



Glamurs
supporting green lifestyles

SUSTAINABLE LIFESTYLES AND SOCIAL INNOVATION

Convenors: Jaco Quist & Adina Dumitru
Transit Final Conference,
Rotterdam, 14-15 September



EUROPEAN COMMISSION
European Research Area

Funded under Socio-economic Sciences & Humanities



7th Framework Programme for Research and Technological Development.
The research leading to these results has received funding from the Euro-
pean Community's Seventh Framework Programme (FP7/2007-2013) under
grant agreement N° 613420.





Timeline of the session

16.30 Introduction of the session & 5 presentations (9 minutes each)

17.15 Discussion with guiding questions.

18.00 Closure



Presentations (part 1, 9 minutes each)

Jaco Quist, Adina Dumitru, Udo Pesch , *Relevance of Glamurs cases studies on sustainable lifestyle initiatives for transitions and social innovation: examples of Netherlands and Spain*

Adina Dumitru, Isabel Lema, Jaco Quist, Ricardo Garca Mira, *Motivations for involvement in sustainability initiatives: evidence from GLAMURS and TRANSIT.*

Ilonka Marselis, Flor Avelino, Jaco Quist, Udo Pesch *Envisioning and practicing sustainability transitions: : a cross-case comparison of five Dutch ecovillages.*

Iris Kunze, BOKU (Austria) & **Robert Hall** (Global Ecovillage Network): *Ecovillages as models for sustainable living: isolated islands or multipliers of social innovations?*

Edina Vadovics (TRANSIT Advisory Board), *Searching for social innovations that contribute to sustainability transitions*



Starting points for presentations

transformative social innovation as: "a change in social relations, involving new ways of doing, knowing, organizing and framing, and that challenges, alters or replaces dominant institutions".

Key questions for the presentations:

1. What social relations are the sustainability initiatives you studied attempting to transform?
2. How are they trying to transform these relations - what are the new, and more sustainable, ways of doing, organizing, living, they propose?
3. What are their key learnings do they learn about engaging with system transformation along the way?



Lifestyle, multiple definitions

Lifestyle: a way of life, <http://www.encyclo.nl/lokaal/10679>

Lifestyle: a more or less stable behavioural patterns on topics like nutrition, clothing, status of homes, relationships and leisure, <http://www2.bsl.nl/zorgcontext/>

Lifestyle: Observable social behaviour showing preferences like people develop and practice.

Lifestyle The term refers to a combination of determining intangible or tangible factors. Tangible factors relate specifically to [demographic](#) variables, i.e. an individual's demographic profile, whereas intangible factors concern the psychological aspects of an individual such as personal values, preferences, and outlooks. A lifestyle typically reflects an individual's attitudes, way of life, values, or world view.

In **Glamurs** the emphasis is on patterns of activities and time-use in the daily/ordinary life of persons.



Discussion questions (part 2)

1. How do social innovation initiatives contribute to (more) sustainable lifestyles?
2. How can social innovation initiatives contribute to sustainable lifestyle transitions or other sustainability transitions? What can be their roles?
3. How can social innovation be facilitated (e.g. by governments) in their roles and contributions to sustainable lifestyle and sustainability transitions?



Glamurs
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RELEVANCE OF GLAMURS CASES STUDIES ON SUSTAINABLE LIFESTYLE INITIATIVES FOR SOCIAL INNOVATION AND TRANSITIONS

Jaco Quist, Adina Dumitru, Udo Pesch
with support of all case study researchers in Glamurs



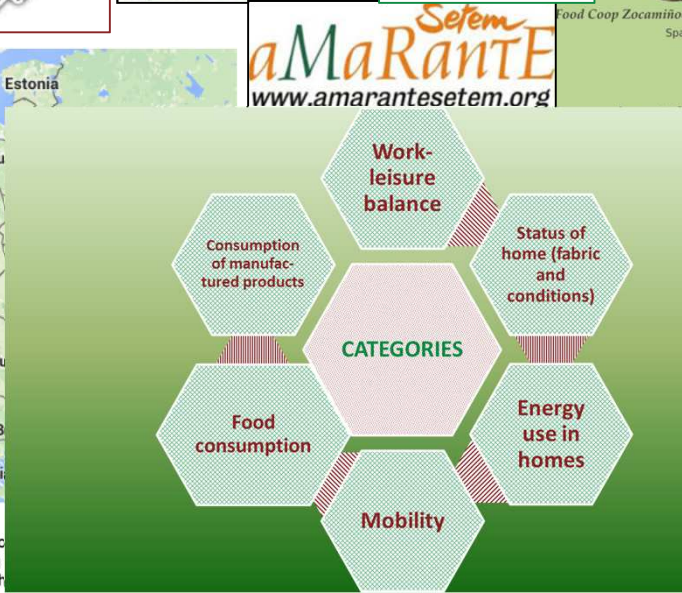
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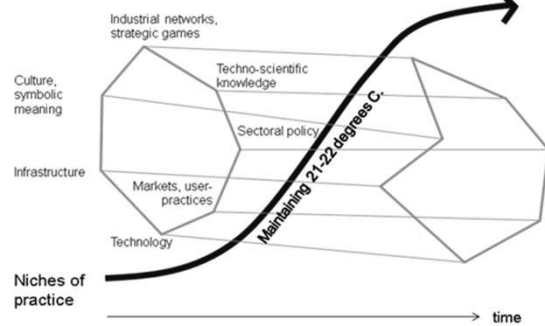
7th Framework Programme for Research and Technological Development.
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Configuration 1. In which maintaining 21-22 degrees C. indoors is novel

Configuration maintaining C. indoors normal



D.L.T. Hegger et al. / NJAS - Wageningen Journal of Life Sciences xxx (2010) xxx-xxx

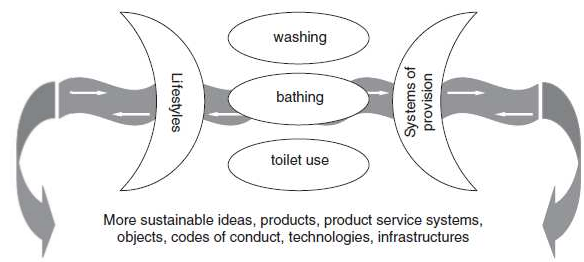


Fig. 1. Innovation within social practices of domestic water consumption.

