



## 8<sup>ème</sup> Congrès RIODD

**« Quelle articulation des problématiques sociales et environnementales au sein des organisations ? »**

*Approches pluridisciplinaires des pratiques et enjeux des démarches organisationnelles socialement et environnementalement responsables*



**Lille, 18-21 Juin 2013**

**Complexe ASCOTEL – Campus Lille 1**

*En coordination avec le congrès de l'European Society for Ecological Economics (ESEE)*

Hours/ Date	June 18, 2013	June 19, 2013	June 20, 2013	June 21, 2013
9h00-10h30	Policy Event Brussels	Plenary session 1	Plenary session 2	Plenary session 3
10h30-11h00		Coffee break	Coffee break	Coffee break (10h30-10h45)
11h00-12h30		Parallel papers session 1	Parallel papers session 4	Parallel papers session 7 (10h45-12h15)
12h30-14h00		Lunch	Lunch	Lunch (12h15-13h15)
14h00-15h30		Parallel papers session 2	Parallel papers session 5	Parallel papers session 8 (13h15-14h45)
15h30-16h00	Transport to Lille	Coffee break	Coffee break	Coffee break (14h45-15h)
16h00-17h30		Round Table publications RIODD (15h45-17h)	Parallel papers session 6	Plenary session 4 (15h-16h)
		Parallel papers session 3 (17 h – 18h30)		Closing Session (16 h-16h30)
17h30-18h30			Prix de these RIODD	
18h00-19h30	Conference Opening (Conseil Régional Nord-Pas-de-Calais, Lille) Opening plenary (Conseil Régional Nord-Pas-de-Calais, Lille, Lille)		Assemblée Générale RIODD	
	Opening Reception (Conseil Régional Nord-Pas-de-Calais, Lille, Lille)	Conference dinner ESEE RIODD (Chambre de commerce et d'industrie, Lille)	Repas RIODD Optional Visit (Museums, Lille & Roubaix)	

**Programme des sessions parallèles RIODD et RIODD-ESEE**

**Session d'ouverture Mardi 18 Juin, 18H Hémicycle - Conseil Régional Nord-Pas-de-Calais (Lille) : Sandrine ROUSSEAU (Vice-président du Conseil régional NPdC), Philippe ROLLET président Université Lille 1 et PRES nord de France), Irène RING (Président ESEE), Michel CAPRON (Président RIODD)  
Opening Plenary Institutions and Institutionalism: Crafting a Coherent Science of Environmental Policy, D. Bromley**

**Mercredi 19 Juin - 09:00 - 10:30 Auditorium (MACC's Building)  
Plenary Session 1: Environment-Society Relationships : Changing Behaviour or Changing Values ? (Chair: Begüm Özkaynak)  
The emancipation and autonomy of humanity: Are they always liberating utopia?, M. Capron  
Environmental policy-making and behaviour change: Financial incentives, 'nudge' or citizenship?, A. Dobson**

<b>Mercredi 19 Juin 11H- 12H30 salle 4 MACC</b>	<b>Béatrice TOUCHELAY</b>	<b>Session spéciale ESEE/RIODD : Le développement durable est-il soluble dans l'histoire?</b>	B. TOUCHELAY	Le développement durable est-il soluble dans l'histoire?,
			C. DRUELLE KORN	Prédation versus conservation : les paradoxes de l'industrialisation américaine,
			N. CARE	L'exploitation houillère : un développement insoutenable ?,
			S. DOBROWOLSKI	La Compagnie du chemin de fer du Nord : entre prise de conscience environnementale et obligations légales
<b>Mercredi 19 Juin 11H- 12H30 salle 108</b>	<b>Ornella BOUTRY</b>	<b>agriculture durable</b>	EGGRICKX et FOUGERAY	Le cas singulier d'un Pôle d'Excellence Rurale Bois - Bio ressources : une logique de développement durable transcendant les porteurs de projets initiaux ?
			LEMEILLEUR, ARAUJO, DRIGO et PIKETTY	Quelle légitimité de la communication de la certification forestière ? Les effets mitigés du standard durable FSC pour des communautés agro-extractivistes de la forêt amazonienne dans l'Etat de Acre au Brésil
			ZAHM, ALONSO UGAGLIA et DEL'HOMME	L'évaluation de la performance globale d'une exploitation agricole. Synthèse des cadres conceptuels, des outils de mesure et application avec la méthode IDEA
<b>Mercredi 19 Juin 11H- 12H30 salle 109</b>	<b>Eve CHIAPELLO</b>	<b>comptabilité</b>	MAGNAGHI	Intégration des informations financières et socio-environnementales : les cas Danone et ENI.
			DUMOULINNEUF, GONDRAN ET BURLAT	Evaluation des impacts sociaux et environnementaux d'actions proposées par un entrepreneur de distribution
			MAURICE	Les provisions comptables environnementales sont-elles fiables ? Une lecture institutionnelles du cas des sociétés cotées françaises.
<b>Mercredi 19 Juin 11H- 12H30 salle 101</b>	<b>Eduardo BRONDIZIO</b>	<b>Common-Pool Resources and Social- Ecological Systems (in memory of Elinor Ostrom)</b>	CORIAT	Sources et Origines du Programme de recherche sur les Communs
			CHANTEAU, LABROUSSE	L'institutionnalisme méthodologique d'Elinor Ostrom au-delà des communs: quelques enjeux et controverses
			SIBONY, SILVA	L'utilisation du concept de capital social chez E. O.
<b>DEJEUNER</b>				
<b>Mercredi 19 Juin</b>	<b>Gérald GAGLIO</b>	<b>Session Spéciale ESEE/RIODD :</b>	<b>M. DRUT</b>	Towards a transportation system operated in accordance with the principles of functional economy

