

# Sustainable Consumption and Production

## *Forecasts and Scenarios for a More Sustainable Society*

### Seminar Series 2006-2008

The aim of this seminar series is to develop a range of scenarios that will provide policy makers, business, consumers and a wide range of other stakeholders, with ideas about what the future may hold if individually and collectively we choose to follow different approaches to achieving more sustainable consumption and production patterns and behaviours

The Seminar Series is an ESRC funded collaborative effort between the ESRC Centre for Business Relationships, Accountability, Sustainability and Society (BRASS) at Cardiff University, the Centre for Sustainable Consumption at Sheffield Hallam University, and the School of Business and Economics at Swansea University



# The Seminar Series 2006-2008

## Changing the Way People Think

Cardiff University, 26th January 2007



This seminar addresses how we can bring societies forward into the future, a future where production and consumption are based on sustainability principles. Few people contest the need to change the way we behave to a more sustainability orientated mode of life, but this is one of the most difficult challenges facing society at the current time. To obtain such change we must consider management, behavioural and cultural factors and the need to engage with individual responsibility to a greater extent. The seminar considers a more sustainability focused society and what steps need to be taken to achieve a different kind of future

## Changing the Way People Eat

Cardiff University, 15th February 2007



Recent food production and consumption issues have gained a lot of attention in the global media and appear to have caught the imagination of both individuals and food production companies. This seminar offers insights into the ways in which more sustainable models of production and consumption behaviour may help to manage the risks identified, and provides some timely warnings about the potential outcomes if unsustainable traditional approaches to the management of the food chain continue.

## Changing the Way People Move

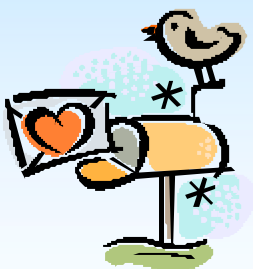
Cardiff University, 20th July 2007



Motorised personal mobility has emerged as one of our least sustainable practices. Alternative solutions are introduced but only on a piecemeal basis. The barriers to their introduction are often more within the realms of the social sciences than in engineering. This seminar will focus on the challenges to making motorised personal mobility more sustainable, discuss the need for a more integrated approach to implementation of new solutions and will identify for policy makers and other stakeholders issues, problems and possible solutions to progressing towards a more sustainability oriented mobile society.

## Changing the Way People Relate

Cardiff University, 28th September 2007

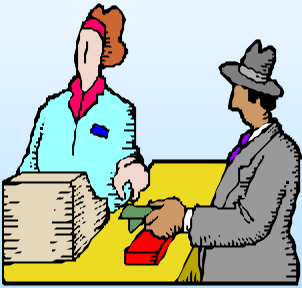


In the developed world the relationship sector is big business. It reflects changes in the nature of families, and the values of individuals affecting their personal interactions within society as a whole. It includes the use of a wide range of products and services from those aimed at promoting sexual vitality to the provision of web and non-web based services focusing on the facilitation of new relationships. In the less developed world, pressures of poverty and illness and the influences of the developed world often have demands for the products and services found in developed societies. This seminar considers how relationship and family models may further change in the future, what the implications may be for the providers of relationship related products and services, and how these changes may have sustainability related impacts for other products and services in society, such as housing.

# The Seminar Series 2006-2008

## Changing the Way People Buy and Sell

Sheffield Hallam University, 15th November 2007



Current patterns of production and consumption are based on models that go back over hundreds of years. These models are unsustainable as they encourage consumers to buy ever more products, ignore the possibilities of refurbishment and repair, and focus on the image and status of products rather than their functionality and durability. Producers are encouraged to make household items that have inadequate durability, are fixed to certain times or events, or use scarce resources for aesthetic purposes. Alternatives are being developed to these models, although they have had limited exposure to consumers and mainstream manufacturers. This seminar explores the potential of some of these new models such as localization, product-service systems, downsizing and 'slow consumption' and evaluates their potential benefits for producers and consumers.