www.glamurs.eu

Figure 2. Describing the trajectory of 21-22 degrees C. from novelty to normality



Glamurs video links

- **More information and deliverables:** www.glamurs.eu
- **Final Video Glamurs project**
<https://www.youtube.com/channel/UCtfqcEsoiVJLpsPApAqIhDA>
- **Case study videos** https://www.youtube.com/playlist?list=PLD-6ndWtLJPp40BiQVspvYdkmTI9BwT_f
- **Sustainable Lifestyles, Social Innovation & Transitions: directions for policy & research" at TU Delft**
<https://www.youtube.com/playlist?list=PLD-6ndWtLJPqQiksuCVRLKFO1wjMa5urB>



A GLAMURS perspective on lifestyles

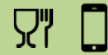
- ▶ **Patterns of time-use**, that take place in given locations and have associated consumption patterns
- ▶ **Material consumption as “infrastructure”**









- ▶ **Organization of everyday life** – impacts environmental footprints and wellbeing



7 Case Studies



-  Food
-  Mobility
-  Energy
-  Housing
-  Consumption
-  Work/Leisure



Aberdeenshire Work Smart
Scotland, UK



Vogelwijk Energie(k)
Netherlands



Food Coop Zocamiñoca
Spain



Amarente Setem
Spain



Repair Cafés
Netherlands



Transition Town Halle
Germany



Climate and Energy Region Danube-Bohemian Forest



BioRegion Mühlviertel
Austria



Ecovillages Stanciova, Aurora and Armonia Brassovia

Romania



Agricultural Cooperative Co.r.ag.gio
Italy





Initiatives in Galicia Spain

Setem
aMaRANTE
www.amarantesetem.org

Amarante Setem (sustainable fashion),



Zocamiñoa (food and agriculture cooperatives)

zocamiñoa
cooperativa de consumo responsable





Initiatives Rotterdam-Delft-The Hague



- Since Oct 2009
- > 1000 globally
- Diversity!



- Since 2009
- Carbon neutral
- 250 members (5%)





Social Innovation Perspective NL

1. Social Innovation:

- *Community cohesion, meeting place, product use & repair*
- *Energy behaviour, climate neutral district, joint electric car,*

2. How does transformation take place?

- *Attracting users (for repair), promoting the topic, fixed meetings, hybrid governance structure, interaction and with policy makers, influencing firms and policymakers*
- *Meetings, providing (insulation) services and expertise, hybrid governance structure, collaboration with other citizen initiatives in The Hague, next wave*

3. Key learnings

- *Sophisticated smart governance structures, dedicated people, but continuity, next wave may require other instruments, initiatives as sources and seeds for agency & social innovation*



Some conclusions

- Initiatives provide good examples of more sustainable lifestyle models, and sources of social innovation, but attract a limited share of the population
- Sustainability initiatives provide **platforms to practice more sustainable behaviours** & lifestyles,
- social innovations influence lifestyles
- The connection of bottom-up initiatives that with government programmes or frontrunners collaborating with government representatives can support upscaling of niches
- Membership is not only environmentally motivated but socially and can have positive impacts on people's **wellbeing**. **Drawing on this can attract more members.**
- Sustainability initiatives **need more support** if they are to play an important role in lifestyle transitions.
- Strong agency possible, as shown in Austria



Policy Relevance & Discussion

- **What can be** the synergies of social innovation and sustainable lifestyles? Are these always positive?
- **Governments** could extend regulations, communication and incentives to stimulate initiatives, their lifestyles, and the underlying social norms and principles
- **Governments** could decrease/end regulations, communication & incentives that stimulate **unsustainable** lifestyles, norms and principles at different levels (individuals, groups, regions, societal domains, society at large)
- **Governments** should initiate public and political debate on economic logic constraining sustainable lifestyles (e.g. socially embedded growth & sufficiency vs green growth)



Motivations to join sustainability initiatives: evidence from GLAMURS and TRANSIT

