



Conference Announcement

5th International Consumer Sciences Research Conference 'Consumer Behaviour for a Sustainable Future'

The Faculty of Agriculture at the University of Bonn is delighted to host the *5th International Consumer Sciences Research Conference (5th ICSRC)*. The conference will be held from **18th to 20th of July 2011** in Bonn, Germany. After universities in Cardiff, Liverpool, Belfast and Edinburgh, Bonn University is the first conference host from outside the UK.

Under the motto 'Consumer Behaviour for a Sustainable Future', the *5th ICSRC* provides a platform for studies from the broad areas of consumer sciences and education, market research, home economics and household and appliance technology. The main objective is to gain insights into determinants of consumer behaviour and their possible impact on sustainability. According to the 'three pillars of sustainability' all three areas, ecology, economy and sociology, will be covered by the conference.

The conference invites an international scientific audience in the field of consumer studies to submit papers or posters that address any of the following research questions:

- What is sustainability?
- How to measure sustainability?
- How to practice sustainability?
- How to promote sustainability?
- Other topics regarding sustainability

Participants who would like to present a paper or poster are requested to submit an extended 2-page abstract in English until **31st of January 2011**. For further information, abstract submission and registration go to **www.consumer11.org**.

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