

**15th Annual International Sustainable Development Research Conference  
July 5-8, 2009**

***"Taking up the Global Challenge: Analysing the implementation of  
innovations and governance for Sustainable Development"***

**CALL FOR PAPERS**

**Track nr 4E:** *Sustainable consumption, consumer responses and new markets  
for eco-products*

**Track chair:** Prof. Gert Spaargaren (Wageningen University, the Netherlands),  
prof. Kris Koppen (Wageningen University, the Netherlands)

Sustainable Consumption and Production (SCP) policies and practices are going through a period of accelerated growth in Europe and worldwide. Companies and governments make considerable efforts to better their understanding of green consumer concerns, green markets and the key dynamics that govern sustainable consumption practices. In this track, we will discuss eco-innovations for consumption practices in different consumption domains (housing, mobility, food, leisure and tourism, clothing and personal care) in different regions of the world (OECD, transitional economies, LDC's). We focus in particular on the interplay between provider and consumer strategies, taking into account recent shifts in consumer perceptions and producer interests. A major aim of this conference track is to analyze the ways in which actors and strategies at the production side of value chains interact (or fail to interact) with actors and strategies at the consumption side of these chains. On the basis of this type of analyses, we aim to identify the factors that are considered the main blockades for developing green niche-markets into mainstream markets.

In this track we in particular invite papers dealing with:

- Different strategies of retail companies and other (e.g. manufacturing) companies for the greening of consumption from the local up to the global level
- Consumer images and orientations that characterize - implicitly or explicitly - green strategies of (retail) companies in different parts of the world
- Regionally-specific consumer responses to the increased visibility and availability of (high quality) green products and services of (retail) companies
- Organized forms of consumer pressure for increasing the quantity and quality of green supply in different consumption domains in different parts of the world.
- Best practices of company-consumer interfaces at the consumption junction.
- Governance arrangements (including ENGO and business strategies) for the creation of level playing fields for green products and services.
- The globalization of sustainable consumption practices, strategies and policies.

Please look at the detailed instructions and deadlines for submitting your abstract and paper, using the Submission & guidelines button at the left side.