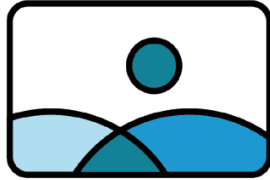


**Action Town**



Research and Action for SCP

# Sustainable consumption – main driving forces and instruments

4. march, 2011, Rīga

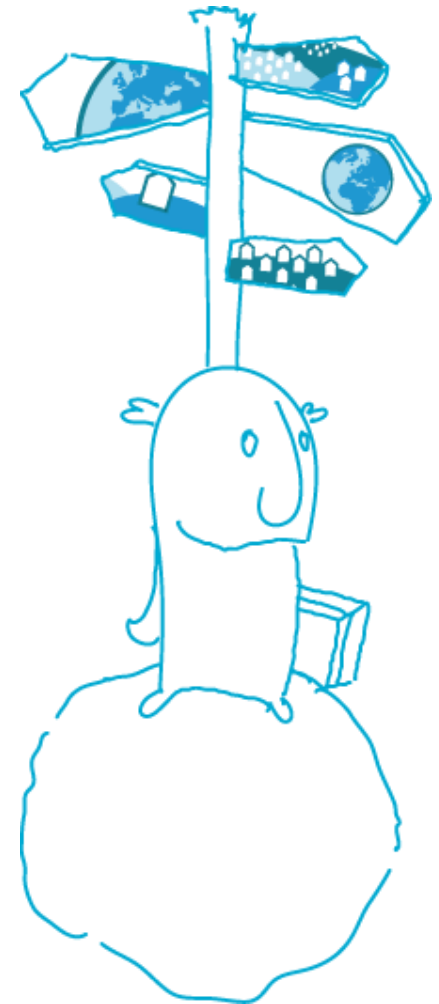
Jānis Brizga

Zaļā brīvība



# Content

- Sustainable consumption
- Aims of the project
- Methodology
- Results



# Sustainable consumption approach

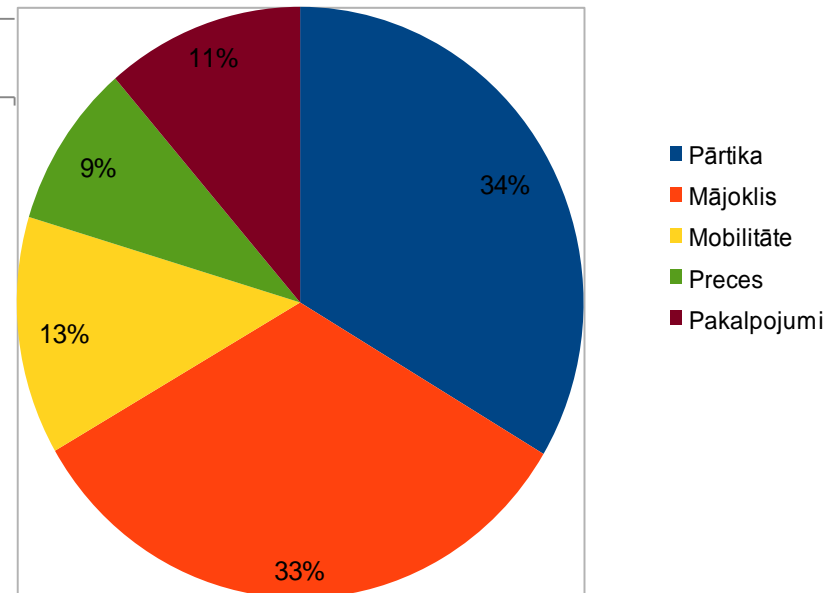
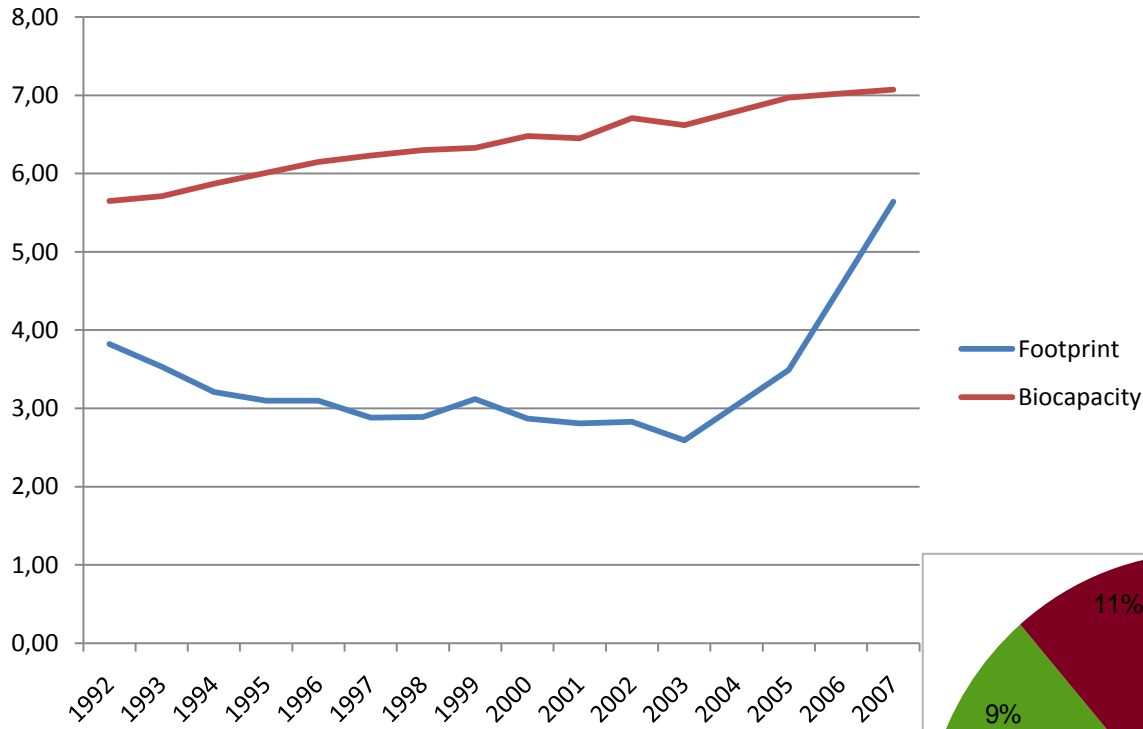
Sustainable consumption and production (SCP) – as part of sustainable development agenda:

- Agenda 21 - 4<sup>th</sup> section
- World Summit on Sustainable Development - The Johannesburg Plan of Implementation
- 6th Environment Action Programme
- EU renewed Sustainable development strategy
- SCP Action Plan and Sustainable Industrial Policy Action Plan
- National action plans

SCP approaches (Fuchs & Lorek, 2005):

1. Sustainable consumption – demand side management – **strong SCP**
2. Sustainable production – supply side management – **weak SCP**

# Ecological footprint of Consumption



# EU 7th framework project

## “Action Town”

Project partners:

Action Town project looks into how CSOs can **provide new insights for research in SCP** with the goal of reaching absolute decoupling of economic growth from resource use. Incorporating all major priorities of the call, specific objectives of the project are as follows:

- **Identify gaps** (1) in the knowledge of CSO’s how to shape consumption and production patterns in a sustainable way, and (2) in the research agenda for SCP **policy strategies, assessment tools and indicators;**
- Providing new insights for increasing efficiency of policy strategies, assessment tools and indicators for sustainable consumption and production through **small-scale exploratory actions;**
- **Create partnerships between CSOs and research organisations** to increase involvement of CSOs in research.

<http://action-town.eu/>



- UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production GmbH (CSCP)



- Northern Alliance for Sustainability (ANPED)



- Stockholm Environment Institute (SEI)



- Sustainable Europe Research Institute (SERI)



- WWF-UK



- Fundación Ecología y Desarrollo (ECODES)



- Green Liberty



- MAMA-86



- Technology Development Foundation of Turkey (TTGV)

# Green Liberty sub-project: Participatory SCP Policy Assessment

It aims to identify main **driving forces** behind our consumption patterns and propose policy recommendations to enable sustainable consumption and production (SCP) in Latvia.

