

ICCR **International Conference
on Consumer Research**



verbraucherzentrale

Nordrhein-Westfalen

Programme Book

**The 21st Century Consumer:
Vulnerable, Responsible, Transparent?**

September 26-27, 2016

Wissenschaftszentrum Bonn
Ahrstr. 45, 53175 Bonn, North Rhine-Westphalia, Germany

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The 21st Century Consumer: Vulnerable, Responsible, Transparent?
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North Rhine-Westphalia, Germany

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1 ABOUT US

The Consumer Association of North Rhine-Westphalia (Verbraucherzentrale Nordrhein-Westfalen) is the leading regional consumer organisation in Germany. It works in a close network of around 60 advisory centres throughout the German Federal State of North Rhine-Westphalia. These centres provide private consumers with professional advice on topics such as consumer law, energy, debt, financing decisions, private pension plans, etc. On the whole, the work of the Consumer Association of North Rhine-Westphalia receives a positive response and is often used by consumers. More than 800,000 consumer enquiries are answered every year by nearly 800 qualified employees at the advisory centres, on the phone or by e-mail. This closeness to consumers enables the Consumer Association of North Rhine-Westphalia to provide them with information on current topics. The advisory centres not only provide information and support, but also regularly hold workshops or run information stands. One department of the Consumer Association of North Rhine-Westphalia focuses on compiling and editing information on the most important consumer issues together with useful facts, figures, results and tips in its consumer guidelines. The Consumer Association of North Rhine-Westphalia additionally supports consumers with legal advice and assistance and works to encourage conci-

liation, but is also able to submit cases to the court if necessary. It also works to educate consumers, both by implementing projects at schools and universities and by inviting adults to learn about topics such as sustainable consumption.

The Consumer Association of North Rhine-Westphalia is established as a non-profit organisation supported by women's, family and home economics associations, trade unions, welfare organisations, tenant associations and environmental associations, as well as local consumer unions. Its main objective is to represent public interests.

Private consumers form the target group of the Consumer Association of North Rhine-Westphalia. In economic terms, consumer organisations act as a counterpart to commercial and industrial organisations by supporting private consumers so that they can use markets with an improved knowledge base and strengthened consumer rights. This encourages competition in markets and may in turn lead to better product and service quality at appropriate prices. The independent information for consumers (with regard to their commercial interests) provided by Consumer Associations in Germany is a powerful tool for overcoming problems of adverse selection due to an asymmetric distribution of information. It therefore

contributes towards the development of competitive markets.

The Consumer Association of North Rhine-Westphalia is mainly institutionally funded by the State Government of North Rhine-Westphalia, local authorities responsible for general consumer-related activities and other funding bodies.

The North Rhine-Westphalia Competence Center of Consumer Research (Kompetenzzentrum Verbraucherforschung Nordrhein-Westfalen) was established in 2011 as a collaborative project between the Consumer Association of North Rhine-Westphalia, the Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German Federal State of North Rhine-Westphalia and the Ministry of Innovation, Science and Research of the German Federal State of North Rhine-Westphalia. Its main objective is to support consumer research and to develop a network focusing on research activities and projects throughout North Rhine-Westphalia with the aim of establishing international contacts and networks.

2 CONFERENCE PROGRAMME

Day 1: September 26, 2016

08:00 Registration

09:00 Welcome

Opening Remarks by Wolfgang Schuldzinski | Chairman of the Consumer Association of North Rhine-Westphalia

Welcome Address by Svenja Schulze | Minister of Innovation, Science and Research of the German State of North Rhine-Westphalia

Welcome Address by Johannes Rimmel | Minister of Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia

09:30 **Keynote: The 21st century consumer: Living in a smart dictatorship?**

Prof. Dr Harald Welzer (Germany) | FUTURZWEI Foundation, Potsdam

10:15 **Award ceremony for excellent young consumer researches in North Rhine-Westphalia**

Moderation Wolfgang Schuldzinski | Chairman of the Consumer Association of North Rhine-Westphalia

Svenja Schulze | Minister of Innovation, Science and Research of the German State of North Rhine-Westphalia

Johannes Rimmel | Minister of Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia

Laudatory Speech Prof. Dr Jörn Lamla (Germany) | University of Kassel and CECORE Scientific Advisory Board

10:30 Coffee break

11:00 **Round-table discussion | The future of consumer research: Challenges, needs and wants**

Moderation Wolfgang Schuldzinski

Prof. Dr Mirjam Jaquemoth (Germany) | Weihenstephan-Triesdorf University of Applied Sciences and CECORE Scientific Advisory Board

Prof. Dr Jörn Lamla (Germany) | University of Kassel and CECORE Scientific Advisory Board

Dr Sebastian Nessel (Austria) | University of Graz

Prof. Robert Walker (United Kingdom) | University of Oxford

Prof. Dr Harald Welzer (Germany) | FUTURZWEI Foundation, Potsdam

12:00 Lunch

13:00 Sessions

Session 1 | The (self-)quantified consumer: Wearables and life-logging

Chair: Prof. Dr Remi Maier-Rigaud | Rhein-Main University of Applied Sciences, Wiesbaden

Rapporteur: Sarah-Lena Böning | University of Cologne

Opening Speech

Prof. Dr Stefan Selke (Germany) | Furtwangen University

Citizen empowerment through ICT – a Swedish case

David Andersson, Ph.D. (Sweden) | Chalmers University of Technology

The influence of self-quantification on individuals' power perceptions

Julia Wakonig und Prof. Bernadette Kamleitner / (Austria) Vienna University of Economics and Business

Session 2 | The well-fed consumer: Sustainable and healthy food

Chair: Prof. Dr Wiltrud Terlau | Bonn Rhein-Sieg University of Applied Sciences

Rapporteur: Dr Darya Hirsch | Bonn Rhein-Sieg University of Applied Sciences

Opening Speech

Prof. Dr Christoph Klotter (Germany) | Fulda University of Applied Sciences

The costs of a healthy diet

Prof. Dr Thomas Brunner and Luca Casetti (Switzerland) | Bern University of Applied Science

Making sustainability palatable? Changing practices of middle class food consumption in Bangalore

Sunayana Ganguly, Ph.D. (India and Switzerland) | Freie University Berlin

Session 3 | The educated consumer: Chances and limits of consumer education

Chair: Prof. Dr Birgit Weber | University of Cologne

Rapporteur: Anja Bonfig | University of Cologne

Opening Speech

Prof. Victoria W. Thoresen (Norway) | UNESCO Chair for Education about Sustainable Lifestyles and Director of PERL (Partnership for Education and Research about Responsible Living), Hedmark University of Applied Sciences

Identifying the strategic conditions to develop and strengthen sustainable social innovations as enablers of sustainable living through consumption hot spots analysis and participatory (bottom- up) processes

Georgina Guillen (Germany) | Collaborating Centre on Sustainable Consumption and Production, Wuppertal

Consumer education and socio-economic heterogeneity

Ulrike Danier (Germany) | University of Cologne

15:30 Coffee break

16:00 Sessions

Session 4 | The nudged consumer: The rise of behavioural governance

Chair: Dr Kathrin Loer | University of Hagen

Rapporteur: Dr Holger Straßheim | Humboldt-University Berlin and Käte Hamburger Kolleg / Centre for Global Cooperation Research, Duisburg

Opening Speech

Prof. Rhys Jones (United Kingdom) | Aberystwyth University

Nudging the government – How open data can be used to make behavioural governance work both ways

Prof. Dr Ulrich Greveler (Germany) | Rhein-Waal University of Applied Sciences

Do health apps and wearables contribute to the individualisation of consumers? An empirical analysis of user behaviour and regulatory implications

Prof. Dr Remi Maier-Rigaud (Germany) | Rhein-Main University of Applied Sciences, Wiesbaden

Sarah-Lena Böning (Germany) | University of Cologne

Session 5 / The poor consumer: Poverty, debt overload and income inequality

Chair: Prof. Dr Till van Treeck | University of Duisburg-Essen

Rapporteur: Jan Behringer | Macroeconomic Policy Institute (IMK), Düsseldorf

Opening Speech

Prof. Robert Walker (United Kingdom) | University of Oxford

Insecure employment and pro-environmental consumption: An empirical analysis

Dr. Ortrud Leßmann (Germany and Austria) | ifz. International Research Centre for Social Ethics, Salzburg and Helmut Schmidt University, University of the Federal Armed Forces, Hamburg

Torsten Masson (Germany) | Helmholtz Centre for Environmental Research, Leipzig

Exploring consumers' financial fragility in Europe: Over-indebtedness, rainy days funds and the role of financial literacy

Gianni Nicolini, Ph.D. (Italy) | University of Rome „Tor Vergata“

Session 6 / The modest consumer: Good and sufficient lifestyles

Chair: Prof. Dr Reinhard Loske | University Witten/Herdecke

Rapporteur: Björn Ahaus | Institute for Advanced Study in the Humanities (KWI, Kulturwissenschaftliches Institut Essen)

Opening Speech

Prof. Anders Hayden (Canada) | Dalhousie University

Anti-consumption beliefs in the general public

Jonas Nässén, Ph.D. (Sweden) | Chalmers University of Technology Göteborg

Second-hand consumption as a lifestyle choice

Prof. Dr Adrienne Steffen (Germany) | Hochschule für Internationales Management - International University Heidelberg

18:30 **Get-together**

Day 2: September 27, 2016

09:00 Round-Table discussion | Sharing, access or gig economy?

