

Changing Everyday Routines towards Low Carbon Lifestyles

Preliminary Findings from a Field Test

- M.A. Oskar Marg, Dr. Immanuel Stieß
- ERSCP 2012, 2.5.2012, Bregenz
- Workshop: Climate protection or perspectives for a good live. How to reach sustainable behaviour

Content



- Goals of the KlimaAlltag project
- The field test
- Results of the qualitative survey
- Conclusion

Overall goals of the KlimaAlltag project



- Development of target-group-related strategies to promote low carbon lifestyles and everyday routines; these strategies need to
 - consider different options for action for different social strata and lifestyles
 - contain recommendations for linking measurements in the field of social and climate politics in municipalities
 - give practical advice for some fields of action.
- Detection of starting points, options for and limits of action concerning the decarbonization of everyday routines
- Estimation of effects of climate-politics-instruments in municipalities which support climate-friendly everyday routines
- Assessment of social and socio-economic effects of climate-politics-instruments and strategies with respect to social justice

Individual CO₂-emission



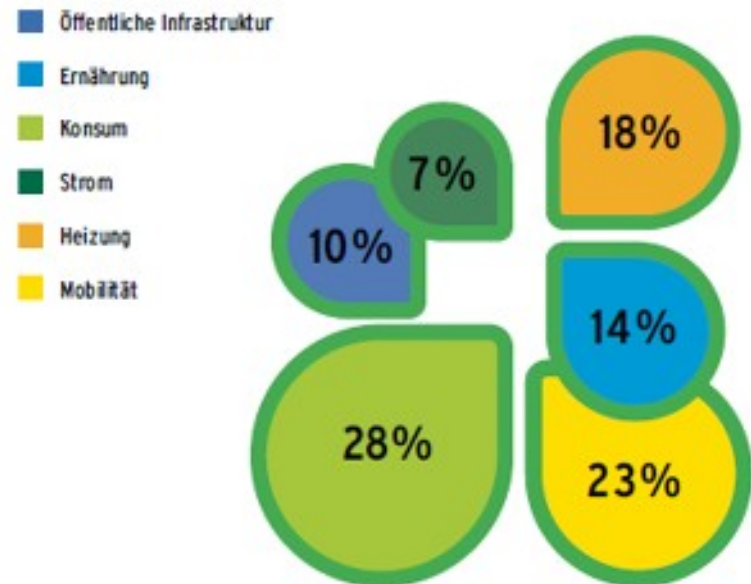
About 11 t CO₂EQ per capita are produced in Germany every year.

More than half of it is directly or indirectly caused by private households.

Most emissions occur in the fields

- Consumption
- Mobility
- Heating
- Nutrition

ABBILDUNG 3: DURCHSCHNITTLICHER CO₂-AUSSTOSS IN DEUTSCHLAND NACH ALLTAGSBEREICHEN⁷



Field test



- Field test climate households
 - 78 households
 - City of Cologne
 - June - Nov. 2011
- Selection based on sampling plan
- Commitment of the „Klimahaushalte“
- Systematic on-site consultations through four climate advisers of Consumer Association (Verbraucherzentrale) of North Rhine-Westphalia
- Socio-scientific evaluation

	Young	Medium age		Elderly
		without kids	with kids	
Upper middle class 110 to 150% equivalent income	8	9	10	6
Lower middle class 70 to 110% equivalent income	4	5	5	5
Lower class under 70% equivalent income	7	2	3	2
	1	3	5	3

Structure of the field test



·1. consultation	·Contacting via phone/ email	·2. Consultation after 6-8 weeks	Contacting via phone/ email	·3. Consultation after 6-8 weeks
·Presentation of the research project	·Clarification of /hint to checklists	·Discussing checklists	·Clarification of /hint to checklists	Discussing checklists
·Agreement	·Open questions / need for advice for the climate protection measurements	·Open questions Advice for new climate protection measurements from two fields of action	Open questions / need for advice for the climate protection measurements	•Open questions Information about climate protection activities
·Open questions	·Information about climate protection activities	•Waste of food	Climate protection activities Training for saving petrol	•Advise for heating and venting plus one more topic
·Consultation for the chosen climate protection measurements from two fields of action	·If necessary appointment		If necessary appointment	
·Contact details of climate adviser				

Frequency of chosen climate protection measurements



90 households (“Klimahaushalte”) were recruited for the field test. 78 of them participated till the end of the field test.

