

**Program Booklet:**

**Framework for Action for Sustainable Consumption and Production (SCP) in the fields of Food, Mobility and Energy/Housing**

Workshop of the Sustainable Consumption Research Exchange (SCORE!) Network, 29 and 30 November 2007, Milan, Italy

Draft 3.0: 5 November 2007

Organisation:

Politecnico di Milano – INDACO Department, Milan, Italy, and TNO, Delft, Netherlands, and the other members of the SCORE co-ordination team.

Information: Carlo Vezzoli ([carlo.vezzoli@polimi.it](mailto:carlo.vezzoli@polimi.it)) or Arnold Tukker ([arnold.tukker@tno.nl](mailto:arnold.tukker@tno.nl)).



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## 1 Introduction and workshop concept

### 1.1 The SCORE project

SCORE! (Sustainable Consumption Research Exchanges) is an EU-funded network project that supports the UN's 10 Year Framework of Programs on Sustainable Consumption and Production (SCP). It runs between 2005 and 2008, consists of 29 institutions, and aims to involve and structure a larger community of a few hundred professionals in this field, in the EU and beyond.

The SCORE! philosophy assumes that sustainable consumption and production structures can only be realized if experts that understand **business development, (sustainable) solution design, consumer behaviour and system innovation policy** work together in shaping them. Furthermore, this should be linked with experiences of actors (industry, consumer groups, ecolabelling organisations) in real-life consumption areas: **Mobility, Agro-Food, and Activities around the Home** (Housing/Energy use). These areas are responsible for 70% of the life cycle environmental impacts of Western societies. Broadly, this gives the following approach to our project:

- The first phase of the project wants to arrange a positive confrontation of conceptual insights developed in the four aforementioned science communities, of how 'radical' change to SCP can be governed and realised. This phase has been finalised with the successful organisation of a workshop with EEA in Copenhagen (April 2006, 75 participants) and conference with CSCP in Wuppertal (November 2006, 260 participants), and the development of a book manuscript submitted to Greenleaf publishing.
- The second phase puts the three consumption areas in centre stage. SCORE! Work package leaders in conjunction with SCORE! Members and interested experts will inventory cases 'that work' with examples of successful switches to SCP in their field. In a series of workshops, cases will be analysed on 'implementability', adapted where needed, and policy 'prescriptions' will be worked out that can support implementation.

### 1.2 Workshop concept: consolidating the lessons learned and transforming it into a Framework for Action on SCP

This 3rd SCORE! workshop is the second where the consumption domains Mobility, Food and Energy use/housing will take centre stage. The first part of the workshop discusses and analyses as a follow up of the June Workshop in Paris, where per domain a great variety of cases was presented, the domain specific lessons for change to SCP (mobility, housing, food). The process of this part will take place as follows

- The WP leaders of the Mobility, Food and Energy group will complete background analyses on basic trends and drivers relevant for SCP in their field, and have worked out an outline of conclusions of how to organise change to SCP in their domains based on the case studies presented in Paris, and other findings in SCORE!

- They will sent about one month before the Workshop thought-provoking questions/conclusions to the participants.
- Participants will be asked to gather evidence that endorses or opposes the statement prior to the workshop.
- This preparation will be input to the first workshop session: a discussion about lessons learned with regard to the drivers and barriers to change to SCP per domain, and windows of opportunity for action.
- A second session will conclude the domain specific work: it will discuss possible priority actions and an allocation of actions per actor in the t triangle of change (government, business, consumers, intermediaries)<sup>1</sup>.

On Day 2 the program brings the discussion back to a generic level, and tries to transform all lessons from SCORE thus far to a Framework for Action for SCP. This activity is mainly geared towards supporting the UN in the development of their 10 Year Framework of Programs on SCP, by providing a vision from the science- and to a lesser extent – NGO community of how such a Framework could be shaped. A small working group is currently preparing a potential Framework structure<sup>2</sup>. This will be presented in Milan, and be commented upon by the workshop participants and various specifically invited other stakeholders (policy makers with a multi-year experiences in the SCP field, and business). In parallel working groups ideas will be generated how elements of such a Framework could be elaborated. The period until the SCORE! Conference in March the working group will refine this output and elaborate it to a concise booklet.

