

Lifestyles and Climate Protection



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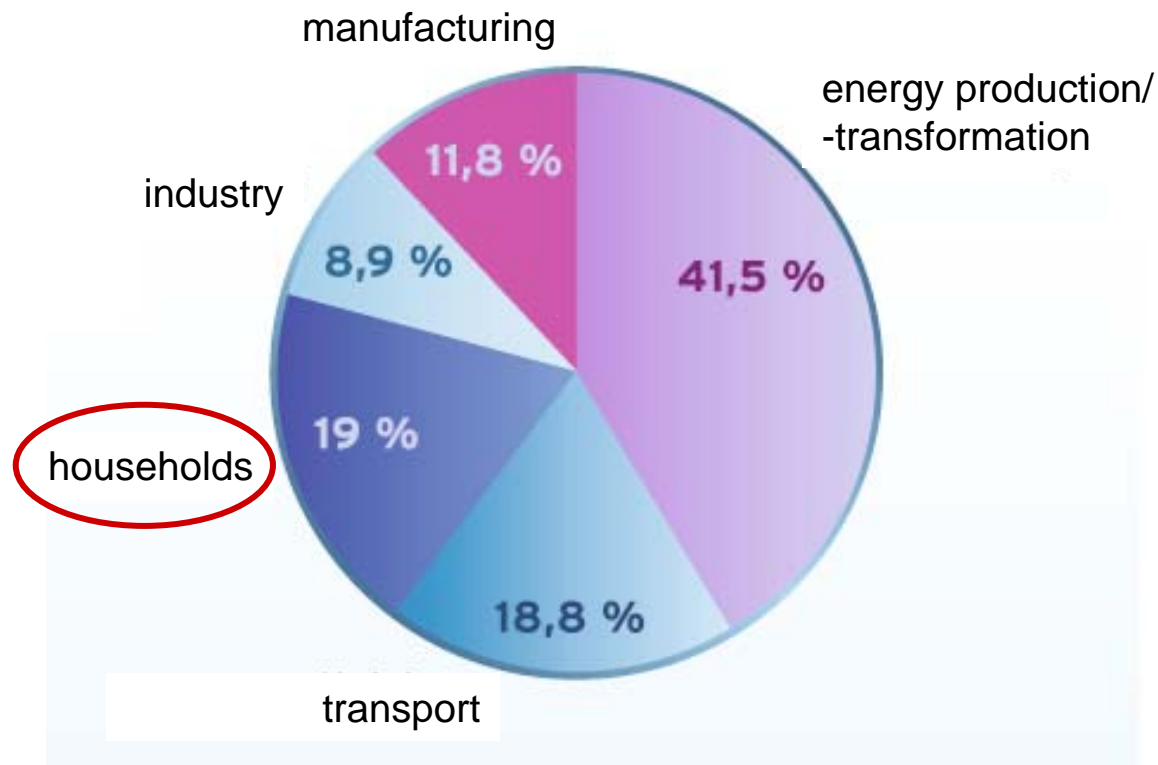


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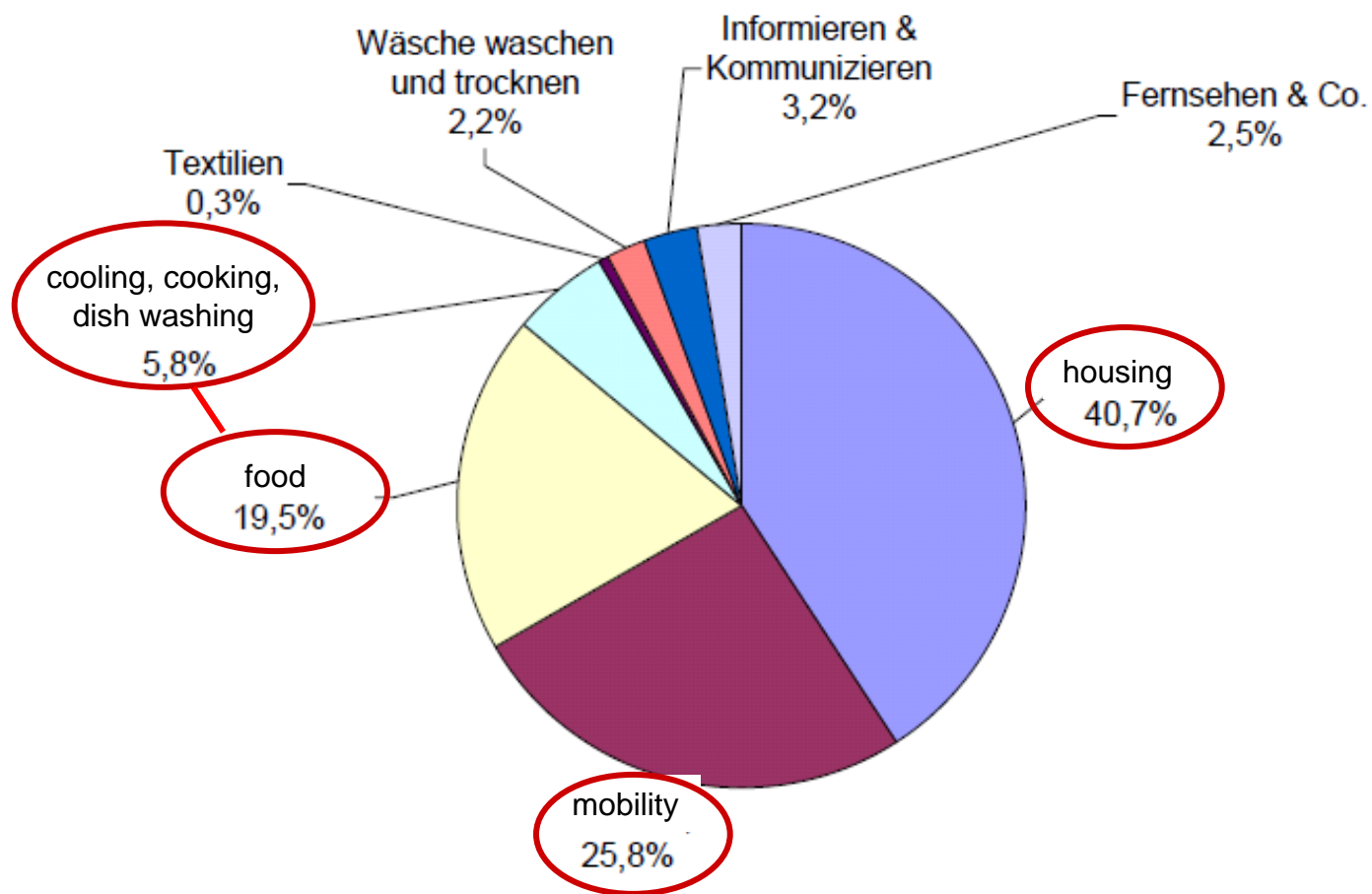
Climate Relevance of Consumption

