



Looking back to  
**move > forward**

Sustainable consumption from  
**Rio 92** to a **post SDGs** agenda

## SCORAI GLOBAL CONFERENCE 2026

### DETAILED PROGRAM

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#### Monday, June 08, 2026

08:00 – 14:00 Badge (nametags & lanyards)

08:30 – 12:00 **Visits to organizations**

Escola Florestan Fernandes: Bus leaving FEA USP at 7:15

Natura: Bus leaving FEA USP at 7:45

Dengo: Bus leaving FEA USP at 10:15

**Workshop Early Career**

(coffee break at 10:00)

Room: C7 and C8

12:00 – 13:30 Lunch

13:30 – 15:00 **OPENING KEYNOTE SPEAKER - EDINA VADOVICS**

“Can small be beautiful for all? Exploring incidental(ly) 1.5-degree lifestyles”

Room: Congregação

15:00 – 17:00 **Welcome reception** (with non-alcoholic drinks)

Room: Congregação

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## Tuesday, June 09, 2026 (morning)

08:30 – 10:00

### **Special session - Good life on a small footprint #89**

Room: G3 + Zoom

Authors: Philip Vergragt, Valerie Brachya, Anna Zawadzka, Katarzyna Stasiuk, Camila Kolling, Janine Fleith de Medeiros, Pedro Augusto Bertucci Lima, Anh Thu Nguyen and Ana Rita Farias

### **Special session - Unravelling Social Sustainability in Supply Chains: reflections on the impact of research on production, consumption and justice in the Global South #162**

Room: G11 + Zoom

Authors: Clarissa Dourado Freire and Patrícia Guarnieri

### **Lifestyles transformations - Food**

Room: C3

#### **#31- SUSTAINABLE CONSUMPTION AND FOOD CHOICES IN DELIVERY PLATFORMS**

Authors: Júlia Ferreira Coneglian, Kavita Hamza and Gabriela Nobre Dias

#### **#72- Food (in)security: how consumers' practices inform humanistic transformative service initiatives**

Authors: Ana Tereza Delapedra, Tania Veludo-de-Oliveira, Sofia Ferraz and Adriana Arcuri

#### **#102 - Consumption of healthy and sustainable foods: A review based on the capability, opportunity, and motivation of behavior**

Authors: Giselle Cappelless and Solange Alfinito

#### **#108 - Applying the Information-Motivation-Behavioral Skills Model to interpret food citizenship**

Authors: Mayra Monteiro Viana, Camilla Zorzi and Solange Alfinito

### **Education & Learning - Education, Literacy, and Sustainable Consumption**

Room: E2 + Zoom

#### **#23- Co-creating Marketplace Digital Literacy in a Subsistence Marketplace: Evidence from Brazil**

Authors: Sabine Boesen and Samantha Gallage

#### **#68- Education, awareness and dissemination on sustainable development and consumption in public secondary schools**

Authors: Danilo Sampaio, Luis Martins and José Adum

#### **#135- How can Design Thinking support the development of solutions aimed at reducing impulsive consumption**

Authors: Janine Fleith de Medeiros, Camila Kolling, Rafaela Bitello and Evelyn Christt

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#159- Advancing Sustainable Urban Consumption Through Experiential Learning: The Cool Cities Design Sprint at Northeastern University  
Author: Liz Allen (*online*)

**Society and Culture - Feminist Approaches to Sustainable Consumption: Quilombola, Indigenous and Beyond**

Room: C7

#22- Female Voices and Leadership in Quilombola Communities: Pathways to Sustainable Consumption and Development

Authors: Wesley Silva and Hemmylly Pedro

#104- Experiential Consumption and Hyperconsumption: A Stakeholder Perspective

Authors: Claudio Bezerra, Ana Larissa Araujo Gabriel and Ronaldo de Oliveira Santos Jhunior

