



eupopp – Policies to Promote
Sustainable Consumption Patterns
- Project Introduction -

Bettina Brohmann
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The Project



- European Policies to promote sustainable consumption patterns: Collaborative project under the EU's 7th Framework Programme – Theme 6 (Environment)

- Consortium of 7 partners from 5 different EU regions:

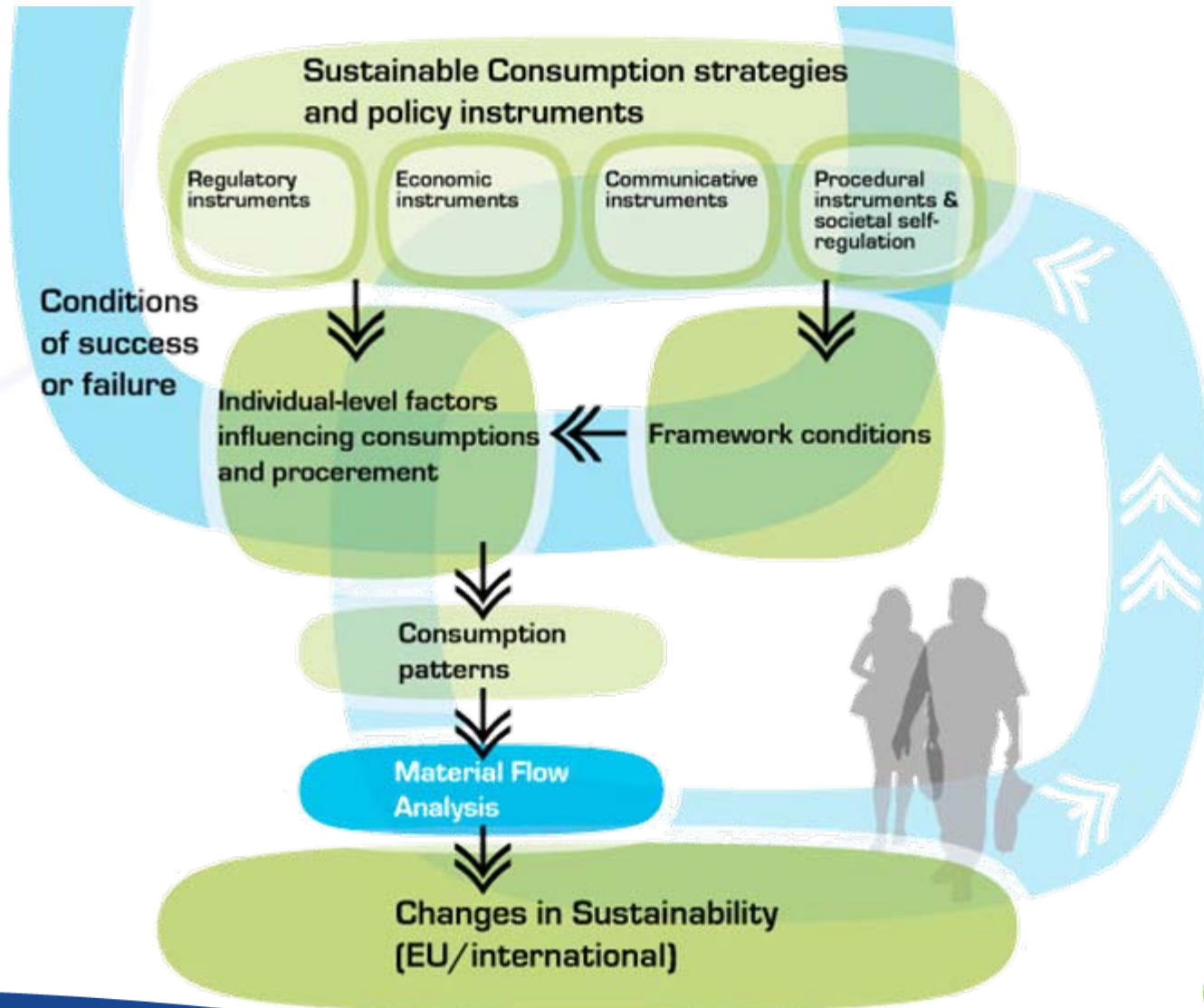
- Finland
- Germany
- Latvia
- Spain
- UK



- Structured into 6 work packages
- Project duration: August 2008 – July 2011

Our Conceptual Framework

What do we look at?



Our Research Questions



- What are **consumption / production trends** and what are the respective sustainability potentials of SCP policies?
- How can **impacts of policy instruments** be assessed and how do instruments influence SC patterns?
- What are **conditions of success or failure** that promote or hamper the impacts of an instrument?
- What are **options to enhance** sustainable consumption policies and instruments?
- What are **key factors for the successful transfer** of best practice examples?

Our Key Issues

- ❑ **Best Practice in Europe:** Which instruments have proven to be effective?
- ❑ **Success factors and barriers:** Which measures are apt to increase instrument effectiveness?
- ❑ **Successful policy bundles:** Which instrument mixes are advantageous?
- ❑ **Future sustainability potentials:** What difference can successful, enhanced SC policies make for sustainability in Europe and beyond until 2030?

Our Design & Methodology

How do we look at it?



Conceptual Framework

on the impact of public SC strategies and instruments

Housing

Food

Consumption & production trends
Sustainability potential

Impact Assessment of different instrument types

- Conditions of success and failure
- Impacts on consumption patterns

Material Flow Analysis

Impacts
on sustainability

Suggestions on how to enhance instruments
Policy Recommendations

Our Impact Assessment



- Assessment of instrument goal attainment
- Covering intended and unintended instrument effects
- Assessment and explanation of effects
- Multi-method approach: qualitative and quantitative methods

Our Value Added



- Combine policy analysis, in-depth experiments and material flow analysis (assessment tool)
 - Core set of indicators and parameters
 - Ex post and ex ante assessment
 - Iterative approach
- Prospective impact on sustainability
- Qualitatively and quantitatively based recommendations for policymakers

Our Value Added



- Political recommendations
 - on EU SCP policies
 - on specific aspects of instruments for different policy actors
 - on Member States level – contributions to SCP debate + implementation of programmes and instruments
 - on transferability of instruments
- Practical recommendations
 - for programme designer/manager
 - for evaluators

Our Products



- ◻ Publications and Discussion Papers (e.g. *Progress in Industrial Ecology*, Gender report)
- ◻ Conference inputs (e.g. *ERSCP*, *fona*, *SCORE!*)
- ◻ Project website, Poster, Flyer
- ◻ 2 Stakeholder Workshops
- ◻ 4 Roundtables (Procurer WS: Cremona, Stuttgart, Riga, Helsinki)
- ◻ Focus groups report

- ◻ Recommendations for improving SCP instruments (Brochure)
- ◻ Policy recommendations on EU and MS level (Policy Brief)
- ◻ Stakeholder Conference
- ◻ National dissemination Meetings

Thank you



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