



SERI ANNUAL REPORT | 2009

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1 | FOREWORD

Dear Reader!



This report likes to inform you about our activities in our 10th year of existence as a network of private research institutions in Austria and Germany. For us it is always eye-opening to see on paper what we achieved last year (and it always takes us more time than expected to finally collect all the information).

Following numbers should give you a first impression on what and how much SERI has been working on in 2009: 22 finished projects, 13 ongoing projects, 13 new projects, 8 upcoming projects, more than 40 publications and many other activities.

We have again tried to make it as concise but also as informative as possible. If you wish to go into further detail, please contact our website or approach us directly. We are happy to broaden our view and to co-operate with others working on or at least interested in sustainable development.



Best regards,



Dr Friedrich Hinterberger

President SERI Verein zur Förderung eines Sustainable Europe Research Institute and Scientific Manager of SERI Nachhaltigkeitsforschungs und -kommunikations GmbH



Sylvia Lorek

Vice-President SERI Verein zur Förderung eines Sustainable Europe Research Institute and Chairwoman SERI Deutschland e.V.

Vienna, August 2010

2 | MISSION STATEMENT

The Sustainable Europe Research Institute (SERI) is a Pan-European think tank exploring sustainable development options for European societies. It was set up in September 1999.

WHO WE ARE

VIENNA: SERI Nachhaltigkeitsforschungs- und Kommunikations GmbH in Vienna – the institute with the highest turn-over and the most employees in the network so far – is among Austria’s leading institutes in support of sustainable development. Our projects facilitate the resolution of problems at the intersection of the economy, society and the environment in ways that reflect ecological, economic and social responsibility. The limited company according to Austrian law was founded in 2004 and took over the company „SERI – Dr. Friedrich Hinterberger“ and all its employees and projects.

GERMANY: SERI Germany e.V. was established in 2005. It is a non for profit research institute that focus on integrated sustainable development scenarios, indicators and strategies form local to the national and European level. Special emphasis is dedicated to social and economic sustainability, to institutional aspects of sustainable development, to sustainable consumption and to the role of biodiversity for sustainable development.

WHAT WE DO

Sustainability means fairness. In view of global phenomena such as economic crisis, climate change or resource scarcity, the question arises on how we can preserve our freedom of action and those of our children under such conditions.

SERI’s activities focus on the transformation of Europe in its local, national and global context and are implemented within the framework of European, national and international research and cooperation projects. Our vision of sustainability means enjoying life through a conscious way of dealing with oneself, one another and natural resources.

HOW WE DO IT

We are a virtual internet based institute. From our pool of staff and members comprising a broad spectrum of qualifications we can select appropriate teams for each project. SERI member offices are in Vienna, Austria and Cologne, Germany. The affiliated academics and researchers live throughout Europe.

The research carried out by members of SERI supports the dialogue within European civil society. It specifically aims to further develop the exchange of ideas between environmental citizens organizations, governments, trade unions and industry. Thus, SERI

- ⇒ carries out applied sustainable research and provides approaches for holistic processing of relevant problem areas in their social, environmental and economic aspects.
- ⇒ aims to create awareness. Because everything we do – or not – in our complex world affects other people. Therefore communication is a key tool for the scientific and advisory activities of SERI.
- ⇒ integrates the ecological objective to reduce environmental space use with elaborated economic, social and institutional sustainability strategies.
- ⇒ develops strategies on the macro, meso, micro and meta levels of economies/societies.

⇒ looks at the impact of activities and policies in Europe on other parts of the world.

However, we are far from working on everything important in the field of sustainable development. While integrating ecological, social, economic and institutional dimensions, SERI focuses the notion of environmental space (in terms of resources, energy and land-use) and the measurability of social and economic dimensions of SD. Indicator-based policies are therefore important for our recommendations.

We support decision makers in the areas of sustainable development with information relevant to their goals within the framework of national, regional and European sustainable policies. In addition to documenting and presenting relevant information, we add value by communicating new ideas and concepts in sustainable development. These are presented to the target audience via new and “old” media (books, brochures, CD-ROMs, web sites, etc.).

3 | HIGHLIGHTS

Highlights are topics of major interest which we wish to communicate to the broad public. They are published at irregular intervals on our website and in the SERI InfoMail. In 2009, we featured the following topics:

How do you style your energy behavior? Energy consumption and lifestyles.



Can households make a difference in regard to total energy consumption? How does our personal behavior influence energy demand? One thing is for sure: The energy demand of dominating Austrian lifestyles is far above a sustainable level. Thus energy consumption of private households needs to be reduced. But how?

Assessment of the ecological resource-efficiency of products and companies



Sustainability indicators provide a basis of structuring, implementation, controlling and communication of sustainability strategies.

In cooperation with stakeholders from the economy and civil society, SERI is suggesting a set of indicators, which accounts for the four main environmental categories water, land area, (abiotic and biotic) resource use and greenhouse gas emissions.

Measuring natural resource use: from the product to the national level



Worldwide demand on natural resources and related pressures on the environment are steadily increasing. This is caused by several trends: growth of world population, continued high levels of consumption in the developed world as well as the rapid industrialisation of countries such as China, India and Brazil. Renewable resources, and the ecological services they provide, are at great risk of degradation and collapse. At the same time, extraction of many non-renewable resources is already reaching or near a peak.

Growth in transition



Just now – in the light of the current financial and economic crisis and intensive efforts for achieving economic growth – the question emerges which kind of growth we want for the future and which goals are targeted with it. The project “Growth in Transition” intends to trigger a dialogue among institutions and people about how we can shape this transformation process towards sustainability.

The Presentation of Arguments “What kind of growth is sustainable?” which was developed by SERI and Karuna Consult forms the basis for deeper and on-going discussion.

Related SERI projects to the climate conference in Copenhagen



SERI is working in several projects on themes that are related to the Climate Change Conference in Copenhagen.

The project Lebensklima aims to investigate the influence of different life style groups on climate change and the impact of climate change on the perceived quality of life of people in two case study regions in Austria: Gmunden and Graz. The project EACH FOR investigated the contribution of environmental degradation to forced migration. Furthermore SERI works on a proposal for an ecological tax reform and on the correct assignment of CO₂- emissions to those, who finally consume the products that are responsible for the emissions.

Happy birthday SERI!



In September 2009 SERI celebrated its 10th birthday with friends, clients and project partners.

10 years ago a few employees of the Wuppertal Institute of Climate, Environment and Energy, Friedrich Hinterberger, Joachim Spangenberg, Sylvia Lorek, Philipp Schepelmann as well as Ines Omann and Fred Luks decided to start up their own business - SERI.

4 | PROJECTS

Our projects are the main part of our work. They cover a wide range of themes and approaches, and they have different aims. Some are mainly research projects to bring forward the state of knowledge, some try to bring the knowledge on sustainability directly to the public and decision makers.

To learn more about the themes and approaches that we follow in our projects, visit www.seri.at!

4.1 | NEW PROJECTS

Eurostat Lot 1 - Data Centres for Natural Resources and Products

01/2009 – 12/2010, Eurostat - Statistical office of the European Commission

The Sustainable Development Strategy and all other sustainability policies of the European Union need to be based on factual evidence and data. Eurostat, together with DG Environment (DG ENV), the European Environment Agency (EEA) and the Joint Research Centre (JRC) , signed a Technical Arrangement (Group of Four -G04) establishing 10 Data Centres: Natural Resources, Products (IPP), Waste, Soil, Forestry, Air, Climate Change, Water, Biodiversity, and Land Use. Eurostat was given responsibility for the Data Centres for Natural Resources, Products and Waste. The main purpose of these Data Centres is to improve knowledge about the relationship between resource use, economic growth and environmental impacts. Eurostat, then, set a major call for tender divided in three lots aiming at the provision three major building blocks for operationalizing the Data Centres for Natural Resources and Products. TNO (the Netherlands), CML (Leiden University, Netherlands) and SERI work on Lot 1 „Developing first versions of the Data Centres“. Lot 1 is providing a basic, consistent architecture in which data and indicators are placed.

Within Lot 1, SERI is responsible for the task „Identification of modules“. The task consists of a review of data sets that will be described within the data centres, including direct links to sources, information on data coverage, quality issues, etc. The task also includes elaborating structure and texts for a future Wiki system in which the different modules of the Data Centres will be presented.

www.seri.at/projects/ongoing-projects/data-centres-for-natural-resources-and-products/

WeinKlim - Viniculture and Climate Change: Options for adaptation and mitigation. Case Study region Traisental

01/2009 – 03/2010, Federal Ministry of Agriculture, Forestry, Environment and Water Management; Cooperation between national and local governments

This project aims to develop actions and measures to obviate negative impacts of climate change on winegrowing and to reduce greenhouse gas emissions of grape- and wine production and marketing.

At the same time the case study region Traisental (situated in Lower Austria) intends to promote sustainable wine production techniques as a trademark for local winegrowing and as a role model for other winegrowing regions.

In this project, SERI is responsible for the analysis of the product life cycle of downstream processes (packing, storage, transport, sales) regarding their greenhouse gas emissions. In addition, SERI involves local winegrowers and other local stakeholders in the project via interviews and workshops and is responsible for the dissemination of the project results.

BRIX – Business Resource Intensity Index

03/2009 – 08/2010, Austrian Research Promotion Agency (FFG), Bridge programme



This project develops a system to measure and assess the resource intensity of products, services and companies – the Business Resource Intensity Index (BRIX). The project consortium (SERI, ÖIN, plenum, Faktor 10 Institute and Wuppertal Institute) is cooperating closely with three Austrian companies (Lenzing AG, Rhomberg Bau GmbH, Grüne Erde GmbH). The BRIX index will be implemented by the means of a computer based tool and enable the companies to measure and optimize the resource use and eco-efficiency of their products and production sites.

SERI serves as the overall project coordinator and leads several work packages: “Methodological harmonisation”, where different approaches to assess resource use on the product level are integrated; “Data development”, where resource intensity coefficients for carrying out the calculations are compiled; and “Synthesis”, where the main scientific results are summarised.
www.seri.at/brix

Lebensklima I – a survey on lifestyles and climate change in two Austrian case studies

06/2009 – 06/2010, Federal Ministry of Agriculture, Forestry, Environment and Water Management, the federal province of Upper Austria, the city of Gmunden and the city of Graz.



This project aims to investigate the influence of different life style groups on climate change and the impact of climate change on the perceived quality of life of people in two case study regions in Austria: Gmunden and Graz.

The project involves regional schools to conduct a survey on people's perception of climate change, life styles and quality of life. Through workshops, pupils get to know basics about the mentioned concepts and learn how to conduct a survey. Based on the results of the interviews, focus groups are held in each region to work out measures towards life style change in order to mitigate and/or adapt to climate change. Results are discussed with local stakeholders.

SERI coordinates the project, co-develops the conceptual framework and the questionnaire and is responsible for evaluation and dissemination of the project. Scoping studies for both case study regions are already published and first results of the surveys can be expected in spring 2010.
www.seri.at/lebensklima-i, www.lebensklima.at

Global responsibility for CO2 emissions - Embodied CO2 emissions of international trade and the global climate responsibility of consumption

11/2009-01/2010, German Development Institute (DIE)

Under the Kyoto Protocol the responsibility for meeting the greenhouse gas emission reduction targets lies entirely with the countries in which they are produced. This principle of territorial responsibility contrasts the reality of globalisation where many emissions that are related to domestic consumption are produced in foreign countries. These emissions which occur along international value chains are known as embodied emissions of traded goods and services.

While knowledge about the size of embodied CO2 emissions in imports and exports has long been limited, new models are now enabling the calculation and analysis of these embodied emissions. In this project, SERI and GWS use a Multi-regional Input-Output (MRIO) model to calculate the emission balances of consumption (= production – exports + imports) in 55 countries and compare them to the existing Kyoto emission balances. We show:

- which countries and regions are the biggest net importers and net exporters of embodied CO2 emissions from international trade,
- how outsourcing and relocation processes between OECD and non-OECD countries have developed between 1995 and 2005,
- the size of the shifts of CO2 emissions between different continents through international trade, and
- the influence of considering consumer responsibility on the goals of a post-Kyoto or post-Copenhagen agreement.

The results will support discussions on the responsibility of producer and consumer countries in the context of international climate negotiations.

OPEN: EU – One Planet Economy Network: Europe

07/2009 - 06/2011, European Commission, 7th Framework Program

As the world's largest economy, Europe must embark upon an immediate and major transformation to avert dangerous climate change and prevent ecosystem collapse. It is clear that a new future for Europe must be achieved by building an economy that respects all environmental limits and is socially and financially sustainable. WWF-UK, the coordinator, of the OPEN-EU project, calls this a One Planet Economy.

The goal of the One Planet Economy Network project (OPEN: EU) is to develop an academically robust "footprint family" (ecological, carbon and water footprint) of sustainable development indicators, place these in a scenario modelling tool (EUREAP - European Resource and Energy Analysis Programme) for evidence-based policy, and create a new forum for the visions, knowledge and interests of different stakeholders (an online network of decision-makers, CSO's and business leaders) to help this transformation of the EU to a One Planet Economy by 2050.

Within the project, SERI works on policy integration and scenario prioritisation in order to establish the EUREAP forum and is responsible for the partial workpackage 6.2 "Scenario formulation and evaluation", which will elaborate integrated story lines for the transformation of Europe towards a One Planet Economy with significant reduction in natural resource throughput. In cooperation with all project partners, it will identify key policy areas for action and related policy instruments and strategies. www.wwf.org.uk

Sicherheitsmaßnahme – Begleitstudie zur Einführung einer Sicherheitsmaßnahme in Österreich

08/2009 – 12/2010, BMVIT (KIRAS Sicherheitsforschung)

Die Einführung einer Maßnahme des Bundeskriminalamtes wird mit einer sozialwissenschaftlichen Studie von SERI begleitet. Die Studie untersucht mittels repräsentativer Befragung die Auswirkungen der in diesem Projekt behandelten Sicherheitsmaßnahme auf das subjektive Sicherheitsgefühl der österreichischen Bevölkerung. Dabei orientiert sie sich an einem umfassenden Sicherheitsbegriff mit Fokus auf soziale und kulturelle Aspekte ziviler Sicherheit.

A Scoping Study on the Macroeconomic View of Sustainability

09/2009 – 04/2010, European Commission, DG Environment

What is the value-added of a macroeconomic perspective of sustainability?

The purpose of this study is to provide an overview of how a macroeconomic perspective can shed light on the possibility of achieving sustainable development. The study will provide some insights on what changes might be needed in the macroeconomic models and the macroeconomy itself to

deliver sustainability, and the degree to which macroeconomic policy levers or environmental policy levers could produce synergies between macroeconomy and the environment.

This scoping study is a preliminary step in addressing the issue that there are strong (two-way) linkages between the economy and the environment and that each component cannot be viewed in isolation. The study aims to answer the following questions:

- What is the value-added of a macroeconomic perspective of sustainability?
- Can this perspective help to achieve sustainable development?
- What modelling tools exist for such macroeconomic analysis?
- To what extent do these tools address sustainability issues?
- Ideally, what indicators should these tools take into account?

SERI carries out a Literature Review of the links between the macroeconomy and the environment: How does the macroeconomy and macroeconomic factors affect sustainable development? (Task 1). Cambridge Econometrics (CE) who lead this study describe the main macroeconomic models used for modelling the world economy and determine to what extent they include aspects of sustainability assessment (Task 2). Tasks 3 and 4 are split between SERI and CE. Following on from the literature review, there will be a description of the issues and parameters that would need to be modelled for there to be some consensus that the modelling was covering sustainable development issues. The final task draws together the results from the previous tasks and provides an assessment of how readily existing modelling methodologies may be adapted to fully incorporate sustainability. <http://seri.at/projects/ongoing-projects/a-scoping-study-on-the-macroeconomic-view-of-sustainability/>

KONSENS – Modelling the effects of energy policy on consumers

10/2009 – 6/2011, Climate and Energy Fonds within the program “Neue Energien 2020”

Private households possess a huge unused potential for energy reduction (and thus for climate protection), which could be tapped by gains in energy efficiency, behavioural changes, and the extended use of low-emission energy forms. So far, the focus of energy policy has been laid on business rather than private households which were only partly captured by direct policy measures. In order to reach the goals of national and international climate policies, the current political and scientific discussion increasingly concentrates on political measures which aim at the reduction of private energy consumption.