Moderation Harald Staun | Frankfurter Allgemeine Sonntagszeitung (F.A.S.)
Gerd Billen (Germany) | State Secretary, Federal Ministry of Justice and Consumer Protection
Olivier Bremer (Germany) | BlaBlaCar (Comuto Deutschland GmbH)
Prof. Dr Justus Haucap (Germany) | University of Düsseldorf
Martin Klug (Germany) | Consumer Association of North-Rhine Westphalia
David Weingartner (Germany) | OuiShare

10:15 Sessions (with 11:30 Coffee break)

Session 7 | The scored consumer: Privacy and Big Data
Chair: Prof. Dr Ulrich Greveler | Rhein-Waal University of Applied Sciences
Rapporteur: Timo Jakobi | University of Siegen

Opening Speech

Dr Walter Peissl (Austria) | Institute of Technology Assessment of the Austrian Academy of Sciences

Personalizing consumer information with Big Data: an opt-in model for data-driven personalization of consumer law

Prof. Dr Christoph Busch (Germany) | Osnabrück University

Personalized pricing in the light of consumer conversations

Prof. Dr Sarah Hosell (Germany) | HMKW - University of Applied Sciences for Media, Communication and Business, Cologne

Prof. Dr Michael Schleusener (Germany) | Niederrhein University of Applied Sciences

Session 8 | The political consumer: From activism to slacktivism, from advocacy to adhococracy?

Chair: Prof. Dr Sigrid Baringhorst | University of Siegen

Rapporteur: Katharina Witterhold | University of Siegen

Opening Speech

Prof. Michele Micheletti (Sweden) | Stockholm University

The second-curve model: A promising framework for ethical consumption? Veganism as a case study

Estela Díaz (Spain) | Comillas Pontifical University

“By any means necessary”: Political consumption and political participation in the United States

Meredith A. Katz, Ph.D. (USA) | Virginia Commonwealth University

Session 9 | The ethical consumer: From corporate to consumer social responsibility?

Chair: Prof. Dr Christian Wey | Heinrich Heine University Düsseldorf

Rapporteur: Miriam Thöne | Heinrich Heine University Düsseldorf

Opening Speech

Prof. Timothy M. Devinney (United Kingdom) | Leeds University Business School

The new meat consumers? Exploring the discourse on alternative meats and acceptance of radical change

Minna Kanerva (Germany) | University of Bremen

Company’s monetary benefits from consumer social responsibility

Dr Friederike Paetz (Germany) | Clausthal University of Technology

Dr Daniel Guhl (Germany) | Humboldt University Berlin

12:45 Lunch

13:45 Sessions (with 15:15 Coffee break)

Session 10 | The new consumer: Sharing economy, collaborative consumption and peer production

Chair: Prof. Dr Justus Haucap | Heinrich Heine University Düsseldorf

Rapporteur: Lisa Hamelmann | Heinrich Heine University Düsseldorf

Opening Speech

Prof. Dr Justus Haucap (Germany) | Heinrich Heine University Düsseldorf

Prosumption among young consumers – some research insights from Poland

Prof. Maciej Mitrega and Agnieszka Małecka (Poland) | University of Economics, Katowice

The responsible, sharing consumer – a closer look at the motivation of potential private durable goods' suppliers in the sharing economy

Vita Zimmermann and Prof. Dr Michael Schleusener (Germany) | Niederrhein University of Applied Sciences

Session 11 | The European consumer: Patterns and development of EU consumer policy

Chair: Prof. Dr Christoph Strünck | University of Siegen

Rapporteur: Anne-Kathrin Schwab | University of Siegen

Opening Speech

Prof. Dr. Martin Schmidt-Kessel (Germany) | University of Bayreuth

The 21st century digital consumer and international law – dilemmas in a brave new global consumer world

Itai Apter (Israel) | University of Haifa

The encroachment of “Food Deserts“ in urban markets: Implications for public policy and consumer protection

Marko Grünhagen, Ph.D. (USA and Croatia) | Eastern Illinois University and University of Rijeka

Irena Guszak Cerovecki Ph.D. (Croatia) | Rochester Institute of Technology – Croatia

Session 12 | The sustainable consumer: Patterns of consumption in private households

Chair: Prof. Dr Christa Liedtke and Dr Carolin Baedeker | Wuppertal Institute for Climate, Environment and Energy

Rapporteur: Julia Nordmann | Wuppertal Institute for Climate, Environment and Energy

Opening Speech

Prof. Dr Doris Fuchs (Germany) | University of Münster

Thinking green but buying thoughtless? An empirical examination of the attitude behaviour gap among German clothing consumers

Kathleen Krause, Prof. Dr Lars Petersen, Prof. Dr Jacob Hörisch and Prof. Dr Dirk Battenfeld (Germany) | Alanus University of Arts and Social Science, Alfter

50 shades of green: The variability of values in sustainable family homes

Dr Elaine L. Ritch (United Kingdom) | Glasgow Caledonian University

16:30

Closing remarks:

The road to the 21st century consumer: A historical perspective

Prof. Frank Trentmann (United Kingdom) | Birkbeck University of London

3 ADRESSES AND KEYNOTES



Verbraucherzentrale Gebauer

Opening Remarks **Wolfgang Schuldzinski**

September 26, 2016
Plenary Hall: 09:00-09:10



Dietmar Wadewitz

Welcome **Svenja Schulze**

September 26, 2016
Plenary Hall: 09:10-09:20



MKULNV/FlorianSander

Welcome **Johannes Rimmel**

September 26, 2016
Plenary Hall: 09:20-09:30



vhw

Keynote **Prof. Dr Harald Welzer**

September 26, 2016
Plenary Hall: 09:30-10:15



Jochen Braun

Closing Remark **Prof. Frank Trentmann**

September 27, 2016
Plenary Hall: 16:30

4 AWARD CEREMONY FOR EXCELLENT YOUNG CONSUMER RESEARCHERS IN NORTH RHINE-WESTPHALIA

September 26, 2016

Plenary Hall: 10:15-10:30

Bachelor: Mobile learning in nutritional and consumer education: Potential of an educational trail on a farm using QR-codes

Anne Diers | Münster University of Applied Sciences

How to combine adolescents' keen interest in new forms of media with learning about agricultural processes was the leading question of the bachelor thesis. Based on experiential education and nutritional and consumer education a learning concept that integrates smartphones and QR-codes into the process of learning on a farm was developed. The potential of including new media like smartphones and QR-codes in mobile learning scenarios is found in the promotion of the users' competence regarding nutrition, consumer behavior and media. The developed exemplary learning concept directed to adolescents integrates the usage of smartphones and QR-codes into the method of "station learning" on a dairy farm. One station, for example, is "The process of milking" where the participant is interactively informed about the details of the milking process with the help of placed QR-codes. The integration of smartphones has its advantage in the capability to answer various questions about and raise curiosity in modern agriculture despite the farmers' restricted time to do so. The concept answers the increasing demand for integration of new media into interdisciplinary tuition and makes the learning venue "farm" attractive for media education. Mobile learning is able to contribute to "Education for Sustainable Development" (Bildung für nachhaltige Entwicklung / BNE) by imparting knowledge about regional goods and their production as well as enhancing adolescents' media competence.

Bachelor: Making individual cloud usage of smartphone users transparent

David Hellmanns | RWTH Aachen University

Smartphone application developers intensively use cloud services to cope with the storage, processing, and energy restrictions of mobile devices. Here, Cloud Computing offers them cost-efficient and dynamic data processing and storage. To this end, Cloud Computing is based on a layered architecture, providing access to resources at different layers of abstraction. A cloud provider can offer access to physical infrastructure, called Infrastructure as a Service (IaaS), as well as hire infrastructure from an IaaS provider, enhance it, and subsequently offer it as Platform as a Service (PaaS) or Software as a Service (SaaS). An example of a SaaS using third party infrastructure is Dropbox, which is partly based on Amazon's EC2 infrastructure.

However, users are often not aware of the utilization of cloud services. This is further exacerbated by the layered architecture of Cloud Computing. As a consequence, users do not know about the storage location of their data and the companies involved. This raises users' uncertainty about potential privacy invasions, which can cause an aversion to using this technology. Nevertheless, Cloud Computing has many potential advantages, so a full denial of Cloud Computing is disadvantageous.

To meet user concerns, we developed a mobile application capable of detecting utilized cloud services and thus enable the user to make an informed decision regarding the use of a specific service. We accomplished this by developing an Android application that observes network traffic and detects utilized cloud services. To protect the user's privacy, we gather and analyze data solely on her device. Since usability is crucial for such a tool, we enabled network capturing without the need for any system modification. If an app, such as Dropbox, starts to communicate with the cloud infrastructure, we intercept all network packets, analyze them based on patterns, and thus reveal the hidden cloud infrastructure provider. We evaluated our application and conducted a small-scale user study. Our results show that our approach is feasible and reveals that different user behaviour results in significantly different cloud usage.

Master: Eco diary – Designing an eco feedback system to support sustainable behaviour at home, at work and in mobility

Anika Cerkowniak | University of Siegen

The work describes the design of a holistic eco feedback system – „eco diary“ – with the goal to create awareness about the personal consumption in the domains household, work and in mobility. According to the user centred design interviews and workshops had been conducted with perspective users to learn about their behaviour, their needs and demands. The design process contained the development of several prototypes. At the end a clickable high fidelity prototype had been created, that illustrated the outcomes of the study. The main findings were that the application has to be adjustable to the users needs. Users find different units helpful to understand their consumption data. The users were interested in values like kg of CO₂ and kWh, as well as in monetary values. Also the time frame of the consumption data should be variable. It was also identified that users would like to compare the consumption data between the three different domains. So there should be an adjustable overview of all three domains. The overview of the consumption data has to be displayed in a minimalistic style. The users were also interested in a separated view of each of the three domains to investigate about specific saving potentials. In general the results indicate that people can be motivated to explore and rethink about their consumption behaviour, which can be a first step into a sustainable future.