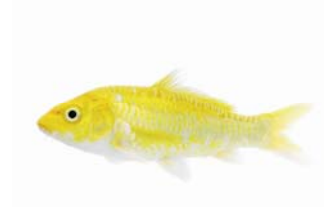
Shares of CO₂ emissions in Germany (2006)





Shares of product domains in GHG potential





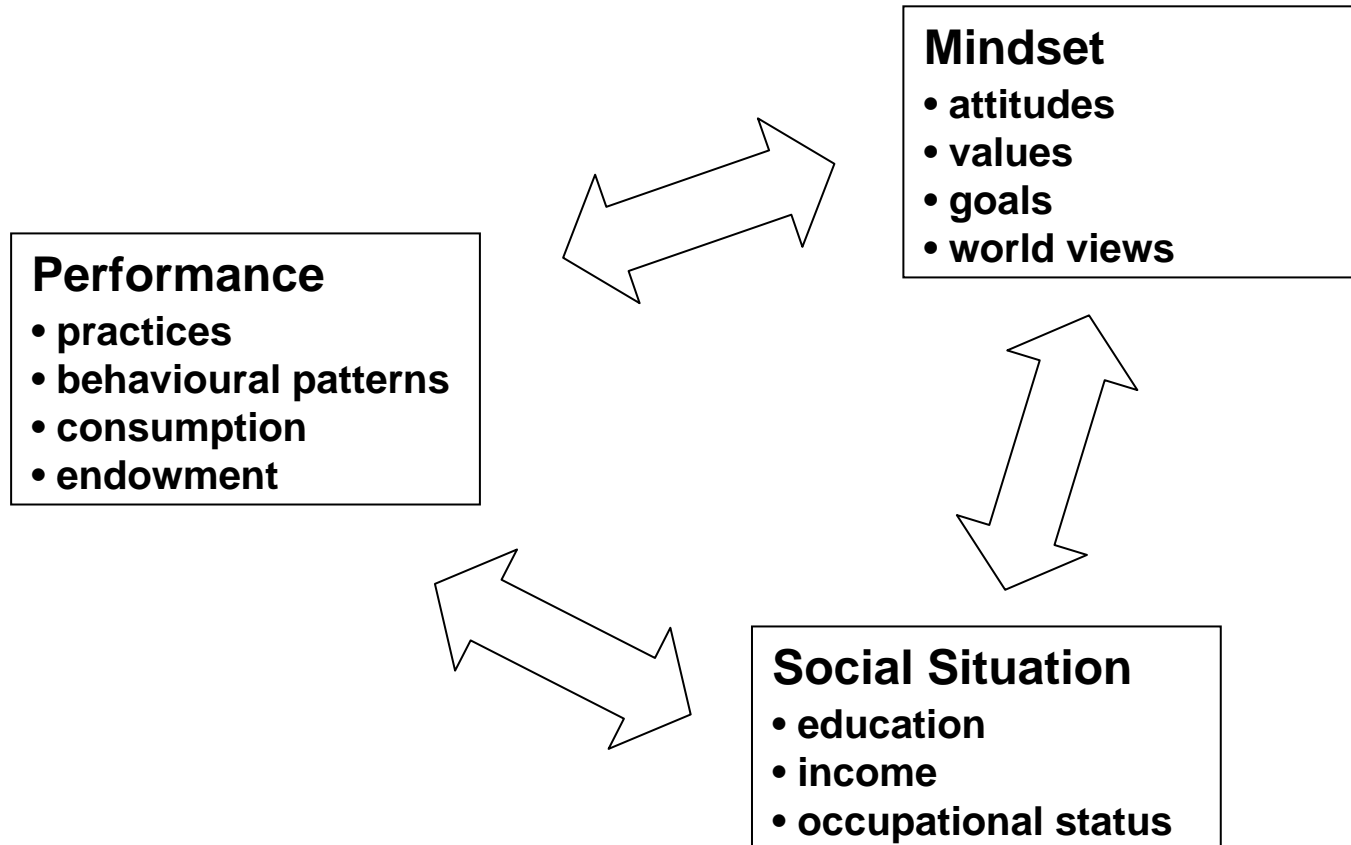
The Concept of Lifestyles

The concept of lifestyles



- rooted in sociology
- lifestyle =
„Relatively enduring patterns of behaviour and self expression, according to which individuals organise their everyday lives“
(Zapf 1987)
- extension of previous concepts such as ‚social stratum‘ or ‚class‘
 - focus on qualitative differences and symbolic distinctions

