



# **Implication of Sustainable Lifestyles:**

## Results from an EU-wide Impact Evaluation

B. Brohmann, U. Fritsche  
Öko-Institut  
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# The Project



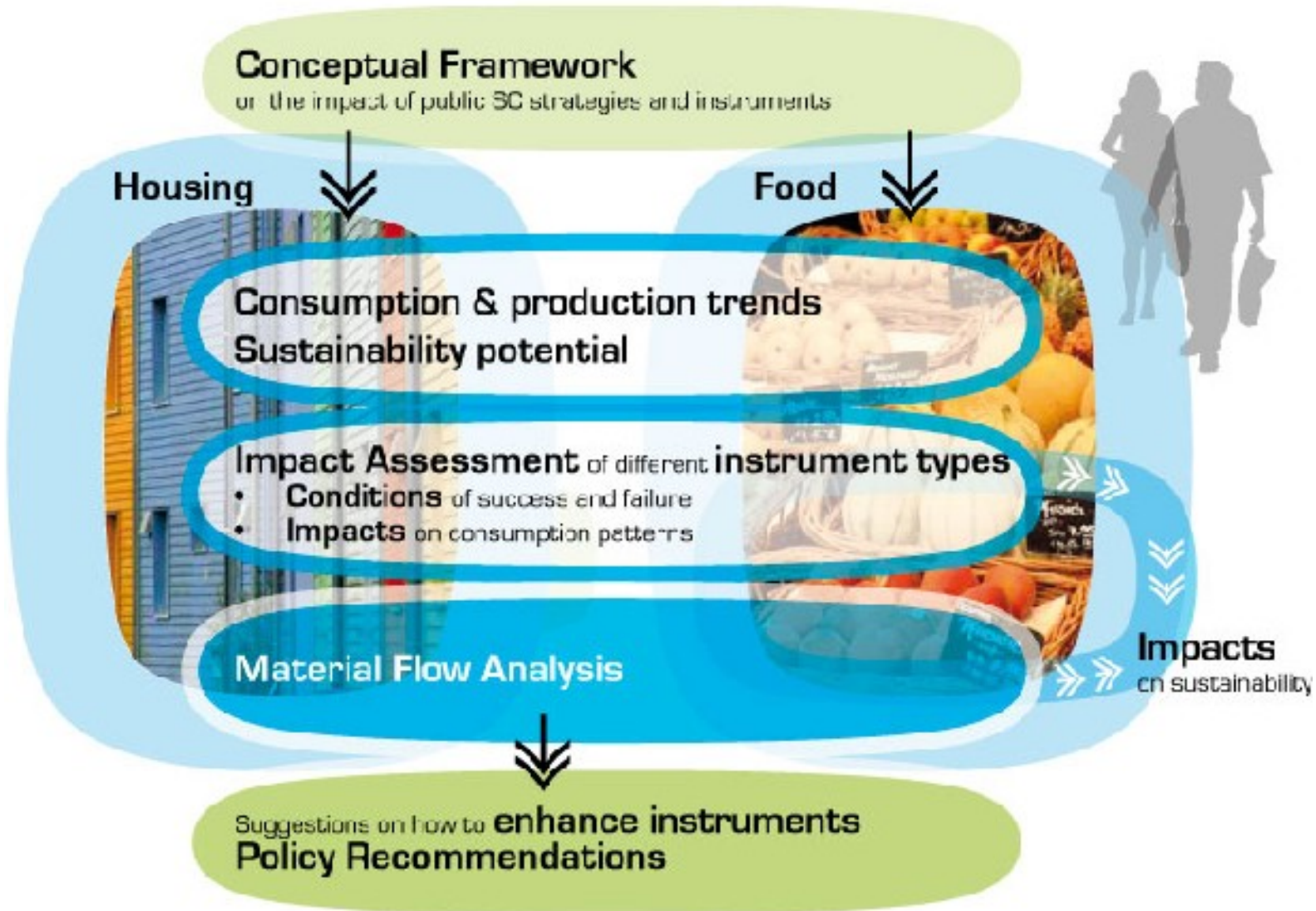
- **E**uropean **P**olicies to **p**romote sustainable consumption **p**atterns: Collaborative project under the EU's 7th Framework Programme – Theme 6 (Environment)
- Consortium of 7 partners from 5 different EU regions:

- Finland
- Germany
- Latvia
- Spain
- UK



- Project duration: August 2008 – July 2011

# The Design



# SCP policy instruments in EUPOPP

- What instruments did we analyse?
  - mostly public policy instruments
  - explicitly aiming to improve sustainable consumption (SCP): purchasing, use, disposal
  - targeting demand side or product policy
  - need areas of housing and food
- How did we analyse them?
  - ten case studies in five EU countries + EU label
  - qualitative and quantitative methods
  - common analytical framework

# Selected instruments

10 out of 85 screened national instruments



Finland

Germany

Latvia

Spain

UK

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Energy and Environmental Expert scheme (1995)

Mandatory energy efficiency standards for buildings (2009)

Individual heat metering and charging of multi-dwelling residential housing (1995)

Catalan water conservation campaign "Install Me!" (2008)

Carbon Emissions Reduction Target (CERT) (2008-2012)

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D

Public catering requirements for sustainable meals (2009)

Deposit system for environm. detrimental one-way beverage packaging (2006)

"Quality product" label: national food quality scheme (2001/ 2008)

Selective collection of organic waste in Catalonia (1993)

Report and 'framework for dialogue' by WWF-UK and FEC on reducing livestock-related GHG emissions (2009)

# Factors that influence instrument effects



## Instrument design

- (1) A valid intervention logic
- (2) Accommodation of consumer needs & practices
- (3) Targeting of consumer behaviour & framework conditions of consumption

## Policy process



- (4) Stakeholder involvement in instrument design & implementation

## Context factors

- (5) Synergetic policy interaction
- (6) A favourable market context

# Stakeholder involvement



- Involvement in:
  - instrument design
  - instrument implementation → 'burden sharing'
- Confirmation for majority of cases
- But:
  - greater representation of industry groups than consumer or environmental interests
  - stakeholder involvement not per se a recipe for success: in some cases stakeholders used their involvement to push for weaker standards in design and to obstruct implementation
- Examples
  -  Deposit for beverage packaging (De)
  -  Water saving campaign (Es/Ct)



# Relevant Perception Factors



- Prefer regulatory measures *and* economic instrument as main components of policy mixes
- Dedicate resources to monitoring, including systems of data collection
- Invest in better communication *and* political marketing of consumer-side instruments
- Better involve consumers in decision making, both consumer interest groups *and* individual consumers, e.g. through focus groups
- Survey consumer perception and understanding of introduced instruments
- Create immediate co-benefits for consumers (to initiate behavioral change)



# Creation of Instrument Bundles...

- to cover more than one consumption phase (purchase, use, disposal)
- to include various types of instruments which reinforce each other
- to focus on consumers in a certain consumption “setting” (e.g. catering at school), on a specific issue (e.g. less meat) *and* lifestyle situation
- ideally be achievable at EU level (transposition of existing national/regional instrument to EU level and combination with existing EU level instruments → optimisation)

# Instrument bundle: **Food**



- Increase diet awareness
  - implement a regular vegetarian day per week
  - vegetarian catering in public education
- More sustainable diets
  - levy/tax on meat, health communication
- Increase organic food
  - GPP + campaigns/social networks; tax incentives
- Reduce food waste
  - longer shelf life in retail, and customer knowledge on “best use before”

→ **Lifestyle changes**

# Instrument bundle: Housing

- Electricity consumption from *use* of appliances (toprunner, improved label)
- Heating requirements from *building* characteristics (optimized EPBD, registry *and* incentives)
- Heating/hot water systems *choice* (substitution via tax, incentives, “green” quota for new systems & retrofit)

