

A multidisciplinary workshop

**Greening Economics, Greening Society:
What is the Role of the EU?**

9 - 10 May 2013

Programme and Abstracts





The Institute of Advanced Studies at the University of Surrey hosts small-scale, scientific and scholarly meetings of leading academics from all over the world to discuss specialist topics away from the pressure of everyday work. The events are multidisciplinary, bringing together scholars from different disciplines to share alternative perspectives on common problems.

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CRonEM Centre for Research on the European Matrix

The Centre for Research on the European Matrix (CRonEM) is a new multidisciplinary research centre housed in the School of Politics at the University of Surrey. At CRonEM, we research European integration as a matrix of overlapping layers of governance, institutions and processes that shape how people of this continent live their lives and are governed, as well as how Europe engages the rest of the world. We understand the EU as a core part of this matrix, but not as a synonym for it. CRonEM organises a series of research seminars, an annual conference and other events aimed at outreach beyond academia, particularly in the Surrey region.

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Welcome

We are delighted to welcome all participants to the workshop Greening Economics, Greening Society: What is the Role of the EU?

Our multidisciplinary workshop addresses this question for several reasons. First because the EU is often considered to be the global leader in environmental politics and action on climate change, which not only pushes for tougher environmental standards at global level but also develops innovative means to address environmental problems. Second, because EU policy influences over half a billion lives, not only in the EU states but also in its neighbouring countries, through the process of Europeanisation. Third, because the cross-border environmental problems requires solutions at a supranational level, and the EU is the most advanced supranational structure that has so far been developed. And fourth, because despite all this, EU environmental principles remains trapped in a silo, and its core policies – largely in economic integration – remain fundamentally ‘un-green’. Our programme over the two days covers a wide range of topics and disciplines, reflecting both the wide impact that this issue has and the depth of academic interest.

We would like to thank the Institute of Advanced Studies for their grant and support to enable this meeting to take place. We hope that discussions arising at the workshop will generate long lasting fruitful collaborations.

With best wishes for a successful, stimulating and enjoyable event.

Organising Committee

Prof Rosalind Malcolm, School of Law, University of Surrey
Prof Stephen Morse, Centre for Environmental Strategy, University of Surrey
Prof David Uzzell, School of Psychology, University of Surrey
Dr Simon Usherwood, CRonEM, School of Politics, University of Surrey
Prof Alex Warleigh-Lack, CRonEM, School of Politics, University of Surrey
Prof Simon Bell, Open University



Venue: Firs Room, Wates House, University of Surrey

Thursday, 9 May

08:30	09:30	Registration / Coffee
09:30	09:45	Welcome
09:45	10:30	Green economics and the role of the EU, Dr Miriam Kennet, Green Economics Institute
10:30	11:00	Break
11:00	11:30	Economics as myth, economics as power: greening economics and the creation of a green economy, Dr John Barry, Queen's University Belfast
11:30	12:00	Greening European companies and financial markets. Article 11 TFEU as the key to unlock the EU's sustainability potential, Prof Beate Sjøfjell, University of Oslo
12:00	13:00	Lunch
13:00	13:45	Transforming the European Union into a green society – barriers and opportunities, Dr Mikael Karlsson, European Environmental Bureau
13:45	14:15	Greening the regulatory framework for products, Prof Rosalind Malcolm, University of Surrey
14:15	14:45	Developing insolvency law in the 'green' society/economy, Dr Blanca Mamutse, University of Surrey
14:45	15:15	Is it appropriate for the European Union to export its environmental standards to other jurisdictions: Will the EU seal products legislation protect seals outside the EU?, Ms Sanna Elfving, University of Surrey
15:15	15:45	Break
15:45	16:30	Ecological modernisation and the European Union's leadership ambitions in international climate change politics, Prof Rüdiger Wurzel, University of Hull
16:30	17:15	Discussion
17:45	18:00	Leaving the University for dinner venue
18:00	21:30	Drinks and dinner in Shere village