The KONSENS project contributes to these endeavours by analyzing, which political measures can support consumers to fully take advantage of these potentials. The analysis will show the energy- and CO₂-reduction potential that can be reached by consumer oriented policy measures, but will also look at their economic and social compatibility.

Five energy related policy measures, which directly influence consumers, will be analyzed in regard to their energy efficiency as well as their social impacts on different population groups. The political measures comprise a CO₂-card for all citizens, a reduction of VAT on energy saving products, the annulment of the subsidy for commuters and a modification of the current subsidies for housing construction and renovation (shift of focus on to renovation rather than on new buildings).

In order to conduct this analysis, the integrated environment-energy-economy model e3.at is used and extended by different types of households.

Banken - Sustainability indicators as success factors for banks

12/2009 – 03/2010, BMWF und Unicredit Bank Austria

With their financial investment products banking institutions have much influence on how investors place their money. Economic indicators build the basis for decisions in the banking sector. Sustainability indicators support banks in order to estimate the impacts of financial products on climate change, resource (over)consumption and quality of life.

The primary objective of the project is to participatively establish recommendations for a set of indicators in order to measure the social and ecological sustainability of financial investment products.

Implications of a persistent low-growth path. A scenario analysis for Austria

12/2009 – 12/2010, Federal Ministry of Life, Federal Ministry of Labour, Social Affairs and Consumer Protection, Federal Ministry of Science and Research

An increasing body of literature highlights the fact that several current economic, social and environmental developments might bring economic growth to a halt. The often cited assumption is that low economic growth rates will be the normal case and not the exception in developed economies in the near future (e.g. because of the dramatic diminishment of the world's natural resource basis). Without serious responses and concepts to face this situation, severe social consequences – first and foremost rapidly rising unemployment – could cause large losses of welfare.

The project aims to analyse how the Austrian economy would change if the above-mentioned tendencies became persistent and which macro-economic implications (employment, consumption, income, public finances, resource use, CO₂-emissions etc.) a low-growth scenario entails in Austria. Furthermore, the project's purpose is to develop rudimentary approaches out of the growth dilemma that do not solely rely on continuous economic growth. The crucial question under consideration is how the economic system needs to be reorganised in order to deliver sustainable development and high quality of life for all.

Arctic Footprint – Arctic Footprint and Policy Assessment

12/2009 - 12/2010, European Commission, DG Environment

The study "Arctic Footprint and Policy Assessment" aims to improve the effectiveness of EU environmental policies with respect to the Arctic region, especially as relates to the implementation of existing policies (e.g. Integrated Maritime Policy) and a new Arctic Policy for the EU. Ultimately, the research and resulting studies will contribute to the EU's effort to improve its environmental and related sector-based policies, and could help show EU leadership in promoting international co-operation in the Arctic.

The study will undertake an assessment of the EU's current footprint on the Arctic environment and evaluate how it could change over time. The effectiveness of the EU's current environment-related policies will also be analysed, including how these policies relate to current and future footprint scenarios. Options for improving EU policy will also be developed. The project team will also put efforts on contributing to the implementation of the EU's strategic initiatives and the policy objectives outlined in the Arctic Communication and promote the EU's interest in international co-operation in the Arctic region by disseminating study results to a broad group of stakeholders and key experts.

SERI is in charge of developing the methodology and determining EU's current environmental footprint on the Arctic region by applying a set of indicators that measure Europe's impact across different environmental policy areas. The approach will be based on well-established environmental

methodologies as well as on life cycle assessment (LCA) and current developments of sustainable development indicators, especially those used by Eurostat. www.seri.at/arcticfootprint

Visual mfa III – Updating and Upgrading of the MFA data on www.materialflows.net

12/2009 – 04/2010, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management



The website www.materialflows.net was first published by SERI in 2006. It aimed at providing worldwide data on resource extraction, mainly generated in the EU-project MOSUS, for free download in order to achieve a wider application of the MFA approach. In the course of a follow-up project, starting in 2007, SERI updated the data and developed a tool for the website, which allows for the visualisation of the extraction data on worldmaps. This tool has been extended with a new visualisation tool, which still increases the attractiveness and informative value of the website by additionally visualising the interrelations between different socio-economic parameters and environmental consumption indicators as well as changes in the performance of different countries.

Especially in the area of the assessment of different options for environmental policies professionally edited data and material for analyses play a key role for communication. Hence, apart from carrying out a new data update of the database, the aim of the new project is to provide users with useful material for reports, presentations, etc in the field of analyses and policy consultancy. This material will be available as “download packages” containing slides with graphs showing the main results of the data analyses, results of the Gapminder tool, as well as prefabricated maps on worldwide resource extraction. www.materialflows.net

4.2 | ONGOING PROJECTS

GoverNat - Multi-level Governance of Natural Resources: Tools and Processes for Water and Biodiversity Governance in Europe

10/2006 – 09/2010, European Commission, 6th Framework Program



The central research objective of GoverNat is to test the hypothesis that certain participatory processes and analytical decision tools are particularly useful for improving multi-level environmental governance. Specific research objectives therefore address the enhanced understanding of multi-level governance of natural resources, the development of methods of public and stakeholder participation to be used in such contexts, the effective utilisation of specific analytical decision tools in multi-level governance, and the reflective evaluation of such use.

SERI acts as a praxis affiliate and hosted 1 fellow in an internship in summer 2009. The fellow was working in EcoChange, in the Belgian case study, where she prepared and participated at a stakeholder workshop. The results of this workshop will be embedded in her PhD theses.

2009 Ines Omann and Jill Jaeger were teaching at the GoverNat school in the Slovak republic about scenario development. www.governat.eu and www.seri.at/governat

MELIA - Mediterranean Dialogue on Integrated Water Management

10/2006 – 09/2010, European Commission, 6th Framework Program



The particular strategic objective of MELIA is to contribute to the improvement of the regional water planning and management under scarcity condition to enhance sustainable development in the Mediterranean region, according with the Key activity of the INCO Work Program 2004. In particular, the specific objective of MELIA is not only the fostering of dialogue and communication among its 45 Core Group Members, but also to build-up and share a common knowledge and awareness (at different level of players) that is open to all its Legitimate Peripheral Participation (LPP): legislators, political deciders, water users and providers and citizens, and would contribute to the sustainable management of limited water resources in the Mediterranean, including by exploring solutions outside the water resources of the Mediterranean Basin, i.e. trade and tourism.

SERI is leader of WP 7 “Water Participatory Management and Water Governance” and contributing to WP 9 “Knowledge share” and WP 10 “Performance, social and sustainability indicators”. www.seri.at/projects/ongoing-projects/melia/

EXIOPOL - A New Environmental Accounting Framework Using Externality Data and Input-Output Tools for Policy Analysis

11/2006 – 10/2010, European Commission, 6th Framework Program




EXIOPOL sets up a detailed economy-environment model to estimate environmental impacts and external costs of different economic sectors and of the consumption of natural resources for countries in the European Union.

In the EXIOPOL project, SERI is working in the area of environmental extensions of the detailed input-output model. These extensions cover the categories of material flows, energy use, land use, and water use as well as air emissions and emissions to soil. SERI is

leading the work stream on environmental extensions in European countries as well as in countries and world regions outside Europe, which will be included in the model to cover effects of trade relations between Europe and the rest of the world. Main partner in this work stream is the Wuppertal Institute for Climate, Environment, Energy in Germany and TNO in the Netherlands. www.seri.at/projects/ongoing-projects/exiopol/

ECO-CHANGE - Challenges in assessing and forecasting biodiversity and ecosystem changes in Europe

01/2007 – 12/2011, European Commission, 6th Framework Program

 The aim of EcoChange is to assess and forecast changes in terrestrial biodiversity and ecosystems and in the ability of biodiversity and ecosystems to supply goods and services and to buffer against climate and land use change.

SERI leads the socio-economic part of the project, which develops and carries out an integrated sustainability assessment of the impacts of environmental change on ecosystem goods and services in three case studies in Switzerland, Belgium, Romania. In 2009 the scenarios which will form the basis of evaluation were developed together with regional stakeholders. SERI is also responsible for disseminating the project results to the public. A project flyer and several briefing sheets were developed that can be downloaded from the project-website www.ecochange-project.eu.

National Sustainability Strategy Luxembourg:

05/2007 – 06/2011, Ministère d'Environnement / Ministère du Développement durable et des Infrastructures, Luxembourg

The Luxembourg government in 2007 decided to develop a new and effective national sustainability strategy ; SERI Germany has been coaching the process ever since. In Spring 2009 the new strategy was adopted by the cabinet and published to stimulate a public discussion which will feed back into the final text by the end of 2010. Simultaneously, the work on a comprehensive set of sustainable development indicators (supported by Eurostat) and a national monitoring system began; the final result is expected for mid-2011. After re-election, the Luxembourg government highlighted then importance of sustainability by reorganizing the administration and creating a ministry of sustainability and infrastructure. Further Information: can be found at http://www.environnement.public.lu/developpement_durable/dossiers/projet_pndd_2009/

e-co - Effects of sustainable energy consumption for Austria

12/2007 – 12/2009, bmvit, BMWA



The project e-co analyses the effects of sustainable energy consumption on the economy, the environment and on society by following the Austrian goals in the fields of energy and climate policy until the year 2020. For this analysis scenarios focussing on renewable energy, an increase of energy efficiency and a reduction of energy consumption in private households are simulated and evaluated through an environment-energy-economy model. In 2009 the scenarios were finalized after a stakeholder workshop and the model development was completed. The project results will be available in spring 2010. Further information can be found on the German project website www.energiemodell.at.

CEECEC - Civil Society Engagement with Ecological Economics

04/2008 – 10/2010, European Commission, 7th Framework Program



The aim of CEECEC is to increase collaboration between ecological economists and civil society organisations (CSOs) with the overall focus not being on theory but on case study learning. CSOs and academics will thereby identify and explore key issues for research in areas such as water management, mining, energy, and forestry and agriculture, based on CSO needs and interests. The end result will be online materials and a handbook in several languages explaining the principles, the tools and the methods of Ecological Economics for CSOs and the general public.

SERI has set up a public website and a platform for internal communication. Most case study results are already available through the website. Recently SERI started to design the e-learning course that will be held in spring 2010. www.seri.at/ceecec

Sustainability Textbook

09/2008 – 05/2010, Open University, The Netherlands

The Netherlands Open University will extend its environmental teaching into a fully fledged sustainability course. This of course requires a new textbook, the work on which started in 2008 and will be finalized in 2010. Joachim Spangenberg contributed sections on the history of the EU, the history of the sustainability concept, on the role of and the threat to biodiversity, and a case study on biofuels.

ESEE

11/2008 – 10/2010, Federal Ministry of Agriculture, Forestry, Environment and Water Management



Supported by the Austrian Ministry for Agriculture, Forestry, Environment and Water SERI maintains the website of the European Society for Ecological Economics (ESEE) and publishes the electronic ESEE newsletter. ESEE is a non-profit, membergoverned, organisation dedicated to advancing understanding of the relationships among ecological, social and economic systems for the mutual well-being of nature and people. www.seri.at/ESEE

Action Town

11/2008 – 10/2010, European Commission, 7th Framework Programme



The Action Town project focuses on concrete actions by creating partnerships between civil society organisations (CSO) and research organisations. It looks into how CSOs can provide new insights for research in sustainable consumption and production with the goal of reaching absolute decoupling of economic growth from resource use.

In order to reach the goal of shifting towards less environmentally damaging consumption patterns without reductions in the “quality of life”, contributions from and agreement among a variety of economic and societal actors are required. Civil Society Organizations (CSOs) have the unique position to bring a variety of actors together and convince them to take action for more transformational type of change beyond resource productivity measures. They can encourage concrete set of goals to drive away from currently unsustainable patterns of consumption. How to enhance the effectiveness of such CSO activities is the core question.

SERI is one of five consortium partners led by the UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP) to identify gaps (1) in the knowledge of CSOs on how to shape consumption and production patterns in a sustainable way, and (2) in the research agenda for sustainable consumption and production policy strategies, assessment tools and indicators; Further project objectives are to provide new insights for increasing efficiency of policy strategies, assessment tools and indicators for sustainable consumption and production through small-scale exploratory actions; to create partnerships between CSOs and research organisations to increase involvement of CSOs in research. <http://seri.at/projects/ongoing-projects/action-town/>

Styles of energy use - Database about energy consumption of Austrian households. Development and empirical validation

11/2008 – 12/2009, Climate and Energy Fonds within the program “Neue Energien 2020”



This project aims to develop a comprehensive database which relates the demand for energy in Austrian households to socio-economic and cultural factors in order to provide a well-established set of information for public decision makers and politics. The central hypothesis assumes that styles of energy use can be defined by linking data of energy relevant behaviour and socio-economic resp. cultural and lifestyle parameters. The project defined so-called “styles of energy use” (SEU), which were verified by a representative public survey carried out in May 2009 among 1014 households in Austria. The survey included all main sectors of private (not work-related) energy use (heating, electricity) in households as well as the energy use for private mobility.

The empirically validated SEUs shall provide a fruitful insight into the energetically relevant behaviour of the Austrian population and furthermore trigger future communication of innovations and the design of energy services as well as support policy making for a sustainable development of the Austrian energy system. The final report will be available in spring 2010. Further information on the German project website www.energisch.at.

Nachhaltigkeit.at

12/2008 – 11/2010, Federal Ministry of Agriculture, Forestry, Environment and Water Management



SERI is responsible for editing and content of the website www.nachhaltigkeit.at which is one of the most important information platforms aimed at sustainable development in the German speaking countries. The platform contains weekly updated news and general information such as events, websites and projects in the realm of sustainable development. Every month a specified “Topic of the month” and related “Dialogue” with experts is published. The platform is dedicated to decision makers and interested lay people. www.nachhaltigkeit.at

Growth in Transition

12/2008 – 12/2010, Federal Ministry of Agriculture, Forestry, Environment and Water Management



Just now – in the light of the current financial and economic crisis and intensive efforts for achieving economic growth – the question emerges which kind of growth we want for the future and which goals are targeted with it. The project “Growth in Transition” intends to trigger a dialogue among institutions and people about how we can shape this transformation process towards sustainability. It also aims at contributing to current EU and

international processes and at informing the Austrian public about them (e.g. the EU initiative “Beyond GDP”).

The Project operates under the umbrella brand “Growth in Transition”. This brand covers different institutions that organise activities that all focus on the same core issue but from different angles. In order to get a wide discussion process going, a series of events was organised by SERI and several partnering institutions within the project:

* **21st April – Workshop in Brussels** “Redefining Growth and Prosperity”: SERI organised this workshop in cooperation with UK Sustainable Development Commission. SERI’s Presentation of Arguments and the SDC report “Prosperity Without Growth” were presented, different stakeholders commented on and discussed animatedly about it. Afternoon workshop dealt with the topic “Economic growth and economic crisis: Is degrowth here to stay?”.

* **13th May – Presentation of the book** “What kind of growth is sustainable? A Presentation of Arguments”

* **26th May – Workshop** “Growth and resource use: developments and perspectives”

* **10th June – Workshop** “Designing growth sustainably: arenas, actors, new approaches”: Ongoing international and European activities on the topic growth/quality of life were presented In this workshop (organised by SERI). A special focus was given to the assessment of growth, wealth and life quality.

* **28th – 29th January – International Conference in Vienna**: The conference will provide a synthesis of all previous events, in order to develop possible scenarios and approaches for “Growth in Transition” based on this synthesis. The results are going to end in a final document.

* **26th – 29th March – 2nd International Sustainable Degrowth Conference, Barcelona**. Bringing together scholars and activists, the conference covered a wide spectrum of degrowth-related issues and proposals for research as well as for political action. SERI Germany explores the possibilities to host the next international degrowth conference in Germany.

<http://seri.at/projects/ongoing-projects/growth-in-transition/>

4.3 | FINISHED PROJECTS

ALARM - Assessing large scale environmental risks for biodiversity with tested methods

02/2004 – 01/2009, European Commission



ALARM was essentially a project to improve the instruments for assessing the threat to and the loss of biodiversity in Europe, and on this basis to derive suggestions how to stop the negative trends.

