



## Multinational Knowledge Brokerage event on **Green ICT for Growth and Sustainability?**

**30 May – 1 June, 2012, Vienna (AT)**

organized by the **Vienna University of Economics and Business**,  
Institute for the Environment and Regional Development

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### **The RESPONDER project**

The overall aim of RESPONDER is to promote sustainable consumption by exploring novel ways of knowledge brokerage that help to improve the management of potential political, social and economic contradictions with economic growth. The challenge is not just to **bridge the gap between science and policy**, but also to **improve the mutual understanding between the “pro-growth community”** (i.e. economists and policy makers oriented towards growth as an overarching policy goal) **and the “beyond-growth community”** (i.e. scientists oriented towards the limits to growth debate and policy makers involved in sustainable development). The innovative core of RESPONDER is the methodology **“participatory systems mapping”** for knowledge brokerage and its application in five different policy areas: “Food Consumption”, “Household Savings and Debts”, “Housing”, “ICT” and “Mobility”.

### **Green ICT**

ICTs (Information and Communication Technologies) are widely regarded as enablers of “green growth” in various sectors of the economy and important means to tackle environmental challenges such as climate change. ICT systems enable more sustainable production and consumption processes (ranging from product-specific improvements to entire “smart systems” e.g. in transport or buildings) and have the potential to influence consumer choice and behaviour (e.g. reduced travel needs through telework; change of driving behaviour and energy use patterns through “smart technologies”). At the same time, ICT are expanding the use of technology, which leads to increased energy consumption and ICT also have considerably direct environmental impacts in terms of materials throughput and end-of-life treatment. Hence, there are various puzzling questions raised within the ICT domain with regards to its contribution to economic growth and sustainable consumption. The RESPONDER Knowledge Brokerage event on “Green ICT for Growth and Sustainability?” focuses on potentials and challenges within the ICT domain with regards to their contribution to green growth and sustainable consumption. In particular, the aim is to stimulate discussions on the issues of network standby consumption, energy labeling, and smart metering, amongst others. The event aims to foster networking, mutual understanding and knowledge exchange between policy-makers and experienced researcher in the field.

## Exemplary topics to be explored in system mapping sessions:

- 1 What impacts on residential energy consumption can be expected from the introduction of energy labelling on consumer electronics?
- 2 What is the potential of smart metering in encouraging energy savings in the long run?
- 3 Will cloud computing lead to overall savings of energy and other resources?

## Get involved in RESPONDER

Whether you are a policy maker, a researcher, a Cso or business representative, getting involved in RESPONDER will help you expand your existing networks and achieve greater public visibility while dealing with two of the most important issues in sustainable development policies which are also at the heart of the Europe 2020 strategy: sustainable consumption and economic growth.

Policy makers	Researchers	Civil society and business sector representatives
<ul style="list-style-type: none"><li>• experience innovative forms of knowledge brokerage;</li><li>• gain easy access to cutting-edge research findings in sustainable consumption and economic growth;</li><li>• network with policy makers, an internationally rewarded research group and top-scholars all over Europe.</li></ul>	<ul style="list-style-type: none"><li>• gain insights into the rationality of policy makers;</li><li>• display your own expertise and expand your outreach;</li><li>• develop demand-oriented and innovative insights for elaborating new research questions.</li></ul>	<ul style="list-style-type: none"><li>• gain access to a proven methodology for knowledge brokerage;</li><li>• contribute to increased policy coherence.</li></ul>

Join the RESPONDER community today by registering at

[www.SCP-RESPONDER.eu](http://www.SCP-RESPONDER.eu)

Submit your questions and evidence on the platform, participate in the debates and attend the RESPONDER events.

