

# **Sustainable Consumption** **Towards Action and Impact**

International scientific conference

November 6<sup>th</sup>–8<sup>th</sup> 2011

Hamburg – European Green Capital 2011, Germany



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# Welcome Addresses



**Welcome address  
by Volkmar Dietz**  
Federal Ministry of Education  
and Research (BMBF)

Dear Madams, dear Sirs,

I am pleased to welcome you in the name of the German Federal Ministry of Education and Research (BMBF) on the occasion of the Sustainable Consumption Conference 2011 in Hamburg.

2011 has been a year of great changes, not least because it will go down in history books as the year of the nuclear disaster of Fukushima, which has not only had serious effects on the regional living conditions and national economy of Japan, but has also led to a rethinking of the framework conditions of the energy and resource intensive lifestyle in our modern societies across the world, including in Germany. In Germany, the Federal Government has set some ambitious goals with the “energy turnaround”. The restructuring of the energy system and the measures to increase energy efficiency will also have an impact on the living environment and consumer behaviour of the population at large. The social transformation processes that are linked to it require scientific guidance, and for this purpose, corresponding research programmes have been prepared in many countries, including by the BMBF in Germany.

The Federal Republic of Germany has been aware of the numerous challenges that come with the goal of sustainable development with its ecological, social and economic dimensions since before the Fukushima disaster. Research about sustainability has received massive support for many years and has recently been given a new direction with new

programmes. Thus, the Federal Minister Prof. Dr. Annette Schavan presented the framework programme “Research for sustainable development (FONA)” to the public in February 2010. This programme has received over 2 billion Euros in funds in 5 years. In addition, the Federal Government of Germany passed the 6<sup>th</sup> energy research programme in August 2011, through which a further 3.5 billion Euros will be invested in research. This represents an increase of approximately 75 % compared to the previous programme.

More than ever, research and science are asked to find new approaches, and thus drive forth the necessary innovations. In this context, new social solutions are just as necessary as technological innovations. That is why the BMBF focuses on the promotion of socio-scientific approaches in addition to the technological research. Since 2001, the “Social-ecological Research (SÖF)” and the “Economics for Sustainability (WIN)” programmes have been awarded a yearly budget of about 9 million Euros. The objective of this inter- and transdisciplinary research is to study social transformation processes towards sustainability, and to support policy-makers, companies, intermediaries and the population through evidence-based recommendations for action.

The Sustainable Consumption Conference 2011 is one of the highlights of the focal topic “From Knowledge to Action – New Paths towards Sustainable Consumption” of this society-related sustainability research. In this focal topic, between 2008 and 2013, ten project groups and an accompanying research project were awarded a total of 10.6 million Euros in funding. The basis for the funding was the discrepancy between the awareness of the problems and the possibilities for solutions on the one hand, and a slow implementation on the other. The central questions were: how can this discrepancy be reduced? What are the conducive and problematic aspects for sustainable consumption to prevail?

Is the online sale and purchase of second-hand products changing individuals’ consumer behaviour? What sustainability potential is linked to this activity? How can daily habits that require the consumption of electricity at the workplace be changed? Do major changes in one’s personal life career represent opportunities to modify one’s consumer behaviour towards greater sustainability? These are only a few of the questions that researchers from across Germany and from the most different disciplines have researched in an inter- and transdisciplinary way, in collaboration with partners from the field.

Today, numerous and highly promising results are available about these aspects – as well as many others – of the promotion of sustainable consumption. These results are not only of interest to Germany – this is something of which I am convinced! This is what led the BMBF to organise the formal scientific conclusion of the focal topic in the form of an international conference. In a central field of research about sustainability, this conference aims to make the available research results about sustainable consumption in Germany visible, promote the international discussion of the researchers and strengthen the network of the international community.

I am glad that you have accepted our invitation to Hamburg. I wish you an insightful time, fruitful discussions that cross disciplines and country borders, as well as a nice stay in Hamburg.

Dr. Volkmar Dietz  
Head of Division 721 “Basic Issues Sustainability,  
Climate, Energy”, German Federal Ministry  
of Education and Research (BMBF)



**Welcome address  
by Holger Lange**  
**Hamburg Ministry for Urban  
Development and Environment**

Dear Visitors,

Hamburg is a vibrant metropolis in the North of Germany. Both visitors to the city and its inhabitants are always impressed by the port, which is the core of Hamburg's economy, as well as by the wide range of cultural offers and aspects of its urban development, such as the Hafencity, the water areas and parks. Hamburg is a prime example of how a dynamic business location can reach demanding environmental protection targets, which makes it a waterside city in which life is really worth living. In addition, Hamburg is often described as the gateway to the world: global trade aspects are reflected in its title as Fair Trade Town, gained in May this year.

The European Commission awarded Hamburg the title of European Green Capital 2011, highlighting the city's achievements, such as the measures it has taken to mitigate climate change, its waste water management system and ecological public procurement. At the same time, this title is an incentive to continue acting in an exemplary manner in environmental protection, as for example in the context of the International Building Exhibition (IBA) in 2013.

One of the focal points of the European Green Capital 2011 is the Train of Ideas, which spreads the best ideas for urban environmental protection from Hamburg and other cities through Europe. The Train of Ideas has travelled to 17 European cities and disseminated best practices thanks to its interactive exhibition.

Under the slogan "The whole city participates", the European Green Capital 2011 aims to motivate the inhabitants of Hamburg to aim for greater environmental protection. Many associations, initiatives, educational institutes and companies have answered the call: about 500 events and 80 environmental tours have already been carried out or are being planned. There is something for everyone, ranging from the International Environmental Law Conference and the Environmental Business Summit to the Environmental Youth Summit. For example, the tree-planting campaign "My Tree – My City" is calling upon the inhabitants of Hamburg to donate funds to plant trees in specific locations on their doorstep.

Topic-based discussions are an essential component of Hamburg's role as the European Green Capital. Various players and interested parties discuss issues relating to the future at the "European Green Capital in Dialogue" events in Hamburg. Within this framework, policy-makers, companies, associations and citizens develop new approaches to solutions. Issues raised include: how to raise awareness about sustainable consumption amongst Hamburg's citizens and how to move from a waste economy to a resource economy.

Top-class symposiums complete the programme of events. We are particularly pleased that Hamburg was chosen to host the international scientific conference "Sustainable Consumption – Towards Action and Impact". Sustainable consumption is one of the six topic areas of the European Green Capital and a key to meeting the challenges of the future. I hope you enjoy a productive exchange with colleagues from near and far and learn a great deal!

Holger Lange  
State Secretary, Hamburg Ministry for Urban  
Development and Environment



**Welcome address  
by Dieter Lenzen**  
**University of Hamburg**

Ladies and Gentlemen,

On behalf of Universität Hamburg, I welcome you to the Sustainable Consumption Conference.

Not just Hamburg the European Green Capital in 2011, but also Hamburg the center for science and scholarship is bound to the idea of sustainability in a number of ways. As a beacon of light with international reach, the KlimaCampus – associated with the research cluster CliSAP (Integrated Climate System Analysis and Prediction) – deserves first mention. Since funding through the German Excellence Initiative commenced in 2007, the KlimaCampus has bundled and networked climate research within Hamburg. In addition to basic research in the natural sciences, it focuses on the social consequences of climate change and the opportunities for action available to society. Eighteen University institutes representing a wide range of disciplines together with external partners such as the Max Planck Institute for Meteorology, the Helmholtz Zentrum Geesthacht and the German Climate Computing Center are involved in the KlimaCampus.

Thematic discussion about sustainability in research and teaching makes up only one dimension of Universität Hamburg's all-encompassing understanding of the term. In our institutional strategy – deemed "visionary" by the Federal Excellence Initiative's referees – we also developed instruments and methods designed to anchor sustainability in research and teaching as both a principle of future-oriented

science and scholarship and in relation to structures and processes at the University (pedagogical and institutional dimensions together with critical reflection upon research and teaching). Our aim is to become a "university for a sustainable future". We are continuing to develop and implement this strategic concept in the newly established Competence Center Sustainable University. The Competence Center initiates and implements cross-school sustainability research projects within these dimensions. It also serves as an academically driven experimental laboratory and incubator for new concepts, approaches, procedures and methods that address both questions about the sustainable university and its future prospects. As an important contribution to sustainability, the center funds young scientists and maintains a postdoctoral research group.

Universität Hamburg underpins its drive towards sustainability in education, science and scholarship by reflecting upon its own actions in environmental matters and responding accordingly. We are in the process of producing a sustainability report and have already started an environmental management system through the successful Ökoprofit Program. One current focus area is procurement behavior and the University has already begun changing its purchasing routines. We are nonetheless eager to take on board strategies or impulses developed during this conference that encourage individuals in organizations to use resources more efficiently!

Finally, I would like to wish you all a stimulating conference and an enjoyable stay in Hamburg.

Prof. Dr. Dieter Lenzen  
President of Universität Hamburg



**Welcome address**  
**by Ruth Kaufmann-Hayoz**  
**Scientific Committee**

Dear Participants,

On behalf of the Scientific Committee and the other scholars of the focal topic "From Knowledge to Action – New Paths towards Sustainable Consumption", I welcome you to the international conference "Sustainable Consumption – Towards Action and Impact". Private consumption is a ubiquitous social practice and an economic driving force, yet at the same time, its socio-cultural and environmental impacts are often in conflict with important sustainability goals. In order to properly understand the challenge of "sustainable consumption", identify unsustainable patterns of consumption and find paths toward change, a collaborative effort of researchers from different disciplines is needed.

This conference is new and unique. Unlike most scientific conferences that are regular meetings of established disciplinary communities, it does not rely on an institutionalised scientific community, but brings together scholars from a wide range of academic disciplines (e.g. Sociology, Psychology, Economics, Political Science, Ethics, to name but a few). Thanks to the innovative and ambitious "Social-ecological Research" funding initiative of the German Ministry of Education and Research, a nucleus of an inter- and transdisciplinary scientific community dealing with complex sustainability issues has formed in Germany over the past years. It is high time to make this visible and to promote the respective international academic discourse.

We are grateful and feel privileged to hold this conference, which offers an excellent opportunity to strengthen the emerging international network of Sustainability Research.

To our great pleasure, the conference has received a strong response. More than 250 abstracts were submitted from all over the world. They were reviewed by two independent reviewers each and thoroughly examined within the Scientific Committee. As a result, the conference programme lists 105 oral presentations in 38 sessions, two round tables, and 28 posters that are commented in six guided poster tours. Several highly distinguished and internationally known scholars in the field will deliver keynote addresses. The Pre-Conference for Young Researchers, which was planned and organised by young researchers in the focal topic, focuses on the perspectives of young academics in the field of Sustainability Research. The conference also features the "Lab of Ideas and Cooperation" which offers activities to stimulate the advancement of inter- and transdisciplinary research on Sustainable Consumption and the collaboration within the community.

From the beginning it was clear to us that this conference should not only provide discussions about sustainable consumption, but should also be "sustainable" itself in terms of an integrated consideration of its ecological, social and economic aspects. Therefore, we have published our sustainability commitment and are implementing a sustainability concept with specific measures, especially in the sensitive fields of transport, catering and accommodation. We are convinced that observing integrated sustainability standards does not diminish but, quite to the contrary, increases quality of life and wellbeing. We hope to show this in an exemplary way within the small framework of this conference, and to learn by it.

The Scientific Committee and the Conference Management hope that you feel comfortable and well taken care of during the conference. I wish all of us very stimulating exchanges and great learning experiences.

Prof. Dr. Ruth Kaufmann-Hayoz  
Chair of the Scientific Committee

# Aim and Topics of the Conference

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 to promote a comprehensive academic discourse on issues concerning sustainable consumption.

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

The colours help you to keep track of the different topics of the conference.

### 1 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 are made between product attributes?)?

### 2 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?

### 3 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?

### 4 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?

### 5 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?

### 6 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?

### 7 Thematic symposium: "Do households save electricity through feedback based on Smart Metering systems?"

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 for further research.

### 8 Thematic symposium: "Interactive value creation, participation and open innovation – drivers towards sustainable consumption?"

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?

# Pre-Conference for Young Researchers

The pre-conference “Research on Sustainable Consumption – Present and Future Perspectives for Young Academics” will provide a forum to discuss the present and future conditions and aims of research on sustainable consumption as well as sustainability research in general. In particular, it is intended to reflect upon the role young researchers currently play and could play in this inter- and transdisciplinary field of research. Furthermore, a setting will be provided to discuss and develop concepts and approaches to research on sustainability and exchange experiences, as well as network with both young and more experienced researchers from different countries.

