



KEKO Researchers at University of Turku present

## THE CHALLENGE OF SUSTAINABLE CONSUMPTION

**Tadhg O'Mahony:** "Living the good life in a low-carbon transition"

**Sanna Ahvenharju:** "The quest for policies to radically reduce Finnish consumer demand"

**Friday 20.11.2015, 12.15–13.45**

**Seminar room Yhdistys, at Turku School of Economics, 4<sup>th</sup> floor**

The seminar is open for people from all disciplinary backgrounds. New people – including students – are always welcome. The language is English. Coffee and tea provided. **Please inform us of your participation on Thu 19.11. the latest at [keko@utu.fi](mailto:keko@utu.fi).**

The Sustainable Development Studies (KEKO) at University of Turku has coordinated and provided interdisciplinary education in ecological, social, cultural and economic sustainability since 2008.

Since autumn 2014, KEKO has organized an informal and interactive umbrella seminar for researchers and teachers interested in topics relating to sustainability and corporate responsibility. The purpose is to provide a cross-disciplinary platform for people to share ideas and to network. Thus far, KEKO organized successful research-oriented seminars with a focus on various sustainability and social responsibility themes, such as degrowth, sustainability reporting or methodological issues (check [www.utu.fi/fi/sivustot/kestava-kehitys-ja-vastuullinen-liiketoiminta/research](http://www.utu.fi/fi/sivustot/kestava-kehitys-ja-vastuullinen-liiketoiminta/research))

### About the presenters:

**Tadhg O'Mahony** is Marie Sklodowska Curie postdoctoral fellow at Finland Futures Research Centre. He has more than ten year experience in using scenarios. His new project funded by the European Commission focuses on how society seeks to achieve wellbeing and what this means for material and energy consumption in the context of long-term plans for a low carbon transition.

**Sanna Ahvenharju** is a PhD Researcher at Finland Futures Research Centre. The research and presentation focuses on questions such as: What kind of policies would ensure that we will reduce our consumption of natural resources 50–80% by the year 2050? What should the 'new normal' be in 2030? How much of individual freedoms could be limited for the sake of our planet?

*The theme for December seminar (4.12.) is "CLIMATE CHANGE".*

*The second presentation slot is open. For spring 2016, feel free to suggest an interesting theme for a meeting by mailing to [keko@utu.fi](mailto:keko@utu.fi).*



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