A graphic consisting of three overlapping, semi-transparent light green circles of varying sizes, arranged vertically to resemble thought bubbles, set against a solid dark green background.

- a method of self reflection of personal consumer behaviour

ERSCP conference 2012, Sabine Haselsteiner

Introduction

- Why is sustainable consumption important
- Labels mainly cover only one dimension of sustainability
- Expertise vs. consumer choice & self-empowerment



2

Theory behind it!

- Market prices do not cover impact of product/service
- Consumers select
- Focus on alternatives



3

FUTURO

- Methodology:
- 6 Criteria: Greenhouse effect, wages, social standards, land use, toxicity and use of material/natural resources
- for each criterion select indicator and determine price factor
- greenhouse effect – CO2 equivalents
– $x \text{ futuro} / \text{CO2 equivalent}$
- aggregation of the single criteria prices

4



clean€uro

■ The „simple sister/brother“ of futuro

- Is the product „eco“ → declare 1/3 of price „clean“
- Is the product „fair“ → declare 1/3 of price „clean“
- Is the product „local“ → declare 1/3 of price „clean“

■ cleanEuro is a self-assessment method!

■ cleanEuro and cleanEuro workshops are organised by SOL.

■ Correlation between futuro and cleanEuro will continuously be double-checked.



5



- Captures consequences/effects on other people (social)
- FAIR is
 - that takes into account humane living and working conditions for everybody
- Especially
 - from Fair Trade
 - from countries with good social standards
 - frugal use of soil



6



- Captures consequences on the environment

- ECO is,

- frugal with resources,
- little harmful substances,
- little waste,
- natural diversity.

- Especially

- from controlled organic farming
- used from renewable resources
- frugal use of non-renewable resources



7



- Captures consequences on the climate
- Local is,
 - low energy consumption,
 - little greenhouse gases,
 - short routes of transport
- Especially,
 - not transported via airplanes
 - not from heated glasshouses
 - usage of renewable energy



8



9

7 alternatives-dwarves

- Buy nothing!
- Buy less!
- Lend and share!
- Use of second-hand!
- Favour services!
- Reconsider shopping methods!
- Inquire!



How is it communicated



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How is it communicated

Consuming sustainably with

FAIR

Humane living and working conditions for everybody

Fair Trade
from countries with good social standards
prudent use of soil

ECO

thrifty with resources, minimal use of harmful substances, little waste, biodiversity

certified organic farming
use of renewable resources
sparing use of non-renewable resources

LOCAL

low energy consumption, minimization of greenhouse gases, short transport routes

avoidance of air transport
not from heated greenhouse
use of renewable energy



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 = **FAIR** + **ECO** + **LOCAL**

- + Don't buy!
- + Buy less!
- + Lend and share!
- + Use second hand!
- + Favour services!
- + Rethink shopping routes!
- + Get informed!



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Methodology applied: Self-assessment I

For example:



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Is the banana **FAIR**?



YES, if from FAIRTRADE.

Is the banana **ECO**?



YES, if organically grown.

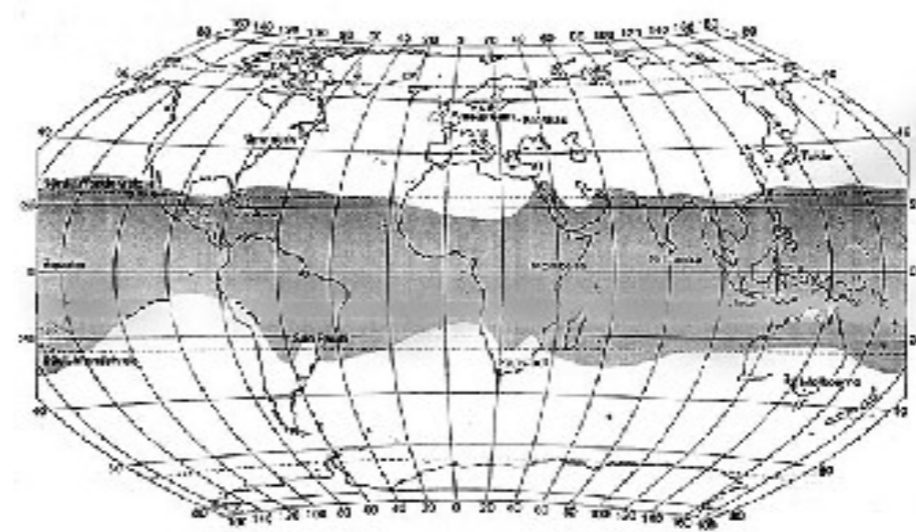
Self-assessment II



13

Is the banana **LOCAL**?

No.



Tropengürtel der Erde ("Bananenklima")

Costs: 1,80 €

FAIR	60 ct
ECO	60 ct
LOCAL	0 ct
clean€	120 ct

Advantages of the cleanEuro-Method

- Self-assessment
- No need for certification
- Few information for self-assessment necessary
- Entire consumption rateable
- Cross-sectorally
- Aggregation
- Quantitative criterion
- Different quantities are considered
How much of a product/service is better/worse?



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Methodological limits

- Information gap
- Falsification through market price cannot be balanced
- Quality of data
- Assessment limits (difficult products)
- Rough concept

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Thank you for your
attention.

Any questions?

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