

Knowledge Brokerage in Sustainable Consumption

Introducing the project CORPUS



ESDN Conference
Ghent, 06.07.2010

Dr. Gerd Scholl

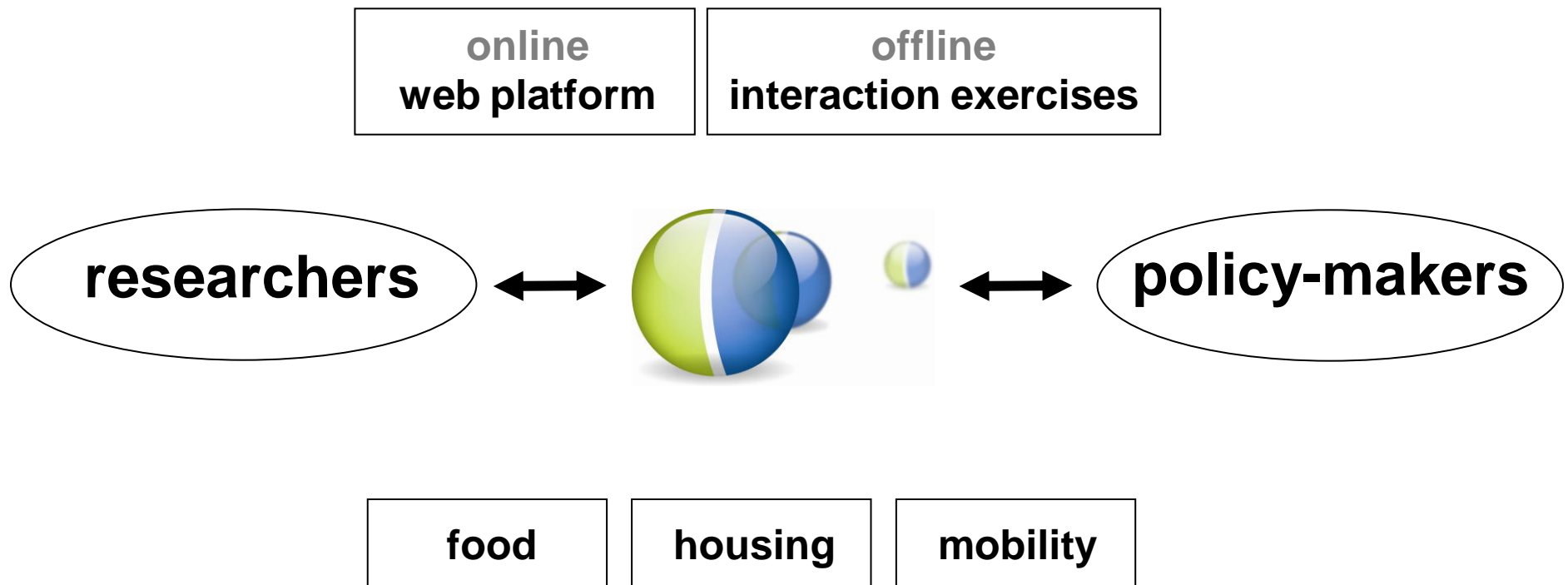
Institut for Ecological
Economy Research (IÖW)

Background

- **Sustainable Consumption and Production (SCP)**
- **evidence based policy-making**
- **call in 7th European Framework Programme**
 - connecting research and policy-making
 - develop new methods for knowledge brokerage
 - at the example a specific policy domain: sustainable consumption
 - include policy-makers
 - built-in evaluation

CORPUS

Enhancing the Connectivity Between Research and Policy-Making in Sustainable Consumption (2010-2012)