Conceptual dimensions of lifestyles

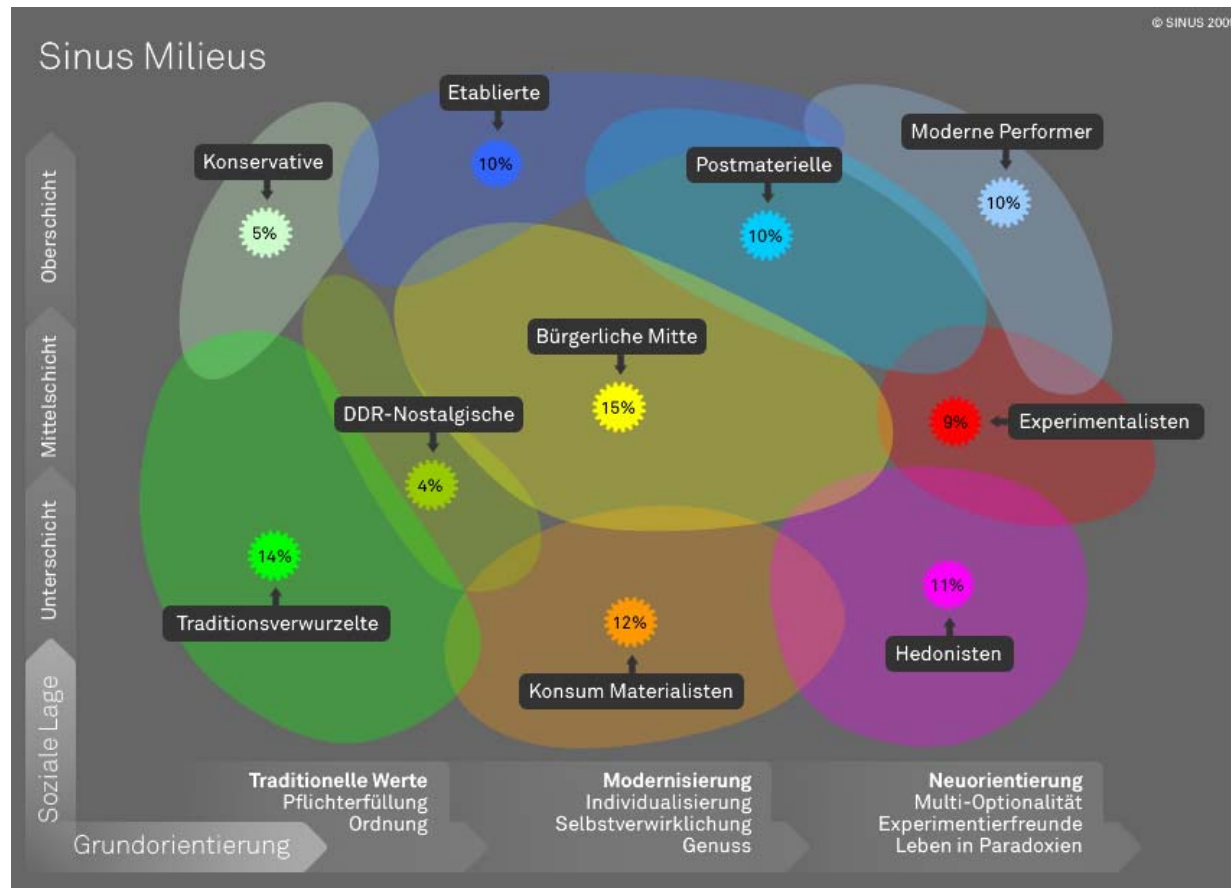


Lifestyles and sustainability



- **initially no environmental references in lifestyle research**
- **1990ies: political claim for more sustainable lifestyles**
- **new perspectives**
 - socio-cultural enriching of environmental policies
 - lifestyle approach reveals social barriers to environmental policies
 - target group specific environmental marketing possible

„Sinus Milieus“



„Consumption styles“ acc. to ISOE



- Type 1: Fully responsible eco-families
- Type 2: Child-reared professionals

„environmentally orientated“

- Type 6: Dual traditionalists
- Type 7: Single traditionalists aged who can't cope

„ambivalent traditionalists“

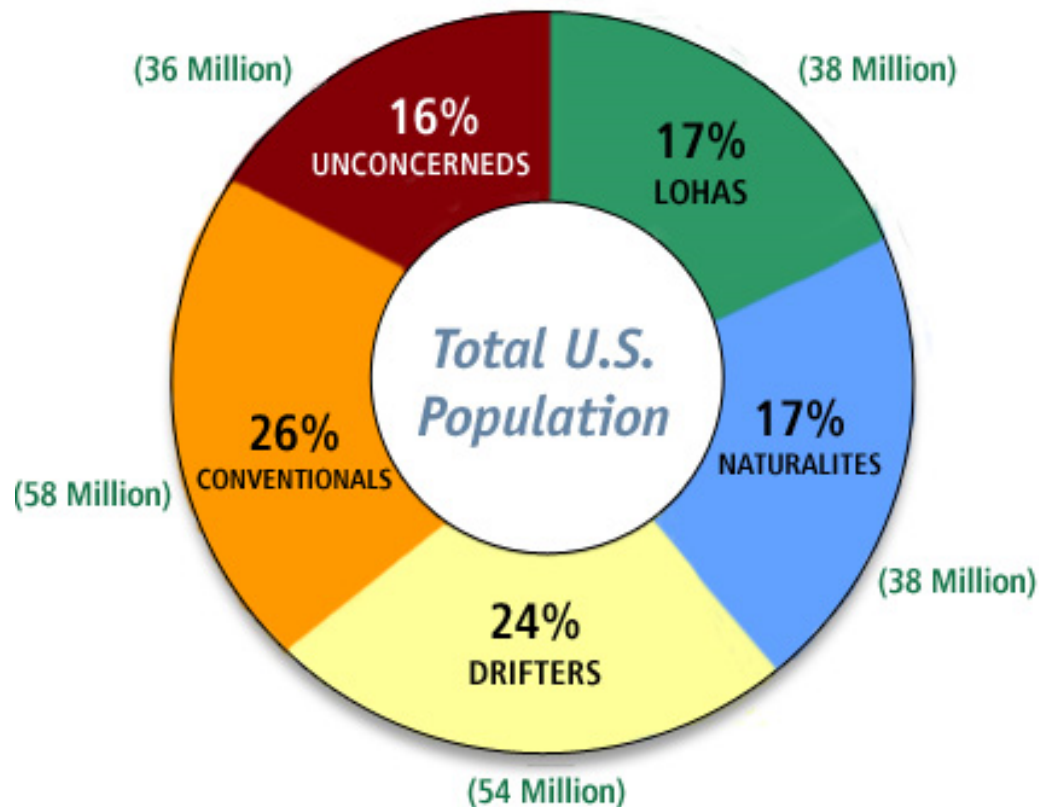
- Type 3: Self-interested youngsters
- Type 4: People who can't cope
- Type 5: People fed up with consumption

„people who can't cope“

- Type 8: Run-of-the-mill families
- Type 9: Privileged
- Type 10: Orientated privileged

„privileged“

Lifestyle of Health and Sustainability (LOHAS)



„**LOHAS consumers** are dedicated to personal and planetary health. Not only do they make environmentally friendly purchases, they also take action – they buy green products, support advocacy programs and are active stewards of the environment.“