#110- Marketing Networks in Indigenous Communities: The Case of Women Vendors and Artisans from the Limão Verde Village – MS Kixoku kaváneyea enepone viyenoxapa íhae Tonó'iti Limaum: kuteâti ipôti, ixuxúko

Authors: Isadora Lopes, Hellen Medina and Taynara Nunes

10:00 – 10:30

**Coffee Break**

Room: Congregação

10:30 – 12:00

**KEYNOTE SPEAKER - CARINA PIMENTA**

National Secretariat of Bioeconomy – Ministry of Environment and Climate Change

Room: Congregação

12:00 – 13:30

**Lunch**

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## Tuesday, June 09, 2026 (afternoon)

13:30 – 15:00

### **Special session - SCORAI Strategy Session**

Room: E2 + Zoom

Open to all SCORAI members (no registration needed)

### **Policy, Governance and Choice Architecture - Barriers, tariffs and consumption**

Room: G11

#48 From Niche to Regime: Barriers and Enablers for Scaling Circular and Sharing Economy Initiatives in Europe — Insights from the TransScale Policy Labs

Authors: Janis BRIZGA, Inese Mavlutova, Dzintra Atstāja and Marija Korabovska

#94 BARRIERS TO THE 3Rs: A QUANTITATIVE AND QUALITATIVE ANALYSIS OF PLASTIC PACKAGING CONSUMPTION BEHAVIOR

Authors: Camila Raymundi Ortiz, Hermes Moretti Ribeiro da Silva, Matheus Vieira de Souza and Eduardo Eugênio Spers

#144- GREEN TARIFFS, INTERNATIONAL TRADE AND SUSTAINABLE CONSUMPTION: A CASE STUDY ON BRAZILIAN COFFEE

Authors: Larissa Xavier Lima Cecoti, José Ronaldo do Nascimento, Rômula Keli Marino and Mozar José de Brito

#116- Informing consumers on the true cost of food: Insights from an eye-tracking experiment and think aloud protocol

Authors: Kate Dassel, Anna Nicolet and Joachim Marti

### **Lifestyles transformations - Consumer Transformation and Sustainable Material Transitions**

Room: C3

#140- Realistic, Desired and Reframed: Future Literacies Around Wood Waste Prevention in Poland

Authors: Przemyslaw Plucinski and Mariusz Baranowski

#142- Producing Critical Consumers in Chile. The consumer cooperatives as social intervention

Author: Alejandro Marambio-Tapia

#145- Shaping global acceptance of bioplastics: Cross-national insights from food and medical sectors

Authors: Catarina Possidónio, Ana Rita Farias, Samuel Domingos and Bernardo Cruz

## **Emerging Economic Paradigms - Innovation, Technology, and Artificial Intelligence**

Room: C7

#26- Customer Loyalty Metrics and Machine Learning for Sustainable Agribusiness: Using Net Promoter Score to Anticipate Sales Growth  
Authors: Wesley Silva, Ricardo Limongi and Hugo Belarmino

#56- Transformative Marketing Strategies with Artificial Intelligence for Food Waste Reduction: A Study in a Technology-Based Enterprise  
Authors: Tais Erenita Araujo, Guilherme de Farias Shiraishi and Sofia Ferraz

#161- Towards an Improved Socio-Environmental Performance in the Portuguese INOV.AM Agenda  
Authors: Samara Costa, Catarina Faria, Ana Silva and Mário Pereira

#91- Territorial Governance in Environmental Protection Areas: Sustainability Patterns and Opportunities for Government Intervention in the Costa dos Corais EPA (2023–2025)  
Authors: Cauã Sousa, Antonio Neto, Sulamita Santos and Márcio Costa

15:00 – 16:30

### **Special session - Digital Product Passports as the next sustainability revolution? Empowering consumers and increasing transparency within supply chains through innovative digital product labelling**

