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The University of Manchester
Sustainable Consumption Institute

Sustainable Consumption Institute

SCI Newsletter

January 2015

SCI Continues to Grow

Dale Southerton (SCI Director) and **Andrew McMeekin** (SCI Research Director)

Welcome to our second SCI newsletter and to 2015, which promises to be an exciting year for us as we continue to grow and develop our research agenda and stakeholder engagements.

As we write, we are finalising our expansion into a second 'house' on Waterloo Place. This is great news as we welcome new recruits to the SCI team: Professor Frank Boons from Erasmus University, Rotterdam; Drs. Victoria Johnson and Jessica Paddock, both from Cardiff University; and three new PhD students, Patrick Gould, Ulrike Ehgartner and Marc Hudson. Our new space also allows us to extend our visitors programme, following the productive visits of Dunfu Zhang, Danielle Nockolds and Maurie Cohen (from China, Australia and the USA respectively), and in preparation for the start of our strategic research partnership with the Chinese Academy of Social Sciences that will produce a series of research visits and comparative projects.

Since our last newsletter we have continued to publish journal articles and book chapters, with two new books – David Evans' 'Food Waste' and Dale Southerton & Alistair Ulph's edited volume 'Sustainable Consumption' – hitting the shelves of all good bookshops!

In this newsletter you will find some brief insights into the range of our research activities, throwing spotlights on our continuing and evolving programme of enquiry. For example, the *Households, Retailers and Food Waste Transition* project hosted an international workshop bringing together academics and practitioners from policy and business. The *Energy Consumption in the 20th Century*

SCI move into second 'house'



project continues to uncover significant differences in the histories of energy production and consumption across the UK, Germany and Japan. As part of our membership of a Europe-wide consortium (the EU FP7 PATHWAYS project) we hosted a workshop exploring opportunities to integrate insights from the types of modelling approach used by the IPCC with those that emanate from our own style of

sociotechnical analysis. We look forward to telling you more about several new projects which will soon be underway such as a major study on 'Eating Out' and its implications for sustainability which will be reported on in future newsletters.

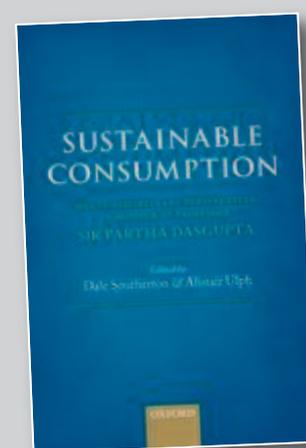
You will also find some brief examples of our series of SCI 'blogs' and forthcoming events. These complement the large number of presentations that SCI researchers give at academic, business, policy and public events, recent examples being keynote talks at the 'Communicate Sustainability' Conference in Bristol, and the 'Sustainable Cosmetics Summit' held in Paris. Finally, the SCI seminar series will continue in 2015 with an exciting line-up of speakers, details of which can be found at the end of the newsletter. These are open events, so you would be most welcome to participate; if that's not possible, we hope there are other ways that you can engage with our work.

New Publication:

Sustainable Consumption

Edited by Profs Dale Southerton and Alistair Ulph, SCI

This book contains chapters from world-leading experts from differing disciplines seeking to explain leading perspectives on sustainable consumption and suggesting how these might be further enriched by utilising findings from other disciplines. Contributors also consider what the implications are for new policies on key sustainability challenges.





How do we deliver a more sustainable future
without compromising our quality of life?

Efficiency in washing machines mask laundry's continuing sustainability problem

Since the mid-80s improvements in the environmental performance of washing machines have reduced the energy intensity of any given wash. At the same time, there have been changes in how people actually use their washing machines and a trend towards washing at lower temperatures. Combining improved technologies with prominent campaigns that urged consumers to 'turn to 30' has brought about reductions in the energy used by washing machines in the UK, from 268 kilowatt hours for the average household in the mid-1980s to 166 kilowatt hours in 2012.