→ Addresses all types of demand and behavior

# EUPOPP Scenarios



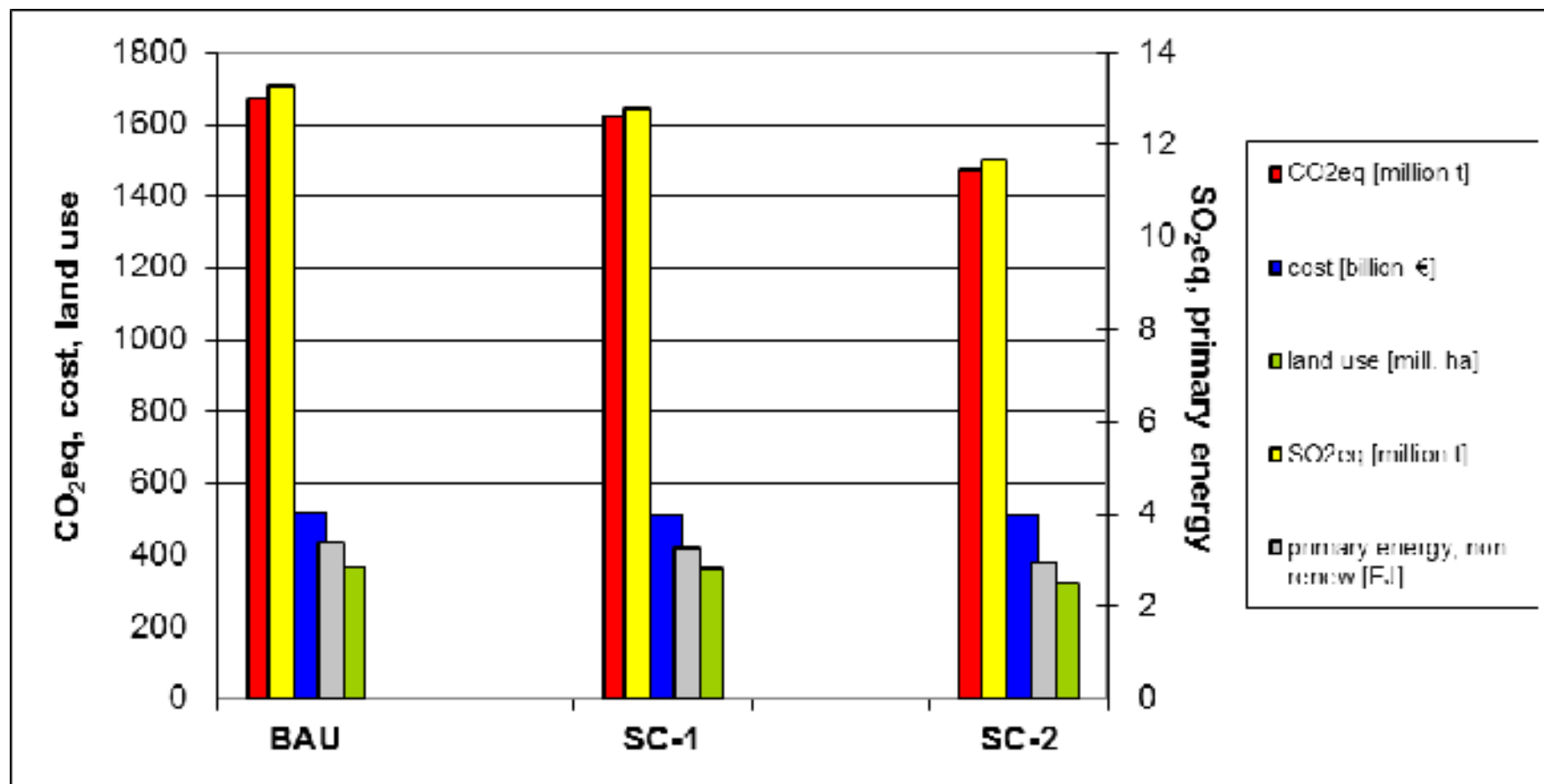
- Scenarios: consistent view on possible futures, exploring effects of “what if?”
- Two Eupopp scenarios:
  - Reference development with given policies (business as usual = **BAU**) as baseline (comparator)
  - Sustainable Consumption (**SC**), assumes implementing SC instrument “bundles” for food and housing including lifestyle

