



Sustainable Consumption Research and Action Initiative

The Sustainable Consumption Research and Action Initiative Launches a European Sister Organization: *SCORAI Europe*

May 31, 2012: We are pleased to announce the launch of the SCORAI Europe network. Our goal is to support a community that contributes forward-thinking, innovative research in the area of sustainable consumption, while also bridging academic research with mainstream thinking and policy-making. SCORAI Europe will work closely with European Roundtable for Sustainable Consumption and Production (ERSCP) and our sister SCORAI organization in North America, as well as other research networks that are focused on the challenges of addressing the society-environment nexus from a consumption perspective.

Founded in North America and inspired by the European SCORE! Network (2005-2008), SCORAI is an international network of professionals working to address challenges at the interface of material consumption, human fulfillment, lifestyle satisfaction, and technological change. Network participants are seeking to advance and disseminate knowledge, forge connections, and contribute to policy dialogues and practices involving these interrelated issues. To learn more about SCORAI, please visit: <http://www.scorai.org>, where you will find a dedicated web page for SCORAI Europe activities.

In Bregenz, Austria and on May 1, 2012, SCORAI hosted its first Trans-Atlantic workshop around the theme, "Sustainable Consumption During Times of Crisis". Following this successful event that brought together researchers from North America and Eastern/Western Europe, a session dedicated to SCORAI took place within the larger European Roundtable for Sustainable Consumption and Production conference (May 2-4). In that session, it was unanimously agreed that

creating a SCORAI Europe would help strengthen the sustainable consumption community in Europe, both in terms of research and practice. Upcoming activities of SCORAI Europe in 2012-2013 will include: sharing conference proceedings from Bregenz workshop on the SCORAI web site; participating in the 2013 ERSCP conference in Istanbul early June 2013; and potentially another workshop in Europe in spring 2013.

To become a member of SCORAI Europe (no membership fee involved, for the time being), please join the SCORAI EUR listserv <http://scorai-eu.opendna.com>. Members will receive information on upcoming activities and be invited to share information relevant to sustainable consumption research and action in the European context, with other members. For more information on SCORAI Europe, please contact: scoraieurope@gmail.com.

Supporting members: SCORAI Europe

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SCORAI USA Executive Committee

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