



SPAC

Centre for Sustainable Livelihoods

July 1, 2019

Edition 1, Volume 1

Welcome from Director, Professor Joe Bogue

The Centre for Sustainable Livelihoods (CLS) is committed to research, capacity building, harmonising trade and agricultural policy and policy development/advocacy. The Centre's role encompasses research, development, training and advocacy in areas related to attaining sustainable livelihoods. It brings together practitioners and academics drawn from the fields of food science, human nutrition, geography, politics, agriculture, economics, sociology, food business, marketing and others. The Centre encourages networking between public and private actions in improving sustainability, efficient use of resources and entrepreneurial opportunities.



As part of its mission, the Centre provides the following services offered to both academic and civil society:

- Primary research and information dissemination on issues related to sustainable food production and consumption.
- Transforming global agri-food systems to bring about the best environmental outcomes for an inclusive and a sustainable society
- Facilitating and organising of workshops, seminars and conferences
- Provision of information on food and nutrition security issues, e.g. through production of briefing papers.

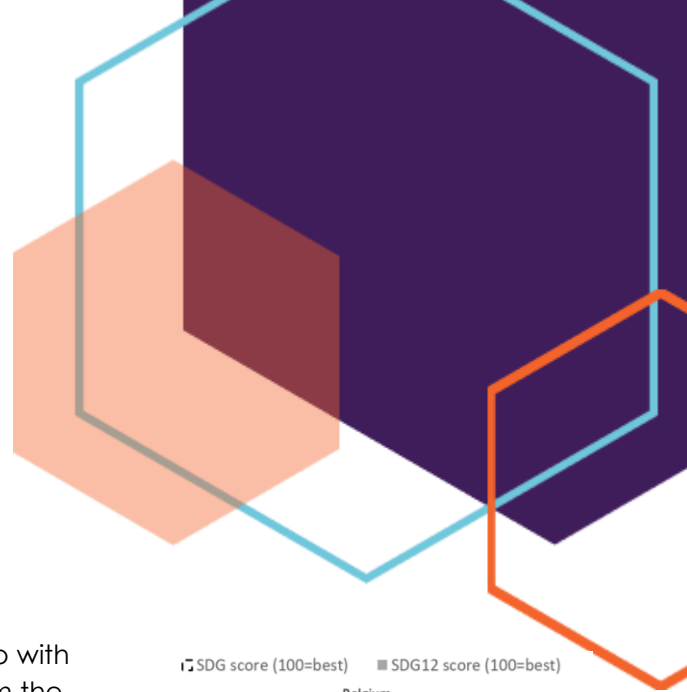
I am delighted to say that in the last year, the Centre for Sustainable Livelihoods has been successful in attracting Irish and EU funding. The most recent funding is from the Environmental Protection Agency (EPA), which focuses on Sustainable Production and Consumption (**SPAC**) – the influence of social norms (€150,000).

At present, the CSL has built collaboration with UCC's Environmental Research Institute (ERI), the Regional Universities Forum for Capacity Building in Agriculture (Ruforum), the European Alliance on Agricultural Knowledge for Development (Agrinatura), which represents the major research and education stakeholders in Europe dealing with agricultural research and higher education for development and many other research centres.

Best wishes

Professor Joe Bogue, *Head of Department, Food Business and Development, University College Cork.*

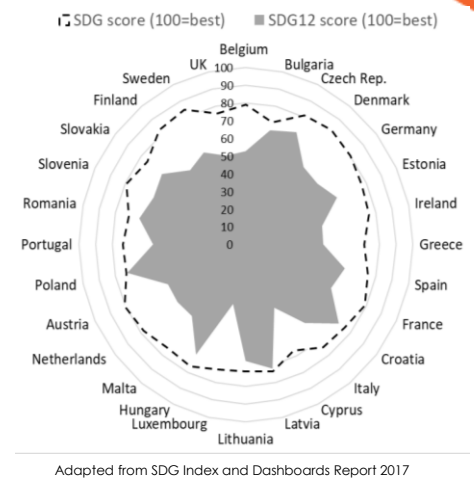
THE SPAC CHALLENGE



Ireland has a low performance in responsible production and consumption activities. This is revealed through different indicators, such as the measure of [resource productivity](#), where Ireland recorded the worst score in 2017, among the EU-28 members.

Another reference is through the measure of [sustainable development goals](#) (SDGs). The

United Nations came up with 17 key SDGs to transform the world by 2030. An overall measure of the SDGs suggests a few countries have recorded success, while the measurement index on individual segments suggests several countries are lagging. Responsible production and consumption (SDG12) is one of the areas Ireland and several other countries lag in.



Identification of attitude-behavioral gaps and targets for attention of policy makers and the public – to stimulate sustainable behavioral change.

Consumer behavior is understood to be influenced by social norms, a key-factor that influences the direction of responsible production and consumption.

Engaging identified groups in the community can present a view of consumer reaction to 'how and why' existing and recommended interventions and policy approaches are perceived.



From left: Dr Stephen Onakuse, Judith-Ann Colgan and Gideon Fadiran

This contributes to improving production and consumption behavior, and ultimately, the drive

towards low carbon economy and sustainable growth.

The SPAC project focuses on understanding the influence of social norms to sustainable production and consumption. This presents an opportunity to identify clusters of behavioral gaps to sustainable activities and targets for attention of policy makers and the public – to stimulate sustainable behavioral change.

SPAC SURVEY & WORKSHOP

Social norms impact consumer decision-making through social expectations, reference groups and social influences such as communities' actions/activities. These three elements drive behavioral preference, which can be measured through surveys.

Three types of surveys are conducted to this effect: [online](#), paper and in-store.

Here is the [link](#) for the online survey.

To showcase the SPAC related research approach by different scholars, the Department of Food Business and Development and Cork University Business School, University College Cork will host the Agrinatura General Assembly and Workshop in 2020 – titled “Sustainable

Production and Consumption Along Food Supply Chains – Fostering Entrepreneurship for the Future”.



Sustainable Production and Consumption: The Influence of Social Norms

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