Partners

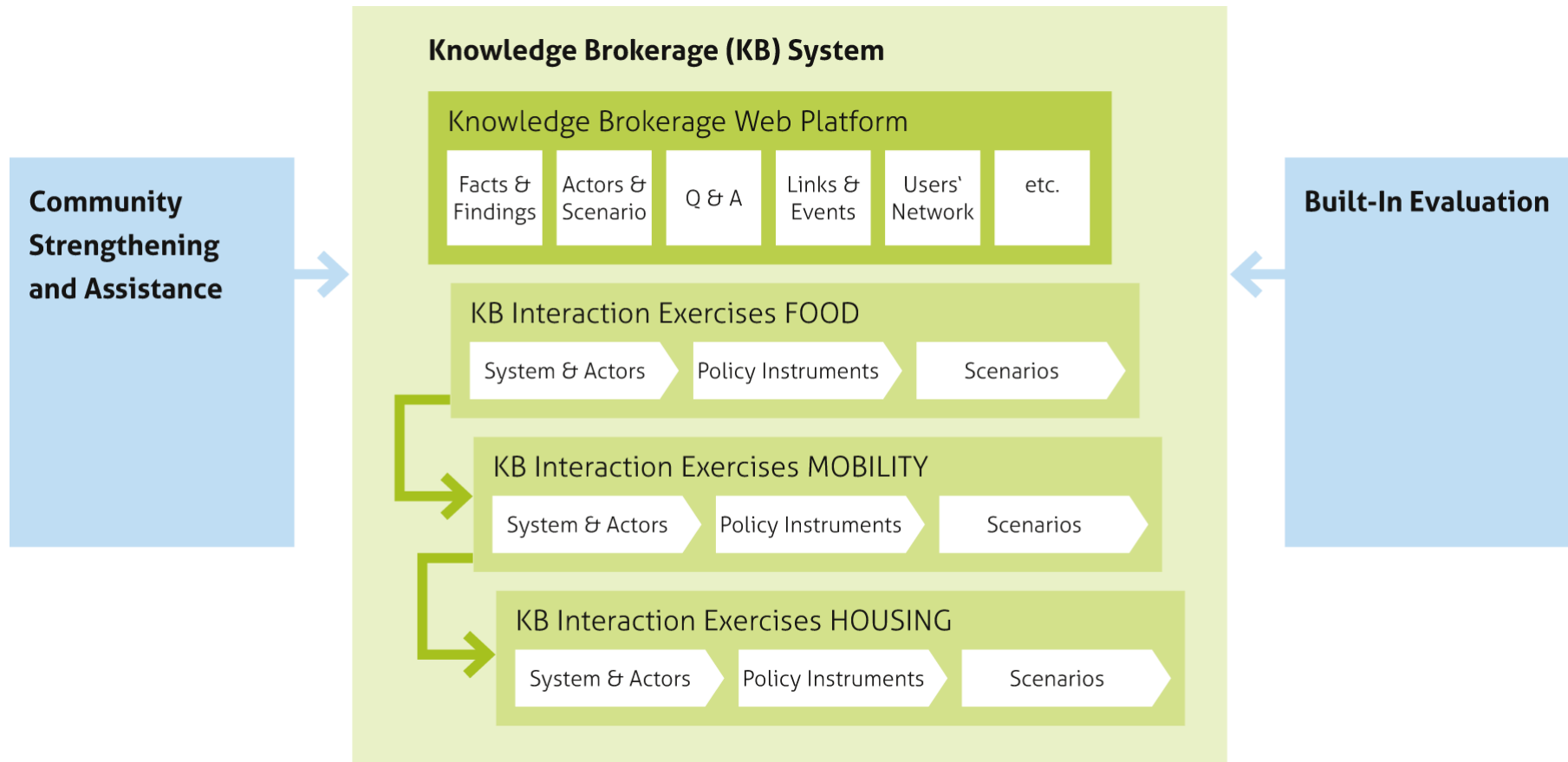


ESDN



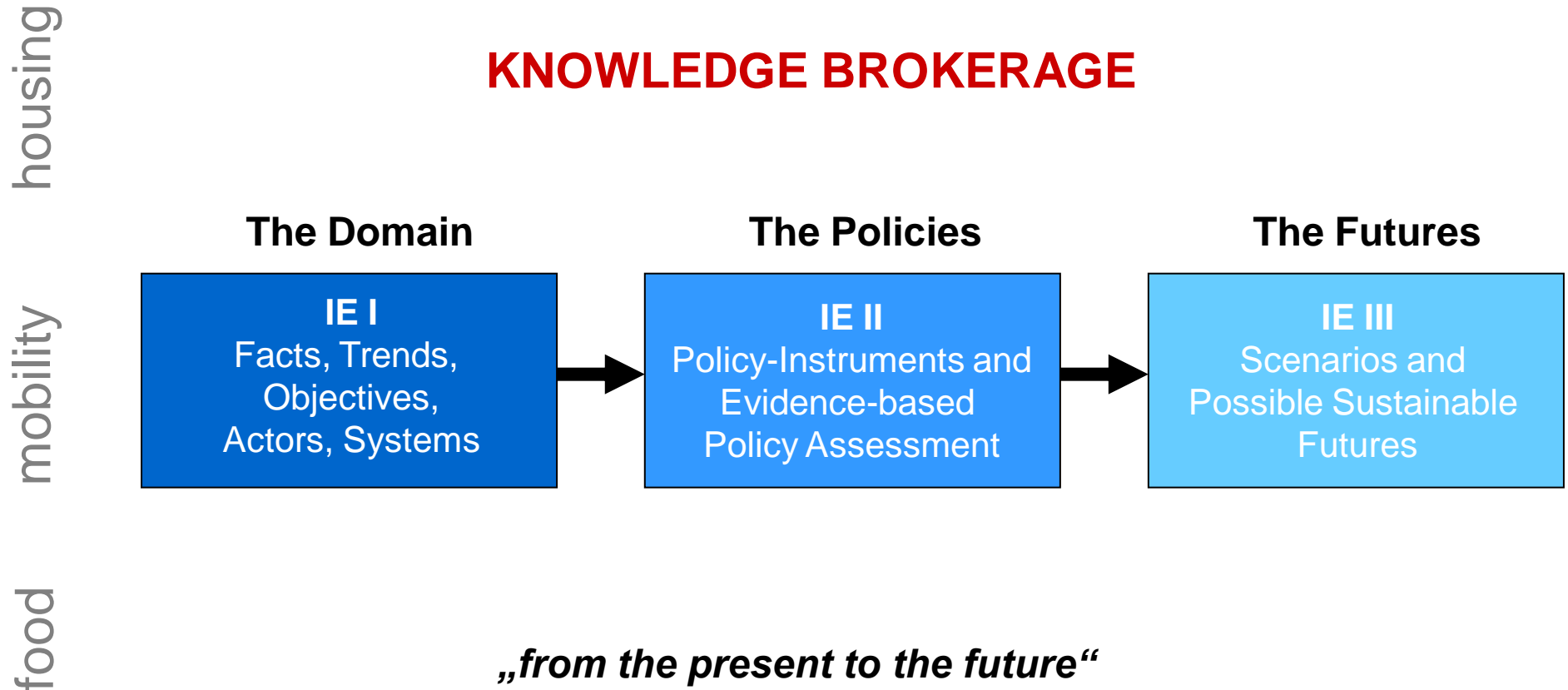
European Topic
Centre (ETC)
on SCP

Approach



The Interaction Exercises

KNOWLEDGE BROKERAGE



Interaction Exercise I

Inputs

- 25 interviews with policy-makers
- 6 Cognitive Maps
- Discussion Input Paper
- 6 Knowledge Units



Day 1

- **Mindsets** – *cognitive maps & participatory causal maps*
- **Facts and Trends**
walk-round poster session
- **Options and Opportunities**
“spicy brain food”

Day 2

- **Objectives** – *EU Level “talks” with policy makers*
- **Challenges** – *Targets at National Level*
- **Conclusions** – *Overview of policy instruments; voting by participants*
- **Evaluation**
self-evaluation and feedback