But the same period has seen a massive spike in the overall energy used in laundering clothes. Part of the problem is that more people are using washing machines more frequently than ever before. The average UK household now puts a wash through about five times per week, according to a report by the Energy Saving Trust.

Washing clothes, of course, is only part of the picture. When things come out of the washing machine we need to get them dry again and as it turns out, more and more of us are using tumble dryers rather than washing lines to do so. Current estimates suggest that up to 81% of washes are followed by a drying cycle and although there have been modest improvements in their environmental performance, tumble dryers remain enormously energy intensive.

Increases in the ownership and use of tumble dryers coupled with increased washing seem the main reasons why the energy use associated with doing the laundry has doubled (pdf) since 1970 in spite of reductions in that used by washing machines.

A joined up approach

This story shows the limits of focusing on technical efficiency and the problems in approaching sustainability by focusing on isolated behaviours, such as washing machine use, rather than on the full range

of related activities that are likely to have environmental impacts.

A study by Professor Sarah Pink, an anthropologist now based at RMIT University in Melbourne, which explores the ways in which households go about doing their laundry, draws attention to a range of tasks involved, such as sorting, separating, wearing, washing, drying and ironing.

Our work at the Sustainable Consumption Institute, University of Manchester, including a recent survey of how 1,500 households handle their laundry in Great Britain today, suggests that a more joined up account of domestic laundry habits might provide useful insights for thinking about sustainability campaigns.

Our research shows it's normal for laundry to be separated. Only 10% of the sample did not separate their washing, whereas 60% separated by two or more criteria including the type of laundry to be washed (eg bedding versus underwear), whites and colours, and how dirty things are. Speculatively, this makes it harder for households to wash full loads, leading to smaller loads getting washed more regularly. This is bad news from the perspective of energy and water consumption

The increasing frequency with which UK households use their washing machines suggest rises in the volume of 'dirty laundry' being produced. However, there is no evidence that we are 'dirtying' our laundry any quicker than we used to. When asked about the most important reason for putting different types of laundry in the wash, households in our study reported that consciously evaluating dirtiness matters far less than washing things at specific intervals or after set amounts of wear. Routines appear to guide laundry habits, and the norm is to wear things once or twice before putting them in the washing basket.

Items piling up in the laundry basket may not seem like an environmental problem,

however a clear majority in our study (58%) suggest that a major trigger for doing the laundry is when the basket – or the pile on the floor – is big enough. Accepting that many of these items were not actually dirty to begin with, it's perhaps not surprising that ideas about what clean laundry is appear to be changing. For example, 75% of respondents agreed with the statement that 'clean laundry smells like the laundry products used in the wash'.

What can we learn?

The lessons for policy-makers and businesses hoping to build on the success of the 'turn to 30' campaigns are that a focus on washing machines and their use is not enough, in isolation, to address the environmental impacts of domestic laundry.

Many untapped points of intervention could be used to discourage the growing frequency of wash cycles needing to be dried. Larger washing baskets or wardrobes with a designated space for 'used but not dirty' items might prove effective. Or labelling suggesting how many wears you can get away with before washing.

High profile interventions like the CEO of Levi Strauss & Co announcing that he had not washed his jeans for a year could also help shift conventions around what gets washed when – such that people no longer put clothes in the wash after wearing them once only for them to come out the other end smelling of detergent. Thinking seriously about reducing the use of tumble dryers should involve promoting alternative arrangements for drying laundry. A useful point of intervention would be in the design of new housing with communal drying spaces that are commonplace in Sweden, for example.

Doing the laundry presents several sustainability challenges. Our research suggests we need to move beyond a focus on technological efficiency and isolated changes in behaviour to look more closely at the interconnected activities driving unsustainable household consumption.

This article was first published on Guardian Sustainable Business, 9 October 2014.

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‘Food for Thought’ Workshop

November saw the SCI’s Households, Retailers and Food Waste Transitions Project host an international workshop, bringing together leading social scientists in the field with policymakers and representatives of third sector organisations and UK supermarkets.