Adina Dumitru, Ricardo García Mira, Jaco Quist, Isabel Lema

*University of A Coruña, Spain (GLAMURS coordinators)
TU Delft*



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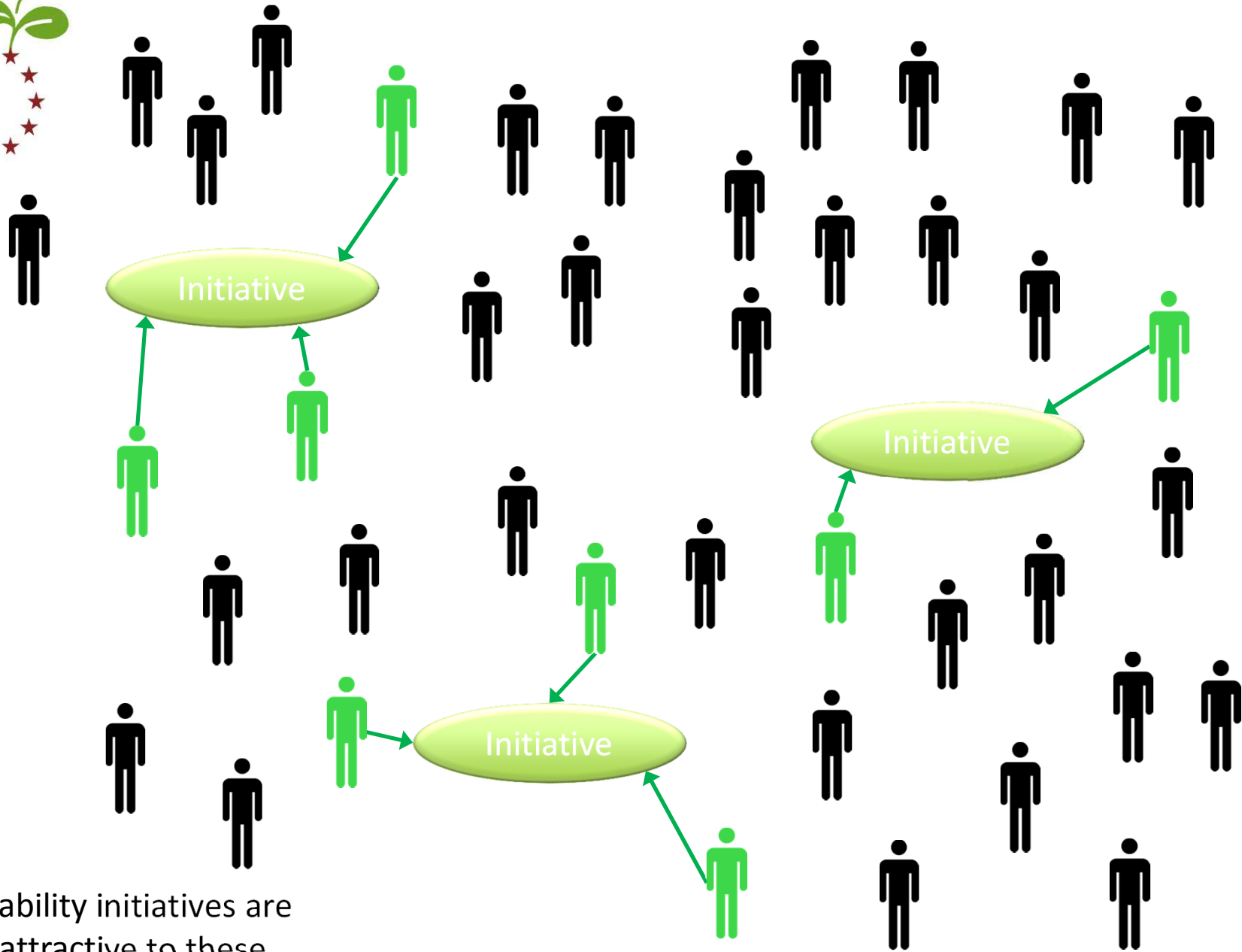
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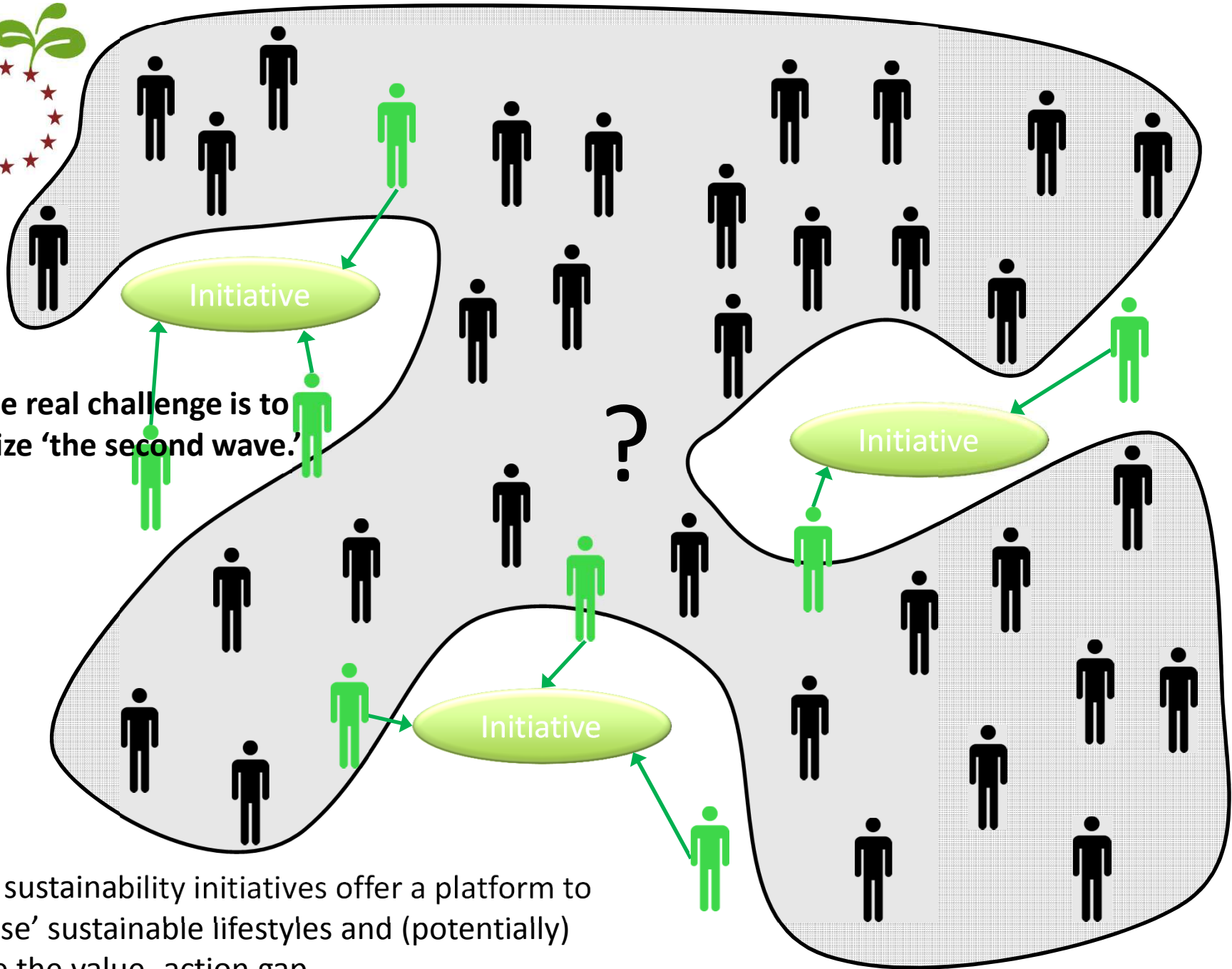
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www.glamurs.eu



Sustainability initiatives are mostly attractive to these people...