### 1.3 Optional: call for papers/posters

Expected size of the meeting will be 40 to 50 people, consisting of the type of people visiting the earlier Copenhagen and Paris workshops of SCORE, but with more emphasis on NGOs, business, and policy makers. Unlike former SCORE! events, in this workshop discussion and group work will be the central activity rather than presentation of academic papers. We give the possibility however, for those who want, to write a concise paper on solutions to realize SCP (2-4 pages are sufficient, but also a full paper can be submitted). This input will be presented during a poster session at the end of the first day. You must bring your own poster, maximum size A1. Moreover papers will be published in the workshop proceedings. We give this possibility mainly to facilitate participants, whose institutes only provide travel support if a formal presentation is made and published in proceedings. If you want to submit a paper, please:

- Sent an announcement/abstract to Carlo Vezzoli by 25 October (e-mail: [carlo.vezzoli@polimi.it](mailto:carlo.vezzoli@polimi.it))
- Sent your paper to the same address by 15 November

<sup>1</sup> Obviously, where possible we will make use of the inputs to and the outputs of the meeting 'Time for Action – Towards SCP in Europe', hosted by the Slovenian Ministry of Environment, EEA and CSCP in Ljubljana, 27-29 September 2007

<sup>2</sup> This working group consists of 3 scientists participating in SCORE! and 3 persons affiliated with NGOs, from Europe, the US and Latin America.

## 1.4 A Sustainable Workshop

In the Workshop we will discuss and debate on Sustainability, but also the event itself is sustainable, with some low impact solutions adopted.

In fact we will provide a live broadcast of the event at [www.score-network.org](http://www.score-network.org), and also the possibility to view the sessions in later time. In this way interested people could watch the workshop from their offices or homes, without travelling to Milan, and so this solution reduce the demand of mobility.

About the catering, this service will be provided by a social cooperative called “Il Laboratorio di Procaccini 14”, and the menu will be made up of biologic and fair trade food.

The dinner will be in a restaurant which is part of the *Slow Food* movement.

## 2 Practical information

### 2.1 Registration, Venue and Hotel

#### 2.1.1 *Registration and costs*

All invited delegates should register (free of charge) at [www.score-network.org](http://www.score-network.org) under ‘register’. The registration will close a few weeks before the workshop takes place. We hence recommend to register early and to inform the conference organisers if you after all cannot come.

The SCORE workshop, including lunches, coffee and dinner of Thursday 29, is free of charge.

#### 2.1.2 *Venue*

Workshop activities will take place at:

POLITECNICO DI MILANO  
Piazza Leonardo da Vinci, 32  
20133 Milan

The venue is rather close to the city centre and main underground stations (see map and travel directions in the next section).

#### 2.1.3 *Dinner venue*

For those who indicated they want to participate this upon registration, a Workshop Dinner is organized on Thursday evening (November 29th) at 20.00 hours. The dinner venue is:

OSTERIA DEL TRENO  
Via San Gregorio, 46  
Milan

The Dinner venue is rather close to the Workshop venue (see map and travel directions in the next section).

#### 2.1.4 Hotel

All members of the SCORE! project team will stay in:  
HOTEL LOMBARDIA  
Viale Lombardia, 74  
20131 Milan  
Phone: (+39) 022892515 Fax: (+39) 022893430  
Internet: [www.hotellombardia.com](http://www.hotellombardia.com)  
e-mail: [info@hotellombardia.com](mailto:info@hotellombardia.com)

TNO will only book and pay, travel and hotel costs for the co-ordination team and the official Members of SCORE! (*see chapter 5: participants SCORE project*). If you are willing to stay in the same hotel as the SCORE! team than please contact Hotel Lombardia before October 10<sup>th</sup> (code: Politecnico – INDACO Department).

Below a number of suggested hotels in Milan are listed:

HOTEL FENICE  
Corso Buenos Aires, 2  
20124 Milan  
Phone: (+39) 0229525541 Fax: (+39) 0229523942  
Internet: [www.hotelfenice.it](http://www.hotelfenice.it)  
e-mail: [info@hotelfenice.it](mailto:info@hotelfenice.it)

HOTEL ZEFIRO  
Via G. Gallina, 12  
20129 Milan  
Phone: (+39) 0270005654 Fax : (+39) 02713811  
Internet: [www.hotelzefiro.com](http://www.hotelzefiro.com)  
e-mail: [info@hotelzefiro.com](mailto:info@hotelzefiro.com)

HOTEL CITTA' STUDI  
Via Saldini, 24  
20133 Milan  
Phone: (+39) 02744666 Fax: (+39) 02713122  
Internet: [www.hotelcittastudi.it](http://www.hotelcittastudi.it)  
e-mail: [hcs@hotelcittastudi.it](mailto:hcs@hotelcittastudi.it)