The program will start with a moderated session that seeks to facilitate an exchange and networking among the participants. After that, an introductory session will bring together both experienced and young academics concerned with sustainability research and practice. First, the session will focus on the special field of research on sustainable consumption and then it will extend to sustainability research in general.

Invited researchers concerned with inter- and transdisciplinary sustainability research will open the session with short introductory notes tackling the following questions:

- What are the present and possible future frameworks and theoretical paradigms for inter- and transdisciplinary research on sustainable consumption that cross different disciplines and feed into sustainable development?
- What kind of change is the current research on sustainable consumption aiming at: an ‘aesthetic surgery’ of established consumption production systems or a more profound ‘social-ecological’ transformation? What kind of trends (e.g. efficiency or sufficiency) are supported?
- What is expected of the ‘next generation’ of researchers? How can young academics prepare for the future challenges of inter- and transdisciplinary research on sustainability and how can they receive support from senior researchers, institutional frameworks and learning opportunities?

The introductory notes will be followed by a moderated discussion between the speakers and the audience. One aim of the discussion is to gather input and potentially find further topics for the open space session in the afternoon.

The rest of the day will be characterized by ‘open spaces’ starting with a lunch break where participants have the chance to chat with the speakers of the morning session in an informal setting. During the open space in the afternoon, different topics concerning the present and future situation of sustainability research will be discussed at parallel roundtables. Participants were encouraged to announce and moderate roundtables with topics of their own interest. Participants are invited to propose roundtable topics during the pre-conference, e.g. by picking up or continuing discussions from the morning or announcing their interest beforehand. During the open space session, everyone is free to join and take part in different discussions. The results of the roundtable discussions will be presented on posters in a poster session.

# Keynote Speakers and Speakers at the Pre-Conference

## **Erik Assadourian**

### **Worldwatch Institute, USA**

Erik Assadourian is a senior fellow at the Worldwatch Institute and director of the "State of the World 2010: Transforming Cultures: From Consumerism to Sustainability". "State of the World 2010" investigates the need to transform cultures so that living sustainably feels as natural as living as a consumer feels today. He has explored many aspects of what a sustainable world could look like, including investigating a new economic system built around well-being rather than consumerism, how corporations could drive sustainability rather than hinder it, and how to engage communities to accelerate sustainable development.



## **Simonetta Carbonaro**

### **University of Borås, SWE**

Simonetta Carbonaro is professor of Humanistic Marketing and Design Management at the Swedish School of Textiles, University of Borås and she is visiting professor at The London College of Fashion. She carries out research in the area of consumer ethos and behaviour, forecasting the directions consumer culture is moving in. She is involved with Design of Prosperity, an action oriented transdisciplinary center focusing on design for change. Further engagements include the Gottlieb Duttweiler Institute for marketing and social sciences and business consultancy as a senior strategic advisor with retail companies.



## **Lucia Reisch**

### **Copenhagen Business School, DK**

Lucia Reisch is a full professor at Copenhagen Business School's Centre for Corporate Social Responsibility and a permanent guest professor for "Consumer Research and Consumer Policy" at Zeppelin University, Friedrichshafen (Germany). She is currently involved in several national and EU research projects on sustainable consumption, material and resource efficiency, sustainable energy use and production. She is the editor in chief of the Journal of Consumer Policy and is a member of several scientific boards and policy advice committees related to consumerism.



**Inge Røpke****Technical University of Denmark (DTU)**

Inge Røpke is an ecological economist and associate professor at the Technical University of Denmark, Department of Management Engineering, Section for Innovation and Sustainability. She has published widely on technology in everyday life, ecological economics, and the relationship between consumption and the environment. In collaboration with Lucia Reisch, she united a group of distinguished scholars to publish a reader on the latest state of knowledge on sustainable consumption. Her latest research has been focused on consumption from a practice theory perspective, energy use and information technology as well as consumers' role within the growth engine.

**Elizabeth Shove****Lancaster University, UK**

Elizabeth Shove is a professor of Sociology at Lancaster University. Her current research focuses on the relation between consumption, everyday practice and ordinary technology. She holds an Economic and Social Council (ESRC) Climate Change Leadership Fellowship on "Transitions in practice: Climate change and everyday life". Her further engagement involves the management team of the Sustainable Practices Research Group (SPRG), where she also acts as a co-investigator of three research projects on the cooling of occupied spaces, theoretical and conceptual integration of sustainable practices, and behavior with regards to sustainable consumption.

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

Kate Soper is emerita professor of Philosophy at London Metropolitan University, and a visiting professor at Brighton University. She has published widely on environmental philosophy and theory of needs and consumption. Her more recent writings include *What is Nature? Culture, Politics and the Non-Human* (Blackwell, 1995), *Citizenship and Consumption* (co-editor, Palgrave, 2007) and *The Politics and Pleasures of Consuming Differently* (co-editor, Palgrave, 2008). Her study on 'Alternative hedonism and the theory and politics of consumption' was funded in the ESRC/AHRC 'Cultures of Consumption' Programme ([www.consume.bbk.ac.uk](http://www.consume.bbk.ac.uk)).



**Arnold Tukker**

**Norwegian University of Science and Technology (NTNU), NO**

Arnold Tukker is a professor of Sustainable Innovation at the University of Science and Technology (NTNU) in Trondheim. His field of research comprises the combination of sustainable innovation and analysis of environmental impact, sustainable design as well as sustainability at an urban level. Beyond his academic involvement, he is the Manager of the sustainable innovation program at TNO, an independent research organization based in the Netherlands. His experience includes several EU projects such as SCORE! and EXIOPOL.

**Bas van Vliet**

**Wageningen University, NL**

Bas van Vliet is assistant professor of the Environmental Policy Group at Wageningen University since 2002. His main field of research concerns sustainable consumption and production with a particular specialization in environmental management of urban infrastructures (water & sanitation, waste, energy) as they are linked to social aspects of technological environmental innovations and systems of provision. His academic background combines environmental sciences with environmental sociology, which he has brought into an effective relationship by analyzing water, energy and waste services consumption-production patterns in Europe, East Africa and Vietnam.

**Alan Warde**

**University of Manchester, UK**

Alan Warde is a professor of Sociology and a Professorial Research Fellow at the Sustainable Consumption Institute (SCI), University of Manchester. His current research includes the sociology of consumption, food, theories of practice, sociology of culture, and the analysis of sustainable consumption. In the years 2010–12 he is the Jane and Aatos Erkkö Visiting Professor in Studies on Contemporary Society at the Helsinki Collegium for Advanced Studies, University of Helsinki, Finland. His research project for this appointment is called "Consumption and sustainability: towards a social scientific understanding".



# Conference Programme Overview

## Pre-Conference Programme, Sunday, November 6<sup>th</sup>

08:30	<b>Pre-Conference – Registration Opening and Welcome Coffee</b>
09:00	<b>Get-together, Network, Exchange</b>
10:00	<b>Introductory Session – The Sustainability of Sustainability Sciences – Future Challenges for Young Academics</b> Introductory notes and discussion with <b>Simonetta Carbonaro, Kate Soper, Bas van Vliet</b>
12:00	Lunch
13:30	<b>OPEN Sustainability Research SPACE – Approaches, Challenges and Possibilities</b>
16:00	<b>Poster Session – Results of the Open Space</b>

## Conference Programme, Sunday, November 6<sup>th</sup>

16:15	<b>Main Conference – Registration Opening</b>
17:15	<b>Opening Ceremony</b>
18:15	<b>Keynote Alan Warde – Climate change, behaviour change and sustainable consumption</b>
19:00	Opening Reception

## Conference Programme, Monday, November 7<sup>th</sup>

08:30	Welcome Coffee	Poster Exhibition Lab of Ideas and Cooperation
09:00	<b>Keynote Elizabeth Shove – Sustainable practices: Beyond the ABC</b>	
09:45	Coffee Break	
10:15	<b>Sessions A</b> <div style="display: flex; justify-content: space-between; font-size: 8px; margin-top: 5px;"> <span>Personal Determinants of Consumer Behaviour</span> <span>Influence of Modes of Communication on SC</span> <span>Participation and Empowerment</span> <span>Culture of Online-Trading</span> <span>Changing Communities</span> <span>Resource-Demand of Different Groups/Milieus</span> <span>SC in Precarious Economic Conditions</span> <span>Product Perception and Labelling</span> </div>	
12:00	<b>Guided Poster Tours I, Q&amp;A-Talk I, Synthesis Results of the Focal Topic I</b>	
12:30	Lunch	
13:30	<b>Keynote Kate Soper – Towards a sustainable flourishing: Democracy, hedonism and the politics of prosperity</b>	
14:30	<b>Sessions B</b> <div style="display: flex; justify-content: space-between; font-size: 8px; margin-top: 5px;"> <span>Implementation of Sustainable Lifestyles I</span> <span>Social Distinction Through SC</span> <span>Promoting SC in Educational Organizations</span> <span>Influences on Household Energy Consumption</span> <span>Round Table: Benefits and Challenges of Practice Theory</span> <span>Determinants of Sustainable Food Consumption</span> <span>Thematic Symposium – Smart Metering I: Fieldtrial Findings</span> <span>Thematic Symposium – Open Innovation I: Lead User Integration and SC</span> </div>	
16:00	Coffee Break	

16:15	<b>Guided Poster Tours II, Q&amp;A-Talks II and III, Synthesis Results of the Focal Topic II</b>								Poster Exhibition Lab of Ideas and Cooperation
16:45	<b>Sessions C</b>								
	Implementation of Sustainable Lifestyles II	Capability Approach in the Context of SC	Interventions	Impacts of Different Consumer Behaviour	Round Table: North American Sustainable Consumption Research and Action Initiative (SCORAI)	Role of "Small Units" and the Local Level	Thematic Symposium – Smart Metering II: Perspectives Forward for Business/Legislation	Thematic Symposium – Open Innovation II: Modes of Consumer Participation and SC	
18:15									
18:45	Transport to Conference Dinner								
19:00	Conference Dinner (Prototyp Lofts in the "Speicherstadt")								

### Conference Programme, Tuesday, November 8<sup>th</sup>

08:30	Welcome Coffee								Poster Exhibition Lab of Ideas and Cooperation
09:00	<b>Keynote</b> Arnold Tukker – The impacts of household consumption and options for change								
09:45	Coffee Break								
10:15	<b>Sessions D</b>								
	SC in Different Lifestyle Groups	Doing Gender in Energy Consumption	Role of Values in Sustainability Marketing	Social Practices – SC and Routines	Trends and Assumptions in SC Research	Symbolic Aspects, Values and SC	Structural Determinants of Consumption Trends	Comparing Policy Instruments	
12:00	<b>Guided Poster Tours III, Q&amp;A-Talk IV, Synthesis Results of the Focal Topic III</b>								
12:30	Lunch								
13:30	<b>Keynote</b> Inge Røpke – Ecological macroeconomics: Challenges for consumer studies								
14:30	<b>Sessions E</b>								
	Change Processes of Consumption Patterns	Gender, Consumption and Sustainability	Impact of Consumption Patterns – Scenarios	Social Practices – SC in Households	New Research Methods	Construction of SC and Sustainable Consumer	Ecological Impacts of Shopping Situations	Dissemination and Policy Relevance	
15:45	<b>Closing Notes</b>								
	Lucia Reisch – Waltzing with a monster: The challenge of knowledge brokerage between research and policy in the field of sustainable consumption Erik Assadourian – Applying the lessons learned here toward transforming cultures								
17:00	Farewell Coffee								

For each oral presentation in the track sessions, open sessions and sessions of the thematic symposia, the allotted time is 20 minutes for the presentations and 10 minutes for discussion. The chairs of the sessions are free to arrange the discussion time differently (e.g. presentation, short comprehension questions and general debate at the end). In the sessions with associated posters, the authors of the posters will be asked for a short statement on their poster (1–2 minutes).

