



Public Bodies' Role as a Driving Force for Sustainable Behaviour Change

Ana Alcantud, Dafne Mazo
Ecoinstitut Barcelona

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Outline:

- 1) “EUPOPP” Project Framework Methodology
- 2) SC Instruments’ Analysis, Main Results
- 3) Key Factors for Successful SC Policies

EUPOPP Framework Methodology



a) Sustainable Consumption Strategies in Europe

Marrakech Process

Future strategies should contain a mix of:

regulations, economic incentives and communication instruments

And should furthermore include partnerships between:

international organizations, governmental bodies, private companies and civil society

Focus on environmentally relevant consumption patterns:

food and drink, housing, personal travel and mobility, tourism

EUPOPP Framework Methodology



EUPOPP: Policies to Promote Sustainable Consumption Patterns

- focuses on policy measures that target the **demand side** or **product policy** with a special focus on **housing** and **food**
- policies with an explicit aim to target **sustainable consumption** (**directly** by targeting individuals or **indirectly** by changing the framework conditions for consumption)

b) Conceptual Framework (integrative and multidisciplinary)

- strategies and policy instruments are developed in the form of various **outputs**
- variety of **outcomes** in terms of changes in consumer behaviour
- various **impacts** that are the actual intended effects on the environment, society and the economy

EUPOPP Framework Methodology



c) Compilation of instruments

- **inventory** of SC instruments and **exploratory analysis** on design, implementation and effects of the selected instruments
- considerations on **sustainability potentials** and the selection of **possible drivers** were the basis for the grouping of instruments
- the intention was to focus on **certain criteria** for the SC instrument selection

d) Final instrument selection

	Spain	Finland	UK	Latvia	Germany
Food	Selective Collection of Organic Waste, Catalonia	Public Catering	WWF Campaign on reducing meat consumption	Label Quality Product	Deposit on Beverage Packaging
Housing	Public Communicative Activities during Drought Periods, Catalonia	Energy Expert	Consumer Advice “Carbon Emissions Reduction Target”	Individual Heat Consumption Metering	Mandatory Energy Efficiency Standards (residential)