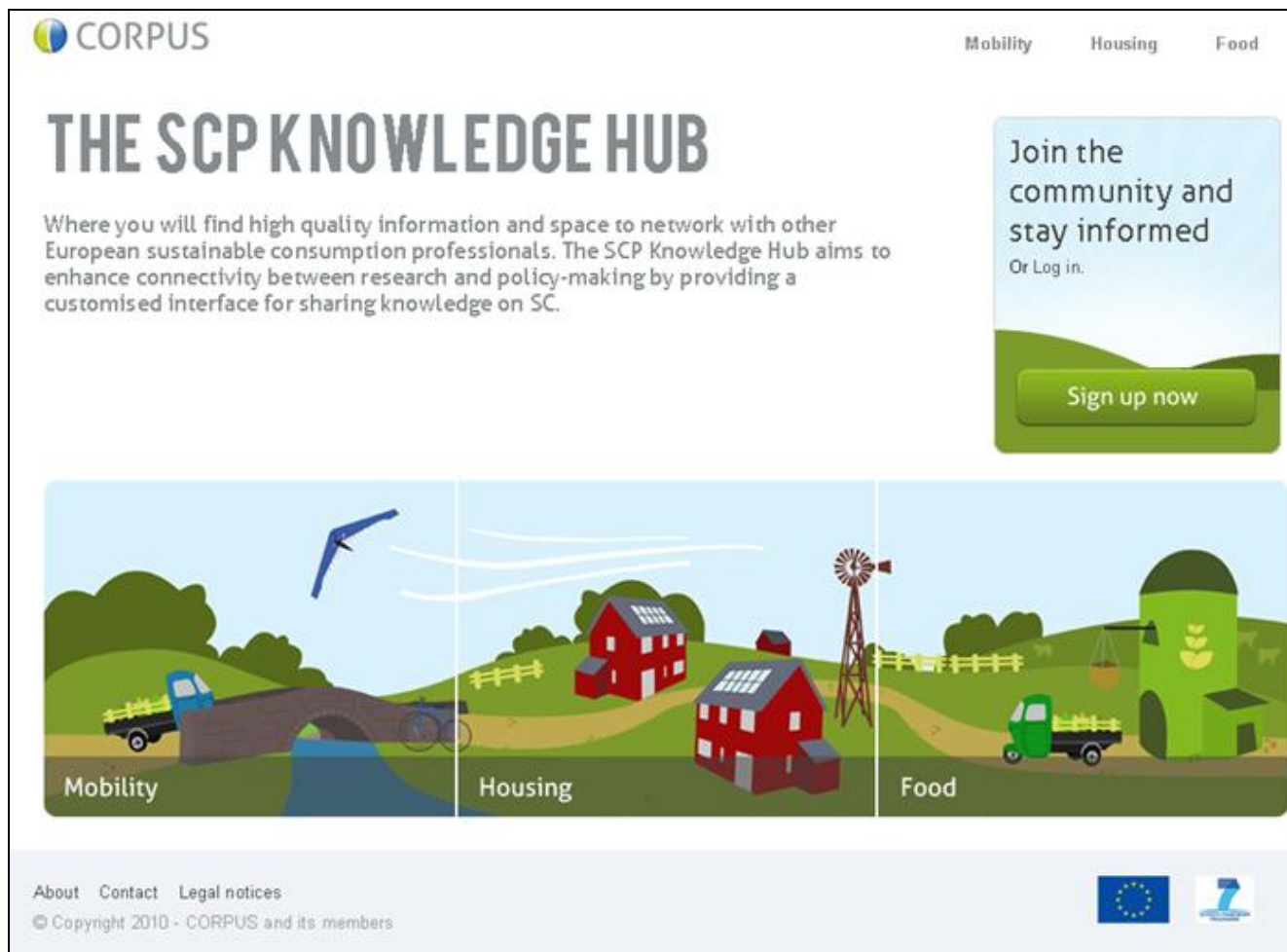


Web Platform

- More Knowledge Units
- Questions & Answers
- Voting Results
- Documentation

**IE I on Sustainable Food
Vienna, 21./22.10.2010**

Web Platform: www.scp-knowledge.eu



Web Platform – registration (1)

CORPUS Mobility Housing Food

Home » User account

User account

Create new account Log in Request new password

Account information

Username:
Spaces are allowed; punctuation is not allowed except for periods, hyphens, and underscores.