From 2004 to 2006 SERI was coordinating the socio-economic research in ALARM and from 2006 to 2009 collaborated in analysing the relation of economic policies, climate change and biodiversity loss. In 2008 the work was dedicated to finalizing the socio-economic scenarios and the development of a risk assessment toolkit. In 2010, after the official project end, the publication activities went on. SERI contributed papers two 2 specials issues (one in Ecological Economics and one in Global Ecology and Biogeography), and a chapter to the Alarm Atlas. The Publications have been or will be published in 2010. <http://www.alarmproject.net/alarm/> and www.seri.at/alarm

ALTER-Net

04/2004 – 03/2009; European Commission, 6th Framework Program



ALTER-Net is a network of excellence (6th FP) consisting of 24 partner institutions of 17 European countries which aims at integrating existing research on biodiversity. ALTER-Net concentrates on two focal points: providing a network of ecological data and simultaneously establishing a network of long-term socio-ecological research. Thus, a pilot study is carried out in 10 European countries to collect people's attitudes related to nature and nature conservation.

In Austria this survey was conducted in 5 provinces of Upper Austria with the main focus on the Limestone National Park (Nationalpark Kalkalpen) region. Together with the Wegener Center for Climate and Global Change Graz, SERI was responsible for the execution and evaluation of the questionnaire, in particular for the qualitative data analysis. www.alter-net.info

Sustainable Consumption Policies Effectiveness Evaluation (SCOPE²)

2006 – 2009, FP6, DG Research, European Commission

The main objective of this project was to provide a theoretical and case based assessment of how to implement measures that can make the change to sustainable consumption happen. The project provided an inventory and analysis of policy instruments relevant for stimulating sustainable consumption and production, their effectiveness, consideration on their efficiency and barriers to use. SERI contributed in particular to this part of the project.

SCOPE2 also analysed how business initiatives, policy instruments, and other factors could work in coherence, in order to realise long-term changes to sustainability in systems of production and consumption. Based on these activities, a geographical and sectoral gap analysis was performed to identify instruments and initiatives that worked on one sector or region and can potentially become candidates for diffusion in other sectors and regions. Finally, concrete recommendations to policy makers were developed on the use of policy instruments for sustainable consumption and production. www.seri.at/completed-projects/scope2

petrE - Resource productivity, environmental tax reform and sustainable growth in Europe

07/2006 – 06/2009, Anglo-German Foundation, Research Initiative "Creating Sustainable Growth in Europe"



The petrE project examined the economic and environmental implications and impacts of environmental tax reforms and assessed the effectiveness of these reforms to improve the use of resources, including labour, and to raise welfare.

SERI was responsible for the work package on "Global Dimensions of Sustainable Growth in Europe". This work package investigated global patterns of resource use and resource productivity and the world-wide consequences of a European transformation towards sustainable growth based on an environmental tax reform and significantly increased resource productivity. www.seri.at/petre

DEEDS (DEsign EDucation and Sustainability)

10/2006-3/2009, European Commission, DG RES, Leonardo da Vinci Program

The mission of the DEEDS project was to embed sustainability in design and design in sustainability. On both fronts, the project has achieved some success, initiating discussions, providing background material and developing criteria, tools and methods. Besides the usual reports, the results are documented in two journal publications. www.deedsproject.org

INDI-LINK - Indicator-based evaluation of interlinkages between different sustainable development objectives

11/2006 – 04/2009, European Commission, 6th Framework Program



The INDI-LINK project further improved EU sustainable development indicators (SDI), assessed the interlinkages between the different priorities of the EU Sustainable Development Strategy (SDS) and derived conclusions for future SD policy making. SERI served as scientific coordinator of this research project in the 6th Framework Program (sub-program Scientific Support to Policies).

SERI elaborated state of the art reports for two selected EU SDI (Total Material Consumption, Environmentally weighted indicator of material consumption) and assessed selected emerging policy issues. SERI carried out three case study reports on the assessment of interlinkages (Environmental Space; Happy Planet Index; Input-Output Analysis). Finally, SERI contributed to the elaboration of the policy conclusions and identification of a set of policy instruments, which best uses synergies between different SD policy objectives. www.seri.at/indi-link

EACH-FOR - Environmental Change and Forced Migration Scenarios

01/2007 – 03/2009, European Commission, 6th Framework Program



EACH FOR investigated the contribution of environmental degradation to forced migration. The project analyzed direct and indirect environmental effects on livelihoods and developed scenarios for forced migration flows. Outcomes include detailed sub-region or country level forced migration scenarios and a presentation of causes leading to forced migration, with focus on environmental concerns. Hereby, field research suggests that the number of potential "climate migrants" may be overestimated. More key findings are published in the final synthesis report. Furthermore an online running "environment degradation caused forced migration" simulation model for demonstration and policy purposes was developed.

SERI did the evaluation of environmental degradation for each case study, developed the scenarios on regional and national level and edited the final synthesis report. www.seri.at/each-for

EcoSocial Market Economy

12/2007 – 12/2009, Ecosocial Forum

The “eco-social market economy” aims at: higher chances for the brave, more solidarity and more responsibility for natural habitats” states Josef Riegler, the co-founder of the eco-social market economy model. In the light of changing framework conditions and challenges, Ökosoziales Forum puts the eco-social market economy idea up for discussion 20 years after its formulation.

The objective of the project is to update the concept of the eco-social market economy in the light of current challenges such as globalisation, European integration, climate change, demographic and cultural changes of the society etc.

The Austrian Institute of Economic Research and SERI developed two Input-papers for this reason. The papers define the conceptual framework, identify trade-offs between economy, ecology and social sphere, and discuss potential approaches.

The input paper lists measures that focus on quality of life as a strategic goal:

- Increased eco-efficiency through technological change and innovations;
- Eco-social tax reform;
- Certificates for certain resources;
- Re-distribution of work;
- Flexible working time.

For a successful implementation of a resource-gentle, qualitative growth the combination of measures is essential. Stakeholder meetings serve as a forum for discussion for both input papers. The aim was to agree on shared positions and to identify the crux of the matter. Besides this process, a series of events themed “Eco-social market economy under discussion” was started in order to obtain opinions from politicians, scientists, experts and civil society representatives.

The focus of the first event was on the “true price” of goods. How can consumers find out about the true costs of a product? “What does the world cost?” – keyword: cost transparency took place at 7 October in Vienna. The second event was targeted on the “eco-social agricultural policy” and was held on 13 November, the third on 26 November focused on economic growth and quality of life. <http://seri.at/projects/completed-projects/eco-social-market-economy/>

EIPOT – Environmental Impact of Trade

04/2008 – 03/2009, SKEP ERA-NET

The main objective of this project was to develop and specify an environmental accounting methodology which allows quantifying and assessing the trans-national environmental impacts of traded goods and services. The outcome of the project was a detailed specification of the best suited methodology and recommendations for data acquisition and implementation of this methodology with global coverage. Furthermore, the project aimed to improve the co-ordination of environmental research in Europe.

The consortium of EIPOT, consisting of SEI/UoY (UK), SERI (AT), MNP (NL), and SCB (SE), brought together four core institutions from SKEP countries with outstanding international recognition and long-term experiences in the field of environmental accounting, augmented by expertise provided by three external experts from non-SKEP countries. www.seri.at/projects/completed-projects/environmental-impact-of-trade-eipot/

Ecological Footprint of the raw material producing industry in Austria

05/2008 – 03/2009, WKÖ - The Austrian Federal Economic Chamber

In cooperation with WWF Austria and the Forum of Mineral Raw-materials of the Austrian Federal Economic Chamber, SERI calculated the Ecological Footprint of the raw-material producing industry in Austria.

In order to apply the footprint concept for the raw-material producing industry, special adjustments were required, in order to include the positive environmental impacts of the branch into the calculation methodology. Such impacts were for example the treatment of renatured areas. These methodological adjustments, which had not been accounted for earlier, were developed in the project in cooperation with representatives of the industry and WWF Austria.

The data for the calculation of the Ecological Footprint of the raw-material producing industry was collected in cooperation with representative companies of the Forum of Mineral Raw-materials. The application of the Ecological Footprint indicator to the raw-material producing industry was an international innovation, as Ecological Footprint calculations of economic branches have rarely been carried out so far. www.seri.at/ecological-footprint-industry

EcolInnovation – Putting the EU on the path to a resource and energy efficient economy

08/2008 – 02/2009, European Parliament's Committee on Industry, Research and Energy

The objective of this study was to support the Committee on Industry, Research and Energy in its work on the EU's industrial and energy policy giving advice on how the EU can reduce its needs for resources and energy and create innovative business solutions through eco-innovation.

Achieving resource efficiency and a low carbon society are key challenges for the future of EU's economy, its industrial and service sector, and its citizens. Increasing energy and resource efficiency will lead to lowering material purchasing costs throughout industry. It thus enhances competitiveness and offers opportunities to innovate. Eco-innovation can be seen as a key to enhancing Europe's strategic position on world markets of tomorrow.

The objective of this study is to support the Committee on Industry, Research and Energy in its work on the EU's industrial and energy policy and to give advice on the following issues:

- What policies are needed for the EU to on the one hand reduce its needs for resources and energy and on the other hand through eco-innovation create solutions, which will also drive innovation in a large range of industrial sectors?
- Are existing measures delivering the set objectives and what improvements/ new instruments should be set forward? To meet these objectives, the study is structured in three main parts: 1. giving an overview on resource scarcities; 2. elaborating on eco-innovation, including potentials, trends and driving forces; 3. developing proposals for EU policies.

SERI provided the first part for this report, which elaborates scenarios of possible resource scarcities, describes patterns of resource use in different sectors of the EU and analysing those sectors most heavily affected by resource scarcity. SERI also contributed to the evaluation of current EU policies (e.g. research policies) regarding their impact on eco-innovation. www.seri.at/EP_Ecoinnovation

EF Siemens – Ecological Footprint IT

08/2008 – 03/2009, Siemens IT Solutions and Services (Austria)

In August 2008 SERI has started the project "Ecological Footprint IT" in cooperation with Siemens IT Solutions and Services (Austria) and Platform Footprint. The purpose of the project is the calculation, the analysis and the presentation of the 'Ecological Footprint IT' for the IT business organization of

Siemens in the subsidiary Austria, called Siemens IT Solutions and Services. In addition the purpose is to develop the method further for a general application in the IT industry.

The result was a specific IT industry Ecological Footprint concept, for Siemens IT Solutions and Services as well as for the clients of the company, which represented a meaningful performance figure of the sustainability of IT service compartments respectively IT services. www.seri.at/EFit

The book – „Which growth is sustainable? A presentation of arguments”

09/2008 – 05/2009

Starting from the sustainable development strategy of the EU, the book compiles arguments for an “alternative growth” focusing on concepts of human quality of life and well-being. A first definition for sustainable growth seems to be clear: Qualitative growth should be interpreted as an increase of quality of life in society. On one hand the book summarises the state of the discussion, and beyond that it also provides new perspectives and first solutions for an alternative growth.

In addition to SERI’s “Presentation of arguments”, which was developed in a stakeholder process by SERI and Karuna Consult, the book comprises 13 accompanying commentaries from selected experts. The book is the result of the Growth in Transition project and targets the interested public as well as experts. It (original title in German: “Welches Wachstum ist nachhaltig? Ein Argumentarium”) was published by Mandelbaum at the beginning of May 2009. So far there is only a German edition, but an English rendition is already planned. <http://seri.at/projects/ongoing-projects/growth-in-transition/>

SPAR – Improving Sustainability Performance of Retailers

09/2008 – 06/2009, SPAR Austria

In this project, SERI scientifically consulted SPAR Austria on its way to extend and improve sustainability in their company. SERI assessed the sustainability performance of selected company divisions by a micro-indicator set, which evaluates the status quo of the ecological sustainability performance of SPAR. Based on the assessment results measures for improving the sustainability performance were elaborated.

Biodiversity Conservation and Climate Change Mitigation in China

10/2008 – 11/2009, EU-China Biodiversity Program

Biodiversity is under threat not only from climate change, but also from climate change mitigation policies, like e.g. large scale afforestation. Recognising this, the government of the PR China, with financial support of the EU-China Biodiversity Program and in collaboration with UNDP commissioned a study on the reconciliation of both, biodiversity conservation and climate change mitigation, in China. Joachim Spangenberg of SERI Germany contributed as UNDP international expert to the study, which was published in Chinese and English in autumn 2009.

Sustainable fruits and vegetables

11/2008 – 03/2009, GLOBAL 2000

The importance of implementing the principle of sustainability in companies is rising (“Sustainable corporate performance”). REWE, the biggest food business group in Austria, commissioned the Austrian environmental NGO Global 2000 (Friends of the Earth Austria) and Caritas Austria in order to develop a forward-looking and practicable method to assess the social and ecological

sustainability of fruit and vegetables. The assessment method should enable REWE to better plan, control and communicate sustainability regarding fruit and vegetable products.

Until March 2009, SERI assisted Global 2000 as a scientific consultant for the environmental part in the developing process of this method. The method is a combination of life-cycle wide indicators on resource use (material use, land use, water use plus the Carbon Footprint) and more detailed emission-related indicators for the production stage of the products (leaching of nitrogen to ground water, contamination through pesticides, impacts on biodiversity, etc.). www.seri.at/sustainable-fruits-and-vegetables

Carbon balance of the Austrian foreign trade

12/2008 – 12/2009, Lebensministerium (Federal Ministry of Agriculture, Forestry, Environment and Water Management), Climate and Energy Fund

Within this project, funded by the Austrian Climate and Energy Fund, a data base of CO₂ emissions embodied in the Austrian foreign trade, so called carbon rucksacks, was created.

The emission of green house gases (GHG) by human activities, the most important of which is carbon dioxide, is a major cause of climate change. This global problem needs global action. National policy measures addressing the reduction of domestic CO₂ emissions may increase emissions of other countries and therefore counteract the global fight against climate change. This phenomenon is generally known as carbon leakage. This term describes the relocation of production processes and therefore CO₂ emissions as a result of national policy measures which undermines emission reduction efforts and may even offset them.

In order to assess the global impacts of a climate change policy international trade has to be considered. This project, therefore, calculated the CO₂ emissions embodied in the Austrian exports and imports for the period of 1995 to 2005 and provided a data set that can easily be used and adopted for model simulations, e.g. to calculate global effects on carbon emissions by structural change or changing life styles and consumption patterns.

The results provide information about the CO₂ emissions caused by domestic consumption, rather than by production, as accounted for by ordinary CO₂ accounts like these used within the Kyoto Protocol. www.seri.at/GRAM-CO2

Visual mfa II – Updating and Upgrading of the MFA data on www.materialflows.net

12/2008 – 03/2009, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management



The website www.materialflows.net was first published by SERI in 2006. It aimed at providing worldwide data on resource extraction, mainly generated in the EU-project MOSUS, for free download in order to achieve a wider application of the MFA approach. In the course of a follow-up project, starting in 2007, SERI updated the data and developed a tool for the website, which allows for the visualisation of the extraction data on worldmaps.

The objectives of this project were to upgrade the MFA data with the most actual data available (up to 2006) and also to create a new visualisation tool, which still increased the attractiveness and informative value of the website by additionally visualising the interrelations between different socio-economic parameters and environmental consumption indicators as well as changes in the performance of different countries. www.materialflows.net

The economic benefits of environmental policy

04/2009 – 11/2009, European Commission, DG Environment

The aim of this study was to investigate the links between environmental policy and the economy, and to assess the role of environmental policy measures in the EU's economic development, and to provide evidence that environmental priorities are fully consistent with meeting Europe's current economic challenges and building a sustainable, efficient and resilient economy in the long term. This evidence was subsequently used to design a package of environmental policy measures that will benefit the EU economy.

SERI was involved in Task 1 that dealt with the "Categorisation of the different ways in which environmental policy can boost growth and jobs", and led Task 2 on the "Provision of examples of the economic benefits of environmental policy, and assessment of the magnitude of these" which was the largest of the four tasks that provided the core evidence base for the completion of the study, including the information required to design the proposed environmental policy package and to assess its economic impact. SERI was also involved in Task 4 on the "Analysis of an environmental package for economic policy. <http://seri.at/projects/ongoing-projects/the-economic-benefits-of-environmental-policy/>

MANILA – Report for UNIDO "Green Industry" conference

06/2009 – 09/2009, UN Industrial Development Organisation (UNIDO)

SERI prepared a background report on "Resource efficiency for sustainable growth: global trends and European policy scenarios" for the UNIDO conference on "Green Industry in Asia", which took place in Manila, Philippines, in September 2009.

