

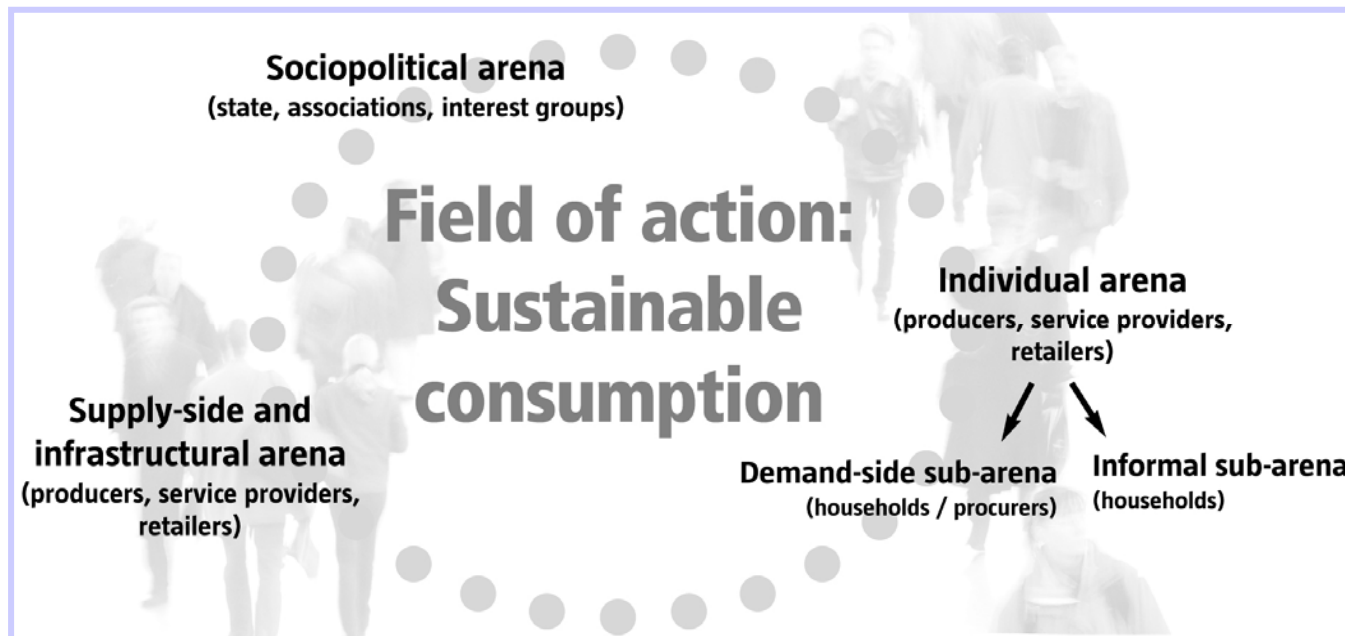
Research on SCP: Where we are, where to go?



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SCP: Field of action



- The three arenas are mostly separated – only few elements are coherent
- Contradictory strategies and impulses between and within the single arenas hamper SCP
- A common vision on change including adequate strategies + activities is still missing

- **Investment / purchase behavior:**
 - product and service availability (purchasing routines)
- **Use phase (curtailment behavior):**
 - user friendliness
- **Waste treatment / end-of-life phase**
 - lifestyle
- **Public procurement**
 - food, public housing
- **Involvement and participation => networking with innovators**

- **Product development**
 - design for the longer-term - environmental performance of products
 - user involvement
 - mass customisation of niches
- **Product and service availability**
 - products, technology – appliances (cooperation retailer)
 - systems of provision
- **Use phase**
 - user friendliness - lifestyle
 - rental markets => car2go – Houston, Ulm/www.car2go.com
- **Waste treatment / end-of-life phase**
 - cradle-to-cradle

- **Societal Context**

- Norms and habits (imitation, social learning)
- Social practices (comparison)
- Life style; life events
- Size and income of households

- **Political Framework**

- national level: SCP programmes, labeling systems, subsidies, tax, grants
- 10-Year Framework of Programmes on SCP (Marrakech Process)
- Lisbon Strategy
- EU: SCP / SIP Action Plan