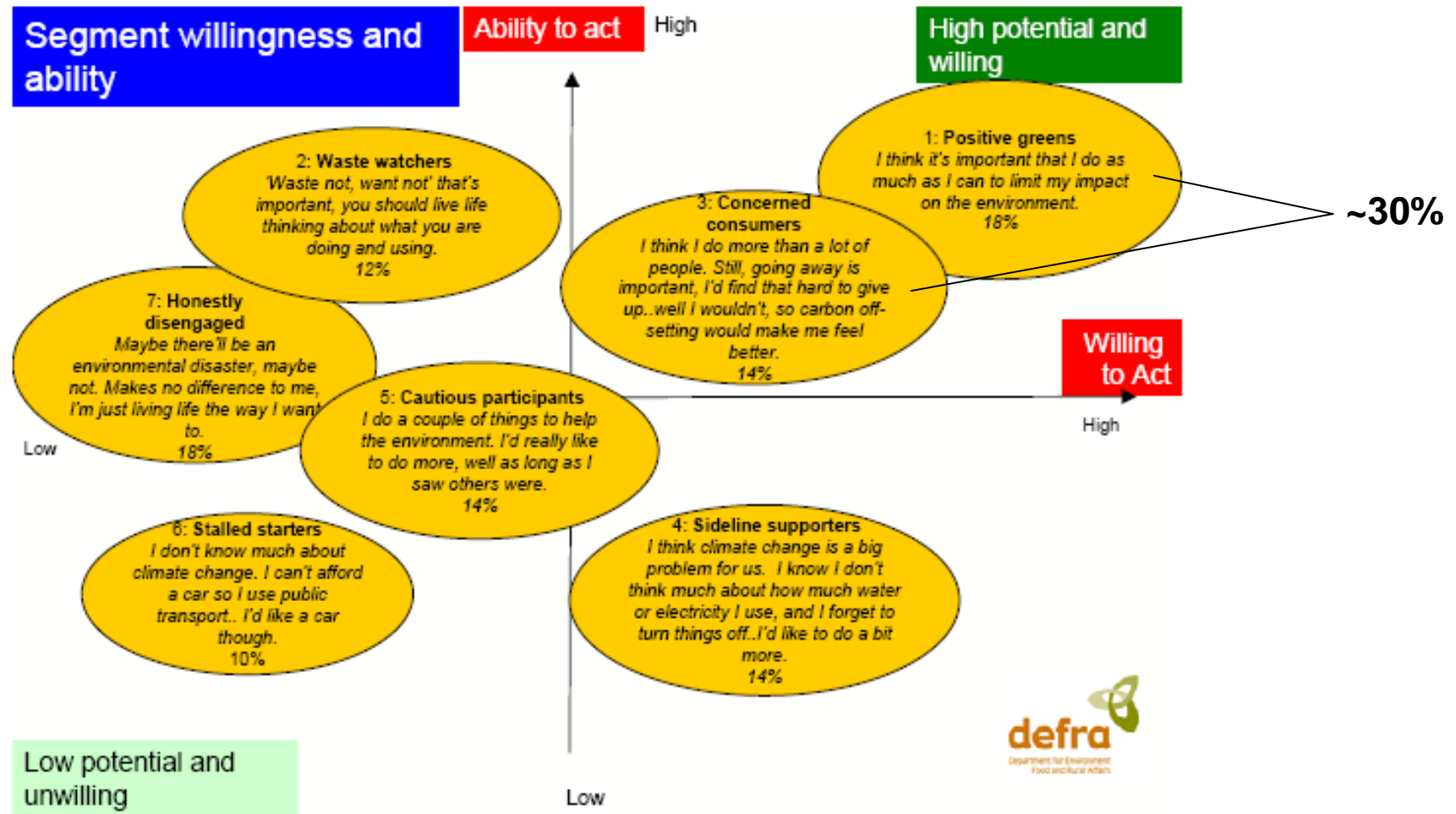
LOHAS / Proliferation



Marktsegment (Erwachsene in Prozent)	Europa (8 Länder)	Deutschland
LOHAS	18%	17%
NATURALITES (stark natur-/gesundheitsfokussiert, jedoch keine gesellschaftspolitischen Ambitionen)	24%	23%
DRIFTERS (Umwelt- und Sozialbewusstsein durchaus vorhanden, aber keine entsprechende Verhaltensorientierung)	18%	21%
CONVENTIONALS (aus Sicht Umwelt/Soziales passiv, allenfalls Mainstreamverhalten wie Recycling und Energiesparen)	22%	19%
UNCONCERNED (keinerlei Bezug zu Umwelt/Soziales)	18%	20%

} ~40%

Eco Consumer Segmentation (UK)



Shortcomings of lifestyle approach



- **in general**
 - focus on consumption and leisure time activities, neglect of occupational dimension (work lives)
 - static concept: changes of lifestyles not covered
- **in sustainability domains**
 - shift of responsibility to individual level
 - not considered: role of behavioural routines and ,windows of opportunities‘



Climate Protection and Lifestyles

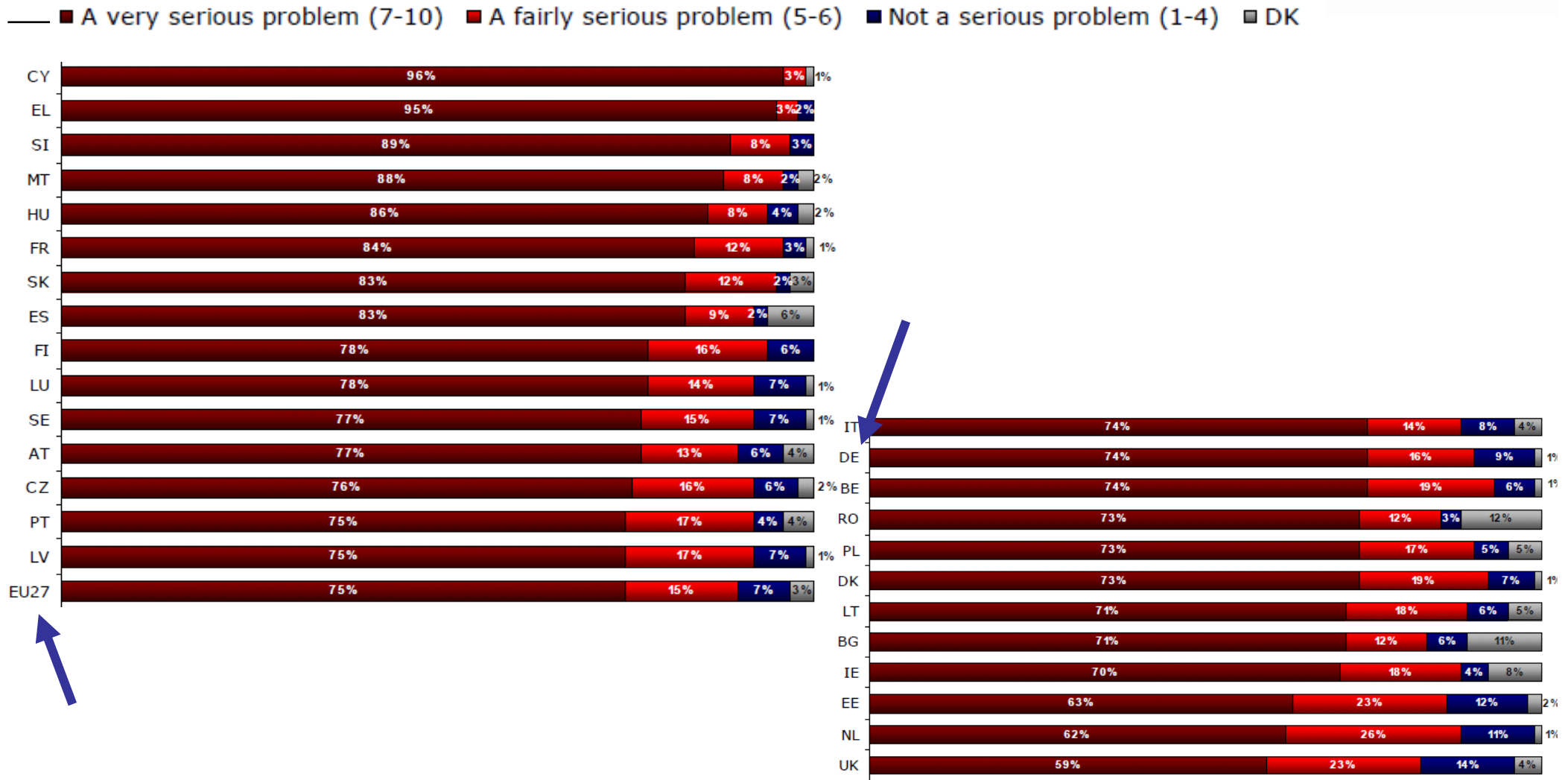
Climate related attitudes at EU level



- **European Commission (2008):
Europeans Attitudes Towards Climate Change. Special Eurobarometer 300 / Wave 69.2 – TNS opinion & social, Brussels**

http://ec.europa.eu/public_opinion/archives/ebs/ebs_300_full_en.pdf

QE2T And how serious a problem do you think global warming / climate change is at this moment? Please use a scale from 1 to 10, 1 would mean that it is not a serious problem at all and 10 would mean that it is extremely serious.