EUROHOTEL  
Via Sartori, 26  
Milan  
Phone: (+39) 0220404010 Fax: (+39) 0229400674  
Internet: [www.eurohotelmilano.it](http://www.eurohotelmilano.it)  
e-mail: [info@eurohotelmilano.it](mailto:info@eurohotelmilano.it)

HOTEL PALAZZO DELLE STELLINE  
Corso Magenta, 61  
20123 Milan  
Phone: (+39) 024818431 Fax: (+39) 0248519097  
Internet: [www.hotelpalazzodellestelline.it](http://www.hotelpalazzodellestelline.it)  
e-mail: [info@hotelpalazzostelline.it](mailto:info@hotelpalazzostelline.it)

HOTEL STAR  
Via dei Bossi, 5  
20121 Milan  
Phone: (+39) 02801501 Fax: (+39) 02861787  
Internet: [www.hotelstar.it](http://www.hotelstar.it)  
e-mail: [reception@hotelstar.it](mailto:reception@hotelstar.it)

## 2.2 Travel directions

### 2.2.1 How to reach Milan

There are various airports by which you can travel to Milan. Closest are Linate and Malpensa airports.

#### From Linate airport to Milan

BUS to Central Station (Starfly)

**Departure from:** Arrivals floor

**Timetable:** from 6.05 a.m. to 11.45 p.m. Every day, every 30 minutes

**Duration Time:** 30 min

**Price:** € 4.00 (tickets can be bought on the bus)

BUS to Piazza San Babila (n. 73 – ATM)

**Departure from:** Arrivals floor

**Timetable:** from 06.05 a.m. to 00.55 a.m. Every day, every 10 minutes

**Duration Time:** 30 min

**Price:** € 1.00

#### From Malpensa airport to Milan

TRAIN (Malpensa Express) to Cadorna Station

**Departure from:** Terminal 1; Floor -1; railway station

**Timetable:** from 05.53 a.m. to 21.53 a.m. Every day, every 30 minutes

**Duration Time:** 40 min

**Price:** € 9.00

BUS to Central Station (Malpensa Shuttle Air Pullman)

**Departure from:** Terminal 1; exit 6

**Timetable:** from 05.30 a.m. to 01.00 a.m. Every day, every 20 minutes

**Duration Time:** 50 min

**Price:** €6.00

**Tickets** can be bought at Airport 2000 (arrivals floor) or on the bus

**Remarks:** The bus stops also at Terminal 2

#### From Orio al Serio airport to Milan

BUS to Central Station (Autostradale)

**Timetable:** from 04.30 a.m. to 01.00 a.m. Every day, every 20 minutes

**Duration Time:** 60-70 min

**Price:** €7.90

**Tickets** can be bought on the bus

### 2.2.2 *How to reach the venue*

The venue can be easily reached using public transport.

#### From Central Station to the Venue

You can take the underground (green line) to *Piola*, and then walk 5 minutes (see maps 1 and 2).

#### From Cadorna Station to the Venue

You can take the underground (green line) to *Piola*, and then walk 5 minutes (see maps 1 and 2).

#### From Piazza San Babila to the Venue

You can take the underground (red line) to *Loreto*, then take the underground (green line) to *Piola*, and then walk 5 minutes (see maps 1 and 2).

### 2.2.3 *How to reach the Dinner venue*

The Dinner venue can be easily reached from the Workshop venue. You can take the underground (green line) from *Piola* to Central Station, and the walk 10 minutes (see maps 1 and 2).

### 2.2.4 *Finding your way within the venue*

On page 10 there is a map of the venue itself. You can find:

- **Room S01.** Here all *plenary* sessions and Food sessions take place.
- **Room Castigliano.** Here Energy/Housing sessions takes place.
- **Room Educafé.** Here Mobility sessions takes place.

## 2.3 You can't come? Participate virtually!

As a novelty, the Workshop will be broadcasted via streaming video via the internet. There will be also the possibility to view the sessions in later time. In this way interested people could watch the workshop from their offices or homes.