<b>14H-15H30</b> SUP salle 208		<b>L'économie de la fonctionnalité : sortir d'une vision strictement microéconomique</b>	C. DU TERTRE	La dimension institutionnelle de l'économie de la fonctionnalité,
			T. LAMARCHE	L'économie de la fonctionnalité, une traduction possible ou rêvée de la RSE dans un nouveau modèle économique ?
<b>Mercredi 19 Juin 14H-15H30</b> Bât Sup Salle 109	<i>Didier CAZAL</i>	<b>consommation responsable ?</b>	ABID	Echelle de mesure de la Responsabilité sociale des marques : un essai d'adaptation de l'échelle de RSE perçue aux consommateurs des produits alimentaires biologiques
			THYS	Le Développement durable, un cadre référentiel discursif et pratique fédérateur pour les consom'acteurs ? Le cas des Groupements d'achats communs et du commerce équitable
			KHELLADI	Essai d'analyse du profil des comportements écologiques et des déterminants d'intégration dans le secteur industriel en Algérie
<b>Mercredi 19 Juin 14H-15H30</b> Bât Sup Salle 103	<i>Jean Pierre REVERET*</i>	<b>développement</b>	ANTHEAUME	Durabilité des sociétés humaines et des entreprises (familiales), quels parallèles ? Une analyse à partir des travaux de Diamond Jared.
			COULIBALY	Les stratégies de développement durable dans le secteur agricole : cas de l'agriculture rurale dans les pays en voie de développement (PVD)
			DROUVOT, DROUVOT, RANIERI ET BATISTA + MAGALHAES	L'influence de la culture organisationnelle sur une politique de responsabilité sociale envers des Agriculteurs familiaux. Le cas d'une entreprise productrice d'huile de palme en Amazonie.
<b>Mercredi 19 Juin 14H-15H30</b> Bât Sup Salle 101	<i>Bernard PARANQUE</i>	<b>Common-Pool Resources and Social-Ecological Systems (in memory of Elinor Ostrom)</b>	PARANQUE	Propriété privée et action collective : de la coopération comme réappropriation du monde
			ORSI	Penser la propriété partagée : apports et limites de l'approche par les faisceaux de droits
			PENERANDA	Du Public aux COMMONS : regards croisés sur les œuvres d'H.A/ Simon et E. Ostrom
<b>16H-17H : TABLE RONDE : LES PUBLICATIONS RIODD 2013</b>				
<b>Mercredi 19 Juin 17H-18H30</b> grand auditorium	<i>Jean Louis Le MOIGNE</i>	<b>Special Session ESEE/RIODD: Common-Pool Resources and Social-Ecological Systems (in memory of Elinor Ostrom)</b>	BRONDIZIO, ARAUJO, VOGT, LE TOURNEAU	The land above, within, and below: the evolving complexity of landscapes and common pool resources?
			BOUSQUET, CASTILLO, CARDENAS, JANSSEN	Role-playing games to assess the external validity of experimental economics
			Table ronde Sous la présidence de J. L. Le Moigne, intervention liminaire M.Bouamrane	Roundtable - A New Science of Governance for the New Age
<b>Mercredi 19 Juin 17H-18H30</b> Bât Sup Salle 108	<i>Franck AGGERI</i>	<b>enjeux Juridiques</b>	ACOSTA, LALUCE, LATRON, MILAN ET VINCENT	Analyse comparée du cadrage juridique de l'Investissement Socialement Responsable dans trois marchés émergents : Brésil, Inde et Afrique du Sud.
			CLOS	Le processus d'institutionnalisation de la RSE en France. Etude à partir de la construction de l'article 225 du Grenelle II de l'Environnement.
			RIVIERE-GIORDANO	Quelles implications de la Loi Grenelle 2 en matière de vérification sociétale ?

<b>Mercredi 19 Juin 17H- 18H30 Bât SUP Salle 109</b>	<i><b>Françoise QUAIREL</b></i>	<b>communication</b>	PASTORE-CHAVÉROT	Les discours RSE des grandes entreprises : quelle orientation thématique ? L'exemple des problématiques sociales et environnementales.
			GHERRA, JAECK, JOLY, MARAIS ET MEYER	La responsabilité sociale de l'entreprise comme source d'innovations managériales : Le cas de l'entrepreneuriat social
			BELLINI et SALAUN	La démarche participative en matière de développement durable peut-elle être le vecteur d'une responsabilité partagée ?

**20H- REPAS DE GALA ESEE/RIODD - CCI GRAND LILLE**

**Jeudi 20 juin - 9h-10h30 auditorium (macc's building)**  
**Plenary session 2**  
**Rethinking the role of science in society (chair: sigrid stagl)**  
**science, innovation and sustainability: exploring myths and asymmetries, s. Van den hove**  
**opening up green transitions: acknowledging the politics of ecologies, economies and technologies, a. Stirling**

<b>Jeudi 20 Juin 11h- 12h30 ASCOTEL Salle 3</b>	<b>Eve CHIAPELLO</b>	<b>Special Session ESEE/RIODD: Critical analysis of environmental management arrangements 1</b>	S. NICOLLE	Genesis of environmental management arrangements in Amazonia. A comparison between France (French Guiana) and
			N. BERLAND	The mechanisms for quantifying the costs incurred by asbestos removal projects
			D. BUSCA [ET AL.]	Experimenting with technique. How to make an agro-environmental management device?
<b>Jeudi 20 Juin 11h- 12h30 Bât SUP Salle 108</b>	<b>Roland PEREZ</b>	<b>Common-Pool Resources and Social- Ecological Systems (in memory of Elinor Ostrom)</b>	BOUSSARD	Du paradoxe de Condorcet à la gestion des Commons : mode de décision et appropriation des rentes
			BILLAUDOT	Une conceptualisation de l'auto-régulation délimitée empiriquement en lien avec la notion de bien commun par l'École de Bloomington
			BRÉCHET, DESREUMAUX	L'Entreprise comme bien commun
<b>Jeudi 20 Juin 11h- 12h30 Bât SUP Salle 101</b>	<b>Arnaud BUCHS</b>	<b>Gestion de l'eau et valeurs publiques</b>	CHANTEAU, RENOU	Indicateurs de performance et nouvelle gouvernamentalité des ressources en eau
			COLON, GUERIN- SCHNEIDER	La diffusion du Nouveau Management Public dans les services d'eau potable des pays en développement, créatrice de valeurs publiques ? Le cas de l'Ouganda et du Cambodge
			VAUCELLE, EBERHARD- HARRIBEY, BATISSE	De nouvelles valeurs pour la gestion déléguée du service public de l'eau ? La démarche Responsabilité Sociétale de Lyonnaise des Eaux sur le territoire de la Communauté Urbaine de Bordeaux.
<b>Jeudi 20 Juin 11h- 12h30 Bat SUP 302</b>	<b>Jean- Marie COURRENT</b>	<b>Session Spéciale ESEE/RIODD : PME et responsabilité sociétale</b>	M. SPENCE ET ALII	profil de l'entrepreneur et adhésion à la vision «business case» des politiques sociales et environnementales des PME.
			S. BERGER- DOUCE [ET AL.]	La RSE, une source de création de valeur partagée en PME ?
			L. UHLANER [ET AL.]	A Change management approach to sustainability in Small and Medium Enterprise
			A. PARADAS	L'engagement responsable de dirigeants de petites entreprises
<b>Jeudi 20 Juin 11h- 12h30 Bat SUP salle 1</b>	<b>Françoise QUAIREL</b>	<b>Session parallèle ESEE/RIODD: Responsabilité sociale des entreprises et des consommateurs</b>	P.FOLCHER	La responsabilité économique du consommateur, déterminants et conséquences sur le fameux «Acheter Français» !
			P. CALLOT	La réalité sectorielle comme défi à la RSE pour les TPE
			J. MILANESI	Economie de la réglementation des OGM. Une approche par la qualité

