

Multinational knowledge brokerage event on

## Sustainable Consumer Electronics

15-17 February 2012, Vienna (AT)

organized by the Vienna University of Economics and Business,  
Institute for the Environment and Regional Development

contact: [ict@SCP-RESPONDER.eu](mailto:ict@SCP-RESPONDER.eu), [www.SCP-RESPONDER.eu](http://www.SCP-RESPONDER.eu)



### The RESPONDER project

The overall aim of RESPONDER is to promote sustainable consumption by exploring novel ways of knowledge brokerage that help to improve the management of potential political, social and economic contradictions with economic growth. The challenge is not just to **bridge the gap between science and policy**, but also to **improve the mutual understanding between the “pro-growth community”** (i.e. economists and policy makers oriented towards growth as an overarching policy goal) **and the “beyond-growth community”** (i.e. scientists oriented towards the limits to growth debate and policy makers involved in sustainable development). The innovative core of RESPONDER is the methodology **“participatory systems mapping”** for knowledge brokerage and its application in five different policy areas: “Food Consumption”, “Household Savings and Debts”, “Housing”, “Consumer Electronics” and “Mobility”.

### Sustainable Consumer Electronics

ICTs (Information and Communication Technologies) are widely regarded as enablers of “green growth” in various sectors of the economy and important means to tackle environmental challenges such as climate change. ICT systems enable more sustainable production and consumption processes (ranging from product-specific improvements to entire “smart systems” e.g. in transport or buildings) and have the potential to influence consumer choice and behaviour (e.g. reduced travel needs through telework; change of driving behaviour and energy use patterns through “smart technologies”). At the same time, ICT are expanding the use of technology which leads to increased energy consumption and ICT also have considerably direct environmental impacts in terms of energy use, materials throughput and end-of-life treatment. Hence, there are various puzzling questions raised within the ICT domain with regards to its contribution to economic growth and sustainable consumption. The RESPONDER Knowledge Brokerage event on “Sustainable Consumer Electronics” focuses on challenges within the ICT domain that relate to the segment of consumer electronics. In particular, the aim is to stimulate discussions on the issues of energy labeling, e-waste, the potential of telework and the diffusion of broadband which all comprise contradictory aspects relevant for policy-making. The event aims to foster networking and knowledge exchange between policy-makers and experienced researcher in the field.

## Exemplary topics to be explored in system mapping sessions:

- 1 What does the promotion of product innovations to increase energy efficiency (e.g. through labelling) imply for energy consumption and e-waste?
- 2 What will the diffusion of broadband imply for residential energy consumption?
- 3 Can the promotion of telework contribute to energy savings and reduce environmental pollution by minimizing travelling needs?

## Get involved in RESPONDER

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Whether you are a policy maker, a researcher, a Cso or business representative, getting involved in Responder will help you expand your existing networks and achieve greater public visibility while dealing with two of the most important issues in sustainable development policies which are also at the heart of the Europe 2020 strategy: sustainable consumption and economic growth.

### Policy makers

- experience innovative forms of knowledge brokerage;
- gain easy access to cutting-edge research findings in sustainable consumption and economic growth;
- network with policy makers, an internationally rewarded research group and top-scholars all over Europe.

### Researchers

- gain insights into the rationality of policy makers;
- display your own expertise and expand your outreach;
- develop demand-oriented and innovative insights for elaborating new research questions.

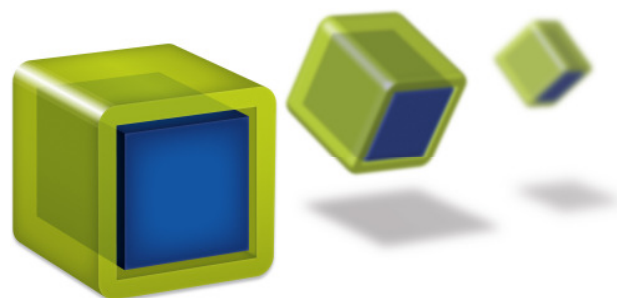
### Civil society and business sector representatives

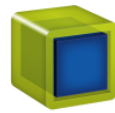
- gain access to a proven methodology for knowledge brokerage;
- contribute to increased policy coherence.

Join the RESPONDER community today by registering at

**[www.SCP-RESPONDER.eu](http://www.SCP-RESPONDER.eu)**

Submit your questions and evidence on the platform, participate in the debates and attend the RESPONDER events.





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Date: 15-17 February, 2012

Venue: Vienna University of Economics and Business

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### Agenda

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#### Wednesday, 15 February

19.00            **Welcome Reception**



#### Thursday, 16 February

from 8.30        **Registration and Coffee**

9.00 – 9.10      **Welcome and Introduction**  
*Sigrid Stagl, Vienna University of Economics and Business*

9.10 – 9.30      **RESPONDER: System Thinking and Mapping for Knowledge Brokerage**  
*André Martinuzzi, Vienna University of Economics and Business*

9.30 – 9.50      **Getting in Touch**

9.50 – 10.10    **Setting the Stage: Consumer electronics and sustainable consumption**  
*Inge Ropke, Technical University of Denmark (DTU)*

