

# FUTURE OF THE CONSUMER SOCIETY



28-29 May 2009  
Tampere, Finland

[www.futuresconference.fi/2009](http://www.futuresconference.fi/2009)

The 11<sup>th</sup> International Conference Organised by  
Finland Futures Research Centre and  
Finland Futures Academy at Turku School of Economics

## Welcome to FFRC 2009 Conference!

We have a great privilege to invite you to attend the 11<sup>th</sup> Annual Conference of the Finland Futures Research Centre. The conference will be held 28-29 May in 2009 in the University of Tampere. The conference will cover two subjects: consumption and futures research methods.

Consumption is becoming a key issue in the debate on creating a sustainable future. In particular, the world-wide spread of extremely resource-intensive lifestyles and economic practices has become one of the most important challenges we face.

Futures studies is ideally placed to help face this challenge as it includes tools for describing possible, probable, and desirable variations of the present that are both social and “natural”. Furthermore, by examining a variety of possibilities we can come closer to choosing and shaping the future, rather than merely predicting it. Thus, futures studies offers valuable tools for understanding and guiding consumer society.

The conference will bring together the best futures studies experts in the scientific community to interact with corporate representatives and policymakers. Together they will develop images of alternative futures. The goal of the conference is to assist decision-makers by providing them with the tools to gain a better understanding of the potential consequences of present and future decisions.

Please, visit the conference website. It contains the most up-to-date information as well as the on-line registration and the paper submission system.

We are looking forward to seeing you in Tampere in May 2009!



*Professor Markku Wilenius*  
Conference Chair



## Organisers

**Finland Futures Research Centre (FFRC)** is a research and expert organisation for futures studies, education and development. It is an auxiliary unit of Turku School of Economics (TSE) having three offices in Turku, Tampere and Helsinki. The FFRC produces visionary foresight information and knowledge on the futures trends and issues of society and the environment. With its multidisciplinary capabilities it is able to meet the knowledge needs of its customers and stakeholders, ranging from academic institutions to public organisations, and the business world. The FFRC's mission is to act as a leading regional, national and international R&D, training and consulting organisation in the field of futures and foresight studies. Further information: [www.tse.fi/tutu](http://www.tse.fi/tutu).

**Finland Futures Academy (FFA)** is a national education and research network in the field of futures studies for universities. The network is co-ordinated by the FFRC at the Turku School of Economics, and it has 16 member universities. FFA organises an annual summer course parallel to the conference. The teaching structure of the course follows the current topic of the conference and the students are expected to participate in presentations and workshops. Further information: [www.tvanet.fi](http://www.tvanet.fi).

### Scientific Committee

Professor Sirkka Heinonen, Finland Futures Research Centre  
Professor Pekka Jokinen, University of Joensuu  
Professor Jyrki Luukkanen, Finland Futures Research Centre, Head of the Scientific Committee  
Research Manager Johanna Mäkelä, National Consumer Research Centre  
Professor Hanna-Leena Pesonen, University of Jyväskylä  
Principal Research Scientist Pasi Rikkinen, Agrifood Research Finland  
Adjunct Professor Petri Tapio, Finland Futures Research Centre  
Research Manager Päivi Timonen, National Consumer Research Centre  
Professor Terhi-Anna Wilska, Turku School of Economics

### Organising Committee

Research Manager Markus Vinnari, Finland Futures Research Centre  
Project Manager Marileena Koskela, Finland Futures Research Centre  
Project Planning Officer Anne Arvonen, Finland Futures Research Centre  
Managing Director Anja Hakkarainen, TAVI Congress Bureau

### Conference Abstracts

Papers reporting original and unpublished research results on conference themes are solicited. The deadline for submitting the abstract is [February 1, 2009](#). Please submit the abstract via an electronic form on the conference web pages. Include up to 5 keywords from the theme list presented on the Conference Themes section. The abstract should not be more than 300 words. Notification of the approved abstract will be sent by March 1st 2009.

### Full Papers

After your abstract has been accepted submit an electronic copy of your full manuscript (not to exceed 15 double-spaced pages including figures, tables, and references typed with Times New Roman 12) via email to [conference2009@tse.fi](mailto:conference2009@tse.fi). The template for full paper can be downloaded from the conference webpage. The layout information of the full paper can be found from the conference webpage.

