

Accepted Manuscript

Understanding role models for change: A multilevel analysis of success factors of grassroots movements for sustainable consumption

Janina Grabs, Nina Langen, PhD, Gesa Maschkowski, Niko Schöpke



PII: S0959-6526(15)01528-0

DOI: [10.1016/j.jclepro.2015.10.061](https://doi.org/10.1016/j.jclepro.2015.10.061)

Reference: JCLP 6292

To appear in: *Journal of Cleaner Production*

Received Date: 24 September 2014

Revised Date: 14 September 2015

Accepted Date: 15 October 2015

Please cite this article as: Grabs J, Langen N, Maschkowski G, Schöpke N, Understanding role models for change: A multilevel analysis of success factors of grassroots movements for sustainable consumption, *Journal of Cleaner Production* (2015), doi: 10.1016/j.jclepro.2015.10.061.

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Article: [Understanding role models for change: A multilevel analysis of success factors of grassroots movements for sustainable consumption]

Our reference: JCLP 6292

Editorial reference: JCLP_JCLEPRO-D-14-02167

To be published in: Journal of Cleaner Production

Author Details (*listed in the order they should appear in the published article*)

Author 1 Name: Janina Grabs
Department: Institute for Political Scienc
University/Institution: University of Muenster
Town/City: Muenster
State (US only):
Country: Germany

Author 2 Name: Nina Langen, PhD
Department: Institute for Food and Resource Economics
University/Institution: University of Bonn
Town/City: Nussallee 21, 53115 Bonn
State (US only):
Country: Germany

Author 3 Name: Gesa Maschkowski
Department: Institute for Food and Resource Economics
University/Institution: University of Bonn
Town/City: Nussallee 21, 53115 Bonn
State (US only):
Country: Germany

Author 4 Name: Niko Schöpke
Department: Institute for Ethics and Transdisciplinary Sustainability Research
University/Institution: Leuphana University of Lueneburg
Town/City: Lueneburg
State (US only):
Country: Germany

Corresponding author: [Name] **Nina Langen**
Corresponding Author's Email: nina.langen@ilr.uni-bonn.de

Acknowledgments:

The authors gratefully acknowledge the valuable comments and suggestions of the anonymous reviewers and the editor.

The authors would like to thank the Ministry of Innovation, Science and Research of the State of North Rhine-Westphalia and the Competence Center of Consumer Research North Rhine-Westphalia for funding this study, which was accomplished within the scope of the project 'Graswurzelbewegungen auf die Füße geschaut'.

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