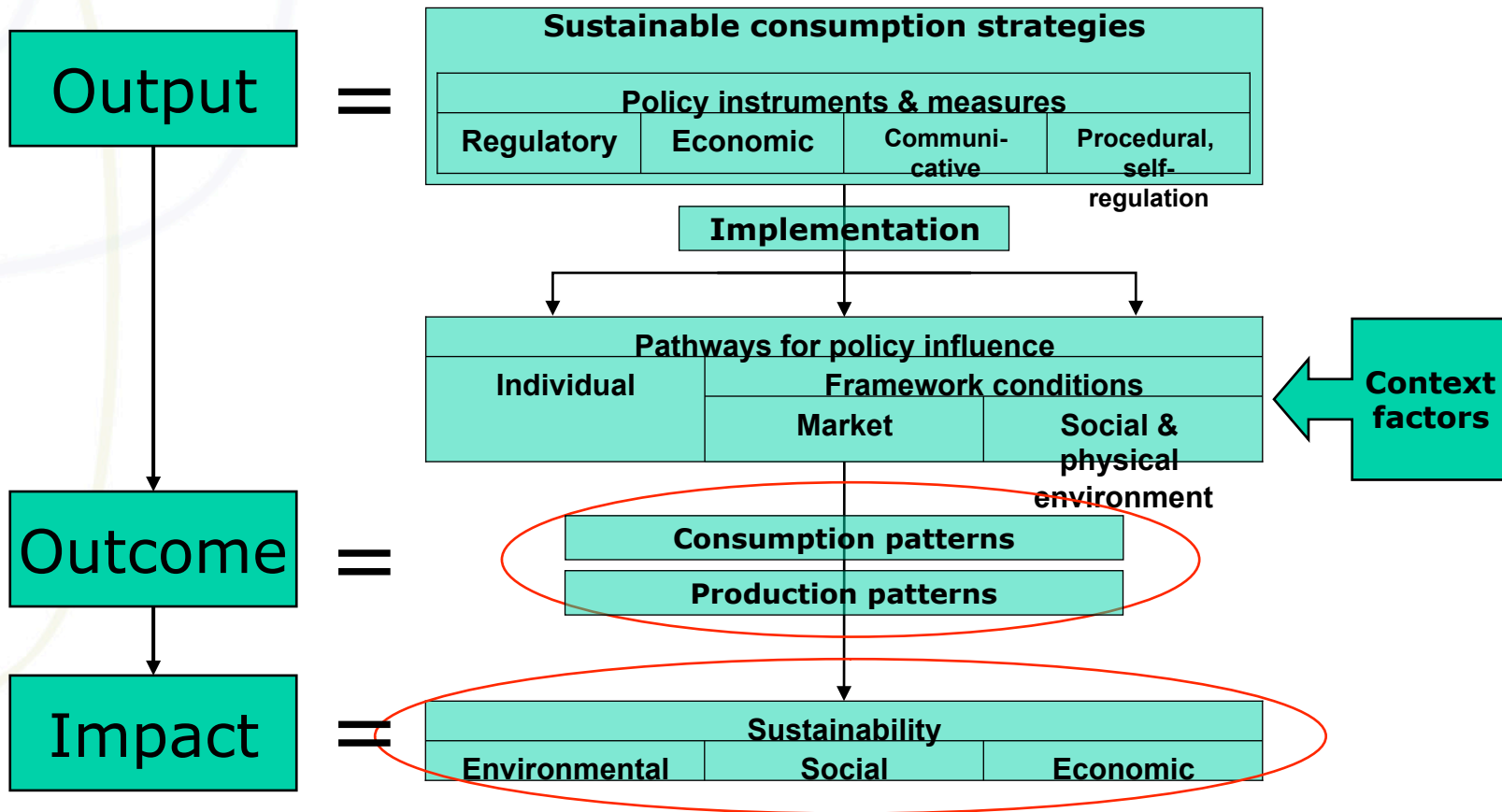


EUPOPP Framework Methodology



e) In-depth instrument analysis

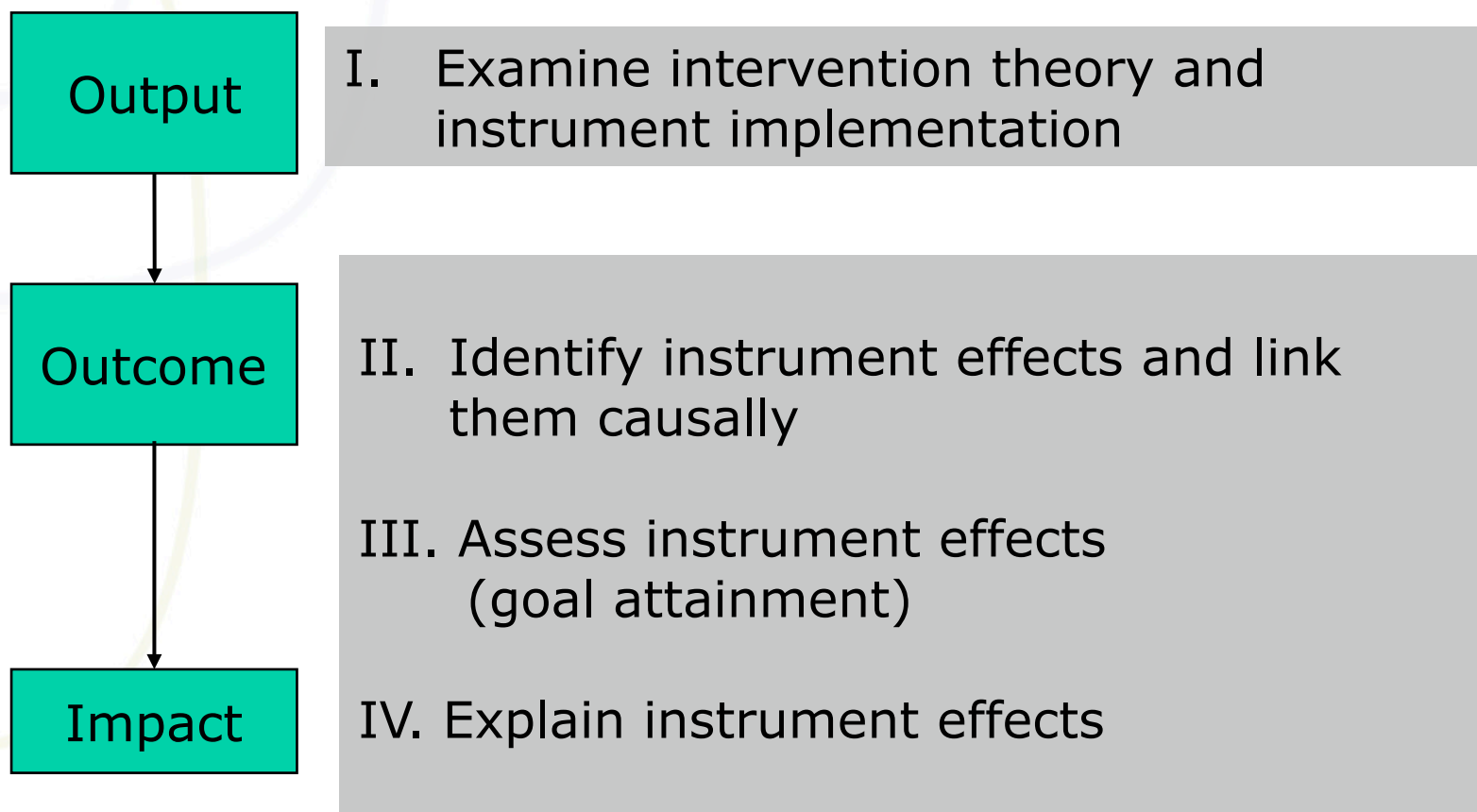
- data compilation: expert interviews and consumer focus groups
- analysis following the EUPOPP Impact Assessment Tool