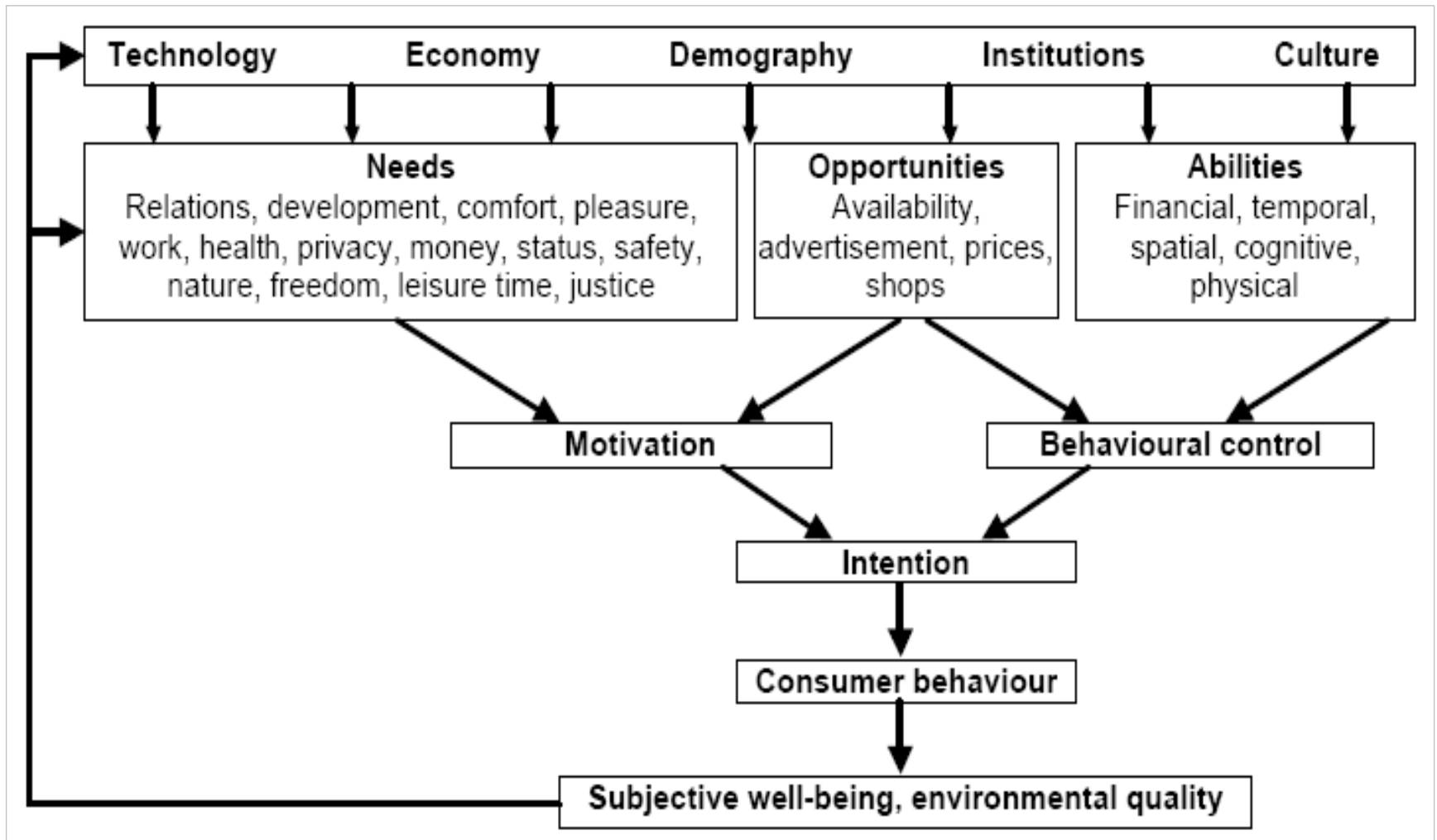
This is being done by bringing together environmental NGOs and scientific community from Latvia and running series of **participatory co-creation workshops** to discuss the methodology, assessment tools and recommendations for SCP policy development.

# Methodology

- 3 workshops: driving forces, strategies and policy instruments and policy recommendations.
- Approach:
  - Co-creation focus groups (NGOs, academic sector)
  - Mind mapping
  - Processing of the results
- Focus areas: housing; food; transport



# Needs, Opportunities and Abilities model



Avots: NOA modelis, Gatersleben & Vlek, 1998



# Main driving forces: Housing sector

<b>Driving forces for unsustainable consumption</b>	<b>Driving forces for sustainable consumption</b>
1. Fossil fuels prices, taxes	1. City planning and quality of neighborhood
2. Individuality, public values and understanding of well-being	2. Funding availability for energy efficiency measures in buildings
3. Comfort level (heating/cooling)	3. Standards for buildings efficiency
4. Personal incomes	4. Availability of infrastructures
5. Low energy efficiency in dwellings	5. Availability of information and prices

# Main driving forces: Food sector

<b>Driving forces for unsustainable consumption</b>	<b>Driving forces for sustainable consumption</b>
1./2. Speed of life	1./2. Understanding of organism needs and wishes
1./2. Subsidized food import	1./2. Knowledge in environmentally friendly consumption
3./4. The price of organic food	3. Availability of specific markets
3./4. Traditions, society habits	4. Care for family, health
5./6. Friends, neighbors' example	5. Availability of organic food and information

