



Institute for European
Environmental Policy

State of sustainable consumption research and policy at the European level

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IEEP is an independent, not for profit institute dedicated to advancing an environmentally sustainable Europe through policy analysis, development and dissemination

- Interdisciplinary staff in several European countries
- Headquarters in London + office in Brussels
- **OUR AIM:** to raise awareness of European environmental policy and to advance policy-making along sustainable paths
- **OUR WORK:** research and consultancy on the development, implementation and evaluation of environmental and environment-related policies in Europe
- **OUR PARTNERS:** a wide range of policy actors from international agencies and the EU institutions to national government departments, NGOs and academics

EU Sustainable Consumption policy (1)



- 2008 Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan (SCP/SIP) – DG ENV + DG ENTR
- “A dynamic policy framework for smarter consumption and better products”
- SC-related elements:
 - Product labelling (Energy label, Ecolabel)
 - Smarter consumption: actions implemented with retailers and producers of products to ‘green’ their own activities and supply chains, as well as *raising the awareness of consumers at large and increasing their proactive role*
 - Work with retailers and consumers: The Commission will ... also support actions to *increase consumers’ awareness and help them to make more informed choices*. This will be done, for example, by *developing tools to inform young people and increase their awareness*



EU Sustainable Consumption policy (2)



- DG SANCO Consumer Policy 2007-2013:
- Consumer policy ‘can provide the market tools to empower citizens, as consumers, *to make sustainable environmental choices.*’
- Information campaigns: “The Commission will increase the number of copies of the Europa School Diary and *include other issues which are of interest to young people, in particular sustainable consumption.*’
- ‘*Empowered and informed consumers can more easily make changes in lifestyle and consumption patterns contributing to the improvement of their health, more sustainable lifestyles and a low carbon economy.* Consumers are major contributors to environmental challenges such as climate change, air and water pollution, land use and waste. *The protection of the environment and the fight against climate change calls for better information in areas, such as energy and transportation, where informed consumers could make a real difference.*’



EU Sustainable Consumption policy (3)



- “The Commission will review progress and report on the implementation of the Action Plan in 2012”
- Review will begin soon, as part of work on resource efficiency (Resource Efficiency Roadmap – Vision 2020 - due in mid-2011; Resource Efficiency flagship initiative in 2011)
- Study on ‘policies to encourage sustainable consumption’ to begin in December 2010 for 12 months – BIOIS, IEEP, IÖW, PSI

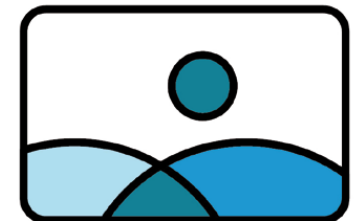


Sustainable Consumption research



- The Action Town project:
- “Action Town – Research and Action for SCP”
- The project focuses on enhancing the effectiveness of civil society organisations (CSO) activities promoting more sustainable consumption and production patterns, and on making better use of the unique contribution that CSOs working in the field of SCP can give to the sustainability research agenda.
- <http://action-town.eu/>
- Nora Brüggemann
- UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production
- nora.brueggemann@scp-centre.org

Action Town



Research and Action for SCP

Sustainable Consumption research



- EU-CSS Project
- CSS – Civil Society for Sustainability
- Objective: to link civil society with research activities on sustainable development on a European scale. The project should foster networks between civil society and research organisations, while developing a civil society oriented research agenda for sustainable development. Researchers and CSOs will work together on fostering trans-disciplinary networks and research partnerships in France, Germany, Hungary and Slovenia
- <http://www.project-css.eu/index.php?page=home/index.php&textsize=normal>
- Steering committee (no contact details available):
- Hans-Dieter Bühler, unw
Milena Marega, REC Slovenija
Maria Csikai, Energia Klub
Ortwin Renn, Dialogik
Gilles Heriard Dubreuil, Mutadis
Anna Vari, MITA SK

Sustainable Consumption research



- The CORPUS project:
- “CORPUS – Enhancing the Connectivity Between Research and Policy-Making in Sustainable Consumption”
- Objective: to experiment with and develop new integrative modalities of knowledge brokerage at the policy-science interface
 - Improving the understanding of the knowledge interface between research and policy-making and developing appropriate and transferable methodologies and tools for knowledge brokerage in SCP policies
 - Fostering evidence-based policy-making in SCP policies (on food, mobility, and housing) at European and national level, and strengthening the policy-orientation of relevant research communities through the development and implementation of online and offline knowledge brokerage mechanisms.
 - Stimulating community-building across the involved research and policy-making communities in order to trigger a self-sustaining process of effective knowledge management in SCP policies.
- <http://scp-knowledge.eu/corpus-project>
- Dr. Gerd Scholl
- Institute for Ecological Economy Research
- gerd.scholl@ioew.de



