

## SSH – Project search

**x** I offer **my expertise to participate as a Partner in a project**

→ **Please** complete all sections of the Form:

**Call: FP7-2009-SSH Topic: 3.2.1** Changes in consumption and consumer markets and consumer behaviour

Offer valid until:

### **1** Project Information

**Activity of the SSH work Programme concerned :**  
**Activity 8.3: Major trends in society and their implications**

**Field of expertise related to the topic:**  
Cultural economics, happiness research, brand cultures, eco-labelling

**Potential Contribution to the project :**  
Accomplishment of one to two work packages

#### **Role in the project**

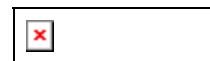
Research  Dissemination  Other  
 Training  Technology development

#### **Project idea:**

#### **Project description:**

Already experience as a coordinator  yes  no or partner  yes  no  
If yes, in which projects

Recent projects are described in the **profile paper (attached)**.



Other partners in the consortium already identified (with their countries)

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## 2 Target Partner Sought

### Organisation details :

higher education / university

industry/SME

research institution

consultancies

public partner

private partner

NGOs / voluntary organisations

other (specify)

education

### Expertise / competency :

## 3 Contact Details

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### Short Profile of Organisation

See profile paper (attached).

Date: 2008-12-05

I agree with the publication of my contact data on the NET4SOCIETY website and on other national websites

yes

no

Please fill in the partner search form and return it to the national contact point SSH.

### **Profile**

CENTOS bundles research activities of approximately 25 scientists in the field of environmental economics and sustainability management. The center is based on relevant expertise that has been developed over two decades at the University of Oldenburg.

The CENTOS portfolio includes modern environmental economic strategies and environmental education, consumer-related lifestyle aspects of sustainable consumption patterns, and transdisciplinary approaches to innovation and entrepreneurship research.

Current fields of investigation address climate protection and energy supply, nutrition, information and communication technologies, the textiles sector and mobility.

Focal points of the center's research are:

- Environmental and resource economics
- Sustainability economics research from a cultural science perspective
- Sustainability orientated learning at both the individual and societal levels
- Sustainability orientated innovation research and sustainable supply chain management
- Environmental politics and environmental law
- Corporate and business ethics

In order to extend sustainability research and improve its networks in a European context, CENTOS is seeking an applicant/consortium that targets an application referring to the 2009 SSH Call of the 7th Framework Program, i.e. the topic **SSH-2009 - 3.2.1. "Changes in consumption and consumer markets and consumer behaviour"**.

CENTOS researchers are highly interested in joining an existing/emerging consortium. The most favourable mode of participation would include responsibility for one to two work packages in the context of a larger project as a partner (preferably) or subcontractor.

**Concerning the named topic, CENTOS could provide expertise and carry out research in the following fields:**

- Cultural economics and happiness research
- Brand cultures
- Eco-labelling

### **Recent third-party funded projects:**

#### **WENKE<sup>2</sup> - Transition towards sustainable consumption – energy use, nutrition**

It is the aim of this project to find answers to the question of why sustainable consumption behaviour patterns have not successfully diffused up to this point. It also strives to develop operational concepts that foster a process of change in the fields of nutrition and energy use in private households that ultimately result in sustainable consumption

behaviour patterns. This work is based on the empirical evidence that the theoretical studies apply in concepts from happiness research, evolutionary, institutional, and cultural economics, as well as from the agent-based simulation approach.

**Project management:** Prof. Dr. Reinhard Pfriem, Prof. Dr. Heinz Welsch (University of Oldenburg/ CENTOS)

**Partners:** Technical University of Dresden (Prof. Dr. Marco Lehmann-Waffenschmidt), Max Planck Institute Jena (Prof. Dr. Ulrich Witt)

**Funding period:** 2007/03 – 2010/02

**Funding:** BMBF Bundesministerium für Bildung und Forschung

**Third-party finance volume:** 644,000 euros

**Website:** <http://www.wenke2.de>

### **Brand Culture and Corporate Culture**

The interdisciplinary research project “Brand Culture and Corporate Culture” explores the fundamental characteristics of brand cultures in the automotive industry and the interactions and interdependencies between brand cultures and corporate cultures. More and more products and brands are not just “used” in the private sphere by one individual, but are consumed and experienced in the context of a consumption culture in brand communities. In this regard, the concept of consumption culture provides the opportunity to comprehend and understand current phenomena of consumption and to develop and establish new sustainable strategies in corporate cultures and environments. To identify the true value of a brand in a profound and comprehensive way, it is essential to understand the culture that surrounds that specific brand. Every brand culture is strongly influenced by the enterprise that produces and sells the product and brand. Therefore, it can be presumed that there are intensive interdependencies between a brand culture and a corporate culture. For this reason, the investigation of brand cultures must consider the determining factor of the corporate culture. The aim of the research project is to specifically investigate the brand culture and the corporate culture of the world according to Volkswagen.

**Project management:** Prof. Dr. Thorsten Raabe (CENTOS, University of Oldenburg) and PD Dr. Kai-Uwe Hellmann (Technical University of Berlin)

**Partners:** Technical University of Berlin (PD Dr. Kai-Uwe Hellmann), Volkswagen AutoUni Wolfsburg

**Funding period:** 2008/05 – 2011/04

**Funding:** Volkswagen AutoUni Wolfsburg

**Third-party finance volume:** 230,000 euros

**Website:** <http://www.markenkultur.net>

### **Feasibility study *Elektronisches Energiezertifikat* (Electronic Energy Label)**

In this pilot study, new ways of communicating ecological aspects of energy-driven products are explored in relation to their acceptance by consumers and industry.

**Project manager:** PD Dr. Martin Mueller, Chair of Production and the Environment (Martin Mueller has accepted an offer for the position of Professor of Sustainability Knowledge, Education and Management at the University of Ulm as of October 1<sup>st</sup>, 2008)

**Funding period:** 2008/07 – 2008/10

**Funding:** European Regional Development Fund (ERDF)

**Third-party finance volume:** approximately 10,000 euros

## **Network**

CENTOS has strong personal and institutional links to the **Center for Responsibility Research (CRR)** at the Institute for Advanced Study in the Humanities, Essen (KWI – Kulturwissenschaftliches Institut Essen).

The CRR is a research center within the Institute for Advanced Study in the Humanities in Essen (KWI) which is part of the Universities of Bochum, Dortmund and Duisburg-Essen. The CRR is concerned with questions of social, economic and ecologic responsibility in modern society from an interdisciplinary point of view. Current issues like the future of market economy and consumption; the relationship between morals and economy; and climate change and changes in liberalism call for an intensified examination of the responsibility category from a cultural scientific perspective.

The CRR deals with the issue of responsibility in highly complex societies from the point of view of philosophy, economy, sociology and political science. In doing so, it equally covers fundamental and applied research. The CRR follows an integrative approach that combines system-theoretical, institution-economical and social philosophical analysis with empirical studies.

*Contact CRR:* Associate Prof. Dr. Ludger Heidbrink (Director) - Center for Responsibility Research - Advanced Institute in the Humanities (KWI) - Goethestr. 31 - D-45128 Essen

## **Contact:**

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