Room: G3 + Zoom

Authors: Jordon Lazell, Erik Jacobi and Jonathan Sparkes

### **Special session - Quilombola Circularities and the Decolonization of Sustainable Consumption**

Room: E2 + Zoom

Authors: James Ferreira Moura Junior, Kavita Hamza and Joao Joventino do Cumbe

### **Lifestyles transformations - Well-being, Sufficiency and Sustainable Consumption**

Room: G11 + Zoom

#74- Happier with less? An analysis of sufficiency vs. high consumption lifestyles in the Nordic countries

Authors: Jukka Heinonen, Enar Kornelius Leferink, Sarah Olson and Michal Czepkiewicz

#152- What does holistic well-being enhance? Effectiveness of sustainable consumption and financial well-being in Japan

Authors: Makiko Hashinaga, Patrick Schenk, Jörg Rössel and Emiko Ishijima (*online*)

#156- Consumer Well-being in Sustainable Consumption: Towards an Understanding of the “Double Dividend”

Authors: Sahra Svensson and Laura Maria Wallnoefer

#164- Ambiguous but transparent: The impact of media communication about trade-offs and co-benefits of climate measures after the 2024 floods in Vienna and Lower Austria on public policy acceptance, tested in a quantitative experimental study

Authors: Laura Maria Wallnoefer and Julia Knogler

### **Society and Culture - Sustainable Consumption in Brazil: Challenges and Pathways**

Room: C7

#62- Social Norms and the Climate Action Gap: Evidence from Brazil

Author: Danielle Soares

#63- Value Dynamics in Collective Consumer Experiences

Authors: Jannsen Santana, Diane Scaraboto and Flavia Cardoso

#105- REIMAGINING MONEY AS A COMMONS: EXPLORING THE SOCIOECOLOGICAL DYNAMICS OF THE ECOGRANA SOCIAL CURRENCY IN BRAZIL

Authors: Joseph Kinavuidi, Patrícia Guarnieri, Barbara Vieira and Natallya de Almeida Levino

#121- Geographical Indication in Ilha do Ferro: Mitigating Free-Riding and Strengthening Governance in Alagoas' Handicraft Chain

Authors: Aguida Silva, Samoel Mendes, Deivdson Brito and Peter May

16:30 – 18:30

### **POSTER + Coffee**

#### **Society and Culture**

#50- Consumption without access: the paradox of well-being in the Society that does not see

Authors: Adriana Beatriz Madeira, Douglas Christian Ferrari de Melo, Vitória Batista Santos Silva and Guilherme de Farias Shiraishi

#### **Policy, Governance and Choice**

#21 Development model in dispute: Contradictions between the sustainable institutional narrative and the concrete reality in the journalistic coverage of COP 30

Authors: Anna Beatriz Santo and João Pedro Teixeira

#53- Bridging sustainable lifestyles and climate policy instruments: A conceptual framework for consumer-oriented climate governance

Authors: Aline Gomes and Kavita Hamza

#154 The transformative role of women's entrepreneurship to foster climate justice and inclusive and circular economies. Perceptions of women's leaders of civil society

Author: Raissa Rossiter

### **Education and Learning**

#111- Sustainable technological routes: Proposal for Solid Waste Management in a Higher Education Institution

Authors: Diego Almeida Levino, Natallya de Almeida Levino, Walter Lima Filho and Jorge Alfredo Cerqueira Streit

### **Emerging Economic Paradigms**

#54- INTERINSTITUTIONAL PERCEPTIONS OF ESG PRACTICES AND PERFORMANCE INDICATORS IN THE BRAZILIAN INDUSTRY

Authors: Jane Kelly Barbosa de Almeida, Marcele Elisa Fontana, Natallya de Almeida Levino and Patrícia Guarnieri

#65- Sustainable Digital Sovereignty: The Centralization of Artificial Intelligence Infrastructure in the Global South

Author: Luana Parra

#134- Evaluation of the fatty acid profile and nutritional quality of Juçara seed oil (*Euterpe edulis Martius*) obtained by green extraction technology as an incentive for future sustainable consumption

