

PROGRAMME

We reserve rights to changes - update May 6, 2009

WEDNESDAY 27th MAY

15.00 -19.00	Conference Registration - University of Tampere, address: Kalevantie 4, Tampere
19.30 -21.00	City Reception - Museum Centre Vapriikki, address: Alaverstaanraitti 5, Tampere (please, remember to register!)

THURSDAY 28th MAY

Conference Venue: University of Tampere, Kalevantie 4, Main building

8.00	Registration Morning coffee is served at 8.30-9.30				
9.30	Opening Words & Chair - Director Juha Kaskinen, Finland Futures Research Centre, Turku School of Economics				
10.00	Keynote A: The Competitive Advantage of CSR Communication - Professor Mette Morsing, CBS Center for Corporate Social Responsibility, Copenhagen Business School, Denmark				
11.00	Keynote B: Come Out of the Recession a Winner - Gaining Market Advantage through Consumer Driven Innovation - Senior Consultant Pernilla Jonsson, Director Consumer, Marketing & Innovation, Kairos Future, Sweden				
12.00	Lunch				
13.00	Sessions A *				
	Workshop A1: User driven innovation in the consumer society - the forgotten side of the innovation system?	Session A2: Delphi	Session A3: Environmentally significant consumption	Session A4: Future of the social media	Session A5: Sustainable consumption
14.00	Sessions B *				
	Workshop B1: User driven innovation in the consumer society - the forgotten side of the innovation system?	Session B2: Scenarios	Session B3: Environmentally significant consumption	Session B4: Future of the social media	
15.00	Afternoon coffee				
15.30 -16.30	Keynote C: Changing Choreography of Everyday Life: From Fusion Economy to Fission Economy - Research Professor Mika Pantzar, National Consumer Research Centre, Finland				
18.00 -22.30	Conference Dinner				

- Viikinsaari Island, The boat "Tammerkoski" will leave the Laukontori harbour at 18:00 (please, remember to register!)

FRIDAY 29th MAY

Conference Venue: University of Tampere, Kalevantie 4, Main building

7.00 -8.00	Morning jogging			
8.30	Morning Coffee			
9.00	Keynote D: Consumers as Caretakers - Social Responsibility in a Commercialized World - Associate Professor Victoria Wyszynski Thoresen, Hedmark University College, Norway			
10.00	Sessions C *			
	Session C1: Communicating corporate social responsibility	Session C2: Consumers and changing values	Session C3: Sustainable food consumption	Session C4: Innovative Education for a Sustainable Future: Southern Perspective
11.00	Sessions D *			
	Session D1: Communicating corporate social responsibility	Session D2: Consumers and changing values	Session D3: Sustainable food consumption	Session D4: Globalisation of consumption
12.00	Lunch			
13.00	Keynote E: Responsible Consumers and Paradoxes of Eating - Research Manager Johanna Mäkelä, National Consumer Research Centre, Finland			
14.00	Sessions E *			
	Session E1: Futures research methods	Session E2: Empowering tomorrow's consumers	Session E3: Sustainable food consumption	Session E4: Consumers in the Future
15.00	Afternoon coffee			
15.30	Keynote F: Is There a Future for Consumerism? - Markku Wilenius, Professor, Finland Futures Research Centre, Turku School of Economics / Senior Vice President, Allianz Group			
16.30	Closing of the Conference			
	* Detailed information on the session can be obtained from the Book of Abstracts .			