## Changing the Way People Achieve Well-being

Sheffield Hallam University, 21st February 2008



Health is a big issue. In some societies health issues focus on the management of large scale epidemics caused by poverty, lack of resources and other factors, whilst others face issues related to over consumption – obesity, alcohol, drug and smoking related illnesses. Traditional medicine relies heavily on pharmaceutical products and hospital or GP based services, but these can be highly unsustainable in economic as well as environmental and social terms. Increasingly, consumers are seeking other alternatives both in the kinds of products they use to treat illness but also in the services they access, while large medical related companies seek different markets for increasing numbers of pharmaceutical and other medical products. This seminar tackles these issues and will be of interest to health policy, practitioner and consumer stakeholders alike.

## Changing the Way People Play

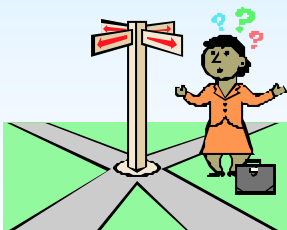
Cardiff University, 16th April 2008



The tourism and leisure industry has huge impacts in terms of the sustainability of the locations in which they operate. These can include impacts at the local level with the siting and use of specific event arenas and the changes they can bring to local communities, the reliance of regional and national economies on tourism and leisure activities, and the severe environmental and social justice issues that can arise from the tourism industry operating at a global level. The seminar identifies some of these current unsustainable business practices and consumption patterns, and offers a critique of alternative business models that may be used to move the sector into a more sustainable mode of operating.

## Changing the Way People Act

Cardiff University, 24th September 2008



The final seminar in the series looks at the ways in which people may be encouraged to become more involved in the decision-making processes that will determine the move towards more sustainable production and consumption models. Models of governance, political processes and the inclusion of individuals and businesses in the development of ideas will be discussed, and innovative approaches to achieving new decision-making models and processes reviewed. This seminar will provide policy-makers and others with stimulating and radical suggestions about the actions needed to move society more effectively on the path to sustainable production and consumption.



# How to book a place



If you would like to attend one or more of the seminars planned for the series in Cardiff, please contact :

**Liz Heming**

Communications Manager  
BRASS Centre  
Cardiff University  
55 Park Place  
Cardiff  
CF103AT

Telephone: +44 (0) 29 20876562  
Fax: +44 (0) 29 20 876061

Email: [heminge@cardiff.ac.uk](mailto:heminge@cardiff.ac.uk)

If you would like to attend one or more of the seminars planned for the series in Sheffield, please contact:

**Dr Tim Cooper**

Centre for Sustainable Consumption  
Sheffield Hallam University,  
City Campus,  
Howard Street,  
Sheffield  
S1 1WB

Telephone: 0114 225 4838  
Fax:: 0114 225 2881

Email: [t.h.cooper@shu.ac.uk](mailto:t.h.cooper@shu.ac.uk)

**Seminars are FREE but you will need to register your intention to attend as capacity is limited.**

**A buffet lunch and refreshments will be provided for all delegates.**

**Funding is available for a small number of delegates to cover the cost of attending the seminar. This funding is aimed specifically at post graduate students or others for whom the cost of travel cannot be covered by their institution or personal funds. This funding will be evaluated on a case by case basis. Contact Liz or Tim to find out more.**

## **Interested in presenting a paper?**

If you are interested in presenting at one of the seminars we would be pleased to hear from you. All papers and presentations will be judged on merit and relevance to the seminar topic. Each seminar is expected to generate papers for publication, and there is a book planned as a major output for the seminar series.

If you would like to find out more, or have suggestions for papers to be given for a specific seminar please contact:

Frances Hines (Research Manager) at BRASS centre (see contact details above)

Email: [hinesf@cardiff.ac.uk](mailto:hinesf@cardiff.ac.uk)

Tim Cooper at Centre for Sustainable Consumption

Email: [t.h.cooper@shu.ac.uk](mailto:t.h.cooper@shu.ac.uk)

Liz Heming (Communications Manager) at BRASS Centre

Email: [heminge@cardiff.ac.uk](mailto:heminge@cardiff.ac.uk)

Jane Probert at the School of Business and Economics, Swansea University

Email: [j.probert@swansea.ac.uk](mailto:j.probert@swansea.ac.uk)