In the Workshop we will discuss and debate on Sustainability, in this way we try to make the event itself more sustainable (reducing the mobility per number of persons actually participating to it). You can link to the meeting via:

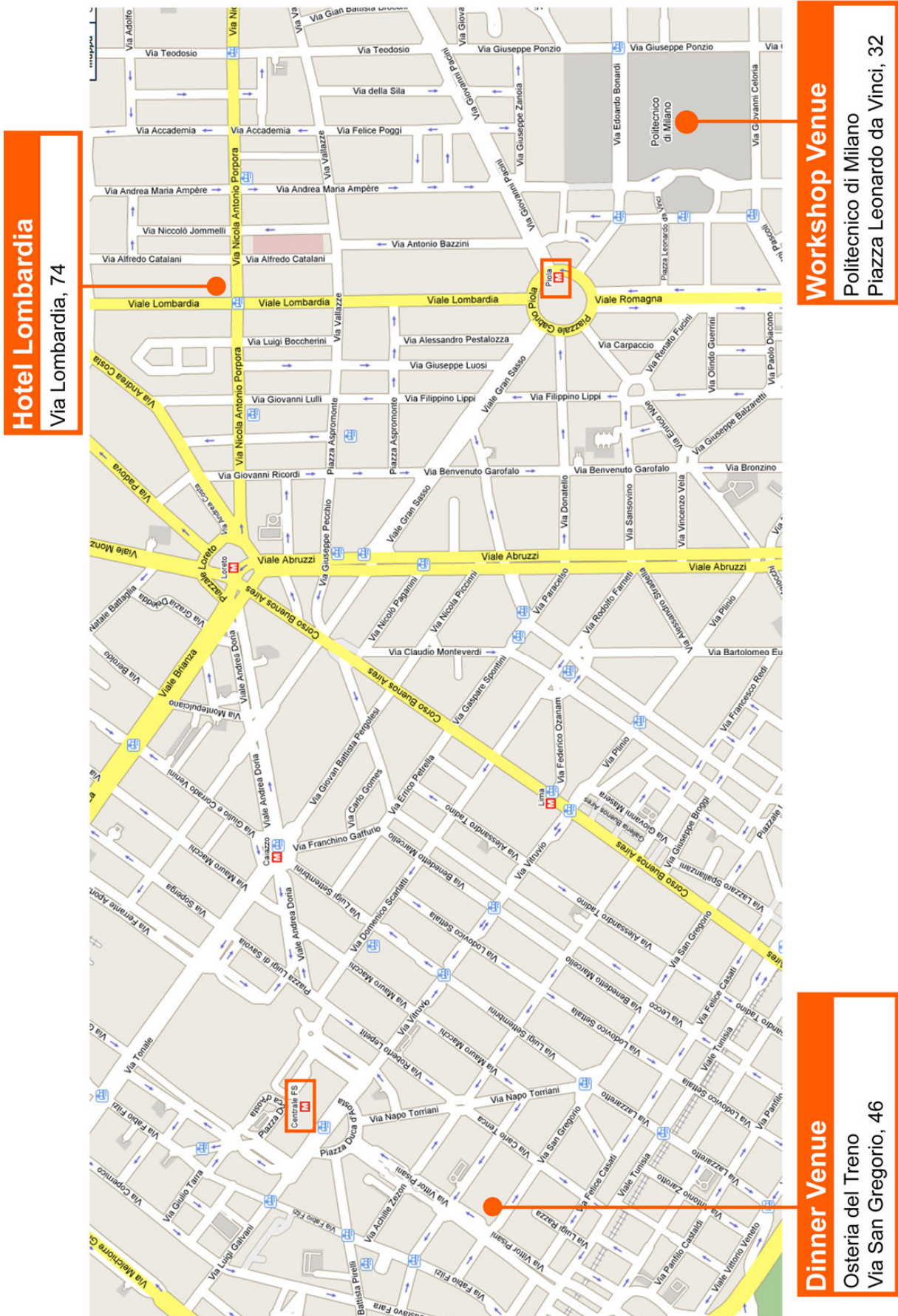
[www.score-network.org](http://www.score-network.org)