**DEJEUNER**

<b>Jeudi 20 Juin 14h- 15h30 Bât SUP Salle 108</b>	<i>Pierre BARDELLI</i>	<b>politique 1</b>	KESSARI, RIVIERE- GIORDANO ET TEMRI	Coopératives et développement durable : un lien évident ? Le cas des coopératives du Languedoc Roussillon.
			BAUWENS	Le rôle des entreprises sociales dans le processus de co-production : analyses statiques et Dynamiques
			CANTIN, JALENQUES VIGOUROUX ET COLOMB	Approche interdisciplinaire de la requalification énergétique du logement social. La place des chiffres dans une étude en cours mêlant sciences de l'ingénieur et sciences de l'information et de la communication
<b>Jeudi 20 Juin 14h- 15h30 Ascotel Salle 1</b>	<i>Corinne GENDRON, Michel CAPRON</i>	<b>Special Session ESEE/RIODD: Environmental externalities, social cost and theory of the firm</b>	O. FAVEREAU	Three conceptual tools for CSR - of which only one (externalities) is traditional - and inappropriate
			B. SEGRESTIN	Social responsibilities: from a stakeholder to a managerial theory of the firm
			B. GIRARD	How Karl-William Kapp was received by economists
			G. SAOUT	Une conception procédurale de l'efficacité à partir de l'institutionnalisme de Commons pour une redéfinition collective de l'entreprise et de sa responsabilité environnementale
<b>Jeudi 20 Juin 14h- 15h30 ASCOTEL salle 3</b>	<i>Eve CHIAPELLO &amp; Maya LEROY</i>	<b>Special Session ESEE/RIODD: Critical analysis of environmental management arrangements 2</b>	M. BARBIER [ET AL.]	Agri-environmental designs: failure of substantive efficiency appeals for procedural effectiveness
			T. LEMENAGER [ET AL.]	Differentiating Payment for Ecosystem Services arrangements as a necessary step to discussing their strengths and weaknesses
			L. MERMET	A management perspective on economic tools for biodiversity
			S. GUENEAU	Evaluation of the FSC Forest Certification Scheme from an Environmental Effectiveness Perspective: Methodological Challenges and Proposals
<b>Jeudi 20 Juin 14h- 15h30 Bât SUP Salle 109</b>	<i>Gael PLUMECOQ</i>	<b>enjeux environnementaux</b>	ARNAL-AZHAR ET ABBES	L'éthique environnementale : complément ou alternative aux mécanismes traditionnels de protection de l'environnement ? Une étude sur les entreprises françaises.
			BOUTTI, RODHAIN, BOURDON ET EL AMRI	L'adoption de la Finance Carbone à l'épreuve de l'intelligence énergétique: transition vers une organisation sobre en carbone
			GAUCHE, PALPACUER ET CHIFFOLEAU	La construction de schémas innovants de développement durable dans les circuits courts alimentaires : enjeux et perspectives
			YAMEOGO	RSE et activité minière au Burkina Faso : intérêt et limites d'une analyse de la durabilité sous le prisme de l'économie de l'environnement

<b>Jeudi 20 Juin 14h- 15h30 Bât SUP Salle 102</b>	<i>Roland PEREZ et William SUN</i>	<b>session spéciale ESEE RIODD FAS</b>	FIMBEL, KARYOTIS, ROBERT	Carbon Finance or the price-value myth caught in the act of ineffectiveness
			REVELLI, VIVIANI	Portfolio Management : Is there a difference between SRI and Conventional Investment ?
			SUN	Neither Internal,Nor External: Understanding Corporate Governance Failures in the Finaancial Sector
<b>Jeudi 20 Juin 14h- 15h30 Bât SUP Salle 101</b>	<i>Jean-Pierre CHANTEAU</i>	<b>Gestion de l'eau et Valeurs Publiques</b>	BOLOGNESI	“Modernisation” et soutenabilité des services hydriques urbains en Europe : une analyse en termes de régimes institutionnels de ressources
			BRETHAUT	Pilotage public des infrastructures de réseau d’eau et double-délégation de service : le cas de la station touristique de Morzine-Avoriaz
			SANTONI	Articulation entre dispositifs de gestion “hydraulique” et de gestion “équilibrée” de la ressource en eau en Durance : émergence d'arrangements locaux et redéfinition du rôle des acteurs de la gestion territoriale de l'eau
<b>Jeudi 20 Juin 14h- 15h30 Bât SUP Salle 103</b>	<i>Nicolas POSTEL</i>	<b>Enjeux théoriques 1</b>	NONET et DA FONSECA	Stratégies collectives pour un développement durable : quelles problématiques de légitimité ?
			PILUSO	Les théories orthodoxes de la RSE : un examen critique
			ROUSSEY ET PALPACUER	Ouvrir la boîte noire du développement durable : diversité des enjeux et logiques d’action dans la chaine globale de valeur de l’industrie minière
<b>PAUSE-CAFE</b>				