# Pre-Conference Programme November 6<sup>th</sup>, Sunday 08:30–16:30

08:30	<b>Registration Opening</b>
	Welcome Coffee Room: Ballroom
09:00	<b>Get-together, Network, Exchange</b> Room: Ballroom
	Moderated session to facilitate networking and exchange
10:00	<b>Introductory Session – The Sustainability of Sustainability Sciences – Future Challenges for Young Academics</b> Room: White Hall
	<b>Trends in sustainable consumption (research)</b> <i>Simonetta Carbonaro (University of Borås, School of Textiles, Borås, SWE)</i>
	<b>Beyond consumerism: The critique of consumption, democracy, and the politics of prosperity</b> <i>Kate Soper (London Metropolitan University, London, GB)</i>
	<b>The next generation of sustainability researchers</b> <i>Bas van Vliet (Wageningen University, Environmental Policy Group, Wageningen, NL)</i>
12:00	<b>Lunch</b> Room: Ballroom
13:30	<b>OPEN Sustainability Research SPACE – Approaches, Challenges and Possibilities</b>
	Rooms: Ballroom / 2–Yew / 3–Photinia / 4–Rhododendron
	Roundtables concerning different topics regarding inter- and transdisciplinary research in the sustainability sciences
16:00	<b>Poster Session – Results of the Open Space</b> Room: Ballroom
	Posters with the results of the different roundtables
16:30	Coffee



# Conference Programme November 6<sup>th</sup>, Sunday 16:15–21:00

16:15	<b>Registration Opening</b>
17:15	<b>Opening Ceremony</b> Room: White Hall <b>Welcome address by the Federal Ministry of Education and Research (BMBF)</b> <i>Volkmar Dietz (Head of Division 721 "Basic Issues Sustainability, Climate, Energy", German Federal Ministry of Education and Research [BMBF], Bonn, DE)</i> <b>Welcome address by the hosting city Hamburg</b> <i>Holger Lange (State Secretary, Hamburg Ministry for Urban Development and Environment, Hamburg, DE)</i> <b>Welcome address by the scientific committee</b> <i>Ruth Kaufmann-Hayoz (Chair of the scientific committee, University of Bern, Bern, CH)</i> <b>The research programme "From Knowledge to Action – New Paths towards Sustainable Consumption": Characteristics and highlights</b> <i>Martina Schäfer (Technische Universität Berlin, Center for Technology and Society, Berlin, DE)</i> <i>Sebastian Götz (Fraunhofer ISE, Freiburg, DE)</i> <i>Stefan Zundel (University of Applied Sciences Lausitz, Potsdam, DE)</i>
18:15	<b>Keynote Alan Warde</b> Room: White Hall <b>Introduction Gerd Michelsen</b> <i>(Leuphana University Lüneburg, Lüneburg, DE)</i> <b>Climate change, behaviour change and sustainable consumption Alan Warde</b> <i>(School of Sciences &amp; Sociology, University of Manchester, Manchester, GB)</i>
19:00	<b>Opening Reception</b> Room: Ballroom

# Conference Programme November 7<sup>th</sup>, Monday 08:30–13:30

08:30	<b>Welcome Coffee</b> Room: Ballroom		
09:00	<b>Keynote Elisabeth Shove</b> Room: White Hall <b>Introduction</b> Birgit Blättel-Mink <i>(Goethe-University Frankfurt am Main, Frankfurt am Main, DE)</i> <b>Sustainable practices: Beyond the ABC</b> Elisabeth Shove <i>(Department of Sociology, Lancaster University, Lancaster, GB)</i>		
09:45	<b>Coffee Break</b> Room: Ballroom		
10:15	<b>Sessions A</b> <div style="display: flex; justify-content: space-between;"> <div style="width: 24%;"> <p><b>Personal Determinants of Consumer Behaviour</b> Room: 1–Arrowwood Chair: Andreas Homburg</p> <p><b>Psychological determinants of rebound effects</b> Anja Peters (Fraunhofer ISI, Karlsruhe, DE) • Elisabeth Dütschke (Fraunhofer ISI, Karlsruhe, DE)</p> <p><b>The effect of acculturation on immigrant consumers' green behavior: Antecedents and consequences</b> Sigal Segev (Florida International University, North Miami, Florida, US) • Juliet Pinto (Florida International University, North Miami, Florida, US)</p> <p><b>Green product in Malaysia: Still a long way to go</b> Ismi Rajjani (Technical University of Malaysia Malacca, Melaka, MY)</p> </div> <div style="width: 24%;"> <p><b>Influence of Modes of Communication on SC</b> Room: 2–Yew Chair: Ortwin Renn</p> <p><b>Consumer's adoption of eco-friendly products: The effect of message framing and consideration for future consequences</b> Sidney Su Han (University of Guelph, Guelph, CA) • Jian Xu (Dongbei University of Finance and Economics, Dalian, CN)</p> <p><b>The impact of corporate social responsibility initiatives on consumers' behavioral intentions in the Egyptian market</b> Noha El-Bassiouny (German University in Cairo, Cairo, EG) • Salma Kareem (German University in Cairo, Cairo, EG) • Ehab Abou-Aish (Cairo University, Cairo, EG) • Maha Ayoub (Misr El-Kheir Foundation for Sustainable Development-Scientific Research, New Cairo/Greater Cairo, EG)</p> <p><b>Sustainable living: The role of values and beliefs in citizen decision-making</b> Viviane Simon-Brown (Oregon State University, Corvallis, Oregon, US)</p> </div> <div style="width: 24%;"> <p><b>Participation and Empowerment</b> Room: 3–Photinia Chair: Martina Schäfer</p> <p><b>Sustainable consumption through tenant's empowerment? Evidence from German case studies</b> Pia Laborgne (EIFER/KIT, Karlsruhe, DE) • Kerstin Fink (EIFER, Karlsruhe, DE) • Sandra Wassermann (ZIRN, University of Stuttgart, Stuttgart, DE)</p> <p><b>Employees at work and in private life – a new concept for promoting sustainable consumption</b> Viola Muster (Technische Universität Berlin, Berlin, DE) • Ulf Schrader (Technische Universität Berlin, Berlin, DE)</p> <p><b>Fostering sustainable behaviour through local climate protection initiatives: What makes citizens participate and choose specific media?</b> Georg Aichholzer (Austrian Academy of Sciences, ITA, Vienna, AT)</p> <p><b>Associated Poster:</b> Rust/Cimander</p> </div> <div style="width: 24%;"> <p><b>Culture of Online-Trading</b> (Track Session) Room: 4–Rhododendron Chair: Birgit Blättel-Mink</p> <p><b>Culture of online trading of used goods: Prospects for a sustainable consumption</b> Birgit Blättel-Mink (Goethe-University Frankfurt am Main, Frankfurt am Main, DE) • Siegfried Behrendt (IZT Berlin, Berlin, DE) • René Scheumann (IZT, Berlin, DE)</p> <p><b>Social Impact of Private Online Trading</b> Birgit Blättel-Mink (Goethe-University Frankfurt am Main, Frankfurt am Main, DE) • Dirk Dalichau (Goethe-University Frankfurt am Main, Frankfurt am Main, DE) • Saskia-Fee Bender (Goethe-University Frankfurt am Main, Frankfurt am Main, DE) • Merle Hattenhauer (Goethe-University Frankfurt am Main, Frankfurt am Main, DE)</p> <p><b>Environmental Impact of Private Online Trading</b> Siegfried Behrendt (IZT Berlin, Berlin, DE) • Lorenz Erdmann (IZT Berlin, Berlin, DE) • Christine Henseling (IZT, Berlin, DE) • René Scheumann (IZT, Berlin, DE)</p> </div> </div>		
11:45			
12:00	<b>Guided Poster Tours I, Q&amp;A-Talk I, Synthesis Results of the Focal Topic I</b> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>Guided Poster Tours I</b> Room: Ballroom</p> <p><b>Determinants of Purchase Behaviour</b> Guide: Sebastian Bamberg Posters: Afonso/Gonçalves • Hanss/Böhm • Wiese/Toporowski • Fendrychová • Neale</p> <p><b>Complex Influences on Consumer Behaviour</b> Guide: Julika Weiß Posters: Blasch • Scasny/Urban • Kanerva • Rust/Cimander • Kronenberg</p> </div> <div style="width: 48%;"> <p><b>Q&amp;A-Talk I</b> Room: 1–Arrowwood</p> <p>Alan Warde (School of Sciences &amp; Sociology, University of Manchester, Manchester, GB)</p> </div> </div>		
12:30	<b>Lunch</b> Room: Ballroom		

	Poster Exhibition Room: Ballroom	Lab of Ideas and Cooperation Room: Cooperation-Lab	
<p><b>Changing Communities</b> Room: 5–Cypress Chair: Claus Tully</p> <p><b>Time-use and energy consumption: A socioecological model for the city of Vienna</b> <i>Veronika Gaube (Institute of Social Ecology, Vienna, AT) • Edeltraud Haselsteiner (Institute of Social Ecology, Vienna, AT) • Alexander Remesch (Institute of Social Ecology, Vienna, AT) • Barbara Smetschka (Alpen-Adria University, Vienna, AT)</i></p> <p><b>Transitions in practice – domestic actors in the smart grid transition</b> <i>Sophie Nyborg (DTU Management, Kgs Lyngby, DK) • Inge Røpke (DTU Management, Kgs Lyngby, DK)</i></p> <p><b>Geothermal living: The social impact of geothermal use in Iceland</b> <i>Örn Jónsson (University of Iceland, Reykjavík, IS)</i></p> <p><b>Associated Poster:</b> <i>Huseynov</i></p>	<p><b>Resource-Demand of Different Groups/Milieus</b> Room: 6–Pine Chair: Sebastian Bamberg</p> <p><b>Beyond John Doe: Assessing the diverse carbon footprints of social milieus to conceive tailored intervention strategies</b> <i>Yoann Thomas (EIFER, Karlsruhe, DE) • Andreas Huber (EIFER, Karlsruhe, DE) • Sebastien Girard (EIFER, Karlsruhe, DE)</i></p> <p><b>Towards sustainable lifestyles: Exploring the ecological footprint of food consumption</b> <i>Zsófia Móznér Vetőné (Corvinus University of Budapest, Budapest, HU) • Mária Csutora (Corvinus University of Budapest, Budapest, HU)</i></p> <p><b>Environmental impacts of the consumption of animal-based foods in Germany</b> <i>Toni Meier (University Halle-Wittenberg, Halle, DE) • Olaf Christen (University Halle-Wittenberg, Halle, DE)</i></p> <p><b>Associated Posters:</b> <i>Dzene/Brizga • Simon</i></p>	<p><b>SC in Precarious Economic Conditions</b> Room: 7–Box Chair: Maurie Cohen</p> <p><b>Sustainable consumption and economic crisis in Spain</b> <i>Alvaro Porro (Centre de Recerca e Informació en Consum, Barcelona, ES) • Luis Enrique Alonso (Universidad Autónoma de Madrid, Madrid, ES) • Rafael Ibañez (Universidad Autónoma de Madrid, Madrid, ES) • Carlos Fernández (Universidad Autónoma de Madrid, Madrid, ES)</i></p> <p><b>Sustainable energy consumption: The problem of fuel poverty</b> <i>Karl-Michael Brunner (Vienna University of Economics and Business, Vienna, AT) • Markus Spitzer (Austrian Institute for Sustainable Development, Vienna, AT) • Anja Christanell (Austrian Institute for Sustainable Development, Vienna, AT)</i></p> <p><b>Precarious wealth and sustainable consumption</b> <i>Klaus Kraemer (University of Graz, Graz, AT)</i></p>	<p><b>Product Perception and Labelling</b> Room: 8–Skimmia Chair: Klaus Rennings</p> <p><b>Steering consumer behavior by successful labelling</b> <i>Marie von Meyer (University of Göttingen, RTG Global Food, Göttingen, DE)</i></p> <p><b>Options for system design and market implementation of a sustainability label for consumer information</b> <i>Frieder Rubik (IÖW, Heidelberg, DE) • Gerd Scholl (IÖW, Berlin, DE) • Jenny Teufel (Oeko-Institut e.V., Freiburg, DE)</i></p> <p><b>Tackling the puzzle of product variety</b> <i>Karin Dobernig (Vienna University of Economics and Business, Vienna, AT) • Sigrid Stagl (Vienna University of Economics and Business, Vienna, AT)</i></p>
<p><b>Synthesis Results of the Focal Topic I</b> Room: 3–Photinia</p> <p><b>Needs, consumption and sustainability – the conceptual system developed in the focal topic</b> <i>Antonietta Di Giulio (University of Bern, Bern) • Bettina Brohmann (Oeko-Institut e.V., Darmstadt) • Jens Clausen (Borderstep Institut für Innovation und Nachhaltigkeit gGmbH, Hannover) • Rico Defila (University of Bern, Bern) • Doris Fuchs (University of Münster, Münster) • Ruth Kaufmann-Hayoz (University of Bern, Bern) • Andreas Koch (EIFER, Karlsruhe)</i></p> <p><b>Deliberations on how to assess sustainability in consumption</b> <i>Daniel Fischer (Leuphana University Lüneburg, Lüneburg) • Gerd Michelsen (Leuphana University Lüneburg, Lüneburg) • Birgit Blättel-Mink (Goethe-University Frankfurt am Main, Frankfurt am Main) • Antonietta Di Giulio (University of Bern, Bern)</i></p>			