# Main driving forces: Transport sector

<b>Driving forces for unsustainable consumption</b>	<b>Driving forces for sustainable consumption</b>
1. Individual transport as status indicators	1. Availability and comfort of public transport
2. Individuality and following the public values	2. Knowledge and understanding of environmentally friendly transport
3. The price of fuels	3. Cycling infrastructure
4. /5. Traditions for living in country side	4. Parking costs
4./5. Fashion	5./6. Communication collaboration
4./5./6. Daily need for mobility	5./6. Environmental awareness

# Summary of Driving Forces

Unsustainable consumption	Sustainable consumption
Prices & Taxes	Available funding
Individual values & Unsustainable Habits	Information and knowledge Family values
Comfort & Wellbeing	Availability & Comfort
Infrastructure	Stricter standards, Urban planning & Infrastructure
Social pressure (speed of life, neighbor example etc)	Systems of provision

# Strategic approaches

## Efficiency strategy

purchase of energy efficient electric equipment and heating boilers

eco-effective private cars and public transportation

eco-effective agricultural products

## Structural change

shift to the use of renewable energy

change in the transport mix – move to the public transportation

systems of provision for organic and local foodstuff

## Sufficiency strategy

smaller houses and lower indoor air temperature, less use of electric appliances and behaviour change

reduction of the need for mobility by lifestyle changes or better special planning

decrease in consumption of animal based products

# Policy instruments

- Regulation and policy planning
- Economic and Fiscal instruments
- Infrastructure
- Communication tools
- Technologies

# Policy instruments – housing sector

Energy efficiency, planning, Renewable resources and behavior

## Planning & Regulation

- Regional development
- Effective data collection;
- Higher standards and control;
- Regulation for heating season
- Better public participation
- Regulated beginning of heating season

## Economic instruments

- Subsidies for fuel shift;
- Higher energy costs, excise tax on fossil fuels;
- Real estate tax reductions for efficient housing

## Communication tools

- Sharing good practice;
- Public discussions on values and comfort (good life);
- Better cooperation, involvement and other partnership with local community.
- Trainings

## Technologies

- Availability of equipment;
- Better infrastructure

# Policy instruments – food sector

## Lifestyle change

Environmentally friendly fast food

Choose local!  
Choose seasonal!