Venue: Treetops, Wates House, University of Surrey

Friday, 10 May

08:30	09:00	Coffee
09:00	13:00	Imagine Greening Economics, Greening Society, an interactive session led by Prof Stephen Morse, University of Surrey and Prof Simon Bell, Open University
13:00	14:00	Lunch
14:00	14:30	The transformative role of European 'innovation policy' in the transition to a low carbon society, Prof Fred Steward, University of Westminster
14:30	15:00	Workplaces in transnational corporations: Can green practices be transported across the home-workplace border?, Prof Nora Rathzel, University of Umea, and Prof David Uzzell, University of Surrey
15:00	15:30	The regulatory greening of the common agricultural policy: Does greening equal sustainability?, Ms Alicia Epstein, University of Leeds
15:30	16:00	Break
16:00	16:45	A Europe of the bioregions: Re-embedding the European economy, Prof Molly Scott Cato, Roehampton University
16:45	17:30	Discussion and Dissemination Plan

Green Economics and The Role of the EU

Dr Miriam Kennet, Founder and Director of The Green Economics Institute and Editor of The International Journal of Green Economics, UK

The Europe of today (Kennet and Gusta 2013, Kennet and Heinemann 2013, Kennet 2009 & 2011) is struggling under enormous pressures from the structural changes in the global economy. Sovereign wealth funds and debts have set a world stage with far less transparency, or democracy. This has shifted the power balance away from highly indebted countries, even those in highly developed countries and towards those with “cheque book” purchase orders and cash payments.

The West and its economy largely was caught sleeping whilst this process occurred and has got itself into a position of unsustainable and crippling debt, at the same time as having shut down much of its manufacturing. It has chosen to continue to sleepwalk its way along this road to even more debt, by continuing to import most of its products from much more rapidly expanding economies, rather than making things itself, which is simply not compatible with its new status of being unable to pay for the path it has chosen for itself. As with the “Fall of the Roman Empire” so interestingly portrayed by Gibbon (1776) 250 years before, Europe finds itself surrounded by younger more populous, more “hungry” thrusting countries with more desperate and knowledge-thirsty inhabitants eager to take over its hegemonic mantle. This has happened just at the moment when the more developed “empire” or “Europe” and the West and its founding theoretical underpinnings of neo-liberal economics are being questioned and discredited from all sides. Its own hard-won democratic principles have been weakened in favour of financial solutions, speculation in and privatisation of the family silver and commons assets such as water and food (Gale De Oliveira et al. 2013.).

At the same time, the social threats of instability, poverty, unprecedented youth unemployment - much worse than even in the 1920s and 1930s (Kennet and Goeke 2012, ECB 2012) - are coupled with an overgrown human population of a predicted 9 billion people on the planet and the resultant overshoot of resources. Climate instability is now starting to bite and to be evident to almost everyone. There are much harsher winters, (Mithen 2003, Stern 2007) more extremes of drought and flooding, extended La Niña climate events, (Kennet and Ka Ming Mak 2011), and the economy being affected all over Europe by extremes and instability of climate as well as flooding and predicted loss of arable lands and sea level rise of disastrous and frightening proportions within current lifetimes (Stern 2007). Climate mitigation is now a fact of life, while biodiversity loss is also accelerating (Kennet et al. 2007, 8,9,10,11,12).

There are two ways the EU can proceed in face of this unprecedented threat. Either it can choose to “up the ante” on its own act and start working and managing for a sustainable “home” EU economy: it can invest in its own people, resources, manufacturing and education and try to innovate to regain its former “glory” as a world leader. Alternatively it can sink into disarray and internecine squabbling, blaming its “siblings” for its own ills and point the finger internally. It can do this without innovating, not seeing in

