



Sustainable Development Research Network

SDRN Annual Sustainable Development Research Conference 2010

Event Programme

Thursday 9th December 2010



About SDRN

The Sustainable Development Research Network (SDRN) aims to facilitate the better use of sustainable development research and evidence in policy-making. The Network was established in 2001 and is funded by the Department for Environment, Food and Rural Affairs (Defra) and the Department for Transport (DfT). SDRN activities bring together researchers, academics, policy-makers, practitioners and other stakeholders to focus on the identification of research needs, the discussion of new and emerging research and evidence, and the policy-relevant translation and interpretation of such research.

Membership of the Network is free and members receive the fortnightly email bulletin, the SDRN Mailing, providing updates about Network news, and new SD-related calls, research, online resources, events and publications. The SDRN website also features a dedicated 'Jobs and Training' section, where opportunities around the Network can be found. The SDRN coordination team is based at the Policy Studies Institute in London, and Network activity is guided by an Advisory Committee with academic, policy and practitioner representatives.

For further information about SDRN, and to sign up to receive the fortnightly SDRN Mailing, visit www.sd-research.org.uk

Conference Aims

The SDRN Annual Conference aims to:

- Provide a platform for the presentation of new, cutting-edge sustainable development research relevant to Defra's five strategic priorities for sustainable development;
- Update the research and academic communities on current developments in UK sustainable development policy-making;
- Identify future research needs for sustainable development, to inform the funders of sustainable development research;
- Provide networking opportunities for SDRN members.



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Agenda

09.30 Coffee and Registration
(Williams Lounge)

10.00 Welcome address
(Henry Wellcome Auditorium)

Conference chair: Prof. Roland Clift

10.10 Plenary Session I
(Henry Wellcome Auditorium)

Sustainable Development Policy under the new Coalition Government

The opening session of the day will explore the implications of the recent changes within government for the development and delivery of sustainable development, and what this means for the research community's activities and priorities.

Speakers:

- Will Day (Chair, Sustainable Development Commission)
- Prof. Andrew Stirling (SPRU, University of Sussex)
- Jonathan Tillson (Head of Sustainable Development, Defra)

11.10 Parallel Session 1a: Innovating for a Transition to a Sustainable Economy
(Henry Wellcome Auditorium)

The Climate Change Act of 2008 introduced a new policy framework with significant consequences for innovation policy. Although there is a consensus on the centrality of low carbon innovation there are different views on the role of general induction through market-based instruments versus targeted support measures. From a sociotechnical transitions perspective there are also concerns about the policy balance between incumbents and entrants, the encouragement of transformative change, the mix between technological and social innovation, and the management of diversity. This session discusses these issues in relation to the current UK policy agenda on innovation and sustainability.

Chair: Prof. Fred Steward (PSI)

Speakers:

- Prof. Frank Geels (University of Sussex)
- Dr. Robert Gross (Imperial College London)

Policy respondent: Keith Smith (BIS)

Parallel Session 1b: Digital Technologies in Research and Practice
(Franks Room)

Increasingly innovative methods - often involving the use of digital technologies - are emerging in sustainable development research and practice, some of which will be show-cased in this parallel session.

Chair: Dr. Ruth Rettie (Kingston University)

Speakers:

- George MacKerron (LSE, 'Mappiness')
- Dr. Andrew Hudson-Smith (UCL, 'Tales of Things')
- Dr. Joe Smith (Open University, 'Creative Climate')

Respondent: Dr. Hannah Foreman (RCUK Digital Economy and Energy Programmes)

12.40 Lunch
(Williams Lounge)

13.30 Parallel Session 2a: Trade and Sustainable Development
(Henry Wellcome Auditorium)

This session will examine the significance of resource transfers in trade and the implications of this for understanding the true environmental and social impacts of UK consumption and production. In particular, it will focus on the work by the Carbon Trust on International Carbon Flows, WWF's work on virtual water and trade, and Unilever's new Sustainable Living Plan.

Chair: Prof. Roland Clift

Speakers:

- Eric Lounsbury (The Carbon Trust)
- Dr. Ashok Chapagain (WWF)
- Dr. Henry King (Unilever, Sustainable Living Plan)

Respondent: Alice Baverstock (Defra)

Parallel Session 2b: Skills for a Green and Sustainable Economy
(Franks Room)

What skills do individuals, businesses and the public sector need to deliver a green and sustainable economy, not just in green sectors such as renewable energy or low carbon transport, but across the economy? How can these skills be delivered and what challenges still need to be resolved and by whom? This session will consider these questions with perspectives from business, skills providers, policy and research.

