



Dear Reader,

As mentioned last month, we invite research groups among our members to present themselves and, especially, their research, in the monthly newsletter. In this issue, the Marketing & Sustainability group at Aarhus University, School of Business and Social Sciences are the first to do so. For our planning of the next issues, let us know when you would like to present your research group in the newsletter.

We are also excited to announce the second virtual seminar for the community, featuring Judith de Groot, Bournemouth University. She will speak about her research on values and norms as antecedents for prosocial behavior. See more below, also about how you sign up for and participate in the seminar.

Best regards,

John

## NEWS

### Virtual seminar: When prosocial and proself are at odds: The influence of activated values and norms on prosocial behaviour by Dr. Judith I.M. de Groot, Bournemouth University

Volunteering for an environmental organisation, donating blood, giving money to charity, or consuming sustainable products are all considered examples of prosocial behaviour. In other words, an altruistic act often associated with morality.

**Date:** 29th of November, 2012

**Time:** 13:00 (Central European time)

The seminar can be followed via a **live stream connection** on the [VC's website](#).

At the end of the seminar there is going to be a **Q&A section** in which both offline and online participants have the opportunity to ask questions. Online participants are going to receive an invitation via e-mail to an **online chat room** where they can write questions/comments and receive an instant response from the speaker. A second option for online participants is to send us questions/comments via e-mail at [vc.bss@au.dk](mailto:vc.bss@au.dk).

**Obs:** In order to receive an invitation for the online chat room, you have to be an official member of the Virtual Community on Sustainability and Consumption. Sign up [here](#).

[Read more](#)

### ERA-Net SUSFOOD

SUSFOOD is the acronym for SUSTainable FOOD production and consumption. As an ERA-Net, SUSFOOD aims at setting up a European strategic research agenda by increasing cooperation and synergy between the European partners. The strategic goal of SUSFOOD is to reinforce the scientific cooperation between EU member and associated states in order to maximise the contribution of research to the development of food systems aiming at more sustainability from production to consumption.

The first Call for proposals will start on February 2013.

[Read more](#)

### Avoiding Future Famines: Strengthening the Ecological Basis of Security through Sustainable Food Systems by UNEP

A new report by UNEP, which addresses the ecological foundation of food security. The report argues that while factors such as availability, access, utilization and stability must be given adequate attention for global food security to be achieved, an underlying factor – the ecological dimension is not only largely being overlooked but is also being undermined. The report was developed through collaboration among key international organizations including the International Fund for Agricultural Development (IFAD), the Food and Agriculture Organization of the United Nations (FAO), the World Bank, the World Food Programme (WFP) and the World Resources Institute (WRI). The two main objectives of the report are to describe the problem and to proffer some possible solutions. How can we build sustainable food systems?

You can read more about the report and download it [here](#).

## SC RESEARCH AT AARHUS UNIVERISTY

### Increasing Value of African Mango and Cashew Production

The core of this project is to increase the use of weaver ants as a pest controller for fruit and cashew nuts in Africa (Benin and Tanzania). The use of weaver ants avoids the pollution from chemical pesticides and it is cheaper and at least equally effective. Also, weaver ant larvae can be used for food production, providing edible protein, which is lacking in the typical African (village) diet.

The project is a cross-disciplinary collaboration between biologists, agricultural scientists and behavioral scientists. The latter group consists of Lars Esbjerg, Kathrine Nørgaard Hansen, Jessica Aschemann-Witzel and John Thøgersen, all at the Department of Business Administration at AU. Our task is to analyze how African mango and cashew nuts, produced by means of the weaver ant technology, can best be certified (as organic) and marketed in Europe and adapted to the demands of the distribution channels and especially the most suitable ones for this purpose. PhD students in Tanzania and Benin analyze the African part of the value chain and the Aarhus team analyzes the European part.

Until now, the work has primarily involved desk research including a literature review. The main focus is on the institutional environment and marketing channels for organic cashew nuts and mangos. The next step is data collection in Denmark and Germany, which involves 4-5 store-visits (fair trade stores, supermarkets), expert interviews (importers, retailers and fair trade organizations) and focus groups (consumers).

[Read more](#)

### SUMMER – Superb and Marketable Meat from Efficient and Robust Animals

The overall purpose of the SUMMER project is to investigate how organic meat can achieve a larger market share, given that it presently holds a relatively small market share in most countries. Specifically, an integrated effort in primary production systems, product development and marketing is developed, with the aim to differentiate organic meat more from conventional products in terms of both immaterial and material product quality. The aims of the behavioral science WPs, which are carried out by Athanasios Krystallis, John Thøgersen and Livia Marian, are to improve our understanding of consumers' and meat buyers' preferences and habits regarding organic meat and to develop a high value marketing strategy for the new organic meat products. Research methods include focus groups, surveys and in-depth interviews with consumers and semi-structured interviews with restaurant chefs and professional buyers in major retail chains. The SUMMER project is funded by the Danish Ministry for Food, Agriculture and Fishery under the GUDP program and runs from 2011 to 2014.

