

## SESSIONS

### THURSDAY 28th MAY

Session A.1/B.1: Workshop: User Driven Innovation in the Consumer Society – the Forgotten Side of the Innovation System?

Session A.2/B.2: Delphi & Scenarios

- § Qualitative and Quantitative Information in Delphi Processes – Unholy Marriage?  
Petri Tapio, Markus Vinnari & Vilja Varho
- § How to Diversify the Perspective in Expert Methods? – STEEPV-Delphi  
Markus Vinnari & Anna Kirveennummi
- § Coffee Stains on Yellowed Touchscreens? - The Future of Newspaper Reading in Germany  
Stefanie Gutknecht & Tim Doerflinger

Session A.3: Environmentally Significant Consumption

- § Potential for Decrease in Climate Change Impacts in Typical Homes in Finland  
Ari Nissinen & Helena Dahlbo
- § A Model for 'Wishful Thinking' in Environmental Problem Solving  
Lisa 'Leo' George
- § Gatekeepers Changing Consumer's Behaviour in Energy Consumption  
Tuuli Kaskinen, Aleksi Neuvonen, Outi Kuittinen & Roope Mokka

Session A.4/B.4: Future of the Social Media

- § Future with Social Media: a Challenge for Paper  
Anna Leinonen
- § The Changing Demand for Media Products  
Hanna Willman-Iivarinen
- § Professional Journalism in Transition: Probing Possible Futures of Prosumerism in Journalism  
Sirkka Heinonen & Sofi Salonen
- § The Revolution of Brand Marketing: The Era of Virtual Consumer Communities  
Janne Pajuniemi

Session A.5: Sustainable Consumption

- § Down-to-Earth Economy – The Vision of Sustainable Consumption and Production Discourses  
Annukka Berg
- § Policies to Promote Sustainable Consumption: Framework for a Future-oriented Evaluation  
Eva Heiskanen, Bettina Brohmann & Norma Schönherr
- § Extending EE/ESD from Awareness Creation and Ethical Action to Change Orientated Learning in Relation to Sustainability Practices for Sustainable Consumption  
Helen Elizabeth Fox & R. O'Donoghue

Session B.3: Environmentally Significant Consumption

- § Strategies for Coping with the Environmental Challenges of Everyday Life  
Sanna Ahonen
- § Environmental Impacts of Consumption in Finland  
Ari Nissinen, Sirkka Koskela, Tuomas Mattila, Jyri Seppälä, Ilmo Mäenpää & Juha-Matti Katajajuuri
- § The Legacy of State Socialism on Consumerism in Central Europe  
Marketa Rulikova

## FRIDAY 29th MAY

### Session C.1/D.1: Communicating Corporate Social Responsibility

- § Responsible Brands: Literature Review and Preliminary Framework for Empirical Research  
Johanna Kujala & Katriina Penttilä
- § Communicating Corporate Responsibility through Media  
Johanna Kujala, Tiina Toikka & Anna Heikkinen
- § Eco-efficiency in Environmental Reporting in Finnish Forest Industry  
Marileena Koskela
- § The Role of Stakeholder Dialogue in Constructing the Content of Food Supply Chain CSR  
Sari Forsman-Hugg, Juha-Matti Katajajuuri, Johanna Mäkelä, Katja Järvelä, Inkeri Pesonen & Päivi Timonen

### Session C.2: Consumers and Changing Values

- § Individual Choices? Bioscience, Culture and Society as Approaches to Genes, Eating and Health  
Mari Niva, Mari Sandell & Anna Kirveennummi
- § The Collaborative Consumer and the Neo-renaissance Marketing  
Rosa Alegria

### Session C.3: Sustainable Food Consumption

- § Consensus on the Diversity of Consumer and Consumption Perspectives  
Maarten Crivits & Erik Paredis
- § Everyday Practices as Carriers of Change: Consumers' Ideas of Sustainable Food Consumption  
Johanna Mäkelä, Mari Niva & Päivi Timonen
- § Scenarios of Future Food Consumption in Finland 2030  
Riikka Saarimaa, Leena Jokinen, Anna Kirveennummi & Johanna Mäkelä