Chair: Rachel Muckle (Defra)

Speakers:

- Tess Gill (Sustainable Development Commission)
- Prof. David Uzzell (University of Surrey)
- Tim Balcon (EU Skills)
- Robert Hayward (Accenture)

Respondent: Jim Haywood (Business in the Community)

15.00 Tea
(Williams Lounge)

15.30 Plenary Session II: Panel Discussion
(Henry Wellcome Auditorium)

Environmental Citizenship and Pro-environmental Behaviour

Following on from the recent launch of the SDRN ‘Environmental citizenship and pro-environmental behaviour’ review, this final panel discussion will consider the role of citizenship-based approaches within environmental policy and how these might be employed alongside incentives-based approaches to encouraging behaviour change.

Chair: Halina Ward (Foundation for Democracy and Sustainable Development)

Main speaker:

- Prof. Andy Dobson (Keele University)

Panel discussants:

- Rob Crumbie (RecycleBank)
- Dr. Gemma Harper (Defra Social Research Unit)

16.55 Closing Remarks
(Henry Wellcome Auditorium)

Conference chair: Prof. Roland Clift

17.00 Evening Drinks Reception and Launch of the SDRN Sustainable Procurement Review
(Franks Room)

This will begin with a short introduction by Dr. Helen Walker, author of the SDRN Rapid Research and Evidence Review ‘*Successful business and procurement: what lessons for sustainable public procurement can be drawn from successful businesses?*’ followed by a brief response from Dr. Kay Williams, Defra.

19.00 Close

Speakers' Biographies

Tim Balcon began his career in 1981 as an Apprentice Service Engineer with British Gas in South Yorkshire. After completing his Apprenticeship, Tim moved to Leicester to become a Training Instructor before progressing to Training Advisor at British Gas Services and then to National Project Manager. After leaving British Gas Services in 1999, Tim went on to manage an Inward Investment Project in north Nottingham, looking at re-skilling the workforce made redundant from the mining and textile trades. The Project also aimed to attract businesses into the area, through equipping the region's workforce with a modern day skills set. Tim joined GINTO (Gas Industry National Training Organisation) as Chief Executive Officer in 2001 and then as Chief Executive at GWINTO (Gas and Water Industry National Training Organisation). Tim was appointed Chief Executive of Energy & Utility Skills by the Board in 2003.

Alice Baverstock works in the Sustainable Consumption and Production Programme at Defra. She has been a civil servant for 13 years and has previously worked on waste, contaminated land, transport safety, London mayoral and assembly elections and water quality.

Dr. Ashok Chapagain is an international researcher, working as a senior water advisor at WWF-UK. He has a civil engineering background and a decade-long work experience in water resources management in Nepal before he received an MSc degree in Water Resources and Environmental Management in 2000 and a PhD in 2006. During his PhD at UNESCO-IHE, he refined and co-developed the concept of the 'Water Footprint'. Before joining WWF-UK in 2007, he worked as a post doctoral researcher at the University of Twente in the Netherlands. Ashok has contributed significantly to the development of various tools and methods to account and analyse the water footprint of nations, businesses and individuals. His list of publications includes two books, 14 scientific journal papers, two report chapters, five papers in the proceedings of different conferences and 17 technical reports. He regularly writes and reviews journal articles and is an editor for a number of scientific journals.

Rob Crumbie is the Director of Marketing and Communications at RecycleBank. Rob joined RecycleBank in the summer of 2009 and has been responsible for engaging, motivating and activating residents to participate in the scheme and building awareness of RecycleBank across all levels and stakeholder groups. The scheme has been incredibly successful, motivating residents to increase their recycling by up to 60%, diverting waste from landfill and rewarding residents for their positive green behaviours. Rob is also a Chair of Governors and is married with three young children.

Will Day was appointed Chair of the Sustainable Development Commission in July 2009, taking over from Jonathon Porritt. Will brings to the post a background in international development from his work with Save the Children and Oxfam, and at CARE International, where he was Chief Executive between 1996 and 2004. He has worked as a producer and presenter with the BBC World Service, and was instrumental in establishing Comic Relief, going on to become its first Grants Director. He is currently Special Advisor to the United Nations Development Programme (UNDP) and a Senior Associate of the University of Cambridge Programme for Sustainability Leadership. He is Chairman of the non-profit company Water and Sanitation for the Urban Poor (WSUP), and part-time Sustainability Advisor to Pricewaterhouse Coopers in the UK.

