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Assessing the potential of various instruments for sustainable consumption practises and greening of the market (**ASCEE**)

Policy Recommendations

Dr. Gerd Scholl

Institute for Ecological Economy Research (IÖW)

gerd.scholl@ioew.de



Institute for Ecological Economy Research
Institut für ökologische Wirtschaftsforschung (IÖW) gGmbH

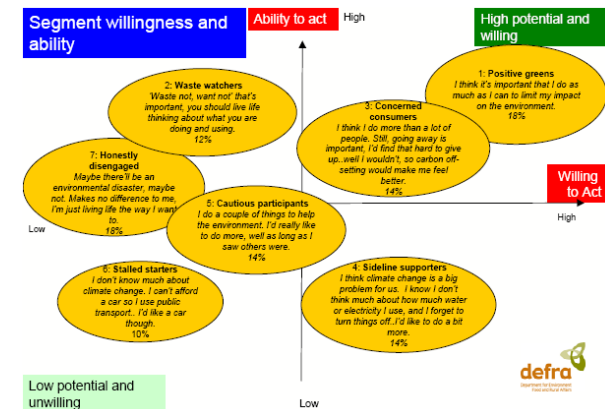


Conclusions from Analysis of Instruments (1)

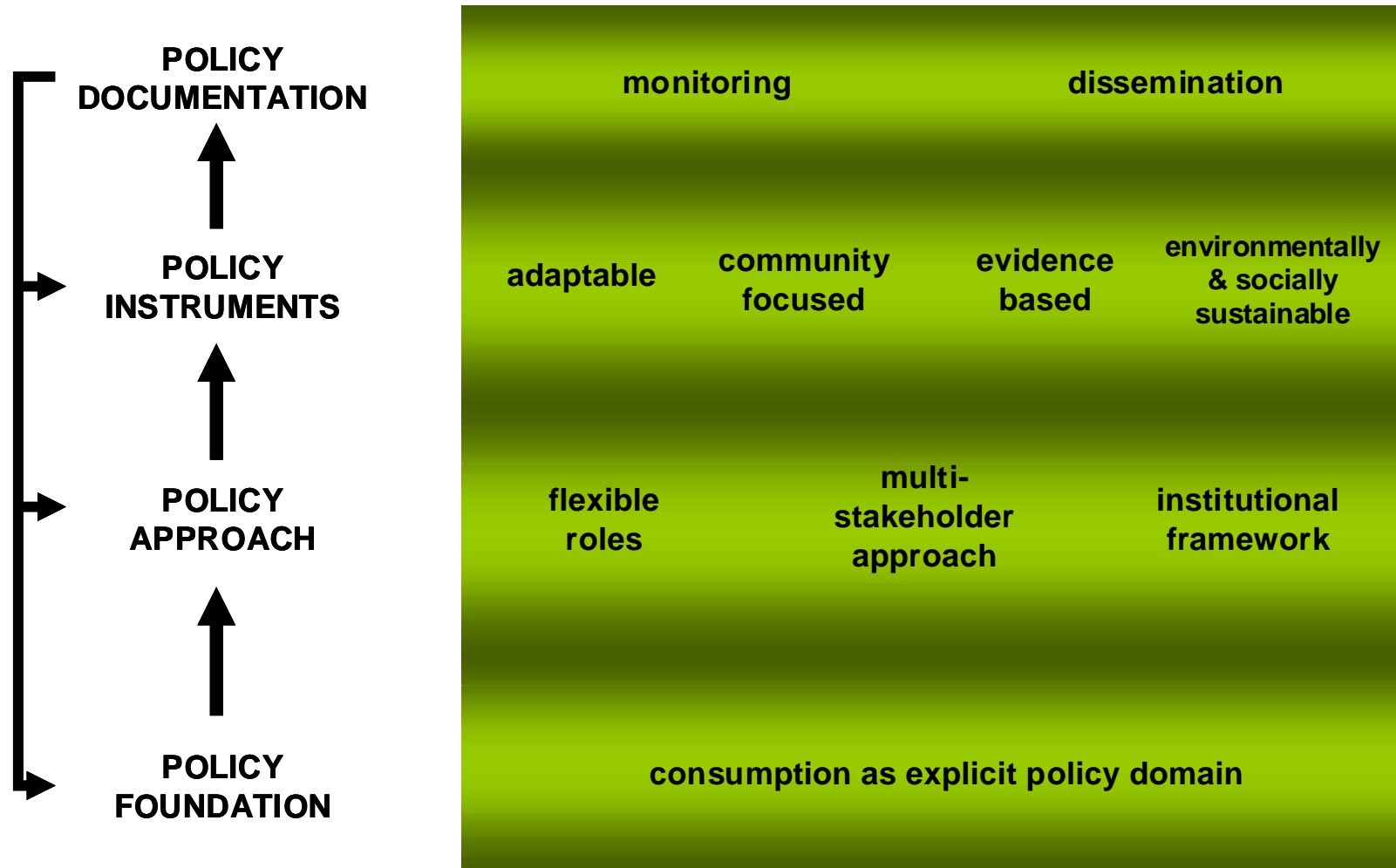
- hardly any „first-order innovation“...
 - completely new instrument, e.g., Red/Green Calculator, White Certificates
- ... and plenty of „second-order innovation“
 - ‚old‘ instrument in new context, e.g., GPP in Portugal, congestion charge in Sweden, labelling of carbon footprints
- collective action
 - some instruments stimulate community-building
 - necessary since individual motivation and action requires positive social feedback („I will if you will“)