E-mail address:
A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Profile information

Title:

First name:

Last name:

Profession:

Organisation:

Organisation website:

Profile picture:
Maximum File size: 5 MB
Allowed Extensions: png gif jpg jpeg

Web Platform – registration (2)

Location

City:

Country:

United States

Areas of interest

Select the topics you are interested in. Tick all keywords that apply. You can tick general Food, Housing and/or Mobility, and/or specific keywords.

☐ General

☐ Mobility

☐ Housing

☐ Food

☐ mobility & environmental assessment

☐ mobility & good practice

☐ mobility and climate

☐ mobility competence

☐ mobility trends

☐ transport demand

☐ modal split

☐ security and safety

☐ accessibility

☐ spatial planning

☐ telematics

☐ drive engineering

☐ mobility management

☐ mobility behaviour

☐ mobility system

☐ leisure time mobility

☐ commuter traffic

☐ housing & environmental assessment

☐ housing & good practice

☐ energy efficiency

☐ energy saving

☐ domestic energy use & climate

☐ renewable energy

☐ district heating

☐ photovoltaics

☐ labels

☐ ownership

☐ household size

☐ size of dwelling

☐ poverty

☐ urban planning

☐ building standards

☐ recyclability of building materials

☐ ecological architecture

☐ food & environmental assessment

☐ GMO food

☐ healthy eating

☐ food & good practice

☐ food marketing

☐ food and climate

☐ fair trade

☐ organic food

☐ food systems

☐ food miles

☐ food waste

☐ food cultures

☐ food security

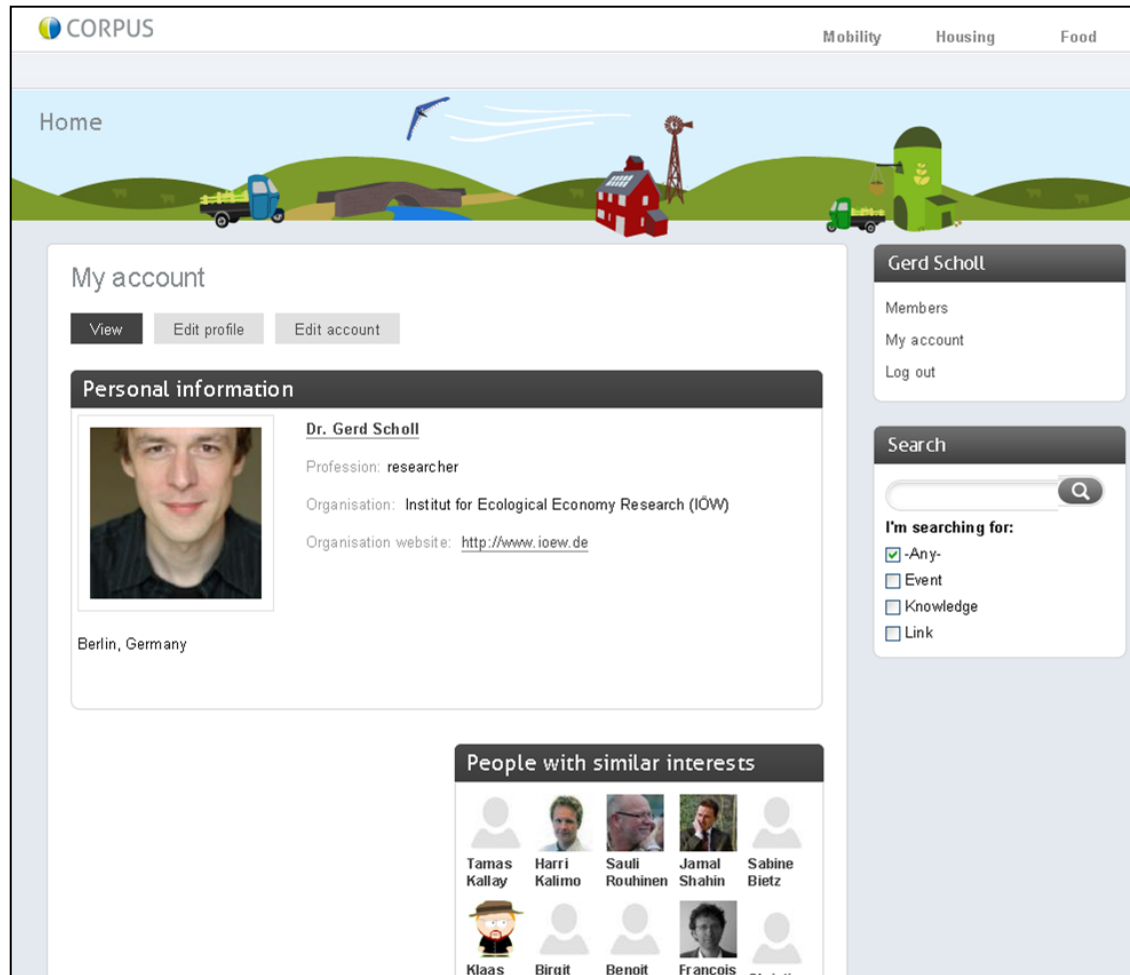
☐ food safety

☐ food prices

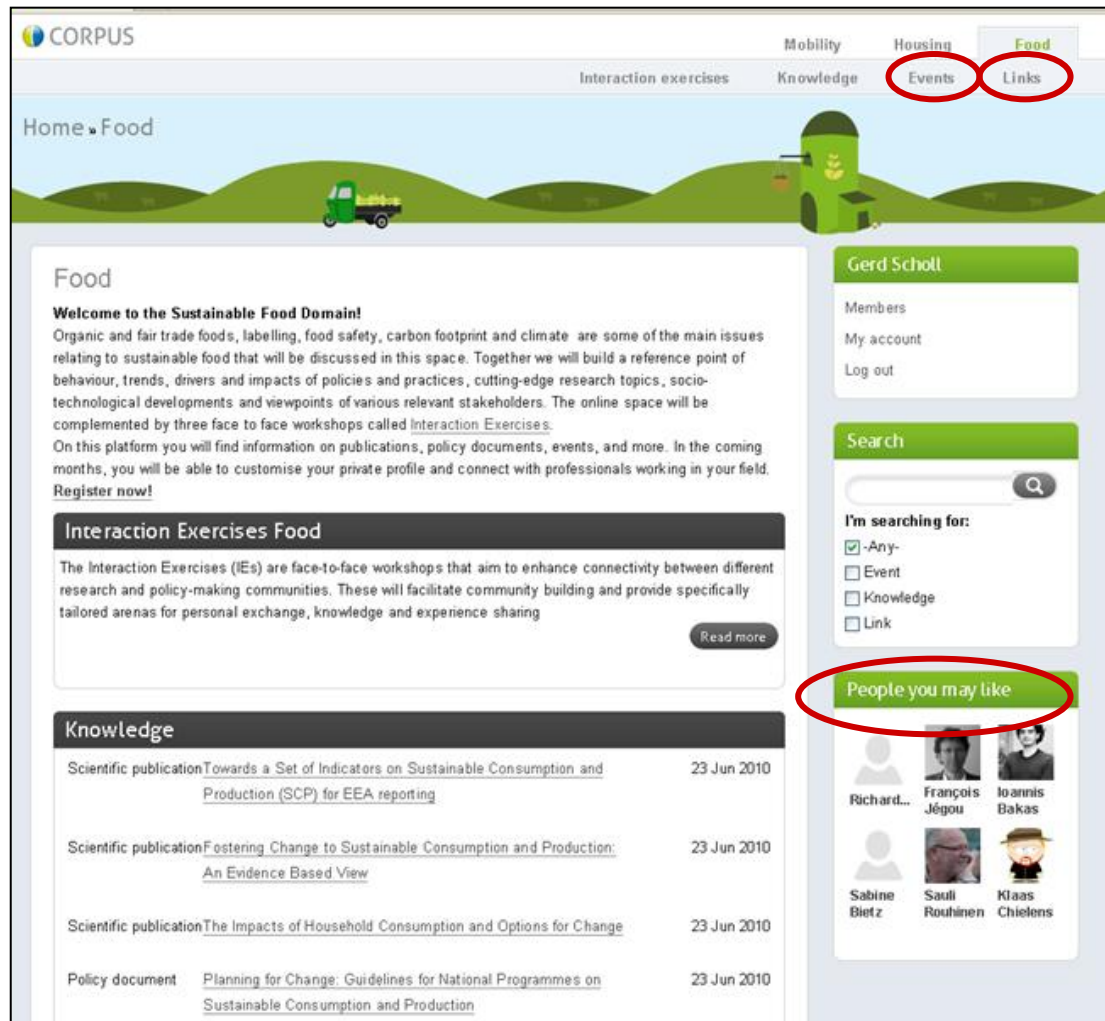
☐ food choice

☐ convenience food

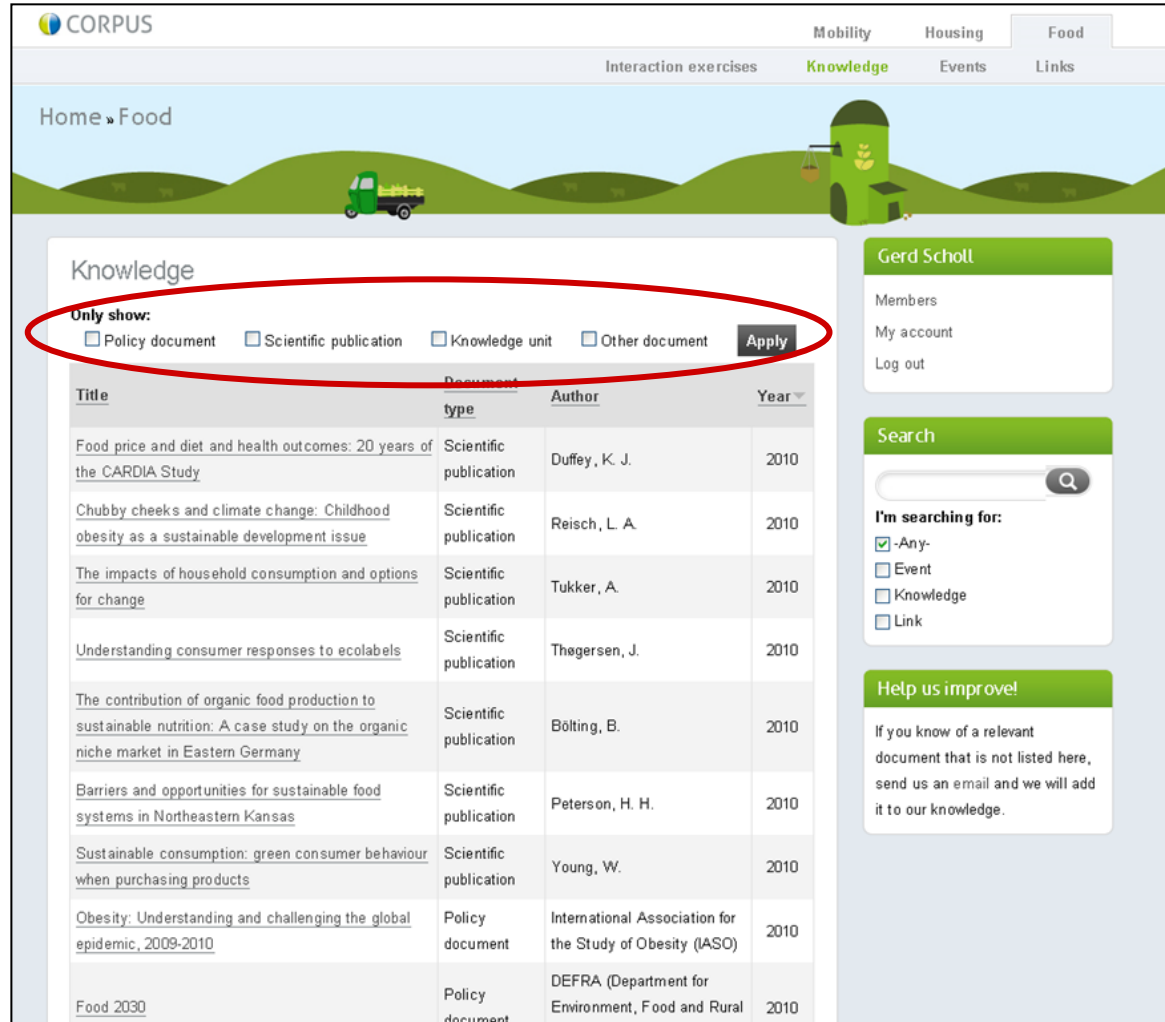
Web Platform – my account



Web Platform – landing page food



Web Platform – food knowledge



The screenshot shows the CORPUS web platform interface. The top navigation bar includes 'Mobility', 'Housing', and 'Food'. The 'Food' section is active, showing 'Interaction exercises', 'Knowledge', 'Events', and 'Links'. The main content area is titled 'Knowledge' and features a filter section with the text 'Only show:' and four checkboxes: 'Policy document', 'Scientific publication', 'Knowledge unit', and 'Other document'. An 'Apply' button is next to these filters. Below the filter section is a table of knowledge documents.

Title	Document type	Author	Year