<http://progetti.metid.polimi.it/score/score.htm>

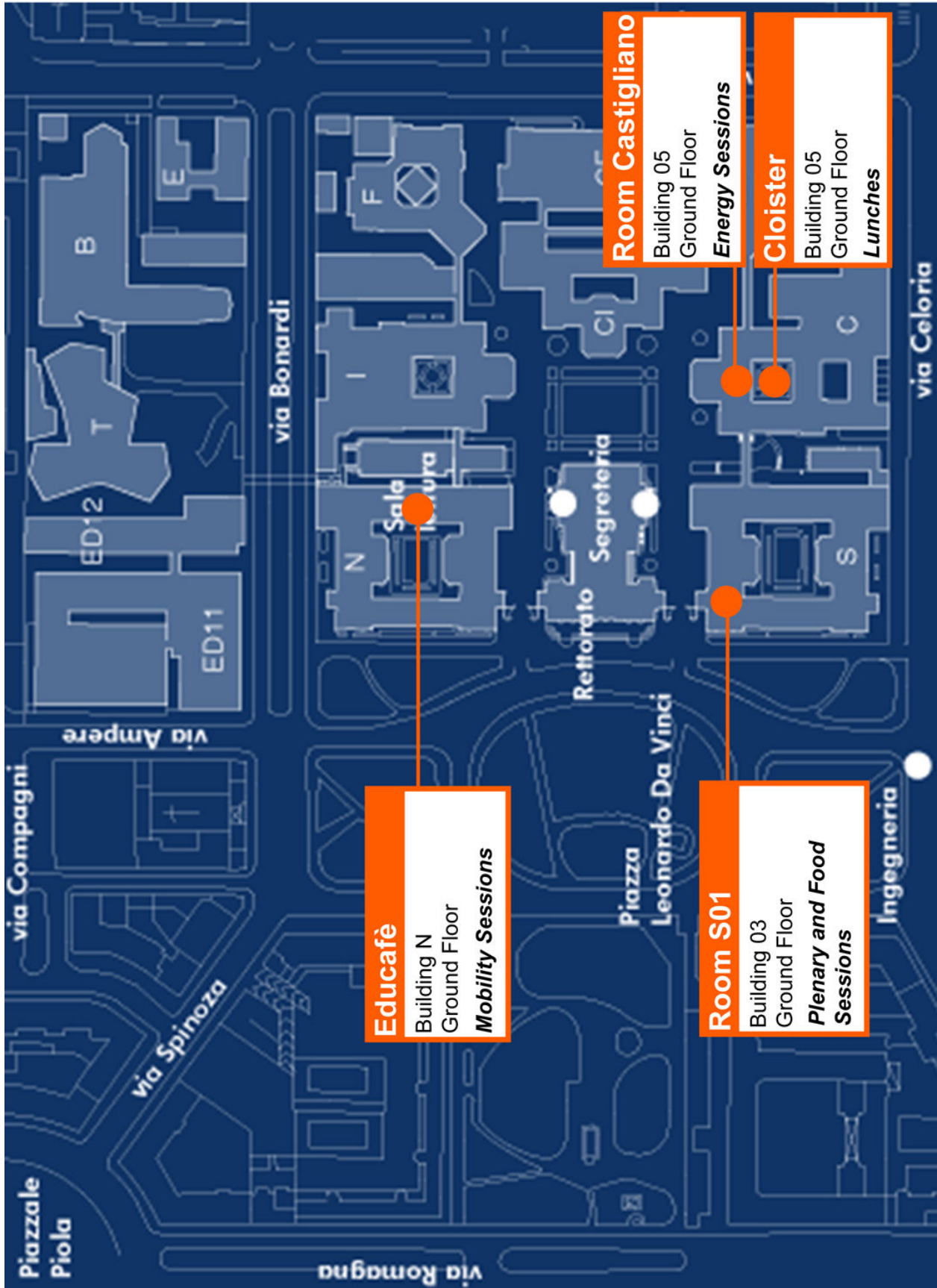
MAP 01. Underground



MAP 02. Location of Workshop venue, Hotel and Dinner venue



MAP 03. Politecnico di Milano



### 3 Workshop Program

#### 3.1 Day 1

The first day of the workshop will start at 9.00 and will last till 18.00.

##### 3.1.1 Plenary introduction

9:00-9:30	Registration, coffee, etc.
9:30-9:50	Welcome: Giovanni Azzone - Vice Rector of Politecnico di Milano Riccardo Rifici - Italian Ministry of the Environment
9.50-10.05	Review of SCP implementation in Europe – Pawel Kazmierczyk, EEA
10.05-10:30	SCORE results, concept and workshop program – Arnold Tukker, TNO
10:30-10:40	A sustainable workshop – our concept. Carlo Vezzoli, Politecnico di Milano

##### 3.1.2 Three parallel sessions (Food, Mobility, Energy/Housing)

- Food - Ursula Tischner, econcept
- Mobility - Theo Geerken, VITO
- Energy/Housing - Saadi Lahlou, Electricité de France