Food waste has been high on the political agenda over the last year. In January 14 the British Retail Consortium announced that the major supermarkets would begin regularly reporting on the amount of food wasted in their stores. In April the House of Lords Inquiry into EU food waste prevention published its findings, garnering widespread media coverage. By September the Waste and Resources Action Programme’s (WRAP), ‘Love Food Hate Waste’ campaign launched new initiatives across ten UK cities. SCI researchers have also contributed to the public debate, reporting on research into the causes of household food waste for the Guardian Sustainable Business and the redistribution of surplus food by the supermarket sector on the Policy@Manchester website. And food banks, largely supplied by supermarket surplus, were rarely out of the news as austerity bit across the UK, most recently with the publication of the all-party, Church of England-funded report ‘Feeding Britain’.

Food for Thought brought together over 40 key stakeholders, including representatives from: the UN Food and Agriculture Organisation, the UN Environment Programme, the World Resources Institute and the UK’s Food Standards Agency; policymakers from Defra, the Welsh Government, and delivery agency Zero Waste Scotland; third sector organisation such as Forum for the Future and Keep Britain Tidy (Wastewatch); representatives from ASDA, The Cooperative Group, Marks and Spencer, Morrisons, Tesco and industry body the IGD; and campaigners, consultants and academics from across the UK and Europe, including the SCI’s Director Prof Dale Southerton, Prof Alan Warde, Dr Joanne Swaffield, Dr Daniel Welch, Dr Luke Yates and PhD student, Claire Hoolohan.

Dr David Evans, principal investigator on the ESRC\SCI funded project, welcomed delegates to the Manchester Museum



venue. WRAP researcher Dr Tom Quested and Programme Manager Andrew Parry gave the opening keynote on the agency’s evidence base. Stakeholder interviews for the SCI project have demonstrated the centrality of WRAP for the emergence of a consensus around food waste in the UK.

The central themes of the workshop were the relationship between research and policy, and evidence and action and a key aim was to facilitate networking between delegates. The innovative workshop design challenged participants to collaborate with stakeholders from across different constituencies—academia, policy, third sector and retail—to better understand the constraints and structures within which each operates.

The morning was spent working in groups, with delegates introducing themselves, mapping their expertise and experience, and reporting back to the workshop as a whole. This formed the groundwork for the workshop’s afternoon activity of intensive group collaboration: thinking through the objectives, design, challenges and outputs for a mock research project, policy intervention or campaign on consumer food waste.

Policy interventions were proposed to: reduce red meat waste from households

through ‘smart labelling’; and to both provide guidance for industry on optimised product shelf life and on creating infrastructure and outlets for use of food outside of its shelf life. The ‘Design a Campaign’ challenge was taken up to develop food skills of students to reduce food waste within the home. WRAP research has shown young people waste more food than other age groups. Three groups took up the ‘Research Project’ remit, offering ambitious designs to: understand how shopper diversity and different modes of provision (online, convenience stores etc.) affect food waste; understand young people’s food consumption practices; and understand how the imperatives of food waste and nutritional policy interact (and potentially conflict) in institutional settings such as schools and hospitals.

Dr Julian Parfitt (Anthesis Group), special advisor to the House of Lords Inquiry, gave the concluding keynote on ‘Closing the gap between policy and evidence gathering’. Julian was able to report on the House of Lord’s debate he attended just the day before, held in response to the Inquiry’s report. Issues were raised about the gap between policy and evidence gathering at EU level, with a lack of consistency across Europe, and tensions between ‘standard of evidence’ and ‘urgency of action’. Julian concluded on the need for closer linking of food waste, food security and food sustainability, and for policy and actions that support whole supply chain approaches.

The Households, Retailers and Food Waste Transitions project concludes next year and will be reporting its findings through a dissemination event to be held in London.

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How do we align our personal desire for a better life with a shared need for a better future?