The deadline for submitting the full paper is [May 1st, 2009](#). Electronic submissions will be accepted in MS Word or PDF formats sent to the email above. The subject of the email must be "Conference 2009".

Consistent with standard practice, each submitted paper will receive a minimum of three reviews and all papers will be published in the conference CD. Best papers will be published in Progress in Industrial Ecology, An International Journal (PIE) or in Finland Futures Research Centre's publication series. Negotiations with one more journal are still underway.

### Language

The official conference language for all papers and presentations is English.

## Conference Themes

Systematic futures knowledge is useful in, for example, strategic vision and scenario projects. Furthermore, it helps in versatile training and evaluation projects, as well as in active futures shaping and building in different fields of society. This conference tries to achieve better understanding about the forces that drive consumption patterns. It also tries to connect these drivers to the actions that should be noted by business and other stakeholders.

Typical tools used for development in futures studies are foresight systems, as well as futures oriented thinking. Futures studies and foresight are especially useful in long-term planning and in situations where strategic solutions are needed. The objective of this conference is to promote high-quality, futures-oriented research and thinking based on futures studies.

The conference is designed to be an integrative, informative and interpretative conference between academics, public sector and corporate representatives whose chief interest is sustainable development. Besides keynote lectures, sessions include a more traditional conference framework involving workshops, panels, and poster presentations.

The conference also offers a structured meeting place for the corporate representatives. Panel sessions will be conducted with three or four panelists over an hour period, with at least 15 minutes allocated for questions and discussion on the specific topic.

### Preliminary Subgroups:

#### 1. The Future of Responsible Consumption:

- Sustainable consumption
- Consumers and changing values
- Environmentally significant consumption
- The globalisation of consumption
- Sustainable food consumption
- The future of the social media
- Communicating corporate social responsibility
- New modes of social marketing and communication
- Empowering tomorrow's consumers

#### 2. Futures Research Methodologies:

- Delphi
- Scenarios
- Backcasting
- Weak signals
- Decomposition analysis
- Futures workshops
- Environmental scanning
- Causal Layered Analysis

If you want to organise a session, please contact us at [conference2009@tse.fi](mailto:conference2009@tse.fi).

## Key Lecturers

### Ken Green (Professor)

Ken Green is Professor of Environmental Innovation Management in Manchester Business School, and is attached to the MBS's Institute of Innovation Research. In the MBS he is the Deputy Director concerned with strategy. He is also Research Director of the university's Sustainable Consumption Institute.

### Pernilla Jonsson (Director Consumer, Marketing & Innovation, Senior Consultant)

Pernilla Jonsson works as Researcher and Strategy Consultant focusing on consumer behavior, marketing and media. She joined Kairos Future after having participated in the 4-year interdisciplinary research program on "Commercial cultures" at Center for Consumer Science, Gothenburg School of Business, Economics and Law.

### Mette Morsing (Professor, Director)

Mette Morsing is Professor and Director of CBS Center for Corporate Social Responsibility at Copenhagen Business School since 2001. Morsing's research interests focus on corporate social responsibility (CSR) within the areas of management, communication, identity, image and reputation management.

### Mika Pantzar (Research Professor)

Mika Pantzar is acting as Research Professor in National Consumer Research Centre. He is currently working at the Academy of Finland (& Helsinki School of Economics) preparing a book the working title of which is "Choreography of everyday life - practice theoretic view" (with Elizabeth Shove).

### Markku Wilenius (Senior Vice President, Professor)

Markku Wilenius works as Senior Vice President at the Allianz Group in Munich. His tasks include fundamental and trend research, as well as intensifying the Allianz Group's academic network. Wilenius continues also as a part-time Professor in future studies at the Finland Futures Research Centre, Turku School of Economics.

### Victoria Wyszynski Thoresen (Associate Professor)

Victoria Wyszynski Thoresen is Associate Professor of Education at Hedmark University College in Norway and Project Manager of the Consumer Citizenship Network. Thoresen has specialised in curriculum development, global education, peace education, value-based education, lifelong learning and consumer education.