The report illustrates current trends in natural resource use in Asia and on the global level. It discusses how resource extraction and resource consumption have developed over the past 30 years both in Asia and world-wide and describes trends in de-coupling of resource use from economic growth. www.seri.at/manila

G2 Obst 2 – Sustainable fruits and vegetables

07/2009 – 09/2009, Global 2000

SERI supported Global2000 by analysing the process chain of the grape production of a specific Italian producer. In the course of the project SERI developed a questionnaire, after which Global 2000 is collecting the data locally at the producer. According to the collected data SERI assessed the resources needed along the grapes production chain. The following indicators were used for the assessment: biotic and abiotic materials, water use, land occupation and carbon footprint.

International Experts Workshop "Much more than Carbon Footprint"

07/2009 – 11/2009, Federal Ministry of Agriculture, Forestry, Environment and Water Management

There are different methodical approaches to measure ecological sustainability: Carbon Footprint, Water Footprint, MIPS, Ecological Footprint, LCA and many more. On the 16th of October 2009 the Federal Ministry of Agriculture, Forestry, Environment and Water Management in cooperation with ECR Austria held the International Experts Workshop "Much more than Carbon Footprint". More than 40 international experts discussed on how synergies between different European initiatives for the measurement and communication of ecological sustainability can be used in a better way, in order to solve common challenges.

4.4 | UPCOMING PROJECTS

ClimSave - Climate change integrated assessment methodology for cross-sectoral adaptation and vulnerability in Europe

01/2010 – 06/2014, EU 7th Framework Program

CLIMSAVE will (1) develop and apply an integrated methodology for a stakeholder-led assessment on climate change impact and vulnerability and (2) develop most effective and suitable adaptation measures for vulnerability hotspots. The methodology will explicitly evaluate regional and continental scale options for adaptation, as well as interactions between the key sectors driving landscape change in Europe in six sectors (ewater, agriculture, forests, biodiversity, coasts, urban areas). Together with the University of Edinburgh, SERI co-leads a work package that will identify vulnerability hotspots and analyse uncertainties in impacts. This will identify whether different representations of the future lead to divergence or convergence of vulnerability outcomes and inform judgements about appropriate policy options.

Establishing thresholds and indicators for environmental sustainability

01/2010 - 08/2010, European Commission (DG Environment)

The European Commission has repeatedly underlined the need to respect the limits of the planet's natural resources, including the capacity to provide renewable resources and absorb pollutants. So where are the "danger zones" before the tipping points (thresholds) that lead to potential long-term or irreversible consequences? While numerous indicators of sustainability exist, very few of them suggest or monitor threshold phenomena.

In a consortium with the Ecologic Institute (Berlin) and the Institute for Environmental Studies of the University Amsterdam, SERI is doing a study to help the European Commission (DG Environment) identify a set of thresholds as well as specific indicators useful for monitoring unsustainable trends caused by human activity that could lead to tipping-point phenomena. The study has three main objectives: indentifying threshold areas, selecting thresholds and establishing indicators, ensuring policy relevance.

Eurostat Lot 3 - water/energy accounts

01/2010 – 12/2012, Eurostat - Statistical office of the European Commission

The aim of this new project is to provide Eurostat with assistance to the methodological development of water and energy accounts. SERI is leading a highly qualified consortium working in this 2-years project, providing assistance to the methodological development of water (Activity 1) and energy (Activity 2) accounts. SERI as overall project leader is also leading Activity 1 on water accounts, while the Wuppertal Institute for Climate, Environment and Energy is the leader of Activity 2. Together with Statistcs Sweden, Statistics Germany and University of Twente, a highly experienced consortium will be working on this project.

EVES –Mobility and energy use in different shopping situations

01/2010 – 06/2011, Klima- und Energiefonds

Depending on the particular shopping situation, private consumption is related to significant amounts of energy consumption and greenhouse gas emissions, especially in passenger and delivery transportation. EVES illustrates the factors causing this energy consumption and how it may be

reduced through political actions. EVES looks at the individual decision process regarding shopping – from the choice of product and shopping situation to the travel decision and actual act of shopping. The project analyses how individual shopping and travel decisions influence energy consumption in the shopping sector.

Eco-Innovation Observatory (EIO)

01/2010 – 12/2012, European Commission, DG Environment

This project sets up an EU observatory for the theme of “eco-innovation”. The EIO will provide an integrated information source on eco-innovation for policy makers, innovation service providers as well as enterprises. The EIO will contribute to market and strategic intelligence that can enhance eco-innovation potential of companies and generate concrete policy recommendations. The EIO will develop an eco-innovation scoreboard reflecting different aspects of eco-innovation at micro, meso and macro levels using appropriate indicators; provide users with a prospective vision of where eco-innovations may be fruitfully pursued, in order to generate new lead markets; produce thematic and country reports on new markets and comparisons of barriers and drivers to eco-innovation; publish a flagship annual report accessible in an interactive manner, allowing in-depth investigation at low cost by users and disseminate knowledge via a web platform & training modules for innovation service providers.

SERI is leader of the work on “data collection and analysis”, where SERI collects high-quality and up-to-date information and data on eco-innovation in the EU27 as an empirical basis for the various eco-innovation briefs, country profiles and annual reports; constructs an innovative “European Eco-Innovation Scoreboard” from a core set of eco-innovation indicators, allowing for comparative analysis across the EU; and analysis eco-innovation developments in various industrial and service sectors in order to contribute to market and policy intelligence, notably in relevance for the Lead Market Initiative of the EU.

Feasible Futures – Feasible Futures for the Common Good: Energy Transition Paths in a Period of Increasing Resource Scarcities

03/2010 - 02/2012, Lebensministerium (Federal Ministry of Agriculture, Forestry, Environment and Water Management), Climate and Energy Fund

The transition to renewable energy systems requires non-renewable resources (fossil fuels and metals) which might become scarce in the near future, possibly limiting the global expansion of these systems. Insofar as scarcities reduce GDP growth, the energy transition might be further impeded. Thus, the project assesses (1) physical requirements of renewable energy systems, (2) likely geological and politico-economic availabilities of key resources, (3) the effect of resource scarcities on the energy transition in Austria, (4) risks and feasibilities of Austrian and EU-policies in the field of renewable systems against this backdrop. Within this framework, energy transition scenarios will be analyzed. Finally, policy recommendations are discussed, with a focus on macroeconomic framework conditions and innovative socio-economic regulation approaches.

SERI is involved in the assessment of physical resource availabilities and will lead the evaluation of scarcities regarding different energy transition paths. SERI will also analyse the economic effects on Austria using the e3.at model which was developed by SERI and GWS. www.seri.at/feasiblefutures

Energy Citizenship - Assessing and enhancing the contribution of active citizen engagement to more energy aware lifestyles

03/2010 - 02/2012, Austrian Climate and Energy Funds

The project 'Energy Citizenship' will assess the potential of active citizen engagement in energy issues (e.g. local and regional citizens' initiatives promoting sustainable energy use, energy cooperatives) to contribute to the promotion of more energy-aware lifestyles. It will analyse necessary institutional frameworks and motivations for engagement. Building on this analytical basis, it will develop and implement strategies for expanding the scope of existing initiatives and for transferring good practice models to further communities. Furthermore a policy paper will summarise central results and provide recommendations on possible ways of creating supportive framework conditions for bottom-up initiatives as well as supporting their contribution to (self-)education and motivation towards energy aware lifestyles.

Within the project, SERI will analyse if and how the energy consumption of engaged citizens differs from the Austrian average. Moreover, we will initiate workshops and activating surveys in order to promote the extension and replication of existing initiatives. The project is coordinated by IFZ (Inter-University Research Centre for Technology, Work and Culture).

EJOLT Environmental Justice Organizations, Liabilities and Trade

11/2010 – 10/2014 EU 7th Framework Program

The Project builds upon the CEECEC project in which SERI Vienna successfully participated. It as well brings together civil society actors and ecological economics scholars. The main difference is the wider range of issues covered by EJOLT, and the extended global partnership. SERI Germany will contribute to conflict and political economy analyses, and take part in the project coordination.

5 | CONFERENCES & LECTURES

The presentation of SERI projects at national and international conferences is an essential part of SERI's research work and helps to build up a network of partners which follow the same or similar ideas within sustainable development research.

FEBRUARY

3 February: Changing behavior



Sylvia Lorek attended a workshop held in Budapest, Hungary on February 3rd 2009 as part of the EU FP7 project 'Changing Behaviour'. Its aim was to provide a forum for a critical and constructive interaction between the emerging findings of the Changing Behaviour project and a broad constituency of energy intermediary organisations. The principal purpose of the workshop was to develop a critical engagement between the factors and issues identified by research as contributing to more and less successful demand side management programs and the rich, everyday experiences garnered by a range of practitioners. In short, the workshop created the context for an effective sharing of research and practitioner knowledge.

11 February: European Parliament Biodiversity Roundtable, Brussels

The EP discussed the imminent failure of the 2010 EU target to halt the loss of biodiversity and considered the suggestions made by Commission insufficient. In the hearing a number of participants, including SERI Germany's Joachim Spangenberg, called for a more comprehensive and effective new policy initiative, on the EU and the global level. The new biodiversity policy presented by the Commission in 2010, although still falling short of the demands articulated during the hearing, still testifies that the arguments from the EP did not go unnoticed with the Commission.

MARCH

11 March: 1st Global Biodiversity Conference, Chiang Mai, Thailand, Opening Lecture



World Biodiversity Congress

December 9-12, 2008, Chiang Mai, Thailand.

The Chiang Mai biodiversity conference brought together an unusual selection of researchers, with representatives from a wide array of Asian countries (including Central Asia and Siberia), but less than usual from Europe and America. The largest delegation, and one with the highest share of women researchers, came from Iran. The highly interesting results demonstrate the necessity to look beyond the OECD countries to find excellent research and suitable policy proposals for safeguarding biodiversity. Joachim Spangenberg of SERI Germany gave the opening lecture, on "limits to Monetisation"

APRIL

26 April: Sustainability and Climate Change conference, Veracruz, Mexico, Press Conference



Mexico is an OECD and an OPEC country – perfectly suited to host a conference on climate change and climate policies in the run up to the Copenhagen summit. Unfortunately the meeting fell victim to the swine flu epidemic, and Joachim

Spangenberg could only spread the message in a press conference. The basis for the planned conference was a regional sustainable development plan stimulated by a series of local discussions, a bottom-up process supported by the British.

MAY

13 May: EU Commission workshop on biodiversity scenarios, Brussels

Biodiversity scenarios are an important policy preparation instrument, for future politics and for the EU Millennium Ecosystem Assessment follow-up. With so many models and scenarios now available, however, choosing the best one is of imminent importance. When gathering different modelling experts based on a pre-selection of suitable models, Joachim Spangenberg was invited to present the ALARM scenarios which had been ranked as one of the best options in Europe.

25 May: International Workshop on Interdisciplinarity, Kadoori Institute, Hong Kong University, China



The Kadoorie Institute for Interdisciplinary Research is one of the PR China's hotspots for research beyond the disciplinary boundaries. Its work is all more necessary since today's main problems like climate change and biodiversity loss, but also economic stability and social cohesion are beyond the reach of any single discipline working in splendid isolation. To define its research agenda, the Kadoorie Institute invited 15 experts, half from China and half international, for a three day workshop, amongst them SERI's Joachim Spangenberg.

26 May: SCOPE² Final Conference: Policy Instruments for Sustainable Consumption and Production

On 26 May the two FP7 Projects SCOPE² and ASCEE presented in Brussels the findings from their assessments of policy tools for sustainable consumption. Both projects provide important insights into how to shape policies and use policy instruments, both in a traditional and innovative way, to foster SCP. Both studies made broad inventories of instruments, looked at voluntary (business initiatives, analyzed case studies, and examined how instruments and initiatives can be combined in a systemic context to create most synergies and positive effects.

27 May: Blueprint for European Sustainable Consumption and Production



In a common effort made by representatives from environmental and social organisations and the research community (represented among others by SERI) a Blueprint on European Sustainable Consumption and Production was presented on 27 May in Brussels to communicate urgent and priority actions to help Europe change its consumption and production patterns (EEB, SCORE network).

The Blueprint distinguishes itself from the formal SCP agendas suggesting 'convenient truths' which too often promote that marginal changes or technical progress will save the day. Instead it calls to address the underlying problems in the system, and to undertake a fundamental re-think of production, consumption, and our economic system as a whole.

3-6 June: OECD Conference on Household Behavior and Environmental Policies



The conference held from 03.-04-06.2009 in Paris presented the results of a survey among 10 OECD countries on environmental behavior in the fields of energy consumption (including demand for electricity from renewable energies), organic food, waste generation and recycling, residential energy use, transport choices. Additionally specific attention was given to the gender issues in environmental behavior.

25 June: EU Green Week



The annual conference on European environment policy turned the spotlight on the multi-faceted challenges of climate change. Some 3,500 participants from EU institutions, business and industry, non-governmental organisations, public authorities, the scientific community and academia dealt with questions like (1) The prospects for reaching a new global deal to control climate change (2) The best 'climate-proofing' strategy for our economies against the impacts of present and future climate change (3) The creation of a carbon-free society by 2050? (4) Action that address climate change – how to make it serve the conservation of the ecosystems that support life on Earth? Joachim Spangenberg gave a presentation on Measuring Growth.

29 June – 2 July: ESEE conference Ljubljana, Slovenia



The European Society for Ecological Economics held its biannual conference in Ljubljana, the capital of one of the rather new EU member states. Several SERI speakers, amongst them Joachim Spangenberg and Ines Omann, gave presentations, participated in discussions and chaired sessions of the conference. The ESEE meeting also discussed the future of the Degrowth discussions, and in a technical session its future communication strategy after the SERI grant for producing a regular newsletter expires. For details contact Ines.Omann@seri.at.

5–7 July: Int. Sustainable Development Research Conference, Utrecht, Netherlands, Paper presentation on economic measurement

This year's annual sustainable development research conference took place in Utrecht, and provided the participants with an opportunity to discuss a wide range of issues, from material flows and peak resources to monetisation of environmental assets and sustainability management. Joachim Spangenberg presented a paper on economic measurement.

25 August: European Forum Alpbach



Although the European Forum Alpbach may be no family name to many sustainability activists, this annual forum brings together high level science and politics from far beyond the host country, Austria (although Austrian business, trade unions, and politics of all parties are

well represented). In the 2009 Forum Joachim Spangenberg gave a plenary presentation on economic measurement and limits to growth, while Fritz Hinterberger spoke in a workshop with prominent Austrian politicians.

SEPTEMBER

1–5 September: European Conference on Conservation Biology, Prague, Czech Republic,



It was the first time that the ECCB had dedicated a significant amount of time to the discussion of economic issues. The tone was set by Joan Martinez-Alier, the ISEE past president, who as one of the opening plenary speakers, introduced the limits to and the opportunities from economics to the mainly natural science audience. In a special session he chaired, Helmut Haberl, Mathias Binswanger, Brian Czech and Tim Jackson gave presentations, together with Elke Pirgmaier (SERI Vienna) and Joachim Spangenberg (SERI Germany) who presented a paper on valuation theory and economic valuation failures. A special issue documenting the most important presentations in a prominent conservation journal will be published in 2011.

15-16 September: SERI @ World Resources Forum and R'09 in Davos



On September 15th and 16th, the World Resources Forum (WRF) in Davos provided an independent, international platform for debate on global resource consumption issues, advocating innovation for resource productivity. Friedrich Hinterberger, Stefan Giljum, Eva Burger and Stephan Lutter attended the conference. Stefan Giljum gave a talk on “Tracking Embodied Environmental Factors in the Global Trade System: The Case of CO₂ Emissions and Material Flows”. And Friedrich Hinterberger and Eva Burger gave a talk on “When Carbon is Not Enough: Comprehensive Ecological Rucksack Indicators for Products”.