<b>Jeudi 20 Juin 16h- 17h30 Bât SUP salle 208</b>	<i>Virgile CHASSAGNON</i>	<b>Special session ESEE/RIODD : Corporate Social Responsibility, Environmental Innovation and Firm Performances</b>	J. MARTINEZ BOYSSELLE	Consumer's perceptions on environmental and social communication: the case of organic and fair trade products
			C. LE BAS [ET AL.]	Do socially responsible firms implement green innovations? An empirical study based on surveys
			N. ARFAOUI [ET AL.]	Policy design, eco-innovation and industrial dynamics in an agent-based model: an illustration with the REACH regulation
			D. GALLIANO [ET AL.]	The intensity of the firm's eco-innovative performance
<b>Jeudi 20 Juin 16h- 17h30 Acotel Salle 3</b>	<i>Eve CHIAPELLO &amp; Maya LEROY</i>	<b>Special Session ESEE/RIODD: Critical analysis of environmental management arrangements 3</b>	DUHALDE [ET AL.]	Quantitative analysis of French marine and coastal environmental policy performance: first step from a local scale
			P. AUBERT	The Moroccan Agdal as an archetype of Community Based Natural Resources Management system. Contributions and limits of a 'new institutionalist' perspective on environmental management
			R. TARAVELLA	Protected Areas in the Brazilian Amazon: from "Paper Parks" to Efficient Environmental Management Arrangements against
<b>Jeudi 20 Juin 16h- 17h30 Bât SUP Salle 108</b>	<i>Florence PALPACUER</i>	<b>politique 2</b>	EZZOUBI, ELHARTI et EL ABBADI	Le printemps arabe & la crise financière » ont-t-il ressuscité l'intégration de la dimension sociétale dans la stratégie de l'entreprise ?
			Corinne GENDRON Alice Fraser, Johanna- Maud Egoroff et Gabriel Legaré	Le développement durable chez les élus : une étude de cas
			DELALIEUX et PEZET	Le role des pouvoirs publics français dans le développement des mécanismes privés de certification sociale et environnementale : une rationalité de gouvernement néo-libérale.
<b>Jeudi 20 Juin 16h- 17h30 Bât SUP Salle 109</b>	<i>Thomas LAMARCHE</i>	<b>stratégie industrielle</b>	CASIN	L'intégration de la RSE dans la relation de sous-traitance crée t-elle nécessairement de la valeur ?
			BALAS, MOUNOUD et FAREL	La fabrique d'une filière de recyclage : entre pressions institutionnelles et logiques d'appropriation du développement durable par les organisations
			DA FONSECA et YAMI	Coopérations inter-sectorielles et enjeux stratégiques du développement durable
<b>Jeudi 20 Juin 16h- 17h30 bât SUP salle 211</b>	<i>Olivier FAVEREAU</i>	<b>Enjeux Théoriques 2</b>	MBANI ET SOPARNOT	Synthèse critique des critiques de la théorie des parties prenantes
			KRICHEWSKY	Le phénomène de la RSE : un danger pour la démocratie ?
			MORICEAU et GUERILLOT	De la ligne aux boucles symétriques : les paradoxes du système RSE
<b>Jeudi 20</b>	<i>Catherine</i>	<b>FAS</b>	ALIJANI,	Quand la financiarisation des économies touche les marchés des denrées alimentaires

<b>Juin 16h- 17h30 bât SUP salle 102</b>	<b>KARYOTIS</b>		KARYOTIS	
			ACOSTA	Analyse comparée du cadrage juridique de l'Investissement Socialement Responsable dans trois marchés émergents : Brésil, Inde et Afrique du Sud.
			LOISEAU	Controlling Corporate social Responsibility and Sustainable Development: Which ties?
<b>Jeudi 20 Juin 16h- 17h30 Bât SUP Salle 103</b>	<b>Sandrine BERGER- DOUCE</b>	<b>PME</b>	DELCHET- COCHET	Integrating CSR practices in business strategies of SMEs : empirical evidence in France
			TURKI	L'intégration de la dimension sociétale : le cas des PME tunisiennes
			ZEROUAL et BLANQUART	Petits commerçants face au développement durable
			Alina KECHICHE	La RSE comme catalyseur de détection d'opportunités d'affaires et de création de valeur pour l'entrepreneur
<b>Jeudi 20 Juin 16h- 17h30 Bât SUP salle 101</b>	<b>Yvan RENO</b>	<b>Gestion de l'eau et Valeurs Publiques</b>	DELPUECH	Quelles représentations du service public et du DD dans le secteur de l'eau ? Le cas Suez-Lyonnaise des Eaux.
			EL ABADDI, SAIDI	Compréhension des déterminants de la satisfaction des clients des services publics à caractère industriel et commercial: Cas des services publics d'eau potable et d'assainissement
			CHANTEAU, BARBIER*, BUCHS, EUZEN*, GUERIN- SCHNEIDER, RENO	Quelles méthodes d'analyse de la construction institutionnelle des services de l'eau, sous contraintes organisationnelle, marchande, financière et écologique ?

**Jeudi 20 Juin - 17h30 - Remise du prix thèse RIODD 2013**

**Jeudi 20 Juin – 18H00 – Assemblée Générale du RIODD**

**20h : Repas Adhérents Riodd (libre) ou visites musées (Lille / Lens)**

**Vendredi 21 Juin 9H-10H30 - Auditorium (MACC's Building)**  
**Plenary Session 3 : Redefining Prosperity (Chair: Giorgos Kallis)**  
**Redefining progress and prosperity: with which indicators?, F. Jany-catrice**  
**Prosperity and equity in the 'green economy', T. Jackson**