Areas of action identified by the EU

Smarter Consumption: agreements with retailers, consumer information, tackle misleading advertising

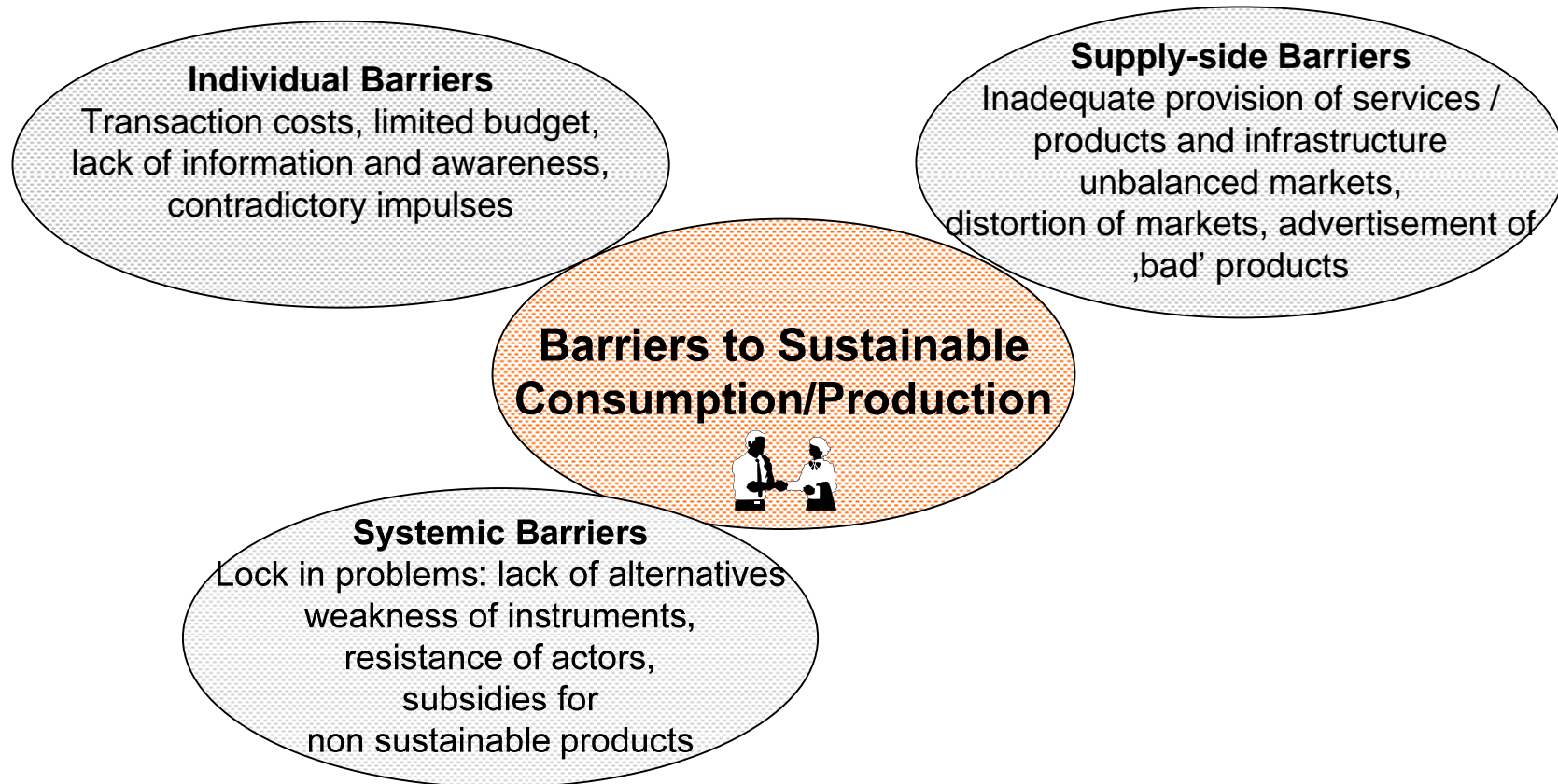
Better Products: labeling, eco-design, standardisation