Prof. Andy Dobson is Professor of Politics at Keele University, where he teaches and researches environmental political theory. Among his publications are: *Green Political Thought* (4th edition 2006), *Justice and the Environment* (1998) and *Citizenship and the Environment* (2003). He is a member of the Sustainable Development Research Network Advisory Committee and was lead author on the SDRN's latest Rapid Research Review on Environmental Citizenship and Pro-Environmental Behaviour. He is also a member of the Natural England Science Advisory Council, and is the Principal Investigator on a recently-awarded ESRC/EPSRC-funded project on 'Reducing Energy Consumption through Community Knowledge Networks (RECCKN)'.

Dr. Hannah Foreman works across the Research Councils UK Digital Economy and Energy programmes funding research and training in UK Universities. The RCUK Digital Economy programme is supporting research and training to understand how the novel design and use of digital technologies can contribute to an innovative, healthy economy and inclusive society. The Research Councils UK Energy Programme aims to position the UK to meet its energy and environmental targets and policy goals through world-class research and training. Hannah leads the Sustainable Society theme for the Digital Economy programme, as well as managing several portfolios, including 'Transforming Energy Demand through Digital Innovation' and 'Bridging the Urban and Rural Divide' - the latter in collaboration with the Government of India. Hannah originally trained as a laser Physicist, receiving her PhD from the University of Southampton in 2006. She joined the EPSRC in 2008, where she worked in the International team before moving to her current role in April 2010.

Prof. Frank Geels is Professorial fellow at SPRU, Sussex University. His work aims to place a new topic on the agenda of innovation studies: the dynamics of socio-technical transitions - fundamental shifts in entire systems (transport / energy / food / water / production) arising through the interplay of technology, markets, business investment, public policy, cultural beliefs and consumer behaviour. He has worked on transitions for more than 10 years, and is one of the leading international scholars on the topic through his work on the multi-level perspective (MLP). He has published more than 30 articles and authored a report to the Department for Environment, Food and Rural Affairs (DEFRA) in 2008 - 'The Feasibility of Systems Thinking in Sustainable Consumption and Production Policy'.

Tess Gill has been the Work and Skills Commissioner for the Sustainable Development Commission since 2006 and is currently the lead Commissioner on Health. She chaired the Commission's review on public sector regulators which reported in 2009. She is a member of the Trade Union Sustainable Development Advisory Committee. She has many years' experience as a barrister specialising in employment and discrimination and is an Employment Judge and a trained Mediator. She was formerly an Assistant Secretary of the National Union of Civil and Public Servants, and the Legal Officer of the GMB. She has held posts in a number of voluntary organisations concerned with issues of diversity, social justice, poverty and disadvantage, and is currently Chair of One World Action.

Dr. Robert Gross is Senior Lecturer in the Centre for Environmental Policy at Imperial College, London and Director of the Centre for Energy Policy and Technology (ICEPT). His academic interests are concerned with scenarios and modelling of energy system change, analysis of the functioning of innovation systems, energy economics and the development of techniques for technology assessment. He has been actively engaged in policy development and has been an invited member of a range of DTI, Carbon Trust, Cabinet Office and other government steering groups and working groups as well as advising a range of energy companies and NGOs on low carbon energy technologies and policies. He was a contributor to the report of the *Committee on Environmental Markets and Economic Performance* in 2007.

Dr. Gemma Harper is Defra's Chief Social Researcher, Deputy Senior Responsible Owner of Strategic Evidence, and Deputy Director in the Strategy and Sustainability Programme. She is responsible for: (1) ensuring social research is of the highest standard across Defra's remit, is focused on helping to deliver Defra's priorities, and has impact on strategy, policy and delivery; (2) leading, with the Deputy Chief Scientific Advisor and the Chief Economist, on Defra's interdisciplinary strategy for evidence; (3) supporting the Director of Strategy and Sustainability in developing the evidence base for the Green Economy Programme; (4) chairing the cross-government Social Impacts Working Group; and (5) increasing the impact and effectiveness of analysts across the Department and fostering analysts' career development. Gemma studied psychology at the University of Leicester, post-graduate social psychology at London School of Economics, and conducted her post-doctoral research in the Department of Agricultural and Food Economics, The University of Reading, where she contributed to a range of research projects for the EU, MAFF and DfID, and consultancy for FAO/WHO, EU-CAFP, and USDA. Gemma joined the Home Office in 2002 as Principal Research Officer and led on offender management research. She continued to develop the evidence base for criminal justice strategy, policy and delivery as Senior Principal Research Officer for the Home Office and Ministry of Justice. Before joining Defra in April 2010, Gemma was Acting Deputy Director of Offender Management and Sentencing Analytical Services (OMSAS), responsible for providing analytical leadership to deliver the Ministry of Justice's strategic objective to protect the public and reduce reoffending. Gemma is a member of Government Social Research (GSR).

