



Dear Reader,

An important goal of our virtual community is to facilitate collaboration between researchers in the field of Sustainability & Consumption and in general increase information and communication about our research, internally and towards external stakeholders. In this issue, we present a new initiative that was decided at the annual meeting in Wrocław, Poland: A LinkedIn group for members of the VC. In a couple of days, all members will receive an invitation from LinkedIn to join the group. Further, starting with next issue, we invite research groups among our members to present themselves and, especially, their research, in the monthly newsletter. In the November issue, the Marketing & Sustainability group at Aarhus University, School of Business and Social Sciences will be the first to do so. Let us know if you would like to present your research group in the newsletter, and when you would like to do so.

Best,  
John

## NEWS

### Join us on LinkedIn!

In order to facilitate communication between members of the VC, we have created a [Sustainability and Consumption Virtual Community group](#) on LinkedIn for which you will receive an invitation to join within the next couple of days.

The LinkedIn group gives additional possibilities to connect with other Community members, be up to date with their activities, engage in networking, start new collaborations, share interesting news and discuss burning topics.

For any further questions, you can contact us at [vc.bss@au.dk](mailto:vc.bss@au.dk).

### 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)

This seminar can be followed via a **live stream connection** – more information will be announced in our next newsletter

[Read more](#)

### STEEP summer school

The final report for the STEEP summer school is now ready. It can be downloaded on the [VC's website](#).

### CBS Sustainability Platform

During the past year, CBS Sustainability Platform has engaged in a number of research, education and outreach activities to set the stage for developing a more focused strategy within the broad area of sustainability. You may read the CBS Sustainability Platform Newsletter [here](#).

### Agora Sustentabilidade

The Agora Sustentabilidade project (Sustainability Now) consists a blog promoting social and culture changes in society by sharing information surrounding eight fundamental topics in relation to sustainability: the triple bottom line, Politics, Spirituality, Culture, Space and Education. By mixing these various topics through news, events, videos, info graphics and articles addressed both to the specialized and general public, the blog aims to raise awareness regarding sustainability and movements within the domain.

[Read more](#)

## CALLS

### Special Issue on Sustainability as Megatrend: Journal of Macromarketing, 2014

This special issue of the Journal of Macromarketing will reflect upon sustainability as a megatrend by asking various stakeholders to voice their cases.

Manuscripts must be received no later than February 28, 2013, and the special issue will be published in September, 2014

[Read more](#)

## NEW PUBLICATIONS

> Friedrichsmeier, T., Matthies, E., & Klöckner, C. A. (2013). Explaining stability in travel mode choice:

An empirical comparison of two concepts of habit. Transportation Research Part F: Traffic Psychology and Behaviour, 16, 1-13.

> Lundqvist, L. J. J., & Biel, A. (Eds.). (2012). From Kyoto to the town hall: Making international and national climate policy work at the local level. Routledge.

> Mark W. Anderson, Mario Teisl, and Caroline Noblet. 2012. Retrospective assessment to learn prospective stakeholder engagement: Toward finding a voice for the future in sustainability science. Ecological Economics 84: 1-6 Available online at: <http://www.sciencedirect.com/science/article/pii/S0921800912003606>

> Nilsson, A., & Biel, A. (2012). Assessing Values in Environmental Policy Formation. In L. J. J. Lundqvist & A. Biel (Eds.), From Kyoto to the Town Hall: Making International and National Climate Policy Work at the Local Level (pp. 59-76): Routledge.

> Shyamani Siriwardena, Gary Hunt, Mario Teisl, and Caroline Noblet. 2012. Effectiveness of eco-marketing on green car purchase behavior in Maine: A nested-logit model approach. Transportation Research Part D: Transport and Environmental 17 (2) 237-242

> Steg, L., Perlaviciute, G., van der Werff, E., & Lurvink, J. (2012). The Significance of Hedonic Values for Environmentally Relevant At-

## EVENTS

29-30 October	<b>Sustainable Innovation 2012: Resource Efficiency, Innovation and Lifestyles</b> (Alanus University, Bonn, Germany)
12-13 November	<b>International Conference: The post-Rio future we want in Asia: The SCP Engine</b> by UNEP (Bangkok, Thailand)
12-14 November	<b>Behavior, Energy and Climate Change Conference</b> (Hyatt Regency Hotel, Sacramento, California, USA)
12-15 November	<b>Green Growth or De-Growth?</b> by Society for Ecologic Economics (ANZSEE - Bond University, Gold Coast, Australia)
13 November	<b>EPA's Materials Management through Sustainable Consumption Webinar Series - Why Sustainable Consumption Part 2: The business case for Sustainable Consumption</b>
14-18 November	<b>Boundaries of Consumption: Critical Perspectives on Race, Class, Gender, Citizenship and Space in Changing Markets</b> (San Francisco, CA, USA)
22-23 November	<b>ICICI 2012 Sustainability &amp; Innovation</b> (Friedrichshafen, Germany)
22-24 November	<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)

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## Board of the VC:

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

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