Climate related attitudes at EU level



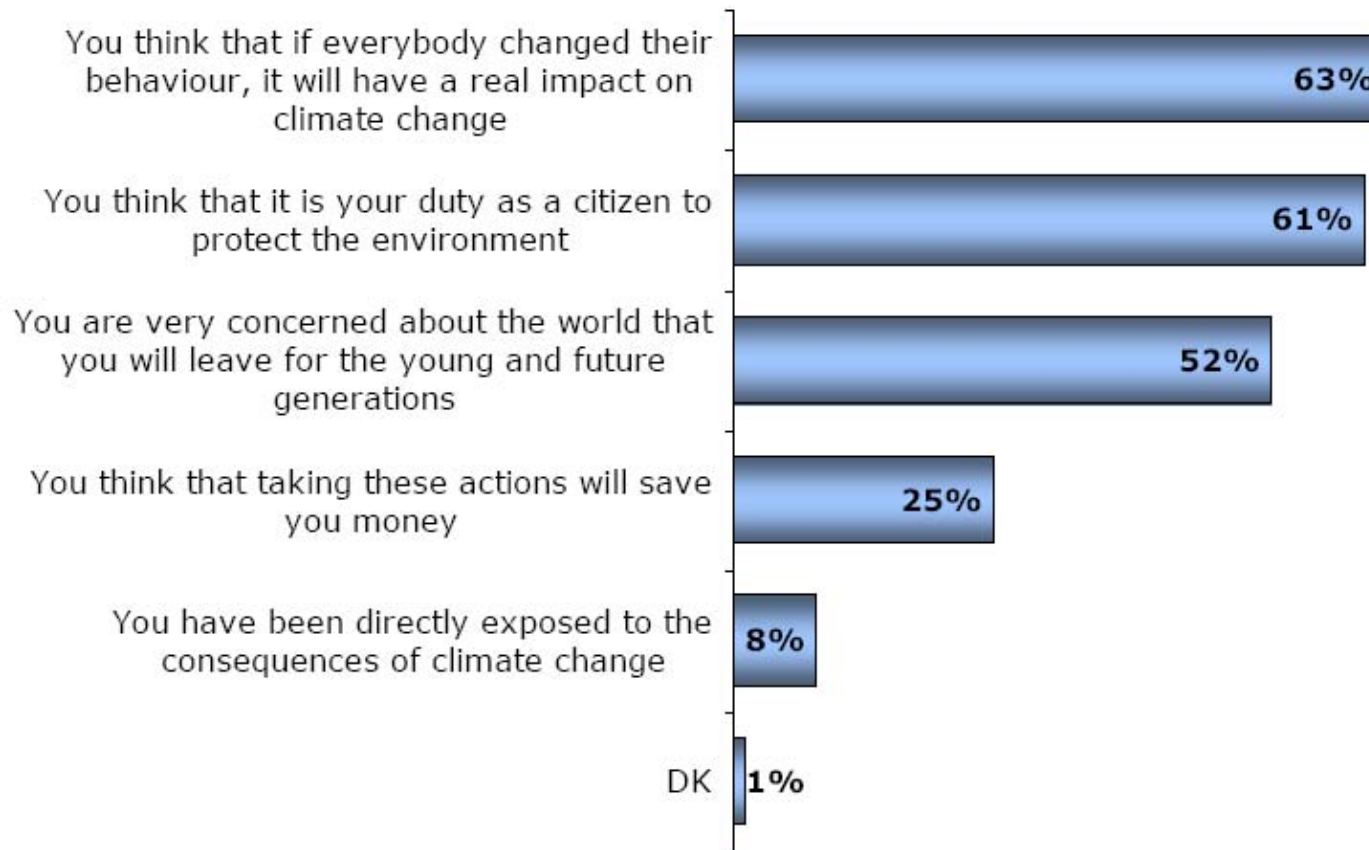
- „From a **socio-demographic point of view**, it appears that those who consider “global warming / climate change” to be a very serious problem are mainly respondents who:
 - are between 25 and 54 years old
 - studied until the age of 20 or longer
 - are managers, students or white-collar workers
 - feel informed about the causes and consequences of climate change and the ways to combat it

– There are no significant variations between genders.“

**QE7 There are many reasons why people take actions aimed at fighting climate change. Please tell me which of the following apply to you?
(MULTIPLE ANSWERS POSSIBLE)- % EU**



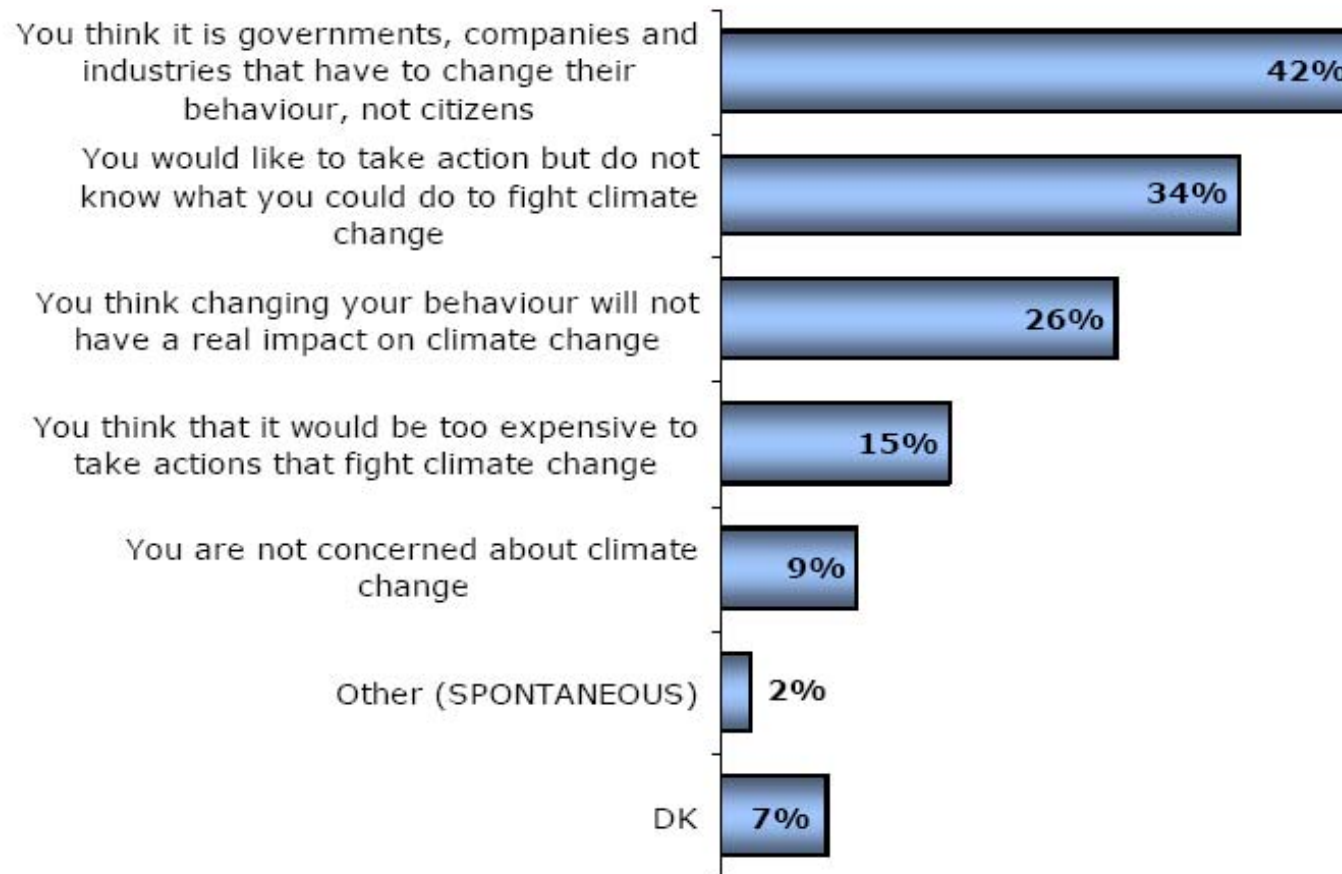
BASE: Respondents who have personally taken action to fight climate change