5 ROUND-TABLE DISCUSSIONS

The future of consumer research: Challenges, needs and wants

September 26, 2016

Plenary Hall: 11:00-12:00



Weihenstephan-Triesdorf University of Applied Sciences

Prof. Dr Mirjam Jaquemoth



private

Prof. Dr Jörn Lamla



University of Graz

Dr Sebastian Nessel



private

Prof. Robert Walker



VHw

Prof. Dr Harald Welzer

Sharing, access or gig economy?

September 27, 2016

Plenary Hall: 09:00-10:15



Frank Nürnbergger

Gerd Billen



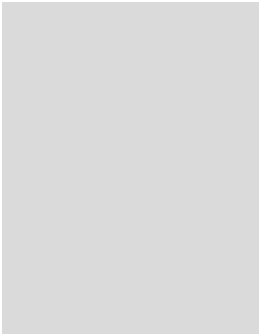
BlaBlaCar

Olivier Bremer



private

Prof. Dr Justus Haucap



N.N.

Martin Klug



Ottillie Keppler

David Weingartner

6 WORKSHOP SESSION SPEECHES AND ABSTRACTS

Opening Speeches



Opening Speech Session 1
Prof. Dr Stefan Selke
September 26, 2016
13:00-15:30, Room K1



Opening Speech Session 2
Prof. Dr Christoph Klotter
September 26, 2016
13:00-15:30, Room S3/S4



Opening Speech Session 3
Prof. Victoria W. Thoresen
September 26, 2016
13:00-15:30, Room K2



Opening Speech Session 4
Prof. Rhys Jones
September 26, 2016
16:00-18:30, Room 4



Opening Speech Session 5
Prof. Robert Walker
September 26, 2016
16:00-18:30, Room S3/S4



Opening Speech Session 6
Prof. Anders Hayden
September 26, 2016
13:00-15:30, Room K2



private

**Opening Speech Session 7
Dr. Walter Peissl**

*September 27, 2016
10:15-12:45, Room S3/S4*



private

**Opening Speech Session 8
Prof. Michele Micheletti**

*September 27, 2016
10:15-12:45, Room S12*



private

**Opening Speech Session 9
Prof. Timothy M. Devinney**

*September 27, 2016
10:15-12:45, Room K1/K2*



private

**Opening Speech Session 10
Prof. Dr. Justus Haucap**

*September 27, 2016
13:45-16:30, Room K1/K2*



University of Bayreuth

**Opening Speech Session 11
Prof. Dr. Martin Schmidt-Kessel**

*September 27, 2016
13:45-16:30, Room S12*



private

**Opening Speech Session 12
Prof. Dr. Doris Fuchs**

*September 27, 2016
13:45-16:30, Room S3/S4*

6 WORKSHOP SESSION SPEECHES AND ABSTRACTS

Session 1 | The (self-)quantified consumer: Wearables and life-logging

September 26, 2016

13:00-15:30

Room K1

Chair: Prof. Dr Remi Maier-Rigaud | Rhein-Main University of Applied Sciences, Wiesbaden

Rapporteur: Sarah-Lena Böning | University of Cologne

Opening Speech

Prof. Dr Stefan Selke (Germany) | Furtwangen University



Chalmers University of Technology

Citizen empowerment through ICT - a Swedish case

David Andersson, Ph.D. (Sweden) | Chalmers University of Technology

Much has been written about the role of citizen empowerment and ICT solutions in bringing about more sustainable consumption. Modern ICT has changed the way we communicate, entertain and inform ourselves. ICT also holds promises for increased citizen empowerment through information and transparency, and governments around the world are interested in seizing the opportunities of ICT-based solutions to improve efficiency and services.

The paper builds on a Swedish web service Svalna and how communication and interaction is being designed to empower and educate citizen consumers about their role in the transition to a more sustainable future. In order to calculate users' GHG emissions the service employs inputted data, registry data and transactions data from the users' bank statements. This is made possible by recent changes of the EU PSD2 directive that allows third parties to obtain and make use of consumption data from bank statements. Svalna make use of this opportunity and automatically classify purchases and combine them with estimates of CO₂e per monetary unit from environmentally extended input-output analysis to seamlessly provide an assessment of the users GHG emissions

from consumption of goods and services, and the inflow of data allows for the ordinary feedback / comparison / goal-setting dynamics. The web-service allows for tailored suggestions on different investments or behavioural changes and their corresponding greenhouse gas emission (GHG) reductions, and through a collaboration with local government campaigns that calls for collective action or the need for local policies are also included. The cooperation with local government expands on thoughts sometimes ascribed to that of community based social marketing, where collective efforts play a more prominent role and the focus on individual choices and their effects are informed by a systems perspective.

This paper describes the theoretical, legal and technological basis for the web-service as a case, and expands on the opportunities to develop similar services in other countries and other possible uses of the consumption data. The opportunity to make use of the web-service for improved understanding of consumer behaviour is also discussed as the availability of big data allows groundbreaking analysis of consumer groups, trend formation etc.

The influence of self-quantification on individuals' power perceptions

Julia Wakonig and Prof. Dr Bernadette Kamleitner (Austria) | Vienna University of Economics and Business

During the last decade the number of consumers tracking their body parameters and behaviours has seen a steep increase. The main motive of so-called QSelfers is to eventually increase subjective wellbeing or personal efficiency. Self-quantification enables consumers to reflect on their behaviour, make self-discoveries, and identify self-benefitting possibilities for change (Choe et al. 2014). Research to date suggests that self-quantification assists reflective learning and is capable of empowering users to achieve their goals (Choe et al. 2014; Mantwill et al. 2015; Rivera-Pelayo et al. 2012; Tengland 2012).

We know little about what else self-quantification may do with those embracing the practice. Building on the main benefit thought by adopting self-quantification, we suggest that it may have far reaching effects. Self-quantification empowers because it helps to have control over the determinants of users' quality of life (Pratto 2015; Prince 2014; Tengland 2012). Given that it tends to be a habit, it potentially yields these

outcomes on a regular basis. Consequently, it seems possible that QSelfers eventually come to feel more powerful in general.

For human beings, power is of great importance. Power is among the fundamental needs of our species (e.g., Maslow 1943). Its experience characterizes (e.g., Hofstede 1983) and affects us in both beneficial and harmful ways. It affects those experiencing it but also all those interacting with them. Being powerful is, for example, capable of influencing the quality and length of people's lives, but also how communities function (Pratto 2015). Any possible effect of self-quantification on power perceptions could have far-reaching consequences. The diffusion of self-quantification might go as far as to influence consumer behaviour patterns (Galinsky et al. 2008; Rucker et al. 2011), social interactions (Galinsky et al. 2006) and dynamics in the professional world (Osborn 1953; Smith et al. 2008).

To explore whether we are likely to see any of these potential consequences, we investigate (a) whether an effect of self-quantification on power perceptions exists, (b) if so, which aspects of the varied facets of power (Lammers et al. 2016) are concerned specifically, and (c) whether the exact mechanism of self-quantification (automatic versus manual) makes a difference.

To tackle these questions, we are about to run a longitudinal field experiment in which we compare outcomes of automatic self-quantification (a mobile app tracking sleeping pattern), to manual self-quantification (a sleep diary), and to a control group (daily cognitive tasks). Participants will be randomly assigned to these groups. They will report on beneficial and harmful facets of power and related-experiences, such as autonomy (Lammers et al. 2016) and sense of control (Fast et al. 2009), before and after they use the respective tool for eight consecutive days. We expect that participants feel more powerful after tracking their own behaviour and interacting with their "own" data. A test of this proposition provides much needed information on whether self-tracking benefits consumers or whether there are grounds for intervention to protect QSelfers and society from its extended use.

Session 2 | The well-fed consumer: Sustainable and healthy food

September 26, 2016

13:00-15:30

Room S3/S4

Chair: Prof. Dr Wiltrud Terlau | Bonn Rhein-Sieg University of Applied Sciences

Rapporteur: Dr Darya Hirsch | Bonn Rhein-Sieg University of Applied Sciences

Opening Speech

Prof. Dr Christoph Klotter (Germany) | Fulda University of Applied Sciences



Bern University of Applied Sciences

The costs of a healthy diet

Prof. Dr Thomas Brunner and Luca Casetti (Switzerland) | Bern University of Applied Science

Higher costs are a popular consumer argument for not following a healthy diet. Therefore, the main purpose of the study was to describe three different shopping baskets and compare food costs with consumer attitudes and diet behaviour based on a nationwide survey in Switzerland (French- and German-speaking part).

The three shopping baskets (healthy, healthy and convenient, and less healthy/unbalanced) were set up based on an online survey, qualitative interviews, preliminary data, and diet recommendations. The point of reference was a two-person household and a timeframe of one week. The costs were determined via price checks in retail shops, and the cheapest products were always selected. The healthy and convenient basket was the most expensive at around CHF 150, a price nearly 50 % higher than that of the healthy basket (CHF 108).

The unhealthy basket was slightly cheaper (CHF 95) than the healthy one.