The PATHWAYS Project:

Exploring transition pathways to sustainable, low carbon societies



Dangerous climate change, resource availability and loss of biodiversity pose serious societal challenges. They force us to question the ways in which we power and heat societies, move goods and people, produce and consume foods, and the implications of this for our use of land and the preservation of biodiversity. Whether effective responses to these challenges involve radical reconfiguration or incremental improvements in energy, mobility, heating, food and land-use systems is a pressing issue.

As part of the PATHWAYS project, funded for three years under the European Commission's Seventh Framework, the Sustainable Consumption Institute (SCI) has been working since December 2013 with colleagues from the Netherlands, the UK, Italy, Germany, Sweden and Portugal to explore different transition pathways to sustainable low carbon societies.

The idea of transition pathways, that is central to the project, recognises that the organisation of systems is not solely a technological question but also involves policy considerations, business models and users and is better understood as socio-technical. How systems can be organised to respond to the societal challenges set out above can potentially follow numerous pathways. Conceptually the project understands the idea of a pathway in relation to sustainability priorities and the speed with which change takes place, the depth or extent to which change is seen to be radical, and the scope, or range of dimensions within a system, that change.

Empirically the project addresses: electricity production, heating and cooling, transport and mobility, agriculture and food and multifunctional land use and biodiversity. It does so in national contexts, though there is also engagement with local level responses, and through comparative analysis.

PATHWAYS seeks to bring together in a novel way three approaches to understanding sustainability transitions. These are, integrated assessment modelling (IAM), socio-technical transition studies and more local forms of transitions in the making. These approaches each contribute to our understanding of transition in different ways. IAM provides macro level understanding of the relationship between sustainability goals and technological possibilities, costs and benefits with insights for policy choices. Socio-technical transition approaches understand the adoption of new technologies in relation to configurations of institutional, economic, social and cultural issues and the continuity and possibilities for change in these configurations. Transitions in the making approaches are concerned with the often messy processes of implementing or embedding projects at local and regional scales, the potential or otherwise for these localised processes to be replicated or upscaled and the lessons to be learned.

Historically these three approaches have not communicated well with one another. A key aim of PATHWAYS is to address this through integrating these approaches in action through empirical work. In developing communication between the three approaches, PATHWAYS seeks to both analyse current and historical processes and structures in system development, to assess the possibilities for system transitions and to make informed contributions to the future development of transition pathways that are rooted in an integrated approach, across comparative national and sub-national scales and from a range of disciplinary perspectives. Such an approach is likely to be of great value

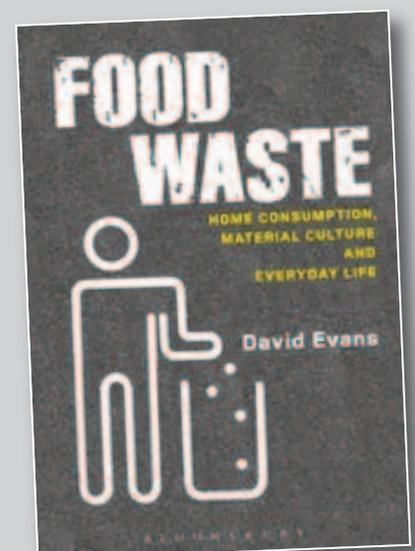
to policymakers at a range of scales in dealing with the challenges posed by climate change, loss of biodiversity and resource constraint.

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New Publication:

Food Waste: Home Consumption, Material Culture and Everyday Life.

Dr David Evans



Drawing inspiration from studies of consumption and material culture alongside social science perspectives on everyday life and the home, this lively yet scholarly book is ideal for students and researchers from a wide range of disciplines, along with anyone interested in understanding the food that we waste.



Frank Trentmann and Hiroki Shin giving a lecture on energy history to the students of Saijo High School, Japan, 9 September 2014.

Energy Consumption in the 20th Century

Since January 2012, Frank Trentmann, Hiroki Shin and Anna Carlsson-Hyslop have been conducting an SCI project entitled 'Energy Consumption in the 20th Century'. As Hiroki is soon to be transferred to Birkbeck College, University of London, to move on to the second phase of the project, we think this is a good time for us to report our research findings so far.

