



Dear reader,

We hope that everyone has had a nice summer with time to relax and recharge as well as being productive and creative. Some of us have used part of the summer to work on joint applications (e.g., for the ERA-Net SUSFOOD [SUStainable FOOD production and consumption]) and others have used time preparing the start new collaboration projects (e.g., the FP7 project "Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship – EU-ENNOVATE" – congratulations!). Now, the Fall semester has started or is about to start everywhere, with a lot of exiting activities. And very soon, many of us will meet in Magdeburg, for the 10th Biennial Conference on Environmental Psychology, and for the Annual Meeting of the Virtual Community (which will be Monday evening at the conference). We very much look forward to meet, take stock of what has happened in the community the last year, and lay the course for the next period. And, of course, enjoy the exiting program of the conference, including the special symposia on Sustainability & Consumption, and the stimulating exchanges of ideas and opinions both at the symposia and at social events. In the meantime, we have collected some news, opportunities, and publications that we hope are useful for you.

Kind regards,

John

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## NEWS

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### **World Economic and Social Survey 2013: Sustainable Development Challenges**

New strategies are needed to address the impacts of rapid urbanization around the world, including increasing demands for energy, water, sanitation, public services, education and health. The 2013 World Economic and Social Survey examines the many challenges that must be addressed to achieve sustainable development. The United Nations Conference on Sustainable Development— Rio+20—set out a framework for action and follow-up across a wide range of issues and the Survey zooms in on three critical challenges – food security, energy transformation and sustainable cities.

[Read more](#)

### **The Behavioral Decision Research in Management (BDRM) Conference**

The Behavioral Decision Research in Management (BDRM) Conference will be held on July 17-19, 2014 at London Business School.

In this connection, "The Greater Good" pre-conference, in partnership with the Journal of Marketing Research, will take place at London Business School on July 17, 2014.

The pre-conference will focus on behavioral decision research that can contribute to understanding and fixing pressing social needs.

For questions about the pre-conference, contact Deborah Small ([deborahs@wharton.upenn.edu](mailto:deborahs@wharton.upenn.edu)) or Cynthia Cryder ([cryder@wustl.edu](mailto:cryder@wustl.edu)).

### **Global consumers willing to pay more for goods, services from socially responsible companies**

The Nielsen Global Survey on Corporate Social Responsibility surveyed more than 29,000 Internet respondents in 58 countries. The percentage of consumers willing to pay more for goods and services from companies that have implemented programs to give back to society increased among both males and females and across all age groups, with respondents under age 30 most likely to say they would spend more for goods and services from companies that give back.

[Read more](#)

### **Fortune favours the brave**

Accenture, Marks & Spencer and Business in the Community have released a joint Report that argues that companies can go beyond conventional corporate and social responsibility programs and, instead, place sustainability at the heart of business strategies and operations to unlock value, whilst delivering social and environmental progress.

[Download the report here](#)

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## CALLS

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### **Call for Papers for a JCP Special Issue on "Sustainable Textiles: The Role of Consumers, Civil Society, Corporations, and Government"**

Given the environmental and anti-sweatshop movements' stature in political and ethical consumerism and its successes in putting sustainability issues on governmental and corporate agendas, clothing and textile certification has lagged behind other product sectors where eco-, organic, and fairtrade labeling flourish. Why is this the case?

This special issue seeks to answer this question by focusing on the different actors and institutions involved with the complex sustainability challenges of clothing and textile production and consumption.

Papers that study how consumer, civil society, the media, popular culture, government, corporations, and others address the sustainability of textile and clothing production and how actors and institutions contribute with different forms of problem-solving solutions are welcome and encouraged for submission!

The papers for this special issue have to be submitted no later than May 15, 2014.

Further details regarding submission are available at the journal website: <http://www.springerlink.com/content/100283/>

For further details regarding the call for papers please contact the guest editors: Michele Micheletti, [michele.michelettu@statsvet.su.se](mailto:michele.michelettu@statsvet.su.se) and Magnus Boström, [magnus.bostrom@oru.se](mailto:magnus.bostrom@oru.se).

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## PUBLICATIONS

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Bradu, C., Orquin, J., & Thøgersen, J. (2013). The Mediated Influence of a Traceability Label on Consumer's Willingness to Buy the Labelled Product. *Journal of Business Ethics*, 1-13. doi: 10.1007/s10551-013-1872-2

Jakovcovic, A., & Steg, L. (2013). Sustainable transportation in Argentina: Values, beliefs, norms and car use reduction. *Transportation Research Part F: Traffic Psychology and Behaviour*, 20(0), 70-79. doi: <http://dx.doi.org/10.1016/j.trf.2013.05.005>

Kastner, I., & Matthies, E. Implementing web-based interventions to promote energy efficient behavior at organizations .À a multi-level challenge. *Journal of Cleaner Production*(0). doi: <http://dx.doi.org/10.1016/j.jclepro.2013.05.030>

Marian, L., & Thøgersen, J. (2013). Direct and Mediated Impacts of Product and Process Characteristics on Consumers' Choice of Organic vs. Conventional Chicken. *Food Quality and Preference*, 29, 106–112. doi: <http://dx.doi.org/10.1016/j.foodqual.2013.03.001>

Reisch, L., Eberie, U., & Lorek, S. (2013). Sustainable food consumption: an overview of contemporary issues and policies. *Sustainability: Science, Practice & Police* 9(2)

Schrader, U., Fricke, V., Doyle, D., & Thoresen, V. W. (Eds.). (2013). *Enabling responsible living*: Springer.

Schrader, U., & Harrach, C. (2013). Empowering Responsible Consumers to be Sustainable Intrapreneurs. In U. Schrader, V. Fricke, D. Doyle & V. W. Thoresen (Eds.), *Enabling Responsible Living* (pp. 181-192): Springer.

Stern, P. C., Ebi, K. L., Leichenko, R., Olson, R. S., Steinbruner, J. D., & Lempert, R. (2013). Managing risk with climate vulnerability science. *Nature Climate Change*, 3(7), 607-609.

Venhoeven, L., Bolderdijk, J., & Steg, L. (2013). Explaining the Paradox: How Pro-Environmental Behaviour can both Thwart and Foster Well-Being. *Sustainability*, 5(4), 1372-1386.

Zhou, Y., Thøgersen, J., Ruan, Y., & Huang, G. (2013). The Moderating Role of Human Values in Planned Behavior – The Case of Chinese Consumers' Intention to Buy Organic Food. *Journal of Consumer Marketing*, 30, 335 - 344. doi: 10.1108/JCM-02-2013-0482

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## EVENTS

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|-------------------|---|
| 22 - 25 September | 10th Biennial Conference on Environmental Psychology  |
| 22 - 27 September | 8th Conference on Sustainable Development of Energy, Water and Environment Systems  |
| 9 - 10 October    | Transformation Processes and their Meaning for the Sustainability Transition – Linking Local Practices and Global Agendas |

[Read more](#)

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- > Fortune favours the brave by Accenture, Marks & Spencer and Business in the Community

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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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