For the second part of the study, 3000 questionnaires were mailed to randomly selected households. The response rate was decent (32.6 %). After data cleaning, the final

sample included 880 cases. Multiple linear stepwise regression models were calculated to identify factors which (a) encourage or inhibit a healthy diet, (b) increase or lower the cost of the food, and (c) increase or lower the cost of a healthy diet. In total, 22 potential drivers as well as sociodemographic characteristics were integrated into the models.

There were no health-related effects on the cost of the diet and vice versa, with one exception: households with lower incomes spent less to achieve the same degree of compliance with dietary recommendations. This study found no empirical evidence relating financial means to healthy diet. Furthermore, the cost of the healthy shopping basket was below the average spending on food of a similar household with a low income. This research could also provide valuable findings to foster more sustainable diets. In line with other research, a lifecycle analysis of the shopping baskets proved that the healthy one had the lowest environmental impact.



Making sustainability palatable? Changing practices of middle class food consumption in Bangalore

Sunayana Ganguly, Ph.D. (India and Switzerland) | Freie University Berlin

This article nuances the perspective of the Indian Middle Class as conspicuous consumers who have inherently unsustainable consumption practices. Instead, it discusses the powerful role that cultural practices play in shaping consumption and waste. Using 127 qualitative interviews with people from the IT sector, I have discussed some practices and transformations in cultural arrangements that are intimately linked to food consumption and identity of the middle class in Bangalore.

This paper nuances this narrative of a middle class consumption patterns being inherently unsustainable. Instead I argue that some cultural practices ingrained in certain arrangements of consumption can be preserved and encouraged, feeding into practices that can aid sustainable consumption.

Recognizing consumption practices in simple forms of distinction and rejection can be reductive. Instead one finds that there is a wealth of cultural associations identified with everyday food consumption practices. These cultural associations can be both sustainable and unsustainable and for the purposes of this paper, I evaluate how intrinsic structures of residual culture and ethos shape everyday consumption practices allowing individuals to keep their tenuous hold on environmental and social sustainability, as they mediate between their identities both as Indians and as citizens of the world. To this end, I nuance the role of culture that has governed so many of the rituals associated with everyday food consumption including notions of freshness, packaged food and the practices associated with leftover food.

Sustainable consumption is often seen as a stand-alone ideal, de-linked from the lens of culture, however they are intimately related. Sustainable consumption has to embed social sustainability and in India, we find incremental transformations taking place as observed in the emerging middle classes in Bangalore.

Session 3 | The educated consumer: Chances and limits of consumer education

September 26, 2016

13:00-15:30

Room K2

Chair: Prof. Dr Birgit Weber | University of Cologne

Rapporteur: Anja Bonfig | University of Cologne

Opening Speech

Prof. Victoria W. Thoresen (Norway) | UNESCO Chair for Education about Sustainable Lifestyles and Director of PERL (Partnership for Education and Research about Responsible Living), Hedmark University of Applied Sciences



CSCP

Identifying the strategic conditions to develop and strengthen sustainable social innovations as enablers of sustainable living through consumption hot spots analysis and participatory (bottom-up) processes

Georgina Guillen (Germany) | Collaborating Centre on Sustainable Consumption and Production, Wuppertal

Sustainable lifestyles are a holistic and systemic world-view that bring together consumers as innovators, actors driving change; production and supporting mechanisms (i.e. policy frameworks) as opportunity areas where narratives of change, a.k.a social innovations (SI), can be developed, tested, and scaled; leading consumers to understand the nature of transformations and empowering them to shift behaviours, decide and act differently, consequently leading different lifestyles.

In what ways can social innovations support transformations towards sustainable lifestyles (SL) through a consumer-centered approach? This study delves into the different roles consumers play for choosing the satisfiers of their fundamental human needs and ways of designing innovative solutions to systematically turn these satisfiers into elements of a SL. SI seem to be gaining ground as transformers of

the status quo, and this research elaborates on narratives that comply with several strategic conditions to be considered as shifters of current consumption choices into SL; these narratives need to be designed as sustainable transformational tools in order to be multipliers and amplifiers of these (sustainable) behaviours.

The 1st phase yielded the strategic conditions SI should meet in order to uncap their potential to transform lifestyles into sustainable ones. This process consisted of: building a framework based on the Human-Scale Development approach, analysing 150 SI, conducting research on consumption patterns and consumers' aspirations in 5 economies, identifying their consumption "hot spots"; engaging local stakeholders in participatory backcasting to identify the drivers of change and defining 5 global strategic conditions for sustainable living.



Foto Gregor GmbH

Consumer education and socioeconomic heterogeneity

Ulrike Danier (Germany) | University of Cologne

Different stakeholders have been discussing an institutionalization of consumer education in German schools since the 1970s. This public discourse has got a new dimension in the younger past with growing interest in consumer education. Most of the arguments for more consumer education in schools refer to the fast social change and the increase of complexity of everyday life or the decomposition and conversion of the welfare state.

But the institutionalization of consumption as an interdisciplinary field in a curricular context is complex: there are concepts for sustainable consumption, health and nutrition oriented concepts and others with the focus on price and scarcity. One main question is: what kind of consumer education should be institutionalized? Furthermore in some of these concepts consumer education can be understood as "lower education" for special target groups of children and adolescents in a poverty milieu. In Germany "Hauptschulen" indeed have the reputation of a place where basic cultural techniques are taught, while "higher education" still is attributed to "Gymnasien". Consumer education touches the question of equal opportunities in many ways.

There are theoretical models for material structuring in economic education which can be used for consumer education. They based on generalized life situations or role models. One main thesis is that they neglected socioeconomic heterogeneity.

The aim of the contribution is to present a theoretical concept, which reflects the normative level of equal opportunities in consumer education. In dealing with the confines of traditional models and concepts in economic education the advantages of a practice-theory oriented access to consumption, as an important content in economic education, will be discussed.

Session 4 | The nudged consumer: The rise of behavioural governance

September 26, 2016

16:00-18:30

Room K1

Chair: Dr Kathrin Loer | University of Hagen

Rapporteur: Dr Holger Straßheim | Humboldt-University Berlin and Käte Hamburger Kolleg / Centre for Global Cooperation Research, Duisburg

Opening Speech

Prof. Rhys Jones (United Kingdom) | Aberystwyth University



Nudging the government – How open data can be used to make behavioural governance work both ways

Prof. Dr Ulrich Greveler (Germany) | Rhein-Waal University of Applied Sciences

Algorithmic regulation becomes a new type of governance. Identifying number plates and human faces with computer vision, tracking the position of consumer devices deploying sensors in the public space allows for new master plans for the smart country, where government services are provided only to those who need them. Politics struggle to keep up the pace and include available data and newly identified threats in the development of new policies. Behavioural governance helps to utilize the data collection in order to influence consumers and citizens without the need to enact strict penalties for unwanted behaviour and without the requirement to enforce regulations with a huge bureaucratic overhead.

In our work we aim to analyse the potential of open data as a transparency safeguard employable by consumers in order to check the necessity and efficiency of government induced algorithmic regulation and to represent a new level of transparency. While from the view of rational choice theory consumers will never be in a comfortable position to be confident that trust with public policies is properly warranted, open data can facilitate government accountability, transparency and citizens' participation.

Open data preferably includes non-textual data such as map coordinates, sensor data, figures from public records and any collected data on citizens as long as it is not related to individuals so that privacy of citizens is not jeopardized. While open data can come from any source the data issued by government agencies and the municipal sector has the highest potential for citizens and researchers as well as application developers to engage.

With the aid of concrete example data sets based on current ongoing projects and open data portals we show how consumers can contribute to a full read-write-society, be informed about public decision making processes and contribute to it in an effective way. This includes very different data sets such as car parking in the inner city, aircraft noise, smart road lightning, air pollution, public spending as well as criminal activities and bike mobility just to give an impression of the vast aspects covered by public open data and the chances computer science may offer to nudge the government.



Fotoatelier Herff

Do health apps and wearables contribute to the individualisation of consumers?

An empirical analysis of user behaviour and regulatory implications

Prof. Dr Remi Maier-Rigaud (Germany) | Rhein-Main University of Applied Sciences, Wiesbaden and Sarah-Lena Böning (Germany) | University of Cologne

Health apps and wearables allow individual health monitoring by consumers and patients, and thereby, create a huge amount of personal data. Diverse expectations are associated with those technologies like the strengthening of individual autonomy, the promotion of individual and public health, the improvement of patients' adherence, or health care cost reductions. At the same time those possibilities might change the perspective on the welfare state: A stronger positive attitude of users of health apps and wearables towards individual health responsibility compared with non-users would imply an erosion of the acceptance of solidarity as key principle in health insurance design. The use of such technologies could amplify the trend in modern societies to shift responsibility

to the individual patient. In accordance with this trend, there might also arise social pressure to engage in individual health monitoring and to prove a healthy lifestyle, possibly in combination with corresponding health insurance tariffs.

The project aims at providing a clearer picture of the variety of consumer behaviour by combining quantitative and qualitative methods. Starting from the interpretation that health apps are nudges that change the contexts in which users make health-related decisions, we address the question, whether consumers feel in control of these nudges: Are health apps controlling consumers according to underlying economic interests, or are apps empowering users by providing a self-correction tool promoting human agency and genuine freedom of lifestyle choice (Sunstein 2015)? Since both seems plausible, we are analysing how health apps are currently used. Are they appropriate tools for nudging users towards healthier lifestyles, or is a differential consumer protection strategy required? This includes a first assessment of regulatory options (e.g. providing information, mandating quality standards) that would alter the way how apps nudge consumers, ideally aligning economic and consumer interests.