In the project, our aim has been to shed light on the history of energy consumption, which has often been obscured by interest in the supply side of energy. Recently, policy makers, practitioners and researchers have been increasingly keen to incorporate consumption, practices and routines into their discussion about energy's past, present and future. The project tried to apply that perspective to the history of energy.

The project is also comparative in nature. We tend to imagine that the development of energy provisions have been linear and univocal. Differences in the use of modern energy are often discussed from the viewpoint of the haves and have-nots, e.g.

developed countries' energy use versus that of developing countries. However, even among developed countries, there are differences in energy consumption patterns and consumers' attitude towards energy use and conservation. From the historical perspective, the differences seem to be as closely related to culture and social norms as to economy and technology. That was why we decided to compare three developed countries: the UK, Germany and Japan.

The historical paths of energy consumption in the three 'developed' countries demonstrate that the past energy transitions were by no means universally shared – in different nations, the transition to oil, for example, took somewhat different forms. Especially when we look at the energy use in everyday life, the past experiences were diverse.

To take the example of Japan, especially in its northern regions, the country's turn to oil around 1960 was experienced as a rapid penetration of the kerosene stove. Unlike the UK where, by 1960, most parts of the country had been covered by electricity and gas networks, many Japanese provincial

places moved directly from the use of conventional wood fuel, such as firewood and wood charcoal, to kerosene. People in the UK might assume the transitions from wood to coal, then to gas and electricity (sourced from coal and later, increasingly, by petroleum and natural gas), as a sort of natural progression. But it is not necessarily the case.

Even within Japan, there have been a variety of transition experiences. Understandably, urban and rural experiences were quite different, but such a simple dichotomy can be too simple in some cases. By addressing both national and international divergence, our project calls for a nuanced approach when thinking about energy using practices across and within countries.

The issue of diversity is also relevant to our interest in past energy disruptions. We tend to think that past disruptions and shortages were experienced in a fairly uniform manner, often referring to the world oil crises in the 1970s. Yet, historical records show that there have been different ways to manage energy disruptions. In the UK, the 1946/47 fuel crisis was tackled mostly by changing energy allocation among industries. In the same period, in East Germany, energy shortages were managed by changing the working hours, and in Japan, by turning off lights of residential areas. (More about this topic can be found in our blog entry at:

<http://careforthefuture.exeter.ac.uk/2014/12/when-the-lights-go-out/>)

In the second phase of the project, funded by the AHRC as part of its 'Care for the Future' major research grant scheme, we will widen the scope of our project by adding North America and India to our comparison. At the same time, we will set in place an ambitious public engagement programme in collaboration with several museums and other public institutions. We hope to expand and strengthen our collaboration with academic institutions, including the SCI. For example, we are organising a workshop on past disruptions – not only energy disruptions but also transport, climate and water. All this has been made possible by the SCI's unfailing assistance, and our thanks go to the SCI and to SCI colleagues for their support

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How do we deliver a more sustainable future without compromising our quality of life?

Researcher Spotlight: **Jo Swaffield**

In each SCI Newsletter we'll take the opportunity to introduce one of our researchers and ask them about their projects and engagements - Jo Swaffield is a Research Associate at the SCI.

Jo, can you tell us about the research you're currently working on?

At the moment, I'm spending approximately half my time writing up two papers, which are based on my Ph.D. work. The research focused on the discursive construction of climate protecting behaviour and the dominant role of neoliberal ideology in modern environmental governance. Based on interviews with 'climate champions' (individuals given responsibility for promoting behaviour change in the workplace), the papers analyse the reproduction and resistance of dominant neoliberal discourses in large corporations.

I'm also involved in the joint ESRC/SCI funded project, 'Households, Retailers and Food Waste Transitions'. This collaborative project explores how and why food waste reduction has emerged as a problem, with a particular focus on the intersection between households and retailers. Over the course of the last six months we've conducted 33 interviews with key stakeholders in food waste, including retailers, NGOs, consultants and policy makers and we're currently in the process of analysing transcripts and preparing several papers for submission.