# Conference Programme November 7<sup>th</sup>, Monday 13:30–16:45

13:30	<b>Keynote Kate Soper</b> Room: White Hall			
	<b>Introduction</b> Ortwin Renn (ZIRN, University of Stuttgart, Stuttgart, DE)			
14:15	<b>Towards a sustainable flourishing: Democracy, hedonism and the politics of prosperity</b> Kate Soper (London Metropolitan University, London, GB)			
14:30	<b>Sessions B</b>			
	<b>Implementation of Sustainable Lifestyles I</b> (Track Session) Room: 1–Arrowwood Chair: Ellen Matthies, Sebastian Bamberg, Klaus Rennings  <b>Co-Evolution: An interdisciplinary economic approach for the analysis of sustainable energy consumption</b> Klaus Rennings (ZEW, Mannheim, DE)  <b>Applying the stage model of self-regulated behavioural change</b> Sebastian Bamberg (University of Applied Science, Bielefeld, DE)  <b>Overcoming habitualization with an action oriented intervention approach – A survey on energy efficiency in organizations</b> Ellen Matthies (Otto von Guericke University of Magdeburg, Magdeburg, DE) • Ingo Kastner (Ruhr-Universität Bochum, Bochum, DE)  <b>Associated Poster:</b> Hanss/Böhm	<b>Social Distinction Through SC</b> Room: 2–Yew Chair: Maurie Cohen  <b>The importance of social class for sustainable consumption</b> Jessica Paddock (Cardiff University, Cardiff, GB)  <b>Can we signal status through sustainable consumption? Exploring variation in perceptions of status associated with different groupings of consumption practices</b> Jeremy Brooks (University of Illinois, Urbana-Champaign, Urbana, IL, US) • Charlie Wilson (University of East Anglia, Norwich, GB)  <b>Green appeal: The social organization of green consumption in the United States</b> Rebecca Elliott (University of California, Berkeley, CA, US)	<b>Promoting SC in Educational Organizations</b> (Track Session) Room: 3–Photinia Chair: Daniel Fischer, Gerd Michelsen  <b>Educational organizational “culture of consumption” as a context of student consumer learning</b> Daniel Fischer (Leuphana University Lüneburg, Lüneburg, DE) • Horst Rode (Leuphana University Lüneburg, Lüneburg, DE)  <b>The role of change management teams in implementing a culture of sustainable consumption in educational organizations</b> Andreas Homburg (Hochschule Fresenius – University of applied sciences, Idstein, DE) • Malte Nachreiner (Hochschule Fresenius – University of applied sciences, Idstein, DE)  <b>Promoting sustainable consumption through a media intervention</b> Harald A. Mieg (Humboldt University Berlin, Berlin, DE) • Judith Bauer (Humboldt University Berlin, Berlin, DE)	<b>Influences on Household Energy Consumption</b> Room: 4–Rhododendron Chair: Anita Engels  <b>“My home is my castle – and it better be warm” – difficulties in reducing energy consumption in the household</b> Gesche Huebner (University of Greenwich, London, GB) • Justine Cooper (University of Greenwich, London, GB) • Keith Jones (University of Greenwich, London, GB)  <b>Electricity consumption in German households: Determinants of investment and curtailment behaviours</b> Christian Dehmel (University of Münster, Münster, DE) • Dörthe Krömker (University of Kassel, Kassel, DE)  <b>How to know what to do – communicating low carbon housing to private homeowners</b> Immanuel Stieß (ISOE, Frankfurt am Main, DE) • Jutta Deffner (ISOE, Frankfurt am Main, DE) • Elisa Dunkelberg (IÖW, Berlin, DE)  <b>Associated Poster:</b> Bauermann
16:00	<b>Coffee Break</b> Room: Ballroom			
16:15	<b>Guided Poster Tours II, Q&amp;A-Talks II and III, Synthesis Results of the Focal Topic II</b>			
	<b>Guided Poster Tours II</b> Room: Ballroom  <b>Steering Consumer Behaviour</b> Guide: Andreas Homburg Posters: Jawtusich • Metz et al. • Pape • Porro/Heras • Bauermann	<b>Sustainable Energy Consumption</b> Guide: Konrad Götz Posters: Christina • Hoppe et al. • Seebauer/Kufleitner • Kress • Jahnke	<b>Q&amp;A-Talk II</b> Room: 1–Arrowwood  Elizabeth Shove (Department of Sociology, Lancaster University, Lancaster, GB)	<b>Q&amp;A-Talk III</b> Room: 4–Rhododendron  Kate Soper (London Metropolitan University, London, GB)

Poster  
Exhibition  
Room:  
Ballroom

Lab of  
Ideas and  
Cooperation  
Room:  
Cooperation-Lab

**Round Table:  
Benefits and Challenges of Practice Theory**  
Room: 5–Cypress  
Chair: Melanie Jaeger-Erben, Ursula Offenberger, Karl-Werner Brand, Elizabeth Shove

**Consumption and social practices – benefits and challenges of practice theory approaches**  
Melanie Jaeger-Erben (Center for Technology and Society, Berlin, DE) • Ursula Offenberger (University of St. Gallen, St. Gallen, CH) • Karl-Werner Brand (Technical University of Munich, München, DE) • Elizabeth Shove (Department of Sociology, Lancaster University, Lancaster, GB)

**Determinants of Sustainable Food Consumption**  
Room: 6–Pine  
Chair: Ruth Kaufmann-Hayoz

**Extending the framework of the theory of planned behavior: Effect of personal norms on organic food consumption**

Jan Urban (Charles University, Prague, CZ) • Iva Zvěřinová (Charles University, Prague, CZ) • Milan Scasny (Charles University, Prague, CZ)

**Stated versus revealed preferences for ethical consumption – insights from organic yoghurt shoppers**  
Nina Langen (University of Bonn, Bonn, DE)

**Sustainability, food and consumption behaviors. Exploratory research focused on a group of young Italians using projective interview techniques**  
Cinzia Sciangula (IULM University, Milano, IT) • Luciana Castelli (IULM University, Milano, IT) • Vincenzo Russo (IULM University, Milano, IT) • Anna Re (IULM University, Milano, IT)

**Associated Poster:** Fendrychová

**Thematic Symposium – Smart Metering I: Fieldtrial Findings**  
Room: 7–Box  
Chair: Sebastian Gölz

**Household appropriation of electricity monitors**

Greg Wallenborn (Université Libre de Bruxelles, Bruxelles, BE) • Marco Orsini (ICEDD, Namur, BE) • Jeremie Vanhaverbeke (ICEDD, Namur, BE)

**Smart metering pilot study with 345 customers of German municipal utility group MVV Energy**

Annette Roser (IREES GmbH, Karlsruhe, DE) • Christian Schaefer (MVV Energie AG, Mannheim, DE) • Sebastian Gölz (Fraunhofer ISE, Freiburg, DE) • Joachim Globisch (IREES GmbH, Karlsruhe, DE)

**The relation between feedback use and energy saving – results from a large field trial in Germany and Austria**

Sebastian Gölz (Fraunhofer ISE, Freiburg, DE) • Ulf Hahnel (Fraunhofer ISE, Freiburg, DE) • Konrad Götz (ISOE, Frankfurt am Main, DE) • Georg Sunderer (ISOE, Frankfurt am Main, DE) • Marian Klobasa (Fraunhofer ISI, Karlsruhe, DE) • Joachim Schleich (Fraunhofer ISI, Karlsruhe, DE)

**Ireland's residential electricity smart meter trials (invited presentation)**

Joe Durkan (Sustainable Energy Authority of Ireland, Sligo, Co Sligo, IE)

**Associated Poster:** Seebauer/Kufleitner

**Thematic Symposium – Open Innovation I: Lead User Integration and SC**  
Room: 8–Skimmia  
Chair: Birgit Blätzel-Mink

**Expected benefits of lead-users:**

**A netnographic study in the field of electric cars**  
Roxana Codita (TU München, Freising, DE) • Frank-Martin Belz (TU München, Freising, DE) • Krystallia Moysidou (TU München, Freising, DE)

**User-integration and triggered organizational learning as drivers for sustainability innovations**

Benjamin Diehl (Technische Universität Berlin, Berlin, DE) • Ulf Schrader (Technische Universität Berlin, Berlin, DE)

**Exploring emerging customer needs for smart grid applications**

Eva Heiskanen (National Consumer Research Centre, Helsinki, FI) • Kaisa Matschoss (National Consumer Research Centre, Helsinki, FI)

**Synthesis Results of the Focal Topic II**  
Room: 3–Photinia

**Structuring the phenomena of consumer behaviour – results of an interdisciplinary endeavour**

Ruth Kaufmann-Hayoz (University of Bern, Bern) • Sebastian Bamberg (University of Applied Science, Bielefeld) • Rico Defila (University of Bern, Bern) • Christian Dehmel (University of Münster, Münster) • Antonietta Di Giulio (University of Bern, Bern) • Melanie Jaeger-Erben (Center for Technology and Society, Berlin) • Ellen Matthies (Otto von Guericke University of Magdeburg, Magdeburg) • Georg Sunderer (ISOE, Frankfurt am Main) • Stefan Zundel (University of Applied Sciences Lausitz, Potsdam)

**Steering consumer behaviour – perspectives and challenges**

Ruth Kaufmann-Hayoz (University of Bern, Bern) • Bettina Brohm (Oeko-Institut e.V., Darmstadt) • Rico Defila (University of Bern, Bern) • Antonietta Di Giulio (University of Bern, Bern) • Elisa Dunkelberg (IÖW, Berlin) • Lorenz Erdmann (IZT, Berlin) • Doris Fuchs (University of Münster, Münster) • Sebastian Gölz (Fraunhofer ISE, Freiburg) • Andreas Homburg (Hochschule Fresenius – University of applied sciences, Idstein) • Ellen Matthies (Otto von Guericke University of Magdeburg, Magdeburg) • Malte Nachreiner (Hochschule Fresenius – University of applied sciences, Idstein) • Kerstin Tews (Freie Universität Berlin, Berlin) • Julika Weiß (IÖW, Berlin)