<b>Vendredi 21 Juin 9h45- 11h15 Bâtiment SUP salle 302</b>	<b>Bruno BOIDIN</b>	<b>session spéciale riodd/esee : Corporate social responsability in the South : institutional dynamics and specificities</b>	B. BOIDIN	Is corporate social responsibility compatible with institutional designs of Southern countries ? The case of Senegal
			A. CARIDADE (ET ALI)	Sustainable corporate strategies: bridging the gap between the triple bottom line and value-based management
			C. SEHIER	Can Corporate Social Responsibility smooth the transition of the labour regime in the Chinese industry?,
<b>Vendredi 21 Juin 9h45- 11h15 Bât SUP Salle 108</b>	<b>jean Marie COURRENT</b>	<b>PME</b>	MAKDESSI et MAKDESSI	Lien entre la démarche de Responsabilité Sociétal et la performance financière dans les PME
			MHISSEN, BEN BOUBAKER GHERBIB, BERGER-DOUCE	Formalisation de la RSE et engagement global envers les parties prenantes : cas des PME tunisiennes
			ONDOUA BIWOLÉ	Les défis de l'engagement des PME camerounaises à la RSE
<b>Vendredi 21 Juin 9h45- 11h15 Bât SUP Salle 109</b>	<b>Damien KRICHEWSKI*</b>	<b>logiques organisationnelles</b>	BARTHEL	Des principaux déterminants d'une décision éthique à l'avènement de la conceptualisation d'une « éthique-compétence » - quelques pistes de réflexion / Caractéristiques d'une stratégie marketing responsable au regard de la perception de consommateurs et responsables d'entreprise.
			JOLY et PALPACUER	Le marketing responsable, entre finalités économiques et sociétales : Une approche par les discours des directeurs marketing du CAC40
			Julie BASTIANUTTI	Les transformations du design organisationnel des groupes diversifiés au prisme de la RSE. Une étude de cas à partir de la relation siège-filiale.
<b>Vendredi 21 Juin 9h45- 11h15 Bât SUP salle 101</b>	<b>Michel CAPRON*</b>	<b>RH</b>	DUBRUC et JNEID	La norme iso 26000 : quelles pratiques de GRH prescrites ?
			ELKANDOUSSI, EL ABOUBI et HENDA	Le rôle des DRH dans la démarche des RSE : quelles perspectives pour la relations entreprises – parties prenantes ?
			GRESSEL	Un groupe professionnel face aux défis des enjeux environnementaux : Les agents de la gestion hydraulique.

<b>Vendredi 21 Juin 9h45- 11h15 Bât SUP salle 102</b>	<i>Jacques RICHARD</i>	<b>FAS</b>	RICHARD, RAMBAUD	Triple Depreciation Line (TDL) instead of Triple Bottom Line”(TBL): towards a strong conservation of capitals instead of a weak one
			ALTUKHOVA	Sustainability accounting in agriculture: in the quest for a strong approach
			RAMBAUD	Taking the Existence Value seriously: new ways for firms to grasp Sustainable Developmen
			BICALHO, RAMBAUD, ALTUKHOVA	New data quality indicators for Life Cycle Inventories: assessing enterprise-specific data for good quality LCA studies
<b>Déjeuner</b>				
<b>Vendredi 21 Juin 13h15- 14h45 Bât SUP Salle 108</b>	<i>Corinne GENDRON</i>	<b>innovation</b>	BONNEVEUX et CALME	L’élaboration d’un réseau autour d’une démarche innovante de RSE : le cas du Centre des Jeunes Dirigeants
			COLLEMELLERE, LEROY et MOUNOUD	Pratiques d’éco-conception et politiques de développement durable : acteurs, enjeux et paradoxes.
			ROBERT, DA FONSECA et LE ROY	Eco-innovation et coopération : Quelles stratégies de coopération pour éco-innover ?
<b>Vendredi 21 Juin 13h15- 14h45 Bât SUP Salle 102</b>	<i>Bernard CHRISTOPHE</i>	<b>FAS</b>	TANGUY	RSE et Fiscalité : quelques observations sur une rencontre aux conséquences incertaines
			CHRISTOPHE	Environmental accounting and time
			MAGNAGHI	Toward Integrated Reporting
			QUAIREL- LANOIZELÉE	Integrated Reporting Framework : an evolution of the corporate reporting towards more sustainability ?
<b>Vendredi 21 Juin 13h15- 14h45 Bât SUP Salle 211</b>	<i>Michel CAPRON</i>	<b>Session ESEE- RIODD Corporate Social Responsibility and institutions</b>	D. MAES [ET AL.	Matter-dependent production functions for economic modelling of firms
			D. MAES [ET AL.	Synchronising the environmental management objectives of New Zealand's key export industries: A common pool resource approach
			C. DIDIER [ET AL.	Professional ethos and environmental attitudes. A French survey on engineers' ecoskepticism
<b>Vendredi 21 Juin 13h15- 14h45 Bât SUP salle 103</b>	<i>Président : Richard SOBEL</i>	<b>Enjeux théoriques (3)</b>	BERRIER-LUCAS et RAMBAUD	Approche ontologique de la soutenabilité d'entreprise : Proposition pour un changement
			GIRARD	L'autre face de la responsabilité : l'autonomie
			VALLAEYS	Pourquoi la RSE n’est pas (encore) transformatrice ? Distinction philosophique entre trois responsabilités cardinales morale, juridique et sociale

### Remarque

Le texte des communications RIODD est accessible en ligne sur :

<http://rse.univ-lille1.fr/>

Le texte des communications RIODD-ESEE est accessible en ligne sur :

<http://eese2013.sciencesconf.org/>

## Programme des sessions plénières

### Opening Plenary (Chair: Irene Ring)

Hémicycle - Conseil Régional Nord-Pas-de-Calais (Lille)

*18 June, 2013 - 6:00 - 7:30 pm*

6:00 pm: **Sandrine Rousseau** (Vice-President of the Nord-Pas-de-Calais Regional Council, in charge of Higher Education and Research), *Welcome address.*

6:10 pm: **Philippe Rollet** (President of the Lille 1 University), *Welcome address.*

6:20 pm: **Irene Ring** (ESEE President), *Welcome address.*

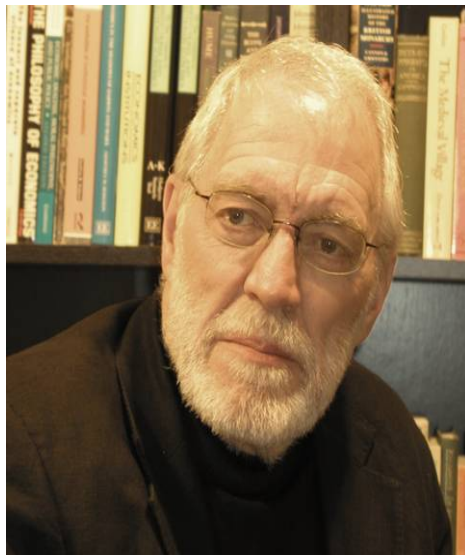
6:25 pm: **Michel Capron** (RIODD President), *Welcome address.*