What other areas/projects have you been involved in?

Over the past five years I've been employed as a research assistant on a wide range of different projects, most of which have focused on sustainability in some way. This has included some work that aligned quite closely with my own research interests (reviewing the literature on climate change and human rights, researching wind farms and the value-action gap) and some that took me outside of my academic comfort zone (interviewing key stakeholders in honeybee health, researching the social and environmental impacts of care farming in the UK). In the lead up to the 2014 REF, I was also involved in a number of projects that focused on 'impact', exploring the concept itself and trying to

identify what it would mean in the context of specific academic projects.

What ignited your initial interest in these research areas?

I can't really remember a time when I wasn't interested in environmental problems. I've always been concerned with conservation, waste and 'frightening' issues like climate change. I did an undergraduate degree in Politics and Sociology, followed by two MAs - International Political Economy and Politics (Research) and, although these weren't environmental degrees, my final projects always came back to sustainability. I researched the World Summit on Sustainable Development, Debt-for-Nature Swaps in developing countries and the construction of individuals in local authority climate change strategies. I've always felt that I needed to do research that deals with environmental problems in some way, however small that contribution might be.

How has working at the SCI helped to develop your research?

I think working at the SCI has helped me to develop my research in a number of different ways. Having worked on lots of different small projects post-Ph.D., the full time position has given me the opportunity (and time) to concentrate on my own research while learning more about different approaches (e.g., practice theory) and exploring new issues in sustainability (e.g., food waste). I've also found the collegial atmosphere very conducive to the development of further research ideas. The SCI's internal seminar series offers a great opportunity to introduce some of my project ideas and receive constructive feedback from colleagues who come from a variety of disciplines with different levels of experience.

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PhD Student Spotlight: **Nikki Hutson**

Nikki is a third year doctoral researcher whose work provides a novel account of how institutional fields evolve and sectoral innovation systems transform within this process. She also provides an in-depth analysis of the roles of the Industrial Trade Associations (ITAs) within such a process, adding to the dearth of research in terms of how they institutionalize and mobilize change. Her empirical findings are based on a comparative, qualitative case-study, of two environmental issues of significance and importance to European Coatings: 1) Tributyltin (TBT) in marine coatings; and 2) VOCs & Solvents in decorative coatings. She explains her empirical findings through a socio-historical analysis account. Nikki's fieldwork involves an in-depth exploration of content from multiple sources and interviews with relevant field-level agents; allowing for an analysis and explanation of how social and technological innovations co-evolve at the level of the 'mezzo' to enable field level transitions and induce a sustainable means of production. Nikki has been an active member of the GTA team at Manchester Business School since 2013, and is currently mentoring other GTAs in Sustainable Innovation Management (Level 2) at Undergraduate level this year whilst continuing her field work and writing up.

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Welcome to New Staff



Jessica Paddock joined the SCI as Research Associate in October 2014 from the Sustainable Places Research Institute (PLACE), Cardiff University. At the SCI she will primarily work on the replication of the study 'Eating Out: Social Differentiation, Consumption and Pleasure' as first published in 2000. This was the report of the first extended empirical sociological research project on the subject of eating out from the point of view of the experiences of diners. Using a survey in three English cities and some face-to-face interviews the research explored what and where people ate, when, with whom as part of a process of understanding the social significance of this new and expanding practice. By understanding any changes and continuities in patterns of eating out since then, the project hopes to gather insights as to how systems of food provision may be re-configured to be more sustainable.



Dr Victoria Johnson joined the University as Research Associate in September 2014. Based in the SCI she will primarily be comparing patterns of diffusion of low-energy technologies (district heating, light-rail networks, and passivhaus) in the UK with other European countries. The project is part of the Centre on Innovation and Energy Demand one of the EPSRC-funded End Use Energy Demand Centres.

Victoria joins the SCI from the Low Carbon Research Institute of Wales, based at the Welsh School of Architecture where her work focussed on historical transitions in the UK energy sector and institutional transformation necessary for 50 per cent distributed low-carbon electricity generation in the UK. Between 2007 and 2012 Victoria led the research programme on climate change and energy policy at leading independent think tank, NEF (New Economics Foundation).