### IMPROSUME

This is a joint research project with partners from Aarhus University, NCE Halden (Norway), University of St. Gallen (Switzerland). The team at Aarhus is Geertje Schuitema, Madeleine Toft and John Thøgersen. In this project, the "prosumer" plays a central role. A Prosumer is an emerging concept in the power market that applies to consumers of energy that can also be producers. In a SmartGrid, a prosumer can be a new and active participant in balancing the electricity system. Aarhus University aim of the project is to get a better insight into the motives and barriers that influences acceptance of the prosumer role in the Smart Grid, which has implications for how prosumers should be recruited. Via online questionnaire studies in three countries (Denmark, Norway, Switzerland) a general overview of the motivations and barriers for consumers to participate in the Smart Grid was studied. Next a field test is conducted, which involves private households. Before the field test starts, different recruitment methods are tested. During the field test, the focus lies on how prosumers react to having their heat pump remotely regulated by a utility company. In this case, data collection is done via questionnaires and in-depth interviews. The project is financed by a grant from ERA-net Smart Grid from January 2011 to July 2013.

[Read more](#)

### READY

The central focus of this project is the further development of a Virtual Power Plant (VPP) controller. The project involves six partners in Denmark. The team at Aarhus is Geertje Schuitema, Madeleine Toft and John Thøgersen. In order to prepare the future Smart Grid with controllable demand consumer involvement is essential. The aim of this project is to study consumer's acceptance of different business models, with a focus on VPPs. Moreover, a VPP offers different possibilities for rewarding the customer, for example an equal distribution or rewarding in proportion to their contribution to the VPP. Because the concept of VPPs is unclear to many people and various features are associated with VPPs, focus groups are conducted to map perceptions of VPPs and their opinions on different reward structures within a VPP. Next, in a field test where households are involved in a VPP, different distributions of rewards will be evaluated and a pre or post survey will be employed to compare the acceptance and experiences with their role in a VPP before and after the experiment. The project is financed by a grant from EnergiNet.dk, the ForskEl program from June 2012 to May 2014.

## PUBLICATIONS

Steg, L., Perlaviciute, G., van der Werff, E., & Lurvink, J. (2012). The significance of hedonic values for environmentally relevant attitudes, preferences, and actions. *Environment and Behavior*. (available online)

Anderson, M. W., Teisl, M., & Noblet, C. (2012). Giving voice to the future in sustainability: Retrospective assessment to learn prospective stakeholder engagement. *Ecological Economics*, 84, 1-6.

Chitnis, M., Druckman, A., Hunt, L. C., Jackson, T., & Milne, S. (2012). Forecasting scenarios for UK household expenditure and associated GHG emissions: Outlook to 2030. *Ecological Economics*, 84, 129-141.

Druckman, A., Buck, I., Hayward, B., & Jackson, T. (2012). Time, gender and carbon: A study of the carbon implications of British adults' use of time. *Ecological Economics*, 84, 153-163.

Druckman, A., & Jackson, T. (2012). What is the Carbon Footprint of a Decent Life? In H. Herring (Ed.), *Living in a Low-Carbon Society in 2050* (pp. 41-59). Houndsmills, UK: Palgrave.

Friman, M., Fujii, S., Ettema, D., Gärling, T., & Olsson, L. E. (2012). Psychometric analysis of the satisfaction with travel scale. *Transportation Research Part A: Policy and Practice* (available online)

Kim, J., Schmöcker, J.-D., Fujii, S., & Noland, R. B. (2012). Attitudes towards road pricing and environmental taxation among US and UK students. *Transportation Research Part A: Policy and Practice*. (available online)

## EVENTS

22-23 November	<b>Boundaries of Consumption: Critical Perspectives on Race, Class, Gender, Citizenship and Space in Changing Markets</b> (San Francisco, CA, USA)
22-24 November	<b>ICICI 2012 Sustainability &amp; Innovation</b> (Friedrichshafen, Germany)  <b>Workshop: Responsible Supply Chains and Networks: Challenges for Governance and Sustainability</b> (Stockholm, Sweden)
29th of November, 13:00	<b>When prosocial and proself are at odds: The influence of activated values and norms on prosocial behaviour</b> (The seminar can be followed via a live stream connection – more information will be announced soon)
17-18 January 2013	<b>2nd RESPONDER Multinational Knowledge Brokerage Event: Green ICT for Sustainable Consumption? Exploring Emerging Policies and Open Research</b>
5-8 February 2013	<b>XIX International Conference of the Society for Human Ecology</b>

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