

Experience with municipal measures to influence the carbon footprint of private households' daily routines

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1. Objectives, background and partners

2. Concept and methods

3. Example

4. The landscape

5. Conclusions

Overall goals of the KlimaAlltag project

- Developing target-group-specific strategies to promote low-carbon lifestyles and everyday routines; these strategies need to
 - consider different options for action for different social strata and lifestyles
 - contain recommendations for linking measurements in municipal social and climate policy
 - give practical advice for fields of action.
- Detecting starting points, options for and limits of action concerning the de-carbonization of everyday routines
- Assessing climate-related measures supporting climate-friendly everyday routines

Background: individual CO₂-emissions

- About 11 t CO_{2EQ} per capita are produced in Germany every year
 - More than half of this figure is directly or indirectly caused by private households
- Most emissions occur in the areas
 - (General) consumption
 - Mobility
 - Heating
 - Nutrition

Objective and scope

Objective

- Analysis of (potential) impacts of climate-related policy measures of municipalities

Scope

1. Exemplary (partner) municipalities

- Frankfurt
- Munich

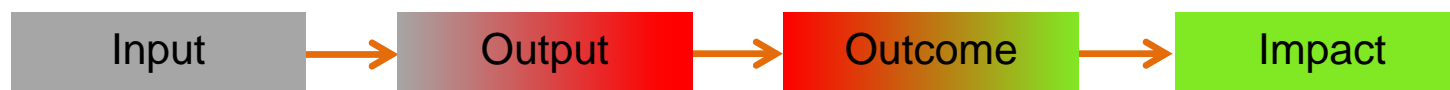
2. Analysis of measures & instruments applied → Restrictions needed

- Focus on measures targeted at influencing **everyday routines** of private consumers
- Focus on private **households as setting** (excluding other settings)

Assessment framework

- Causality hard to measure → **Reasonable** causal chains

- Policy model:



- For each instrument/measure:

- Reconstruction of the logic of intervention
- Measuring and assessing effects
- Explaining effects (key supporting and constraining factors)
- Proposals for improvement

Assessment criteria

■ Impact-related criteria:

- Degree of knowledge among target group
- Degree of diffusion among target group
- Customer satisfaction
- (Current) climate-related impacts

■ Effort-oriented criteria:

- Human and financial resources
- Organisation and coordination efforts & institutional competence

■ Potential-related criteria:

- Future interest of target groups
- Potential effects on carbon emissions

Conceptual frame



- „Translation“ of quantitative and qualitative data into scale
- Scale from +1 (very low) to +5 (very high)
- Weighting:
 - Mostly = 1
 - Climate * 2 resp. *3

Criteria	Instrument xy
• Degree of knowledge among target groups	x 1
• Degree of diffusion among target groups	x 1
• Customer satisfaction	x 1
• (Current) climate-related impacts	x 3
Impact related index:	Σ
• Human and financial resources	x 1
• Organisation and coordination efforts & institutional competence	x 1
Effort-oriented index:	Σ
• Future interest of target groups	x 1
• Potential climate impacts	x 2
Potential-related index:	Σ

An example: Electricity-saving premium (Frankfurt)



■ Aims and target group:

- Achieve the local CO₂-target
- All of Frankfurt's private households → target value: 5,000 households/year