its own reflection the causes of its ills, it can retrench, make its workers redundant, sell off every asset it owns, outsource its work to the Far East (Kennet and Norferyanti 2012, Kennet and Irwati 2013) and it can buy all its manufacturing from cheap or slave labour from the Far East as well until it goes completely and utterly bankrupt. Only then, much like an alcoholic, when it reaches the absolute bottom can it then choose to change. One of Europe’s key problems is that we have all grown fat on the proceeds of other peoples’ work around the world. We can no longer afford to do this any more or to buy in the cheaper labour. We have finally run out of money. The money we do have now is in the hands of a small oligarchy of individuals, who have grown extremely rich, providing speculative rewards for the gambling generation of speculators (Berg et al. 2012). So addicted is our society to this speculation, that even whilst the writing is clearly on the wall, society cannot stop. It keeps on borrowing. It commodifies even the care of the elderly and young children and strips society out of the construct of human experience in favour of financialisation of the most basic human needs.

Instead, at the other end of the spectrum and the planet, what we are seeing again and again in the newer economies, are hordes of highly educated, young people, backed up by their governments investing in the one big success story so far of the 21st century - the green economy. Time and again, the winners in the 21st century economy all have “green” programmes and “green economy” plans, including China, Indonesia and Brazil. The green economy presents a massive and unique opportunity. Just as the EU had led on this programme for many years, at the very moment when they could be using it to lead a much needed recovery, the EU is abandoning it in favour of more desperate borrowing, squabbling, less equality, forgetting gender, degenerating into a 1920s and 1930s style path of intolerance, violence and despair. Little or no leadership is coming out of Brussels beyond financial constraints and retrenchment. This financial crisis is not a financial crisis at its root, but a crisis of modernity, of innovation, of imagination and of over-consumption and lack of future perspectives. A vast and rapidly growing literature has been developed to guide the green economy characterised by imagination from all over the world (e.g. Kennet et al.2006, 2007, 2009, 2010, 2012, 2013). One of the most useful things that EU leaders could do is to read it and absorb its suggestions, as indeed its competition are doing avidly. The EU is the very best placed institution to take a lead on this. Let us ensure we give them the tools and information to do it successfully and fast.

Bionote

A specialist in Green Economics, Dr Miriam Kennet is the Co-Founder and is CEO of the Green Economics Institute. She also founded and edits the first Green Economics academic journal in the world, the *International Journal of Green Economics*, and she has been credited with creating the academic discipline of Green Economics. Having researched at Oxford University, Oxford Brookes, South Bank University and Keele University, she is a member of Mansfield College, Oxford University and the Environmental Change Institute. She has lectured at universities all over Europe and addressed governments and parliaments around the world. She is a Member of the Assembly of the Green European Foundation, and sits on the steering group of the European Network of Political Foundations.

Transforming the European Union into a green society – barriers and opportunities

Dr Mikael Karlsson, President of the European Environmental Bureau

The European Union has developed its environmental policy over at least four decades, originally as aspects of trade harmonization, but lately with the ambition to foster sustainable development. However, in spite of much progress, the gap between the present situation and a green society, irrespective of definition, is huge. This is somewhat surprising since decades of academic research have not only detailed the magnitude of environmental challenges and their main causes, but also offered solutions that in many instances are beneficial from multiple perspectives. The presentation will give an overview of key barriers and opportunities identified in various academic disciplines, and will match these with ongoing policy debates on both the environmental and economic crisis in the EU, in order to single out myths and bottlenecks as well as potential strategies and policy tools promoting a transformation to sustainable development and ultimately a green society.

Bionote

Dr. Mikael Karlsson is agronomist and holds a PhD in Environmental and Energy Systems. He is senior lecturer in environmental sciences at Södertörn University and Karlstad University in Sweden. Dr. Karlsson has written several scientific articles and numerous popular texts. His scientific work is transdisciplinary and spans over environmental science and risk policy issues. Dr. Karlsson is President of the European Environmental Bureau, and President of the Swedish Society for Nature Conservation. He is Member of the EU Commission's Advisory Group on the 7th RFP, Environment, and has been Member of two Commission's High Level Groups (Competitiveness, Energy and the Environment; Competitiveness of European Chemicals Industry). He is expert in the Governmental Environmental Objectives Council of Sweden, and member of the Supervisory Board of the Swedish Chemicals Agency. He has served in several Governmental Committees on environmental policy.

