

## ***Dr Jeanine Schreurs***

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### ***social entrepreneur \* researcher \* lecturer \* publicist***

Academic pioneer with an original, inventive mind and strong communicative and managerial skills  
Expert in consumer behavior change - sustainability

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#### *Professional profile*

- Social entrepreneur: initiator of the social enterprise LIFT which successfully launched a life-changing training program, rooted in my academic research *Living with Less*.
- Researcher. Keywords: downshifting and sustainability; consumer behavior change; interdisciplinary; qualitative and quantitative research methods;
- Engaging lecturer and trainer. Experienced in a broad range of topics for a diversity of (student) audiences.
- Publicist with 5 years of experience as editor in chief.
- Firm, but charming conference chair.

#### *Career highlights*

- Social entrepreneur: initiator and director of the social enterprise Foundation LIFT, that promotes the lift-your-life program and Budgetcircles. The initiative was rewarded as an important social innovation by the Oranje Fonds, the largest endowment foundation in the area of social welfare in the Netherlands and honored with a visit of Queen Máxima. The project is also acknowledged as a European best practice for (energy) poverty alleviation. 2012 to present
- Visiting scholar at Kyoto University. Research theme: comparative study of downshifting and sustainability in Japan 2012
- Academic Researcher 2005 to present  
Initiated, managed and – November 2010 - completed an innovative research project seeking solutions for one of the major current questions: how to inspire consumers towards a more sustainable lifestyle? The project was adopted as a PhD research by two supervisors: dr Pim Martens, Professor of Sustainable Development Sciences and dr Gerjo Kok, Professor of Social Psychology; both at Maastricht University. I held a position as researcher sustainable consumer behavior at the International Centre for Integrated assessment and Sustainable development (ICIS), at Maastricht University. Recently I started a research project in Japan, where I worked at Kyoto University. As an independent researcher I develop a public policy project for sustainable social innovation. My research interest include: social-cultural aspects of overconsumption and sustainability; alternative consumption trends; downshifting, ethical and philosophical questions of sustainability; consumer behavioral change.
- Lecturer, trainer 2002 to present  
I have lectured on sustainable consumption movements, supervised master theses on sustainable development, and co-developed and tutored undergraduate courses (*Introduction Sustainable Developmen* and *Globalization and Environmental Change*) at Maastricht University and at other educational institutes as well as at national and international conferences. As independent teacher I organized in company-workshops and lectures about *sustainable living* and *sustainable consumption* at a.o. ABP Pension Fund, Friesland Foods, Wageningen University, Public Libraries, Women Organizations, and Religious Organizations. (*See below for a detailed overview of teaching experiences*).

- Publicist 2002 to present  
Main topics: entrepreneurial skills, sustainable consumption and development, consumer behavior change, personal financial planning. I popularized several results of my dissertation for a non-academic public, e.g. the manual for the Lift-your-life program *Gelukkig met Genoeg (Happy with Enough)* and the book *Ga Hosselen: geld verdienen door ondernemend te leven (Go Hustle: how to earn money with an entrepreneurial attitude)*

As editor-in-chief of the bimonthly alternative opinion/lifestyle magazine *Genoeg (= Enough)* responsible for a thorough modernization and further professionalization. I also initiated and edited a public relations magazine about scientific achievements of the Maastricht Law Faculty. (See list of publications for a selection of my work in this field).

- Manager (international) communication 1992 - 2002  
At Stichting Ecooperation I was responsible for and organized internal and external information processes between the Netherlands, Costa Rica, Benin, and Bhutan with regard to their cooperation under the Sustainable Development Treaties. The work involved among others political lobbying, preparing and managing negotiations, strategic analyses, press meetings and extensive coverage of sustainability projects in the field of biodiversity, water management, rural development and climate change. This position has inspired me greatly to be engaged with sustainability.  
At Maastricht University (Law Faculty) I successfully developed and managed an all round communication policy as well as its infrastructure, including marketing campaigns. I was also communication advisor of the Board of the Faculty of Economics & Business Administration.

- Staff member and Teacher 1982-1992  
After graduation I was staff member of the newly founded Academy for Journalism & Communication, Tilburg – The Netherland (Fontys Academy for Journalism). I co-developed an innovative educational methodology, wrote and taught several main courses (e.g. Mass communication theories; History of Journalism; Marketing), chaired the major Magazine Journalism and supervised countless theses.