Sustainable Consumption research



- ENCI-LowCarb Project
- ENCI-LowCarb - “European Network engaging Civil society in Low Carbon scenarios”
- Objectives:
 - Facilitate information flows between CSOs and research institutes working on low carbon energy scenarios and technologies.
 - Development of low carbon scenarios for Germany and France for 2050 with an ambitious greenhouse gas emission reduction target.
 - Our vision is to provide input to the national, and European climate negotiations showing that ambitious greenhouse gas emission targets are not only necessary but also acceptable in an economic and social point of view.
- <http://lowcarbon.inforse.org/index.php?id=17>
- Meike Fink
- Climate Action Network – France
meike@rac-f.org



Sustainable Consumption research



- The GILDED project:
- GILDED - Governance, Infrastructure, Lifestyle Dynamics and Energy Demand
- The overall goal of GILDED is to identify social, economic, cultural and political changes which could help rural and urban households in Europe consume less energy. The focus of the project is on *household consumption*. While technological innovations can reduce the energy requirement for specific activities, people still have to choose to consume less. Otherwise, increases in energy efficiency may simply raise demand for energy-intensive products and services.
- <http://www.gildedeu.org/>
- Nick Gotts
Macaulay Institute, Scotland
- n.gotts@macaulay.ac.uk



Sustainable Consumption research



- The OPEN: EU Project
- OPEN: EU - One Planet Economy Network: Europe
- Objective: to help transform the EU economy to a One Planet one by 2050. A shift to a more sustainable future for Europe must be achieved by building an economy that respects all environmental limits and is socially and financially sustainable.
- Through a project consortium of CSOs and RTD (research and technological development) performers, the project will:
 - Build the evidence base and enhance sustainable development indicators by developing an academically robust and policy relevant “footprint family” (Ecological, Carbon and Water);
 - Build the application by developing a new scenario modelling tool for evidence-based policy, increasing the policy relevance of sustainable development indicators and helping CSOs to illustrate the links between economic growth and environmental degradation to policy makers and the public;
 - Build capacity through a new One Planet Economy Network – an online network of decision-makers, CSOs and business leaders.
- <http://www.oneplaneteconomynetwork.net/>
- Martin Bruckner
Sustainable Europe Research Institute
Pollution policy martin.bruckner@seri.at



Sustainable Consumption research



- The PACHELBEL project:
- PACHELBEL: Policy addressing climate change and learning about consumer behaviour and everyday life
- Objective: the development, trialling and operationalisation of a tool called STAVE (Systematic Tool for Behavioural Assumption Validation and Exploration), which will be designed to support the work of policy-making for sustainability in real-world settings.

The project responds to recent work on sustainable consumption, which has provided compelling arguments about the difficulties entailed in seeking to address anthropogenic climate change by attempting to shift patterns of consumer behaviour. The project will take the form of a series of collaborative problem-focused interventions with policy-makers which will engage with their current work in these areas. STAVE will allow these policy-makers to examine the nature and validity of assumptions about human sensibilities, reasoning and action that are incorporated into the development of policy.

<http://www.pachelbel.eu/Default.aspx>

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Sustainable Consumption research



- The PACT project:
- PACT – Pathways for Carbon Transitions
- Objective: shaping what a sustainable post-carbon society would look like and how we could reach it within the next 50 years. It will focus first on what shape the energy demand, and how this should evolve towards post-carbon concept, from two viewpoints: that of the infrastructures, in relation to urbanisation and land-use schemes, and that of the life-styles and behaviours, in relation to the technologies that should be available. It will then investigate the role of social forces, actors, stakeholders in the transition process toward this post-carbon concept. The ultimate objective of the project is to complement these analytical components with an attempt to quantify scenarios of post-carbon societies, at the world level.
- <http://www.pact-carbon-transition.org/>
- Brieuc Bougnoux
Enerdata
info@pact-carbon-transition.org

PACT >>>>



Thank you!

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