Ecological modernisation and the European Union's leadership ambitions in international climate change politics

Prof Rüdiger Wurzel, Professor in Comparative European Politics and Jean Monnet Chair in European Union Studies, University of Hull, UK

The European Union (EU) has attempted to position itself as a leader in international climate change politics. In doing so it has presented climate change not merely as a threat but also as an opportunity to move towards a low carbon economy that will be beneficial for both the environment and the economy. Ecological modernisation has become a central concept for the justification of EU climate change policy measures. The presentation assesses what type(s) of leadership the EU has been able to offer in international climate change politics and what role ecological modernisation has played in its climate change policy and strategy.

Bionote

Prof Rüdiger Wurzel has published widely on his main research areas which include environmental policy and politics, EU integration and politics, German politics and new modes of governance. He has served on the editorial boards of the *Journal of European Public Policy* since 2004 and *Environmental Politics* since 2012. He has completed successfully a large number of research projects for which he received external funding from funding bodies such as the Anglo-German Foundation, British Academy, European Union, Nuffield Foundation and Leverhulme Trust.

A Europe of the bioregions: Re-embedding the European economy

Prof Molly Scott Cato, Professor of Strategy and Sustainability, Roehampton University, UK

What is the relevance to the Euro-concept of 'subsidiarity' in the economic sphere? I will propose the idea of 'trade subsidiarity' as an alternative to the principles of free trade and the single market that currently govern the EU's approach to economic policy. From my perspective as a green economist I would question the viability of lengthy supply chains in the era of climate change, and suggest that more locally based economies are essential to underpin a sustainable approach to provisioning. In this context I will propose a Europe of the bioregions, where Europe's regions seek to meet their own needs and dispose of their own wastes within their boundaries and will explore the social and cultural implications of such a proposal.

Bionote

Molly Scott Cato is Professor of Strategy and Sustainability in the Business School. She is a green economist who is also well-known in the field of co-operative studies. Molly's first area of work is into the green economy, addressing the question of how we might design and organise an economy that fits comfortably within planetary limits and achieves social justice. To this end she undertakes a critique of the monocultural global economy and proposes instead a system of self-reliant local economies, within the over-arching framework of a bioregional approach to provisioning. Her second main area of work addresses the theory of the economics of co-operatives and social enterprises and in particular the concept of social entrepreneurship. Molly is a member of the UK Society of Co-operative Studies and a member of the editorial board of the *Journal of Co-operative Studies*. Her third area of work involves critiquing the existing monetary system and suggesting sustainable and stable alternatives.

Economics as myth, economics as power: greening economics and the creation of a green economy

Dr John Barry, Queen's University Belfast, UK

"Every society needs myths to live by. Ours is economic growth", Tim Jackson

This presentation offers an analysis and a narrative of the emergence of one school of thinking about the economy (neo-classical economics and especially its neo-liberal incarnations in policy within the EU) and how it has 'crowded out' rival accounts of economics and become the hegemonic and authoritative 'regime of truth' about economics, what the economy is and how it should be organised. The presentation will contextualise this critical analysis of modern economic thinking in terms of the successful, ideological and deliberately managed 'sleight of hand', which has seen a crisis of banking in the private sector become politically transformed into a crisis of public debt under the new 'regime of austerity' and welfare cuts. It begins from the child-like question: if we encourage and expect alternative discourses and perspectives on how to organize the polity, why then when it comes to the economy would we expect anything less? Taking up Foucault's insight that 'economic growth' is neo-liberalism's 'one true social policy' (Foucault, 2008: 144), the presentation will, from a green political economy perspective, argue that as well as having a whole range of regressive and profoundly negative social consequences (including corrupting democratic politics and communication, undermining active citizenship and reconfiguring the state to align with 'market fundamentals'), this dominant form of economic thinking is also locking us into an unsustainable and indeed ecocidal form of economic development. Revealing the ideological and mythic characteristics of modern economics, the presentation will suggest that it is only in seeing modern hegemonic economics (and all alternatives) as forms of political economy, can we begin to construct more progressive, ecologically sustainable and socially just accounts of 'economics' and economic policy.