# Conference Programme November 7<sup>th</sup>, Monday 16:45–19:00

<p>16:45</p>	<p><b>Sessions C</b></p> <p><b>Implementation of Sustainable Lifestyles II</b> (Track Session)          Room: 1–Arrowwood          Chair: Ellen Matthies, Sebastian Bamberg, Klaus Rennings</p> <p><b>Consumer acceptance of playing an active role in the Smart Grid: A three countries study</b>  <i>John Thøgersen</i> (Aarhus University, Aarhus, DK) • <i>Geertje Schuitema</i> (Aarhus University, Aarhus, DK) • <i>Madeleine Broman Toft</i> (Aarhus University, Aarhus, DK)</p> <p><b>How should smart meters be designed so that they optimally overcome obstacles and exploit potentials concerning electricity saving?</b>  <i>Birgit Mack</i> (ZIRN, University of Stuttgart, Stuttgart, DE) • <i>Ortwin Renn</i> (ZIRN, University of Stuttgart, Stuttgart, DE) • <i>Karolin Tampe-Mai</i> (ZIRN, University of Stuttgart, Stuttgart, DE) • <i>Tim Sippel</i> (ZIRN, University of Stuttgart, Stuttgart, DE) • <i>Bernd Heins</i> (INEP Institut Oldenburg gGmbH, Groß Ippener, DE) • <i>Carsten Klöpffer</i> (INEP Institut Oldenburg gGmbH, Groß Ippener, DE)</p> <p><b>Subjective barriers against more energy efficiency in the residential sector – results from focus group discussions in Norway</b>  <i>Christian A. Klöckner</i> (Norwegian University of Science and Technology, Trondheim, NO) • <i>Ellen Matthies</i> (Otto von Guericke University of Magdeburg, Magdeburg, DE) • <i>Bertha M. Spha</i> (Norwegian University of Science and Technology, Trondheim, NO) • <i>Even Bjørnstad</i> (Enova SF, Trondheim, NO)</p> <p><b>Associated Poster:</b> <i>Blasch</i></p>	<p><b>Capability Approach in the Context of SC</b>          Room: 2–Yew          Chair: Doris Fuchs</p> <p><b>Re-conceptualising sustainable development on the basis of the capability approach: A model and its difficulties</b>  <i>Ortrud Lessmann</i> (Helmuth-Schmidt-University Hamburg, Hamburg, DE) • <i>Felix Rauschmayer</i> (UFZ, Leipzig, DE)</p> <p><b>Does the capability approach sensu Nussbaum constitute a promising normative basis for the conceptualization of sustainable consumption?</b>  <i>Lieske Voget-Kleschin</i> (Greifswald University, Greifswald, DE)</p> <p><b>Concepts of sustainable development, measurement and receptions within German population</b>  <i>Torsten Masson</i> (UFZ, Leipzig, DE) • <i>Peter Krause</i> (Deutsches Institut für Wirtschaftsforschung, Berlin, DE)</p>	<p><b>Interventions</b>          Room: 3–Photinia          Chair: Gerd Michelsen</p> <p><b>Combining information, goal setting with an implementation intention to reduce household energy consumption</b>  <i>Corinna Altenburg</i> (Potsdam Institute for Climate Impact Research, Potsdam, DE) • <i>Fritz Reusswig</i> (Potsdam Institute for Climate Impact Research, Potsdam, DE)</p> <p><b>Nobody was dirty: Reimagining cleanliness to reduce consumption of water, energy and chemicals</b>  <i>Tullia Jack</i> (University of Melbourne, Melbourne, AU)</p> <p><b>The communication strategy entertainment-education to promote sustainable consumption – celebrities do it fair</b>  <i>Julia-Lena Reinermann</i> (University Duisburg-Essen, Essen, DE) • <i>Florian Wirth</i> (Ludwig Maximilian University of Munich, Munich, DE) • <i>Sarah Lubjuhn</i> (University Duisburg-Essen, Essen, DE)</p> <p><b>Associated Poster:</b> <i>Hoppe et al.</i></p>	<p><b>Impacts of Different Consumer Behaviour</b>          Room: 4–Rhododendron          Chair: Anita Engels</p> <p><b>Green go for the cheap – the effect of prices on attributable externalities</b>  <i>Florian Habermacher</i> (University of St. Gallen, St. Gallen, CH)</p> <p><b>Lifestyle aspects influencing the residential energy demand</b>  <i>Wolfgang Hauser</i> (University of Stuttgart, Stuttgart, DE)</p> <p><b>Impact analysis of consumption patterns – use of heat energy in residential buildings</b>  <i>Andreas Koch</i> (EIFER, Karlsruhe, DE) • <i>Daniel Zech</i> (IER, University of Stuttgart, Stuttgart, DE)</p>
<p>18:15</p>				
<p>18:45</p>	<p><b>Transport to Conference Dinner</b></p>			
<p>19:00</p>	<p><b>Conference Dinner (Prototyp Lofts in the “Speicherstadt”)</b></p>			

**Round Table:  
North American Sustainable Consumption  
Research and Action Initiative (SCORAI)**  
Room: 5–Cypress  
Chair: Philip J. Vergragt

**Transatlantic dialogue and collaboration on SCP**  
Philip J. Vergragt (Clark University, Newton MA, US) •  
Ulf Schrader (Technische Universität Berlin, Berlin, DE) •  
Halina S. Brown (Clark University, Worcester, US) •  
Maurie Cohen (New Jersey Institute of Technology,  
Newark, US) • Gerd Scholl (IÖW, Berlin, DE) • Sylvia  
Lorek (SERI, Overath, DE)

**Role of “Small Units” and the Local Level**  
Room: 6–Pine  
Chair: Julika Weiß

**Sustainable consumption initiatives in a communal  
context: The responsible consumption cooperatives**  
Eleni Papaioikonomou (Universitat Rovira i Virgili, Reus,  
ES) • Matias Ginieis (Universitat Rovira i Virgili, Reus, ES)

**The governance of consumption transitions:  
Analysing the institutional factors influencing local  
food systems**

Valentine van Gasteren (Université Libre de Bruxelles,  
Brussels, BE) • Tom Bauler (Université Libre de  
Bruxelles, Brussels, BE) • Emilie Mutombo (Université  
Libre de Bruxelles, Brussels, BE)

**Sustainable neighborhoods between standardised  
planning and contextual processes**

Monika Heyder (EIFER, Karlsruhe, DE) • Andreas Huber  
(EIFER, Karlsruhe, DE) • Andreas Koch (EIFER, Karlsruhe,  
DE)

**Thematic Symposium – Smart Metering II:  
Perspectives Forward for Business/  
Legislation**

Room: 7–Box  
Chair: Sebastian Gözl

**Conclusions for households from a project with 14.000  
train drivers and a 30 mio. Euro saving result**  
Heinrich Strößenreuther (Verkehrs Innovations Partner,  
Berlin, DE)

**Economic potential of smart electricity meters in  
German households**

Anna Göddeke (Frontier Economics, Köln, DE) • Christoph  
Riechmann (Frontier Economics, Köln, DE) • Jens Perner  
(Frontier Economics, Köln, DE) • David Bothe (Frontier  
Economics, Köln, DE)

**Metering and informative billing in the proposal for  
the EU directive on energy efficiency (invited  
presentation)**

Krzysztof Gierulski (European Commission, DG Energy,  
Brussels, BE)

**Thematic Symposium – Open Innovation II:  
Modes of Consumer Participation and SC**

Room: 8–Skimmia  
Chair: Birgit Blätzel-Mink

**Living lab: Research and development of sustainable  
products and services through user-driven innovation**  
Carolin Baedeker (Wuppertal Institute for Climate,  
Environment, Energy, Wuppertal, DE)

**Discussion on consumer participation and sustainable  
consumption with an introduction by Ortwin Renn**  
Ortwin Renn (ZIRN, University of Stuttgart, Stuttgart, DE)

Poster  
Exhibition  
Room:  
Ballroom

Lab of  
Ideas and  
Coopera-  
tion  
Room:  
Coopera-  
tion-Lab

# Conference Programme November 8<sup>th</sup>, Tuesday 08:30–13:30

08:30	<b>Welcome Coffee</b> Room: Ballroom			
09:00	<b>Keynote Arnold Tukker</b> Room: White Hall			
	<b>Introduction</b> Klaus Rennings <i>(ZEW, Mannheim, DE)</i> <b>The impacts of household consumption and options for change</b> Arnold Tukker <i>(NTNTU, Industrial Ecology Program, Department of Product Design, Trondheim, NO)</i>			
09:45	<b>Coffee Break</b> Room: Ballroom			
10:15	<b>Sessions D</b>			
	<b>SC in Different Lifestyle Groups</b> Room: 1–Arrowwood Chair: Ellen Matthies  <b>Profiling the green consumer: The role of personal values</b> <i>Mira Müller (Martin-Luther-University Halle-Wittenberg, Halle, DE) • Sylviane Chassot (University of St. Gallen, St. Gallen, CH) • Rolf Wüstenhagen (University of St. Gallen, St. Gallen, CH) • Gundula Hübner (Martin-Luther-University Halle-Wittenberg, Halle, DE)</i>  <b>Energy cultures: An empirical examination of New Zealand households</b> <i>Rob Lawson (University of Otago, Dunedin, NZ) • Barry Barton (University of Waikato, Hamilton, NZ) • Gerry Carrington (University of Otago, Dunedin, NZ) • Rebecca Ford (University of Otago, Dunedin, NZ) • Janet Stephenson (Centre for Sustainability, Dunedin, NZ) • Maria Ioannou (University of Otago, Dunedin, NZ) • Daniel Gnoth (University of Otago, Dunedin, NZ)</i>  <b>Consumption patterns of the ‘new consumers’ in Vietnam: How to reduce their sharply risen ecological footprint?</b> <i>Michael Waibel (University of Hamburg, Hamburg, DE)</i>	<b>Doing Gender in Energy Consumption</b> Room: 2–Yew Chair: Konrad Götz  <b>Intertwined practices of gender and technology: The case of home heating</b> <i>Ursula Offenberger (University of St. Gallen, St. Gallen, CH) • Julia Nentwich (University of St. Gallen, St. Gallen, CH)</i>  <b>Domestic energy consumption: Inhabitants’ practices, rationality and motivation</b> <i>Amélie Flamand (UMR Lavue/CNRS, Paris, FR) • Nadine Roudil (CSTB-Laboratoire SPI, Vincennes, FR)</i>  <b>Gendered access to green electricity: Motivations and barriers for changing the energy provider</b> <i>Johanna Kösters (Freie Universität Berlin, Berlin, DE) • Ulrike Röhr (LIFE e.V./genanet – Focal Point Gender, Environment, Sustainability, Berlin, DE)</i>	<b>Role of Values in Sustainability Marketing</b> Room: 3–Photinia Chair: Doris Fuchs  <b>Are public perceptions and values of importance for sustainable consumption policy?</b> <i>Matthias Lehner (Lund University, Lund, SE) • Oksana Mont (Lund University, Lund, SE) • Kate Power (Copenhagen Resource Institute, Copenhagen, DK)</i>  <b>Locating the environmentally friendly consumer</b> <i>Dale Southerton (University of Manchester, Manchester, GB) • Ada Wossink (University of Manchester, Manchester, GB) • Luca Panzone (University of Manchester, Manchester, GB)</i>  <b>Sustainable marketing via social value segmentation</b> <i>Lynn Kahle (University of Oregon, Eugene, OR, US) • Eda Gurel-Atay (University of Puget Sound, Tacoma, WA, US) • Lisa Forster (University of Oregon, Eugene, OR, US)</i>	<b>Social Practices – SC and Routines</b> Room: 4–Rhododendron Chair: Sebastian Gölz  <b>Changing consumption patterns: The restructuring effect of life events</b> <i>Martina Schäfer (Center for Technology and Society, Berlin, DE) • Melanie Jaeger-Erben (Center for Technology and Society, Berlin, DE)</i>  <b>New practices and emerging routines in local food niches. The case of ‘food teams’</b> <i>Maarten Crivits (Ghent University, Ghent, BE) • Erik Paredis (Ghent University, Ghent, BE)</i>  <b>‘Practicing the daily consumption of distance’ – is a practice approach fruitful for analysing daily commuting?</b> <i>Barbara Heisserer (National University of Ireland, Galway, Galway City, IE)</i>
11:45	<b>Associated Poster:</b> Afonso/Gonçalves			
12:00	<b>Guided Poster Tours III, Q&amp;A-Talk IV, Synthesis Results of the Focal Topic III</b>			
	<b>Guided Poster Tours III</b> Room: Ballroom  <b>Methodological Issues in SC Research</b> Guide: Gerd Michelsen Posters: Reuss et al. • Wilson • Huseynov • Barkman	<b>Evaluation of Consumption Patterns</b> Guide: Birgit Blätzel-Mink Posters: Dzene/Brizga • Marin et al. • Simon • Thomas	<b>Q&amp;A-Talk IV</b> Room: 1–Arrowwood  <i>Arnold Tukker (NTNTU, Industrial Ecology Program, Department of Product Design, Trondheim, NO)</i>	
12:30	<b>Lunch</b> Room: Ballroom			