Food price and diet and health outcomes: 20 years of the CARDIA Study	Scientific publication	Duffey, K. J.	2010
Chubby cheeks and climate change: Childhood obesity as a sustainable development issue	Scientific publication	Reisch, L. A.	2010
The impacts of household consumption and options for change	Scientific publication	Tukker, A.	2010
Understanding consumer responses to ecolabels	Scientific publication	Thøgersen, J.	2010
The contribution of organic food production to sustainable nutrition: A case study on the organic niche market in Eastern Germany	Scientific publication	Bölting, B.	2010
Barriers and opportunities for sustainable food systems in Northeastern Kansas	Scientific publication	Peterson, H. H.	2010
Sustainable consumption: green consumer behaviour when purchasing products	Scientific publication	Young, W.	2010
Obesity: Understanding and challenging the global epidemic, 2009-2010	Policy document	International Association for the Study of Obesity (IASO)	2010
Food 2030	Policy document	DEFRA (Department for Environment, Food and Rural	2010

On the right side of the interface, there is a user profile for 'Gerd Scholl' with links for 'Members', 'My account', and 'Log out'. Below this is a 'Search' section with a search bar and a magnifying glass icon. Underneath the search bar, it says 'I'm searching for:' followed by a checked checkbox for '-Any-' and unchecked checkboxes for 'Event', 'Knowledge', and 'Link'. At the bottom right, there is a 'Help us improve!' section with a text box that says: 'If you know of a relevant document that is not listed here, send us an email and we will add it to our knowledge.'

Web Platform – outlook

- **sharing information**
 - country profiles on SCP
 - monthly newsletter
 - ...
- **communicating with others & community building**
 - personal profile „MyCorpus“
 - „questions & answers“ section
 - ratings/votings, polls
 - discussion forums
 - ...

What's in it for you?

- receive practical assistance in evidence-based policy-making for sustainable consumption
- opportunity for networking with other European professionals in sustainable consumption
- experiment with innovative forms of knowledge brokerage
- convey your knowledge demands to the research community

Thank you.

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06.07.2010



www.scp-knowledge.eu