QE8 There are many reasons that stop people from taking actions aimed at fighting climate change? Please tell me which of the following apply to you? (MULTIPLE ANSWERS POSSIBLE)- % EU



BASE: Respondents who have not personally taken actions aimed at helping to fight climate change

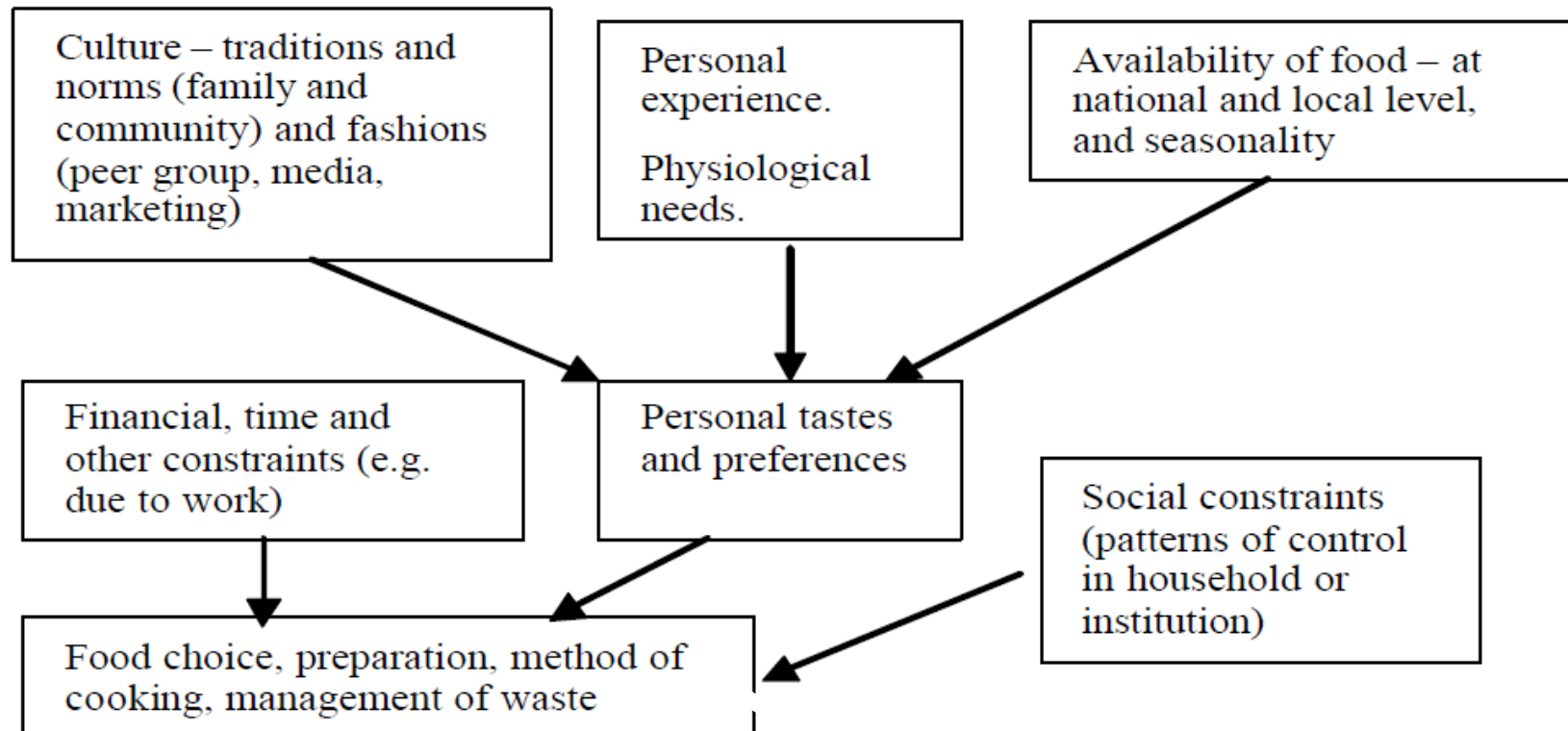


Example: food and nutrition

