



Eco-Standards, Product Labelling and Green Consumerism

Magnus Boström , Mikael Klintman

Series: Consumption and Public Life

MAGNUS BOSTRÖM is Associate Professor in Sociology and Environmental Lecturer at Södertörn University College, Sweden. He studies environmental action, policy making, rule setting, green political consumerism, and sustainability projects in various sectors. He is co-editor of Organizing Transnational Accountability.

MIKAEL KLINTMAN is Associate Professor at the Research Policy Institute, Lund University, Sweden. His research areas include environmental governance, ethical and political consumerism and the sociology of consumption.

Electronic Book Text	
01 Oct 2008	£61.00
9780230584006	
Electronic Book Text	
01 Oct 2008	£61.00
9780230267022	
Hardback	
01 Oct 2008	£61.00
9780230537378	
Paperback	
30 Aug 2011	£19.99
9780230321724	

As conscientious consumers, we have become overwhelmed with alarms about food contamination, over-fishing, clear-felled forests, loss of biodiversity, climate change, chemical pollution, and other environmental and health-related risks. This book is an analysis of a primary set of tools aimed at dealing with these risks: green labels and other eco-standards. The authors address political, regulatory, discursive, and organizational circumstances and raise the questions: how can ecological complexities be translated into a trustworthy and categorical label? Is there a mismatch between the production and consumption of green labels? Is it possible to achieve broad public participation in environmental issues through labelling? This is a timely book that provides a social and policy-oriented analysis of the challenges for green consumerism through green labelling.

'In connecting production and producers with consumption and consumers, green labels are an emerging phenomenon on today's global agenda for sustainability governance. Using a variety of theoretical perspectives and a rich empirical base, this excellent volume provides a balanced and in-depth analysis of the potentials, conditionalities, debates and drawbacks of green labeling. Highly recommended for scholars and professionals involved in environmental governance.'
Arthur P.J. Mol, Professor in Environmental Policy, Wageningen University, The Netherlands.

'From snack foods to electricity to investment funds, ecolabels and other product certifications are becoming increasingly common tools for encouraging more sustainable forms of consumption. But can we trust these increasingly ubiquitous seals and labels? Is there any meaningful difference among the products that carry such endorsements? Boström and Klintman look behind the actual packaging and offer a pioneering and comprehensive account of how these assurance schemes and standards are manufactured and how they shape the buying practices of consumers in a new era of social and environmental consciousness.'
Maurie J. Cohen, New Jersey Institute of Technology, US and University of Leeds, UK.

'This book focuses on a neat, compelling and important question: why trust labels and how do labels work? It shows how labelling has come to be central in environmental and other arenas worldwide, and takes us behind the scenes into the way labelling systems are maintained and made to work. The book offers sharp insights into a phenomenon that affects us all but that has barely been studied to date.'
Steve Yearley, Professor of the Sociology of Scientific Knowledge & Director of the ESRC Genomics Forum, University of Edinburgh, UK.

Contents:

Preface by Michele Micheletti
Preface to paperback edition by the authors
Introduction: Green Consumerism, Green Labelling?
The Historical Context: Key Trends
Green Labels and other Eco-Standards: A Definition
The Consumers' Role: Trusting, Reflecting or Influencing?
Our Cases
Sceptical and Encouraging Arguments
Policy Contexts and Labelling
Three Framing Strategies: From a Complex Reality to a Categorical Label
Organizing the Labelling
Dealing with Mutual Mistrust
Green Labelling and Green Consumerism: Challenges and Horizons

Reviews:

'...a significant contribution that will be useful for all social scientists interested in environmental issues as well as in political consumerism. Not least, it will be of great interest to those interested in environmental governance and the role of businesses, voluntary instruments and consumers in making society more sustainable' - *Acta Sociologica*

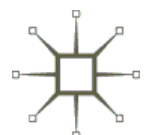
'...the rich empirical base and its many references make this a book worth buying and reading.' - Mats Bladh,
International Journal of Consumer Studies