Session 5 | The poor consumer: Poverty, debt overload and income inequality

September 26, 2016

16:00-18:30

Room S3/S4

Chair: Prof. Dr Till van Treeck | University of Duisburg-Essen

Rapporteur: Jan Behringer | Macroeconomic Policy Institute (IMK), Düsseldorf

Opening Speech

Prof. Robert Walker (United Kingdom) | University of Oxford



Insecure employment and pro-environmental consumption: An empirical analysis

Dr Ortrud Leßmann (Austria and Germany) | ifz. International Research Centre for Social Ethics, Salzburg and Helmut Schmidt University, University of the Federal Armed Forces, Hamburg and Torsten Masson (Germany) | Helmholtz Centre for Environmental Research, Leipzig

Pro-environmental behaviour is one element of the behavioural change that is necessary to ensure sustainable development. It is well known that consumption patterns differ according to socioeconomic status in general and that pro-environmental consumption behaviour is affected by, among others, people's gender, education and income. However, relatively few studies have tried to link pro-environmental consumption and socioeconomic inequality beyond these well-known correlations. We aim to contribute to this literature by looking at the effects of growing employment insecurity. Therefore we develop our hypotheses on the effects on purchase of organic food (as an example of pro-environmental consumption) on the basis of a literature survey. Employing data from the innovation sample of the German Socio-Economic Panel we show that objective employment insecurity – measured by the number of unemployment spells during the last ten years – negatively affects frequency of organic food purchase as well as perceived freedom of choice and attitudes toward organic food purchase. Our results thus hint at direct and indirect effects of objective employment

insecurity on pro-environmental consumption behaviour. We further show that the subjective employment insecurity has effects on the intention to buy organic food – additional to the effects of objective employment insecurity. While the correlation between objective and subjective employment insecurity is high, there are also reasons why objective employment insecurity need not translate into subjective insecurity and vice versa. Hence, the effect on intentions may not have an „objective foundation“. Subjective insecurity is measured by perceived constraints concerning (1) lack of money or debt, (2) security of current employment, (3) subjective labour market opportunities and (4) one’s labour market qualification.

The policy conclusion is that any strategy for sustainable development needs to include social policy that allows people to have a long-term perspective in order to enable behavioural change.



**Exploring consumers’ financial fragility in Europe:
Over-indebtedness, rainy days funds and the role of
financial literacy**

*Gianni Nicolini, Ph.D. (Italy) | University of Rome
„Tor Vergata“*

The study sheds light on financial fragility of individuals in Europe. Using data from a 2015 survey on three European countries (Sweden, Italy and Spain) with more than 1 000 observations, both the excess of borrowing, related with over-indebtedness phenomena, and the lack of funds for „rainy days“ are analysed in order to investigate the presence of specific groups within the population that are more likely to sink in a financial fragile status, struggling with their finances. The role of financial literacy in explaining such phenomena is taken into account.

The chance to fall into an over-indebtedness status, measured by a high levels of debt-to-income ratio, has been estimated by different regression models, referring to a set of socio-demographic variables that includes age, gender, income, education and job status, and taking into account different measures of financial literacy.

Financial fragility, as the chance that unexpected events – either permanent (e.g. unemployment, sickness, etc.) or contingent (e.g. car crash, unexpected house repair, etc.) – could push consumers into financial troubles, has been measured by the lack of immediately available funds for „rainy days“ equal to the amount of money needed to cover basic living expenses for at least three months. As for the previous case, socio-demographic variables and different measures of financial literacy were related with financial fragility in order to highlight who are the most financially fragile individuals.

The chance that people could be aware of their financial fragility has been included in the study by a self-assessed measure of financial hardship.

Results confirm the hypothesis that over-indebtedness, lacks of emergency funds and difficulties to make ends meet are more frequent in certain groups of the population. Even if some differences exist between the different phenomena and between different countries, low income and low educated individuals seem to be more likely affected by financial fragility. At the same time, if financial knowledge itself seems to be not enough to prevent extreme over-indebtedness scenarios, there are clear evidences that people with more financial knowledge tend to save money for rainy days more frequently and be less likely to show difficulties in paying their bills than others.

Session 6 | The modest consumer: Good and sufficient lifestyles

September 26, 2016

16:00-18:30

Room K2

Chair: Prof. Dr Reinhard Loske | University Witten/Herdecke

Rapporteur: Björn Ahaus | Institute for Advanced Study in the Humanities (KWI, Kulturwissenschaftliches Institut Essen)

Opening Speech

Prof. Anders Hayden (Canada) | Dalhousie University



Anti-consumption beliefs in the general public

Jonas Nässén, Ph.D. (Sweden) | Chalmers University of Technology Göteborg

Consumer critique stretches back almost to the beginning of the consumer society itself, including Veblen's (1899) analysis of consumption for display, Adorno and Horkheimer (1944) who argued that consumers are manipulated by the capitalist system, and Galbraith (1958) who claimed that producers create artificial desires that do not contribute to the well-being of consumers (Schor 2007). In recent decades, much of the consumer critique also incorporates an ecological dimension. Jackson (2009) and others have argued that continued growth in consumption is incompatible with a sustainable development and that changes in values and priorities are needed to tackle society's long-term challenges.

But, to what extent are such ideas spread in the general population? Are these only elitist ideas found among a small group of academics or alternative greens? A better understanding of this is important in order to assess if "sufficiency" strategies can provide viable paths for sustainability transitions. A battery of questions was distributed to a representative sample of 3400 Swedes with a response rate of 51 %. Respondents were asked to what extent they agreed with the following statements: "People put too much

time and focus on consumption”; “People are influenced to buy things that they do not need”; “For the environment it is important that we reduce our consumption”; “For the environment it is important that people share things that they rarely use”; “People’s consumption is important to keep the economy running” (rev.). The five items were combined into a scale from 0 to 10, higher values indicating stronger anti-consumption beliefs. Tests indicate a satisfactory internal consistency.

The results show that anti-consumption beliefs are widespread in the population with a mean value of 6.8. Differences between socio-demographic groups were generally small although we found slightly stronger anti-consumption beliefs among women, urban dwellers and people with higher education. No significant correlation with income was found. The scale was, however, strongly related to other political beliefs including the left-right scale, with a noteworthy 8.0 for Green party voters. Anti-consumption beliefs were also positively correlated with support for climate policy and to some practices such as biking as opposed to car use.



Hochschule für Internationales Management Heidelberg

Second-hand consumption as a lifestyle choice

Prof. Dr. Adrienne Steffen (Germany) | Hochschule für Internationales Management - International University Heidelberg

The aim of the study is to understand motives for second-hand consumption and argues that this modest consumption form is a lifestyle choice. Second-hand consumption is a non-excessive, modest consumption type which according to Williams and Paddock (2003) exists in several forms and is gaining popularity. Yet the phenomenon of second-hand consumption has not been investigated much in the past (Waight 2013a). Second-hand consumers are not necessarily poor and motivated by primarily economic motives but those who want to shop clever (Gregson and Crewe 2003, 11). This might include clever buying and selling of used-goods. It can therefore be suggested that second-hand purchase and re-sales might be a behaviour modest consumers engage in.

An online questionnaire was constructed based on a selection of motivation variables for second-hand consumption of Guiot and Roux (2010) and further investigated product groups, sales channels, purchase frequency and the role of the internet in making these purchases. 231 participants filled out the online questionnaire which was distributed in February 2015. A principal component factor analysis was done to analyse the motivators and a structural equation model was used to predict the strength of social, ecological, individual and nostalgic motivations.

The study results indicate that Germans are not primarily driven to purchase second-hand by economic and ecological consideration. Instead there seems to be a trend towards modesty among consumers. Social and nostalgic motives seem to drive consumers towards second-hand consumption. The study suggests that second-hand consumption is a lifestyle choice for many consumers rather than an economic necessity.

Session 7 | The scored consumer: Privacy and Big Data

September 27, 2016

10:15-12:45

Room S3/S4

Chair: Prof. Dr Ulrich Greveler | Rhein-Waal University of Applied Sciences

Rapporteur: Timo Jakobi | University of Siegen

Opening Speech

Dr Walter Peissl (Austria) | Institute of Technology Assessment of the Austrian Academy of Sciences



private

Personalizing consumer information with Big Data: An opt-in model for data-driven personalization of consumer law

Prof. Dr Christoph Busch (Germany) | Osnabrück University

Information duties or mandated disclosures are among the most popular regulatory instruments in EU consumer legislation. However, a growing body of research from behavioural economics, psychology and neuroscience has questioned the information paradigm that constitutes a hallmark of EU consumer law. One possible way forward could be a “personalization” of information duties. With the help of Big Data analytics it could be possible to provide consumers with information that is tailored to their situations, personalities, demographic characteristics and cognitive capabilities. This approach could help to increase the relevance of disclosures and protect vulnerable consumers more efficiently.

Obviously, there is a potential concern about privacy involved with the idea of personalized disclosure as such a regulatory model is based on the collection of personal data and customer profiling. If a consumer prefers privacy instead of targeted and relevant information, the legislator should accept this choice. From this perspective, one could devise a system of personalized disclosures on the basis of an opt-in model.

Under such a regime the consumer has the right to choose between impersonal and personalized information. As a consequence, the degree of personalization of the information provided to the consumer depends on his preference for privacy.

