

Abstract proposal:

**Greening markets or rhetorical distraction? Some critical thoughts on private and policy market-based approaches and their rationalities of materialization.**

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Private initiatives such as sustainable forest certification as well as policy programmes such as EU bioenergy policy are instruments that aim to perform green markets in order to promote sustainable development. While these systems are armed with an extensive set of criteria, measures or incentives to create greener and more sustainable markets the rationalities of actors and entities that carry out the materialization practices are often glossed over by such initiatives as well as by many scientific studies. Based on examples from forest certification and local biomass based energy production I will critically discuss the need to take these shifting rationalities concerning the various motivations for implementation of such initiatives into consideration. Such approach enables an improved understanding of underlying governance processes and portrays the importance of the rationalities embedded in materialization practices on the capacity of governance programmes for sustainable development. It further enables to evaluate the question on how such initiatives and programmes may contribute to the actual greening of markets or based on their various approaches and uptake merely foster a rhetoric of greening society and business as usual.