10.10 – 10.30   **Questions and Discussion**

10.30 – 10.45   **Coffee**

10.45 – 12.00   **Poster Walk**

12.00– 13.00   **Lunch Break**

13.00 – 13.50   **ICT and Sustainable Development: A critical perspective**  
*Lorenz Hilty, University of Zurich & EMPA*

**Tackling Standby Energy Consumption: Successes and new challenges**  
*Vida Rozite, International Energy Agency*

13.50 – 14.20   **Questions and Discussions**

- 14.20 – 14.35 **Conducting Systems Mapping: A quick introduction**  
*Michal Sedlacko, Vienna University of Economics and Business*
- 14.35 – 15.00 **Coffee Break**
- 15.00 – 16.30 **Exploring Contradictions in Sustainable Consumer Electronics I**  
*3 parallel moderated working groups*
- 16.30 – 16.45 **Wrap-Up of First Day**
- 19.00 **Joint Dinner**



## Friday, 17 February

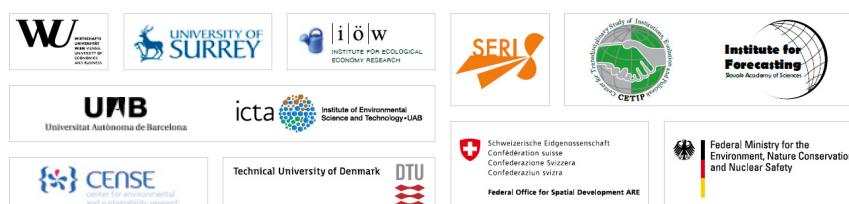
- from 8.30 **Welcome Back and Coffee**
- 9.00 – 9.15 **Presentation of Outcomes of First Day**
- 9.15 – 9.35 **The Role of ICT Innovations for Green Growth**  
*Peter Johnston, European Policy Center & Club of Rome*
- 9.35 – 10.00 **Questions and Discussion**
- 10.00 – 10.30 **Coffee Break**
- 10.30 – 12.00 **Exploring Contradictions in Sustainable Consumer Electronics II**  
*3 parallel moderated working groups*
- 12.00 – 13.15 **Discussion on Policy Conclusions and Research Needs**
- 13.15 – 13.30 **Wrap-Up, Closing and Farewell**
- 13.30 **Lunch**
- 14.30 **End of Second Day**

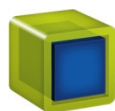
### Facilitators of system mapping exercises

Michal Sedlacko, RIMAS  
Gerald Berger, RIMAS  
Ursula Kopp, RIMAS

### Event Facilitator

Peter Woodward, Quest Associates





# RESPONDER

Linking SCP and Growth Debates

## 1<sup>st</sup> Multinational Knowledge Brokerage Event on Sustainable Consumer Electronics

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### Keynote Speakers

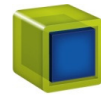
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**Lorenz Hilty** is professor of Informatics at the University of Zurich and Head of the Informatics and Sustainability Research (ISR) Group, an interdisciplinary team which is shared between the University of Zurich and Empa, the Swiss Federal Laboratories for Materials Science and Technology. His research focus includes the assessment of Information and Communication Technologies (ICT) with regards to sustainability, ICT applications in sustainability research as well as methodologies of modelling and simulation. Lorenz Hilty is also the author of many articles and monographs in his field of expertise.

**Peter Johnston** is currently Senior Policy Advisor in the European Policy Centre in Brussels, an active Member of the Club of Rome, and Chairman of the International Advisory Council. He chaired the European Task Force on Innovation and the transition to a Green economy, and was a member of the core group of the Club of Rome advising the GLOBE group of legislators and the G20 on an integrated approach to energy, climate, development and bio-diversity challenges. Peter Johnston has been active in linking science, business and policy development for over 35 years. He has worked with the European Commission, the British Government and the OECD in energy, environment, research and innovation policy analysis.

**Inge Røpke** is an ecological economist and associate professor at the Technical University of Denmark, Department of Management Engineering, Section for Innovation and Sustainability. She has published widely on technology in everyday life, ecological economics, and the relationship between consumption and the environment. Her latest research has been focused on consumption in a practice theory perspective, energy use and information technology as well as consumers' role within the growth engine.

**Vida Rozite** is an analyst in the Energy Efficiency Unit of the International Energy Agency. Her main areas of responsibility include industry and appliances. She is currently involved in a project on networked standby that deals with policies and measures needed to address the issue of increasing excess energy consumption due to network-connectivity of appliances. Vida Rozite has also worked as a consultant at UNIDO, a senior advisor at Nordic Energy Research and an active researcher at International Institute of Industrial Environmental Economics of Lund University, Sweden. Additionally, she has also worked for the Nordic Council of Ministers and the Swedish Trade Council. She has been involved in projects on green markets and cleaner technologies with a focus on innovation and energy efficiency.



## RESPONDER REGISTRATION FORM

### Multinational Knowledge Brokerage Event on Sustainable Consumer Electronics

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Please fill out this form and return to **Karin Dobernig** by **15 January, 2012**.  
e-mail: [ict@scp-responder.eu](mailto:ict@scp-responder.eu)  
phone: +43-(0)1-31336-4839

Name: Mr. /Ms. \_\_\_\_\_ Surname: \_\_\_\_\_

Title/Role in the Department: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### DIETARY REQUIREMENTS

I prefer vegetarian food

any other special requirements: \_\_\_\_\_