	Poster Exhibition Room: Ballroom	Lab of Ideas and Cooperation Room: Cooperation-Lab				
<table border="1"> <tr> <td data-bbox="105 438 560 1117"> <p><b>Trends and Assumptions in SC Research</b> Room: 5–Cypress Chair: Gerd Michelsen</p> <p><b>Recent trend of sustainable consumption &amp; lifestyle research: A review</b> <i>Midori Aoyagi (NIES, Tsukuba, JP) • Tomohiro Tasaki (NIES, Tsukuba, JP) • Aya Yoshida (NIES, Tsukuba, JP) • Yuko Kanamori (NIES, Tsukuba, JP)</i></p> <p><b>Towards sustainable consumption in the Philippines: Considering environmentalism, responsibility and trust</b> <i>Marlyne Sahakian (The Graduate Institute of International and Development Studies, Geneva, CH)</i></p> <p><b>'Same, same – but different!' Sustainable consumption in catching-up countries?</b> <i>Hellmuth Lange (University of Bremen, artec, Bremen, DE)</i></p> </td> <td data-bbox="560 438 996 1117"> <p><b>Symbolic Aspects, Values and SC</b> Room: 6–Pine Chair: Claus Tully</p> <p><b>Fashion ecology: Knowledge and habits of young fashion consumers</b> <i>Emma Waight (University of Southampton, Southampton, GB)</i></p> <p><b>Fashion and ecology: An ambivalent relationship with consequences on sustainable consumption in the textile sector</b> <i>Ines Weller (University of Bremen, artec, Bremen, DE)</i></p> <p><b>Between consumption and performance. A proposal for sustainable embodiment</b> <i>Ambrogia Cereda (Università Cattolica del Sacro Cuore, Milan, IT)</i></p> </td> <td data-bbox="996 438 1444 1117"> <p><b>Structural Determinants of Consumption Trends</b> Room: 7–Box Chair: Klaus Rennings</p> <p><b>Exploring the existing and emerging trends in domestic consumption behaviour; a case study from Ireland</b> <i>Mary Jo Lavelle (National University of Ireland, Galway, Galway City, IE)</i></p> <p><b>Determinants of greenhouse gas emissions from household consumption in Sweden: Time-series and cross-sectional analyses</b> <i>Jonas Nässén (Chalmers University of Technology, Göteborg, SE)</i></p> <p><b>The CO<sub>2</sub> footprint in international comparison – energy consumption patterns of residence, mobility and nutrition and their determinants</b> <i>Vera Peters (Potsdam Institute for Climate Impact Research, Potsdam, DE) • Fritz Reusswig (Potsdam Institute for Climate Impact Research, Potsdam, DE)</i></p> </td> <td data-bbox="1444 438 1892 1117"> <p><b>Comparing Policy Instruments</b> Room: 8–Skimmia Chair: Ulf Schrader</p> <p><b>Effects of sustainable consumption policy instruments: A comparative assessment across Europe</b> <i>Franziska Wolff (Oeko-Institut e.V., Berlin, DE) • Bettina Brohmman (Oeko-Institut e.V., Darmstadt, DE)</i></p> <p><b>How to design the right mix: An analysis of policy instruments addressing energy-efficient retrofitting of residential dwellings with a view to potential savings and barriers</b> <i>Julika Weiß (IÖW, Berlin, DE) • Thomas Vogelpohl (IÖW, Berlin, DE)</i></p> <p><b>Greening household behaviour: Lessons learned</b> <i>Ysé Serret (OECD Environmental Directorate, Paris, FR)</i></p> </td> </tr> </table>	<p><b>Trends and Assumptions in SC Research</b> Room: 5–Cypress Chair: Gerd Michelsen</p> <p><b>Recent trend of sustainable consumption &amp; lifestyle research: A review</b> <i>Midori Aoyagi (NIES, Tsukuba, JP) • Tomohiro Tasaki (NIES, Tsukuba, JP) • Aya Yoshida (NIES, Tsukuba, JP) • Yuko Kanamori (NIES, Tsukuba, JP)</i></p> <p><b>Towards sustainable consumption in the Philippines: Considering environmentalism, responsibility and trust</b> <i>Marlyne Sahakian (The Graduate Institute of International and Development Studies, Geneva, CH)</i></p> <p><b>'Same, same – but different!' 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<p><b>Synthesis Results of the Focal Topic III</b> Room: 3–Photinia</p> <p><b>Combining qualitative and quantitative methods in sustainable consumption research</b> <i>Melanie Jaeger-Erben (Center for Technology and Society, Berlin) • Martina Schäfer (Center for Technology and Society, Berlin) • Dirk Dalichau (Goethe-University Frankfurt am Main, Frankfurt am Main) • Christian Dehmel (University of Münster, Münster) • Konrad Götz (ISOE, Frankfurt am Main) • Daniel Fischer (Leuphana University Lüneburg, Lüneburg) • Andreas Homburg (Hochschule Fresenius – University of applied sciences, Idstein) • Marlen Schulz (ZIRN, University of Stuttgart, Stuttgart) • Stefan Zundel (University of Applied Sciences Lausitz, Potsdam)</i></p>						

# Conference Programme November 8<sup>th</sup>, Tuesday 13:30–18:00

13:30	<b>Keynote Inge Røpke</b> Room: White Hall <b>Introduction Julika Weiß</b> <i>(IÖW, Berlin, DE)</i> <b>Ecological macroeconomics: Challenges for consumer studies Inge Røpke</b> <i>(DTU Management, Kgs Lyngby, DK)</i>			
14:15				
14:30	<b>Sessions E</b>			
15:30	<b>Change Processes of Consumption Patterns</b> Room: 1–Arrowwood Chair: Andreas Homburg  <b>Behavior change in individual road traffic behavior</b> <i>Maja Fischer (University of Bern, Bern, CH) • Elisabeth Lauper (University of Bern, Bern, CH) • Stephanie Moser (University of Bern, Bern, CH) • Schlachter Irène (Federal Office for the Environment, Ittigen, CH)</i>  <b>Flexibility of private households in consuming energy</b> <i>Jessica Brensing (University of Luxembourg, Luxembourg, LU) • Eva-Maria Schulte (Technische Universität Braunschweig, Braunschweig, DE) • Petra Schweizer-Ries (Saarland University, Saarbrücken, DE)</i>  <b>Associated Poster:</b> Wilson	<b>Gender, Consumption and Sustainability</b> Room: 2–Yew Chair: Konrad Götz  <b>Gender aspects of consumption patterns: What do they mean for communication strategies to promote sustainable consumption?</b> <i>Irmgard Schultz (ISOE, Frankfurt am Main, DE) • Immanuel Stieß (ISOE, Frankfurt am Main, DE)</i>  <b>Gender and sustainable consumption – results and conceptual insights from six projects in the research programme “Sustainable Consumption – From Knowledge to Action”</b> <i>Melanie Jaeger-Erben (Center for Technology and Society, Berlin, DE) • Ursula Offenberger (University of St. Gallen, St. Gallen, CH) • Julia Nentwich (University of St. Gallen, St. Gallen, CH) • Martina Schäfer (Center for Technology and Society, Berlin, DE)</i>	<b>Impact of Consumption Patterns – Scenarios</b> Room: 3–Photinia Chair: Doris Fuchs  <b>Sustainable consumption and impacts on economy, environment and society</b> <i>Ines Thobe (GWS-Osnabrück, Osnabrück, DE) • Anett Großmann (GWS-Osnabrück, Osnabrück, DE) • Thomas Drosdowski (GWS-Osnabrück, Osnabrück, DE) • Ingo Wolter (GWS-Osnabrück, Osnabrück, DE)</i>  <b>Effects of lower animal product consumption in OECD countries on the global food balance: A partial equilibrium analysis</b> <i>Harald Grethe (University of Hohenheim, Stuttgart, DE) • Nuray Duman (University of Hohenheim, Stuttgart, DE)</i>	<b>Social Practices – SC in Households</b> Room: 4–Rhododendron Chair: Philip J. Vergragt  <b>Family and sustainable consumption: What practices?</b> <i>Marie Schill (Université Lille / Reims Management School, Reims, FR) • Nil Özçağlar-Toulouse (Université Lille Nord de France, Lille Cedex, FR)</i>  <b>A practice approach to understanding energy consumption in Norwegian households</b> <i>Kristin Gregers Eriksen (Telemark University College, Oslo, NO) • Harold Wilhite (Centre for Development and the Environment, Oslo, NO)</i>
15:45	<b>Closing Notes Lucia Reisch and Erik Assadourian</b> Room: White Hall <b>Introduction Ulf Schrader</b> <i>(Technische Universität Berlin, Berlin, DE)</i> <b>Waltzing with a monster: The challenge of knowledge brokerage between research and policy in the field of sustainable consumption Lucia Reisch</b> <i>(Copenhagen Business School, Frederiksberg, DK)</i> <b>Introduction Antonietta Di Giulio</b> <i>(University of Bern, Bern, CH)</i> <b>Applying the lessons learned here toward transforming cultures Erik Assadourian</b> <i>(Worldwatch Institute, Washington, US)</i> <b>Farewell Note Martina Schäfer</b> <i>(Center for Technology and Society, Berlin, DE)</i>			
17:00	<b>Farewell Coffee</b> Room: Ballroom			

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### New Research Methods

Room: 5–Cypress

Chair: Sebastian Bamberg

#### New ideas on action research design:

**Linking internal and external factors in transitions towards sustainable consumption**

*Felix Rauschmayer (UFZ, Leipzig, DE) • Niko Schöpke (UFZ, Leipzig, DE)*

**Linking sustainable consumption and growth debates – using systems mapping to reveal different world-views, approaches and mind-sets**

*André Martinuzzi (Research Institute for Managing Sustainability, Vienna, AT)*

### Construction of SC and Sustainable Consumer

Room: 6–Pine

Chair: Ruth Kaufmann-Hayoz

#### The sustainability social representation:

**A triangulation approach study**

*Laura Milani (IULM University, Milano, IT) • Alberto Crescentini (Università Cattolica del Sacro Cuore, Milano, IT) • Davide Jabes (IULM University, Milano, IT) • Vincenzo Russo (IULM University, Milano, IT)*

**Understanding corporate sustainability communications – a practice theory approach**

*Dan Welch (University of Manchester, Manchester, GB)*

### Ecological Impacts of Shopping Situations

Room: 7–Box

Chair: Julika Weiß

**Market shares and carbon footprints of shopping situations: Assessment and policy options**

*Sebastian Seebauer (University of Graz, Wegener Center for Climate and Global Change, Graz, AT) • Eva Burger (Sustainable Europe Research Institute, Vienna, AT) • Veronika Kulmer (University of Graz, Wegener Center for Climate and Global Change, Graz, AT) • Martin Bruckner (SERI, Vienna, AT) • Julia Haslinger (SERI, Vienna, AT) • Angelika Kufleitner (University of Graz, Wegener Center for Climate and Global Change, Graz, AT)*

**CO<sub>2</sub>-effects of shopping patterns in a multi-channel environment**

*Anne Wiese (Georg-August-Universität Göttingen, Göttingen, DE) • Waldemar Toporowski (Georg-August-Universität Göttingen, Göttingen, DE)*

### Dissemination and Policy Relevance

Room: 8–Skimmia

Chair: Antonietta Di Giulio

**Conflict, compromise and ConsEnSus: Opportunities and challenges of policy relevance in sustainable consumption research**

*Frances Fahy (National University of Ireland, Galway, Galway City, IE) • Henrike Rau (National University of Ireland, Galway, Galway City, IE)*

**Supporting evidence-based policy-making for sustainable consumption – experiences from a European research project on knowledge brokerage**

*Lucia Reisch (Copenhagen Business School, Frederiksberg, DK) • Gerd Scholl (IÖW, Berlin, DE) • Benoît Simon (Planète Publique, Paris, FR) • Gerald Berger (Vienna University of Economics and Business, Wien, AT) • Marton Herczeg (Copenhagen Resource Institute, Copenhagen, DK) • Francois Jégou (Strategic Design Solutions, Brussels, BE) • Tamas Kallay (Regional Environmental Center for Central and Eastern Europe, Szentendre, HU) • Harri Kalimo (Institute for European Studies, Brussel, BE) • Frieder Rubik (IÖW, Heidelberg, DE)*

# Poster Exhibition, Associated Posters and Guided Poster Tours

## List of posters

### Green consumer profile and purchase behaviour: An application to the Portuguese market

Carolina Afonso (Technical University of Lisbon, PT) • Helena Gonçalves (Technical University of Lisbon, PT)

Poster associated to session *SC in Different Lifestyle Groups (A)*

### Barriers and opportunities for sustainable consumption – a study of eight citizen types

Henric Barkman (Stockholm University, Karlstad, SE)

### Towards a sustainable building sector – path dependent developments in the heating market

Klaas Bauermann (Universität Duisburg Essen, Essen, DE)

Poster associated to session *Influences on Household Energy Consumption (B)*

### Demand for voluntary carbon offsetting – a discrete choice experiment among individual consumers

Julia Blasch (ETH Zurich, CH)

Poster associated to session *Implementation of Sustainable Lifestyles II (C)*

### Using goal-setting theory to tackle energy consumption in the retail environment

Sian Christina (Loughborough University, Welwyn Garden City, GB)