She is an experienced interdisciplinary and widely published researcher in the fields of climate change and energy policy at the domestic and international level. To date, she has led or contributed over 35 policy-relevant publications in these fields. Her principal research interests relate to the mechanisms and societal implications of socio-technical transitions across a range of spatial scales with a particular reference to power, agency, social justice and international development.



Frank Boons trained as an economic sociologist at Tilburg University, the Netherlands, where he also received

his PhD. He then went on to teach and research at Erasmus University Rotterdam, first at the Environmental Science Institute, and since 2006 at the department of Public Administration. His past research focuses on the way in which the public and private governance of production and consumption systems (regional clusters, urban areas, global value chains) affects their potential for sustainable development. At Erasmus University Rotterdam he chaired a research group on the governance of energy and material flows. With this group he has developed innovative ways to study social processes. In his new position at MBS and SCI he will further develop this work and connect it to the study of the dynamics in production and consumption systems.

Frank has published widely on these topics in journals including Business Strategy and the Environment, Ecological Economics, Energy Policy, Technovation, and Technical Forecasting and Social Change. He is currently a subject editor of the Journal of Cleaner Production and associate editor at the Journal of Industrial Ecology. Frank is also dedicated to supervising PhD students, teaching them to become active and responsible members of the academic community.

A very warm welcome to our new PhD students Patrick Gould, Marc Hudson and Ulrike Ehgartner



Patrick's PhD thesis is titled How do supermarkets mediate food consumption practices? The case of fresh produce waste.

Marc Hudson's thesis looks at United States and Australian Coal Industry responses to the threats of climate change (1988 to 2014): An analysis using the "Dialectical Issue Life-Cycle Model".



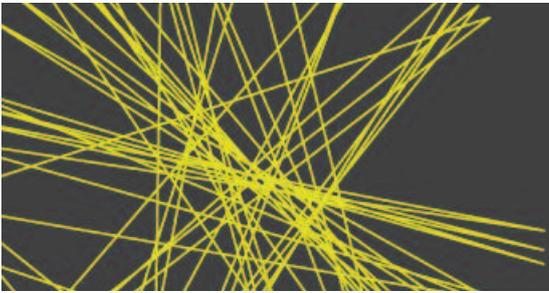
Ulrike Ehgartner's studies examines Environmentally and socially responsible consumption? A study on the discursive construction of values towards sustainability.

Visitors to the SCI



Dr. Maurie J. Cohen visited the SCI during September/October 2014. He is Associate Professor and Director of

the Program in Science, Technology, and Society at the New Jersey Institute of Technology, Associate Faculty Member with the Division of Global Affairs at Rutgers University, and Associate Fellow at the Tellus Institute. He is Editor of Sustainability: Science, Practice, and Policy (SSPP), an academic journal founded in 2004 by the United States Geological Survey, Conservation International, and ProQuest LLC, and co-founder and Executive Board Member of the Sustainable Consumption Research and Action Initiative (SCORAI).



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Sustainable Consumption Institute (SCI) Photography Competition 2015 *Sustainability, Infrastructures and Social Change*

We invite photographers to submit a maximum of 3 images per person on the Competition topic, 'Sustainability, Infrastructures and Social Change' **This competition opens on the 1st February 2015 and will close on the 1st April 2015 with the winners being announced later in the month via the SCI website.**

1st Prize - £100 2nd Prize - £75 3rd Prize - £50 2 x Runner Ups - £25

As well as a cash prize, all five winners will receive an enlarged copy of their image printed onto a canvas frame courtesy of the SCI and copies of these will also hang in the offices of the Sustainable Consumption Institute at the University of Manchester. (Please note all submitted images will be reproduced with the owners' consent under the 'Attribution-NonCommercial-ShareAlike' Creative Commons license).