## Preliminary Programme

Time	Wednesday 27	Thursday 28	Friday 29	Saturday 30
8.00		Registration	7.15-8.15 Morning jogging	
8.45		Morning coffee	Morning coffee	
9.15		Opening ceremony	Keynote D	9-17 Tour to Visa- vuori-littala- Hämeenlinna  10-16.30 Tour to Helvetinjärvi National Park
10.00		Keynote A	Session C	
11.00		Keynote B	Session D	
12.00		Lunch	Lunch	
13.00		Session A	Keynote E	
14.00		Session B	Session E	
15.00	15-19	Coffee break	Coffee break	
16.00	Registrati- on at the	Keynote C	Keynote F	
17.00	University			
18.00	of Tampere	18-22 Conference cruise and dinner in Viikin- saari		
19.00				
20.00	19.30-21 City recep- tion at the Museum Centre Vapriikki	21-22.30 City tour		

The conference organisers reserve all rights to any programme or schedule changes.

### Wednesday 27 May, 2009

#### City Reception at the Museum Centre Vapriikki, 19.30-21.00

A reception hosted by the City of Tampere in the Museum Centre Vapriikki, in the heart of the city. Vapriikki is housed in what used to be the engineering workshop and situated on the banks of Tammerkoski rapids. Get together and get to know each other, cocktails and snacks will be served. Included in the conference fee for registered participants.

#### Walking City Tour, 21.00-22.00

The best of Tampere: an insight into the history of Tampere. On this guided walking tour along the banks of the rapids, recognised as a national heritage landscape, you will know the heart of Tampere. You will walk past the old factories, you will enter the Finlayson mill area and - in addition to the industrial heritage - you will learn about what is happening now in the Finlayson area and in other old factories. You will also visit the Cathedral, the best example of Tampere's Art Nouveau and National Romantic architecture. Minimum of 15 and maximum 25 participants required. The walk starts from Museum Centre Vapriikki and after the tour you will be guided to your hotel. Fee: 10 euros/person.

### Thursday 28 May, 2009

#### Conference Dinner, 19.00-23.00

The boat "Tammerkoski" will leave the Laukontori harbour and make a short cruise on Lake Pyhäjärvi followed by dinner at Viikinsaari Island. Viikinsaari Island is a summer paradise for visitors and residents of Tampere. The romantic architecture reminds of the history of the island while the services and events represent today's standards. A Finnish buffet dinner will be served. Included in the conference fee for registered participants. Fee for accompanying person and students: 70 euros/person.



### Saturday 30 May, 2009

#### Hiking in Helvetinjärvi National Park, 10.00-16.30

The hike will begin with a guided coach ride (1.5 hours) to Ruovesi, in the province of Western Finland, the location of Helvetinjärvi National Park. The deep gorges of Helvetinjärvi National Park were formed millions of years ago by faults in the bedrock running through the area. Special features of the area include deep rifts, lakes surrounded by steep cliffs, small forest ponds and out-of-the-way forests. The hike in the park (about 5 kilometres) includes a coffee break and dinner next to the lake. Minimum of 20 participants required. Fee: 75 euros/person.



#### Visavuori-littala-Hämeenlinna, 9.00-17.00

This guided coach tour will begin with a visit to Visavuori, the home and studio of the famous Finnish sculptor Emil Wikström (1894-1942). Coffee break is included in the visit. From Visavuori the tour will continue to the Littala Glass Centre including a visit to the glass museum and the factory shop. The lunch in Hämeenlinna will be served in a traditional manor house milieu. Return to Tampere through picturesque landscape. Minimum of 20 participants required. Fee: 85 euros/person.

## Registration

We have an on-line registration system operated by TAVI Congress Bureau ([www.futuresconference.fi/2009](http://www.futuresconference.fi/2009) > registration). If you have any questions concerning the registration form or procedure, please contact:

TAVI Congress Bureau

Anja Hakkarainen

Papinkatu 21, FI-33200 Tampere, Finland

Telephone +358 3 233 0440

Telefax +358 3 233 0444

E-mail: [future2009@tavicon.fi](mailto:future2009@tavicon.fi)

#### Registration Fees

	Standard fee before 15 March	Late fee after 15 March
Delegate	350 euros	450 euros
Student	175 euros	275 euros

Registration fee includes: the programme package, participation in the welcome reception, all lectures, workshops and poster sessions, lunches and refreshments on both days, the conference dinner on Thursday evening (VAT 0 %).

