



JOHN WILEY & SONS, LTD., THE ATRIUM, SOUTHERN GATE, CHICHESTER P019 8SQ, UK

***** PROOF OF YOUR ARTICLE ATTACHED, PLEASE READ CAREFULLY *****

After receipt of your corrections your article will be published initially within the online version of the journal.

PLEASE NOTE THAT THE PROMPT RETURN OF YOUR PROOF CORRECTIONS WILL ENSURE THAT THERE ARE NO UNNECESSARY DELAYS IN THE PUBLICATION OF YOUR ARTICLE

READ PROOFS CAREFULLY

ONCE PUBLISHED ONLINE OR IN PRINT IT IS NOT POSSIBLE TO MAKE ANY FURTHER CORRECTIONS TO YOUR ARTICLE

- This will be your only chance to correct your proof
- Please note that the volume and page numbers shown on the proofs are for position only

ANSWER ALL QUERIES ON PROOFS (Queries are attached as the last page of your proof.)

- List all corrections and send back via e-mail to the production contact as detailed in the covering e-mail, or mark all corrections directly on the proofs and send the scanned copy via e-mail. Please do not send corrections by fax or post

CHECK FIGURES AND TABLES CAREFULLY

- Check sizes, numbering, and orientation of figures
- All images in the PDF are downsampled (reduced to lower resolution and file size) to facilitate Internet delivery. These images will appear at higher resolution and sharpness in the printed article
- Review figure legends to ensure that they are complete
- Check all tables. Review layout, titles, and footnotes

COMPLETE COPYRIGHT TRANSFER AGREEMENT (CTA) if you have not already signed one

- Please send a scanned signed copy with your proofs by e-mail. **Your article cannot be published unless we have received the signed CTA**

Reprint and journal issue purchases

- Should you wish to purchase a minimum of 100 copies of your article, please visit http://www3.interscience.wiley.com/aboutus/contact_reprint_sales.html
- To acquire the PDF file of your article or to purchase reprints in smaller quantities, please visit <http://www3.interscience.wiley.com/aboutus/ppv-articleselect.html>. Restrictions apply to the use of reprints and PDF files – if you have a specific query, please contact permreq@wiley.co.uk. Corresponding authors are invited to inform their co-authors of the reprint options available
- To purchase a copy of the issue in which your article appears, please contact cs-journals@wiley.co.uk upon publication, quoting the article and volume/issue details
- Please note that regardless of the form in which they are acquired, reprints should not be resold, nor further disseminated in electronic or print form, nor deployed in part or in whole in any marketing, promotional or educational contexts without authorization from Wiley. Permissions requests should be directed to <mailto:permreq@wiley.co.uk>

Sustainability and Identity

Call for papers to a special issue in

Sustainable Development

Guest Editors:

Peter Dobers, Professor, School of Business, Mälardalen University, Sweden
Lars Strannegård, Professor, Department of Business Studies, Uppsala University, Sweden

The ever-increasing rate of consumption has generated an unparalleled economic growth with great material benefits—in some parts of the world. The non-material benefits have accompanied this growth: poverty rates are diminishing, life expectancy has increased, and child mortality is dropping.

It comes as no surprise, however, that this rate of consumption has been devastating to the ecological system. Voices are raised in order for us to change our consumption patterns. Alternative fuels, eco-labels and fair trade are some examples of efforts to harness unsustainable consumption patterns.

Meanwhile, sociologists and culture scholars point to that wealthy societies around the world are becoming increasingly aestheticized, differentiated and trend-conscious. Brands are gaining centre stage as consumption progressively turns more expressive. Products and services potentially signal a particular life-style, and style has become a 'life project' where consumers' individuality is displayed in an assembly of artefacts, practices, experiences, appearance and body dispositions.

With the recent world media focus around the fourth assessment report of the United Nation Intergovernmental Panel on Climate Change (IPCC), concepts like "green" and "sustainability" have left the realm of political slogans and corporate lip services, and seem to have become elements of current chic consumerism, infused with luxury and part of an affluent life style. Glossy magazines speak of "eco-chic", predict that the trends of the future will be "green" and find sustainable consumption to be highest fashion.

In this trend-conscious world of abundance, we know from the works of marketing scholars that consumers seek to distinguish themselves from other groups in society, and companies seek to distinguish themselves from their competitors. Thus, *identity* has proven to be a key concept for understanding contemporary consumption as well as organizing.

Against this back-drop, sustainability needs to be contextualized in terms of identities. If we are to understand how sustainability can become part of everyday life, we need to frame it in terms of identity construction. We need to better understand identities in a **sustainability** context, i.e. how individuals label themselves as members of particular groups, and how organizations are framed within different types of ideologies. Symbolic interactionism has pointed to that identities influence and are influenced by social reality at large. If such a thought tradition is adhered to, understanding identities is absolutely key in the quest for sustainability. Hence, the focal point of this special issue is the interconnectedness of sustainability and identity in a world of abundance.

We call for reflective, critical and concept-driven papers that scrutinize the aesthetic, emotional, communicative, social and identity-related aspects of consumption and organizing in different social and cultural contexts. We invite papers from many different disciplines such as, for instance, architecture, design, consumption behaviour, management, city planning, marketing, ethics, or organization studies. We are interested in how norms and ideals, that connect or disconnect sustainability and identity, have changed over time, and thus, how sustainability and identity can be understood in a general context. Papers could either be based on empirical findings or be conceptual. Papers to the special issue could refer to, but are not limited to, themes such as:

- What is the role of identity in quests for sustainability?
- What is the relationship between sustainability and identity?
- What could make up a sustainable identity?
- What is the role of identity in sustainable consumption?
- What is the role of identity in sustainable management?

Submission

Full papers (not under review elsewhere), using *Sustainable Development* guidelines for authors, should be submitted by 080808 (or: August 8, 2008), using the Wiley Editorial System. A link to the online system along with author information and support are found in the following web-address: <http://mc.manuscriptcentral.com/sd>.

Papers are subject to the general double-blind review process of the *Sustainable Development* journal. This special issue is planned for publication in late 2009 or early 2010. Papers that are accepted for publication, but not included in the special issue, may be published in a regular issue at a later stage.

For further information feel free to contact any of the guest editors: Peter Dobers (peter.dobers@mdh.se) or Lars Strannegård (lars.strannegard@hhs.se)