6:30 pm: **Daniel W. Bromley** (Anderson-Bascom Professor of Applied Economics - Emeritus - University of Wisconsin-Madison, USA & Visiting Professor, Humboldt University-Berlin, Germany), *Institutions and Institutionalism. Crafting a Coherent Science of Environmental Policy.*

# Institutions and Institutionalism: Crafting a Coherent Science of Environmental Policy

There are many visions of a properly constituted and motivated ecological economics. Some wish for it to embrace a broad vision—open to multiple ways of knowing, and thereby able to advance competing accounts of the vexing problems of sustainability and feasible prospects for the future of humans in their fraught interactions with nature. A second vision is that ecological economics should be a radical movement dedicated to criticizing and changing social organizations and institutions that are responsible for the spread of false beliefs about economic, social, and what is called “environmental reality.” Regardless of which vision ultimately prevails—and there are other visions that fall between these two—it is obvious that the concept of “institutions” is instrumental to realization of the desired future. This is unfortunate for the simple reason that those who appeal to institutions have never bothered to develop a consistent and coherent idea of this allegedly important concept. They just invoke the word. Institutions cannot possibly matter if those who write about them have no idea what they are writing about. Here I will spell out the core meaning of two central ideas to the future of a coherent ecological economics — institutionalism, and institutions. I will show that a clear understanding of these two related ideas will liberate ecological economists from continued angst and debate about ontology, epistemology, and methodology—and some wished-for grand theory. I predict that this liberation will be much welcomed by ecological economists who merely wish to get on with doing good science.

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*Daniel W. Bromley is Anderson-Bascom Professor of Applied Economics (Emeritus) at the University of Wisconsin-Madison, and Visiting Professor at Humboldt University in Berlin. He has published extensively on: (1) institutional economics; (2) economic philosophy; (2) the legal and philosophical dimensions of property rights; and (4) economic development. He is listed in Who's Who in Economics. He is a Fellow of the Agricultural and Applied Economics Association, and of the Association of Environmental and Resource Economists. He has worked and lectured in over 25 countries. He was economic advisor to the Sudan People's Liberation Movement in South Sudan, and he advised the Government of National Unity in Sudan on economic recovery in Darfur. He recently served as a Senior Research Advisor to the U.S. State Department on economic recovery in Iraq.*

*Professor Bromley has written and edited thirteen books, the most recent of which are: Sufficient Reason: Volitional Pragmatism and the Meaning of Economic Institutions, (Princeton University Press, 2006); Vulnerable People, Vulnerable States: Redefining the Development Challenge, (with Glen Anderson), (Routledge, 2012).*

**Plenary Session 1: Environment-Society Relationships Changing Behaviour or Changing Values ?**

**(Chair: Begüm Özkaynak)**

**Auditorium (MACC's Building)**

***19 June 2013 - 9:00 – 10:30 am***

9:00 am: **Michel Capron** (Emeritus Professor of Management, Université Paris VIII, Chairman of RIODD, France), *The Emancipation and Autonomy of Humanity: Are they Always Liberating Utopia?*

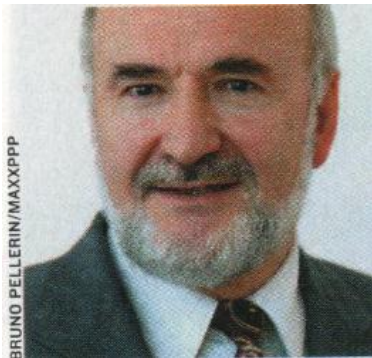
9:45 am: **Andrew Dobson** (Professor of Political Science, University of Keele, United Kingdom), *Environmental policy-making and behaviour change: Financial incentives, 'nudge' or citizenship?*



## The emancipation and autonomy of humanity: Are they always liberating utopia?

In the great movement of emancipation and autonomy of humanity, the consumerism dream and the mirage of unlimited growth have not made people freer. Crises have shaken the socio-economic systems and reshaped social classifications. The working class, supposed to carry the hope of profound social change, has lost its Promethean vocation to fall back on the defense of its own survival. More than ever people seem powerless to master their destiny in the face of economic internationalized and financialized powers which do not have any other motivation and other horizon but endless material accumulation. Bureaucratic economic organizations with gigantic size have distorted the spirit of entrepreneurship and individual and collective initiative that characterizes the human species. But the advanced degradation of natural resources and the exacerbation of social inequalities on the planet for which economic activities are mainly responsible are not inevitable and uncontrollable phenomenon. Through a few current examples, the presentation will attempt to emphasize the stakes of the unification of social criticism on one hand and ecological criticism on the other as the matrix for the conception of a new liberating utopia.

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*Michel Capron is Doctor, HDR (entitled to lead research) in management science; Professor Emeritus, researcher at the Institut de Recherche en Gestion, Paris-East University at Créteil. Over the fifteen years, Michel Capron has carried out most of his research on corporate social responsibility and sustainable development. He has published numerous papers on these topics and several books (with Françoise Quairel-Lanoizelée). He was a member of the French delegation for ISO 26000 elaboration. Currently Chairman of the International Network of Research on Organizations and Sustainable Development (RIODD) and Chairman of the French Citizen Forum for CSR.*

## Environmental Policy-making and Behaviour Change: Financial Incentives, 'Nudge' or Citizenship?

Given their generalised commitment to 'sustainable development', governments around the world are looking for ways to change people's environment-related behaviour. In recent times, and in the context of the increasing delegitimisation of the state and the turn to privatised solutions to public policy problems, attention has turned from the way in which people's decision-making is structured by their macro-context to individual-level prompts that can influence behaviour. In the environmental context (and indeed in others) this has taken two forms. First, we have witnessed the creation of a suite of environmental incentives and disincentives (rewards and punishments) which are designed to alter people's behavioural patterns in line with the self-interested rational actor model of behaviour. Second, increasing attention has been paid to the potential of behavioural economics – or what has been popularised as 'nudge', after the eponymous book by Cass Sunstein and Richard Thaler. This presentation will outline the nature of both these policy tools, offer examples of them, and discuss their advantages and disadvantages. I will then compare these 'value-lite' approaches with one which draws on the idea of environmental citizenship, rooted in a, ethical and practical commitment to justice.