# Scenarios: SC vs. BAU

- Impact of sustainable consumption (SC) instrument bundles determined by **comparing** SC scenario with BAU
- Impacts are **relative** (incremental) to BAU baseline, including rebound
- Comparison with 2005/2010 also possible, as well as analysis of individual instrument impacts

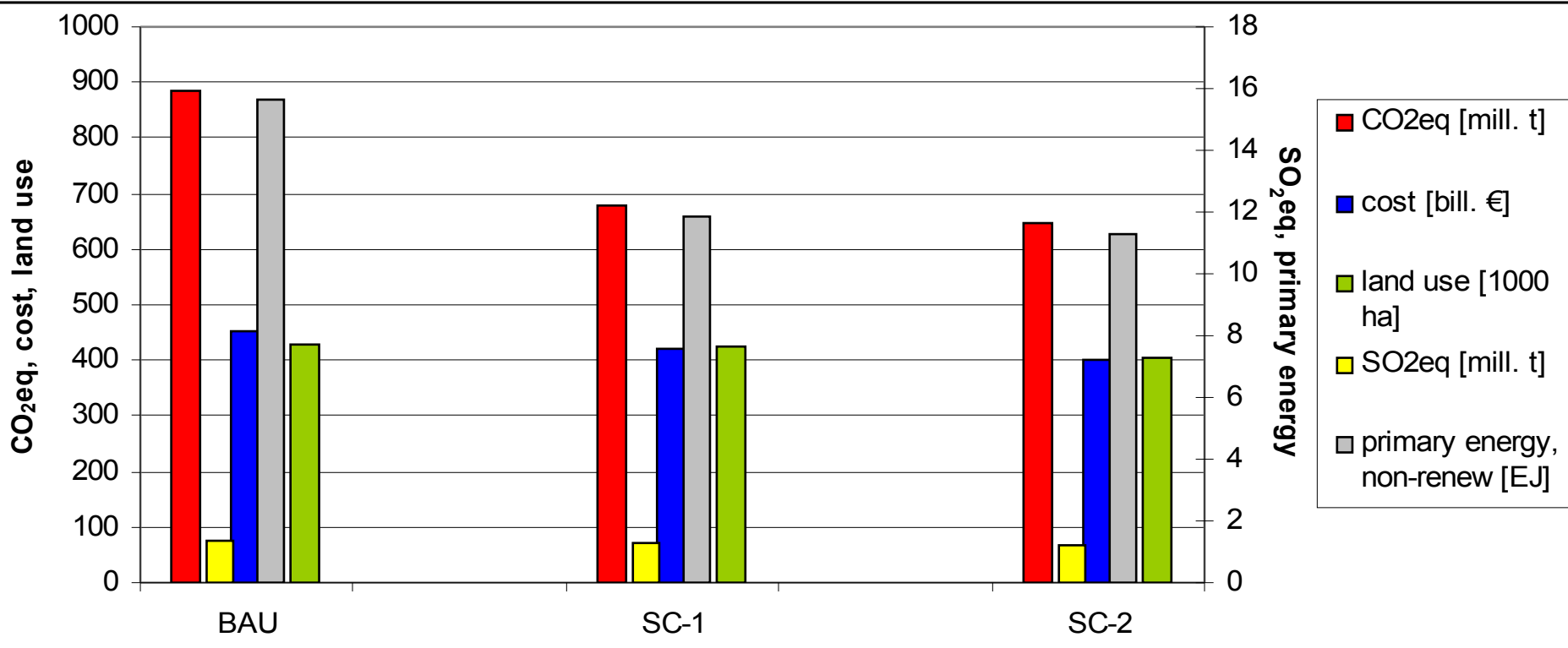