Innovation: lead market initiative, networking of innovation actors

Leaner and Cleaner Production: resource/material efficiency, environmental technologies

Global Markets: sectoral agreements, cooperation on SCP, foster energy/resource efficiency

Barriers and Gaps



Smarter Consumption

Communicative instruments to complement (e.g. campaigns, ads)

Procedural + societal self-regulation to involve civil society (e.g. GAP, Local Agenda 21)

Better Products

Greening the supply chain => Regulatory instruments (e.g. Eco-design, labeling) and Incentives (e.g. lower VAT)

Front Runner (e.g. EU TopTen)

Innovation

Coherent vision building (e.g. Transition Towns)

Economic instruments (e.g. white certificates, premiums)

'unlock' lock-in situation (e.g. Retail Forum)

Research Recommendations

- Interventions (programmes) should address different phases of behaviour and take into account different context components (Transpose 2009) => **need of vertical strategies** (Linden, Carlsson-Kanyama et al. 2006)
- Mix of interventions is successful (Changing Behaviour 2008): combine economic + regulatory instruments complemented by voluntary + information tools (EEA 1/2008) => **packaging of instruments is most effective** (UNEP 2006)
- Social and technological context has to be considered – analytically and strategically (eupopp 2008); Align framework conditions + context factors => **sustainability transition approach** (SCOPE², Tukker et al. 2008)

60% of consumers state:
Sustainable enterprises will
be the winner of the current
crisis

Research Recommendations

- Interventions to promote sustainable consumption should be developed through *participation* => **avoid single top-down strategies** (Heiskanen/Schönherr, eupopp 2009)
- Endorsement by the *social environment* (neighbors, colleagues) can promote efficiency instruments => **behavioural changes need to be accepted** (Changing Behaviour 2008)
- *Role models* are seen powerful in getting people to change their behaviour (Changing Behaviour 2008) - new collaborative *platforms* promote education and information exchange => **knowledge and evidence building** (EEA 2008)

www.utopia.de
www.bynothingday.org
www.adbusters.org

Research Recommendations

- Information does not lead directly to awareness and behaviour change – likewise it is the basis for every conscious decision => **Influencing factors: quality, frequency, duration + way of presentation** (Fischer 2008)
- Credibility of information source is important for the acceptance of instruments (Stern 1984) => **Today consumers trust in the economy is at the same low level as in 1985** (Economic Sentiment Indicator of EU Commission 2009)
- Transparency by Social Media: In Communities like Facebook consumers exchange their experiences => **media should be used more effectively and in co-operation among stakeholders** (OECD, DST/CP 2009)

78 % trust the recommendation of other consumers in their purchase decision

Research Recommendations

- Consumers are willing to pay more for environmentally sound and fair products (Sammer & Wüstenhagen 2006) => **higher income is positively related with energy-saving expenditures** (Mills / Schleich 2008)
- Targeted instruments instead of general messages => **Interventions have to follow the '4 Es': enable; engage; exemplify; encourage** (HM Govt 2005)
- Level of knowledge is diverse and shows evidence regarding efficiency => **younger households prefer/have better knowledge on efficient technology** (Karlsson-Kanyama et al 2005)
- Adequate communication channel is key => **word-to-mouth is most trustful source** (EST 2007, Cha

25% of Google information on the top 20 brands is user-generated (Nielsen 2008)

Research Recommendations

Most urgent action items, identified by researchers and other key stakeholders (Time for action, EEA 2008)

- **Marrakech Process:** encourage national SCP programmes (and integration of SCP into other policies), provide communication strategy to promote SCP concept, involve the public and private financial community
- **EU Action:** Green Public Procurement (directive), economic instruments “to get the prices right”, sustainability targets
- **National Level:** long-term SCP frameworks, environmental fiscal reforms, communicate role models

www.responsiblecare.org/
www.dialogprozess-konsum.de
www.initiative2grad.de/

SCP/SIP: Holistic view needed



Societal discourse on the objectives: challenge 'common' types of values (Happy Planet Index)

Cross-sectoral collaboration (greening the supply chain), package + harmonise instruments

Alignment of framework conditions + context factors => sustainability transition approach