



SUSTAINABILITY AND CONSUMPTION

Virtual Community

NEWSLETTER
August/September 2014

Dear reader,

Welcome to the Virtual Community's August/September 2014 Newsletter. As usual, this newsletter has been produced at Aarhus University, Denmark, where the students right now enjoy the sun outside my window, and the freedom before the semester starts on Monday. In Denmark, we have had more sun this summer than any year since 1960, something which one enjoys with a bit of concern. In the IPCC's 5th assessment report, the 3rd volume, the mitigation of climate change is strongly linked to sustainable consumption. We discussed that at length at the Virtual Community's Annual Event in Paris in July and in this Newsletter, you can read the minutes from the event. As usual, you can also find news about new publications from members of the VC as well as other important news and calls.

Kind regards,
John

NEWS

MINUTES FROM THE VIRTUAL COMMUNITY'S 2014 ANNUAL EVENT 2014: FUTURE TRENDS IN SUSTAINABILITY & CONSUMPTION RESEARCH

The Virtual Community's Annual Event 2014 was held 8 July at Paris Université IX, Dauphine, as a pre-event before the 2014 International Congress of Applied Psychology at the nearby Palais des Congrès, gathering 40 members and presenters.

After a welcome and introduction by John Thøgersen (JT), the first point at the program (9:05) was a workshop on "How to get your work published." The symposium opened with short introductions by three journal editors: Robert Gifford, Journal of Environmental Psychology, Barbara Brown, Environment & Behavior, and Lucia Reisch, Journal of Consumer Policy. Next, two PhD students presented papers, to be used as reference point for the discussion. Yona Kamelgarn (Dauphine) presented a paper on "Consumer responses to the French eco-labeling for housing," and Madeleine B. Toft (Aarhus University): Consumers' willingness to take on an active role in the Smart Grid. After their presentation, there was a discussion between the editors and participants about general principles for good publication practices as well as specific issues and tips.

Next (11:00), JT gave the first keynote presentation, on "Sustainability & Consumption according to the new IPCC report," followed by a brief discussion.

The exquisite and plentiful lunch was served at the 7th floor, with a wonderful view to the Eiffel Tower and other famous Paris sights.

After lunch (13:00), Ugo Guaracci, Research Programme Officer at the European Commission, DG Research and Innovation, gave the second keynote presentation, on "Renaturing Cities and Citizen Engagement - Exploring the contribution of behavioural research to the policy agenda on sustainable development," followed by a brief discussion.

Both keynote presentation had emphasized future research needs, and the next point on the agenda (13:45) was a round table discussion and workshops on "Future trends in Sustainability & Consumption research." In the panel at the round table were Ugo Guaracci, Lucia Reisch, Linda Steg, Ellen Matthies, Bob Gifford and Wesley Schultz, who joined later. The panel members started with a brief presentation of one issue or challenge that they believed will be (or should be) of key importance for future developments in Sustainability & Consumption research. After that, there was a brief joint discussion, offering everyone an opportunity to ask clarifying questions, and possibly suggesting additional themes. Rather than just doing a plenum discussion of all the themes, we then did break-out discussions in smaller groups. (During the coffee break, JT summarized the proposals in themes.) Each break-out group were asked to discuss research opportunities, including collaboration and funding, taking it's point of departure in one or more of the issues brought up by the panel. In the final plenum, the break-out groups reported back and we had a brief joint discussion. Based on the panel's proposals, the following themes for break-out group-discussions/workshops were formulated:

- Using behavioural economics/behavioural regulation as one possible tool to promote sustainable consumption.
- Research on wellbeing making it policy relevant.
- How psychological and contextual factors interact at influencing sustainable consumption.
- The values-motivation adaptations needed if we are to adapt and maintain QoL in a low/no carbon society.
- The "Dragons of Inaction" - which DoI are important for which people; effective interventions targeting DoI.

The allocation to groups was on a completely voluntary/interest basis and since few people chose the two first groups, they merged with other groups, so in the final Wrap up section, three groups reported back. The two first groups had focused mostly on environmental regulation, both calling for more research on what is effective in which situations and specifically on public acceptance of regulation. The third group had taken the point of departure in the problem of inaction and how to deal with it without creating psychological reactance.

After a brief general discussion based on the group reports, the final point on the agenda was a brief status report on the VC and a discussion of the location for next year's annual meeting. There are now 122 members of the VC, compared to 85 members one year ago. There have been no virtual seminars the last year - this is apparently quite difficult to pull off! In addition to the Web site and the monthly or bi-monthly Newsletter, the VC now has a LinkedIn group, a List server, and most lately a Forum, that hopefully can serve as both dissemination and collaboration platform. JT strongly encouraged members to use these tools for strengthening the information flow and collaboration in the community.

Among the examples of research collaboration in the past year, JT especially emphasized the "Handbook of Research on Sustainable Consumption," published by Edward Elgar later this year, which is edited by Lucia Reisch and JT and with contributions from many members of the VC.