Authors: Monaliza Carvalho, Marcelle Lima Leão Vieira, Nilson José Ferreira and Bruno Peregrina Puga

### **Lifestyle Transformations**

#143- The Future of Consumption—Now? Tensions and Practices of Material, Symbolic, and Post-Material Consumption in Unequal Societies

Author: Alejandro Marambio-Tapia

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## Wednesday, June 10, 2026 (morning)

08:30 – 10:00

**Special session - Learning about incidental and quiet sustainability to support lifestyle transformations: forms, drivers and research agenda #137**

Room: C3 + Zoom

Authors: Edina Vadovics, Kavita Hamza and Kristóf Vadovics

**Special session - Spiritual Consumption and Sustainable Futures: From Meanings to Commodification and Transformations**

Room: G2 + Zoom

Authors: Patrick Elf, Jannsen Santana and James Ferreira Moura Junior

**Policy, Governance and Choice Architecture - Policy, incentives and mobility**

Room: C4

#122- Evaluating knowledge co-production: citizen participation and digital technologies in EU sustainability policy proposals

Author: Ilona Kousa

#132- Financial incentives and reverse logistics of household photovoltaic panels: A Brazilian perspective

Authors: Júlia Fiorim Carvalho Silva, Pedro Augusto Bertucci Lima, Leonardo Eiji Kawamoto and Octaviano Rojas Luiz

#130- ELECTRIC MOBILITY AND ENERGY IN THE BRAZILIAN NORTHEAST REGION

Authors: Marcela Taiane Schiavi, Fabianne Roberta de Araújo and Daisy Aparecida do Nascimento Rebelatto

**Lifestyles transformations - Circular Consumption and Waste Practices**

Room: C7 + zoom

#52- Determinants of household waste sorting behavior: Evidence from the COM-B model for sustainable consumption

Authors: Leticia Serra and Solange Alfinito

#93- INFLUENCE OF FRUGALITY AND CIRCULARITY ON ATTITUDES TOWARDS REDUCING, REUSING, AND RECYCLING PLASTIC PACKAGING

Authors: Camila Raymundi Ortiz, Hermes Moretti Ribeiro da Silva, Matheus Vieira de Souza and Giovana Monteiro Gomes

#123- Circular Consumer Identity: Reconfiguring Retail Spaces for Lifestyle Transformation

Author: Mary-Ann Ball

#106- FROM WASTE TO WEAR: ADVANCING SUSTAINABLE HANDCRAFTED FASHION THROUGH UPCYCLING

Authors: Julia Mariano, Patrícia Guarnieri, Barbara Vieira and Marcele Elisa Fontana (online)

10:00 – 10:30      **Coffee Break**  
Room: Congregação

10:30 – 12:00      **PANEL - ORIGENS BRASIL NETWORK**  
**How systemic collaboration among multiple stakeholders promotes sustainable co-created products in the Amazon forest**  
Room: Congregação

12:00 – 13:30      Lunch

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## Wednesday, June 10, 2026 (afternoon)

13:30 – 15:00

### **Special session - Circular Consumption and Circular Lifestyles: Pathways for Just and Sustainable Futures? #39**

Room: G2 + Zoom

Authors: Patrick Elf, Laura Maria Wallnoefer, Veronica Macario and Suzanne Correia

### **Emerging Economic Paradigms - Sustainability and Technology: Human and Organizational Relations**

Room: C8

#44- Regenerative economy in an ecovillage: Using the COM-B model to explore the importance of collective engagement

Authors: Hannah Salmen and Solange Alfinito

#55- Exploring potential sustainable organizational innovations for the textile and apparel industry in the state of Pernambuco

Authors: Sueydy Cordeiro Gomes Brandão, Marcele Elisa Fontana, Jane Kelly Barbosa de Almeida and José Leão

#131- Crafting future urban economies: urban sustainability transformation through crafts in a comparative perspective