Jim Hayward joined Business in the Community as Director of the environment campaign in April 2003. Immediately prior to this, Jim worked for the Environment Agency as general manager of the Lower Severn area, where he was responsible for overseeing all aspects of the Agency's regulatory, advisory and championing roles within the Area. With the Agency, Jim also headed up the National Flood Warning Centre, which he set up as a centre of expertise in flood forecasting, warning and public awareness following the widespread floods which hit eastern and central England and parts of Wales in Easter 1998. Jim's former career included work with blue-chip multinationals, such as The BOC Group and AMP Incorporated (now part of the Tyco group), in environment management roles. He has hands-on experience working with business units in developing environmental management systems as well as due-diligence and regulatory compliance auditing - both within the UK and overseas. Jim has also acted as the lead and co-ordinator of operating company environmental managers across Europe, Middle-East and Africa (EMEA) as well as Asia Pacific. He was Chair of the European Industrial Gases Association environmental group. Jim's career started as a submarine engineering officer in the Royal Navy with experience of both nuclear and diesel-electric submarines, as well as shore-based engineering and logistic support roles. He graduated from Exeter University in 1980 with an Honours degree in Engineering Science. He is a Chartered Engineer and Fellow of the Institution of Mechanical Engineers.

Robert Hayward, from Accenture's Sustainability Services practice, is the Study Lead for the UN Global Compact-Accenture CEO Study 2010, the largest CEO study on sustainability ever conducted. Rob is also currently working with the Smith School of Enterprise and the Environment at the University of Oxford, on research into CEO perceptions of corporate sustainability, and with the World Economic Forum on New Sustainable Business Models. Rob is based in London, and holds an honours degree in Modern History from the University of Oxford.

Dr. Andrew Hudson-Smith is Director of The Centre for Advanced Spatial Analysis, University College London. He is Editor-in-Chief of Future Internet Journal, an elected Fellow of the Royal Society of Arts and Course Founder and Director of the MRes in Advanced Spatial Analysis and Visualisation. His work has featured widely in the media including most recently, New Scientist and Wired with the Tales of Things Project.

Dr. Henry King is the Science and Technology Leader for Sustainability in Unilever's Corporate Safety and Environment organisation. He has a background in environmental sciences and leads the development and application of life cycle management across all functions within Unilever, including the supply chain, marketing and product development. Henry is Unilever's climate change expert and is jointly responsible for Unilever's Brand Imprint approach and the development and implementation of Unilever's Sustainable Living Plan, which includes a commitment to halve the environmental footprint of its products by 2020.

Eric Lounsbury is a Strategy Associate in the Carbon Trust's Insights group, which leads research and analysis on climate policy and markets for the Carbon Trust. He has recently completed a review of the tens of thousands of energy efficiency recommendations the Carbon Trust has made to UK organisations since 2001, drawing out trends that illuminate what is needed to drive further uptake of energy-efficient equipment and practices in business and the public sector. He also manages the governance of the Carbon Trust Standard, a corporate standard awarding excellent performance in the measurement, management, and reduction of carbon emissions. Prior to joining the Carbon Trust, Eric was part of the Sustainability Solutions practice at Dupont in Geneva and was previously a Senior Associate in ICF International's Climate Change Strategy practice in London and San Francisco. Eric holds an MBA with distinction from London Business School and a BA in Human Biology from Stanford University.