'thoughtful and ambitious...a convincing analysis of labelling as a site of political negotiation and contention, supported by well-researched case studies, which will be of interest to a broad range of social scientists, and to policymakers, marketers and civil society organizations' - *Environmental Politics*

'In connecting production and producers with consumption and consumers, green labels are an emerging phenomenon on today's global agenda for sustainability governance. Using a variety of theoretical perspectives and a rich empirical base, this excellent volume provides a balanced and in-depth analysis of the potentials, conditionalities, debates and drawbacks of green labeling. Highly recommended for scholars and professionals involved in environmental governance.' -Arthur P.J. Mol, Professor in Environmental Policy, Wageningen University, The Netherlands

'From snack foods to electricity to investment funds, ecolabels and other product certifications are becoming increasingly common tools for encouraging more sustainable forms of consumption. But can we trust these increasingly ubiquitous seals and labels? Is there any meaningful difference among the products that carry such endorsements? Boström and Klintman look behind the actual packaging and offer a pioneering and comprehensive account of how these assurance schemes and standards are manufactured and how they shape the buying practices of consumers in a new era of social and environmental consciousness.' -Maurie J. Cohen, New Jersey Institute of Technology, US and University of Leeds, UK

'This book focuses on a neat, compelling and important question: why trust labels and how do labels work? It shows how labelling has come to be central in environmental and other arenas worldwide, and takes us behind the scenes into the way labelling systems are maintained and made to work. The book offers sharp insights into a phenomenon that affects us all but that has barely been studied to date.' -Steve Yearley, Professor of the Sociology of Scientific Knowledge & Director of the ESRC Genomics Forum, University of Edinburgh, UK



You can order online at:
www.palgrave.com

or
please return this form to:

Direct Customer Services,
Palgrave Macmillan,
Publishing Building,
Brunel Road, Houndmills,
Basingstoke, RG21 6XS, UK
Tel: +44 (0)1256 302866
Fax: +44 (0)1256 330688
Email: orders@palgrave.com

Customers in USA:

Palgrave Macmillan, VHPS,
16365 James Madison Highway,
(US route 15), Gordonsville,
VA 22942, USA
Tel: 888-330-8477
Fax: 800-672-2054

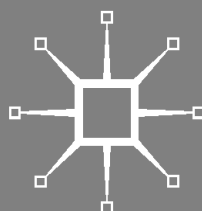
Customers in Australia:

Customer Services,
Palgrave Macmillan,
627 Chapel Street, South Yarra,
VIC 3141, Australia
Tel 1300 135 113 (free call)
Fax 1300 135 103
Email:
customer.service@macmillan.com.au

All prices on this leaflet are correct
at time of printing and are subject
to change without prior notice.
Please allow 28 days from date
of publication for delivery.

Your details may be held on file
and used by us to offer you other
products and services.

If you object please
contact us at the addresses
above or email
optout@palgrave.com



ORDER FORM

Please send me () copies of
Title: Eco-Standards, Product Labelling and Green Consumerism
Price: £19.99
ISBN: 9780230321724

Name: _____

Delivery Address: _____

Postal Code: _____

Country: _____

Email: _____

Telephone: _____

POSTAGE AND PACKING

UK orders under £40, please add £3 per order; over £40, please add £4 per order
Non-UK orders under £40, add £5 per order; over £40, please add 10%

MAILING LIST

Tick here [] if you would like to be added to our mailing list

Tick here [] if you would like to receive free copies of catalogues in related
subjects

HOW TO PAY

[] I enclose a cheque payable to Palgrave Publishers Ltd for £_____

[] Please send me a pro-forma invoice (address supplied above)

[] Please charge £_____ to my

Visa [] Mastercard [] American Express [] Switch/Maestro []

Card number: _____

Expires: _____

Cardholder name and address (if different from above):

Signature: _____

Date: _____