## Accommodation

Delegates should make their hotel reservation in advance on the Conference registration form. TAVI Congress Bureau will take care of the hotel reservation for the delegates.

The hotel requires a deposit of one night's room rate, which you have to pay in advance, in connection with your registration. You will pay the rest of the hotel costs directly to the hotel on departure. If you need to cancel your reservation, please refer to the cancellation and refund policy (see detailed information on the conference web pages). All prices are per room per night, including breakfast and VAT.

### **Sokos Hotel Ilves**, Hatanpään valtatie 1, [www.sokoshotels.fi](http://www.sokoshotels.fi)

A high quality hotel in the heart of the city, next to the Tammerkoski Rapids. 10 minute walk to the conference venue.

Superior single room	153 euros
Superior double room	173 euros

### **Cumulus Koskikatu**, Koskikatu 5, [www.cumulus.fi](http://www.cumulus.fi)

A comfortable hotel located right in the city centre, beside Tammerkoski Rapids. 15 minute walk to the conference venue.

Single room	145 euros
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### **Cumulus Pinja**, Satakunnankatu 10, [www.cumulus.fi](http://www.cumulus.fi)

A cosy hotel with a pleasant ambience, an Art Nouveau style hotel right in the heart of Tampere. 15 minute walk to the conference venue.

Single room	145 euros
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### **Sokos Hotel Villa**, Sumeliuksenkatu 14, [www.sokoshotels.fi](http://www.sokoshotels.fi)

A cosy hotel built into a former cereal storage facility located close to the University of Tampere and railway station. Less than a 5 minute walk to the conference venue.

Standard single room	130 euros
Standard double room	150 euros

### **Cumulus Hämeenpuisto**, Hämeenpuisto 47, [www.cumulus.fi](http://www.cumulus.fi)

A cosy city hotel next to the esplanade Hämeenpuisto. A well-equipped fitness centre is linked with the hotel. 25 minute walk to the conference venue.

Single room	129 euros
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### **Hotel Victoria**, Itsenäisyydenkatu 1, [www.hotellivictoria.fi](http://www.hotellivictoria.fi)

Offers comfortable accommodation and is located near the railway station and services of the city centre. 5 minute walk to the conference venue.

Single room	114 euros
Double room	149 euros

### **Hostel Sofia**, Tuomiokirkonkatu 12, [www.hostelsofia.fi](http://www.hostelsofia.fi)

Hostel provides comfortable accommodation ideally for budget-conscious travelers. Showers and toilets are situated on the corridor for shared use. Reception is open daily from 8 am until 10 pm, please inform us if you arrive after 10 pm. 15 minute walk to conference venue.

Single room	53,50 euros
Double room	80 euros



## Conference Venue

The conference will be held at [the University of Tampere](#). The main campus of the University of Tampere is close to the Tampere city centre, some ten minutes' walk from the railway station. Address Kalevantie 4, telephone +358 3 355 111 and website [www.uta.fi](http://www.uta.fi).

### About the City of Tampere

Tampere is located at a distance of 170 kilometers northwest from Helsinki. Tampere is the third largest city in Finland. It is situated by the Tammerkoski-rapids and between two lakes, and thanks to its location, it was one of the first industrial centres in Finland in the 19th century. For further information, please visit the website: [www.tampere.fi/english](http://www.tampere.fi/english).



## How to get to Tampere

### Official Airline for the Conference

The SAS Group is the Official Airline for the conference and offers you a special discount. Simply quote event code “FI0908” when calling your local SAS office and save up to 20 % on your ticket. SAS conference discounts are valid on flights operated by SAS, Blue1, airBaltic, Widerøe, Spanair, Estonian\* and SAS/Lufthansa code share flights from Germany. In addition discounts are offered when using SAS codeshare connecting flights operated by Cimber Air, Skyways and United domestic USA in connection with SAS transatlantic flight. \* exceptions apply for Estonian

SAS offers all participants to voluntarily offset their CO<sub>2</sub> emission. Click <http://sasems.port.se> to calculate your total CO<sub>2</sub> emission on your travel to/from the event and compensate.