#### *Education*

- PhD in Consumer Studies and Sustainability, Maastricht University, the Netherlands 2010
- Training *Qualitative Research*, ACR Conference, York University, Canada 2007
- PhD course *Consumer theory: canon of classics*, University of Southern Denmark 2004
- Post-academic *Management Higher Education*, Amsterdam University 1992
- Master of arts in *Political and Social Sciences*, Amsterdam University 1982
- Bachelor of arts in *Cultural Anthropology*, Radboud University Nijmegen 1976
- *Gymnasium a*, Ursula Lyceum Roermond, The Netherlands 1972

#### *Languages*

Dutch (active & passive: excellent); English (active & passive: good); German (active: moderate; passive: good); French (active: weak; passive: moderate); Greek (active & passive: weak); Japanese (a tiny little bit)

#### *Affiliations*

- Partnership for Education on Sustainable and Responsible Living; contributor
- Association of Consumer Researchers, USA/Europe; member
- Transformative Consumer Researcher, USA/Europe; member
- Anti-consumption Research Group; Global initiative; member
- Simplicity Forum USA; member Speakers Bureau

- Foundation Maastricht – Rwanda/Kamazuru; co-founder and former chair
- Foundation Zuinigheid met Stijl (Simplicity with Style); former chair
- Friends of the Earth Netherlands; member
- Platform Duurzame en Solidaire Economie (Sustainable and Solidary Economy); member

*Selected Lectures and conference contributions*

(In English)

- *Lift-your-life programm: Pathway out of Poverty?* International Conference of Franciscan Study Centre, Utrecht. Sept 2015
- *Do You Kyoto?* TED Maastricht May 2013
- *Simplicity in Practice*, Seminar Voluntary Simplicity in Food Choices , Wageningen School of Social Sciences. Sept 2013
- Kyoto University, keynote speaker, seminar *Innovations through Globalisation* May 2012
- PechaKucha lecture: *Frugality: the new virtue*. Maastricht, 2011
- PERL Conference, Istanbul, paper presentation: Policy for Sustainable Consumption 2011
- University College Maastricht, tutor *Globalization, Environmental Change, Society* 2011
- University College Maastricht, tutor *Introduction Sustainable Development* 2010
- University College Maastricht: *Downshifting and sustainability* 2009
- Second Transformative Consumer Research Conference, Villanova University USA; contributor to future research plans for sustainability. 2009
- Master course *Sustainable Development*, Maastricht University: Lecture *Downshifting as Social Movement towards Sustainability*. 2008
- Consumer Culture Theory Conference, York University Canada : Presentation *First Results Research Project Living with Less*. 2007
- Simplicity Group Denmark, Copenhagen: *Less is More: personal benefits and social action*. 2006
- Annual Congress Simplicity Forum, Estes Park, Colorado: *European Tour: Opportunities for a European Network*. 2005
- Take Back Your Time Conference, Seattle University: *European Free-time Regulations* 2004
- Simplicity Forum Congress, Winston-Salem State University: *Readers of Magazine Genoeg: mixed motives – common goal*. 2004
- Simplicity Forum Congress, Ohio State University, Oberlin: *Dutch initiatives for simple living*. 2002

(Lectures in Dutch)

- *LIFT & Oranje Fonds Groeiprogramma*, Oranje Fonds meeting Den Bosch nov 2016
- *Hosselen, Hoe doe je dat?* Boekhandel Heinen Den Bosch sept 2016
- *(How to hussle?)* Auteursdag Uitgeverij Haystack, juni 2016
- *(How to hussle?)* Bonnefanten Boekhandel, Maastricht, juni 2016
- *De kracht van de Budgetkring (Power of Budget circles)* Den Haag, april 2016
- *Versobering: Levenskunst of drama*. Thomas Moore lezing okt 2013
- *Preek Glorieux Dag*, Den Bosch 2013
- *Less is More*, lezing voor Rotary Leudal 2012
- *Weesperzijde Verandert*, Inspiratie voor verduurzaming. Amsterdam. juni 2012
- Landelijke Genoeg Dag Tilburg, Lezing *Gelukkig met Genoeg (Happy with Enough)* 2011
- Conference Fair and Green Deal, Tilburg; referent workshop *(On)macht van de Consument (Un)power of the Consumer)* 2010
- Netwerkbijeenkomst Landgraaf; Lezing: *Consuminderkringen en armoedebestrijding (Consuming less circles and poverty reduction)* 2010

- Climate Change Meeting, Maastricht; Workshop: *Praktische adviezen voor CO-2 reductie (Advices for CO2 reduction)* 2009
- Stichting Aardewerk, Leuven. Lecture: *Downshifting en kansen voor duurzaamheid. (Downshifting and Opportunities for Sustainability)* 2009
- Studium Generale, Heerlen. Lecture: *Duurzame Consumptie Gedrag (Sustainable Consumer Behavior).* 2008
- Conference Towards a Sustainable and Solidary Economy. Chairman Workshop 2008  
*Duurzame Consumptie (Sustainable Consumption).* Tilburg University.