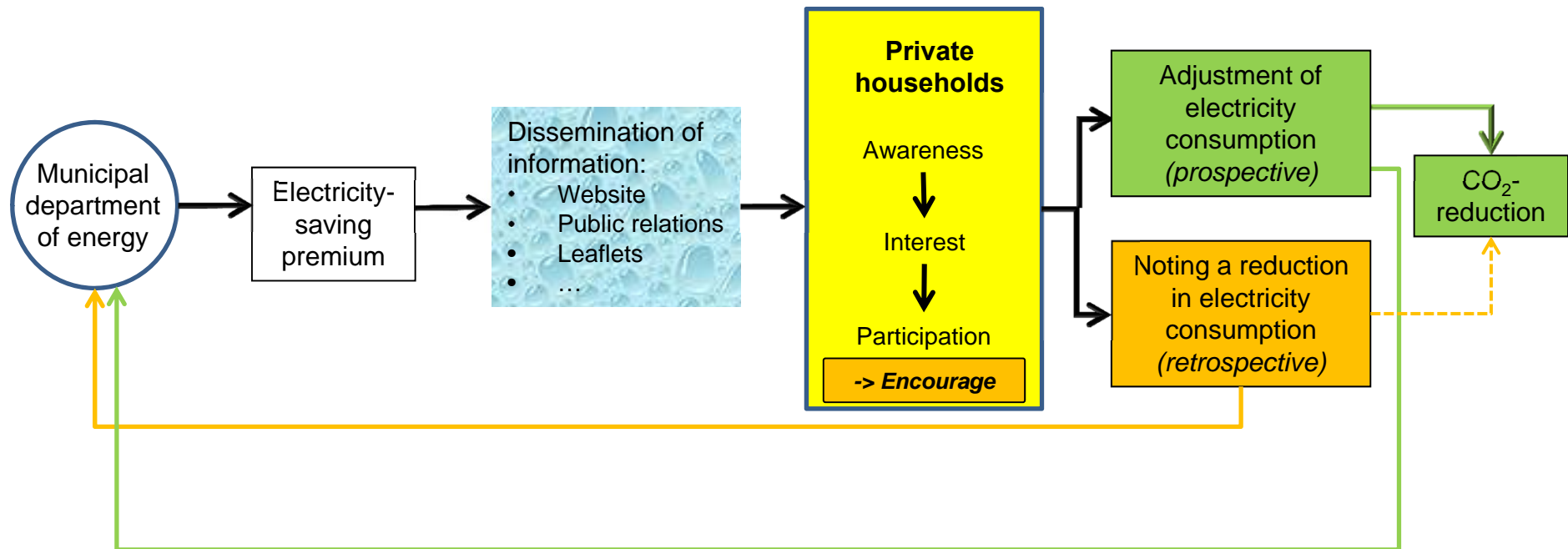
■ Implementation:

- Lump sum of 20€ for reducing electricity consumption by 10%
- >10%: premium of 10 Cents/kWh (~40-50% of electricity rate)