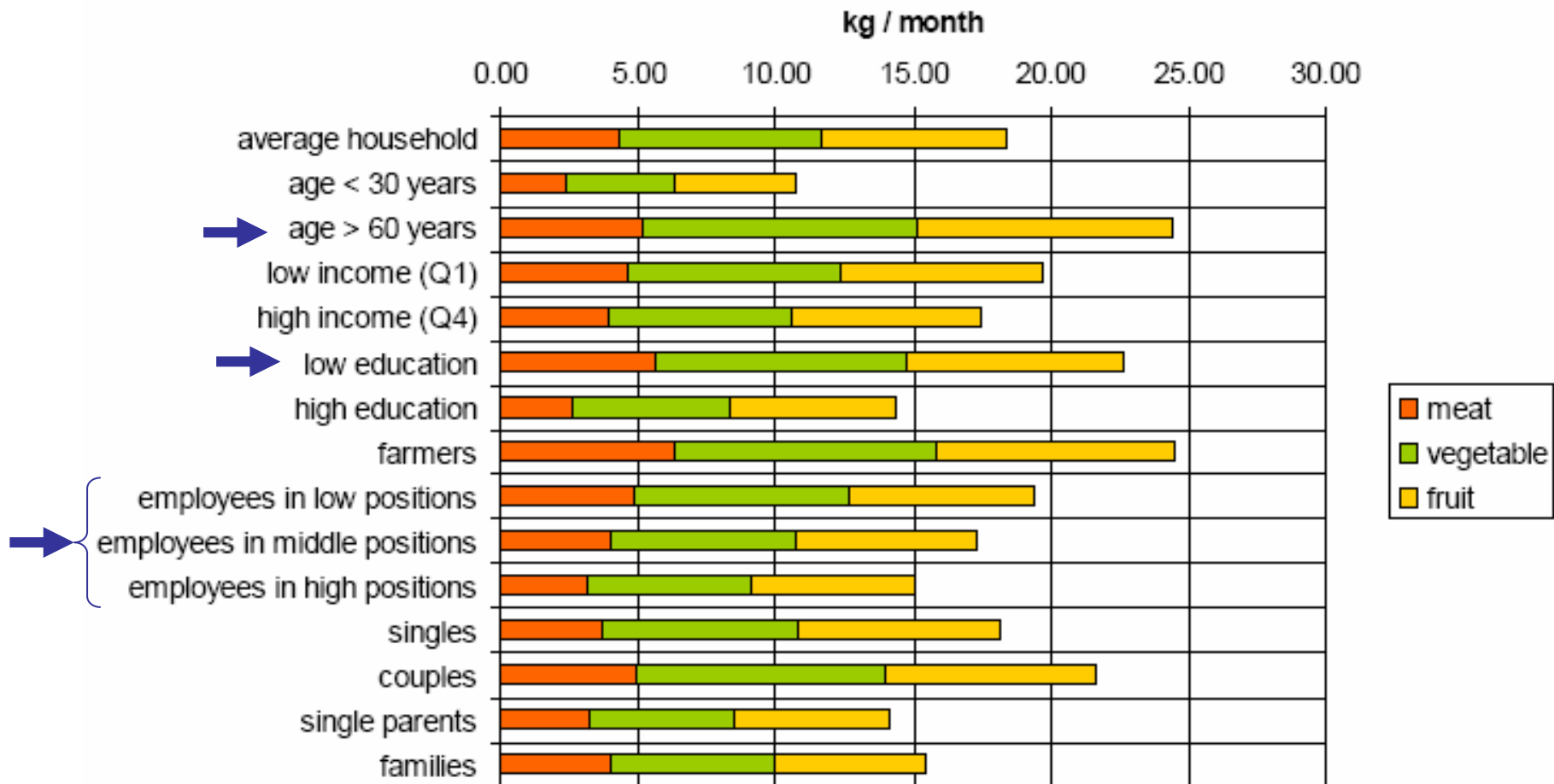


1. **Factors influencing food consumption**
2. **Nutrition patterns and socio-demographics**
3. **„Sinus Milieus“**
4. **„Nutrition styles“**
5. **GHG emissions of different nutrition patterns**

Factors influencing food consumption



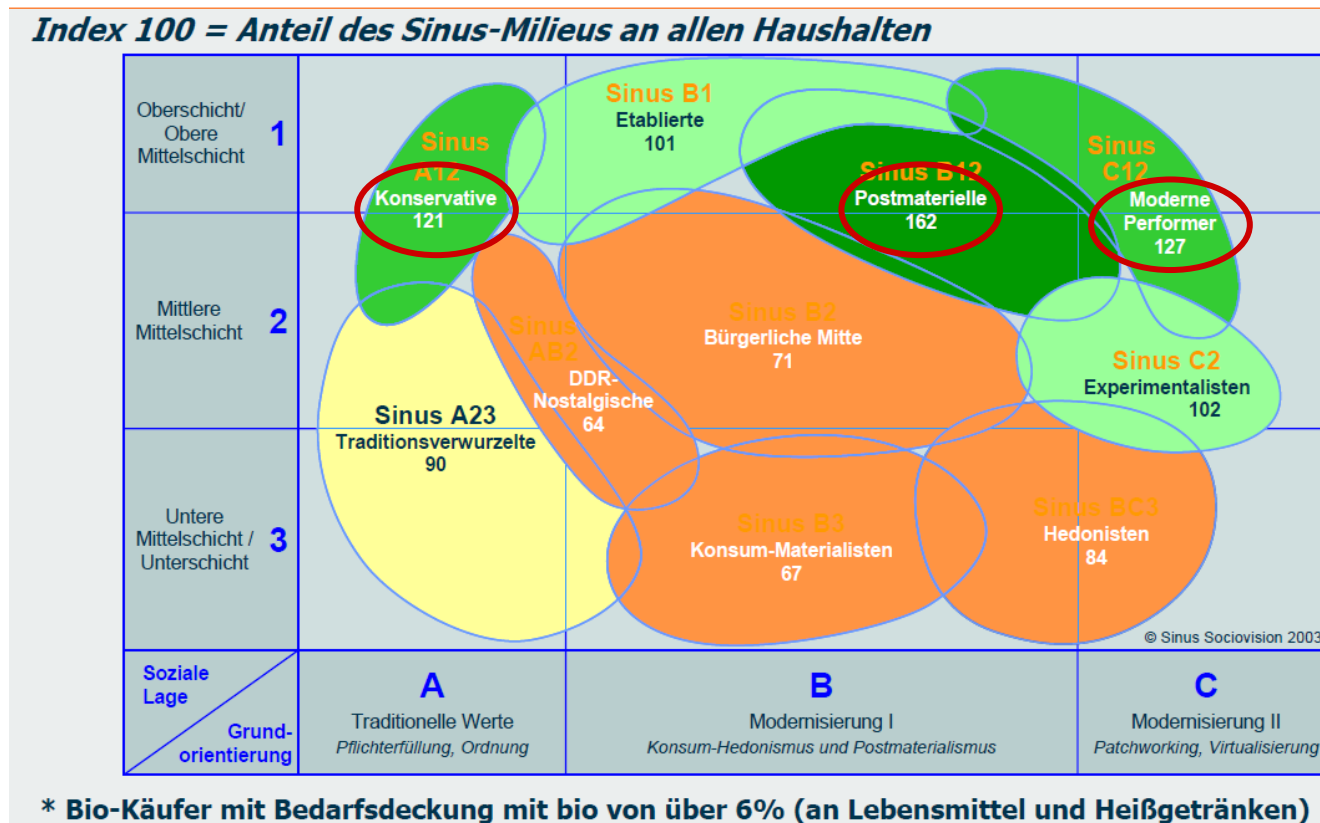
Nutrition patterns and socio-demographics