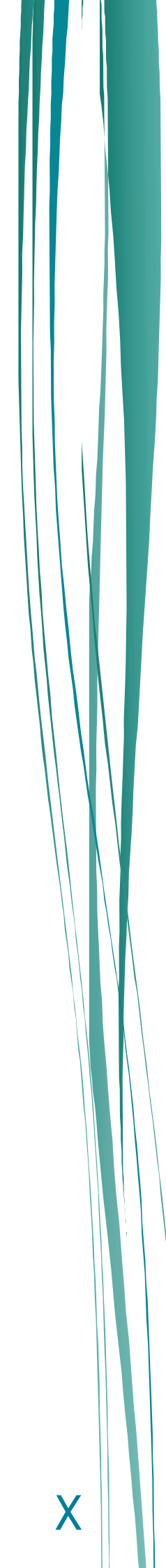
George MacKerron is a PhD researcher at the London School of Economics and Political Science (LSE), based in the Department of Geography and Environment and the Grantham Research Institute on Climate Change and the Environment, and funded by the Economic and Social Research Council (ESRC). George's research focuses on subjective wellbeing, sustainability and environmental quality, and non-market valuation. His methodological interests are in Geographical Information Systems (GIS), spatial analysis and visualisation, and survey and experimental techniques for mobile devices and the web. George is responsible for 'Mappiness', a spatial experience sampling project exploring links between immediate wellbeing and the immediate environment, and is currently analysing the resulting data. He is also contributing to the UK National Ecosystem Assessment as a member of the Economic Assessment of Cultural Benefits team.

Dr. Joe Smith is Senior Lecturer in Environment in the Geography Department at The Open University. He has written and edited books on climate change, quality of life, the green movement, and the media and global environmental issues. Research includes work on the politics of consumption (including on food and transport), media and environment and public attitudes to sustainability policies. He is currently looking at cultural dimensions of climate change. For more than 10 years he has run seminars on environmental issues for senior media decision-makers, and consulted on more than 30 hours of primetime broadcast projects, mainly BBC. He is currently leading an ambitious OU/BBC media and research project, Creative Climate, which will capture the human stories of ingenuity and imagination in response to environmental change 2010-2020.

Keith Smith heads the Science and Innovation Analysis Division within the Science and Research Group at the Department of Business, Innovation and Skills (BIS) in London. After training at Cambridge and Sussex universities, Keith Smith has worked extensively on issues in the economics of innovation. From 1990-2000 he was Director of the STEP Group (Studies in Technology and Economic Policy) in Oslo, Norway, and was then at the United Nations University (UNU-INTECH) in Maastricht, working on innovation and development issues. He worked for the European Commission, at the Joint Research Centre in Seville, Spain, on policy issues related to the European Research Area. He has consulted extensively for national governments and international organisations as well as serving on government policy commissions in several countries. He is Senior Research Fellow in the Innovation and Entrepreneurship Group, Imperial College Business School, Honorary Fellow at the Australian Innovation Research Centre and Adjunct Professor at the Centre for Technology, Innovation and Culture, University of Oslo.

Prof. Andrew Stirling is Research Director for SPRU (science and technology policy research) at the University of Sussex, where he co-directs the ESRC Centre on 'Social, Technological and Environmental Pathways to Sustainability' (STEPS). With a background in natural and social science, he has worked as an archaeologist and disarmament and environment activist. Nowadays, he is an interdisciplinary researcher, focusing on: 'uncertainty and precaution'; 'sustainability and transformation'; and 'participation and power' in science, technology and innovation. He has served on a number of public advisory bodies including EU committees on Energy Policy, Science in Society, Public Engagement, Sustainable Development and Science and Governance. In the UK, he has served on the Advisory Committee on Toxic Substances, GM Science Review Panel, DEFRA Science Advisory Council and the Advisory Board of the BIS Sciencewise Programme - as well as working groups for the Royal Society and Nuffield Council on Bioethics.

Jonathan Tillson has worked for most of his career in what is now Defra, dealing mainly with environmental protection. Before taking up his present post in June 2006, Head of the Sustainable Development Unit, he spent four years at the Government Office for London. SDU is responsible for: (1) the UK's Sustainable Development Strategy and oversight of its domestic implementation; (2) sponsorship of the Sustainable Development Commission; (3) embedding sustainable development within Defra, across central Government and in regional and local government; (4) the Sustainable Development Dialogues (with China, India, South Africa, Mexico and Brazil) and other international partnerships, notably SEED; and (5) helping achieve sustainable communities, in particular through Defra's interests in the land use planning system, housing supply, sustainable buildings and construction, strategic transport issues and the 2012 Olympics. Jonathan is married, with a young daughter, and lives in East Dulwich, London.