### Latvia's ecological footprint

Skaidrite Dzene (Latvia University of Agriculture, Jelgava, LV) • Janis Brizga (University of Latvia, Riga, LV)

Poster associated to session *Resource-Demand of Different Groups/Milieus (A)*

### Caring about sustainability? Farmers' markets in post-socialist Prague

Lenka Fendrychová (Charles University in Prague, CZ)

Poster associated to session *Determinants of Sustainable Food Consumption (B)*

### The role of sustainable development related self-efficacy beliefs in sustainable consumption

Daniel Hanss (University of Bergen, NO) • Gisela Böhm (University of Bergen, NO)

Poster associated to session *Implementation of Sustainable Lifestyles I (B)*

### Playing RED – Acting GREEN. Developing an online game to strengthen energy saving behaviour in private households

Imke Hoppe (Fraunhofer IDMT, Erfurt, DE) • Swen Gaudl (Fraunhofer IDMT, Erfurt, DE) • Klaus Peter Jantke (Fraunhofer IDMT, Erfurt, DE)

Poster associated to session *Interventions (C)*

### Planning sustainable consumption and quality of life in the Baku City

Emir Huseynov (Azerbaijan University of Architecture and Construction, Baku, AZ)

Poster associated to session *Changing Communities (A)*

### Energy consultants as change agents and multipliers for more sustainable heat energy consumption

Katy Jahnke (co2online gGmbH, Berlin, DE)

### Do standards and certification in the agricultural sector matter for sustainability? A review of the state of research

Julia Jawtuschk (FiBL, Frick, CH)

### European meat consumption – from past trends to a more sustainable future?

Minna Kanerva (Universität Bremen, DE)

### Consumption behaviors concerning regional renewable energies – financial participation, demand and attitudes of citizens within communities pursuing the goal of renewable energy self-sufficiency

Michael Kress (IÖW, Heidelberg, DE)

### Is birdwatching a form of sustainable consumption?

Jakub Kronenberg (University of Lodz, PL)

### Aggregation bias in “consumption vs. production perspective” comparisons – evidence using the Italian and Spanish NAMEAs

Giovanni Marin (IMT Advanced Studies Lucca, IT) • Massimiliano Mazzanti (Università di Ferrara, CERIS-CNR Milano, Ferrara, IT) • Montini Anna (Università di Bologna, IT)

### Developing a concept for an interdisciplinary competence based module to empower students for sustainable consumption behaviour

Martina Metz (University of Applied Sciences Fulda, DE) • Barbara Freytag-Leyer (University of Applied Sciences Fulda, DE) • Christoph Klotter (University of Applied Sciences Fulda, DE) • Jan-Torsten Milde (University of Applied Sciences Fulda, DE)

### Realities of sustainable consumption in Poland

Agata Kinga Neale (Jagiellonian University, Kraków, PL)

### Sustainable food consumption in Ireland: Challenges and opportunities

Jessica Pape (Trinity College Dublin, Galway City, IE)

### Future scenarios for sustainable lifestyles and consumption in Spain

Alvaro Porro (CRIC, Barcelona, ES) • Maria Heras (CRIC, Barcelona, ES)

### Energy consumption – how can sustainability science help to increase energy sustainability! The case of universities

Maximilian Reuss (Saarland University, Saarbrücken, DE) • Stefan Rögele (Saarland University, Saarbrücken, DE) • Jessica Brensing (University of Luxembourg, LU) • Petra Schweizer-Ries (Saarland University, Saarbrücken, DE)

### Comparative assessment of e-participation in the context of sustainable development and climate change

Ina Rust (Leibniz Universität Hannover, DE) • Ralf Cimander (Institut für Informationsmanagement Bremen, DE)

Poster associated to session *Participation and Empowerment (A)*

### Who owns personnel car, who cannot afford it but likes to have it and who buys a second-hand car?

#### An examination of determinants of car ownership in the Czech Republic

Milan Scasny (Charles University in Prague, CZ) • Jan Urban (Charles University in Prague, CZ)

### Determinants of reductions in household energy consumption: Preliminary results of the CO<sub>2</sub> management smart metering pilot

Sebastian Seebauer (University of Graz, AT) • Angelika Kufleitner (University of Graz, AT)

Poster associated to session *Thematic Symposium – Smart Metering I: Fieldtrial Findings (B)*

### Communitarian lifestyles – behavioral and structural aspects of sustainability benefits

Karl-Heinz Simon (University of Kassel, DE)

Poster associated to session *Resource-Demand of Different Groups/Milieus (A)*

### What role has the normalisation of recycling behaviour played in moving towards sustainable consumption?

Christine Thomas (Open University, Milton Keynes, GB)

### Buying behaviour for organic products in grocery discounters

Anne Wiese (Georg-August-Universität Göttingen, DE) • Waldemar Toporowski (Georg-August-Universität Göttingen, DE)

### What does “pro-environmental behaviour change” actually mean? An approach to mapping consumer behaviour along meaningful dimensions

Charlie Wilson (Tyndall Centre, University of East Anglia, Norwich, GB)

Poster associated to session *Change Processes of Consumption Patterns (E)*

The best poster will be honoured with an award.

#### Institutional Posters

- The Focal Topic “From Knowledge to Action – New Paths towards Sustainable Consumption” and its project groups
- Federal Ministry of Education and Research (BMBF)
- German “Research for Sustainable Development” (FONA)
- German “Social-ecological Research” (SÖF)
- City of Hamburg
- University of Hamburg

#### Stands of the Project Groups Belonging to the Focal Topic

Each project group of the focal topic will present its work and findings at a stand (first floor).

#### Associated Posters

The authors of posters that are associated to sessions will be given the opportunity to make a short statement on their poster (1–2 minutes) during the sessions. The chairs of the respective sessions will decide how this will take place.

#### Guided Poster Tours

During the conference, six different guided poster tours are scheduled. Each of these tours is dedicated to a different issue and will encompass 4 to 5 of the posters. A tour works as follows: the authors of the poster are present next to their poster. The guide leads the participants to the posters in the tour: when the tour has reached your poster, you have 2 minutes to explain your poster. As soon as all posters of the tour have been presented, the participants go to the poster they want to learn more about. The authors of the poster are kindly asked to stay next to their poster for the duration of the tour (around 30 minutes).

#### Guided Poster Tours I

##### Determinants of Purchase Behaviour

Posters: Afonso/Gonçalves • Hanss/Böhm • Wiese/Toporowski • Fendrychová • Neale

##### Complex Influences on Consumer Behaviour

Posters: Blasch • Scasny/Urban • Kanerva • Rust/Cimander • Kronenberg

#### Guided Poster Tours II

##### Steering Consumer Behaviour

Posters: Jawtuschk • Metz et al. • Pape • Porro/Heras • Bauermann

##### Sustainable Energy Consumption

Posters: Christina • Hoppe et al. • Seebauer/Kufleitner • Kress • Jahnke

#### Guided Poster Tours III

##### Methodological Issues in SC Research

Posters: Reuss et al. • Wilson • Huseynov • Barkman

##### Evaluation of Consumption Patterns

Posters: Dzene/Brizga • Marin et al. • Simon • Thomas

# Special Elements of the Programme

## Lab of Ideas and Cooperation

The Lab of Ideas and Cooperation takes place in the Cooperation-Lab. It is open the whole day long during the entire conference. It consists of different elements which are all devoted to the free exchange of ideas. New partnerships and projects shall emerge from the Lab of Ideas and Cooperation, and it shall stimulate future research on sustainable consumption.

The different elements of the Lab of Ideas and Cooperation are the following:

### Market of Cooperation

If you want to discuss a specific question, if you are looking for a collaboration partner concerning an idea for a future project, you note your request and the time slot you are offering for discussion on a special board entitled "I am – I am looking for" and book one of the tables reserved for such discussions in the Cooperation-Lab.

### Stand "Going Big with Big Matters: The Key Point Approach to Sustainable Consumption" of the Federal Environment Agency of Germany (Umweltbundesamt)

Sustainable consumption is an ambitious goal. But while, for instance, sustainable consumption patterns in Germany would include a reduction of more than 9 tons of CO<sub>2</sub>-equivalent per capita per year, the communicated calculations lie within a kilogram scale. We therefore believe that it is essential to intensify discussions on "Key Points" of sustainable consumption, those 'big points' that can become fast-selling items and trendsetters. The concept of the "Key Point Approach" will be discussed, empirical results will be presented and a specific example of its application will be introduced at the stand: the brochure of

the Federal Environment Agency "A climate-neutral lifestyle: consumers lead the way in climate protection".

Michael Bilharz will be present at the stand at appointed times (Monday, November 7<sup>th</sup> 12 AM and 4:15 PM as well as Tuesday, November 8<sup>th</sup> 12 AM). Please check the Message Board at the Conference Desk for changed and/or additional times.

### Landscape of Sustainable Consumption Research – Research Trends and Need for Research

One of the synthesis results of the focal topic "From Knowledge to Action – New Paths towards Sustainable Consumption" is a landscape of research on sustainable consumption. It shows what questions on sustainability and consumption have been researched in the past years. This research landscape will be presented in the Cooperation-Lab and put forward for discussion. As a result of the discussions during the conference, ideas/questions should emerge for a future research programme on sustainable consumption. All participants are invited to note what attracts their attention concerning emerging issues/questions of research on sustainable consumption, trends in research on sustainable consumption, controversies/dissent, contradictions, questions without answers, need for research, etc. These notes will be put up on a board in the Cooperation-Lab and can be discussed directly with the interested parties there. The answers will be analysed after the conference and presented on the webpage as an outlook on "Sustainable Consumption 22". You will find more specific details in the Cooperation-Lab and in the conference folder.

### Game "Catan: Oil Springs" with the author Erik Assadourian from Worldwatch Institute

"Catan: Oil Springs" is a new sustainability education scenario for the world-renowned board game "The Settlers of Catan", developed by the Transforming Cultures Project at the Worldwatch Institute. The scenario adds a new resource to the game – oil – which offers faster growth but at a significant cost: the risk of pollution and climate change. The scenario provides players with an opportunity to balance competing desires of maximizing short-term growth and ensuring long-term success and survivability. The length of the game is about 2 to 2.5 hours including instructions. You will have the possibility to play the game with the author, Erik Assadourian. Please check the Message Board at the Conference Desk for the playing times. You can also learn more at [www.oilsprings.catan.com](http://www.oilsprings.catan.com) and download your own set of rules and components there.

### Stand "Sustainable Consumption in Hamburg – What do you mean?" of the Hamburg Ministry for Urban Development and Environment

Hamburg is the European Green Capital 2011. The year is coming to an end, but our ideas and consumer communication measures certainly are not... We would like to invite you to the Cooperation-Lab to discuss them. We will be presenting some of the City of Hamburg's projects and ideas about sustainable consumption. We would be pleased if you evaluated the presented issues against the background of your scientific expertise, and if necessary, make suggestions. We will welcome any type of feedback, whether it is praise or criticism. Visit our stand and tell us what you think!

### **Twitter Leading to Q&A-Talks with Keynote Speakers**

Time for asking questions after a keynote speech is always too limited. Furthermore, essential questions may come up later in the day. We therefore decided to use Twitter instead of allowing questions directly after each keynote. We will assemble the comments and questions to hold proper, physical "Question & Answer Talks". The Q&A-Talks are announced in the programme and last around 30 minutes. During the Q&A-Talk, the addressed keynote speaker will take up some of the questions that had been sent to him or her. Those keynote speakers who will not be able to give a Q&A-Talk in person during the conference will post answers to selected questions on the conference website. A complete list of all twitters will be available online.

Twitter is a social networking tool, which allows its users to send short messages (of a maximum of 140 characters) to specific receivers. What is different to the usual text message service is that these messages can be viewed online by anyone following a particular twitter account. Twitter accounts are free and can be created within minutes. We will have our own twitter account. We will further operate with hash tags that allow to send particular comments or questions to a particular keynote speaker. On the twitter home page, messages sent with the same hash tag (for example: #suco11\_hamburg) appear simultaneously. People interested in the same topic can thus read others' comments.

The best way for you to participate in the Twitter conversation is to create your own Twitter account and send your questions through the Internet or your mobile phone. We will have laptops ready for you to send your Twitter messages at different places in the Curio-Haus (you will find one in the Cooperation-Lab and one in the Lounge on the third floor). An additional option will be given at our conference desk where you can submit your questions and we will send them for you via Twitter. If not sent from your own account, your question will have to include at least your initials as a form of sender signature. Questions can be no longer than 140 characters. The hash tag to address the individual keynote speakers will be given at the conference desk.

