

Sustainable Behaviour Newsletter

Volume 4 May 2026

Our next seminar speaker will share about the learning of circular consumption on social media

In this seminar, Roosa Luukkonen, Doctoral researcher at the Faculty of Management and Business of Tampere University in Finland, will talk about the learning of circular consumption on social media: a communities of practice approach. Roosa was a visiting researcher in the Innovation Studies group of Utrecht University for six months in 2023. Now, she returns (online) to share about her latest paper that is currently under review. The study draws on theory on communities of practices, relating to social learning mechanisms, and relates this to consumption behaviour change for the circular economy.

We hope to see you there or [online](#)!



Save the date: SIG plans interactive workshop including opportunity for seed funding in the next academic year

we are planning an interactive sandpit workshop to kick off the next academic year. This workshop will take place from 14.00 to 17.00 on September 15th. We will send out a placeholder for your agendas separately. The event will consist of two parts: first we want to invite our core group to give 10-minute pitches about methodologies or theoretical frameworks that they use which can inspire attendees for their research. These pitches are, besides educational for colleagues who are interested in incorporating sustainable behaviour in their research, a nice opportunity to showcase your research. Besides, they provide a stepping stone for the second part of the workshop, in which attendees can develop a short proposal for seed funding for a project with other SIG members. More information will follow soon.

**Want to write or promote
something in our next
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June 5–6 2026: the virtual conference hosted by APA Division 34 (Society for Environmental, Population, and Conservation Psychology)

This year's conference features an outstanding program of symposia, flash talk sessions, and keynote addresses from two leading scholars: **Cameron Brick** (June 5) and **Diogo Veríssimo** (June 6). The event brings together researchers and practitioners from across psychology and related disciplines to discuss the latest work on environmental behavior, conservation, and sustainability.

This year's theme focuses on the Sustainable Development Goals. The United Nations' Sustainable Development Goals represent an ambitious global framework to address the world's most pressing environmental, social, and economic challenges.



However, their full potential remains largely unmet. Many of these goals hinge on understanding and shifting human behavior, making psychological and behavioral science an essential but underutilized tool in accelerating progress. Recognizing this gap, APA Division 34 will host its 4th online conference titled “Advancing Sustainable Development Goals Through Psychological Research”

[More info about the program and registration available here.](#)

Wednesday June 17th: Behaviour and Institutions Symposium in Central Museum Utrecht

Community participation is vital for well-functioning societies. Both in academic circles and in societal institutions, there is lively debate and experimentation with various forms of community participation. These can range from community initiatives to citizen councils and other cooperative arrangements where people get together. Community engagement is crucial for creating support for societal transitions and for building trust between citizens and institutions. Importantly, it gives people the opportunity to take part in dialogue with politicians and policymakers and get involved in creating solutions for wicked problems. However, there is still much uncertainty about how communities become empowered to contribute in a way that allows for genuine involvement.

In this symposium, we will explore emerging ways for community voices to be heard. We will examine how communities can foster a lively democracy and build societies where everyone can flourish, while also investigating how (local) governments can effectively enable and engage their citizens. What are the most promising models for collective action? And do these citizen initiatives even need government support to succeed?

[More info about the program and registration available here.](#)



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RIVM job opportunity for Dutch speakers: Projectleider advisering perceptie en gedrag gezonde en veilige leefomgeving

Maak maatschappelijk impact door jouw sociaalwetenschappelijke expertise te vertalen naar advies voor nationaal veiligheids- en gezondheidsbeleid. Je geniet van professionele vrijheid en regie in een omgeving waar jouw visie op complexe vraagstukken, zoals crisisbeheersing en leefomgeving, het verschil maakt voor burgers en professionals. Je bouwt een invloedrijk strategisch netwerk op bij ministeries en bestuursorganen, ondertussen werk je in een team van betrokken collega's. Lees verder om te ontdekken of onze vacature voor projectleider advisering perceptie en gedrag gezonde en veilige leefomgeving bij jou past.

Voor meer informatie, en om te solliciteren, klik op [deze link](#)!

Lezing [Dutch]: Hoe wordt duurzame mode aantrekkelijker dan fast fashion?

Tijdens deze lezing staat duurzame mode centraal. Annuska Toebast (Hogeschool Utrecht) en Anika Batenburg (TNO) presenteren hun gedragsonderzoek naar duurzame mode en fast fashion en duiden de betekenis voor beleid en praktijk. Aansluitend volgen drie interactieve breakoutsessies over het stimuleren van duurzame mode, met aandacht voor de neveneffecten van een reclameverbod op fast fashion, de rol van beleid bij het ontmoedigen van fast fashion en het stimuleren van een nieuwe norm van maximaal vijf nieuwe kledingstukken per jaar.

Kom donderdag 28 mei naar ZZiNN in Den Haag en denk mee over het stimuleren van duurzame mode. De lezing wordt georganiseerd door het gedragsteam van het ministerie van IenW. Voor deelname aan de 'BIT-bühne' hoef je alleen een email te sturen naar: asa@minienw.nl.

Agenda

28/05/2026 10.00 - 12.00 - The Hague

Lezing [Dutch]: Hoe wordt duurzame mode aantrekkelijker dan fast fashion?

02/06/2026 15.00 - 16.00

SIG Seminar by Roosa Luukkonen - the learning of circular consumption on social media

05/06/2026 - 05/06/2026

Virtual conference hosted by APA Division 34

17/06/2026 - 09.00-17.00

Behaviour and Institutions Symposium

23/06/2026 15.00-16.00

SIG Seminar by Anna Castiglione

14/07/2026 15.00-16.00

SIG Seminar by Ellie Gordon

15/09/2026 14.00-17.00

SIG Interactive workshop and seed funding opportunity



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