EUPOPP Framework Methodology



In-depth instrument analysis: 4 phases for the policy evaluation



SC Instruments' Analysis



a) Selective Organic Waste Collection, Catalonian Waste Law

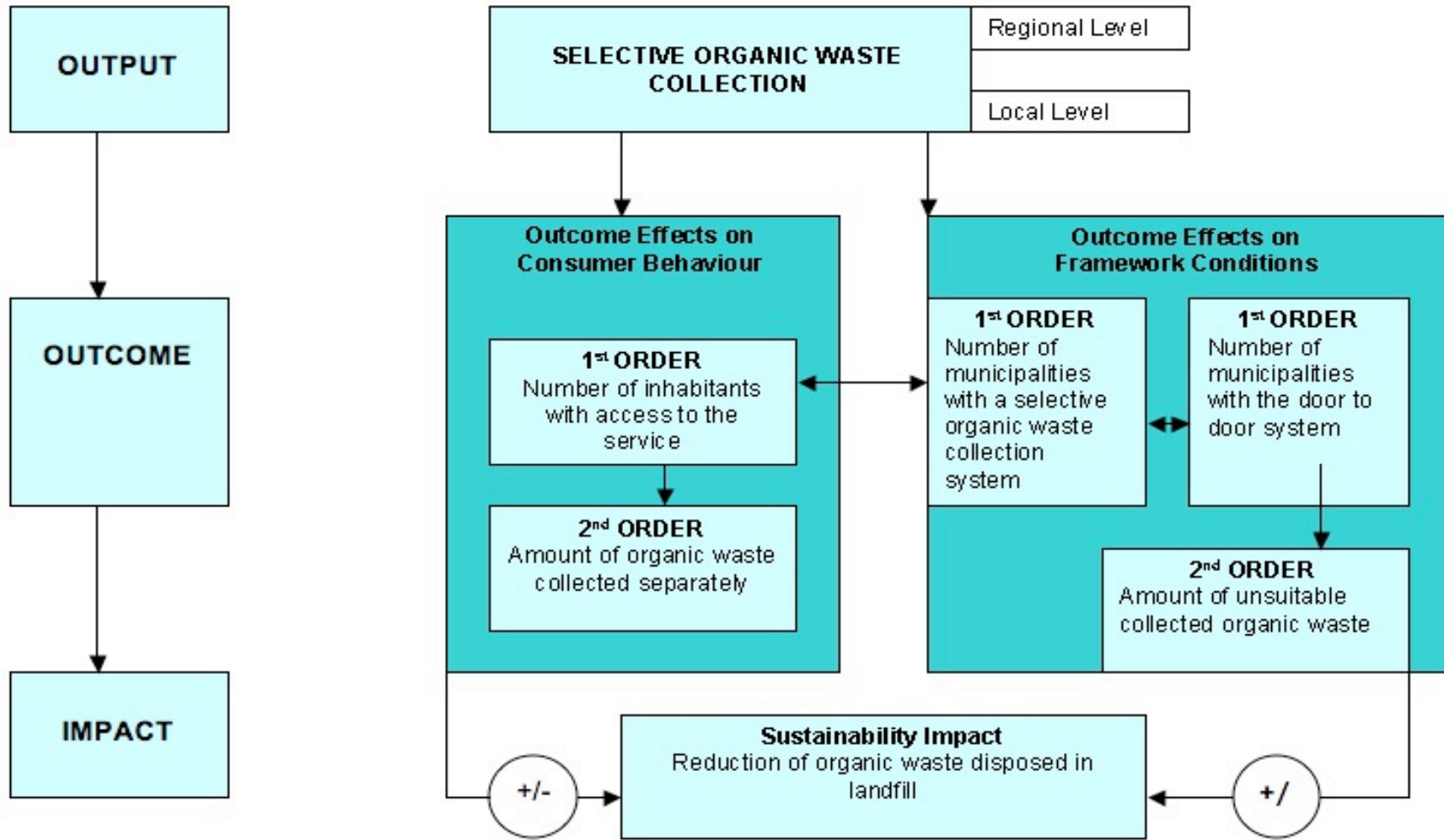
Territorial Level	Powers	Regulative Instruments	Plans	Other instruments
Regional - Catalonia	<p>Parliament: laws</p> <p>Government: plans</p>	<p>-Law 6/93</p> <p>- Laws 15/2003 and 16/2003</p> <p>- Laws 8/2008 and 9/2008</p>	<p>-PROGREMIC (1995 -2000,2001-2006, 2007-2012)</p> <p>- Deployment Plan for Selective OW Collection System</p>	<p>-Communicative Campaigns</p> <p>-Landfill waste disposal tax</p> <p>-Subsidies</p>
Greater Barcelona (33 municipalities 3,5 millions inhabitants)	EMSHTR (Metropolitan Entity): waste treatment		PMGRM (1997) Waste Management Programme of Great Barcelona	
Local (f.e. Barcelona)	Municipalities: Selective waste collection	Bylaw of urban environment (1999)		<p>-Communicative Campaigns</p> <p>- Commercial Taxes</p> <p>-Voluntary Agreements with economic sectors</p>



SC Instruments' Analysis



Selective Organic Waste Collection: Intervention Logic



SC Instruments' Analysis



Selective Organic Waste Collection:

- **Context Factors**

- City structure: size, population density, city planning, etc.
- importance of the commercial sector
- social context

- no urgency

- **Main Results**

- necessary tools for goal achievement
- consolidation of a rising organic waste collection trend
- foreseen PROGEMIC goals haven't been achieved yet
- at least a partial success can be attributed to the instrument