But the real challenge is to mobilize 'the second wave.'

... and sustainability initiatives offer a platform to 'exercise' sustainable lifestyles and (potentially) reduce the value- action gap



Developing a middle range theory of TSI: empirical approach





Slow Food's mission

Loss of enjoyment and pleasure

Loss of food quality

Loss of health

Depersonalization

(food system and community)

Unfair treatment of local producers

Loss of (connection to) cultural traditions, community, identity

Loss of biodiversity



Transforming the food system towards “clean, fair and good”

People: beliefs, identities, behaviours

Relationships: to ourselves, to others, to the environment

Communities: new identities, a new “togetherness”

Institutions: dominant ways of thinking, being, relating and doing



What drives people to join sustainable lifestyle initiatives?

Initiatives - desire and search for contexts **that allow them to put new values into practice and thus better satisfy basic psychological needs for autonomy, relatedness and competence** (Ryan & Deci, 2002; Reznickova & Zepeda, 2006; Sheldon et al., 2017)



Experiment with new ways of knowing, doing, organizing and framing – to strike a balance between keeping members motivated and achieving collective “success”/impact

Two types of members:

Founders

Next expansion wave

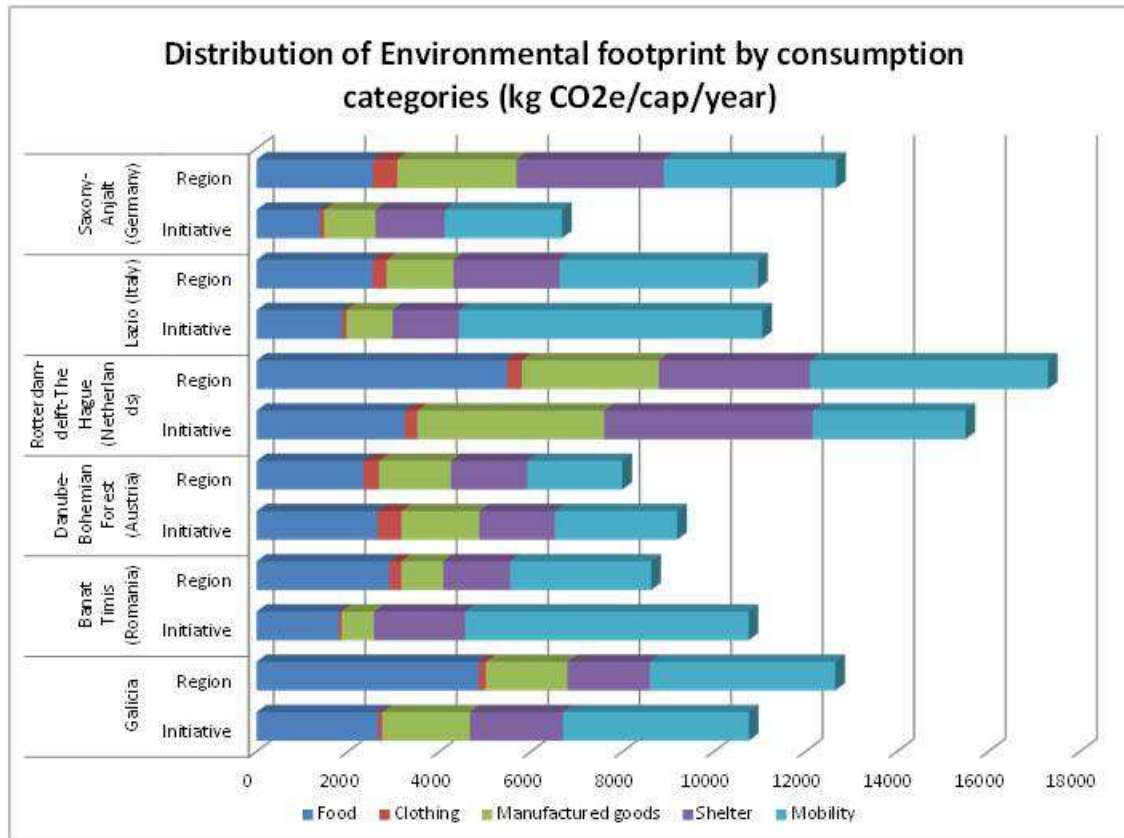


Relational Changes

- ❖ Competition to cooperation/collaboration
- ❖ Dominance/exploitation to fair/equal relationships: reciprocity, openness, sharing.
- ❖ Personal and social alienation to connectedness and fulfilling interactions;
- ❖ New “togetherness”: actors in the food system, several generations – community (culture, tradition/history)
- ❖ Passivity/powerlessness to engagement/empowerment



The most motivated can achieve a lot...but not in every domain



-High levels of overall social engagement, perceived self-efficacy and environmental identity - higher likelihood to engage in sustainability initiatives

-Positive attitudes towards technological innovation and high values for conservatism and self-enhancement – lesser likelihood to engage.



The role of sustainable lifestyle initiatives in sustainability transitions

- Places of experimentation with alternative lifestyles, new social relations and community
- Places of social connection that also promote wellbeing
- Role models for what is possible
- Development of empowering individual and collective identities
- Generate pro-environmental social norms - a new “normal”
- Enable tools for collective action



Available online at www.sciencedirect.com

ScienceDirect

Current Opinion in
Environmental
Sustainability

Elucidating the changing roles of civil society in urban sustainability transitions

Niki Frantzeskaki¹, Adina Dumitru², Isabelle Anguelovski³, Flor Avelino¹, Matthew Bach¹, Benjamin Best⁴, Constanze Binder⁵, Jake Barnes⁶, Giuseppe Carrus⁷, Markus Egermann⁸, Alex Haxeltine⁹, Michele-Lee Moore¹⁰, Ricardo Garcia Mira², Derk Loorbach¹, David Uzzell¹¹, Ines Omann¹², Per Olsson¹³, Giorgia Silvestri¹, Richard Stedman¹⁴, Julia Wittmayer¹, Rachel Durrant⁶ and Felix Rauschmayer¹²