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*Andrew Dobson is Professor of Politics at Keele University. He is the author of Green Political Thought (4th edition, 2006), and of Citizenship and the Environment (OUP 2003), among many other edited books, monographs, and papers. He is Principal Investigator on a 2011-2013 funded project called 'Reducing Energy Consumption Through Community Knowledge Networks' (<http://www.esci.keele.ac.uk/recckn>), and has just completed a 2-year funded seminar series on Biosecurity (<http://www.bbk.ac.uk/environment/biosecurity/index.htm>)*

*He is also a Leverhulme Research Fellow (2011-2013), writing a book on Listening for Democracy, which is due for publication by Oxford University Press in 2014. He is a member of the England and Wales Green Party and has stood in Parliamentary and local elections. He co-wrote the Green Party Manifesto in 2010, and is a founder member of the thinktank Green House (<http://www.greenhousethinktank.org>).*

**Plenary Session 2: Rethinking the Role of Science in Society (Chair: Sigrid Stagl)**

**Auditorium (MACC's Building)**

***20 June, 2013 - 9:00 – 10:30 am***

9:00 am: **Sybille van den Hove** (MEDIAN & Visiting Professor at the Institute of Environmental Science and Technology - ICTA - Autonomous University of Barcelona, Spain), *Science, Innovation and Sustainability: Exploring Myths and Asymmetries.*

9:45 am: **Andrew Stirling** (Professor of Science and Technology Policy, SPRU, The Sussex Energy Group, University of Sussex, United Kingdom), *Opening Up Green Transitions. Acknowledging the Politics of Ecologies, Economies and Technologies.*

## Science, Innovation and Sustainability:

### Exploring Myths and Asymmetries

In our efforts to foster the transformations needed to address sustainability challenges, a reflexion on the roles of science, innovation and precaution is central. A series of pervasive myths still underlie currently dominant visions of science and innovation, including in particular the myth of the possibility to fully understand, describe and control complex systems; the myth that uncertainty is always reducible or quantifiable; the myth of deterministic science; and the myth that technology can 'solve it all'. There are also a series of asymmetries often not accounted for in our ways of dealing with evidence in support of policies and action, including the fundamental ones between the three pillars of sustainability; asymmetries in the weighing up of pros and cons and costs and benefits; or the asymmetry in the levels of evidence for 'proof' of harm vs. those for 'proof' of safety required by proponents of a technology. Building in particular on collective work done in the framework of the *Late Lessons from Early Warnings* project of the European Environment Agency, this presentation will explore such myths and asymmetries and reflect on the nature and purposes of the scientific and technological enterprises in today's context, leading to some conclusions about the governance of innovation and innovations in governance.



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*Sybille van den Hove is Director of MEDIAN, a small research, teaching and consulting company, and Visiting Professor at the Institute for Environmental Science and Technology (ICTA) of the Autonomous University of Barcelona. Her background is high-energy physics and ecological economics.*

*Sybille's work focuses on environmental governance; science-policy interfaces; decision-making and policy formation under conditions of complexity; integration of natural and social sciences; environmental research strategies; and environmental strategies of corporations. Today, she mainly works in the areas of biodiversity governance at international and EU levels, socioeconomic aspects of biodiversity change, nuclear governance in a post-Fukushima world, and corporate transformation towards sustainability. She has also worked in areas such as: climate change, radioactive waste management policies, and the EU chemical and pesticides policies. She is chairing the Scientific Committee of the European Environment Agency.*

## Opening up Green Transitions: Acknowledging the Politics of Ecologies, Economies and Technologies

The challenges of global Sustainability are on an unprecedented scale. So urgent are the imperatives and hard the constraints, that there seems little scope for discussion of choice. Inertia and entrenched interests are so powerful and obstructive, that it is tempting to invoke technical expertise as if it were unquestionable. Acknowledgements of uncertainty or ambiguity appear as signs of weakness. The scientific and moral stakes are so stark, they seem to leave no room for no alternatives. So, do we hear repeated reference to the Sustainability Transition – as if this were singular and self-evident. In this light, democracy and deliberation may seem inconvenient luxuries, threatening only to slow down a self-evident direction for change. Yet these tendencies miss the point – and threaten the core – of Sustainability. Serious solutions are profoundly dependent on – and reinforcing of – inclusive, deliberative democracy. Far from being inevitably weak and slow, these can offer more rapid and effective co-ordination. Openly acknowledging uncertainty and ambiguity can de-fuse the technocratic juggernaut of an apparently choiceless ‘science-based’, ‘pro-innovation’, ‘knowledge-driven’ economy. Indeed – for the first time since the ‘European Enlightenment’ – Sustainability discourse offers the possibility of enabling the collective steering of the directions (not just the pace or impact) of scientific, technological and institutional progress. Real hopes for truly progressive transformation, rest in celebrating diversity and dissent in a vigorous, plural politics of Sustainability.



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*Andy Stirling is an interdisciplinary researcher at SPRU, where he codirects the STEPS Centre and Sustainable Lifestyles Research Group.*

*Focusing on challenges around ‘opening up’ more democratic governance of knowledge, research science, technology and innovation, his work addresses issues like: uncertainty, precaution, skepticism, sustainability, resilience, diversity, transformation, progress, participation and power. Andy has served on advisory bodies for the EU on Energy Policy, Science in Society, Collaborative Research, Sustainability and Science Governance; for the UK government on toxic substances, GM crops, public engagement and science advice; and working groups of the Royal Society, Nuffield Council, UN IHDP, Global Energy Observatory, Demos and the Green Alliance. He’s served on boards for several journals, Greenpeace International, Greenpeace UK and on the Research Committee of the ESRC.*

## **Roundtable : The Institutionalization of Ecological Economics - Cross-Continental Dialogue**

**(Moderator: Tom Bauler)**

**Auditorium (MACC's Building)**

***20 June, 2013 - 4:00 – 5:30 pm***

### **Panelists :**

- Richard Howarth, Prof. of Environmental Studies, (Dartmouth College, USA), Editor-in-Chief of Ecological Economics.
- Clive Spash, Prof., Chair of Public Policy and Governance, Department of Socio-Economics (WU Vienna - University of Economics and Business, AT). Editor-in-Chief of Environmental Values. Former President of the European Society for Ecological Economics (ESEE).
- Inge Røpke, Prof., Department of Development and Planning (Aalborg University, Dk)

### **Moderator:**

Tom Bauler, Assist.Prof., Université Libre de Bruxelles (BE) & Harvard University (USA).