Telephone numbers for SAS call centers:

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China 010 8527 6100

Japan 03-5400 2331  
Singapore 6235 2488  
Thailand 02 645 8200

Click for more information [www.flysas.com/delegates](http://www.flysas.com/delegates)

The most easy way to get from the Tampere-Pirkkala airport to the city centre is by taxi. It takes about 20 minutes and it costs approx. 30 euros. Airport taxi from the airport to the city centre costs about 12 euros. There is also a bus connection between Tampere-Pirkkala airport and Tampere city centre during the daytime. For further information, please visit the website: [www.finavia.fi](http://www.finavia.fi).

### By Bus

Traveling by an express bus is an easy way to get from the Helsinki-Vantaa Airport or the Helsinki city centre to Tampere. The bus departs every 1-2 hours and the traveling time is approx. 2,5 hours (ticket approx. 20 euros). For further information, please visit the website: [www.matkahuolto.fi/en](http://www.matkahuolto.fi/en).

### By Train

There are train connections between Helsinki and Tampere city centres. From the Helsinki-Vantaa airport you can easily take a bus to Helsinki or Tikkurila railway station and take a train from there. Trains depart every hour (except for night time), and the travelling time is 1,5-2 hours (ticket approx. 26 euros). It is also possible to arrive in Finland by train from St. Petersburg and Moscow. For further information, please visit the website: [www.vr.fi](http://www.vr.fi).

### By Sea

There are direct ferry connections from Sweden, Estonia and Germany to Helsinki. From Sweden there are ferry connections also to Turku. For further information, please visit the websites: [www.tallinksilja.com](http://www.tallinksilja.com), [www.vikingline.fi](http://www.vikingline.fi) and [www.superfast.com](http://www.superfast.com).



## Further Information

### Scientific Program

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### Practical Arrangements

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### IMPORTANT DATES TO REMEMBER

Abstract submission  
February 1, 2009

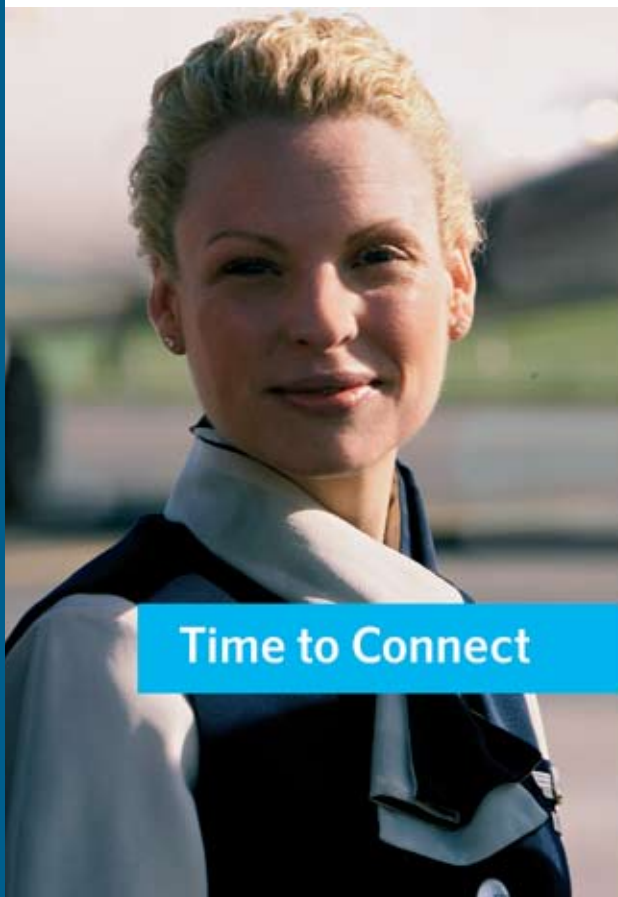
Notification of abstract approval  
March 1, 2009

Early-bird registration  
March 15, 2009

Full paper submission  
May 1, 2009

Please, visit the Conference website for more detailed and up-to-date information:

**[www.futuresconference.fi/2009](http://www.futuresconference.fi/2009)**



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