Understanding the diversifying role of civil society in Europe's sustainability pathway is a valid proposition both scientifically and socially. Civil society organisations already play a significant role in the reality of cities, what remains to be explored is the question: what is the role of civil society in the future sustainability of European cities? We first examine the novelty of new forms of civil society organization based on a thorough review of recent case studies of civil society initiatives for sustainable transitions across a diversity of European projects and an extensive literature review. We conceptualize a series of roles that civil society plays and the tensions they entail. We argue that, civil society initiatives can pioneer new social relations and practices therefore be an integral part of urban transformations and can fill the void left by a retreating welfare state, thereby safeguarding and servicing social needs but also backing up such a rolling back of the welfare state. It can act as a hidden innovator—contributing to sustainability but remaining disconnected from the wider society. Assuming each of these roles can have unintended effects, such as being proliferated by political agendas, which endanger its role and social mission, and can be peeled off to serve political agendas resulting in its disempowerment and over-exposure. We

¹⁴ Cornell University, Ithaca, USA

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Current Opinion in Environmental Sustainability 2016, 22:41–50

This review comes from a themed issue on **System dynamics and sustainability**

Edited by Dagmar Haase, Thomas Elmqvist, Michail Fragkias and Niki Frantzeskaki

For a complete overview see the [Issue](#) and the [Editorial](#)

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Envisioning and practicing sustainability transitions



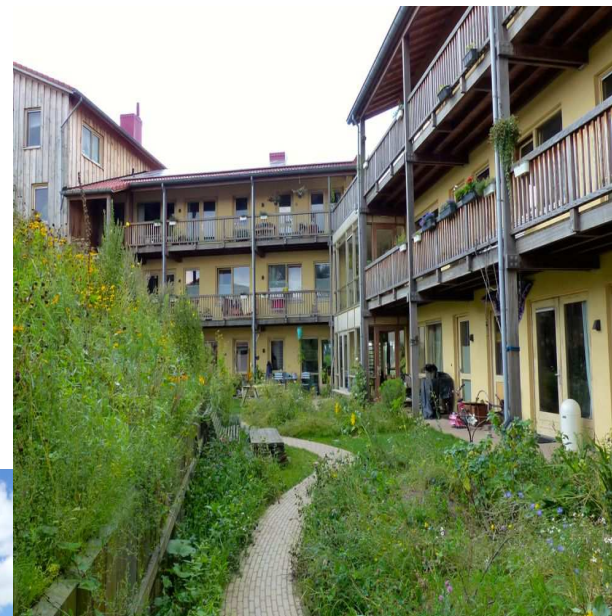
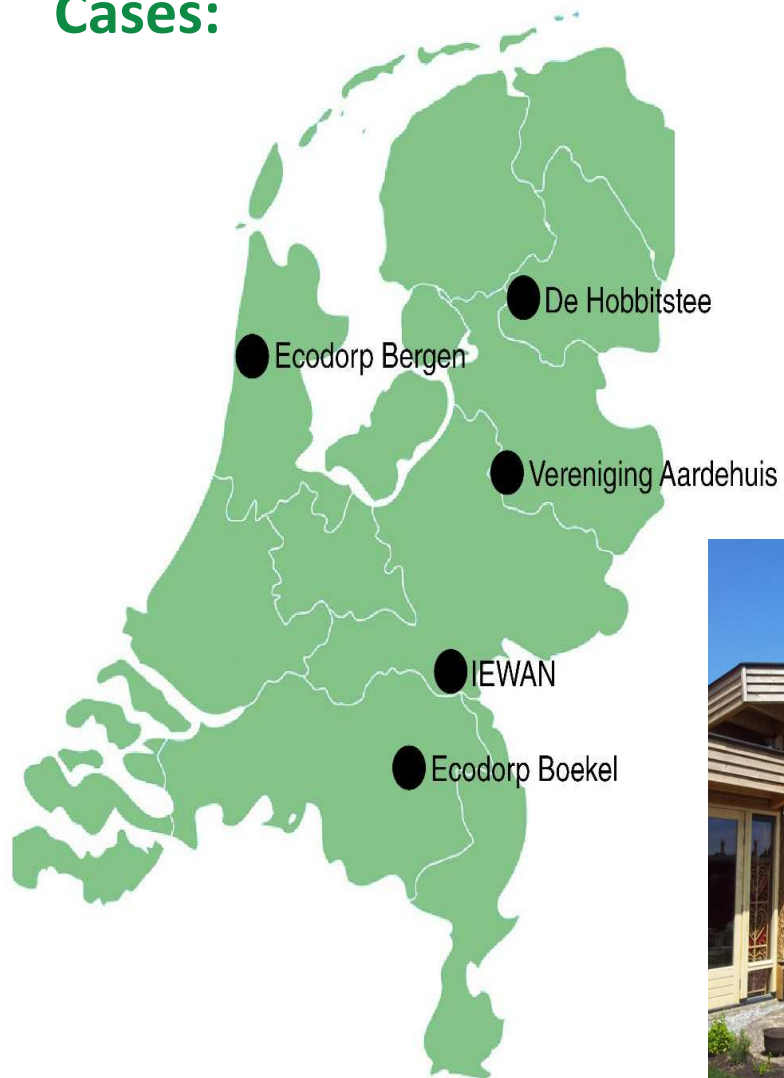
**A cross-case comparison
of five Dutch ecovillages**

**Ilonka Marselis
Msc. Thesis research**

Supervised by: Flor Avelino,
Jaco Quist & Udo Pesch



Cases:



IEWAN



Vereniging Aardehuis



What social relations are they attempting to transform?

- Living together as a community (sharing, co-owning, interacting)
- Decision-making and organizational structures
- Communication and meeting structures
- Personal development and interpersonal relations

- Towards values of equality, effectiveness, transparency, involvement...



How are they trying to transform these relations?