- 34 participants were interviewed with in-depth interviews to evaluate the field test from the perspective of the participants.
- The interviews were conducted by ISOE and trained interviewers in November and December 2011 in the households and lasted 1 to 1,5 hours.
- The interviews were digitally recorded, transcribed, and entered into an Access database.
- The households were selected according to the sampling plan.
 - 20 interviews with women, 10 with men, 4 with both partners.
 - 8 of the 34 interviewees have a Turkish migration background.
 - In 9 of the 34 households live children.

Exemplary findings: nutrition



- Nutrition and climate was a broad and in many aspects new topic, especially concerning the climate effects of nutrition.
 - Even environmentally engaged households did learn a lot in this field.
- Nutrition is a field of action which is strongly connected with everyday behaviour, personal preferences, and routines and therefore offers a lot of possibilities for change.
- Important and often unexpected synergies can be used.
 - Health and climate protection / environment
 - Animal protection, influence as consumer
- A lot of surprising lessons can be learned and many starting points for change get visible.
 - Especially with regard to purchasing and reducing the amount of food throwing away
 - This field of action is also for the lower strata interesting

Exemplary findings: energy



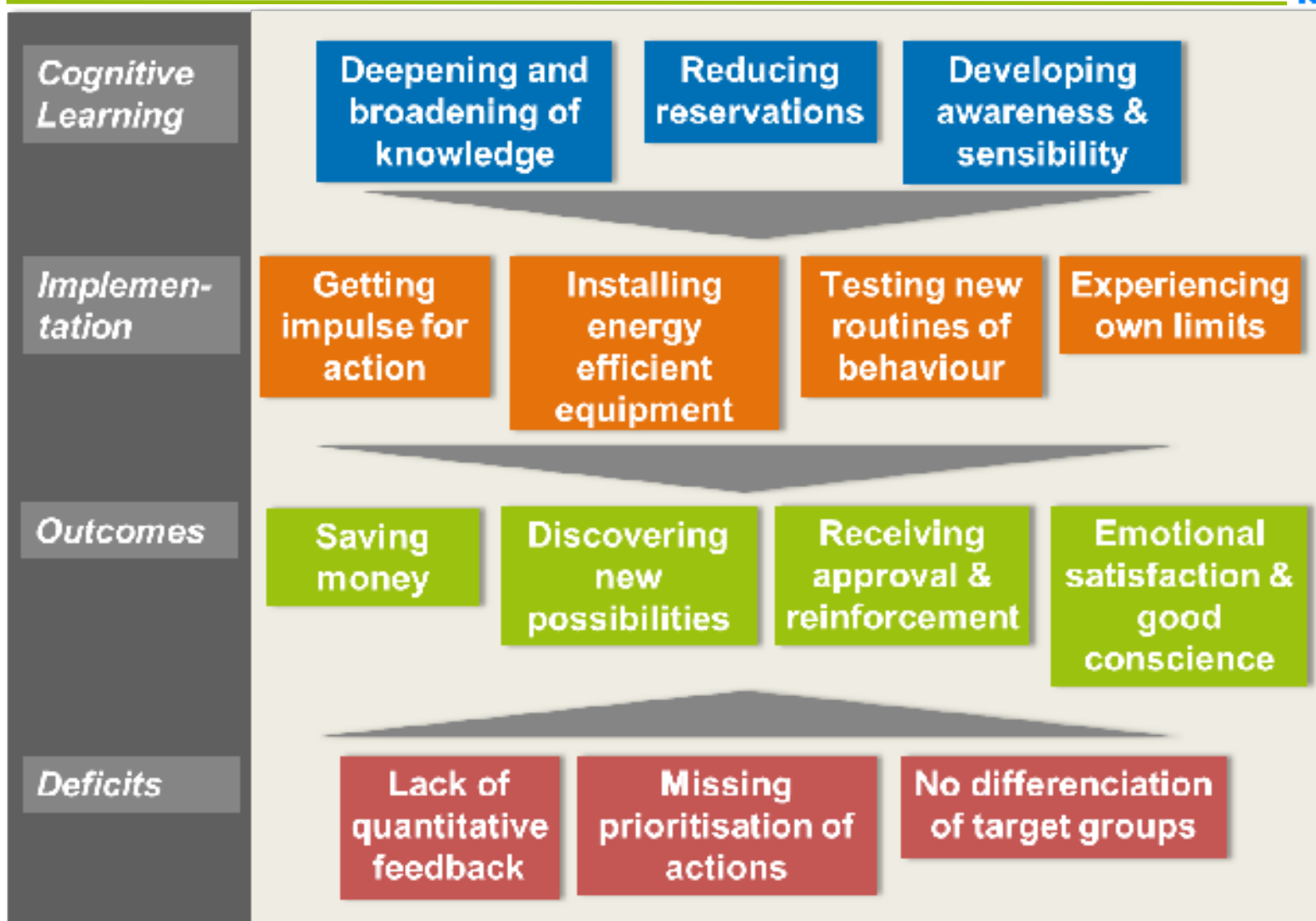
- Energy usage / living had altogether lower priority for the participants than nutrition.
 - Especially many eco-engaged and disadvantaged households had optimized a lot in the field of energy efficiency already before the field test.
 - Many of the in the recent years publicly communicated energy saving tips had already been implemented. Saving money is an important motive for it.
- The (long planned and never realized) change to a renewable electricity supplier was the decisive reason for choosing this field of action for many.
 - The climate consultation gave an important impulse from outside and thereby helped to practically implement the change and to get the necessary information.
- Others sought mainly for tips which are relevant for every day life, also to save energy and money with small actions.
 - For example: consumption of devices, optimal lighting, optimal usage of devices.
- Some participants primarily hoped for help with saving when heating.
 - Tendency: young households and households with Turkish migration background.