# SC vs. BAU: Food

## Food Scenarios – Effects of SC Instrument Bundles vs. BAU



# SC vs. BAU: Housing

## Housing Scenarios – Effects of SC Instrument Bundles vs. BAU

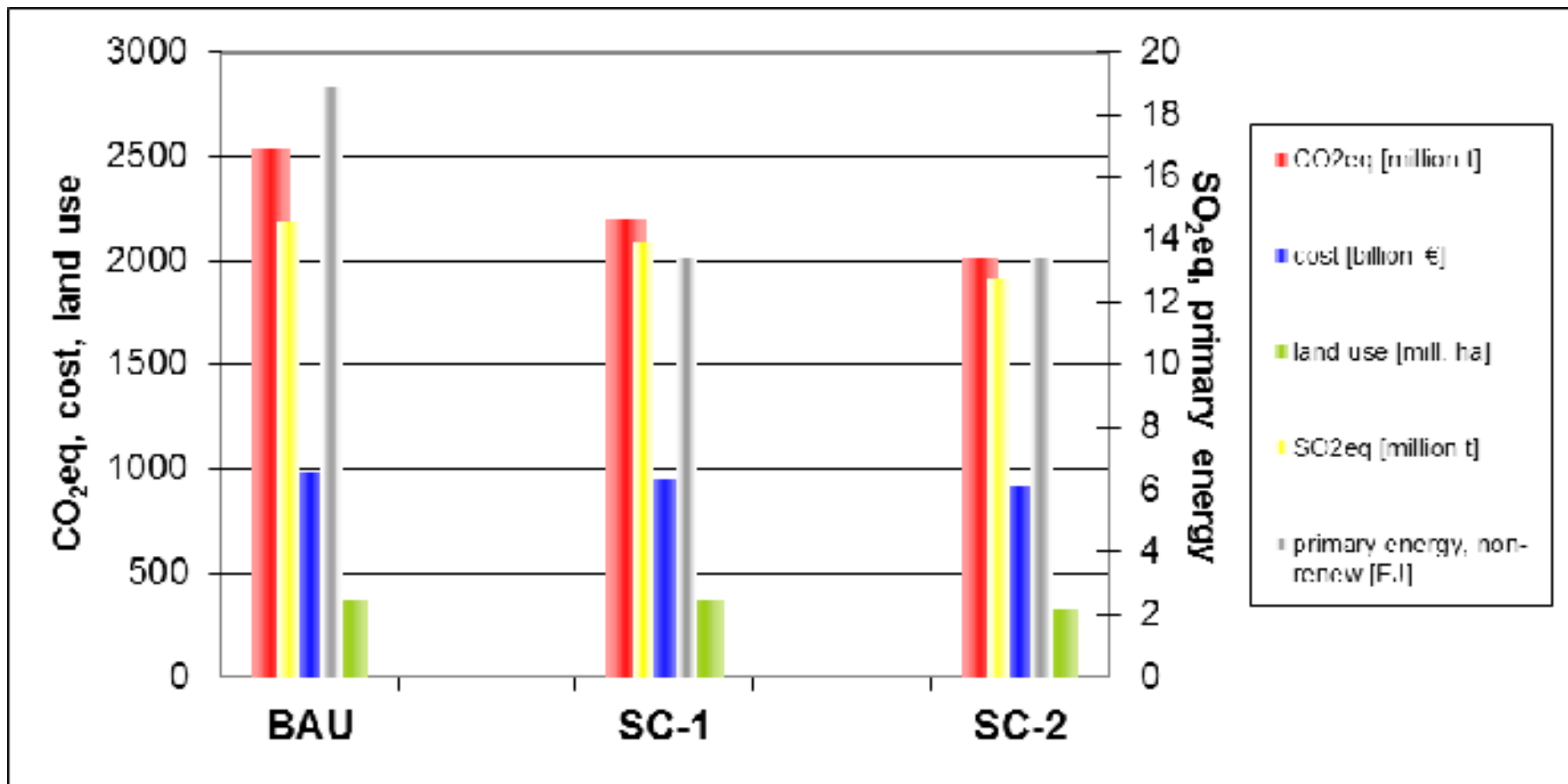




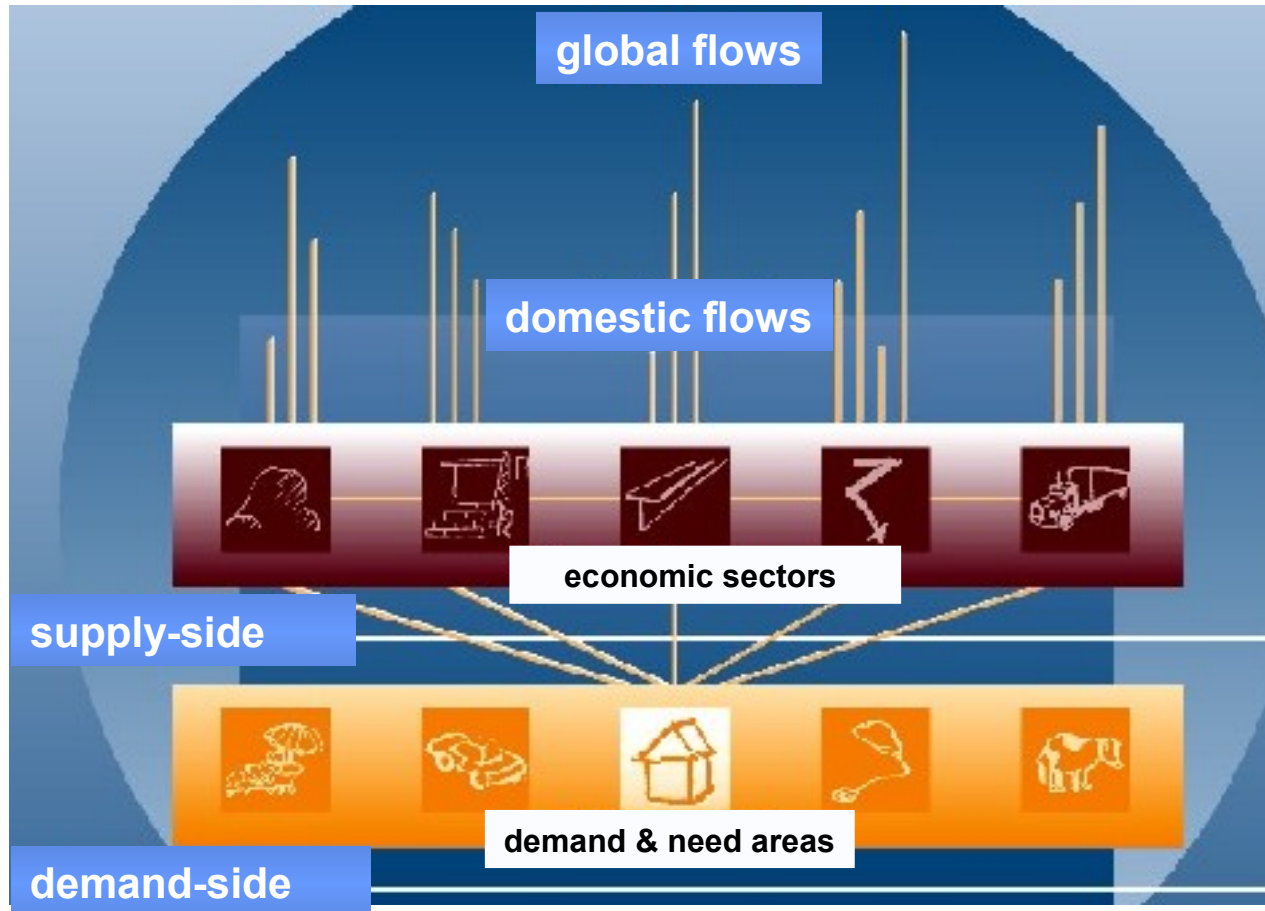
# SC vs. BAU: Food & Housing



**Results for Food and Housing – Effects of SC Instrument Bundles vs. BAU (2030)**

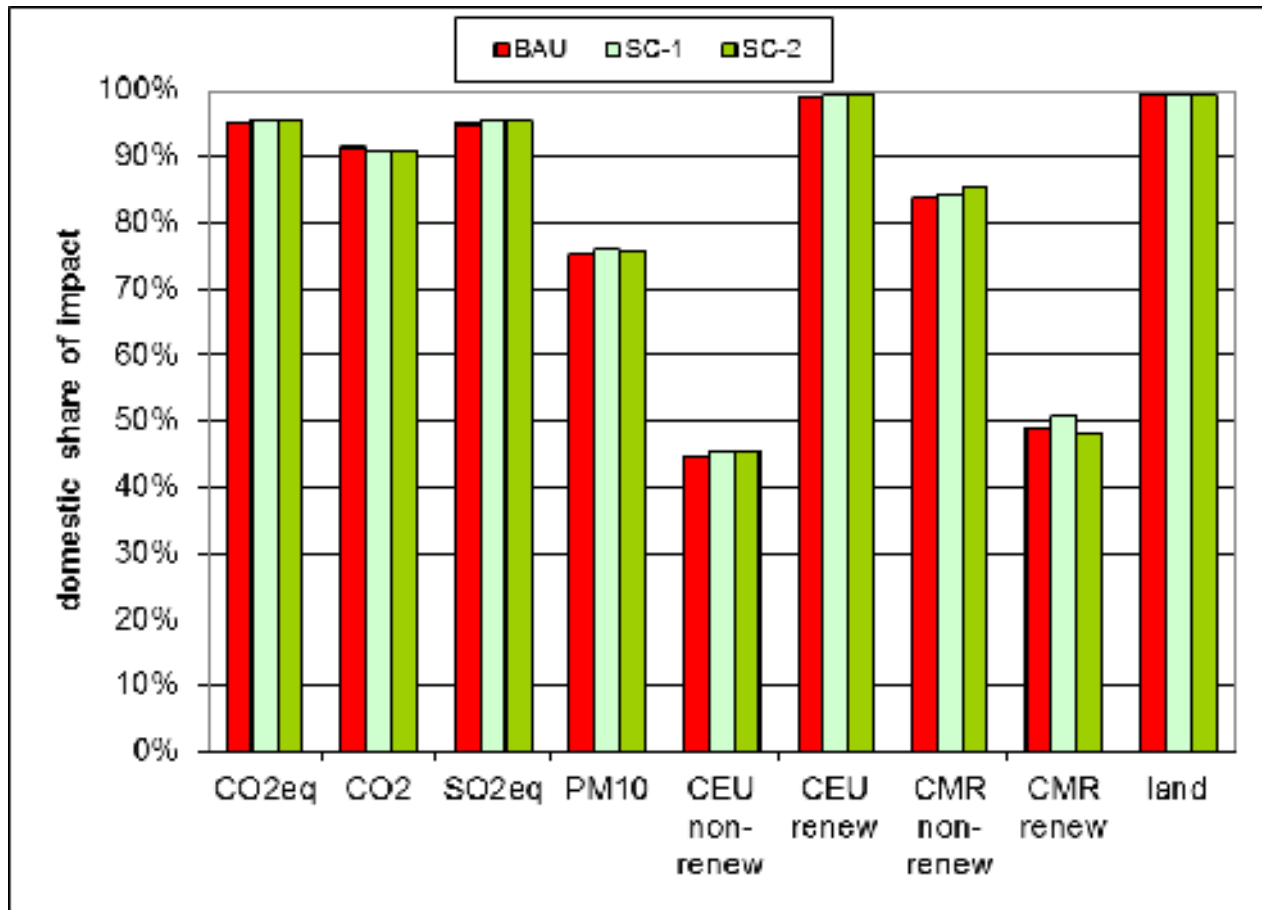


# Local & Global Flows



**Cross-sectoral** and **cross-boarder** material & energy flows + transports: global interlinkages  
=> **International dimension**

# SC: International Dimension



- BAU mainly domestic, but high energy & materials import
- SC more within EU-27 than in BAU + less imports of energy & materials → **no shift** to other countries!

# Thank you for your kind attention!

**Further information at: [www.eupopp.net](http://www.eupopp.net)**

**Dr. Bettina Brohmann**

Öko-Institut e. V. – Institute for Applied Ecology

Rheinstraße 95, D-64295 Darmstadt

Tel.: +49 (0)6151 – 81 91 - 0

Fax: +49 (0)6151 – 81 91 - 33

[www.oeko.de](http://www.oeko.de)

[b.brohmann@oeko.de](mailto:b.brohmann@oeko.de)