- Envisioning
- Implement new organizational structures/methods (e.g. sociocracy, holarchy)
- Implement decision-making methods based on their values
- Methods and techniques for meetings and communication

	IEWAN	Bergen	Hobbitstee	Boekel	Aardehuis
Organizational structure	General assembly	Sociocracy	General assembly	Holarchy	Sociocracy
Decision-making	Consensus	Consent	Consensus	Consent	Consent
Communication tools	Facilitator; online forum	Facilitator; non-violent communication; meeting rounds	Non-violent communication	Facilitator; tensions; meeting rounds	Facilitator; unifying communication
Self-development tools	-	Weekly heart circle	Monthly session	One-on-one conversations	-
Group connection	-	Check-in round;	Weekly evening	Sharing, monthly	Check-in round



How are they trying to transform these relations?





What are their key learnings about engaging with system transformation along the way?

- Provide inspiration to individuals and organizations
- Replication of elements from their ecovillages
- Governmental interest in participatory democracy tools
- Their vision can be realized
- They can function as kick starter to other small initiatives

- Being accepted by local government and surrounding neighbors is difficult
- Laws and regulations complicate or inhibit their vision



Follow-up on research

- 2 scientific publications
- Ecovillage version of report



Searching for social innovations that contribute to sustainability transitions

Edina Vadovics
GreenDependent Institute, Hungary

L4CSI Conference, 14 Sept 2017



Sustainability transitions?

Strong and just sustainability:

- Respect for ecological limits / planetary boundaries
- Equal access to resources and benefits, and equitable burden sharing



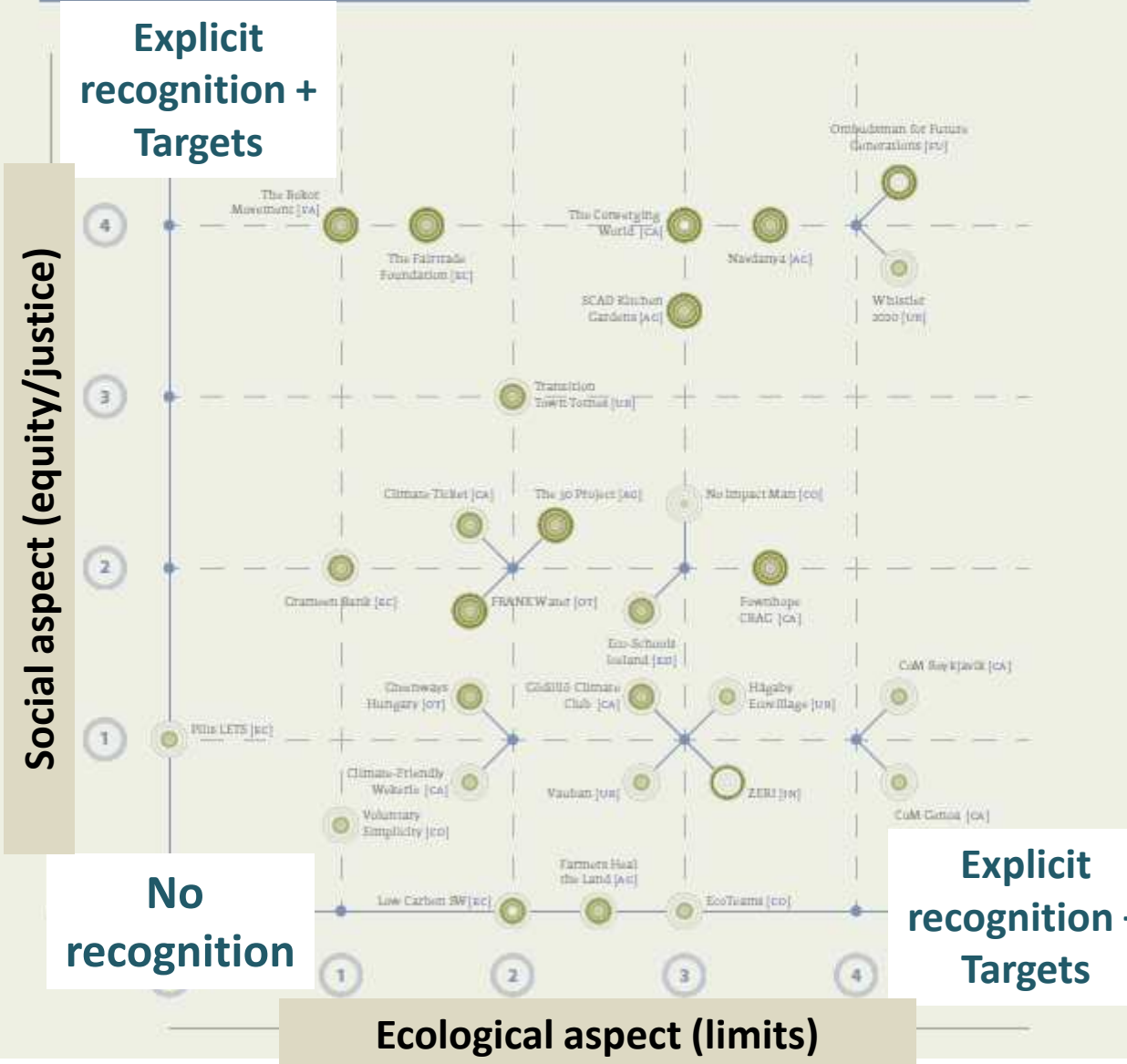
Initiatives Map

Scale of activities



Primary theme

- | | |
|------------------------------|----------------------------------|
| AA. AGRICULTURE, LAND & FOOD | FA. WATER |
| CA. CARBON/CLIMATE SPECIFIC | FE. FUTURE GENERATIONS |
| CI. CONSUMPTION | FI. INFRASTRUCTURE/TECHNOLOGICAL |
| CE. ECONOMICS & TRADE | IT. TRAVEL |
| CO. EDUCATIONAL | IS. DESIGN |



Explicit recognition + Targets

Social aspect (equity/justice)

No recognition

Explicit recognition + Targets

Ecological aspect (limits)