Author: Amanda Brandellero

### **Society and Culture - Food Consumption & Waste: Past, Present and Future**

Room: C5

#42- Understanding Consumer Food Waste: A Systematic Review and Future Research Directions

Authors: Rubia Bottacine Dalvi, Emerson Wagner Mainardes and Vitor Azzari

#96- Between the objective and the subjective. How do different groups buy food? An analysis based on the 2017-2018 POF

Authors: Matheus Vieira de Souza, Hermes Moretti Ribeiro da Silva, Camila Raymundi Ortiz and Giovani Valar Koch

#126- From Food Waste to Food Security: Advancing Sustainable Consumption in the Cumberland Community

Authors: Maria Estela Varua, Rina Datt and Anna Evangelista

15:00 – 16:30

### **Special session - “Somewhere over the rainbow” – SDG-based communications: strategies, challenges, and opportunities #37**

Room: G2 + Zoom

Authors: Stephan Wallaschkowski, Valentina Aversano-Dearborn, Georgina Guillen-Hanson and Natalie Bennett

**Special session - Transitions towards sociobioeconomy in the Amazon region**

Room: C4 + Zoom

Authors: Kavita Hamza, Adriana Mello, Maria Sylvia Saes, José Augusto Lacerda Fernandes and Zilda Joaquina Cohen Gama dos Santos

**Lifestyles transformations - Lifestyles, Influence and Sustainable Consumption**

Room: C3 + Zoom

#59- Thrift Stores as the New Retail: Lifestyle Transformations and Challenges for Sustainable Consumption

Authors: Isabela Morais, Aline Souza Magalhães, Karin Brondino-Pompeo and Janssen Santana

#90- Values, Lifestyles, and Sustainable Consumption: Understanding Consumer Differences through Alternative Food Networks in Turkey

Authors: Zeynep Özsoy, Beyza Oba and Nargiz Zulfugarova (*online*)

#136- Digital influencers in the promotion of healthy lifestyles: an analysis from the perspective of minority influence and social learning

Authors: Natiele Alves, Camila Kolling and Janine Fleith de Medeiros

#155- Coordinating Multi-Actor Influences for Effective Sufficiency Transitions: The Intersections of Influence (IoI) Approach

Authors: Sahra Svensson and Laura Maria Wallnoefer

**Policy, Governance and Choice Architecture - Innovation and governance**

Room: C7 + Zoom

#80- Living Laboratories of Sustainability: Analysis of regenerative transitions in Communities of Brazil's Northeast

Authors: Walter Lima Filho, Natallya de Almeida Levino, Patrícia Guarnieri and Cauã Sousa

#114- TOWARDS HARMONISED ESG REPORTING: A SYSTEMATIC REVIEW AND CATEGORISATION OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE INDICATORS

Authors: Patrícia Guarnieri, Maria Clara Maia, Alan Micael Frota and Clarissa Lima

#147- The alignment between responsible innovation and food security: results from a case study in São Paulo

Authors: Renata Pozelli Sabio and Hugo Melgar-Quiñonez (*online*)

**Society and Culture - Consumption Transformations: from Anti-consumerism to Hyperconsumption**

Room: C8 + Zoom

#41- Communicating sustainable consumption

Author: Ashley Colby (*online*)

#45- The vulnerability of female skincare cosmetics consumers: A study on the social dimension of sustainability

Authors: Thaissa Velloso Castelo-Branco and Solange Alfinito

#70- “Maybe the children will have two dolls instead of 30”: The MAGA movement’s use of anti-consumerist, post-materialist language

Author: Anders Hayden

#139- What Kind of Scaling Are We Talking About – Up, Out... or None at All? Reflections on a Food Waste Initiative That Resists to Grow

Authors: Mariusz Baranowski and Przemyslaw Plucinski

18:30

**Social event - Happy Hour**

Location: (tbc)

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**Thursday, June 11, 2026**

10:30 – 12:00

**Self-organised meetings**

Rooms C6, C7 and C8