Prof. David Uzzell is Professor of Environmental Psychology at the University of Surrey. His research focuses on public understandings of climate change, social and critical psychological approaches to changing consumption and production practices, and attitude and behaviour change in respect of energy, waste and transport. He is a co-investigator on two UK Research Council projects: i) RESOLVE, Research on Lifestyles Values and the Environment (ESRC); and ii) a new EPSRC-funded three-year project, REDUCE - Reshaping Energy Demand of Users by information and Communication Technology and Economic Incentives. In addition, he is funded by the Swedish Council for Working Life and Social Research investigating the policies, practices and relations of trade unions in reconciling the conflicts and contradictions of jobs versus environment across the global South and the global North. In January, he starts a new EU FP7 project, LOCAW: Low Carbon at Work, modelling agents and organisations to achieve transition to a low carbon Europe. He was recently invited to give the British Academy/British Psychological Society Annual Lecture on 'Psychology and Climate Change: Collective Solutions to a Global Problem'.

Dr. Helen Walker is an Associate Professor in Operations Management at Warwick Business School (soon to be Chair in Logistics and Operations Management at Cardiff Business School in March 2011), and her research focuses on sustainability and corporate social responsibility in purchasing and supply. She has worked with a range of organisations such as PepsiCo, the UN, the SDRN and the NHS. She sat on the Sustainable Procurement Task Force and is a member of the Chartered Institute of Purchasing and Supply Sustainable / Responsible Procurement group. In 2009, she won the Journal of Purchasing and Supply Management Best Paper Award, and the International Purchasing and Supply Education and Research Association Best Conference Paper Award, for papers addressing sustainable procurement issues.

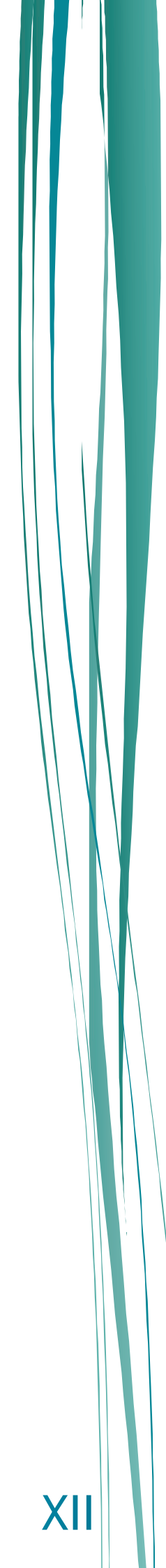
Dr. Kay Williams trained as a scientist, with a PhD from Imperial College, and for eight years carried out applied research at the Central Science Laboratory. Kay moved to policy work in Whitehall in 1999 where she undertook a variety of posts within the department ranging from agricultural CAP reform through to managing the development of a transactional IT system. After spending a couple of years at the British Embassy in Paris as a food safety and sustainable development attaché, she embarked on quality assurance and environmental standards work. More recently she has been involved in carbon footprint assessments of both products and central Government Departments, in particular measuring the greenhouse gas emissions associated with supply chains. She currently heads a team responsible for UK policy on sustainable public procurement, leading the EU's Green Public Procurement initiative and the development of sustainable product specifications for public sector procurers known as Government Buying Standards.

Chairs' Biographies

Prof. Roland Clift - Emeritus Professor of Environmental Technology and founding Director of the Centre for Environmental Strategy at the University of Surrey; previously Head of the Department of Chemical and Process Engineering at the University of Surrey. He is Visiting Professor in Environmental System Analysis at Chalmers University, Göteborg, Sweden, Adjunct Professor in Chemical and Biological Engineering at the University of British Columbia, Vancouver, Canada, President of the International Society for Industrial Ecology, and a Vice President of Environmental Protection UK. He is a non-executive Director of the Blackrock New Energy Investment Trust, a member of Rolls-Royce' Environmental Advisory Board and of the International Expert Group on application of Life Cycle Assessment to waste management. From 1996 to 2005 he was a member of the Royal Commission on Environmental Pollution (RCEP). In 2004-5, he acted as Expert Adviser to a House of Lords enquiry into energy efficiency. He is a past member of the UK Eco-labeling Board and of the Royal Society/Royal Academy Working Group set up at the instigation of DTI to examine the risk and regulatory issues raised by nanotechnology. His research is concerned with system approaches to environmental management and industrial ecology, including life cycle assessment and energy systems.