SC Instruments' Analysis



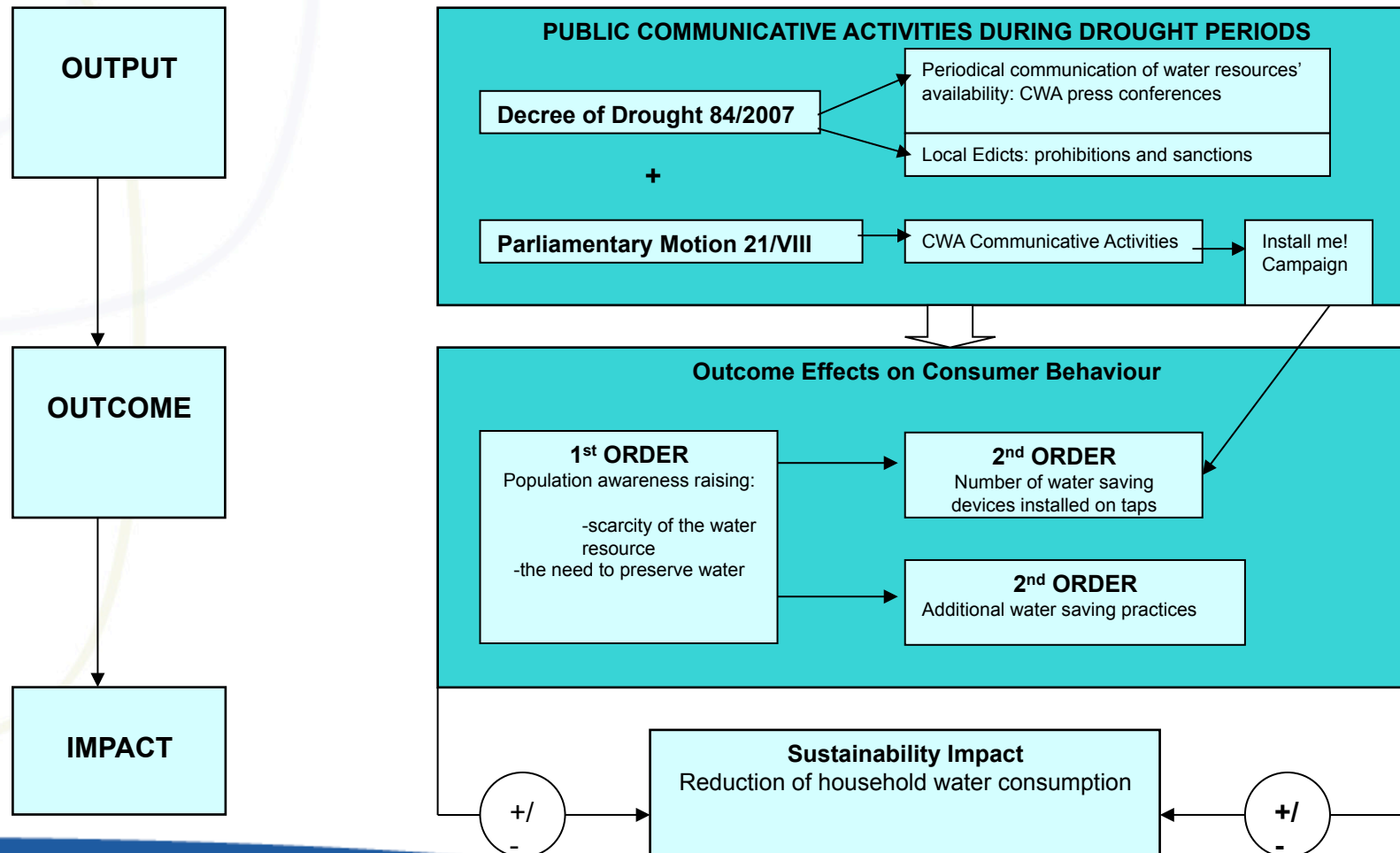
b) Public Communicative Activities during Drought Periods