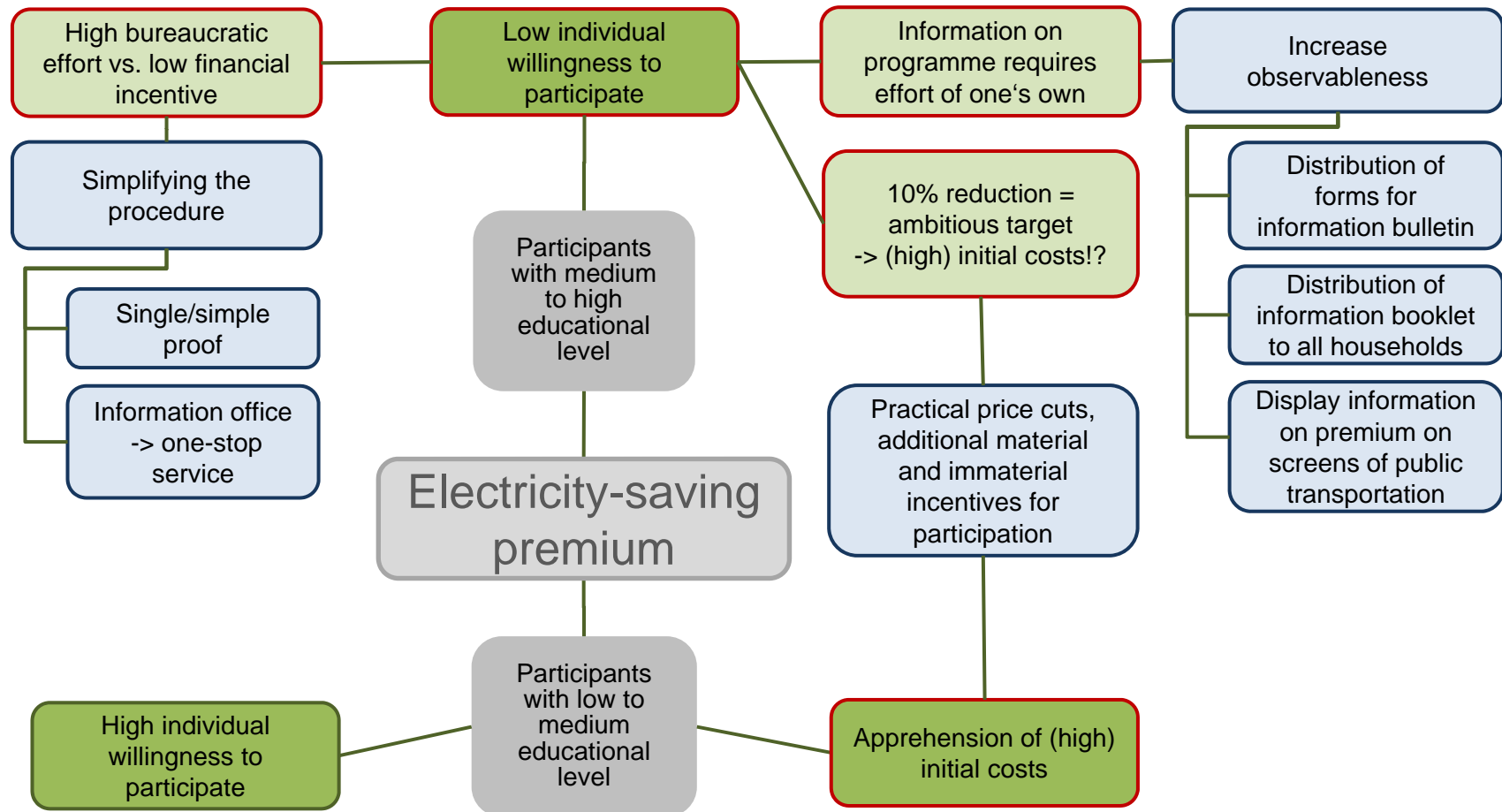
■ Effects and experience:

- So far: 784 recipients of the premium
- On average, savings of 25% per household
- Awareness: 12,5% (n=361)
- Participation: 8% of people aware (= 1% of all households)
- Appraisal: 100% very positive (**n= 3**)
- Interest for participation:
 - 30% have great interest, 36% moderate interest
 - Focus groups:
 - Low/medium educational level: Curiosity & interest
 - Medium/high educational level: Criticism. Electricity saving as bête noire