Rachel Muckle is one of a small team of social researchers across Defra. She worked closely on the development of the research programme aiming to help policy-makers extend and utilise a thorough understanding of behaviour and how it can be influenced. Rachel has progressed from there to work in the Defra Strategy Unit and Evidence Programme. Her role is to bring social research into cross-cutting Defra projects, making sure that the latest research and evidence is reaching the key decision-makers. Prior to joining Defra, Rachel was a research fellow at the University of Surrey for eight years where she undertook many projects relating to environmental behaviour. Rachel applies this expertise in her advisory role to ensure that the potential and likely social impacts of policies are fully understood and considered.

Dr. Ruth Rettie joined Kingston University, where she is a Reader, after ten years as a brand manager for Cadbury, Kraft and Unilever. Trained as a philosopher (MA, B Litt, B Phil, Oxon), Ruth has an MBA and a PhD in Sociology. Her work is interdisciplinary, and includes social theory, social marketing, the influence of technological design on social interaction, and sustainability. She has many publications in sociology, psychology, HCI and management journals. Ruth is principal investigator for two major sustainability projects, CHARM and Smart Communities. CHARM, funded by the RCUK Digital Economy programme, aims to develop, evaluate and understand the role of digital technology in shaping pro-environmental behaviour by informing and challenging 'normal' practice. Smart Communities, funded by the RCUK Energy and Communities programme, will investigate whether members of a community can be facilitated to deliberately debate, develop and adopt new low energy norms, practices and lifestyles.



Prof. Fred Steward is Professor of Innovation and Sustainability at the Policy Studies Institute, University of Westminster, London. Prior to this, he led innovation research at the business schools of Brunel University and Aston University. Seconded to NESTA, the UK innovation agency in 2008, he has advised government departments in the UK, Europe and China on innovation and sustainability. His primary research interest is in ‘transformative innovation’ - pervasive radical system-wide social and technological change. He authored the NESTA Provocation, ‘*Breaking the Boundaries. Transformative innovation for the global good*’ in 2008.

Halina Ward joined the Foundation for Democracy and Sustainable Development as Director in April 2009, having previously served as a trustee from 2006-2009. Halina has a strong leaning to policy-relevant, action-oriented research. Her interest in links between democracy and sustainable development was framed by work on the relationship between public policy and responsible private enterprise; by experience as a mediator and facilitator; by extensive work on environmental and social implications of international trade liberalisation and its institutions, and through interactions with public authorities in the UK as an ordinary citizen. Before joining the Foundation for Democracy and Sustainable Development, Halina was Director of the Business and Sustainable Development Programme at the International Institute for Environment and Development (IIED) in London. She has also worked as a Senior Fellow at the Royal Institute of International Affairs (Chatham House); as a Senior Consultant for the consultancy Environmental Resources Management, and as a solicitor practising commercial environment law. She holds an LLB and an LLM (Law and Development) from the University of London. Halina is a member of the Scientific Committee of Vigeo, a Paris-based social ratings agency.

About our Sponsors

Department for Environment, Food and Rural Affairs (Defra) is the government department responsible for the environment, food and rural affairs. The overarching challenge for Defra is to secure a healthy environment in which we and future generations can prosper. As we build a low carbon, resource-efficient economy, Defra helps people to adapt to changes, deals with environmental risks and makes the most of the opportunity we have to secure a sustainable society and a healthy environment. Under this overarching challenge lie three key priorities: to support and develop British farming and encourage sustainable food production; to enhance the environment and biodiversity in order to improve quality of life; and to support a strong and sustainable green economy, resilient to climate change. Defra's other major responsibilities under the new Coalition Government include preparing for and managing risk from animal and plant disease, and from flood and other environmental emergencies.

BeThere Global conference recording and web broadcasting unlocks the full value of your live event or presentation, by allowing you to reach a wider audience and create a valuable archive of recordings. Using BeThere Global, event owners can: (1) enhance the experience for event attendees by allowing them to revisit or share sessions; (2) reach people who cannot attend; (3) reduce the need for everyone to attend every event resulting in both financial and environmental savings; and (4) create additional revenue streams through pay-to-view, advertising and sponsorship. For more information please visit www.bethereglobal.com or call 01730 894500.

