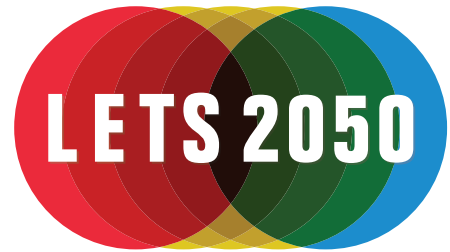


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Abstract

Green Citizen-Consumers, Rebound Effects and Dynamics between Niches and Regime

Within social research of environment and citizen-consumers, there is a strong tradition of studying one sector - or part of sector - at a time. For instance, people's modes of travel to work or choices of eco-labelled vegetables, are often studied in isolation from the possible interdependencies of these choices and other ones in people's daily lives. Clear delimitations are of course exemplary from the perspective of scientific rigor. Still, to be able to draw wider implications in terms of transitions, and regimes that go beyond single, partial sectors, factors such as rebound effects and spillovers from one part of our daily lives to others need to be elucidated.

By examining three cases of household-related climate mitigation -- Mobility Management, preferences for climate offsetting and climate labelled food products -- the aim of this paper is to analyse the roles of rebound effects as well as positive spillovers between one climate-sound action and other actions in daily life. Rebound effect here refers to how climate mitigation in one action, for instance by people changing from car to bike use for work trips, may lead to money savings, which in turn may lead to negative climate impact, through, for instance, further flight trips on the holidays. Spillovers, on the other hand, here refers to the positive climate awareness that may lead to reduced climate impact in several sectors of our daily lives. The paper combines theory on green consumerism with certain ideas and concepts of transition theory.

The paper draws conclusions how researchers as well as practitioners in companies or public agencies may get a better understanding of rebound effects and spillovers in efforts towards green transitions, in research as well as policy making.

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