The logic of intervention



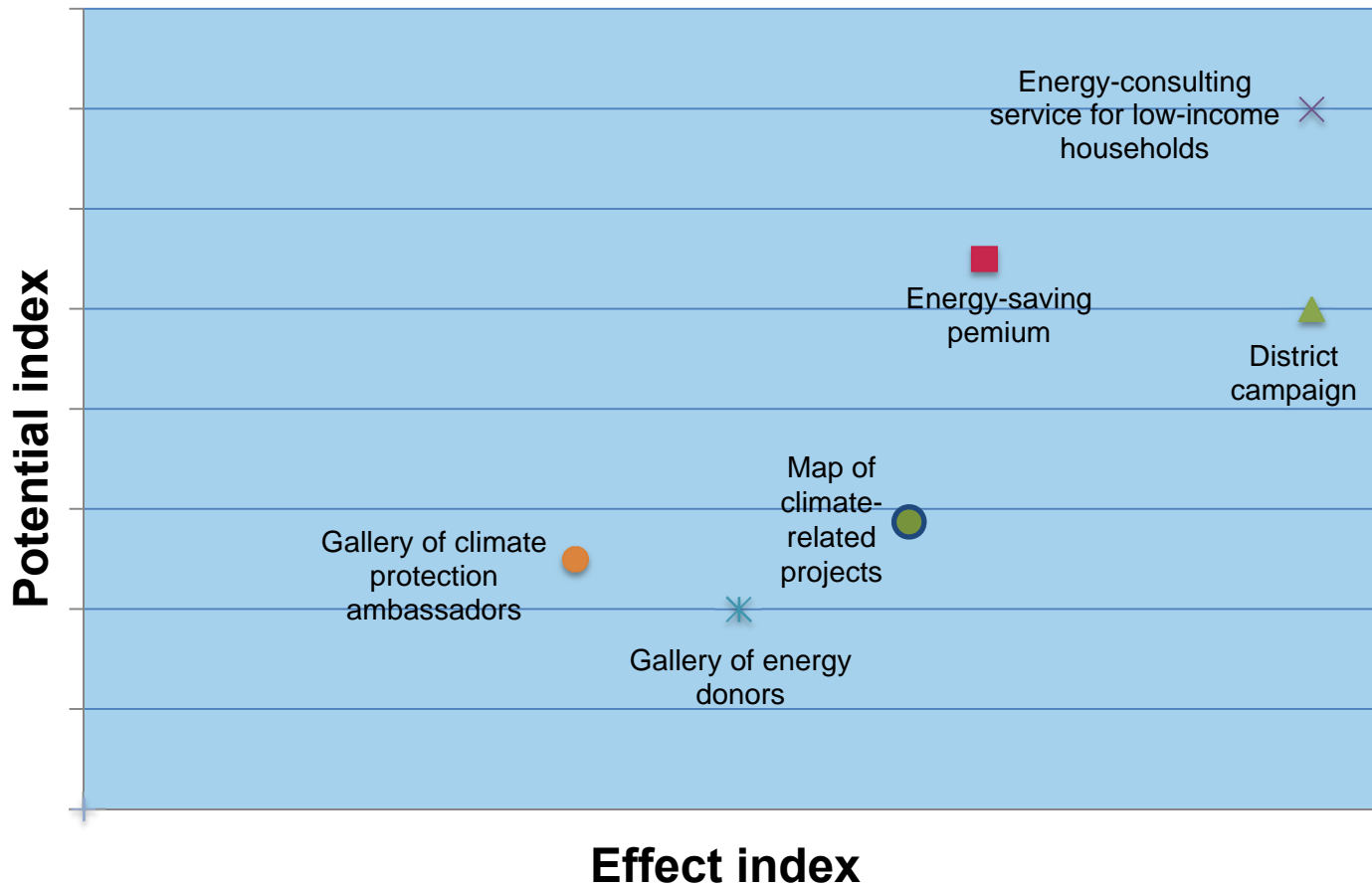
Knowledge-map from focus groups (outline)



A rough „landscape“ of measures



Frankfurt, area of housing



Clusters of key influencing factors

■ Act local – act national:

- National „signals“

■ Knowledge of target groups:

- Heterogeneity of population (socio-demographic)
- Heterogeneity of contexts (socio-economic)

■ Cooperation and participation of stakeholders and multipliers:

- Involvement of NGOs
 - Direct (policy formulation)
 - Indirect (multipliers during implementation)
 - Monitoring
- Networking
- Citizens' participation

■ Contextualisation:

- Motive alliances
 - „Owner“ of instruments
 - Clients
- Information overload and lack of knowledge

■ Addressing consumption-related structural elements:

- Infrastructural offers and daily routines

■ Institutional arrangements

- (Local) political support
- Institutional competences
- Cooperation within the government
- Networking

■ Interaction:

- Synergies, complementarities, antagonistic interactions with other municipal policies
- Synergies with other (directly) climate-related measures
- Synergies with (indirectly) relevant measures

■ Resources

- Personell
 - Change agents
 - Quantity/Qualifications (→ target groups)
- Financial equipment

(Preliminary) conclusions

- **Note: project still running, no final conclusions 😊**
- Bottom-up & top-down approach:
 - Need for local actions
- Small dots (daily routines) supplement big points (urban infrastructure)
- Municipal measures should be
 - Smart (target groups)
 - Flexible (learning)
 - Dynamic (learning)
 - Embedded (networks, institutions)
 - Diverse (encourage, enable, engage, exemplify)

For further information

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