Is it appropriate for the European Union to export its environmental standards to other jurisdictions: will the EU seal products legislation protect seals outside the EU?

Ms Sanna Elfving, University of Surrey, UK

In past two decades the European Union (EU) has adopted a role of leader in global environmental issues ranging from climate change to trade in toxic wastes. However, frustrated with the lack of political will by other states to address international environmental problems, the EU has decided to act unilaterally on issues such as animal cruelty by taking a powerful stand on the issue of commercial seal hunting in Canada. In 2009, the EU adopted Regulation 1007/2009 to ban trade in products containing seals. The regulation excludes these products from the EU market due to concerns of European citizens that seals are being hunted by using inhumane methods. As a demonstration of good faith, small numbers of sealskins from hunts conducted by indigenous peoples are exempted from the EU ban. At the same time, over a half of the current EU Member States allow fur farming, which can be argued to be equally cruel. One of the arguments of the EU is that it will protect seals by decreasing the need to hunt them as there is no

longer demand for seal products in Europe. However, evidence of widespread cruelty during seal hunts is inconclusive, and seal populations do not need protection on ecological grounds. The paper investigates whether it is appropriate for the EU to try to export its environmental standards to other jurisdictions and whether the EU trade policy on seals exceeds what the EU can legitimately do under international law. The paper discusses the findings of studies assessing the impacts of the EU regulation and the humanness of the seal hunt. In conclusion, whilst the EU is attempting to act ethically by protecting the environment, its legislation may conflict with international law on indigenous peoples' rights as well as international trade rules.

The regulatory greening of the common agricultural policy: Does greening equal sustainability?

Ms Alicia Epstein, University of Leeds, UK

Successive greening of the Common Agricultural Policy (CAP) has been a central feature of EU-wide agricultural reforms over recent years. As the negative environmental impacts of intensive farming have become increasingly apparent, so too has a corresponding need developed to address these concerns within the context of the CAP. One approach has been to adopt legal instruments designed to green the CAP and produce more sustainable environmental outcomes linked to agriculture. This remains the case under the current round of CAP reforms, which explicitly aims to extend the regulatory reach of greening by requiring that farmers receiving direct support through the Single Farm Payment (SFP) should observe specified agricultural practices beneficial for the climate and the environment. The question is: whether increased greening of the CAP and, more specifically, the SFP is enough to produce the desired environmental outcomes and genuinely sustainable results? Analysing the legal framework of the SFP, this paper suggests that the greening of legal instruments may not be sufficient to produce sustainable outcomes unless it is embedded within an ecologically informed approach to sustainability. In this light, the paper further proposes that the concept of greening remains too closely connected to the anthropocentric ideals of sustainable development. It argues that this focus on human – rather than natural or environmental – needs has ultimately rendered concepts such as greening incapable of addressing the full range of negative externalities generated by production agriculture. Considering these shortcomings, the paper advocates that the CAP should progressively turn towards an eco-centric principle of sustainability. Such a legal principle requires that instruments aimed at optimising the positive environmental impact of agriculture must increasingly place the ecological needs of the natural world above the developmental needs of human society. Only in this way can long-term sustainable outcomes be realised.

Greening the regulatory framework for products

Prof Rosalind Malcolm, University of Surrey, UK

Environmental policy at European level is thorough and comprehensive and places sustainable development at the heart of European Union law. References to environmental protection and sustainable development are at the forefront of the Lisbon Treaty and the integration of these aims across the spectrum of European Union laws is an avowed principle. The 6th Action Programme for the Environment, "Environment 2010: Our Future, Our Choice" proposes, as one of five approaches to achieving environmental improvement, that business and consumers should play a greater role in achieving more environmentally sound products and consumption. The development of a new approach in achieving this was reflected in the European proposals for an Integrated Product Policy. These proposed that product-related environmental policies would be developed which would promote the development of a market for greener products.