In order to guide your choice of image please read the following notes:

The SCI's focus is loosely organised around three key research themes which form the parameters of this particular photo competition. Namely, these are:

- **Everyday practices** What is distinctive about our approach to consumption is that we look beyond individual choice towards the social organisation of ordinary and habitual everyday practices, and how they relate to changing infrastructures, policy and power..
- **Innovation** The SCI also seeks to identify, understand and advance the prospects for accelerating social and technological innovation in the area of sustainability.
- **Visions and Politics** Our focus is on how cultural understandings are produced and on the effects that they have on the patterns of everyday practices and innovation processes. We are interested in specific visions and politics around, for example, waste; accounting for the ebb and flow of interest in specific issues such as climate change; and in how longer standing cultural institutions (neoliberalism, egalitarianism, deep ecology) are reproduced through the framings of sustainability problems and solutions.

The challenge for photographers is to capture an image that reflects in some way one or more of the SCI's research themes in a novel and perhaps provocative way.

**All submissions to be uploaded to the SCI Flickr account at:
www.flickr.com/groups/sci_photo_competition_2014**

GOOD LUCK!

SCI Blogs

[www.sci.manchester.ac.uk/
publications/blogs](http://www.sci.manchester.ac.uk/publications/blogs)

- Evans, D. (2014) Food Waste: Home Consumption, Material Culture and Everyday Life, London and New York: Bloomsbury Academic
- 'Food for Thought' Workshop, by Dan Welch, 10 December 2014
- Sustainable Consumption and Behaviour Change, by Alan Warde, 6 November 2014
- Efficiency in washing machines mask laundry's continuing sustainability problem by Luke Yates & David Evans, 9 October 2014
- Q&A with SCI Director Dale Southerton
- Visiting scholar Prof. Dunfu Zhang reflects on his research interests, 19 September 2014
- How to make cooling measures cooler? by Hiroki Shin, 19 August 2014
- What is happening to the sustainable city? by Mike Hodson, 31 July 2014
- The food waste crisis by Joanne Swaffield, 25 June 2014
- Give local authorities more freedom to deliver sustainable cities by Sally Gee & Elvira Uyarra, 21 May 2014
- Is it time to take gender seriously in sustainable consumption? by Jo Mylan, 13 May 2014
- Towards sustainable consumption: start by reframing the questions by Daniel Welch & Nicola Spurling, 22 April 2014
- Back to the future; the recurring patterns of flooding in the UK by Anna Carlsson-Hyslop, 16 April 2014
- Pressure to cook and 'eat properly' leads to more food waste than Bogofs by David Evans & Daniel Welch, 10 April 2014
- Unsustainable practices: Why electric cars are a failure of ambition by Nicola Spurling & Dan Welch, 5 March 2014
- Fast Water versus Slow Water: Fragmentation in adaptation and resilience to flooding and water scarcity in Somerset, UK by Alison Browne, 4 February 2014

Upcoming activities and events at the SCI

The PATHWAYS project SCI Seminar Series - Professor Peter Pearson
25 February 2015 4:00pm to 5:30pm
Professor Peter Pearson, Welsh School of Architecture, Cardiff University will be giving the SCI Seminar on the 25 February 2015, further details to follow. Event location: Room 10.05, Harold Hankins Building
Norwegian academic, Eivind Jacobsen of the

National Institute for Consumer Research (Norway) will be making a presentation as part of the SCI External Seminar Series on 25 March 2015 from 4 – 5.30 pm
Harold Hankins Room 10.02, University of Manchester. Please check the SCI website for more details.
• **Professor Peter Pearson**, Cardiff University, 25 February

- **Eivind Jacobsen**, National Institute for Consumer Research (SFIO), Oslo, 25 March
- **Kate Burningham**, University of Surrey, 29 April
- 27 May, TBC
- **Mark Harvey**, University of Essex, 24 June
- **Ronan Bolton**, University of Edinburgh, 30 September
- **Kersty Hobson**, University of Oxford, 28 October

To find out more about the SCI's research and related activities please visit our website at: www.sci.manchester.ac.uk