From this perspective, the recent “behavioural turn“ in consumer policy could be followed by a new “technological turn“ which may result in the development of new technology-based regulatory tools for consumer policy. From this perspective, Big Data is maybe not just a new “problem“ for consumer policy, but also a source of innovative “solutions“ for policy makers.



HMKW

Personalized pricing in the light of consumer conversations

Prof. Dr Sarah Hosell (Germany) | HMKW - University of Applied Sciences for Media, Communication and Business, Cologne and Prof. Dr Michael Schleusener (Germany) | Niederrhein University of Applied Sciences

Personalized prices are a hot topic for both customers and online merchants. There are some reports about online price differentiation not only by using geolocation information, but also by analysing behavioural data like the browser history or the type of mouse movements as well as technical data like the information about the operating system which is used. This way of charging different prices may be questioned from the perspective of consumers.

When consumers are questioned about first degree price differentiation, they often dislike the concept. But this is an artificial situation. The question is how people communicate about this kind of price differentiation when they are confronted with it. Therefore, comments in Social Media Networks, amongst newspaper articles and out of interviews were evaluated by using qualitative content analysis. Furthermore, consumers were asked about their personal experiences with online price differentiation and about situations when they recognized different prices at the same time, e.g. when doing price searches together with their friends.

The first result even during searching for material was that consumers never use the

terms “price differentiation” or “price discrimination” to describe or discuss about different prices on the internet. Therefore, searching in Social Media Networks for these keywords was not effective. Comments among newspaper articles about this topic and interviews were more helpful. The evaluation shows different categories i.a.: indifference, discrimination, distrust, uncertainty, tolerance and resignation. Consumers often react emotionally upon having experienced personal price differentiation. Reactions range from slightly positive and strongly positive as „ethically absolutely justifiable“ to the contrary position strong emotional rejection as „I think it is immoral“. Some consumers see themselves forced to participate “Today, no one can socially and economically afford to live without the Internet.”, others are calling for more legislative regulation. Others call to countermeasure by using creativity like i.e. Ad-Blocking to avoid such mechanisms. More acceptance can be gained only if retailers offer transparency about their actions.

Session 8 | The political consumer: From activism to slacktivism, from advocacy to adhocracy?

September 27, 2016

10:15-12:45

Room S12

Chair: Prof. Dr Sigrid Baringhorst | University of Siegen

Rapporteur: Katharina Witterhold | University of Siegen

Opening Speech

Prof. Michele Micheletti (Sweden) | Stockholm University



private

The second-curve model: A promising framework for ethical consumption? Veganism as a case study

Estela Díaz (Spain) | Comillas Pontifical University

The aim of this paper is to build on ethical consumption literature with the lens of the theory of diffusion of innovations. Ethical-Veganism (hereafter, veganism) is used as a case study of how the second-curve model offers an opportunity to reframe the understanding of ethical consumption and its analysis.

The theory of diffusion of innovation is a social theory, which seeks to explain why, how, and at what rate innovations spread over time among members of a social system (Rogers 1976, 1995, 2003). Recently, a “double S-curve” model (“second-curve” or “two-curves”) has been proposed to portray the change dynamics between incremental innovation (the first curve) and radical innovation (the second curve) (e.g. Handy 2015; Morrison 1996).

Drawing on these theories, we posit that veganism is the second-curve, an innovation radically different from “usoanimalism”, the first curve. Veganism is an ideological, moral, and political stance (“software” aspect) rooted in animal liberation and expressed in everyday consumer behaviours (“hardware” aspect) that exclude, for moral reasons, the use of animals (McGrath 2000). Usoanimalism is a mental

model rooted in anthropocentrism and speciesism that sustain that animals are merely resources (“software“ aspect) expressed in everyday consumer behaviours (“hardware“ aspect) that approve the exploitation of animals. Furthermore, we stand that usoanimalism is an innovation cluster comprised of multiple incremental innovations (e.g. plant-based diets, vegan diet, flexitarianism, reducetarianism, and vegetarianism).

This framework has important implications. For researchers, it is more complex and dynamic than the widespread continuum model according to which omnivorism and veganism stand at each side of the spectrum (e.g. Povey et al. 2001) because it enables to perform multidimensional analyses of behaviours, to study the relationships between different trends, and to explore key questions (e.g. how do adopters “jump“ between curves?). For practitioners and policy-makers, it can offer clarity to decision-makers by enabling them to develop strategies, to innovate business models, and innovate products/projects in accordance with objectives: on the first, second or both curves.



Virginia Commonwealth University

“By any means necessary”: Political consumption and political participation in the United States

Meredith A. Katz, Ph.D. (USA) | Virginia Commonwealth University

The United States, the world’s leading consumer nation, is at a crossroads. Increasingly, consumers have become more conscientious about their purchases, and the politics behind them, while simultaneously bombarded with ads from an industry projected to spend 200 billion dollars in 2016, up over 10 billion from 2015. Despite advertising encouraging consumers to become hyper-consumers, some individuals are still taking their politics to the market. These individuals, political consumers, aim to express their change and politics through their consumer choices. The purpose of this paper is to identify the motivations and rationale of political consumers, comparing their forms of political consumerism with participation in other forms of political participation in the United States. This paper highlights the mechanisms through which consumers engage in political consumerism and political action. Specifically, this paper examines if individuals who politically consume in

the United States are more or less likely to participate in more traditional forms of political action. Overall results indicate that individuals who contacted a public official, participated in a protest, signed an email petition, signed a written petition, walked or biked for charity, and raised or donated money to a political campaign, party, or organization were significantly more likely to have boycotted or buycotted than those who did not participate in those political activities. From these analyses we can conclude that participation in political consumerism does not dissuade individuals from participating in more traditional forms of political action. Rather, it is the opposite: political consumers operate on a by-any-means necessary model, aiming to change both the market practices and politics simultaneously.

Session 9 | The ethical consumer: From corporate to consumer social responsibility?

September 27, 2016

10:15-12:45

Room K1/K2

Chair: Prof. Dr Christian Wey | Heinrich Heine University Düsseldorf

Rapporteur: Miriam Thöne | Heinrich Heine University Düsseldorf

Opening Speech

Prof. Timothy M. Devinney (United Kingdom) | Leeds University Business School



private

The new meat consumers? Exploring the discourse on alternative meats and acceptance of radical change
Minna Kanerva (Germany) | University of Bremen

Globally expanding intensive production, expected population increases and rising per capita consumption of meat result in numerous, serious and escalating problems for the environment, and human and animal welfare. Additionally, there are issues involving ethics and global equity. In this research project, I explore reactions to the idea of radically reducing – or partially eliminating – these problems by engaging in two alternative meat eating practices: cultured meat and insects. Currently, most people in the West would see both of these as “non-foods“. Therefore, for these to be turned into food, a significant process of change in attitudes, and possibly also in values and norms, would have to take place, in addition to many other changes to the food system. In order for such foods to become part of everyday shopping and eating practices, non-vegetarian food consumers would have to accept them – not just passively and in theory as existing food items - but by actively incorporating them in their lives and bodies. An essential part of the acceptance would also involve dealing with emotions such as disgust, which both alternative meats currently raise in many people.

This research explores how people - food consumers - relate to insects and cultured

meat as potential foods by analysing public discourses in British online media (the Guardian and the Daily Mail). What are the presented values and attitudes? How do food consumers (online commentators) construct the two alternatives and the transition process towards sustainable meat? How do consumers see their own role in the process, for example, in terms of responsibility? What is the role of disgust, or other emotions? Can a process of normalization be seen in the discourse? The project is ongoing, but preliminary results will be presented.



Elmar Kraus

Company's monetary benefits from consumer social responsibility

Dr Friederike Paetz (Germany) | Clausthal University of Technology and Dr Daniel Guhl (Germany) | Humboldt University Berlin

Consumers increasingly acknowledge “social” components of a product within their purchase decision process. Hence, companies may potentially benefit from this trend by expanding their corporate social responsibility activities, e.g., applying fair trade standards.

We conducted a discrete choice experiment in the product category orange juice using German top brands. The experimental data was used to examine respondents' willingness-to-pay (WTP) for fair trade orange juice as compared to traditional traded one. Because we allowed for observed and unobserved consumer heterogeneity by estimating a mixed logit model, we were able to additionally address the influence of background variables (e.g., age, gender and individual level of consciousness for fair consumption (cfc)) on consumers' WTP. To measure the individual level of cfc we used the scale established by Balderjahn, Peyer and Paulssen (2013).

We find that young women with a high cfc are willing-to-pay the highest premium for the Fair Trade product feature (> 50 eurocents). In contrast, older men with a low level of cfc are willing-to-pay the smallest premium (< 10 eurocents). The average WTP is approx. 30 eurocents and most likely exceeds the additional cost resulting from company's adherence to fair trade standards.

To answer the question “What happens if one brand adds a Fair Trade product variant to their “regular” offering?” we conducted an equilibrium analysis, in which equilibrium prices for the mentioned orange juice brands are determined in a counterfactual simulation. In case of Bertrand competition on the manufacturer level and a retailer using fixed markups, the equilibrium price increase for the leading brand is approx. only $\frac{2}{3}$ of the WTP for the Fair Trade label. However, revenues and profits are still higher, and therefore, introducing the Fair Trade label is advisable from an economic point of view.