For the next period, JT mentioned a call from the ISSC announced to come out at the end of the year and which might be interesting for the VC: the Transformations to Sustainability Programme.

Two conferences were discussed as potential locations of next year's annual meeting: the 2015 joint IAREP/SABE conference in Sibiu, Romania (July 13-17, 2015) and the 11th Biennial Conference on Environmental Psychology, September 2015 in Groningen, The Netherlands. Among the members that were present at the meeting, a large majority preferred the latter of these two options.

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Introduction to the Proposal of The Open Working Group for Sustainable Development Goals

The Rio+20 outcome document, *The future we want*, inter alia, set out a mandate to establish an Open Working Group to develop a set of sustainable development goals for consideration and appropriate action. In late July a proposal has been submitted and introduction to it can be read by accessing the following link - <http://sustainabledevelopment.un.org/focussdgs.html>.

CALLS

Horizon 2020: Updated calls for 2015 now on-line

The European Commission has opened Horizon 2020 calls for 2015 based on an updated version of the Horizon 2020 Work Programme 2014-2015, which are now available online. [Read more](#)

Call for book chapters

Ashgate invites contributions for an edited book entitled "Approaches to model and accelerate the diffusion of renewable energy technologies," edited by Peter Gunther, Marcello Graziano, and Fred V. Carstensen.

Submission of chapter outlines due: 1 October 2014. For more information, please contact Peter Gunther (pgunther@bellnet.ca) or Marcello Graziano (marcello.graz@gmail.com).

[Read more](#)

Call for papers

The Journal of Industrial Ecology invites you to submit articles for a special issue on Linking Local Consumption to Global Impacts.

The goal of this special issue is to bring together different approaches including global supply and value chain analysis, material flow analysis, life-cycle assessment, integrated impact assessment, and social network analysis to account for and analyze drivers of globalization and their global environmental impacts and global inequalities in wealth by explicitly linking the local to the global.

Submission deadline: January 15, 2015

[Read more](#)

Call for papers

The Journal of Marketing Management invites you to submit articles for a special issue on Sustainable Consumption: Activism, Innovation and Brands, which explore how and why sustainable consumption and production is a compelling marketing issue.

Submission deadline: October 20, 2014

[Read more](#)

JOB OPENINGS SUSTAINABILITY & CONSUMPTION

Assistant Professor of Social Psychology, Purdue University

The Department of Psychological Sciences at Purdue University is seeking applications for a tenure track, assistant professor position in Social Psychology beginning in the Fall of 2015. Application review will begin October 10, 2014, but applications will be accepted until the position is filled.

Candidates whose research focuses on understanding decision-making and behavior affecting resilience and sustainability will be considered. Specific research topics of interest include judgment and decision-making, attitudes, social cognition, norms, or ideology. More information on the cluster hire is available at www.purdue.edu/sustainablecommunities.

Faculty positions in environmental studies

Yale-NUS College is seeking to hire one or more open rank, tenure-track/tenured faculty members for its environmental studies program.

Review of applications will begin September 30, 2014, and continue until the positions are filled. [Read more](#)

Expert on sustainable consumption and production

BEUC, the European Consumer Organisation, and EEB, the European Environmental Bureau, are looking for a joint expert on sustainable consumption and production.

EEB's aim is to protect and improve the environment by influencing EU policy, promoting sustainable development objectives and ensuring that Europe's citizens can play a part in achieving these goals.

Deadline: September 4, 2014

[Read more](#)

PUBLICATIONS

Chitnis, M., Sorrell, S., Druckman, A., Firth, S. K., & Jackson, T. (2014). Who rebounds most? Estimating direct and indirect rebound effects for different UK socioeconomic groups. *Ecological Economics*, 106, 12-32.

Kastner, I., & Matthies, E. (2014). Motivation and Impact: Implications of a Twofold Perspective on Sustainable Consumption for Intervention Programs and Evaluation Designs. *GAIA - Ecological Perspectives for Science and Society*, 23(3), 175-183.

Toft, M. B., Schuitema, G., & Thøgersen, J. (2014). The importance of framing for consumer acceptance of the smart grid: A three country study. *Energy Research and Social Science*, 3, 113-123.

van der Werff, E., Steg, L., & Keizer, K. (2014). Follow the signal: When past pro-environmental actions signal who you are. *Journal of Environmental Psychology*, 40, 273-282.

EVENTS

2014

02 - 06 September The 4th International Conference on Degrowth for Ecological Sustainability and Social Equity Leipzig, Germany

08 September Webinar Sept. on Proposed Sustainable Development Goals Online

18 - 19 September Re-considering motor fuel taxes - options for reforming the taxation of vehicle use and ownership Stockholm, Sweden

29 - 30 September The ICCR 2014: Challenges for Consumer Research and Consumer Policy in Europe. Bonn, Germany

30 Sept. - 1 Oct. SCORAI (Europe) Workshop on Sustainable Consumption London, UK

14-16 October European Roundtable on Sustainability Consumption and production 2014 Portoroz, Slovenia

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

[Read more](#)



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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

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