Barbara Schausberger, IGLO and Fritz Hinterberger (SERI) gave a talk on “How to measure products’ ecological sustainability performance. Results of an Austrian ECR pilot project” in Workshop 2: Dematerialization – A Global Perspective. The presentation is available for download [here](#).

Fred Luks, Bank Austria and Eva Burger (SERI) gave a talk on “Doing more with less – the case of banking” in Workshop 6: Sustainable Financing in a resource efficient world.

25 September: High level workshop on sustainable economic development, New Delhi, India

Ignoring its strong green grassroots movement, and despite some more recent green rhetoric, the core belief of India’s elites, in particularly the elder generation, is still firmly oriented towards an image of progress symbolised by fuming smokestacks, nuclear reactors and – to many in India – by nuclear bombs. This was the impression I got at the high level workshop organised by India’s Observer Research and Germany’s Rosa Luxembourg Foundations. It emerged not only from the speech of the Indian Vice President, but also from senior government and science representatives at the New Delhi workshop. Where else could a science representative these days call the IPCC results too vague and too uncertain to act upon politically? India’s civil society may be well ahead of China’s in their discussion about a sustainable future, but on the government level China seems to go up a steep leaning curve while India’s elites are stuck in the 1950s. Joachim Spangenberg’s paper presentation on biofuels as failed option for mitigating climate change found a lot of support from younger participants, but it had to be expressed in a clandestine way for fear of professional repressions.

29 September: Putting People and Planet first: EU Leadership for a social and green strategy post 2010



At this conference the Spring Alliance Manifesto was presented to European decision makers representing i.a. the European Commission, the European Parliament and the EU presidencies, including a key note speech by José Manuel Barroso. The conference was open to all stakeholders from civil society and EU decisionmakers and aimed to discuss how to move the Spring Alliance Manifesto forwards. Elke Pirgmaier (SERI) attended the conference.

OCTOBER

6 October: Martin Bruckner at the „Zukunftsrat Hamburg“

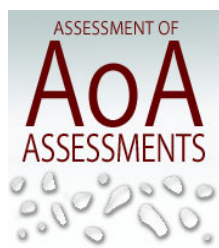


Martin Bruckner held a presentation on „The ecological Footprint as an Instrument“ at the „Zukunftsrat Hamburg“. On a national level as well as in businesses and in the education the ecological footprint is very well known. Vienna and Berlin have already calculated their ecological Footprints. Now the city of Hamburg intends to follow and to also calculate its ecological footprint.

16 October: International Experts Workshop „Much more than Carbon Footprint“

There are different methodical approaches to measure ecological sustainability: Carbon Footprint, Water Footprint, MIPS, Ecological Footprint, LCA and many more. On the 16th of October 2009 the Federal Ministry of Agriculture, Forestry, Environment and Water Management in cooperation with ECR Austria held the **International Experts Workshop „Much more than Carbon Footprint“** (details in the agenda). More than 40 international experts discussed on how synergies between different European initiatives for the measurement and communication of ecological sustainability can be used in a better way, in order to solve common challenges. The workshop was designed and organised by SERI.

28 October: „Assessment of Assessments“ presented at UN General Assembly



More than ever, the impact of human activities and climate change is affecting the state of our **marine environment**. The formulation of sustainable, ecosystem-based policies and measures for oceans and coasts needs to be supported by sound scientific assessments at national, regional and global scales. The ‘Assessment of Assessments’ established by decision of the United Nations General Assembly represents the first step in this international initiative to improve the understanding of the oceans and to develop a global mechanism for delivering science-based information to decision makers and the public. The report was launched on August 31st 2009 at the UN General Assembly. Jill Jäger, one of the lead authors from the 17-member Group of Experts, presented Chapter 4 of the report on “Best Practice”.

5 November: Crash course „Rohstoffpolitik und Ressourcengerechtigkeit“, „Natural resources policies and justice regarding natural resources“

This conference took place in Berlin and was organised by WEED (World Economy, Ecology and Development). The aim of the conference was to inform all politically interested people as well as active people about the problems of today's natural resources policies. In this connection Andreas Lathan (BUND/ Friends of the Earth) presented the SERI- report "Overconsumption?", which addresses the problems of the worldwide resource use.

6-7 November: International Workshop "The Roles of Civil Society in Policy Making Processes", Hanoi, Vietnam



The Hanoi University of Social Sciences and Humanities, in collaboration with Germany's Rosa Luxembourg Foundation, organised this international workshop to discuss the future development of Vietnam's civil society. Open discussions on the lessons to draw for Vietnam followed presentations from PR China, the European transition countries and Western Europe (the latter by Joachim Spangenberg). This is remarkable in a country otherwise known to be particularly sensitive to political criticism. Thus it was quite unprecedented that the official line of the party, presented by a representative of the central committee, was explicitly rejected as inappropriate, illusionary and outdated. Democratic attitudes are making inroads to the high level of Vietnamese society.

9 November: Christian Lechner at the „Ökodorf“ Network meeting



Christian Lechner held a communication workshop at the "Ökodorf" Network meeting. He has been invited by SERI's cooperation partner "Keimblatt Ökodorf" to hold a non-violent communication workshop at an international "Ökodorf" Network meeting in Hungary. It turned out that non-violent communication is a very important inspiration for people working in projects concerning sustainability in order to come closer to visions of social esteem.

11 November: Fritz Hinterberger at the ECR Infoday 2009

On November 11th the Infoday of ECR took place in the Vienna Savoyen Hotel. 400 participants from various fields, such as economy, science, politics and public administration attended this event. Key note speakers have been Austria's Ex- Federal Chancellor Wolfgang Schüssel and Michael Braungart.

Fritz Hinterberger, Barbara Schausberger (IGLO) and Werner Moser (bauMax) presented the results of the ECR- Working Group Sustainability. Since 2007 SERI is supporting ECR in developing a general practicable method for measuring the sustainable quality of products.

26 November: SERI Input Lecture at the Kick-Off Meeting to the "Aktionsplan Ressourceneffizienz" "Plan of Action for Resource Efficiency"

On 17 November the Kick-Off Meeting for the construction of an Austrian "Plan of Action for Resource Efficiency" took place. The process of building is coordinated by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management. In conversation with

economy, public administration, politics and civil society, main objectives for a higher resource efficiency in Austria should be formulated and in terms of leading actions and instruments put in action.

Stefan Giljum has been invited as a guest speaker and gave an overview of Austrian, European and International developments in the fields of resource use and resource efficiency. Further the SERI-report “Overconsumption?” has been presented.

30 November: Presentation on Sustainability for Regional Policy in Warsaw

On November 30th Fritz Hinterberger presented a paper co-authored with Elke Pirgmaier, Eva Burger, Lisa Bohunovsky and Stefan Giljum at the Sixth European Conference on Evaluation of Cohesion Policy: “New Methods for cohesion Policy Evaluation: Promoting Accountability and Learning”, organized by the European Commission, DG Regio. Our presentation is on “**Sustainable development – a concept developed enough to guide Cohesion Policy programmes?**”.

DECEMBER

3 December: Expert Meeting “Sustainable Development and Industrial Relations”



European Foundation for the Improvement of Living and Working Conditions

The European Foundation for the Improvement of Living and Working Conditions (Dublin Foundation) held

an expert hearing on necessary policy strategies for sustainable industrial development, with special emphasis on the future of social relations. Some of the participants warned against any ambitious plans now, in “difficult times” for the business sector. Philipp Schepelmann, a SERI co-founder representing the Wuppertal Institute, emphasised the need for eco-efficiency, and Joachim Spangenberg of SERI Germany presented “radical, visionary and pragmatic thoughts”, emphasising the “Risks of Caution”: the later restructuring begins, the more difficult it will be. The deeper the restructuring process now, the more jobs can be created – the role of trade unions should be to push, not to slow down change.

7-8 December: Making an Impact – Collective Actions Towards Sustainable Consumption and Production



This final conference of an FP 7 project on NGO collaboration on Sustainable Consumption in Brussels December 8th to 9th brought together a range of high quality speakers to discuss and develop recommendations about the role of civil society in SCP at a regional, national and international level. The conference was targeting CSOs, researchers and policy makers working in the field of SCP. During the conference SERI co-hosted a workshop on degrowth to enlarge the dominant SCP agenda.

6 | COMMUNICATING THE IDEA

We develop and compile knowledge, ideas and concepts relevant for decision-making in the context of environmental, economic and social policy. The results of our research activities are communicated to the broad public via various means.

6.1 SERI TEACHING

Ring-Vorlesung Nachhaltigkeit und Wirtschaftswachstum an der Uni Klagenfurt (Lecture Series: Sustainability and Economic Growth at the Klagenfurt University)



The lecture series „Sustainability Day“ took place at the IFF (University of Klagenfurt) on October 30th. Due to the current economic-political discussions, the focus was on “sustainability and economic growth”. Invited speakers:

- Univ.-Prof. Ing. Dr. Verena Winiwarter (Zentrum für Umweltgeschichte am Institut für Soziale Ökologie in Wien) gave a general introduction on the main ideas and the significance of sustainability.
- Ao. Univ.-Prof. Mag. Dr. Michael Getzner (Institut für Volkswirtschaftslehre, Universität Klagenfurt) reported on the area of conflict between sustainability, resource use and economic growth.
- Mag. Rita Trattnigg (Lebensministerium) focused on settings, stakeholders and new perspectives of the growth debate.
- Mag. Elke Pirgmaier (SERI) talked about „Sustainable Growth?“ and concentrated on why economic growth is problematic. She presented approaches in order to escape the growth dilemma.

After the lectures, presented topics were discussed in order to identify discrepancies and synergies between sustainability and economic growth.

Two courses on sustainable development at the University of Natural Resources and Applied Life Sciences



Fritz Hinterberger, Stefan Giljum and Lisa Bohunovsky were teaching two courses on sustainable development at the *University of Natural Resources and Applied Life Sciences*, Vienna.

The courses include a general introduction into the field of sustainable development ("Nachhaltige Entwicklung I") and evaluation of Sustainable Development ("Bewertung nachhaltiger Entwicklung"). More information is available in German on www.seri.at/BOKU.

Principles of sustainable development at University of Versailles



Joachim Spangenberg was reappointed as Professeur invité at the Université de Versailles Saint Quentin en Yvelines. He has been teaching principles of sustainable development and sustainability indicator development at the institute's new

location at the Bergerie Nationale, Parc du château, 78514 Rambouillet Cédex. From 2010 on, this will be an independent research unit of the university, with Martin O'Connor the director.

18 December: Fritz Hinterberger at the Audimax Vienna

At the event e.du.vent Fritz Hinterberger discussed with Peter Gach (Netzwerk Grundeinkommen), Iris Lindner (Attac), Erich Ribolits (University of Vienna) and the cultural anthropologist Johanna Riegler about “(Aus)bildung und arbeit FAIRteilen” (“How to fairly distribute education and work”?).

6.2 SERI INFOMAIL

SERI's regularly published electronic news bulletin informs about SERI's past, current and future projects, about important project results, relevant events, new publications and the "Highlight of the Month" featuring a current topic of general interest. In 2009, 9 editions of SERI's electronic newsletter were published.

6.3 SERI BROWNBAG SEMINARS



In 2009 the SERI Brownbag seminar series continued. In this loose series of lectures, we want to discuss our own work and that of our colleagues. The Brownbags in 2009 were taking place at the SERI office in Vienna.

Brownbag: Quality of life, needs, well-being et al.

In this brownbag Ines Omann and Johannes Frühmann presented the concept of quality of life, based on the paper Rauschmayer et al. 2008., What about needs? Re-conceptualising Sustainable Development. SERI Working Paper Nr. 8. Interrelations between the objective and subjective parts of quality of life, in particular among needs, capabilities and well-being were explained, as well as the important link to sustainable development.

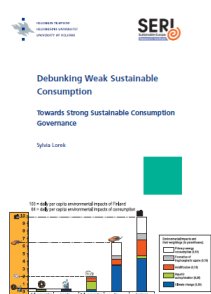
Brownbag: The 7 aspects of development

On the basis of concrete case studies Tom Beck presented the central method of his development work. The use of the method makes it possible to facilitate the high-grade complexity of interpersonal systems of relation and to shape them understandably.

7 | PUBLICATIONS

7.1 SERI STUDIES

Lorek, S., 2009. *Debunking Weak Sustainable Consumption – Towards Strong Sustainable Consumption Governance*. Academic Dissertation, University of Helsinki, Faculty of Forestry and Agriculture, Institute for Consumer Economics.



Abstract: Achieving sustainable consumption patterns is a crucial step on the way towards sustainability. The scientific knowledge used to decide which priorities to set and how to enforce them has to converge with societal, political, and economic initiatives on various levels: from individual household decision-making to agreements and commitments in global policy processes. The aim of this thesis is to draw a comprehensive and systematic picture of sustainable consumption and to do this it develops the concept of Strong Sustainable Consumption Governance. In this concept, consumption is understood as resource consumption. This includes consumption by industries, public consumption, and household consumption. Next to the availability of resources (including the available sink capacity of the ecosystem) and their use and distribution among the Earth's population, the thesis also considers their contribution to human well-being. This implies giving specific attention to the levels and patterns of consumption. Methods: The thesis introduces the terminology and various concepts of Sustainable Consumption and of Governance. It briefly elaborates on the methodology of Critical Realism and its potential for analyzing Sustainable Consumption. It describes the various methods on which the research is based and sets out the political implications a governance approach towards Strong Sustainable Consumption may have. Two models are developed: one for the assessment of the environmental relevance of consumption activities, another to identify the influences of globalization on the determinants of consumption opportunities. Results: One of the major challenges for Strong Sustainable Consumption is that it is not in line with the current political mainstream: that is, the belief that economic growth can cure all our problems. So, the proponents have to battle against a strong headwind. Their motivation however is the conviction that there is no alternative. Efforts have to be taken on multiple levels by multiple actors. And all of them are needed as they constitute the individual strings that together make up the rope. However, everyone must ensure that they are pulling in the same direction. It might be useful to apply a carrot and stick strategy to stimulate public debate. The stick in this case is to create a sense of urgency. The carrot would be to articulate better the message to the public that a shrinking of the economy is not as much of a disaster as mainstream economics tends to suggest. In parallel to this it is necessary to demand that governments take responsibility for governance. The dominant strategy is still information provision. But there is ample evidence that hard policies like regulatory instruments and economic instruments are most effective. As for Civil Society Organizations it is recommended that they overcome the habit of promoting Sustainable (in fact green) Consumption by using marketing strategies and instead foster public debate in values and well-being. This includes appreciating the potential of social innovation. A countless number of such initiatives are on the way but their potential is still insufficiently explored. Beyond the question of how to multiply such approaches, it is also necessary to establish political macro structures to foster them.

Bleischwitz, R., Bahn-Walkowiak, B., Irrek, W., Schepelmann, P., Schmidt-Bleek, F., Giljum, S., Lutter, S., Bohunovski, L., Hinterberger, F., Hawkins, E., Kuhndt, M., Pratt N. 2009. *Eco-innovation - putting the EU on the path to a resource and energy efficient economy*. Study and briefing notes.

Executive Summary: The objective of this study is to support the European Parliament's ITRE Committee in its work on the EU's industrial and energy policy and to give advice on the following issues: Why is the issue of resource scarcity back on the agenda? What are the strategic conclusions for the EU? What can the EU expect from eco-innovation in a large range of industrial sectors? Are existing measures meeting the EU aims and expectations, and what new policy initiatives should be set forward? To meet these objectives, this study is structured as follows: Chapter 2 will give an overview on resource scarcities. Chapter 3 elaborates on

ecoinnovation, including trends, barriers and driving forces. Chapter 4 outlines proposals for future EU policies. Chapter 5 sketches out a possible vision for the future.

7.2 SERI WORKING PAPERS

SERI Working Papers are the outcome of ongoing research activities at the Sustainable Europe Research Institute (SERI). They present preliminary results which are open for debate and improvement for publication in scientific journals.

Giljum, S., Burger, E., Hinterberger, F., Lutter, S., 2009. A comprehensive set of resource use indicators from the micro to the macro level. SERI Working Paper No.9.