Information about environmentally friendly food

Rights to know; information for consumers

## Systems of provision

Short supply chains

Self provision

Building trust between farmers and consumers

Subsidies for organic food producers and distributors

Stricter regulation

Ilgspējīgas transporta loģistika kā tikt līdz veikaliem

## Agricultural production

Subsidies for organic farmers

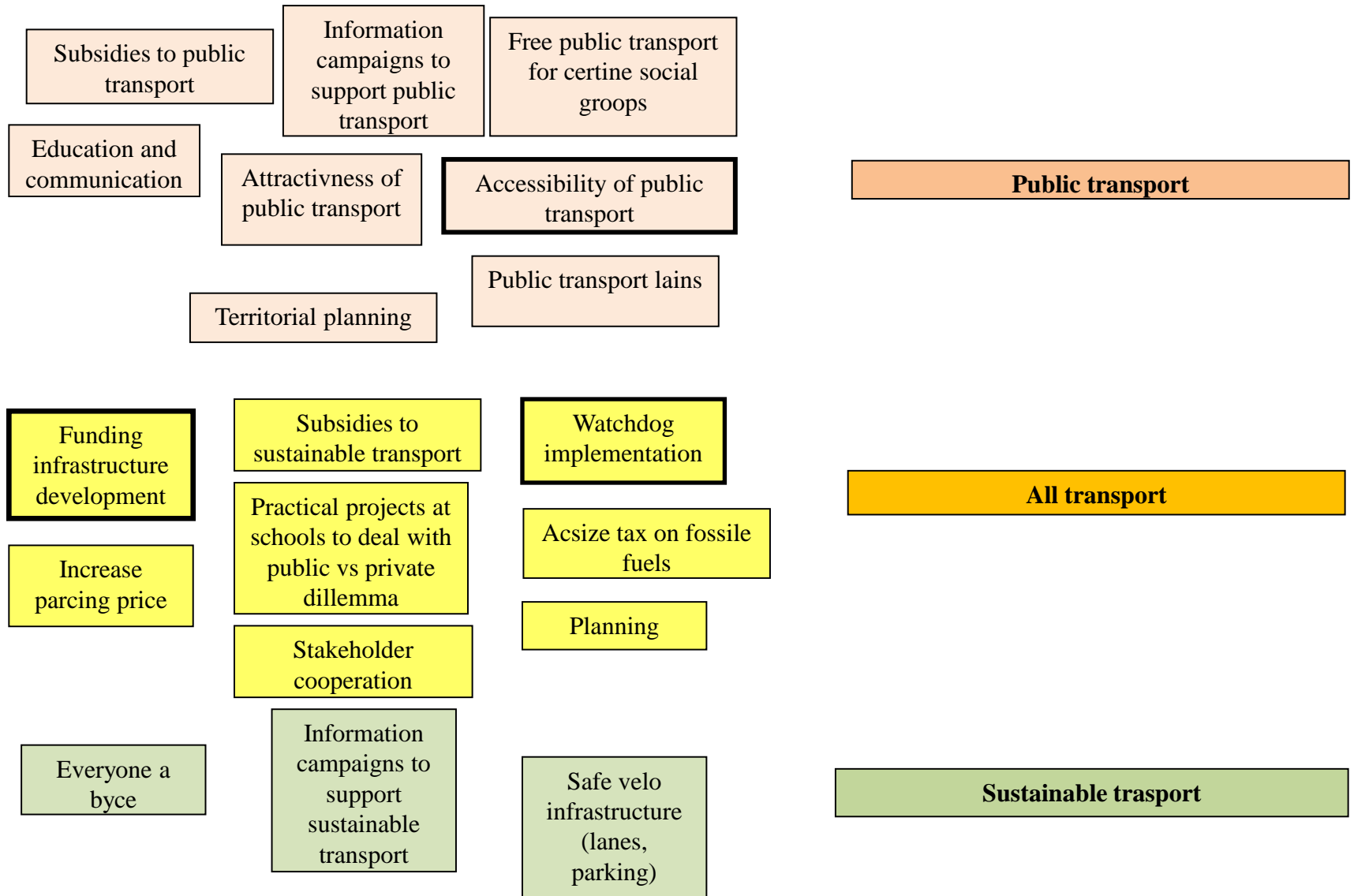
Higher taxes on agricultural chemicals (integrating external costs)

Support for cooperation

Education and information to farmers

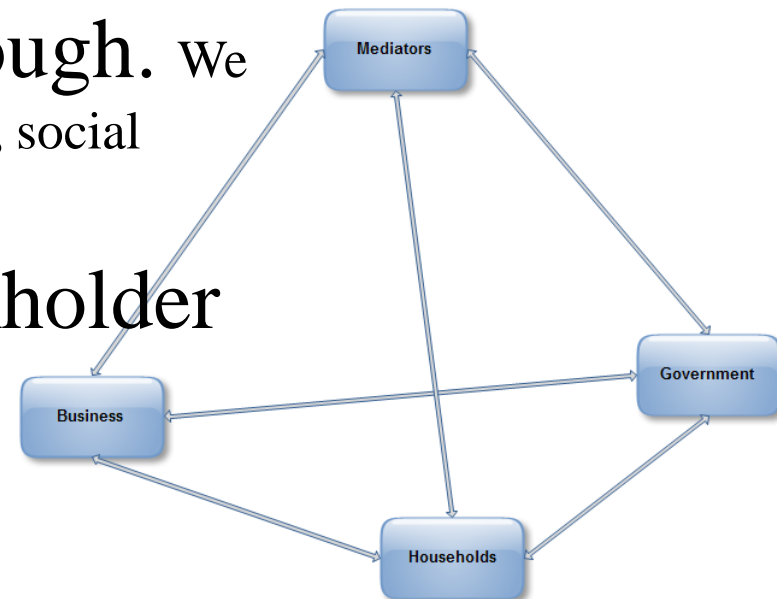


# Policy instruments – transport sector

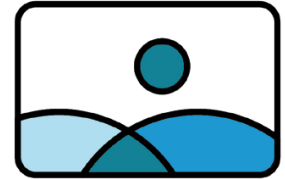


# Preliminary conclusions

- Need to change not only individual, but also collective behavior (behavior is determined not only by external, but also by internal factors);
- Apply combination of strategies – efficiency strategy is not enough. We have to change markets, systems of provision, social structures and culture;
- There is a need for multistakeholder cooperation (pyramid of change).



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**Thank you!**



**Green Liberty**

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