Public Authorities Territorial Level	Powers	Regulative Instruments	Other Instruments
Regional – Catalonia	<p>Catalonian Water Agency: management of hydric resources</p> <p>Parliament</p>	<p>Decrees 93/2005 & 84/2007</p> <p>Motion 21/VIII</p>	<p>Management measures depending on hydrological status scenarios</p> <p>9 communicative campaigns (TV, newspapers, radio...) between 02/07 and 07/08 → Install me! Campaign</p>
<p>Greater Barcelona (33 municipalities 3,5 millions inhabitants)</p>	<p>EMSHTR (Metropolitan Entity) management of hydric resources</p>	<p>Modification domestic water supply regulation in Greater Barcelona: infringements and sanction system</p>	<p>-Collaboration with two municipalities in two campaigns -Collaboration with one water supply company in one campaign (newspapers)</p>
<p>Local- Municipalities</p>	<p>To control and to report the infringements to EMSHTR</p>		<p>-Local Edicts (bans) -To inform of the infringements and sanctions system -Other communicative actions to inform on how to save water (local radio...)</p>

SC Instruments' Analysis



Communicative Activities during Drought Periods: Intervention Logic



SC Instruments' Analysis



Communicative Activities during Drought Periods:

- **Context Factors**

- The drought context caused an acute water scarcity feeling
- 3 main factors promoting a high degree of concern:
 - 1) **the influence of the mass media**
 - 2) **the closure of public fountains**
 - 3) **the arrival of water tanks from Marseille**

- **Main Results**

The main aim of the whole Instrument Package – **the reduction of household water consumption** – can be considered to be achieved:

- during the worst period 20% savings were achieved
- in 2009 household water consumption was estimated to be 110 litres/ person/day
- 94,1% of Catalanian households put in practice additional water saving practices

SC Instruments' Analysis



Strenghts and weaknesses

	Selective Organic Waste Collection	Communicative Activities during drought periods
Strenghts	<ul style="list-style-type: none"> - Mix of instruments: <ul style="list-style-type: none"> a) Regulative b) Economic c) Communicative - Flexibility of the Waste Management Program 	<ul style="list-style-type: none"> -Mix of instruments -Coordination of Public Bodies for Competence Distribution -Promotion of Campaign at the right time and the right place -The proposed sustainability practice did not require important daily life habit changes
Weaknesses	<ul style="list-style-type: none"> -Some non considered aspects:infrastructure, technology and interaction between waste fractions -Lack of effective promotion and awareness raising campaigns 	<ul style="list-style-type: none"> - No monitoring mechanisms were foreseen for impact measurement - Institutional communicative activities could be considered as „Institutional Advertising“

Key Factors for Successful SC Policies



a) Policy Interaction

Future strategies should contain a mix of **regulations**, **economic incentives** and **communication instruments**.

b) Coordination and cooperation

- Future strategies should include **partnerships** between governmental bodies, international organizations , private companies and civil societies.
- **Coordination** between public bodies and **avoidance of overlapping**.

c) Stakeholders' participation

The participation of NGOs, producers, distribution chains, associations, etc. **in the design and implementation of the policy instruments** is also important for the success.

Key Factors for Successful SC Policies



d) Transparency from public bodies

They need to be clear about:

- the **motivations and goals** of the SC policies
- the **actions developed** in order to achieve these goals

e) Levels of behavioural change

The effectiveness of the suggested actions depends on how big the required **sacrifice** is. Citizens are more willing to change everyday practices that do not involve personal sacrifice or modifications in their living standards.

f) Visibility of the environmental impacts

Citizens are more willing to change their habits when they understand **how their actions contribute to reduce** the environmental impacts.

g) Awareness campaigns capable of reaching the broadest possible target group



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www.eupopp.net

www.ecoinstitut.es

Dafne Mazo

dafne.mazo@ecoinstitut.es