10:45-13:15	Three discussion groups ‘Lessons learned’ – Food, Mobility, Housing. <i>Note that people should choose for and stay in one session during Day 1</i> <ul style="list-style-type: none"> <li>- 1 week before the workshop: participants are sent concluding and thought provoking questions by WP leaders.</li> <li>- Participants are expected to gather counter-evidence.</li> <li>- During the session, all this will form input on a structured discussion on ‘lessons learned’ in groups of about 15-20 people</li> </ul>
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*Coffee served during the sessions*

Lunch

Continuation of parallel sessions

14.30-17:00	Three discussion groups: ‘Idea generation for steps forward’ <ul style="list-style-type: none"> <li>- identification of priority actions</li> <li>- allocation of actions per actor in the triangle of change (government, business, consumers, intermediaries)</li> </ul>
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Coffee break

17:10-18:00	Posters session
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End of day 1 followed by dinner, 20.00

## 3.2 Day 2

The second day of the workshop will start at 9.00 and will last till 16.30.

### 3.2.1 Plenary session

8:45-9:00	Registration, coffee etc.
9:00-10.30	Panel session with concluding feedback of Day 1: Presentations of lessons and actions per domain and general discussion <ul style="list-style-type: none"> <li>- Presentation by panel: Ursula Tischner (econcept/Food), Theo Geerken (mobility/VITO) and Saadi Lahlou (energy and housing/EDF)</li> <li>- discussion</li> </ul>

Coffee break

Continuation of plenary session

10.45-12:15	Towards a Framework of Action on SCP: Perspectives. <i>Input will be a concise review of potential structures and a proposed structure of how a framework for SCP could be organized, developed by a working group of some SCORE members and others (see chapter 1).</i>
(10.45-11.00)	The UN 10 Year Framework of Programs – Latest Progress. Adriana Zacarias, UNEP
(11.00-11.15)	A Framework of Action on SCP. Arnold Tukker, TNO Panel reaction and plenary discussion. Panel members: <ul style="list-style-type: none"> <li>▪ Maurie Cohen, Leeds University, Leeds</li> <li>▪ Adriana Zacarias, UNEP</li> <li>▪ Sylvia Lorek, ANPED and SERI.</li> </ul> Priority setting discussion: identification of 5-6 key elements in an SCP Framework

Lunch

### 3.2.2 Parallel sessions

13:15-15:15	About 5-6 parallel discussion groups will do suggested elaboration of the plenary defined key elements of the Framework. SCORE members will act as moderators. Goal: ending up with an agreed and partly filled ‘SCP Framework for Action’.  Pool of moderators and rapporteurs: Wynand Bodewes (Rotterdam School of Management), Tim Cooper (Sheffield Hallam University), Francois Jegou (Solutioning Design), Jan Carel Diehl (Delft University), Henk Moll (Groningen University), Oksana Mont (Lund University), Gerd Scholl (IÖW), John Thogersen (Aarhus School of Business), Burcu Tuncer (UNEP/WI CSCP)
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Coffee break

### 3.2.3 Plenary session

15:30-16:30	Plenary feedback from each discussion group, discussion, and outlook to Conference
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End of Day 2, about 16:30

#### 4 Concept of the SCORE project in three slides

The SCORE! philosophy assumes that sustainable consumption and production structures can only be realized if experts that understand **business development, (sustainable) solution design, consumer behaviour** and **system innovation policy** work together in shaping them. Furthermore, this should be linked with experiences of actors (industry, consumer groups, ecolabelling organisations) in real-life consumption areas: **Mobility, Agro-Food, and Energy/electronics**. These areas are responsible for 70% of the life cycle environmental impacts of Western societies. Broadly, this gives the following approach to the project:

- The first phase of the project (marked by a workshop co-organised with EEA in Copenhagen, April 2006) wants to arrange a positive confrontation of conceptual insights developed in the four aforementioned science communities, of how 'radical' change to SCP can be governed and realised.
- The second phase puts the three consumption areas in centre stage. SCORE! Work package leaders will inventory cases 'that work' with examples of successful switches to SCP in their field. In a series of conferences and workshops, cases will be analysed on 'implementability', adapted where needed, and policy 'prescriptions' will be worked out that can support implementation.

Via these activities, the SCORE Network wants to contribute to the realisation of the following objectives:

1. Bringing the state of the art on how to realise in SCP a major leap further. The project will result in two edited books on:
  - a. SCP implementation concepts from a business, design, consumer, and system innovation perspective, and
  - b. Implementation of promising SCP cases in the areas of SCP food, mobility, housing.