Abstract: Many of today's most urgent environmental problems arise from ever increasing volumes of worldwide production and consumption and the associated use of natural resources, such as raw materials (renewable and non-renewable), energy, water and land. Indicators for the measurement of resource use in physical terms are essential for a sustainable management of natural resources and for the required reduction of resource use on the global, national, company and product level. This paper analyses the current state of the art of resource use indicators and suggests a new set of complementary resource use indicators, based on existing measures for resource use. The indicator set covers the core resource input categories of materials, water and land area plus the output category of GHG emissions. All indicators take a life-cycle perspective on production and consumption activities. This set of indicators deals with the issue of the overall scale of the human production and consumption system. It can therefore be regarded as the general indicator framework, based on which more specific indicators (for example, on different environmental impacts related to natural resource use) can be calculated.

Frühmann, J., Omann, I., Rauschmayer, F., 2009. Conceptualizing 'Mode-3 Science'.

Abstract: In this paper we argue why a new scientific approach is needed to start a real transition towards sustainable development. Our hypothesis behind is that SD as a concept has been widely used in science and media, but has not been successful, because – among others – it is a technocratic concept not touching the emotional side of humans. By linking SD to quality of life and thus to needs, wellbeing, capabilities, values and culture, it can be operationalised in a way that it is touching humans and making them feel and see how sustainable development and high quality of life can be linked. We call this new form of science mode-3 science and describe this science its methods and possible implementations.

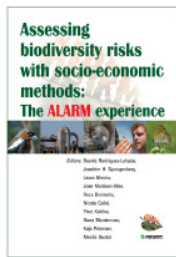
Sustainable development (SD) is at the crossroads. Twenty years after the 'Brundtland Report' (UN WCED 1987) the concept of sustainability is widely discussed within politicians and tons of media discussions and lots of research focusing on SD has proven its importance. But: Real change towards SD is out of sight. One could argue 'time is not ripe yet' and we should just go on and try harder. But skepticism is growing that it might need better, further or even new methods – for implementing and investigating sustainability – to move on forward.

In this paper we will propose that sustainability science (with some rare exceptions) is working with inappropriate concepts of human being and human behaviour. For example, the Brundtland definition of SD (UN WCED 1987) is build around a concept of needs, but the declaration does not clarify this term and seems to limit the concept on basic human needs (Rauschmayer et al. 2008). SD is aiming for a cultural and societal change, therefore better concepts on human behaviour and how to promote change is needed. Recent efforts on bridging SD and quality of life (QoL) are starting to fill this gap – they introduce more specific models of human wellbeing into the SD discussion (Jackson 2006 & 2007, O'Neil 2006, Rauschmayer et.al. 2008). The focus shifts to needs, capabilities, values, lifestyles, and emotions.

However, if we really want to work with such concepts in research – we might re-think the methods we use. We do not only need the shift from mode-1 (academic, investigator-initiated and disciplinebased knowledge production) to mode-2 science (Nowotny 2001, Gibbons et al. 1994) or post normal science (Funtowicz and Ravetz, 1991, 1993; Funtowicz et al., 1997; Luks 1996, 1999), i.e. a shift to a complex process of ongoing

negotiation and communication of a network of competing and cooperating groups and individuals, set up to 'solve' a certain problem (Müller 2003), transdisciplinary research which is aware of uncertainty and the complexity of the problem, but we need a further shift to a mode-3-science (The term was first used by Friedrich Hinterberger in a presentation at the Lisbon Conference of ESEE, the European Society of Ecological Economics). By mode-3-science, building on mode-2-science, we understand a science able to make sense of emotions in a problem-solving process, leaving the autonomy and responsibility of interpretation and evaluation of the emotions and the underlying inner processes to each participant in the problemsolving process.

7.3 BOOKS



Rodriguez-Labajos, B., Spangenberg, J.H., Maxim, L., Martinez-Alier, J., Binimelis, R., Gallai, N., Kuldna, P., Monterroso, I., Peterson, K., Uustal, M., (Eds)(2009). Assessing biodiversity risks with socio-economic methods: The ALARM experience. Pensoft Publishers, Sofia/Moscow, 366 p.

The loss of biodiversity is going on at a frightening speed, and despite all political agreements no sign of a slowing down is visible. Driving force behind the loss are socio-economic processes, directly (land degradation, overuse, fragmentation, chemicals) or indirectly (invasive species, climate change). Thus socio-economic analyses are a crucial condition for turning these trends around. The book summarizes an important part of the socio-economic work in the ALARM project, the case studies.

Rodriguez-Labajos, B., Spangenberg, J., Maxim, L., Binimelis, R., Kuldna, P., Monterroso, I., Peterson, K., Uustal, M., 2009. The socio-economics of biodiversity risks: Reasons for and methods of analysis, and their application in case studies. 13-30.

This introductory section explains the role of socio-economic factors for biodiversity loss, the state of the art regarding their analysis, and the prevailing research gaps. It introduces the case studies undertaken to deal with these gaps, and explains the selection of cases and the rather wide range of methods chosen conducting them.

Maxim, L., Spangenberg, J., Monterroso, I., Binimelis, R., Rodriguez-Labajos, B., Peterson, K., Kuldna, P., Uustal, M., Martinez-Alier, J., 2009. Methods for the socio-economics of biodiversity: lessons from ALARM. 327-366.

The final section of the book draws conclusions on a wide range of issues. It first assesses which methods have worked how well under which circumstances and for answering which questions, providing sensible input to future research planning. It deals with the problems of uncertainty, adding new insights derived from the case studies and suggesting an innovative classification of uncertainty and risk, and it questions some basic definitions of sustainable biodiversity management in the light of the empirical experience gained.

7.4 BOOK CONTRIBUTIONS

Lutz, C. and Giljum, S., 2009. Global resource use in a business-as-usual world until 2030. *Updated results from the GINFORS model*. In: Bleischwitz, R., Welfens, P.J.J., Zhang, Z.X. (Eds.), *Sustainable Growth and Resource Productivity. Economic and Global Policy Issues*, Greenleaf Publishing.

Abstract: This book chapter presents results from the petrE project. In petrE, the global economy-environment-energy simulation model GINFORS was applied to simulate different scenarios of the implementation of an Environmental Tax Reform (ETR) in Europe. In this chapter, we present the results for a business-as-usual scenario (without additional policy measures) for the extraction of materials in Europe and globally up to the

year 2030. The model calculations suggest that in Europe, material extraction will slightly increase in the next 20 years, from around 6 billion tonnes in 2005 to around 7 billion tonnes in 2030. In contrast, on the global level, material extraction will likely increase sharply, from around 60 billion tonnes today to more than 100 billion tonnes in 2030. This business-as-usual scenario assumes that per-capita resource consumption will remain high in industrialised countries and will significantly grow in emerging economies (such as China and India) in the next 20 years.

Giljum, S., Hinterberger, F., Lutz, C. and B. Meyer., 2009. Accounting and modelling global resource use: material flows, land use and input-output models. In: Suh, S. (Ed.). Handbook of input-output economics for industrial ecology. Springer: Dordrecht, The Netherlands, 139-160.

Abstract: Material flow accounting and land use accounting are regarded as appropriate tools to provide a comprehensive picture of environmental pressures induced by and inter-linked with production and consumption activities. Due to accelerating globalisation processes, an evaluation of economic activities of one country or world region within a global context can only be carried out by extending the domestic physical accounts and including so-called indirect resource requirements associated with imports and exports. A promising method for calculating direct and indirect requirements with regard to both material flows and land use on the macro level is to apply input-output (IO) models. This chapter provides the methodological foundations for performing parallel accounting of material flows and land appropriation of economic activities in a framework of monetary input-output models extended by physical accounts. We describe necessary properties and the state of the art of global environmental-economy models and most important data sources for their construction and present policy applications of this integrated modelling approach with regard to sustainability scenarios and assessments on the global level.

Giljum, S. and K. Hubacek, 2009. Conceptual foundations and applications of physical input-output Tables. In: Suh, S. (Ed.), Handbook of input-output economics for industrial ecology, Springer: Dordrecht, The Netherlands, 61-75.

Abstract: This chapter presents conceptual foundations and possible policy-oriented areas of application of physical input-output tables (PIOTs). We describe the basic accounting structure of PIOTs and discuss differences between physical and monetary IO tables. The chapter contains a review of the state of the art and analyses methodological differences between PIOTs published so far. Furthermore, we summarize main areas of applications of PIOT-based assessments. The chapter closes with an outlook on future work necessary to make PIOTs a more broadly applied tool for policy-oriented environmental-economic assessments.

Spangenberg, J.H. 2009. Gerechtigkeit im Treibhaus. In R. Braun, F. Brickwedde, T. Held, E. Neugebohrn, O. von Uexküll (Eds.). Kriege um Ressourcen: Herausforderungen für das 21. Jahrhundert München: ökom. Verlag: 217-228

Abstract: This German language deals with the risk of future resource wars and how to prevent them. The authors represent a selection of the international sustainability discourse, including long standing activists of sustainable lifestyles like L. Hunter Lovins and J. von Uexküll, NGO representatives like Pat Mooney (ETC) or Monika Griefahn (Greenpeace), scientists like Hartmut Graßl (climate), E.U. von Weizsäcker (sustainability) and Johan Galtung (peace), as well as more recent ones like Bianca Jagger, and last but not least two authors honoured with the Right Livelihood Award (the "Alternative Nobel Prize"), Hermann Scheer and Wangari Maathai. Joachim Spangenberg's contribution is titled "Justice in the Greenhouse".

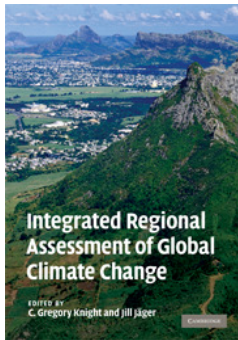
Wirtschaftskammer Österreich (Hg.), 2009. Wirtschaftspolitische Blätter. Energiepolitik. 56. Jahrgang. Manz. 4/2009.



Die Ausgabe 4/2009 der „Wirtschaftspolitischen Blätter“ widmet sich verschiedenen Aspekten der Energiepolitik. Die SERI-Wissenschaftlerinnen Andrea Stocker und Lisa Bohunovsky beschreiben in ihrem Beitrag die volkswirtschaftlichen Auswirkungen eines Ausbaus von Erneuerbaren Energien. Sie weisen darauf hin, dass alleine der Umstieg auf erneuerbare Energiequellen nicht genügt, um die energie- und klimapolitischen Ziele Österreichs zu erreichen. Es ist eine breite Strategie notwendig, die über Effizienzsteigerungen und Verhaltensänderungen den Energieverbrauch insgesamt

reduziert. Der Beitrag basiert auf den Ergebnissen eines EdZ-Forschungsprojektes, in dem österreichische Szenarien zur Nutzung erneuerbarer Energien mithilfe eines integrierten Modells analysiert wurden.

Knight, C.G., and J. Jäger (Eds), 2009. Integrated Regional Assessment of Global Climate Change.



Integrated Regional Assessment (IRA) promotes a better understanding of how regions contribute to global environmental change. This book provides a detailed treatment of the methodological challenges of IRA and a set of international examples illustrating the practice of such assessments at the regional scale.

Edited by C. Gregory Knight (Pennsylvania State University) and Jill Jäger (SERI).

7.5 JOURNAL ARTICLES

Kitzes, J., Alessandro Galli, A., Bagliani, M., Barrett, J., Dige, G., Ede, S., Erb, K., Giljum, S., Haberl, H., Hails, C., Jolia-Ferrier, L., Jungwirth, S., Lenzen, M., Lewis, K., Loh, J., Marchettini, N., Messinger, H., Milne, K., Moles, R., Monfreda, C., Moran, D., Nakano, K., Pyhälä, A., Rees, W., Simmons, C., Wackernagel, M., Wada, Y., Walsh, C. & Wiedmann, T., 2009. A research agenda for improving national Ecological Footprint accounts. In: *Ecological Economics* 68 (7), 1991-2007.

Abstract: Nation-level Ecological Footprint accounts are currently produced for more than 150 nations, with multiple calculations available for some nations. The data sets that result from these national assessments typically serve as the basis for Footprint calculations at smaller scales, including those for regions, cities, businesses, and individuals. Global Footprint Network's National Footprint Accounts, supported and used by more than 70 major organizations worldwide, contain the most widely used national accounting methodology today. The National Footprint Accounts calculations are undergoing continuous improvement as better data becomes available and new methodologies are developed. In this paper, a community of active Ecological Footprint practitioners and users propose key research priorities for improving national Ecological Footprint accounting. For each of the proposed improvements, we briefly review relevant literature, summarize the current state of debate, and suggest approaches for further development. The research agenda will serve as a reference for a large scale, international research program devoted to furthering the development of national Ecological Footprint accounting methodology.

Tukker, A., Poliakov, E., Heijungs, R., Hawkins, T., Neuwahl, F., Rueda-Cantuche, J., Giljum, S., Moll, S., Oosterhaven, J. & Bouwmeester, M., 2009. Towards a global multi-regional environmentally extended input-output database. In: *Ecological Economics* 68 (7), 1929-1937.

Abstract: This paper presents the strategy for a large EU-funded Integrated Project: EXIOPOL ("A New Environmental Accounting Framework Using Externality Data and Input-Output Tools for Policy Analysis"), with special attention for its part in environmentally extended (EE) input-output (IO) analysis. The project has three principal objectives: (a) to synthesize and further develop estimates of the external costs of key environmental impacts for Europe; (b) to develop an EE IO framework for the EU-27 in a global context, including as many of these estimates as possible, to allow for the estimation of environmental impacts (expressed as LCA themes, material requirement indicators, ecological footprints or external costs) of the activities of different economic sectors, final consumption activities and resource consumption; (c) to apply the results of the work to external costs and EE I-O for illustrative policy questions.

Muñoz, P., Giljum, S. and J. Roca, 2009. The Raw Material Equivalents of International Trade Empirical Evidence for Latin America. In: Journal of Industrial Ecology 13 (6), 881-897.



Abstract: This article aims at estimating the raw material equivalents (RMEs)—the upstream used material flows required along the production chain—of imports and exports for some Latin American countries: Brazil, Chile, Colombia, Ecuador, and Mexico. Furthermore, the United States is included in the analysis as a reference for a high-income economy. The RME concept and the empirical evidence are articulated by use of an input–output methodology. Results are set out for the year 2003 for each of the countries and in time series for the years 1977, 1986, 1996, and 2003 in the case of Chile. The findings show not only the physical dimensions behind direct material traded but also how the previous exporter (importer) position of a country (based on standard material flow analysis indicators) deteriorates, alleviates, or changes. Implications for material consumption indicators, such as direct material consumption (DMC) and raw material consumption (RMC), are also drawn. The results suggest basing the discussion of material flows on a broader set of indicators to obtain a more comprehensive picture of the implications of international trade and its impacts on the environment.

Mauz, I., Fischer, A., Langers, F., Bednar-Friedl, B., Grünberger, S. and Musceleanu, O. 2009. Perceiving Biodiversity Changes in Daily Life. Insights from an Exploratory Survey Across Europe. In: eco.mont vol.1/2, December 2009, 9-15.



Abstract: Environmental problems are often constructed globally and through sophisticated instruments and methods. However, the extent to which these globally constructed problems correspond to ordinary citizens' perceptions of the environment is often unclear. We focus here on results from an exploratory survey in eight sites across Europe, targeted at ordinary citizens, to determine whether biodiversity changes are perceived in daily life, and, if so, whether the views derived from these perceptions coincide with the discourse about global loss of biodiversity. Our results indicate that while respondents acknowledged global biodiversity loss – a process which they could not observe – their own experiences of changes in animal and plant numbers in their local environment were much more diverse. Their own observations mainly related to animals and plants which were part of their “life world”, which occurred in places familiar to them and were encountered during everyday activities not necessarily targeted at observing nature. These observations drew a complex picture of changes that is difficult to match with the discourse of global biodiversity loss.

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Hinterberger, F., 2009. Arbeitsplätze ohne Wachstum? In: Agrarische Rundschau. Zeitschrift für Agrar- und Wirtschaftspolitik mit Agrar- und Umweltrecht. 5/2009.



Fritz Hinterberger behandelt in seinem Artikel die hochaktuelle Fragestellung, ob es auch ohne Wirtschaftswachstum genug Arbeitsplätze geben kann.

