

## Implication of Sustainable Lifestyles: Results from an EU-wide impact evaluation



Data of Your Paper



### Topic

- Resilience
- Lifestyle
- Building
- Resources
- Tourism
- Energy

### Title of the Paper

Implication of Sustainable Lifestyles: Results from an EU-wide impact evaluation

### Form of Presentation

- Poster
- Presentation

### Short Description (maximum 2500 characters)

The development and implementation of policies to promote sustainable lifestyles is a growing and demanding task: different actors and institutional bodies have to cooperate, or even integrate their strategies. One of the leading questions is how policy instruments influence consumption patterns with regard to cultural or lifestyle differences and how changes in consumption patterns translate into impacts in terms of ecological, social and economic sustainability. The EU-funded project EUPOPP focussed on the need areas of housing and food to identify best-practice policies to promote a more sustainable lifestyle. Guided by a Conceptual Framework, research reflected present and future lifestyles as well as existing best-practice to promote sustainable daily routines and lifestyles. The integrated assessment of such practices must account for inter linkages of consumer action with activities of other market players. An interdisciplinary tool for the assessment of consumption policies combined policy and material flow analyses, including focus groups and different qualitative data. With this approach sustainability effects have been quantified. Thus, EUPOPP explored impacts of instruments at national and individual household levels. Best practices encompass regulatory, economic and communicative instruments as well as societal self-regulation. The impact assessment was based on statistics, interviews, focus groups and workshops. The effects of future instruments on consumption patterns were estimated, and material flow analysis (MFA) has quantitatively analysed the ex-ante impacts on sustainability. Results are discussed on consumption trends as well as on instrument-specific effects on consumer behaviour and lifestyles. These form the baseline against which sustainability impacts have been quantified in order to identify the potential of change that new bundles of information, incentives or regulatory instruments may offer. One result is that the sum of the sustainable instrument bundles for food and housing could each mobilize about  $\frac{2}{3}$  of the 2030 potential. In comparison with the total GHG emissions of the EU-27 of approx. 4 billion t of CO<sub>2</sub> equivalents, instrument bundles for food and housing alone could reduce emissions by 10%. Compared to the emissions of households in the reference scenario, instrument bundles could reduce GHG emissions by 22% to 25%. EUPOPP derived policy

recommendations taking into account qualitative aspects.

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