Furthermore, SCORE tries to arrange outlets for conference and workshop contributions not ending up in the books, via e.g. special issues of scientific journals and high quality proceedings.

2. Consolidating a strong practitioner network, build a structure that can support exchanges world wide (with 'smart' links to the UN 10 YFP; facilitating the Oslo Declaration Group, and other networks)
3. Understanding how to avoid the '3-year burn-out': since the Rio Conference in 1992 many SCP activities have started, only but to die out after sponsorship stopped. Insight needs to be developed how to make SCP relevant for policy and business, and how to generate a 'viable clientele' for the concept.

SCORE is organised as an open network, but due to the nature and size of the venues of some events, limitations to the number of participants may apply. However, in principle SCORE is set up in such a way that all who is interested can contribute. For instance, many of the chapters in the first SCORE! book are contributions from experts not involved in the initial set up of SCORE. People interested to actively participate in the network, can register at [www.score-network.org](http://www.score-network.org), under 'register'.

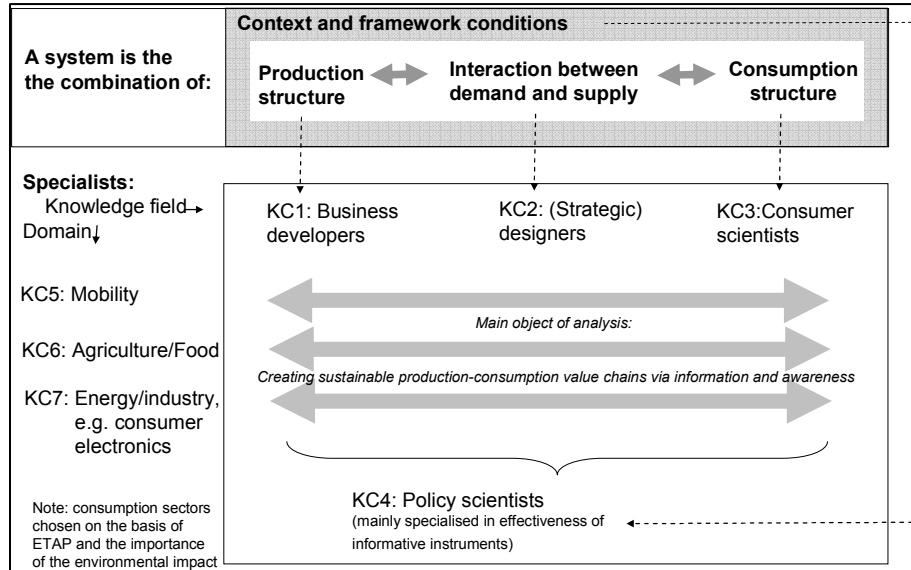


Figure 4.1: Knowledge communities involved in the SCORE project

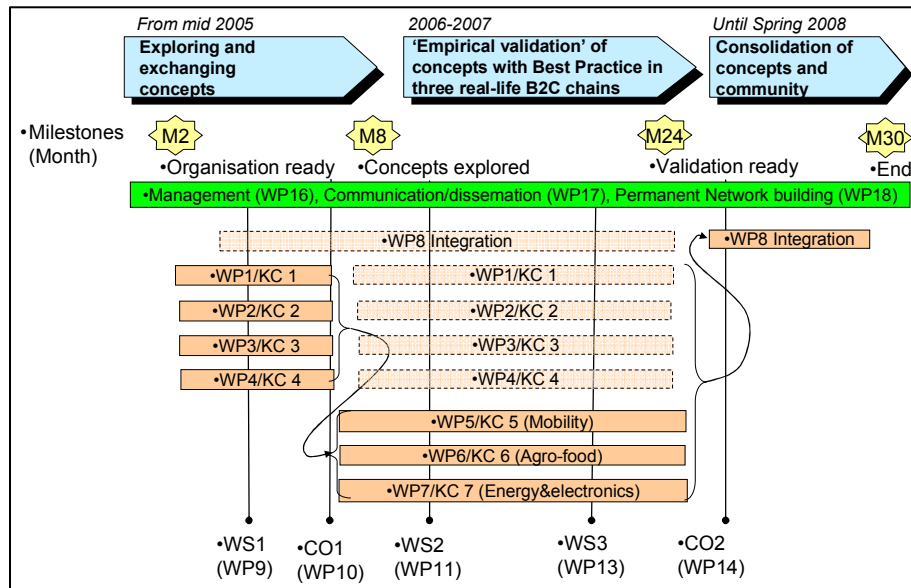


Figure 4.2: Structure and Time Table of SCORE!