The instruments for climate advice: perceptions and findings



- The **climate consultations** were perceived as convenient, open, individual, and respectful.
 - The dialogic form was crucial for the positive perception: there was no top-down-approach and no patronizing, but intuition for the situation.
 - The structure – 3 consultations over 6 months – made sense in the eyes of the participants and helped to motivate and to learn new behaviour patterns.
 - Several participants would have liked more individualistic consultations, e.g. concerning household technologies.
- **Checklists** were perceived as inconvenient but at the same time as making sense for motivation, self control, reminder, and eye-opener concerning the own behaviour.
- **Written information material** like flyer and brochures was seen as useful in combination with the oral consultations.
- ➔ Consultations should be tailored for the **individual** states of knowledge and demands, as especially some of the environmentally engaged participants

Effects of the field test



Conclusions 1



- The motivation among participants was high
 - The general resonance was high in all social strata.
- The participants were open for – at least during the field test – far reaching changes.
- The field test is successful in implementing several smaller and bigger climate protection measures.
- The climate consultation delivers – probably for the future as well – strong motivational stimuli for changes.
- These changes are partly difficult as they concern deeply rooted habits.
- Perceived individual effects refer to a variety of dimensions (saving money, health etc.)
- A measurement for “success” is missing: it remains unclear, how much CO₂ is saved altogether and with the single changes in the households.

Conclusions 2



- The structure of the field test as a dialogic process over longer time period was successful.
 - The advisor has a role as „pilot“ during the testing of measurements.
- Different pre-knowledge and engagement of different groups should be considered at consultations.
 - Hints could be given towards specialized advisory offers.
- Offers outside of the house are used sparingly.
 - Relevant topics need to be cleared during the consultation.

Many thanks to:

Frank Waskow, Sonja Pannenbecker,
Andrea Schwahn, Handan Anapa, Sven Friese (Consumer
Association North Rhine Westfalia)

and

Barbara Birzle-Harder, Georg Sunderer (ISOE)

If you like to learn more:

www.klima-alltag.de