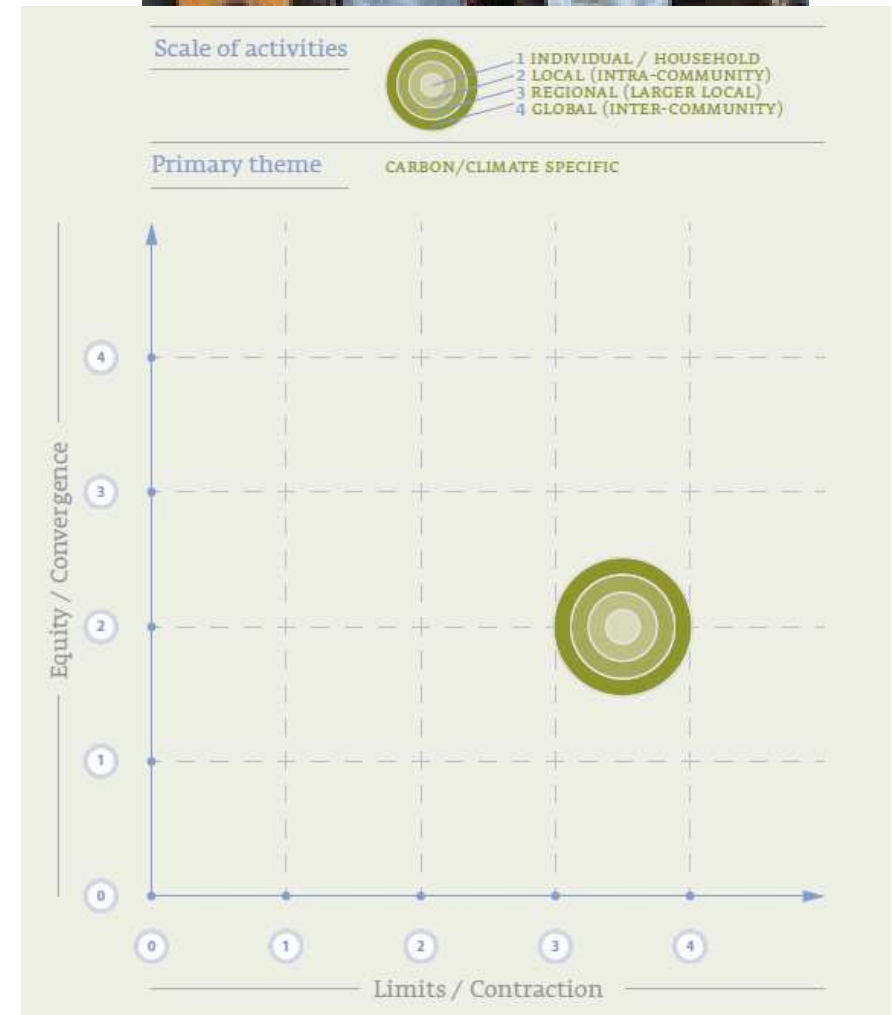
Example: Fownhope CRAG

What is it about?

- Low-carbon community group
- Initiated to reduce individual/household footprint
- Members are also active in the local and larger community
- More global efforts (the Gambia, energy cooperative)

New ways of doing, organizing, knowing and framing, e.g.:

- Use own time and resources to contribute to solution of global issues
- Voluntary contraction/reduction of footprint towards sustainable
- Active involvement and action by citizens
- Citizens funding research





How can the tool (*Convergence mapping*) be used?

To identify and study examples of social innovation that contribute to sustainability transition

To evaluate social innovation

- Do they help society live within ecological limits?
- Do they contribute to increasing equity?

To follow evolution and development of initiatives

In community processes, planning, etc.

TRANSIT-SCORAI Europe book coming in 2017

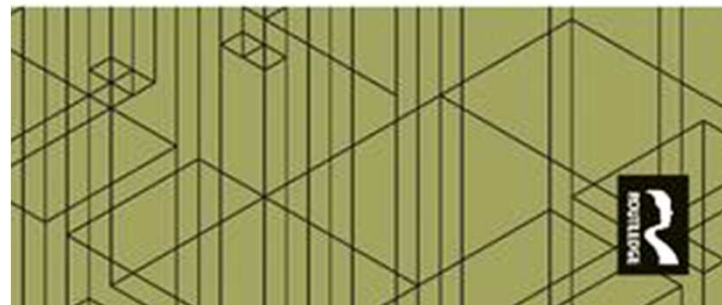


Routledge-SCORAI Studies in Sustainable Consumption

SOCIAL INNOVATION AND SUSTAINABLE CONSUMPTION

RESEARCH AND ACTION FOR SOCIETAL
TRANSFORMATION

Julia Backhaus, Audley Genus, Sylvia Lorek,
Edina Vadovics and Julia Wittmayer



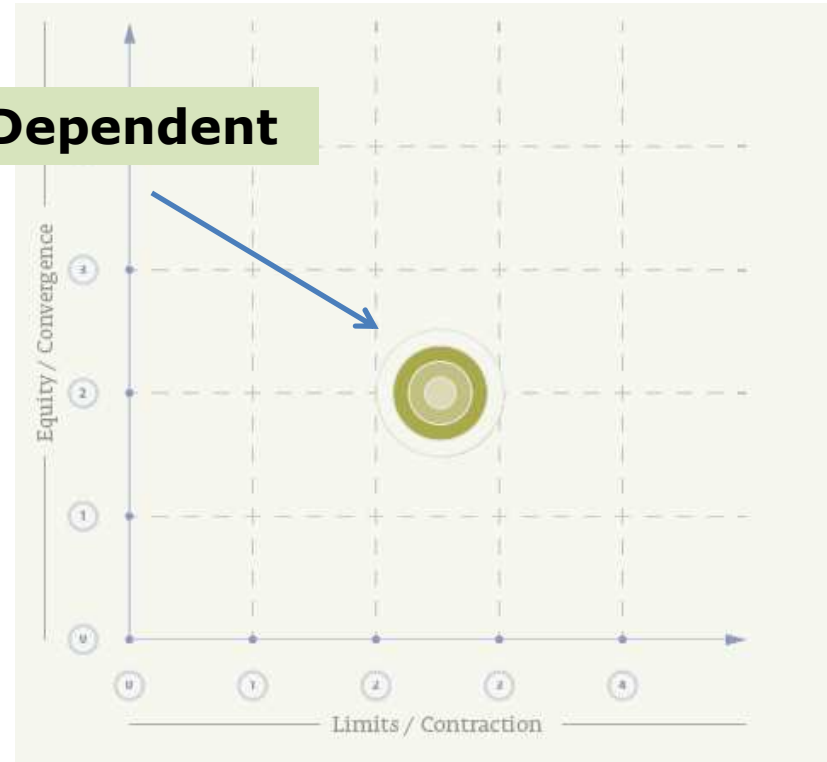
transformative
social innovation
theory

SCORAI
Sustainable Consumption Research and Action Initiative
EUROPE



GreenDependent

THANK YOU!



