ISA's 54th Annual Convention

**The Politics of International Diffusion:
Regional and Global Dimensions**

**SAN FRANCISCO, CALIFORNIA, USA
APRIL 3-6, 2013**

Thursday, 4 April 2013, 4.00-5.45pm (TD63)

**Sustainability Transition: Theories, Approaches and Perspectives
from Europe and Latin America**

Jürgen Scheffran, Hamburg University
The Diffusion of Innovations for the Sustainability Transition
A sustainability transition requires transformation processes in different fields, including new technologies, products and infrastructures as well as new social rules, norms and innovations. Greening the economy rests on the rapid and effective dissemination of climate-friendly technologies, in particular renewable and efficient energy systems. To involve the economic and technological capacities of all countries, the international diffusion of know-how, innovations, investments and technologies needs to be strengthened which requires large finance and smart governance. To build-up production capacities and demand for low-carbon goods and adapt technologies to local needs and circumstances, business and governmental actors have to establish international cooperation to manage the transformation to a low-carbon society and the diffusion of innovations. In negotiations they adapt their actions to each other and seek common solutions leading to mutual benefits, reduced costs and minimal risks. To avoid social dilemmas that block cooperation binding and verifiable agreements are needed. Agreeing on and pursuing joint emission paths demands collective action to make sure that cumulative emissions by all human beings will not exceed critical limits to avoid dangerous climate change. Whether conflictive or cooperative interaction prevails depends on behavioral rules, communication procedures, institutional settings, coalition formation processes and stakeholder dialogues.
diffusion of innovations, green economy, low-carbon transformation, renewable energy, social dilemmas, technology transfer, sustainability transition