### **Rationale**

As a research field, Ecological Economics has the ambition to demarcate itself in a number of its principles from more orthodox economic approaches when enquiring the Man-Nature relationships. It can be taken as a mark of a healthy, self-reflective research community that this demarcation work does also operate inside of the research field itself. Controversies and structural discussions are not rare within the field, and interpretations of what questions to work on and how to encounter them are diversified. Partially, the positions taken by one or the other are influenced by the importance, positions and roles given to science in different societal contexts. Partially, different practices of environmental governance, politics and policies co-influence the manner the members of our community can investigate our research field and how the research field itself can and wants to position itself in the Science-Policy nexus. The roundtable will explore the evolution and institutionalization of Ecological Economics, as a research field and a community of scientists, and will do so with a specific comparative focus on understanding the diverse dynamics of institutionalization of the field - and its members - in Europe and the United States of America. The objective is double: provide an insight into what works differently, and into what shared lessons can be drawn at the 25<sup>th</sup> anniversary of the creation of ISEE.

**Plenary Session 3: Redefining Prosperity (Chair: Roldan Muradian)**

**Auditorium (MACC's Building)**

***21 June, 2013 - 9:00 – 10:30 am***

9:00 am: **Florence Jany-Catrice** (Professor of Economics, CLERSE, Université Lille1, France), *Redefining progress and prosperity: with which indicators ?*

9:45 am: **Tim Jackson** (Professor of Sustainable Development, Center for Environmental Strategy, University of Surrey, United Kingdom), *Prosperity and Equity in the 'Green Economy'*.

## Redefining progress and prosperity: with which indicators?

For more than twenty years now, there has been a large dispersed movement toward the development of new indicators of wealth or prosperity, to complement GDP and growth, or to replace them. This movement can be read as an expression of a growing protest vis-à-vis the macroeconomic indicators when used as univocal representation of prosperity or progress.

If initiatives are multiplying to provide other indicators, they are also very diverse in the content of what they offer, and in the methods to achieve the aim followed. They are the expression of highly contrasting visions of this new prosperity to which it would be useful to converge.

The purpose of this conference is to provide a discussion of the plurality of objectives behind this movement, in the light of some recent initiatives, being they at an international level (UNDP new challenges toward sustainability) or at national and even territorial levels.



*Florence Jany-Catrice is an economist. Professor at the University Lille1, she is a researcher at the Clersé (Centre Lillois d'études et de recherches économiques et sociologique)-UMR-CNRS 8019, and a member of the Institut Universitaire de France (IUF).*

*Her researches concern mainly the economy of quality: quality of labor and employment; quality of output, wealth and their measures. She published numerous articles and books, among which *The new indicators of wealth and development* (Palgrave MacMillan) 2006, with J. Gadrey; *Les services à la personne* (2009, with FX.Devetter and T. Ribault) (La Découverte). Her last book is untitled *La performance totale: nouvel esprit du capitalisme?* (2012, Presses universitaires du Septentrion).*

*She is also the Director of a French academic Review: *Revue française de socio-économie*, and an active member of the French Association of Political Economy (Afep/FAPE).*



## Prosperity and equity in the 'green economy'

An ecologically-constrained economy calls for a vision of prosperity consistent with social justice. It also demands new models of enterprise, a coherent strategy for employment, long-term investment in real physical, social and natural assets and a finance system fit for purpose to deliver these things. This talk will establish the foundations for such a vision and explore in particular the implications for transforming the financial system. Drawing on insights from recent work on ecological macro-economics, the presentation talk will highlight some of the resonances between the demands of sustainability and the need for financial reform.

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*Tim Jackson is Professor of Sustainable Development at the University of Surrey and Director of the Sustainable Lifestyles Research Group – a multi-disciplinary research group funded by the UK government, which explores the complex links between people's lifestyles, societal values and sustainability. From 2004 to 2011 Tim was Economics Commissioner on the UK Sustainable Development Commission, where his work culminated in the publication of the controversial book Prosperity without Growth – economics for a finite planet (Earthscan 2009). In 2013 he was awarded a three year Professorial Fellowship to study Prosperity and Sustainability in the Green Economy (PASSAGE). In addition to his academic work, Tim is an award-winning dramatist with numerous radio writing credits for the BBC.*

**Closing Plenary: Towards a Socio-Ecological Transition (Chair: Timothy J. Foxon)**

**Auditorium (MACC's Building)**

**21 June, 2013 - 3:00 – 4:00 pm**

3:00 pm: **Elizabeth Shove** (Professor of Sociology, University of Lancaster, United Kingdom), *The Dynamics of Energy and Mobility Demand*.

**The dynamics of energy and mobility demand**

This talk begins by considering different methods of conceptualising the demand for energy and mobility. The suggestion that such demand is an outcome of changing social practices underlines the significance of linking social and historical research to that which deals with the provision and management of energy and mobility systems. A focus on what energy is used for in contemporary society – that is, of which practices is energy consumption a part – forces us to think differently about long term energy 'needs' and how they might be established and changed. I will outline different lines of research designed in response to this agenda.



*Elizabeth Shove is Professor of Sociology at Lancaster University. She has recently completed an ESRC funded fellowship, "Transitions in Practice: Climate Change and Everyday life, she is a member of the Sustainable Practices Research Group, and is about to become co-director of DEMAND, a five year research centre dealing with the dynamics of energy and mobility demand starting in 2013. She is author of "Comfort, Cleanliness and Convenience: the social organization of normality" (Berg 2003). More recent books include "The Dynamics of Social Practice" with Mika Pantzar and Matt Watson (Sage 2012) and "Sustainable practices: social theory and climate change", edited with Nicola Spurling (Routledge 2013).*