Earthscan is the leading English publisher on climate change, sustainable development and environmental technology for academic and professional, and also policy and general, readers. They seek to publish original, reliable and significant work that helps to foster the conditions for genuine sustainability by providing the means for understanding and analysing the issues and the tools for resolving them. Originally founded by the International Institute for Environment and Development in 1987, they continue to publish in association with them and in partnership with a range of environmental and development organisations worldwide. Visit the website to view the latest publications: <http://www.earthscan.co.uk>

Scott Wilson is now part of URS Corporation. URS/Scott Wilson specialises in research and policy work for central and local government and the private and voluntary sectors. Our projects cover all aspects of sustainable development including climate change mitigation and adaptation, biodiversity and ecosystems services, spatial planning, environmental, social and equality assessments, renewable energy, corporate social responsibility and community engagement. We take a bespoke approach to each of our projects and we are skilled in various social science methodologies including, for example, structured literature reviews, semi-structured interviews, case studies, workshops and focus groups, consultation analysis and database creation. We are experts in conducting comprehensive research, synthesising the findings and generating policy-relevant recommendations.

Policy into practice: making our conference sustainable

Catering

This year, SDRN has worked closely with host venue the Wellcome Collection Conference Centre to ensure that this year's conference is as sustainable as possible. To this end:

- All tea and coffee served at the Conference will be certified FairTrade.
- All wine served during the evening reception will be certified FairTrade.
- The conference venue uses the Vivreau water-filtering system which means they can re-use bottles to ensure waste transport is kept to a minimum.
- All food waste at the venue is separated and composted and this is returned to the land to help grow new food.

Conference materials

The delegates' packs can be reused, as can many of the inserts in the packs themselves. If you do not want your delegate's pack, or any of the contents, please drop these off with the Conference organising team when you leave. Any inserts that cannot be used again will be recycled.

Abstracts of many of the presentations have been produced and will soon be available online, but have not been included in delegates' packs due to their overall length.

After the event

The popularity of last year's SDRN Conference led to efforts to ensure as many members as possible could follow today's proceedings. This year, many of the conference sessions will therefore be streamed live using BeThere Global's state of the art conference recording and web broadcasting facilities. Recordings of all sessions will be available to download as MP3 files following the event.

As usual, presentations, speaker biographies and other conference materials will also be available to download from the SDRN website.

Acknowledgements

The SDRN Coordinating team would like to thank everyone who has contributed to the organisation and running of this year's SDRN Annual Conference. In particular, thanks go to all our speakers, respondents and chairs; to everyone who has generously sponsored the Conference; and to members of the SDRN Advisory Committee, for their invaluable input into the programming of the day. Particular thanks also go to Claire Sabin at the Wellcome Collection Conference Centre and to Jenny Lau and Hilary Salter at PSI.

PSI

The Sustainable Development Research Network is coordinated by Policy Studies Institute (PSI), London. PSI is one of Britain's leading research centres. Now based at the University of Westminster, it has informed public policy since 1931 through the provision, dissemination and promotion of high quality, evidence-based research. PSI is politically neutral and has no connections to commercial interests or pressure groups. Its income derives from a variety of sources including charitable trusts, government departments, research councils, the European Commission and companies.

PSI has two multi-disciplinary research groups - Environment and Work and Social Policy (WASP). The Environment Group's aim is to inform progress towards a more sustainable future, through the provision of robust, independent, policy-focused research. The Group's main current research themes include innovation and sustainability; climate change impacts and adaptation - focusing on social justice issues; research translation and the evaluation of research impacts on environmental policy; understanding, influencing and communicating sustainable behaviours; energy-environment-economy modelling and policy; and environmental policy and economic performance. As well as its research work, the Group coordinates the Defra/Department for Transport funded Sustainable Development Research Network (SDRN) and has provided the secretariat to the Green Fiscal Commission.

The WASP Group has a strong track record in championing rigorous tests of government policy and is well known for undertaking large-scale mixed-methods evaluations and for its work in developing randomized control trials in public policy. Recent research by the Group has explored public service and welfare reform; unemployment and labour market disadvantage; poverty; family life and lone parenthood; social cohesion; ethnicity and migration; public health and disability; food labelling and consumer choice; the ageing society and pension reform; and extended working lives.

PSI's researchers have expertise in a wide range of qualitative and quantitative research methods including survey design and sampling; statistical analysis and econometric estimation; cost effectiveness and cost-benefit analysis; modelling & scenario building; research design; evaluation design; theory-based evaluation; experimental (randomized control trials) and quasi-experimental methods; longitudinal research; case studies; depth interviews; focus groups and workshops; action research; evidence and literature reviews; and systematic reviews and meta-analysis.





Sustainable Development Research Network

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