Fazit: Mehr Lebensqualität für alle ist auch ohne weiteres Wirtschaftswachstum möglich, wenn es gelingt, die richtigen Rahmenbedingungen zu setzen. Dazu gehört, Arbeit auf mehr Menschen zu verteilen, das Steuersystem umzugestalten und die soziale Sicherheit so zu organisieren, dass das hohe, aber nicht unbedingt weiter steigende Sozialprodukt bestmöglich verteilt wird. Für die Einzelnen bedeutet das weniger Stress und möglicherweise kürzere Arbeitszeiten und mehr Zeit, eine gute Lebensqualität wirklich zu genießen. Anstrengungen der Wirtschaft, der Politik und jedes Einzelnen sind nötig, um zu erreichen, was alle wollen: ein gutes Leben.

Lutter, S. and S. Giljum, 2009. **Ökologische Wachstumsgrenzen. Die Notwendigkeit eines Systemwechsels im Umgang mit natürlichen Ressourcen.** In: *Wissenschaft & Umwelt Interdisziplinär* Nr. 13, 2009.



Hinterberger, F. and E. Pirgmaier, 2009. **Ökonomische Grenzen des Wachstums. Kann unsere Wirtschaft anhaltend wachsen?** In: *Wissenschaft & Umwelt Interdisziplinär* Nr. 13, 2009.

Diese Ausgabe beschäftigt sich mit nachhaltigem Wachstum. Kann Wirtschaftswachstum nachhaltig sein? Diese Frage zählt zu den wichtigsten und dringlichsten unserer Zeit. Können wir die dramatischen ökologischen Folgeschäden des Wirtschaftswachstums mit „sauberen“ Technologien in den Griff bekommen? Empirische Daten aus der Vergangenheit geben wenig Anlass zu großen Hoffnungen, technischer Fortschritt könne unsere Probleme lösen. Bisher ist es kaum

gelingen, „Bumerang“- oder „Rebound“-Effekte abzufangen und den gesellschaftlichen Umweltverbrauch auf einem Niveau zu stabilisieren – geschweige denn ihn zu verringern.

Wir werden also, betonen einige der Autoren und Autorinnen dieses Heftes, um die Frage „Wie viel ist genug?“ nicht herumkommen.

Binimelis, R., Spangenberg, J., Martinez-Alier, J. (Guest eds), 2009. **Special section: The DPSIR framework for biodiversity Assessment.** In: *Ecological Economics* 69(1): 9-75.

Abstract: This special section includes a number of papers which have emerged from the ALARM project. As a highly interdisciplinary project, it needed a bridge concept allowing for a better comparability of different analyses, and a joint terminology for presenting them. The DPSIR (Driving forces, Pressures, State, Impact, Responses) framework developed by the EEA and widely used in Europe was adapted to the needs of biodiversity research for this purpose.

Spangenberg, J., Martinez-Alier, J., Omann, I., Monterroso, I., Binimelis, R., 2009. **The DPSIR scheme for analysing biodiversity loss and developing preservation strategies. Editorial.** In: *Ecological Economics* 69(1): 9-11.

Abstract: The editorial explains the method chosen and introduces the papers included in the special section. First in a literature studies the different definitions if DPSIR were collected and compared, then a revision was made based on a systematic analysis of the biodiversity & sustainability challenge. The result was intended to be applicable to all kinds of biodiversity research, but this hypothesis had to be tested. Thus the definitions were applied to different pressures, each described in one paper, and for this behalf were further specified. It could be shown that the definitions introduced were suitable to cover all domains of biodiversity research, and that they could be further specified for specific applications. Thus the definition suggested has been demonstrated to be suitable as a common terminology for research on biodiversity loss and policy responses. It offers the opportunity to classify and present biodiversity research in a way which has proven politically effective in the past.

Maxim, L., Spangenberg, J., O'Connor, M., 2009. **An analysis of risks for biodiversity under the DPSIR framework.** In: *Ecological Economics* 69(1): 12-23.

Abstract: The new definition of DPSIR introduced in this paper is based on an original method combining the DPSIR framework and an analysis based on the distinction between the four spheres of sustainability (environmental, economic, social and political). The result has been called “the tetrahedral DPSIR” in order to distinguish it from other, less complex and well founded applications of the same framework.

Maxim, L., Spangenberg, J., 2009. **Driving forces of chemical risks for European biodiversity.** In: *Ecological Economics* 69(1):43-54.

Abstract: This paper presents the application of this method for the identification and analysis of driving forces of environmental chemicals risks for biodiversity, in Europe. In particular the paper uses the method to answer

the question if the current policy framework, the REACH (Regulation on the Registration, Evaluation, and Authorization of Chemicals) system, is able to reduce the pressure on biodiversity caused by chemicals. The answer is: to a certain degree, yes.

Blincoe, K., Fuad-Luke, A., Spangenberg, J., Thomson, M., Holmgren, D., Jaschke, K., Ainsworth, T., Tylka, K., 2009. DEEDS: a teaching and learning resource to help mainstream sustainability into everyday design teaching and professional practice. In: Int. J. Innovation and Sustainable Development 4(1): 1-23.



Abstract: The DEsign EDucation and Sustainability (DEEDS) project, funded by the European Union's Leonardo da Vinci Programme, comprises a partnership of five institutions from the European design and sustainable development communities that embraces higher education, research and practice. This paper outlines the background, evolution and outcomes from the project which currently include a set of core principles, Skills, Creating change agents, Awareness – systemic and context, Learning together, Ethical responsibilities and Synergy and co-creating (SCALES), diverse resources available via a website, an evolving teaching and learning landscape of 'pods' (the PodScape), new student projects and more. DEEDS has

embraced a platform of mutual learning by engaging diverse members of design communities with various actors and stakeholders to create a participatory platform for embedding 'sustainability into design and design into sustainability'.

Spangenberg, J., 2009. Sustainable Development Indicators: towards integrated systems as a tool for managing and monitoring a complex transition. In: Int. J. Global Environmental Issues 9(4): 318-337.



Abstract: The situation for developing indicators is not clear-cut, but characterized by three dilemmas making it particularly challenging. Only by combining a strategic approach with short-term flexibility, the effort can be successful. These dilemmas are characterised as Indicators vs. Indicator Systems, Themes vs. Systems and Governance insufficiencies. To address them, a systematic approach to sustainability indicators is suggested, based on first defining objectives and strategies in a systematic fashion. In a second step, indicators can be derived and boiled down to a set of headline indicators, as illustrated by a set of indicators suggestions resulting from several European research projects.

Spangenberg, J., Settele, J., 2009. Bio-fuels for bio-fools? The promises and limits of bioenergy. In: Journal of International Relations 20(6): 89-108.

Abstract: Biofuels will not be able to solve the global energy demand problem, escape absolute scarcities and save the prevailing patterns of production and consumption. Even if exploited to the maximum, they can contribute no more than a few percent to global energy consumption, while the environmental and social problems caused by such a strategy would be massive. Biofuels are the most cost and energy inefficient way of using biomass, an option for bio-fools.

Spangenberg J., Settele, J., 2009. Biofuels: Steer Clear of Degraded Land. In: Science 326 (4 December 2009): 1346

Abstract: In this letter to Science, the authors intervened in the ongoing biofuels debate in Science by emphasizing a number of illusions prevailing in the politically inspired and economically backed debate on biofuels as alternative sources of fuel. They point out that there is no reason to assume that energy plants are suitable to places not suitable for food production, and that it is biologically impossible to hope for plant production from dry and barren land without fertilisation and irrigation.

Scheffran, J., Spangenberg, J., 2009. Time for Change – The Global Crisis needs Global Responsibility. In: Global Responsibility 59: 2.

Abstract: With issue 58, Global Responsibility, an Open Access journal edited by the International Network of Engineers and Scientists for Global Responsibility, changed the editorial team. The two new editors-in-chief introduce the new concept, focusing on three themes: Sustainability, peace, and responsible science.

Spangenberg, J., 2009. The multi-bubble trouble. In: Global Responsibility 59: 5-7.

Abstract: Hardly ever before in human history have so many things been going so wrong at the same time: that is the multi-bubble-trouble. If every crisis is an opportunity, it is crucial to understand how crises are linked to come with proposals which address the causes of the interlinked crises, and not only concentrate on curing the symptoms.

Spangenberg, J., 2009. Valuing the Earth: A Scientists' Guide to Understanding Economic Valuation. In: Global Responsibility 60: 11-12.

Abstract: Whatever the problem, the market and economic instruments are the answer – or so they say. Economic valuation measurement is a necessary condition for the application of market mechanisms, but, as the paper shows, there are severe problems from a value theory point of view as much as from a scientific understanding of measurement.

Hinterberger, F. 2009. „Ökologischer Rucksack“ – globale Ressourcenflüsse und das Beispiel Österreich. In: Jahrbuch Ökologie: Umwälzung der Erde. Konflikte um Ressourcen.



Weltweit werden jährlich über 50 Billionen Tonnen Rohstoffe gefördert, geerntet und benutzt. Dazu kommen noch einmal etwa 40 Billionen Tonnen, die beim Abbau von Ressourcen umgesetzt werden, aber nicht in Produktionsprozesse eingehen. Insgesamt sind es also über 90 Milliarden Tonnen Material, die der Mensch jedes Jahr bewegt.

Pro Erdenbürger macht die oben genannte Größenordnung 14 t pro Jahr aus oder 39 kg pro Tag aus – ein „ökologischer Rucksack“, den nur gut trainierte Menschen noch tragen könnten. Ökologisch verträglich wäre aber nur knapp die Hälfte: 6 t. Das wären etwa 16 kg pro Tag.

Diese und andere Zahlen werden (global, für Europa und auch Österreich) in dem im September erschienenen Artikel von Fritz Hinterberger im „Jahrbuch Ökologie: Umwälzung der Erde. Konflikte um Ressourcen“ publiziert und erläutert.

Giljum, S., Polzin, C. 2009. Zahnlose Strategien – Die Ansätze in der EU-Ressourcenpolitik reichen bei Weitem nicht aus. In: DNR-Themenheft II/2009, 8-9.

Der Deutsche Naturschutzrings (DNR) hat in seinem aktuellen Themenheft (II/2009) „Materialeffizienz: Wenn weniger wirklich mehr ist“ einen Beitrag von Stefan Giljum und Christine Polzin über Gesetzesinitiativen der EU im Bereich Ressourcenpolitik publiziert. Im Artikel werden fünf der diesbezüglich wichtigsten aktuellen EU-Politikprozesse näher beschrieben und kritisch beleuchtet. Fazit: Obwohl Ressourcennutzung und Materialeffizienz in den letzten Jahren zu Kernthemen in verschiedenen Bereichen der EU Politik geworden sind, mangelt es bisher an konkret formulierten Zielen, sowie Zeitplänen und Politikinstrumenten zu deren Erreichung.

Burger, E., Giljum, S., Hinterberger, F. 2009. Vergleichbare Kriterien für die Messung der Umwelt und Klimafreundlichkeit von Produkten – State of the Art. In: „Agrarische Rundschau“, Wien.

Viele Umweltprobleme entstehen durch die intensive Nutzung einer zu großen Menge an natürlichen Ressourcen. Eine ökologisch nachhaltige Entwicklung setzt einen effizienten Umgang mit natürlichen Ressourcen und eine Reduktion der Treibhausgas-Emissionen voraus. Um Ressourcenverbrauch und

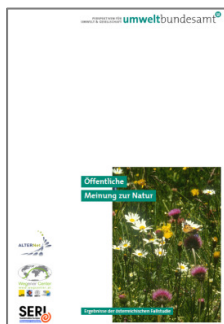
Klimabilanz von Produkten und Dienstleistungen vergleichen zu können, ist ein quantifizierendes Verfahren für die Inputseite notwendig.

Die weltweiten Umweltbelastungen durch Produktion und Konsum von Gütern und Dienstleistungen sind in den letzten Jahrzehnten dramatisch angestiegen. Die weltweite Nachfrage nach natürlichen Ressourcen und der damit einhergehende Druck auf die Umwelt steigen kontinuierlich. Dafür verantwortlich sind die wachsende Weltbevölkerung, die hohen Konsumraten in den entwickelten Ländern sowie die rasante Industrialisierung wie auch die landwirtschaftliche Entwicklung in Ländern wie China, Indien und Brasilien. Rohstoffe werden knapp, aber auch so genannte erneuerbare Ressourcen und die ökologischen Leistungen, die sie bereitstellen, sind hochgradig bedroht.

In vielen Bereichen erreicht die Ausbeutung erneuerbarer wie auch nicht erneuerbarer Ressourcen bereits das maximale Förderniveau. Um dieser ernsten Lage zu begegnen, ist es notwendig, Verfahren zu entwickeln, die den Ressourcenverbrauch und seine ökologischen, ökonomischen und sozialen Auswirkungen messen können. Was nicht gemessen wird, wird oft ignoriert. Dabei ist der Ressourcenverbrauch an sich eine Grundvoraussetzung menschlichen Lebens und jeder wirtschaftlichen Aktivität. Die Bereitstellung von physischen Gütern und Dienstleistungen ist immer mit dem Verbrauch natürlicher Ressourcen – Rohstoffe (erneuerbare und nicht erneuerbare), Energie, Wasser und Fläche – verbunden. Es ist das Ausmaß – der Ressourcenverbrauch hat sich seit der Industriellen Revolution vervielfacht –, da heute massive Probleme verursacht.

7.6 REPORTS

Bednar-Friedl, B., Eberhard, K., Grünberger, S. and Omann, I. 2009. Öffentliche Meinung zur Natur. Ergebnisse der österreichischen Fallstudie. Reports, Band REP-0239. Umweltbundesamt, Wien.



Im Rahmen des EU-Excellence-Netzwerks ALTER-Net wurde die Einstellung der Bevölkerung zu Biodiversität und ihrer Erhaltung in acht europäischen Ländern untersucht. In Österreich fand die Erhebung in der Region Eisenwurzen statt, einer Langzeit-sozio-ökologischen Forschungsplattform (LTSER), die vom Umweltbundesamt koordiniert wird.

Ziel dieser und der Universität Graz und dem SERI durchgeführten Befragung war es, die Sichtweise der BürgerInnen zur Biodiversität und zu Maßnahmen im Naturschutz zu ermitteln. Insbesondere wurde untersucht, ob der hohe Stellenwert des Biodiversitätsverlustes in Wissenschaft, Medien und Politik von der Bevölkerung gleichermaßen beurteilt wird. Die Befragung gab weiters darüber Aufschluss, wie und von welchen Akteursgruppen nach Meinung der BürgerInnen Natur und Artenvielfalt geschützt werden sollten. Schließlich wurden auch die persönlichen Einstellungen der Befragten zu Natur- und Umweltschutzthemen sowie allgemeinere Wertvorstellungen recherchiert.

Giljum, S., Hinterberger, F., Lutter, S., Polzin, C., 2009. How to measure Europe's resource use. An analysis for Friends of the Earth Europe.

Abstract: The natural resource base, on which the quality-of-life of our societies is built, is in danger of overexploitation and collapse. Due to growth of world population and continued high levels of consumption in the developed world, combined with the rapid industrialisation of countries such as China, India and Brazil, worldwide demand on natural resources and related pressures on the environment are steadily increasing. Renewable resources, and the ecological services they provide, are at great risk of degradation and collapse. Extraction of many non-renewable resources is already reaching or near a peak. European environmental policy has focused on solving problems related to specific pollutants, rather than those related to growing production and consumption. Europe has achieved significant improvement in environmental problems related to specific pollutants and harmful substances in the past 30 years, such as air pollutants, sewage effluents and hazardous wastes. However, environmental problems related to the overall scale of European production and consumption are getting worse: depleting fish stocks, shrinking water reserves, growing waste volumes, growing energy consumption and continued high level of per capita emissions of greenhouse gas (GHG) emissions are part of these persistent environmental problems.

Current EU policies addressing resource use do not have concrete reduction targets and are not coherent. In the EU, issues of resource productivity, environmental impacts of resource use and resource security have significantly gained in policy importance in the past ten years and a number of policy strategies have been launched. However, from a sustainable development perspective, key issues are not being adequately addressed. Concrete targets for increasing resource productivity and decreasing resource use and related environmental impacts are missing in all main EU policies. Furthermore, EU environmental policies focus on the impacts related to resource use rather than addressing the overall levels of resource use. As adequate indicators measuring these impacts are only currently being developed, the EU has been stuck in a “paralysis by analysis” situation in recent years, which has delayed urgent political action. In addition, the focus on environmental impacts assumes that technological achievements will allow the reduction of impacts in a situation of high or even growing overall amounts of resource use. However, this technology-optimistic position is not justified by empirical evidence. At current high levels of resource consumption in Europe, substituting a significant share of high-impact resources for lower-impact resources is difficult to implement in an environmentally benign way (e.g. see the debate on biofuels). In addition, industry and trade policies of the EU are focused on maintaining access to resources and do not properly consider other EU policy goals, such as those for poverty alleviation and development.

