Sustainably? Practices and Background Factors of Ecological Food Consumption in Four Nordic Countries. *Journal of Consumer Policy*, 37(4), 465-484.

Steg, L., Perlaviciute, G., van der Werff, E., & Lurvink, J. (2014). The Significance of Hedonic Values for Environmentally Relevant Attitudes, Preferences, and Actions. *Environment and Behavior*, 46(2), 163-192. doi: 10.1177/0013916512454730

Stern, P. C. (2014). Energy: We need all hands on deck. *Nature*, 513(7516), 33-33. doi: 10.1038/513033b

Sunstein, C. R. (2014). Nudging: A very short guide. *Journal of Consumer Policy*, 37(4), 583 - 588

Toft, M. B., Schuitema, G., & Thøgersen, J. (2014). Responsible technology acceptance: Model development and application to consumer acceptance of Smart Grid technology. *Applied Energy*, 134, 392-400. doi: <http://dx.doi.org/10.1016/j.apenergy.2014.08.048>

Van, H. T., Choocharukul, K., & Fujii, S. (2014). The effect of attitudes toward cars and public transportation on behavioral intention in commuting mode choice—A comparison across six Asian countries. *Transportation Research Part A: Policy and Practice*, 69, 36-44. doi: <http://dx.doi.org/10.1016/j.tra.2014.08.008>

Walker, I., Thomas, G. O., & Verplanken, B. (2014). Old Habits Die Hard: Travel Habit Formation and Decay During an Office Relocation. *Environment and Behavior*. doi: 10.1177/0013916514549619

EVENTS

2014

10 - 12 November World Conference on Education for Sustainable Development Nagoya, Japan

19 November USSR Fall 2014 Barcelona, Spain

07 - 10 December Behaviour, Energy & Climate Change Conference Washington DC, US.

2015

26 - 27 January The interface between sustainability research and policy

21 - 25 April Consuming the Anthropocene (AAG 2015) Chicago, U.S.

27 - 29 May Food in the Bio-based Economy: Sustainable Provision and Access Wageningen, The Netherlands

13 - 16 June ACSEE 2015 Osaka, Japan

23 - 26 June The XIII Conference on Environmental Psychology Groningen, Netherlands

24 - 26 August 11th Biennial Conference on Environmental Psychology Granada, Spain

[Read more](#)

In this issue:

- > News
 - > Food waste on the Agenda
- > SC at Copenhagen Business School
- > Calls
- > Job openings Sustainability & Consumption
- > Publications
- > Events

Board of the VC:

- > **John Thøgersen** Aarhus University (chair of the board)
- > **Anders Biel** University of Gothenburg
- > **Mario Teisl** University of Maine
- > **Linda Steg** University of Groningen
- > **Lucia Reisch** Copenhagen Business School
- > **Ulf Schrader** Technical University of Berlin
- > **Paul Stern** NAS, Washington DC
- > **Tim Jackson** University of Surrey
- > **Bas Verplanken** University of Bath
- > **Ellen Matthies** Otto-von-Guericke-University Magdeburg
- > **Satoshi Fujii** Kyoto University

[Visit our website](#)

[Become a member](#)

[Contact us](#)

[Linkedin](#)

[VC List server](#)

[VC Forum](#)