### Session C.4: Innovative Education for a Sustainable Future: Southern Perspectives

- § Learning about Sustainability through Experiencing Complex, Adverse Conditions Typical of the South: Reflections from the African Catchment Games Played in Finland 2008  
Linda Fraenkel & Roddy C. Fox
- § Exploring Climate-Related Risk through Role-Playing Games: the African Catchment Game  
Kate Rowntree, Linda Fraenkel & Roddy C. Fox
- § Swampfire: an HIV/AIDS Simulation for Enabling Learning about Risk and Vulnerability  
Dianne Wilmot & Linda Fraenkel

### Session D.2: Consumers and Changing Values

- § Consumer's Values and Eco-fashion in the Future  
Kirsi Niinimäki
- § How to Analyze Various Consumer Data in the Future?  
Tanja K. Kotro, Tiina Lindh-Knuutila & Elina M. Hiltunen

### Session D.3: Sustainable Food Consumption

- § Dietary Choices and Greenhouse Gas Emissions –Assessments from Household to National Scale  
Helmi Risku-Norja, Sirpa Kurppa & Juha Helenius
- § Carbon Footprint of Food Maintenance in Finnish Households  
Tommi Kauppinen, Juha-Matti Katajajuuri, Inkeri Pesonen & Sirpa Kurppa
- § Consumers' Perceptions of Sustainably Produced Food –a Focus Group Study  
Kukka-Maaria Ulvila, Ari Paloviita & Antti Puupponen

#### Session D.4: Globalisation of Consumption

- § The Future of the Globalisation of Consumption: Glocalisation, Grobalisation, Easternisation or Something Else?  
Visa Mikko Heinonen
- § Globalisation of the Environmental Burden of the Finnish Consumption  
Ilmo Mäenpää, Ari Nissinen, Sirkka Koskela, Juha-Matti Katajajuuri & Jyri Seppälä
- § Transnational Retailing and the Political Economy of Land Development: The Case of Makro 'Embedding' in Karachi, Pakistan  
Nausheen H. Anwar

#### Session E.1: Futures Research Methods

- § Trickle Down Theory – Fact or Fable? Transitions of Consumption Models in Testing of Time Series Data  
Juha Nurmela
- § Searching for Innovativeness and Empowerment: Futures Workshops as Qualitative Research Methodology  
Katriina Siivonen
- § How Do Consumers Affect Changes in Macro-level Forces behind CO2 Emissions? – Looking beyond Population, Affluence, Energy Consumption and Technology  
Laura Saikku

#### Session E.2: Empowering Tomorrow's Consumers

- § Experience Innovations for and by Consumers  
Päivi Timonen, Petteri Repo, Mikko Rask & Minna Lammi
- § Empowering Tomorrows' Consumers through WWViews  
Mikko Rask, Minna Lammi, Petteri Repo & Päivi Timonen
- § Empowering Tomorrow's Consumers  
Emmanuel Brownson Aigbogun

#### Session E.3: Sustainable Food Consumption

- § Environmental Impacts on a Lunch Plate –Challenges to Interpret the LCA Results?  
Sirpa Kurppa, Juha Grönroos, Helena Hyvärinen, Juha-Matti Katajajuuri, Tommi Kauppinen, Johanna Mäkelä, Ari Nissinen, Jouni Nousiainen, Merja Saarinen, Kirsi Usva, Mirja Viinisalo & Yrjö Virtanen
- § Application of Lunch Plate Model for Communication of Environmental Impacts of the Consumer's Food Choices  
Merja Saarinen, Sirpa Kurppa, Mirja Viinisalo, Johanna Mäkelä & Ari Nissinen
- § Law vs. Ethics in Food Business  
Anu Lähteenmäki-Uutela

#### Session E.4: Consumers in the Future

- § Consumer Megatrends as Drivers for Policy  
Petteri Repo & Anu Raijas
- § How Does Consumer Behaviour Change? Examples from Energy Conservation  
Eva Heiskanen, Mikael Johnson, Mika Saastamoinen & Edina Vadovics
- § Building a Peaceful Future  
Siavosh Naderi Farsani