Giljum, S., Polzin, C., 2009. Indicator-based evaluation of interlinkages between different sustainable development objectives (INDI-LINK). Final report.

INDI-LINK, a research project funded by the European Commission under the 6th Framework Programme, further developed and improved selected EU sustainable development indicators, assessed the interlinkages between different priorities of the EU Sustainable Development Strategy, and elaborated conclusions for future sustainable development policy making. The project combined the expertise of nine partner institutions from different countries and disciplines. This final report summarises the project’s main activities, research methods, results and policy recommendations.

Wiedmann, T., Wilting, H., Lutter, S., Palm, V., Giljum, S., Wadeskog, A., Nijdam, D. 2009. Development of a methodology for the assessment of global environmental impacts of traded goods and services. Final Report of the SKEP ERA-NET Project EIPO. Environment Agency UK



In 2008, the SKEP (Scientific Knowledge for Environmental Protection) network commissioned research to develop a suitable methodology to assess transnational environmental impacts through international trade, which led to the establishment of the EIPO project (environmental impacts of trade). The project was carried out between April 2008 and May 2009 by a consortium of four European research institutions: Stockholm Environment Institute at the University of York (project coordinator), Sustainable Europe Research Institute in Vienna, Netherlands Environmental Assessment Agency in Bilthoven and Statistics Sweden in Stockholm.

The project aimed to: review and evaluate existing environmental accounting techniques that can be used to illustrate transnational impacts of traded goods and services; specify the (theoretical) framework and criteria for environmental accounting methodologies to assess the environmental impacts of imported and exported goods and services; identify the most suitable methodology and expand it into an accounting approach which can be used by all SKEP member states; identify data requirements and possible data sources for the recommended method; elaborate the roles of different regulatory authorities in providing the required data and advice on the practical implementation of the methodology.

Lutter, S., Pirgmaier, E., Frühmann, J., Burger, E., Mayr, M., Polzin, C. 2009. Measuring Performance towards Sustainable Consumption and Production. Types of Indicators and Indicator Sets.

This booklet “Measuring Performance towards Sustainable Consumption and Production – Types of Indicators and Indicator Sets” has been published under the framework of the “Action Town – Research and Action for Sustainable Consumption and Production” project. The booklet is part of a series of three different guidelines: The Centre on Sustainable Consumption and Production (CSCP) prepared a guideline on policy instruments, the

Sustainable Europe Research Institute (SERI) prepared this guideline on indicators and the Stockholm Environment Institute (SEI) prepared a third guideline dealing with assessment tools for SCP.

Jäger, J., Frühmann, J., Grünberger S., Vag, A., 2009. EACH-FOR, Environmental Change and Forced Migration Scenarios: Synthesis Report

Summary: The EACH-FOR (Environmental Change and Forced Migration Scenarios) Project had two central aims: (1) to explore and describe the causes of forced migration in relation to environmental change; and (2) to provide plausible future scenarios of environmentally induced, forced migration. These specific objectives were achieved by the systematic overview and analysis of the relevant natural and human-made environment degradation processes, as well as the socioeconomic, historical and demographic contexts, in the regions studied in the project; fieldwork or desk studies in 23 case study areas; and subsequent scenario development for 6 of the case study areas. The project was funded for 2 years and the budget permitted a first scoping of the issues, development and testing of the methodology and some preliminary results and conclusions.

Giljum, S., Polzin, C., 2009. Resource efficiency for sustainable growth: global trends and European policy scenarios. Report prepared for the UNIDO “Green Industry” conference.

SERI was invited by the UN Industrial Development Organisation (UNIDO) to prepare a background report for the “International Conference on Green Industry in Asia”, which takes place from 9-11 of September in Manila, Philippines.

The SERI report is entitled “Resource efficiency for sustainable growth: global trends and European policy scenarios” and illustrates current trends in natural resource use in Asia and on the global level. It discusses how resource extraction and resource consumption have developed over the past 30 years both in Asia and worldwide and describes trends in de-coupling of resource use from economic growth.

The report demands intensifying efforts to increase resource efficiency in Asia, as current trends of resource use are not sustainable. Although per-capita resource consumption is significantly lower in Asia compared to countries in Europe or North America, many Asian countries have turned into net-importers of natural resources in the past years. Today, Asia is already using around twice the biological capacity available on this continent.

In the final section, the report presents results of the EU project “MOSUS” (see www.mosus.net), which illustrated that resource efficiency measures can support economic growth and international competitiveness. Combined with other environmental policies, such as taxes on energy and materials, resource efficiency measures can result in win-win situations for the economy and the environment.

7.7 CONFERENCE PAPERS

Burger E., Giljum S., Manstein C. and Hinterberger F., 2009. Comprehensive Ecological Indicators for Products: Three case studies applying MIPS and Ecological Footprint. Paper presented at ESEE 2009 in Ljubljana.

Abstract: Consumers increasingly demand more transparent information about the sustainability performance of products and services. Thus companies aim at measuring and communicating the environmental performance of products, and some major European initiatives have been launched, focusing on the indicator “Carbon Footprint”. A more comprehensive set of indicators, based on the Ecological Footprint (including the Carbon Footprint) and the Ecological Rucksack (MIPS – Material Input per unit of Service), is presented in this paper. The results of case studies, conducted in 2008 for three different pairs of products, confirm that the selected indicator set is suitable for comprehensively quantifying environmental aspects along the whole life cycle.

Giljum, S., Polzin, C., 2009. Resource efficiency for sustainable growth: global trends and European policy scenarios.

Abstract: In Asia and worldwide, improved resource efficiency of production and consumption is a key requirement for sustainable growth. Global extraction and use of natural resources has significantly increased over the past decades. Today, humans extract around 60 billion tonnes of resources each year, 50% more than only 30 years ago. Almost half of this global resource extraction takes place in Asia. Growing demand for natural resources, particular from emerging economies in Asia, led to increasing commodity prices and increasing competition of world regions regarding access to resources. Furthermore, some Asian countries are increasingly dependent on imports of raw materials (such as metal ores and timber) and fossil fuels from other world regions. Higher extraction and consumption of natural resources also entails a number of global and regional environmental problems, such as climate change, deforestation, loss of biodiversity and pollution. This often causes negative health effects. Increasing the resource efficiency is therefore an integrated strategy to tackle economic, environmental and social issues at the same time and a requirement for a more sustainable path of economic growth.

Giljum, S., 2009. SERI input to review of EU “Resource Strategy”.

Executive summary: Two important environmental policy strategies of the EU will be reviewed during 2010: the “Thematic Strategy on the Sustainable Use of Natural Resources” and the “Thematic Strategy on the Prevention and Recycling of Waste”. The upcoming Belgian EU presidency therefore organises two expert workshops with attendance of the European Commission, in order to collect and discuss issues, which should be considered in these reviews. The first workshop focusing on the EU “Resource Strategy” was held on March 15 in Brussels.

Stefan Giljum was invited as one of the panel speakers and presented SERI’s work on global resource flows and European trends in resource consumption and resource efficiency. Furthermore, the talk presented SERI’s demand for inclusion of targets, policy instruments and a proper set of indicators in the implementation of the “Resource Strategy”.

Rayment, M., Pirgmaier, E., De Ceuster, G., Hinterberger, F., Kuik, O., Leveson Gower, H., Polzin, C., Varma, A., 2009. The economic benefits of environmental policy. Final Report.

Exekutive Summary: The European Union aspires to become the most dynamic and competitive economy in the world. The Lisbon Strategy, launched by EU leaders in 2000 and subsequently revised and simplified in 2005, emphasizes the need to modernize Europe’s economy and focus attention on growth and employment, in order to address the challenges of globalization and demographic change and to support our wider economic, social and environmental goals. To achieve this, the updated strategy emphasizes the need for Europe to become a more attractive place to live and work, to develop knowledge and innovation for growth, and to create more and better jobs.

The current global economic crisis represents a significant setback in implementing Europe’s economic agenda, with problems of loss of demand, unemployment and deteriorating public finances. In order to address these economic problems, restore growth and tackle unemployment, a European Economic Recovery Plan (European Commission, 2008) was launched, which sets out the actions the EU will implement to deal with the crisis.

The European Commission (DG Environment) commissioned GHK, IVM, SERI and TML to assess the role of environmental policy measures in the EU’s economic development.

This report describes the areas in which environmental policies deliver Europe’s current economic priorities, often more successfully than other forms of economic policy intervention. It provides evidence of the role of environmental policy both in providing a short term economic stimulus and in building a sustainable, efficient and resilient economy in the long term. It highlights many areas where environmental policy is essential for sustainable economic progress.

SERI aims to make the results of its work available to everyone - by contributing articles to various online and print media (see also the chapter *Publications*) as well as by providing its expertise for film documentaries, scientific reports and interviews. Find here a selection of SERI's media contributions in 2009.

19. September: "Zum Wachsen verdammt"



Basierend auf einem Interview mit Friedrich Hinterberger veröffentlichte die Zeitung „Die Presse“ den Artikel „Zum Wachsen verdammt“.

<http://diepresse.com/home/panorama/klimawandel/509508/index.do>

22. September: SERI-Projekt ECR in der Ö1-Sendung „Dimensionen – Die Welt der Wissenschaft“

Das Thema der ökologischen Nachhaltigkeit ist inzwischen in vielen Wirtschaftsunternehmen ganz oben auf der Agenda. Nachhaltigkeitsforscher haben in den letzten Jahren das Rüstzeug geliefert, Güter des täglichen Lebens nach neuen Gesichtspunkten zu bewerten: Wie ökologisch, ressourcenschonend und auch sozial verantwortlich sind Produkte wirklich?

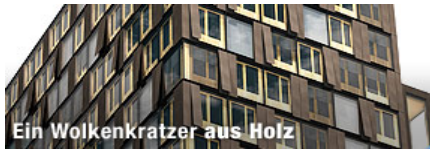
Ähnlich wie bei Kühlschränken mit Energieeffizienzklassen sollen dem Konsumenten zukünftig eindeutige Entscheidungshilfen bei der Frage, ob etwas nachhaltig ist oder nicht, gegeben werden. Beim erstmalig stattfindenden World Resources Forum in Davos am 15. und 16. September kommen weltweit führende Nachhaltigkeitsforscher zusammen, um objektive Bewertungsgrößen - wie den ökologischen Rucksack oder den ökologischen Fußabdruck - für die ökonomischen und politischen Entscheidungsträger noch leichter anwendbar werden zu lassen. Ähnlich dem Prinzip Bio-Gütesiegel soll es in Zukunft auch eine Nachhaltigkeitsbewertung geben.

25. September: *DerStandard*-Artikel über „BANK Nachhaltigkeitskreis“



Seit Kurzem verfügt die Bank Austria über ein Gremium für den Dialog mit den unterschiedlichen Gruppen unserer Gesellschaft: den BankAustria-NachhaltigkeitsKreis („BANK“). Der BANK ist ein hochkarätig besetzter Kreis von Expertinnen und Experten aus Zivilgesellschaft, Wissenschaft und Verwaltung. Ziele des BANK sind unter anderem der Gedankenaustausch zwischen den Mitgliedern und der Bank Austria, ein Beitrag zur Bank Austria Nachhaltigkeitsstrategie und die Auseinandersetzung mit konkreten Projekten der Bank Austria. Friedrich Hinterberger ist BANK-Mitglied und bringt sich als Nachhaltigkeitsexperte ein. Am 25.9.2009 ist hierzu ein Artikel in der Tageszeitung „Der Standard“ erschienen.

7. Oktober: Das 100 Meter hohe Holzhaus



Das bisher höchste Holzhaus steht in London und hat neun Stockwerke. Ein Vorarlberger Unternehmer plant jetzt das erste Hochhaus mit über 100 Meter Höhe und weit über 20 Stockwerken. Es soll billiger als ein herkömmlicher Wolkenkratzer sein, sich schneller errichten lassen - und vor allem: Es ist ökologisch nachhaltig. Im SERI Projekt BRIX wurde die Ressourceneffizienz und die Umweltverträglichkeit untersucht. Ein Artikel hierzu erschien auf orf.at: <http://news1.orf.at/090922-42804/index.html>

9. Oktober: SERI auf Ö1 in der Sendung „Saldo – Das Wirtschaftsmagazin“ zum Thema „Was ist Wohlstand?“

Das Bruttoinlandsprodukt gilt als international gültiges Maß, wenn man wissen will, ob es einer Gesellschaft gut geht. Das BIP ist gut vergleichbar und klar definiert als Maß für die Wirtschaftsleistung eines Landes, die alle produzierten Waren und angebotenen Dienstleistungen umfasst.

Das Bruttoinlandsprodukt lässt aber einiges außer Acht. Gemeinnützige Arbeit etwa wird nicht einbezogen, oder Arbeit zu Hause. Außerdem berücksichtigt das BIP nicht negative Folgen wirtschaftlicher Produktion, etwa Umweltverschmutzung. Die Europäische Kommission will die Art, Wirtschaftsleistung zu messen, reformieren. Zukünftig sollen Folgen für das Klima oder soziale Folgen einbezogen werden.

28. November: Radio Wien – „Menschen im Gespräch“ mit Jill Jäger

Menschen im Gespräch: Jill Jäger – Autorin des „SERI-Buchs“ mit dem Titel „Was verträgt unsere Erde noch?“ (Fischer Taschenbuch).

30. November: Friedrich Hinterberger im Radio Ö3-Wecker zum Thema Klimawandel

Friedrich Hinterberger sprach zum Thema Klimawandel: wo liegt das Problem, was kann der/die einzelne tun, was muss insgesamt getan werden?

18. Dezember: Ökonomische Zweifel am „Grünen Wachstum“

Pirgmaier, E. (18.12.2009, Der Standard): Kioto-Protokoll und UN-Gipfel zielen auf eine Reduzierung von Treibhausgasen. Gleichzeitig aber soll weiterhin das implizite Wachstumsziel der EU-Lissabon-Strategie gelten – Wie soll das gehen?

Eine Gruppe österreichischer Ökonominen und Ökonomen diskutiert die Frage der Vereinbarkeit von Wirtschaftswachstum und Klimaschutz sei einiger Zeit und präsentiert hier erste Überlegungen.

http://seri.at/wp-content/uploads/2010/06/%C3%96konomische-Zweifel-am-_Gr%C3%BC...pdf

Das Projekt „Lebensklima“ erschien mehrmals in regionalen Zeitungen, Beiträge wurden auf regionalen Radiosendern gesendet sowie im bundesweiten Rundfunk ausgestrahlt:

6. November: Oberösterreichische Nachrichten

22. Oktober: Salzi.at (<http://www.salzi.at/article/lokales/gmunden/13110/>)

19. Oktober: Salzkammergut.at (http://www.im-salzkammergut.at/salzkammergut/schueler_helfen_forschern_klimawandelprojekt_14314/ und <http://www.nachrichten.at/oberoesterreich/salzkammergut/art71,287741>)
23. Oktober: Gmunden.at
28. Oktober: TIPS
29. Oktober: Bezirksrundschau Gmunden
9. November: Radio Ö1 (In diesem Beitrag sprachen Dr. Harald Hutterer [Karuna Consult] und Dr. Fritz Hinterberger [SERI] über das Projekt Lebensklima, Lebensstile, die Methode "Action-Research" und Konzepte wie Nachhaltigkeit, Bedürfnisse und Strategien)
- 16.-22. November: FRS – "Freies Radio Salzkammergut" (<http://www.freiesradio.at> - Widerhall Archiv 2009 - Widerhall KW 47 - "Gymnasiasten erheben für Projekt 'Lebensklima' in Gmunden")
14. Dezember: Radio Ö3

Feedback welcome!

If you should have questions, points of critique or any other input in relation to our Annual Report or if you would like to know more about our work, please contact us:

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