Session 10 | The new consumer: Sharing economy, collaborative consumption and peer production

September 27, 2016

13:45-16:30

Room K1/K2

Chair: Prof. Dr Justus Haucap | Heinrich Heine University Düsseldorf

Rapporteur: Lisa Hamelmann | Heinrich Heine University Düsseldorf

Opening Speech

Prof. Dr Justus Haucap (Germany) | Heinrich Heine University Düsseldorf



Prosumption among young consumers – some research insights from Poland

Prof. Maciej Mitrega and Agnieszka Małecka (Poland) | University of Economics, Katowice

The management literature suggests utilizing consumers as “good soldiers” or additional company resource under the notion of Customer Citizenship Behaviour or CCB. Although the studies on the antecedents of prosumption as a form of CCB have advanced substantially, these studies incorporated various definitions of focal constructs, so the picture is fragmented. We do not know much about the specific features of consumers that drive prosumption.

The aim of this study is to test empirically the association between selected customers’ characteristics and their inclination to engage in prosumption. Specifically, we concentrate on 3 customer-related antecedents of such inclination: consumer innovativeness, consumer privacy concern and consumer need for uniqueness.

To test our hypotheses, we conducted a survey using non-random sample Polish consumers using social media. The majority of these consumers were young people (73.6 % - no more than 25 years of age). We tested our model with partial least square (PLS) structural equation modelling technique. Estimation results provided

support for all hypothesized paths in the research model.

Managers may learn from this study by targeting more precisely at these customers that may become potentially “good soldiers” for their companies, enlarging the available resource base. They should rather concentrate on opinion leaders and consumers seeking personalized products (e.g. via monitoring social media behaviours). However, they should rather neglect customers with some strong privacy concerns, because they avoid engaging in “extra-role” in their relationships with selling companies. Alternatively, managers may make some special efforts for reducing privacy concerns among potential “good soldiers”.



private

The responsible, sharing consumer – a closer look at the motivation of potential private durable goods’ suppliers in the sharing economy

Vita Zimmermann and Prof. Dr Michael Schleusener

(Germany) | Niederrhein University of Applied Sciences

The 21st century consumers can act much more responsible to their natural and economic environment by renting their durables to other consumers in times when they are not utilized. And they have the opportunity today: new special P2P online renting platforms allow them to rent their rarely utilized durables to other consumers with minimal transaction costs resulting from the use of the internet. Due to the fact that the motivations of the renter – and at the same time the obstacles – have not been sufficiently surveyed yet in that specific context, we developed an advanced causal model based on Ajzen’s Theory of Planned Behaviour. As at present not many consumers have experienced renting to others we focused on predicting the renting expectation. A well-prettested questionnaire was developed based on existing scales and an online-representative sample of n=500, split up into two subgroups, was questioned.

Finally, 75 to 80 % of the variance can be predicted with the help of the model. In doing so, the affective attitude proves itself as the strongest predictor. At the same time we split the sample and used the existence resp. non-existence of a personal relationship towards the durable which was supposed to be a moderating variable.

It became clear that the relationship towards the durable affects heavily the renting expectation's mean but not the effect of the tested independent variables like e.g. the affective attitude, injunctive norm, experience as renter, etc.

We found that sociodemographics can not discriminate between consumers who would and the ones who would not put their property on offer. Whereas other studies often associate younger consumers with the shareconomy, age cannot discriminate in the context of P2P renting. The same is true for the examined characteristics gender and monthly net household income. However, it turns out that consumers with a higher level of education are outstandingly affine.

The main implication for consumer policy is that the lack of durables on such platforms can not be blamed on other factors than the affective attitude to renting itself. It would neither make sense to invest into new platforms, to educate consumers to use these platforms nor to improve the reliability of the process. The attitude towards renting itself has to be changed which is a much more time consuming process and will come with a shift of the view of society.

Session 11 | The European consumer: Patterns and development of EU consumer policy

September 27, 2016

13:45-16:30

Room S12

Chair: Prof. Dr Christoph Strünck | University of Siegen

Rapporteur: Anne-Kathrin Schwab | University of Siegen

Opening Speech

Prof. Dr Martin Schmidt-Kessel (Germany) | University of Bayreuth



private

The 21st century digital consumer and international law – dilemmas in a brave new global consumer world

Itai Apter (Israel) | University of Haifa

Consumers have always challenged legal regulation, resulting in enhanced protections. Such challenges have become significant as technological developments enhanced global and diverse consumption, rendering traditional regulation potentially inadequate. The paper utilizes international law platforms for strengthening consumer trust in a global consumer world, transforming consumer protection paradigms intended for domestic settings.

Debate begins by highlighting increases in cross-border transactions, referring to the impact on consumer behaviour trends. Subsequently, features of existing legal protection frameworks are discussed to ascertain how these relate to technological and historical changes. In analysing these regimes we identify underlying rationales to ascertain how they fit in within modern practices, exploring competing interests of addressing technological advancements and preserving protections. These can include institutional mechanisms, legal structures to prevent abuse, and limitations on kinds of transactions and consumer categories. The aim is assessing the contemporary relevancy of these protection mainstays, proposing alternatives for realizing pre-existing rationales.

Analysis then considers international law style structures which can be applied to meet the challenges resulting from technological and social developments. This is followed by a discussion of legal strategies to preserve consumer protections to reap the benefits of modernization, and creating comprehensive consumer policies.

The 21st century revolutionized the consumer world, enhancing consumer experiences. However, changes have also revealed substantial challenges. Appropriate global multifaceted legal responses can address them, providing consumers with a safe and supportive environment, while facilitating exciting consumer opportunities.



private

**The encroachment of “Food Deserts“ in urban markets:
Implications for public policy and consumer protection**

Marko Grünhagen, Ph.D. (USA and Croatia) | Eastern Illinois University and University of Rijeka and Irena Guszak Ceroveckı, Ph.D. (Croatia) | Rochester Institute of Technology Croatia

Food deserts have been defined as urban areas that are characterized by limited access to food products through food stores; they have been investigated since the 1990s in the U.K. and the U.S. Food retailing in the U.K., and indeed in much of Western Europe, has been moving to locations outside of urban centres, much of it as a consequence of greater mobility by consumers who have moved to the suburbs (Schiller 1994). In the process, the potential for an emergence of urban markets with an under-supply of food stores was created (e.g. Cummins and Macintyre 2002).

This study establishes the increasing absence of food-sources in a transitional economy, Croatia, a former republic of the now-defunct Yugoslavia and the newest member of the European Union (since July 1, 2013). We provide empirical primary and secondary data evidence, confirming the emergence of a food desert from a comprehensive sample of stores and city districts of Croatia’s capital city, Zagreb. We evaluate the impact of emerging food deserts on vulnerable consumers, such as the elderly, the poor and mobility-impaired consumers, and the ensuing public policy implications. Free markets are not always the most efficient systems to provide equal oppor-

tunities for all consumers, so that public policy intervention may become necessary to overcome such inefficiencies.

The extant literature on food deserts has noted the difficulty to distinguish between economic and mobility limitations as consumers are often simultaneously affected by both types of restrictions (Whelan et al. 2002; Wrigley et al. 2002). Consequently, residents of food deserts are essentially hit “doubly”. Further, it has been shown that a decrease in grocery store access is correlated to an increase in obesity rates (Gallagher 2006), and that poor nutrition in general creates a plethora of other health problems, such as diabetes and heart disease (e.g. Fontaine et al. 2003; Knight 2011). Thus, from a public policy standpoint the emergence of food deserts generates a multitude of costly health-related problems, and thus, an urgent incentive to prevent their further encroachment.

The aforementioned challenges call for the development of incentive mechanisms for retailers by public policy makers that prevent a further “bleeding out” of urban retailing to the detriment of entire neighbourhoods, while protecting a competitive environment and choice for consumers. Such interventions may be found in revised municipal zoning regulations that permit the limited and responsible conversion of residential areas into commercial retail spaces in an effort to “rebalance” planning efforts dating back several decades. In an effort to “repair” existing food deserts, retailers may receive support to develop adequate store premises in neighbourhoods with an under-representation of retail facilities, for example by permitting the combination of smaller spaces, or the “rehabbing” of city-owned real estate. Offering tax incentives as well as enhancing the existing infrastructure, for instance the expansion of the public transportation network, may aid in these efforts. Overall, a plethora of public policy measures ought to be considered by public policy makers to counteract the encroaching food desert phenomenon.