Traditionally, regulation has been a major determinant in achieving environmental improvements, and, indeed, clear and specific regulation is generally welcomed by industry. But the new approach flagged by the 6th Action Programme and reflected in Integrated Product Policy has key differences to the traditional approach. Existing environmental policies work on sectoral or vertical lines. Integrated Product Policy takes a horizontal approach and, in this, represents a new paradigm.

The novel principle behind Integrated Product Policy is that the controls will focus on the product and its life-cycle. Regulatory environmental controls traditionally focus on selected segments of the life cycle of all products and do not discriminate between products. For example, process controls in general focus on mining/quarrying, manufacturing and disposal. These pressure points may indeed have been correctly identified historically as responsible for key impacts in terms of environmental degradation and emissions. But, they largely ignore the use phase of products which may often be the most environmentally damaging phase. European 'producer responsibility' legislation has made some steps in this direction in focusing on the end-of-life of certain products such as cars, and electrical and electronic equipment. But although this legislation shifts the emphasis in regulatory controls to the product, it does so for only one phase in the life cycle of that product – the disposal stage. Integrated Product Policy, by contrast, focuses on the impact of the product on the environment throughout its whole life cycle.

Developing insolvency law in the 'green' society/economy

Dr Blanca Mamutse, University of Surrey, UK

The subject of 'greening' society and the economy raises questions regarding the role of insolvency law. While a company is still a going concern, environmental laws seek to ensure that it internalises the costs of its activities by cleaning up environmental damage and taking steps to prevent or minimise future harm. This is to some extent complemented by developments in corporate law towards encouraging

greater environmental responsibility. In this context, it may be expected that the law should be adapted to ensure that environmental claims are accorded special treatment in insolvency. However, where a company is unable to pay its debts in full, other interests are brought into sharp focus. This paper accordingly considers whether, with respect to insolvency law, 'greening' requires an emphasis to be placed on strengthening the role of environmental and corporate law to ensure greater internalisation of the costs of polluting activities, and the acceptance of a residual role for insolvency law.

Workplaces in transnational corporations: can green practices be transported across the home-workplace border?

Prof Nora Rathzel, University of Umea, Sweden and Prof David Uzzell, University of Surrey, UK

Just under 50% of the world's Greenhouse Gas (GHG) emissions in 2004 were attributable to energy supplies and industrial production (IPCC, 2007). The demand for manufactured goods is expected to rise by at least 100% by 2050 (at 2006 levels), with a consequence that industrial emissions, if unarrested, will lead to a 90% increase in CO₂ emissions by 2050 compared to 2007. Following new EU regulations, national governments have created policy instruments designed to reduce or compensate the level of emissions of specific organizations. However, these regulations have not proved to be effective, either in terms of production or consumption. Low Carbon at Work: Modelling Agents and Organisations to achieve Transition to a Low Carbon Europe (EU-FP7), attempts to understand the drivers for and barriers to environmentally sustainable practices at work and at home, and recognises not only the crucial contribution of industrial production to GHG emissions, but also that consumption is an insatiable and inseparable driver of production. Investigating Volvo in Sweden and Shell in the UK, we ask whether, and if so under what conditions, workers and managers are encouraged to transfer "green practices" from work to home or vice versa. We also investigate the 'vertical' management practices between managers, employees and trade unions that might encourage or prevent the adoption of 'greener' production processes. In both case studies we have worked with informational interviews and life-history interviews to understand changes in people's practices regarding their living and working conditions at different times. Our findings explain why workers are often unable and unwilling to carry practices between the areas of home and work, why they draw strong borders between those areas and under which conditions they are permeable. We show that limited communication between hierarchical levels within companies as well as inflexible management practices discourage workers from suggesting and implementing environmentally valuable changes.