Workshop 1	<b>General platform for exchange of views how to realise sustainable consumption structures between the 33 Participants and Partners, from their own knowledge background.</b>
Conference 1	<b>Goals:</b> <ul style="list-style-type: none"> <li>•Launch the network in the EU arena</li> <li>•Provide a broad platform for conceptual exchange</li> <li>•Provide a broad platform for SC case presentation s</li> </ul>
Workshop 2	<b>WS2-3 are organised giving <u>consumption domains</u> centre stage. WS2 starts with discussing 5-10 SCP cases per domain from the 4 knowledge perspectives, analysing success- and failure factors, re-design potential, and danger of rebound effects</b>
Workshop 3	<b>WS3 abstracts the lessons of WS2 to a higher level, leading to concepts models and case typologies of successful implementation approaches for sustainable consumption in relation to user awareness</b>
Conference 2	<b>Conference 2 validates the results of the project and forms a first outreach to policy, industry, certification organisations and other bodies relevant for implementation</b>

Figure 4.3: Focus per event

## 5 Participants in the SCORE project

### Co-ordination team:

- Arnold Tukker, TNO, Delft, Netherlands (project manager)
- Sophie Emmert, TNO, Delft, Netherlands
- Maj Munch Andersen Riso, Roskilde, Denmark (chair: working group on system innovation policy)
- Martin Charter, The Centre For Sustainable Design, Farnham, UK (chair: working group on business development)
- Carlo Vezzoli, Polytechnico di Milano, Indaco, Milan, Italy (chair: working group on design)
- Eivind Sto, SIFO, Oslo, Norway (chair: working group on consumer research)
- Theo Geerken, Vito, Mol, Belgium (chair: working group on mobility)
- Ursula Tischner, Econcept, Cologne, Germany (chair: working group on food)
- Saadi Lahlou, Electricité de France, Clamart, France (chair: working group on energy use/housing)

### (Initial) members:

- Robert Wimmer, GRAT, Austria
- Matthias Weber, ARC Seibersdorf, Austria
- Francois Jegou, SDS/Dalt, Belgium
- John Torgersen, Aarhus School of Business, Denmark
- Margit Keller, University of Tartu, Estonia
- Arouna Ouédraogo, INRA, France
- Frank Belz, Technical University of Muenchen, Germany

- Gerd Scholl, IÖW, Germany
- Michael Kuhndt, UNEP/Wuppertal Institute Centre on Sustainable Consumption and Production, Germany
- Sylvia Lorek, SERI, Germany/Austria
- Wynand Bodewes, Erasmus University, Netherlands
- Han Brezet, Technical University Delft, Industrial Design Department, Netherlands
- Henk Moll, University of Groningen, Netherlands
- Rene Kemp, MERIT, Netherlands
- Edgar Hertwich, NTNU, Norway
- Cristina Rocha, INETI/CENDES, Portugal
- Oksana Mont, IIIIEE, University of Lund, Sweden
- Rolf Wustenhagen, University of St. Gallen, Switzerland
- Sean Blair, Spirit Of Creation, UK
- Tim Cooper, Sheffield Hallam University, UK
- Tim Jackson, Surrey University, UK

#### SCORE Scientific Advisory Board

- Chris Ryan, Australian Centre for Science Innovation and Society, University of Melbourne, Australia
- Benny Chin Hong Leong, Hong Kong Polytechnic University, China
- Lucia A. Reisch, Copenhagen Business School, Denmark
- Inge Røpke, Technical University of Denmark, Denmark
- Adriaan Perrels, VATT, Finland
- Ezio Manzini, Politecnico di Milano, Italy
- Atsushi Inaba, AIST, Japan
- Gert Spaargaren, Wageningen University, Netherlands
- Frans Berkhout, IVAM-VU Amsterdam and IHDP-IT, Netherlands
- Uchita de Zoysa, Sri Lanka
- Klaus Hubacek, University of Leeds/School of Earth and Environment, UK
- Chris Foster, Manchester Business School, UK
- Fred Steward, Brunel University, UK
- Philip J. Vergragt, MIT, USA
- Halina S. Brown, Clark University, USA
- Maurie Cohen, NJIT, USA

Other participants: see [www.score-network.org](http://www.score-network.org), under 'experts'.