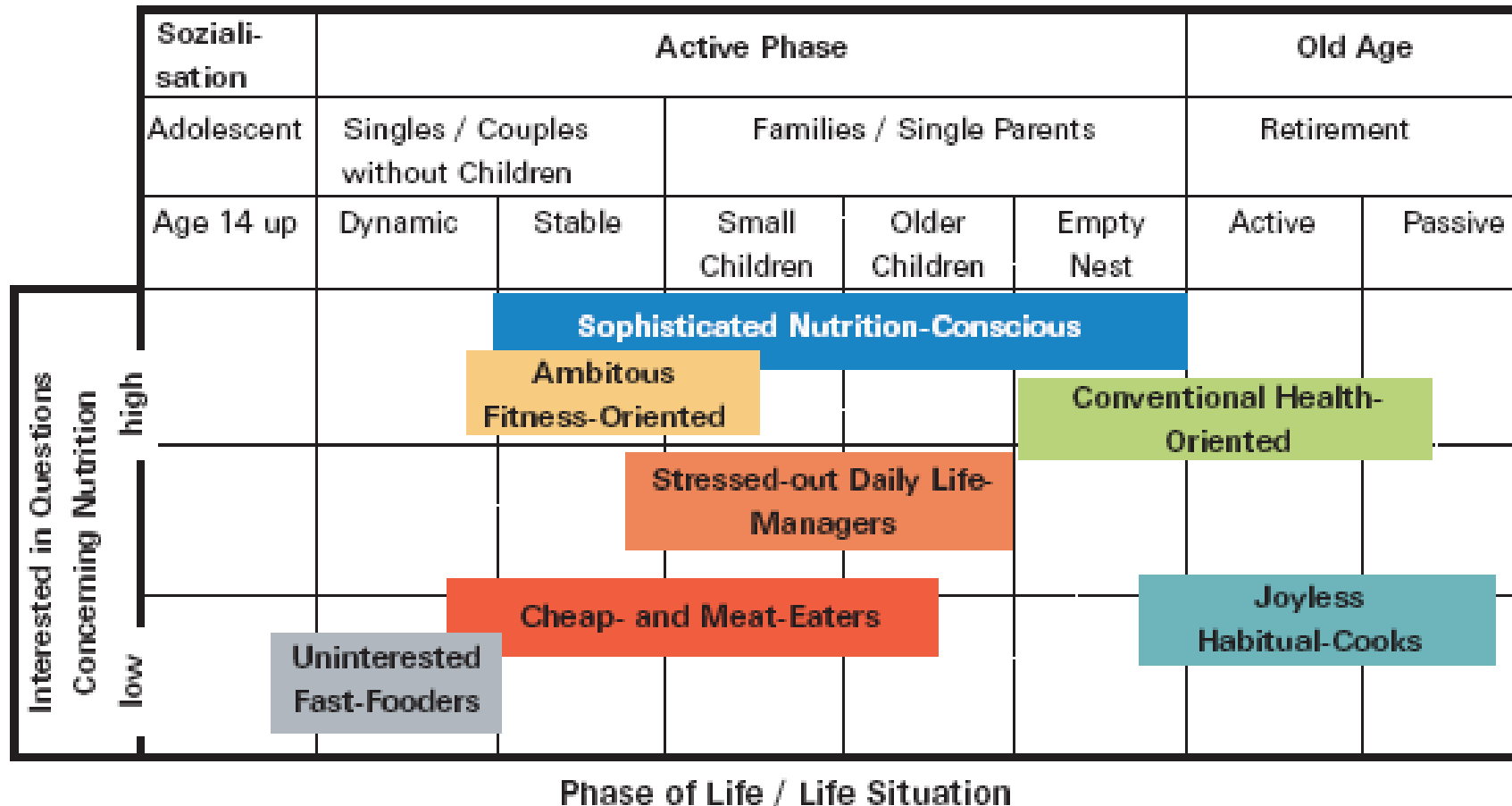
Sinus / Organic food purchasers



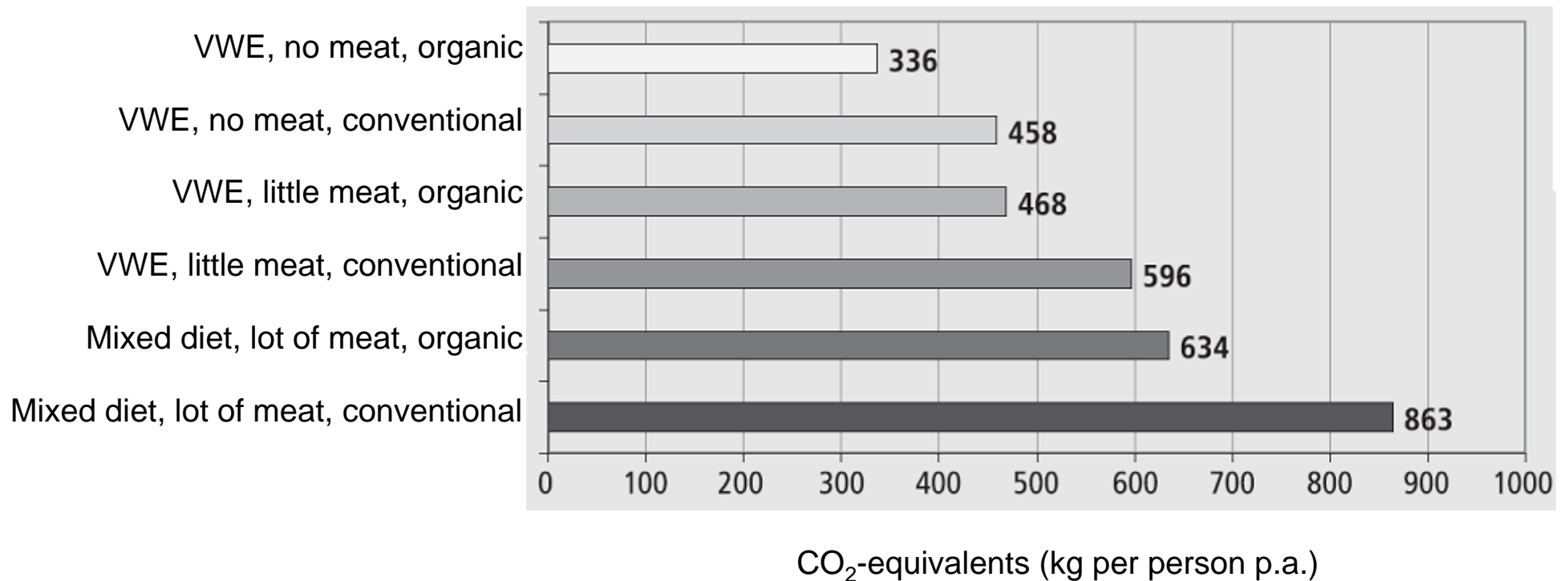
Die Sinus-Milieus® in Deutschland nach Haushalten
 "Häufig-Bio-Käufer"* im Jahr 2006



Nutrition styles according to ISOE institute



GHG-Emissions of nutrition patterns



(VWE = Whole-Food according to ‚Gießener Konzeption‘)



Conclusions

Lifestyles and climate protection



- **lifestyle approach useful concept**
 - stresses socio-cultural dimension of consumption
 - enables targeted marketing of sustainability strategies
- **lifestyles and energy consumption**
 - soft factors matter! ...
 - ... but infrastructure and routines as well

Thank you very much.

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