

## Project groups of the focal topic



## Institutions of the project groups



## Local Partners

## Institutions

**Funding institution**  
German Federal Ministry of Education and Research (BMBF), in cooperation with the Project Management Agency, part of the German Aerospace Center (PT-DLR)

**Organisation**  
Accompanying research project to the focal topic "From Knowledge to Action – New Paths towards Sustainable Consumption" of the "Social-Ecological Research" Programme (SÖF)

## Contact/Information

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<http://www.sustainableconsumption2011.org>



Conference registration until October 20<sup>th</sup>, 2011

International scientific conference  
**Sustainable Consumption – Towards Action and Impact**  
November 6th - 8th 2011  
Hamburg – European Green Capital 2011, Germany

The focus of the conference is on consumer behaviour, its social and cultural embeddedness, and its interdependencies with institutional, economic, physical and political frameworks. Researchers from different disciplines (e.g. Sociology, Psychology, Economics, Political Science, Business Administration, Environmental Sciences, Ethics), studying different fields of consumption (e.g. residence, mobility, nutrition, clothing, leisure) are addressed and invited to present and discuss new research findings on sustainable consumption. The conference aims at promoting a comprehensive academic discourse on issues concerning sustainable consumption.

## Preliminary Programme

*Sunday, November 6<sup>th</sup> 2011*

Pre-Conference for Young Researchers (9 am)

Official opening of the conference (5 pm)

Keynote lecture: **Alan Warde**, University of Manchester, UK

Welcoming reception

*Monday, November 7<sup>th</sup> 2011*

Keynote lectures: **Elizabeth Shove**, Lancaster University, UK

**Kate Soper**, London Metropolitan University, UK

Open sessions (presentation of papers and posters)

Conference dinner (Prototyp Lofts in the "Speicherstadt", the historic complex of warehouse blocks)

*Tuesday, November 8<sup>th</sup> 2011*

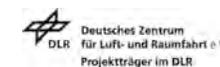
Keynote lectures: **Arnold Tukker**, Norwegian University of Science and Technology, NO

**Inge Røpke**, Technical University of Denmark, DK

**Lucia Reisch**, Copenhagen Business School, DK

**Erik Assadourian**, World Watch Institute, USA

Open sessions (presentation of papers and posters)



## Topics

In modern societies, private consumption is a multifaceted and ambivalent phenomenon: it is a ubiquitous social practice and an economic driving force, yet at the same time, its consequences are in conflict with important social and environmental sustainability goals. Finding paths towards “sustainable consumption” has therefore become a major political issue. However, despite considerable knowledge about the unsustainability of current consumption patterns and numerous initiatives in the field of consumer information, a general trend towards sustainable consumption has yet to develop. The topics of the conference will be:

### Determinants of consumer behaviour

Key questions: What are the key psychological, socio-cultural, economic and physical factors that influence consumer behaviour? Which conditions facilitate or inhibit sustainable consumption? What motivates sustainable consumer behaviour (e.g. Why do people buy fair-trade products? What trade-offs between product attributes are made)?

### Steering consumer behaviour

Key questions: What are the most promising ways to promote the transformation of consumption patterns towards sustainability? Which designs and mixes of policy instruments are effective? How can new consumer roles (e.g. change agents, lead users, prosumers) lead to more sustainable consumption?

### Effects and evaluation of consumption patterns

Key questions: What are the social, cultural, institutional, ecological and economic impacts of different consumption patterns in different fields of consumption, and how can they be assessed? What can modified consumer behaviour patterns contribute to a sustainable development of society?

### Theoretical and methodological issues of research on sustainable consumption

Key questions: What are adequate theoretical and methodological research approaches to gain solid knowledge on sustainable consumption? What is the added value of particular mixes of qualitative and quantitative methods? In what ways do different action theories apply to different phenomena of consumer behaviour? What are the special challenges of interdisciplinary and transdisciplinary research in the field of sustainable consumption?

### Conceptual and normative issues related to sustainable consumption

Key questions: What theory of needs and/or of good life is especially forward-looking and promising for the field of sustainable consumption? What type of consumption can be referred to as “sustainable”? What criteria must be used to assess the level of sustainability of consumption and consumer behaviour? What issues about responsibility and justice are raised in the context of sustainable consumption?

### Gender issues in connection with sustainable consumption

Key questions: How are gender relations and sustainable consumption linked to each other? What is the relevance of these links, especially for the design of interventions aiming to promote sustainable consumption? Are there gender-related responsibilities for different types of consumption activities (e.g. investments vs. daily shopping)? Are there gender-specific responses to intervention strategies?

### “Do households save electricity through feedback based on Smart Metering systems?” (thematic symposium)

Based on the findings of different Smart Metering research projects in different countries, the goal is to draw conclusions about the lessons learned and to analyse the need of further research.

### “Interactive value creation, participation and open innovation – drivers towards sustainable consumption?” (thematic symposium)

Do lead users in open innovation projects on consumption generate sustainable products? Do processes of interactive value creation increase the success, i.e. diffusion, of sustainable goods and services?

## Scientific Committee

The conference is organised by the scholars of the inter- and transdisciplinary research programme “From Knowledge to Action – New Paths towards Sustainable Consumption”, funded by the German Federal Ministry of Education and Research (BMBF) since 2008 as part of its “Social-Ecological Research” initiative (SÖF).

### National Members (SÖF)

Sebastian Bamberg, FH Bielefeld, University of Applied Sciences  
Frank-Martin Belz, Technische Universität München (TUM)  
Birgit Blättel-Mink, Goethe University Frankfurt  
Dirk Dalichau, Delegate of the Organizing Committee of the Pre-Conference, Goethe University Frankfurt  
Rico Defila, University of Bern  
Antonietta Di Giulio, University of Bern  
Anita Engels, Contact for the cooperation with the University of Hamburg, University of Hamburg  
Doris Fuchs, University of Münster  
Sebastian Götz, Fraunhofer Institute for Solar Energy Systems (ISE)  
Konrad Götz, Institute for Social-Ecological Research (ISOE)  
Andreas Homburg, University of Applied Sciences Fresenius Economics & Media  
Ruth Kaufmann-Hayoz, University of Bern  
Ellen Matthies, Norwegian University of Science and Technology Trondheim (NTNU)  
Gerd Michelsen, Leuphana University of Lüneburg  
Ortwin Renn, Stuttgart University  
Klaus Rennings, Centre for European Economic Research Environmental and Resource Economics  
Martina Schäfer, Technische Universität Berlin  
Joachim Schleich, Fraunhofer Institute for Systems and Innovation Research (ISI)  
Claus Tully, German Youth Institute  
Sandra Wassermann, Stuttgart University  
Julika Weiß, Institute for Ecological Economy Research (IÖW)  
Stefan Zundel, University of Applied Science Lausitz

### International Members

Maurie Cohen, New Jersey Institute of Technology  
Sophie Dubuisson-Quellier, Centre National de la Recherche Scientifique Paris  
Manfred Max-Neef, Universidad Austral de Chile; World Future Council  
Daniel A. Mazmanian, USC School of Policy, Planning, and Development (SPPD)  
Gert Spaargaren, Wageningen University  
Paul Stern, Human Dimensions of Global Change, U.S. National Research Council, National Academy of Sciences  
Frank Trentmann, Birkbeck University of London  
Eric von Hippel, MIT Sloan School of Management

## Participation fee

Ordinary Participants: 420 €  
Young Researcher\*: 280 €

\* PhD-students and persons who got their doctorate degree in 2009, 2010 or 2011