Conclusions from Analysis of Instruments (2)

- extended evidence-base
 - not only technical, but also social data (e.g., UK „Framework for Pro-Environmental Behaviours“)
- adaptability
 - 8 shorter innovation cycles and accelerated market pace
 - 8 flexible instruments (e.g., TopTen) try to cope with this (half-year revision-cycles)
- social dimension – the ‚forgotten element‘
 - 8 first steps: Fairtrade Labelling, procurement policies (see timber)



Overview of Recommendations



Policy Foundation

- consumption as a policy field in its own right
 - consumption as a social phenomenon
 - individual behaviour ↔ collective practices
 - rational decisions ↔ daily routines
 - physiological/functional needs ↔ social/symbolic needs
 - entire consumption cycle: purchase → use → after-use !!
 - don't confine to efficiency improvements („weak sustainable consumption“ Fuchs/Lorek 2005) → exploit the full potential of altered consumption patterns and reduced consumption levels (“strong sustainable consumption” ibid.)

Policy Approach

- flexible roles of public authorities
 - regulator ↔ facilitator
 - new skills (moderation) and new approaches (public-private-partnerships)
- appropriate multi-stakeholder approaches
 - encourage business and civil society engagement
- suitable institutional frameworks, e.g.
 - nomination of public body holding prime responsibility, inter-ministerial co-operation
 - policy framework for SC, setting of objectives and targets
 - legislative basis for policy implementation

Policy Instruments

- adaptability
 - adaptive to technological change, e.g. dynamic standards
- community focussed
 - framework which is supportive to collective progress
- evidence based
 - LCA data plus evidence from social sciences
 - e.g., heterogeneity of consumers („European Sustainable Lifestyles“), barriers for change in everyday life, relevance of social relations etc.
- environmentally and socially sustainable
 - social dimension not yet sufficiently addressed
 - product labelling and public procurement ‚low-hanging fruits‘?!

Policy Documentation

- monitoring of policy impacts
 - common indicators for monitoring
 - 8 GPP as a monitoring pilot (as planned by EC)
 - quantitative indicators (e.g. numbers and values of green tendering procedures)
 - impact-oriented indicators (environmental and financial gains)

- dissemination of innovative approaches
 - 8 exchange of information between policy and research (‘knowledge brokerage’)
 - 8 SC(P) network on government level
 - 8 ...

Sustainable eating

- No. of overweight or obese people
- Market share of organic labelled products
- Energy utilisation for heating and other electrical power use per unit
- Total CO2 emissions per household

Sustainable living

- Household access to commercial and public service
- Amount of household waste

Sustainable travelling

- CO2 emission levels in new cars
- Household access to public transportation
- Total CO2 household emissions

(Ministry of Agriculture, Food and Consumer Affairs, Sweden, 2005)





Overview of Policy Instruments (2)

- **Regulative instruments**
 - White certificates (e.g. IT)
 - Performance targets
 - CO₂ certificates for households (UK)
- **Economic instruments**
 - VAT & product tax (HU)
 - Green funds scheme (NL)
 - Congestion charges (e.g. London, Stockholm)
 - Bonus systems
- **Behaviour of government**
 - Technology procurePromotionBehaviour of carbon neutral administration (FI)
 - ment (SW)
 - Change Unit (UK)
- **Voluntary information instruments**
 - Organic label
 - Label for domestic products (HU)
- **Voluntary instruments**
 - Guiding systems in retailer shops (BE, DE)
 - Innovative public information websites
 - Red-Green Indicator for Retailers (UK)
 - Campaign „One ton less“ (DK)
 - Eco-top ten
 - CO₂ offsetting
- **Cooperative instruments**
 - Product panels (e.g. DK, FI)
 - ‘We’re in this Together’ (UK)