

GLAMURS

Green Lifestyles, Alternative Models and Upscaling Regional Sustainability

Kurzbeschreibung des Projektes:

The overall aim of GLAMURS (Green Lifestyles, Alternative Models and Upscaling Regional Sustainability) is to develop a theoretically-based and empirically-grounded understanding of the main obstacles and prospects for transitions to sustainable lifestyles and a green economy in Europe, as well as of the most effective means to support and speed them up. The call states explicitly that for transitions to be possible there is a need to address the demand side, reevaluate growth models and find appropriate ways to produce lifestyle changes and economic paradigm shifts. The result will be the development, testing and assessing of several integrated pathways for transitions to a low-carbon Europe.

GLAMURS will develop theory, models and evidence on obstacles and prospects for the transformation to green economies and lifestyles in Europe. It will do this through multi-scale, multi-region integrated research involving psychologists, economists and policy experts studying individual and societal levels, combined with environmental impact modeling of the effects of scenarios and policy interventions on lifestyle and economic transitions. The research will engage policymakers and stakeholders at the European and regional scales, studying citizens' everyday lives in the present, and emerging initiatives: 'early adopters' of more sustainable lifestyle practices and behaviours. It will provide recommendations on the best governance designs and policy mixes for achieving a sufficiently-fast paced transition in Europe in line with the objectives established in the Europe 2020 strategy and the Resource Efficiency Flagship Initiative.

It will also evaluate the context the project creates to understand how citizens, researchers, stakeholder organizations and policymakers come to know what it is they need to do to bring about individually, socially, environmentally and economically sustainable living, disseminating our work through diverse media

Deutsche Partner in diesem Projekt:

Otto-von-Guericke-Universität Magdeburg
<http://www.ovgu.de/>

Helmholtz-Zentrum für Umweltforschung - UFZ
<http://www.ufz.de/>

Weitere Partner:

- Technische Universiteit Delft, NL
- Universitatea de Vest Din Timisoara, RO
- University of Bath, UK
- Università degli Studi Roma Tre, IT
- The James Hutton Institute, UK
- Stichting Katholieke Universiteit Brabant, Universiteit van Tilburg, NL
- Norges Teknisk-Naturvitenskapelige Universitet NTNU, NO
- SERI - Nachhaltigkeitsforschung und -Kommunikations GMBH, AT

Coordinator:

Universidade da Coruna, ES
Ricardo Garcia Mira
<http://www.udc.es/>

Funding Scheme:

Large-scale integrating project

Research Area:

Activity 2: Path towards sustainable development
Area: Socio-economic development trajectories

Topic:

Obstacles and prospects for sustainable lifestyles and green economy in Europe

Duration:

36 months

Start date:

01.01.2014

EC Contribution:

4.995.836 €

Project Website:

<http://www.glamurs.eu/>

Proposal Number:

613420

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Nationale Kontaktstelle Sozial-, Wirtschafts- und Geisteswissenschaften
Projekträger im Deutschen Zentrum für Luft- und Raumfahrt e.V.
Heinrich-Konen-Str. 1
53227 Bonn
Telefon: 0228 38 21 - 1644
E-Mail: nks-swg@dlr.de
www.nks-swg.de
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