Session 12 | The sustainable consumer: Patterns of consumption in private households

September 27, 2016

13:45-16:30

Room S3/S4

Chair: Prof. Dr Christa Liedtke and Dr Carolin Baedeker | Wuppertal Institute for Climate, Environment and Energy

Rapporteur: Julia Nordmann | Wuppertal Institute for Climate, Environment and Energy

Opening Speech

Prof. Dr Doris Fuchs (Germany) | University of Münster



private

Thinking green but buying thoughtless? An empirical examination of the attitude behaviour gap among German clothing consumers

Kathleen Krause, Prof. Dr Lars Petersen, Prof. Dr Jacob Hörisch and Prof. Dr Dirk Battenfeld (Germany) | Alanus University of Arts and Social Science, Alfter

While there seems to be growing public awareness of sustainability aspects related to the clothing industry, this awareness is not found to manifest in sustainable consumer behaviour. The attitude behaviour gap has generally received a lot of attention in consumer research, primarily in the context of the organic food industry. Numerous studies have revealed a discrepancy between the consumers' positive attitude towards and their actual purchasing behaviour of sustainable products and services. However, only little is known about the attitude behaviour gap in the sustainable clothing industry. This research therefore aims to explore which factors are able to explain the attitude behaviour gap in sustainable clothing. For this purpose, a large scale quantitative analysis was conducted, using structural equation modelling based on a dataset of more than 3000 German consumers. The analysis investigates, among other aspects, the influence of sustainability attitudes in general, sustainability attitudes specific for clothing and fas-

hion orientation as well as of socio-demographic variables on sustainable clothing consumption. The preliminary findings reveal that a consumer's fashion orientation increases the attitude behaviour gap. Furthermore, sustainability orientation in general shows only a weak influence on sustainable clothing consumption, while sustainability attitudes specific for clothing are more likely to lead to sustainable consumer behaviour. Practitioners in the sustainable clothing industry can learn from the analysis that fashion orientation seems to be a necessary criterion for consumers, even in the sustainable clothing niche. From a policy perspective, our findings provide first indication that awareness raising among consumers is more effective in influencing purchasing behaviour if it addresses sustainability issues connected to a specific industry, rather than raising sustainability awareness in general.



private

50 shades of green: The variability of values in sustainable family homes

Dr Elaine L. Ritch (United Kingdom) | Glasgow Caledonian University

This exploratory research adopts a phenomenological approach to examine how concepts of sustainability are incorporated into household consumption, use and disposal decisions. The research is informed by 28 professionally working mothers who live in and around Edinburgh; criteria for inclusion was that the children were pre/primary aged to ensure the mothers were still the main gatekeeper for consumption decisions. The interviews were unstructured and to ensure a focus on sustainability, labels from UK high street stores that described a facet of sustainability were introduced to capture thoughts and perceptions.

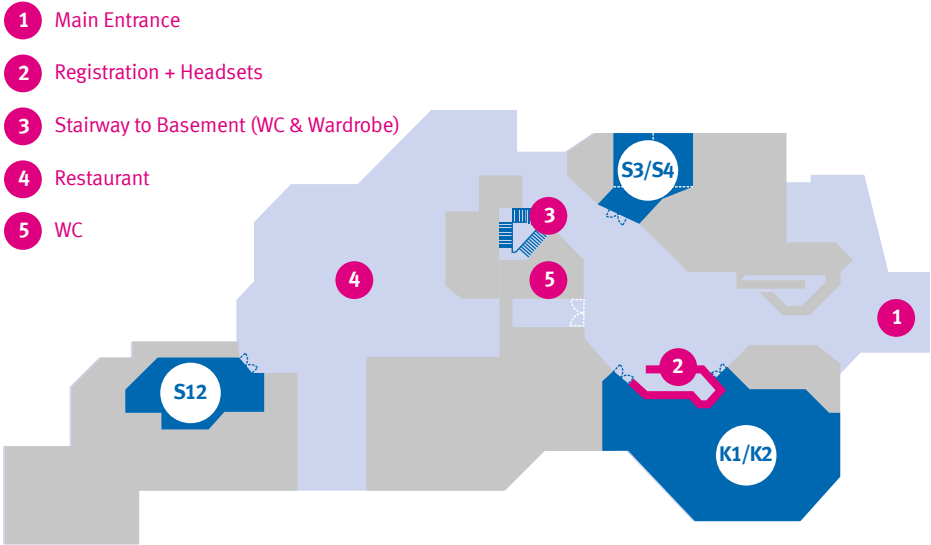
The research is framed by Holbrook's (1999) Typology of Consumer Value, which established eight values are required to experience satisfaction. The typology posits that higher levels of satisfaction will be experienced when a higher number of values are present. However, value trade-offs may be applied depending on factors, such as availability, price or involvement in the product. This framework was applied to examine the evaluation of values and determine what encourages and

discourages sustainable behaviours within the family setting.

The findings reveal a variable approach that depended on the context, information available, and existential practicalities. For example, sustainability was perceived more important for food and not really considered for clothing; trade-offs were common to cope with work, children and home commitments. Sustainable behaviours were infused into everyday life when encouraged by the local authority, and the children were educated of sustainable concepts in school and this contributed to household decision-making. The research advances theory by examining the interplay of values through a sustainable lens and how sustainable concepts are constituted within family life. This offers practitioners insight into how to design campaigns, information and facilities that supports the infusion of sustainability into private households.

7 CONFERENCE VENUE

Wissenschaftszentrum Bonn
Ahrstr. 45 | 53175 Bonn



Plenary Sessions in K1/K2
 26 September, 2016

09:00-09:30 Welcome
 09:30-10:15 Keynote
 10:15-10:30 Award Ceremony
 11:00-12:00 Round-Table Discussion

27 September, 2016
 09:00-10:15 Round-Table Discussion
 16:30-17:00 Closing Remarks

Workshop Sessions
 26 September, 2016

13:00-15:30
 Session 1: Room K1
 Session 2: Room S3/S4
 Session 3: Room K2

16:00-18:30
 Session 4: Room K1
 Session 5: Room S3/S4
 Session 6: Room K2

Workshop Sessions
 27 September, 2016

10:15-12:45
 Session 7: Room S3/S4
 Session 8: Room S12
 Session 9: Room K1/K2

13:45-16:30
 Session 10: Room K1/K2
 Session 11: Room S12
 Session 12: Room S3/S4

8 SUSTAINABLE EVENT MANAGEMENT WITHIN THE FRAMEWORK OF THE ICCR 2016

The ICCR 2016 „The 21st Century Consumer: Vulnerable, Responsible, Transparent?“ will discuss different views, concepts, and models of consumers and the implications for policy-making with a special focus on healthy and sustainable consumption patterns. It is therefore only logical that the event should be prepared in accordance with sustainable event management criteria.

WE HAVE REALISED THE FOLLOWING ASPECTS OF SUSTAINABLE EVENT MANAGEMENT:

Travel and accommodation

Guests travelling to and from the event cause the main environmental impact of events. We would therefore like to support you as far as possible in planning your travel to and from the conference by public transport. Furthermore, the speakers are accommodated either directly at the conference venue or in a hotel near the conference venue and close to public transport. Both hotels are official partners of Sustainable Bonn.

Catering

No meat is used in the catering and the food and drinks offered at the conference have a regional and seasonal orientation. A lot of products are from biological origins, and coffee, tea, orange juice as well as bananas are fair trade certified. Moreover, we offer tap water in addition to bottled water. Environmentally friendly packaging is used where possible to avoid waste. To minimise leftovers we try to calculate food quantities as precisely as possible. In case of leftovers, the guests may find take-away boxes (“Beste-Reste-Boxen”) directly at the buffet.

Decoration

Care is taken that the decoration is entirely made of organic products and regional flowers.

Digital information

In the run-up to the conference no paper invitations were sent and communication was entirely by email or phone. On site, instead of participant folders, we simply hand out the programme book, which is printed on both sides of recyclable paper certified by “Blauer Engel”.

Name badges

You are given a plastic name badge when you register in the morning of the event. In fact, reuse beats recycling in terms of environmental friendliness. What’s more, we will reuse the plastic badges at the next event. This means, of course, that we need you to return them at the end of the event. Thank you!

9 USEFUL INFORMATION

Emergency telephone numbers:

Police/emergency call – 110
Fire emergency – 112
Emergency medical service – 116 117

Contact Registration Management:

lccr2016-programme@lab-concepts.de
Marion Wilde, 0049/ 178 49 80 720

Contact Tourist Information Bonn:

Service hours:
Monday until Friday - from 10:00 until 18:00
Contact details:
Windeckstraße 1/am Münsterplatz
53111 Bonn
Telephone: 0049/ 228 - 77 50 00
Fax: 0049/ 228 - 77 50 77

Contact Taxi Bonn:

Taxi Bonn – 0049/ 228 - 55 55 55
Taxi Gauchel - Bonn – 0049/173 – 280 30 40
Bonn-Chauffeur – 0049/ 228 - 608 88 88

Taxi fares:

From Bonn central train station - ca. 18€
(7 km, 17 minutes)
From Cologne/Bonn Airport - ca. 54€
(27 km, 21 minutes)
From Cologne central train station - ca. 75€
(38 km, 33 minutes)

Public Transport to Wissenschaftszentrum Bonn:

From Bonn central train station about 20 minutes:
Take the subway 16 or 63 in the direction of “Bad Godesberg Stadthalle”, get off at „Hochkreuz/Deutsches Museum Bonn“, afterwards 10 minutes walk by foot or take the bus 610 or 611 in the direction of “Pappelallee”, get off at „Kennedyallee“, afterwards 5 minutes walk on foot.

From Cologne/Bonn Airport:

Take the bus SB60 (Terminal 1/2) in the direction of Bonn central train station „Bonn Hauptbahnhof“, afterwards 20 minutes by public transport, see above.

From Cologne central train station:

Take the train RE 5 in the direction of „Koblenz Hauptbahnhof“ or train MRB26 in the direction of „Koblenz Hauptbahnhof“ or train RB 48 in the direction of „Bonn-Mehlem“ to Bonn central train station „Bonn Hauptbahnhof“, afterwards by public transport, see above.

Parking:

There are very few parking spaces along the Kennedyallee and the Ahrstraße. We recommend travelling by public transport.

GENERAL INFORMATION:

Information on time zone:

Central European Time Zone
www.timeanddate.com/time/zone/germany/bonn

Climate:

September is a beautiful time of year in Bonn. Average temperatures ranges from a low of 6 °C to a high of 19 °C. You may want to bring a jacket or coat for the mornings and evenings. And you should never forget an umbrella.

Currency: Euro

Currency can be exchanged at ReiseBank located at Bonn central train station (Am Hauptbahnhof 1 53111 Bonn). Service hours: Monday until Friday from 8:00 until 17:00.

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