#### *Selected publications*

- *Budgetcircles and the Lift-your-life method: a sustainable lifestyle perspective on pathways out of poverty.* Forthcoming publication in *Manal of the Franciscan Stuy Centre Utrecht*
- *Ga Hosselen: geld verdienen door ondernemend te leven.* Uitgeverij Haystack, 2016.
- *Downshifting and sustainability in Japan: a Contemporary Study of Living with Less;* published in *Electronic Journal of Contemporary Japanese Studies*, Volume 14, Issue 3.
- *Gelukkig met Genoeg;* handboek voor deelnemers aan de Budgetkringen en het Lift-je-leven programma; uitgave van Stichting LIFT, ook voor laaggeletterden. 2012, 2014, 2016
- *Zuinigheid: totem en taboe, een foucaultiaans perspectief op een omstreden cultuur fenomeen;* In: Soberheid als ideaal en als noodzaak; Marcel Becker en Theo Wobbes (red); Valkhof Pers, Nijmegen, 2013.
- *Zuinigheid: totem en taboe, een foucaultiaans perspectief op een omstreden cultuur fenomeen.* Tijdschrift *Filosofie*, najaar 2012.
- *How to promote sustainable living? Inspiring experiences of Dutch downshiffters help foster change. Chapter in PERL Book 2012, Springer Verlag*
- *Meet the Dutch Downshiffters. How people adjust consumption expenditures, experience downsizing and contribute to sustainability.* (forthcoming). *International Journal of Home Economics*. Volume 5 Issue 2, due out December 2012/January 2013
- *Living with Less as a transformation model: a qualitative study of consumer behavior reform through spending reduction.* Co-authored by prof. Pim Martens, prof. Gerjo Kok. *Qualitative Market Research: An International Journal*. Vol 15 Iss 2p. 188-205; 2010
- *Living with Less: Prospects for Sustainability.* Jeanine Schreurs, Maastricht 2010 (ISBN 978-90-9025779-2).
- *Frugality as a core principle in consumer society: towards an integrative theoretical Approach;* Co-authored by prof. Pim Martens, prof. Gerjo Kok. Reviewed twice by the *Journal for Marketing Theory* 2010
- *Downshifften als kans voor duurzaamheid( Downshifting: an opportunity for Sustainability)* Available at <http://www.economischegroei.net/index.php?topic=til2010-documenten> 2009
- *Aangenaam Kennismaken: resultaten Genoeg Lezersonderzoek,* in: *Genoeg*, nr. 61 2007
- Expert interviews in Magazine *Genoeg* with
  - . Giorgio Osti (author of ‘Nuovi Asceti’) in: *Genoeg* nr. 67, May 2008.
  - . Judith Levine (author of ‘Not Buying it; my Year without Shopping’) in: *Genoeg*, nr. 65, Dec. 2007.
  - . Jan Juffermans, Global Footprint expert and advocate; in: *Genoeg*, nr. 55, April 2006.
  - . Duane Elgin (author of ‘Voluntary Simplicity; Awakening Earth’) in: *Genoeg*, nr. 51, Sept. 2005.
  - . Erica Verdegaal, expert in Personal Finances; in: *Genoeg*, nr. 45, Sept. 2004.
  - . Marius De Geus (author of ‘The End of Overconsumption; Towards of Lifestyle of Moderation and Self-restraint’) in: *Genoeg*, nr. 38, juni 2003.
- *La Vida Simple, Unete al Foro Europeo,* co-authored by Carlos Fresneda ; in: *Integral* nr. 280, October 2003 ([www.holistika.net](http://www.holistika.net)).
- *Sustainable Development Agreements, Interim Balance of an Innovative Process;* *Ecooperation*, 1999.
- *Tussen arm en rijk is het de vrijheid die onderdrukt en de wet die bevrijdt,* interview with Peter van den Bossche, Professor of International Law; in: *Rechtswetenschappelijke Berichten Maastricht*, nr. 11.

- *Wie nooit iets durft, zal weinig veranderen*, interview with Ties Prakken, Professor of Criminal Law ; In: Rechtswetenschappelijke Berichten Maastricht, nr 8, June, 2004.