Greening European companies and financial markets. Article 11 TFEU as the key to unlock the EU's sustainability potential

Prof Beate Sjøfjell, University of Oslo, Norway

This paper will show how EU Treaty law, taken seriously, may be used as a tool to ensure that EU law itself and the national laws of its Member States contribute to greening our economies and societies. Sustainable development has a strong legal position among the overarching objectives of the European Union, underpinned by the growing recognition within the EU of the inextricable connection between humanity, our natural environment and our economic system. In practice, we see that the focus nevertheless tends to be on economic growth and efficiency in a narrow and short-term sense, leading to environmental degradation, loss of biodiversity and dangerous climate change. Although progress has been made in some areas, the regulation of companies and financial markets - these all-important components of our economies - is to a great extent protected. The fundamental freedoms of EU law are seen by some as an argument in favour of narrowing the scope of company and financial market law and restricting the requirement for taking account of other interests. However, EU law is not just about free movement and market integration. This paper argues that EU Treaty law contains the necessary elements for the EU to instigate change and take the lead to shift from the path of business as usual, towards a truly sustainable development. The codification of the sustainable development principle in the environmental integration rule in Article 11 TFEU is the key. Article 11 TFEU, properly interpreted, has significant legal implications for the institutions of the European Union, entailing direct obligations on all levels: Law-making, administration, supervision and judicial control. This paper will show the potential significance this has for the regulation of European companies and financial markets, central to the greening of our economies and societies.

The transformative role of European 'innovation policy' in the transition to a low carbon society

Prof Fred Steward, University of Westminster, UK

The EU plays a key role in the promotion of innovation to address the challenge of climate change. This ranges from upstream 'framework programme' research investments through to downstream 'structural fund' infrastructure changes. A new policy discourse (EU Roadmap 2050) on the transition to a low carbon society/green economy emphasises radical transformative innovation embracing upstream production (e.g. electricity generation) and downstream consumption (e.g. local transport). If climate change is the 'biggest market failure ever' (Stern Review 2006) then public 'innovation policy' will be a crucial domain for the pursuit of novel solutions. The origin of modern innovation policy (EU Innovation Green Paper 1997) displayed a contradictory mix of public support for science with a neoliberal rejection of 'picking winners'. It has begun to move toward a distinctive European 'broad based challenge led' innovation policy approach (Innovation Union 2011). At the current time we see growing business advocacy of grand project solutions (e.g. nuclear power, carbon capture and storage) and region/city

authority promotion of local sustainable infrastructure (e.g. household energy efficiency, low impact mobility systems). Both imply a greater proactive role for European innovation policy along with profound contestation of the form this should take. The EU has a special potential regarding transnational and local innovation opportunities. The fulfilment of this depends on a greater visibility and resolution of these issues.

"Imagine Greening Economics, Greening Society" (Day 2)

An interactive and innovative thought experiment "Imagine Greening Economics, Greening Society" led by Professors Simon Bell, Open University and Stephen Morse, University of Surrey.

The Imagine session on Day 2 of the workshop will provide a participatory space for participants to engage in answers to the key question "What is the role of the EU in greening economics and society"? It is an opportunity for all voices to be heard and for the workshop to provide a unique and innovative set of ideas that compliment the results that will emerge from the paper presentations. In the Imagine session (4 hours in total) the participants will be asked to work in small groups using a 'soft systems analysis' approach to dissect the theme of the workshop and explore the main issues involved, what needs to be done to address some of them and how best to achieve this. The process begins by asking each group to draw a 'rich picture' representing their shared perspective of the role of the EU in greening economics and society. There will be regular plenary sessions where each group feeds back the results of its analysis to the other groups. The session is designed to maximise the opportunity for networking and learning. Ideas will emerge out of this cross-fertilisation in ways that are not always possible with formal paper presentations. The results should be an exciting mix of innovation and blue sky thinking.

Every effort has been made to ensure the accuracy of the information contained in this brochure at the time of going to press. The University reserves the right, however, to introduce changes to the information given including the addition, withdrawal or restructuring of degree programmes.

Centre for Research on the European Matrix (CRonEM)

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