



Policy Recommendations

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Outline



1. General recommendations for improved SC policy making
 - ▣ Enhancing existing instruments
 - ▣ Improving collaboration & coordination
 - ▣ Bundling & ensuring policy coherence
 - ▣ Improving policy transfer
2. Policy recommendations for the need area of food
3. Policy recommendations for the need area of housing

***General recommendations
for improved SC policy
making***

Enhancing existing instruments

1. Ambitious targets, improved monitoring and enforcement:

Decision makers should not refrain from demanding instruments, ambitious targets, but improving and enforcing them

2. Better understand consumer needs & practices:

Decision makers should enhance their understanding of consumers to tap into needs and practices, capacities, and "everyday life" situations

3. Make use of visible co-benefits:

Decision makers should tap into the potential of creating immediate co-benefits that can highlight progress and achievements to consumers

Improving collaboration and coordination



In the short term:
positive messages rather than “guilting”

Enable consumers to make sustainable consumption choices, e.g. through easy accessible infrastructures, price signals, choice editing, etc. instead of mere “guilting”

In the medium term:
coordinated action among policy, business & civil society

Reconsider sharing of responsibility between policy, business & consumers; promote collaborative processes

In the long term:
revise notions of quality of life & growth

Take lead in moderating societal dialogue on “quality of life” and sustainability, reconsider economic growth paradigm, e.g. through “green GDP” → lead by examples, e.g. GPP

Bundling and ensuring policy coherence

sustainable consumption and sustainable production policies need to be more closely aligned

away from an individual policy focus towards coherent policy mixes and instrument bundles

The effectiveness of SC instruments is often hampered by counter-productive production-side policies, e.g. infrastructures limiting consumption choices; thus, develop enabling structures for SC

Complementary, mutually supportive policy mixes are essential for effectiveness, i.e. checking existing strategies for consistency and embedding new instruments consistently in policy and instrument bundles

Key factors for successful policy transfer

Macroeconomic circumstances

1. Problem analysis and target setting
2. Fit of interventions
3. Economic structure & market conditions
4. Levels of consumption of goods & services

Reactions to different interests

5. The role of distinct demographic groups
6. Political practicability & political marketing
7. Dynamics of rationalities & power among stakeholder groups

Acceptance measures

8. Conflict potential of interventions
9. Legitimacy of interventions
10. Mainstreaming policy innovations

Application of key transfer factors

- Policy transfer often comes about from treaties, directives, conventions, etc.
- Determine which factors will help, and which will hinder, transfer
- Emphasis on long-term goals
 - Transfer is not a quick-fix
 - Look at whole picture
 - Creativity in thinking about medium-long term
 - Focus on macroeconomic circumstances from first group of factors
- From analysing these factors, can take ideas from other settings and apply to areas that need improving at both EU and national level- link to policy recommendations



Policy recommendations for the need area of food

2. Develop common social awareness of the impacts of food consumption

- **„Learning by doing“**: promote consumer information through food labelling, education activities using multipliers such as school children, promoting information at “point of sale”
- **Mainstreaming** successful local initiatives, e.g. Veggy Days, through endorsing at EU/national level, and provision of adequate funding and support mechanisms
- **Promote/enhance existing fora for dialogue**, e.g. Retailer Roundtables, through regular consultation, and define milestones & targets

3. Use public spending power more effectively



- ◻ ***Revise existing procurement legislation*** to make sustainable procurement criteria mandatory across EU-27
- ◻ Set ***ambitious criteria for public catering***, e.g. 5-year framework plan to increase share of organic food and reduce meat/high-fat dairy in public catering
- ◻ ***Public Veggie Days*** in restaurants, school cafeterias etc. supported by public personalities (mayors, members of parliament, local celebrities etc.)



4. Reduce food waste

- ◻ Develop better knowledge on evitable waste of food in Europe → data
- ◻ Introduce ***incentives for households*** to reduce food waste, e.g. through differentiated waste disposal charges
- ◻ Work with retailers to ***expand shelf life dates*** for food products
- ◻ ***Capacity building*** for consumer regarding labelling issues of food shelf life with help of information campaigns and on-site consumer advice services, etc.

5. Taxation on food favouring sustainability & health



- High monitoring costs & comparatively low potential for emissions reductions in certain agricultural practices (e.g. beef raising) → prefer **direct-to-consumer eco-tax**, e.g. on GHG emissions inherent to different food products
- **Differentiate tax rates** on food based on health & environmental considerations, e.g.
 - No/low tax on healthy & low-impact foods (vegetables, fruit...)
 - Higher tax on unhealthy & high-impact foods, especially meat (beef!), high-fat dairy, convenience foods & frozen ready meals

Policy recommendations for the need area of housing

1. Optimise & strengthen the EU Energy Label



- Introduce ***Top Runner Approach*** and integrate with EU Energy Label to realise synergies
- Harmonise & flexibilise the ***EU Energy Label***, e.g. through
 1. consistent scale for all appliances covered
 2. regular phase-out of appliances labelled, e.g. of all categories below class C
 3. grant refunds, tax exemptions or other incentives for scrapping old appliances (based on age/performance), parallel to buying A labelled appliances

2. Optimize & strengthen the EPBD

- Improve compliance by introducing a **registry** for demand-based energy performance certificates
- Dedicate resources to regular **inspections** & implement **sanctions** for non-compliance
- Introduce the **obligation to retrofit** when owners change in conjunction with **scrapping premium** where retrofitting is uneconomic
- **Integrate requirements** for improving thermal efficiency for major renovations
- Improve **access to & range of** available preferential **financing services** (subsidies, low interest rate credits, tax incentives)

3. Address both heating behaviour & heating systems



- ***Introduce mandatory minimum quota for green heating in newly installed systems*** (when constructing new building or replacing heating system) while taking into account national/regional differences (e.g. increasing gradually over time; determining benchmarks for “green heating”)
- ***Implement individual metering, billing and control over heat flow***, based on apportioning heat costs, across the EU (especially important for CEE countries) to enable consumers to track costs & make savings visible

4. Address rebound effects

- ***Factor in rebound effects*** when designing new instruments → targets should be set to accommodate such effects and be strong enough to outperform them, especially through bundling (e.g. tax increase)
- ***Introduce new and align existing eco-taxes***, e.g. consistent energy tax system, to tackle rebound effects by raising the price for energy