Contact:

Edina Vadovics: edina@greendependent.org



ve
on

**TRANSIT final conference
2017 Rotterdam**



Ecovillages as models for sustainable living: isolated islands or multipliers of social innovations?

Dr. Iris Kunze

Centre for Global Change & Sustainability at the
University of Natural Resources and Life Sciences, Vienna, A^t

<http://www.community-research.eu>

iris.kunze@boku.ac.at



Universität für Bodenkultur Wien
University of Natural Resources
and Life Sciences, Vienna



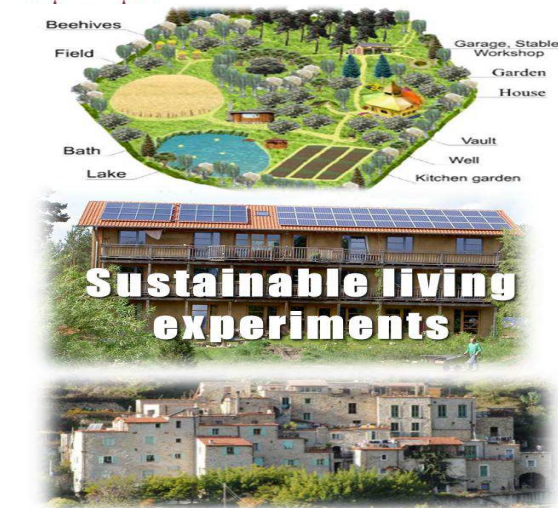
CENTER FOR
GLOBAL CHANGE
AND SUSTAINABILITY



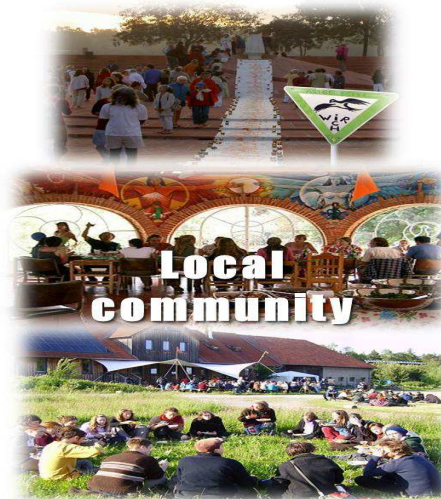
This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613169.

www.transitsocialinnovation.eu

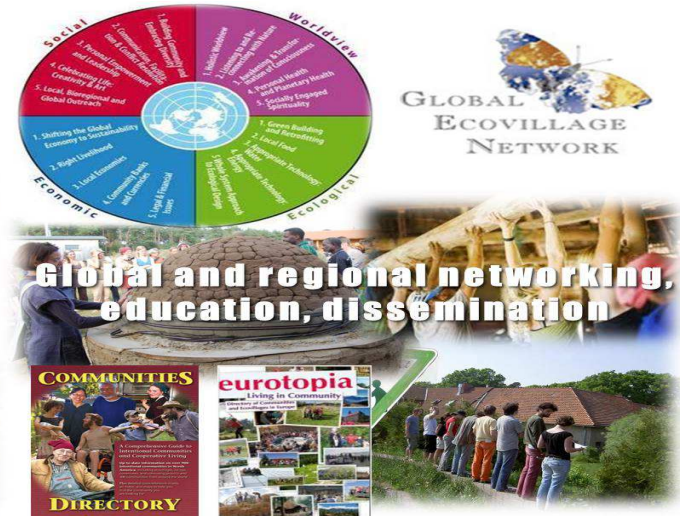
Ecovillages are community-based, citizen-initiated



A third of average footprint/person in UK and DE
 → Increased life quality
<http://www.usf.uni-kassel.de/glww>



Develop new governance methods: individual, community building, grass root governance



Education centres in the large ecovillages around the globe

- **Follow holistic approach:** live close to nature, re-invention of community, less consumption, local economy

Estimated Numbers:

- **Global Ecovillage Network (GEN)**, founded 1995, 400 local ecovillages, 200 umbrella organizations and networks

Social innovation for sustainable life styles in ecovillages: new ways of



2 principles:

change habits AND infrastructure

Community life as incentive to save energy

→ Infrastructures: full-featured village provides framing

Examples of doing

Growing own food

Organic, vegetarian food supply for standard fee (community meals, served buffets)

Cultural activities

transformative framing and organising to sustainable living in ecovillages

1. Value based common ground of sustainable and communal living (car-free village)
2. Collective ownership of company, land and/or houses planned by residents, eco-houses
3. democratic, participatory bodies: elaborated methods proven and developed in reality; communication/ conflict culture;
4. Flexible-responsive principles of organization: rules and “people first”
5. Joining processes, stepwise integration of new members



key learnings and system transformation

Building a solid social-material context

Commons require:

‘social awareness’

constant practice of community building,

Individuals freedom, empowerment: requires responsibility

→ revival of community in a new manner: incl. Individual freedom: voluntary, intrinsic motivation

→ ecovillage have developed social competences and work as multipliers through their education programs/ centers

Capability for active citizenship and responsible empowerment in governance for transformation towards sustainable societies



Universität für Bodenkultur Wien
University of Natural Resources
and Life Sciences, Vienna





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SUSTAINABLE LIFESTYLES AND SOCIAL INNOVATION: DISCUSSION



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