### **Books and Easy Chairs in the Lounge**

The Lounge is located on the third floor of the building. The editors oekom and LIT will provide the conference with copies of books and journals (in German and English) dealing with issues of sustainability and sustainable consumption. In the Lounge you will also find some easy chairs where you can relax from time to time during the conference.

### **Internet Café**

In a section of the Cooperation-Lab, you will find tables and seats you can use to work on your emails. At the conference desk we will provide you with WLAN access. We kindly ask you not to check your emails during the keynotes and the sessions.

# Social Programme

## Welcome Coffee Pre-Conference

Sunday, November 6<sup>th</sup> 8:30 AM, Ballroom

## Opening Reception

Sunday, November 6<sup>th</sup> 7:00 PM, Ballroom

## Welcome Coffee Conference

Monday, November 7<sup>th</sup> 8:30 AM, Ballroom

Tuesday, November 8<sup>th</sup> 8:30 AM, Ballroom

## Conference Dinner

Monday, November 7<sup>th</sup> 7:00 PM,

Location "Prototyp Lofts" in the "Speicherstadt".

There will be a shuttle from the conference venue to the location of the conference dinner for all participants. You do not need to sign up. The Shuttle departs from the Curio-Haus at 6:45 PM sharp.

Participants with a special interest in mobility issues have the opportunity to travel on board of the SAUBER-Bus, which is part of a research project of the "Hamburger Hochbahnen" that will be explained by the research team during the ride. Places are limited to 26 seats (booking via "Organizational and Sustainability Survey"). The presentation will be held in English.

## Farewell Coffee

Tuesday, November 8<sup>th</sup> 5:00 PM, Ballroom

Outside lunch and coffee breaks you will find refreshments in different places of the Curio-Haus.

KOFLER & KOMPANIE AG is responsible for the Catering and the Conference Dinner.

## Hamburg@SuCo11

### Special Social Programme

#### "Hamburg European Green Capital 2011" Tour

2 hour walking tour through the city, only under good weather conditions; sponsored for SuCo11 by the Hamburg Ministry for Urban Development and Environment.

#### "Landgang" Tour

Best practices in sustainable urban development and climate adaptation in a newly built district.

#### The International Building Exhibition (IBA 2013)

Sustainable urban development in an existing district shown through examples, such as the conversion of a former toxic waste dump into the "energy hill", the plan of converting a former WWII Bunker into an "energy bunker", etc.

#### The Hamburg Miniatur Wunderland

The largest model railway in the world and its focus on sustainability.

#### Site visit to Hamburg Airport "Green Aviation"

CO<sub>2</sub>-reduction measures.

All tours have to be booked via the "Organizational and Sustainability Survey"; please note that the events may be cancelled if there are not enough participants.



# Sustainability of the Conference

## Sustainability Commitment

The conference “Sustainable Consumption – Towards Action and Impact” is committed to sustainability values. We advocate a triple bottom line definition of sustainability, taking into consideration ecological, economic and social criteria as relevant factors for sustainability.

Our understanding of sustainability is based on the conviction that ecological, economic and social aspects need to be taken into consideration in an integrated way in decision-making and in the implementation of the decisions.

Sustainability aims at the fulfilment of needs and at a good life for present and future generations. The implementation of sustainable development does not affect quality of life, nor should it, although many think it does.

There is no single definition of how to best achieve sustainability in each case. Decisions related to sustainability need to be weighed by considering different priorities and knowledge from different realms.

We are aware that decisions aiming at sustainable development have to be made under conditions of uncertain and incomplete knowledge. We have decided upon measures based on our current knowledge and in view of the current scientific debate on sustainability and within the limits of our resources. We will offset the CO<sub>2</sub>-emissions of the conference.

We are aware that the practical implementation of sustainability standards is a learning process that will continually develop through additional input and the exchange of opinions and ideas. We therefore wish to reflect and communicate with the participants of our conference about the sustainability criteria achieved in this conference.

## Reflections on Sustainability

During the conference, we will invite you to the following four reflections (in the Foyer of Reflections):

- Your personal contribution to sustainability as a consumer
- Your contribution to sustainability as a researcher
- The sustainability measures taken for our conference
- The research community on sustainable consumption

# Focal Topic “From Knowledge to Action New Paths towards Sustainable Consumption”

The focal topic “From Knowledge to Action – New Paths towards Sustainable Consumption” is an inter- and trans-disciplinary research programme funded by the German Ministry of Education and Research (BMBF) since 2008 as part of its “Social-Ecological Research” initiative (SÖF). The programme consists of ten project groups researching different issues of sustainable consumption. The collaboration across the project groups is moderated by an accompanying research project.

## The Project Groups of the Focal Topic

### Changing Sustainability-relevant Routines in Organisations (Change)

Management by Ellen Matthies,  
Otto von Guericke University of Magdeburg

**change**

### Consuming Energy Sustainably – Consuming Sustainable Energy

Management by Ortwin Renn  
and Sandra Wassermann,  
both Stuttgart University

Consuming energy sustainably  
consuming sustainable energy

### Educational Institutions’ Contribution to Fostering Sustainable Consumption among Youths and Young Adults (BINK)

Management by Gerd Michelsen,  
Leuphana University of Lüneburg

**BINK**

### Fostering Sustainable Consumption by Integrating Users into Sustainability Innovations (User Integration)

Management by Frank-Martin Belz and Marlen Arnold,  
both Technische Universität München (TUM)

User Integration – Fostering Sustainable Consumption  
by Integrating Users into Sustainability Innovations

### From Consumer to Prosumer – Development of New Trading and Auction Cultures to Promote Sustainable Consumption

Management by Siegfried Behrendt, Institute for Futures  
Studies and Technology Assessment (IZT), and  
Birgit Blättel-Mink, Goethe-University Frankfurt am Main

From Consumer  
to Prosumer

### Life Events as Windows of Opportunity for Change towards Sustainable Consumption Patterns

Management by Martina Schäfer,  
Technische Universität Berlin

**LIFE EVENTS**

**Modernising Existing Single-family and Two-family Dwellings to Be More Energy-efficient – Activating and Empowering Homeowners (ENEf-Haus)**

Management by Stefan Zundel,  
Lausitz University of Applied Science



**Social, Environmental and Economical Dimensions of Sustainable Energy Consumption in Residential Buildings (Seco@home)**

Management by Klaus Rennings,  
Centre for European Economic Research (ZEW)



**Transfer of Electricity-saving Policies (TRANSPOSE)**

Management by Doris Fuchs, University of Münster,  
and Kerstin Tews, Freie Universität Berlin



**Using Intelligent Meter, Communications and Tariff Systems to Foster Sustainable Energy Consumption in Private Households (Intelliekon)**

Management by Sebastian Gözl,  
Fraunhofer Institute for Solar Energy Systems (ISE)



**The Accompanying Research Project**

**Focussing knowledge – Encouraging commitment – Facilitating mastery**

Project management by Rico Defila, Antonietta Di Giulio,  
and Ruth Kaufmann-Hayoz, all University of Bern



All presentations resulting from the work within the focal topic are marked in order to help you to identify the track of the focal topic if you want to do so. Some of the syntheses results are presented as well. Each project group will present its works at a stand (first floor).

# Scientific Committee and Organisation

The conference is organised by the scholars of the focal topic "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 inter- and transdisciplinary programme "Social-ecological Research (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 am Main

**Dirk Dalichau**, Delegate of the Organising Committee of the Pre-Conference

**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**, Fresenius University of Applied Sciences

**Ruth Kaufmann-Hayoz**, Chair, University of Bern

**Ellen Matthies**, Otto von Guericke University of Magdeburg

**Gerd Michelsen**, Leuphana University of Lüneburg

**Ortwin Renn**, Stuttgart University

**Klaus Rennings**, Centre for European Economic Research (ZEW)

**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**, Lausitz University of Applied Science

## 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**, Committee of the 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

## Organising Committee of the Pre-Conference

**Dirk Dalichau**, Goethe-University Frankfurt am Main

**Christian Dehmel**, University of Münster

**Benjamin Diehl**, Technische Universität Berlin

**Daniel Fischer**, Leuphana University of Lüneburg

**Melanie Jaeger-Erben**, Chair, Technische Universität Berlin

**Pia Laborgne**, University of Karlsruhe, European Institute for Energy Research (EIFER)

**Johanna Matzat**, University of Hamburg

**Malte Nachreiner**, Fresenius University of Applied Sciences

**Ursula Offenberger**, University of St. Gallen

**Markus Winkelmann**, University of Bern

## Poster Award Committee

Sebastian Bamberg, Birgit Blättel-Mink, Konrad Götz, Andreas Homburg, Gerd Michelsen, Julika Weiß

## Organisation

Accompanying research project to the focal topic, Interdisciplinary Centre for General Ecology (IKAÖ) of the University of Bern.

Project management of the accompanying research project

Rico Defila

Antonietta Di Giulio

Ruth Kaufmann-Hayoz

Conference Management

Peter Kobel

Sonja Schenkel



A special thanks goes to the more than 50 scientists engaged in the external review process of the papers submitted to the conference that cannot be listed here.

# Funding Institution and Partners

## 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).

## Local Partners



Hamburg – European Green Capital 2011

University of Hamburg

## CO<sub>2</sub>-offsetting Partner



## Institutions of the project groups



# Organisational Information

## Opening Hours

### Conference Desk

Sunday	November 6 <sup>th</sup>	4:00 PM–8:00 PM
Monday	November 7 <sup>th</sup>	8:30 AM–6:45 PM
Tuesday	November 8 <sup>th</sup>	8:30 AM–6:00 PM

### Cooperation-Lab

Monday	November 7 <sup>th</sup>	8:30 AM–6:45 PM
Tuesday	November 8 <sup>th</sup>	8:30 AM–5:00 PM

## Registration

### Pre-Conference

Sunday	November 6 <sup>th</sup>	8:30 AM–10:00 AM
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### Conference

Sunday	November 6 <sup>th</sup>	4:15 PM–5:15 PM
Monday	November 7 <sup>th</sup>	8:30 AM–9:00 AM
Tuesday	November 8 <sup>th</sup>	8:30 AM–9:00 AM

## Conference Hotline

+49 176 7173 9191

## Ticket for Free Beverage and Food

The conference fee includes the welcoming reception on Sunday evening, the lunches on Monday and Tuesday, coffee breaks, and the conference dinner on Monday evening. For young researchers, the fee covers the lunch and coffee break during the pre-conference on Sunday too. Your badge is your ticket, so make sure you wear it all the time. You had to sign up for the conference dinner. Those who signed up will get a special badge marking their choice of menu. This special badge will be your ticket to the conference dinner, so make sure you do not lose it.

## Smoking Policy

In Germany smoking is not permitted in enclosed public buildings, restaurants and hotel lobbies. Smoking will be allowed outside the building in which the conference takes place. Tents will be provided.

## Use of Internet and Mobile

We will provide you with WLAN access. In the Co-operation-Lab you will find enough tables to sit down at and work on your emails. We kindly ask you not to check your emails and not to use your phone during the keynotes and the sessions.

## Conference Venue

Curio-Haus  
KOFLER & KOMPANIE AG Hamburg  
Rothenbaumchaussee 11  
D-20148 Hamburg

The nearest railway station is "Hamburg Dammtor", the nearest S-Bahn station (suburban rail network) is "Dammtor/Messe CCH" (approx. 500 m distance from the Curio-Haus, 6 minutes' walk).

The S-Bahn lines S11, S21 and S31 operate between Hamburg's "Hauptbahnhof" -Bahn station and the "Dammtor/Messe CCH" S-Bahn station.



## Rooms

Conference Desk (ground floor)

### Plenary Rooms

White Hall (ground floor)  
Ballroom (second floor)

### Session Rooms

- 1 Arrowwood (ground floor)
- 2 Yew (first floor)
- 3 Photinia (first floor)
- 4 Rhododendron (first floor)
- 5 Cypress (third floor)
- 6 Pine (third floor)
- 7 Box (adjoining building, ground floor)
- 8 Skimmia (adjoining building, ground floor)

### Special Rooms

Cooperation-Lab (entrance level)  
Foyer of Reflections (ground floor)  
Lounge (third floor)