

Local concepts for carbon-neutrality and for 100% renewables - a chance for sustainable consumption patterns?



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BACKGROUND AND METHODS APPLIED



The project

- **Client: German Federal Environmental Agency (UBA)**
- **Researcher: Institute for Ecological Economy Research (IÖW) Berlin/Heidelberg/DE**
- **Duration: 09/2016 - 10/2018**
- **Outcomes:**
 - Scientific report (→ academia)
 - Brochure (→ climate protection managers)



The project: Basic idea

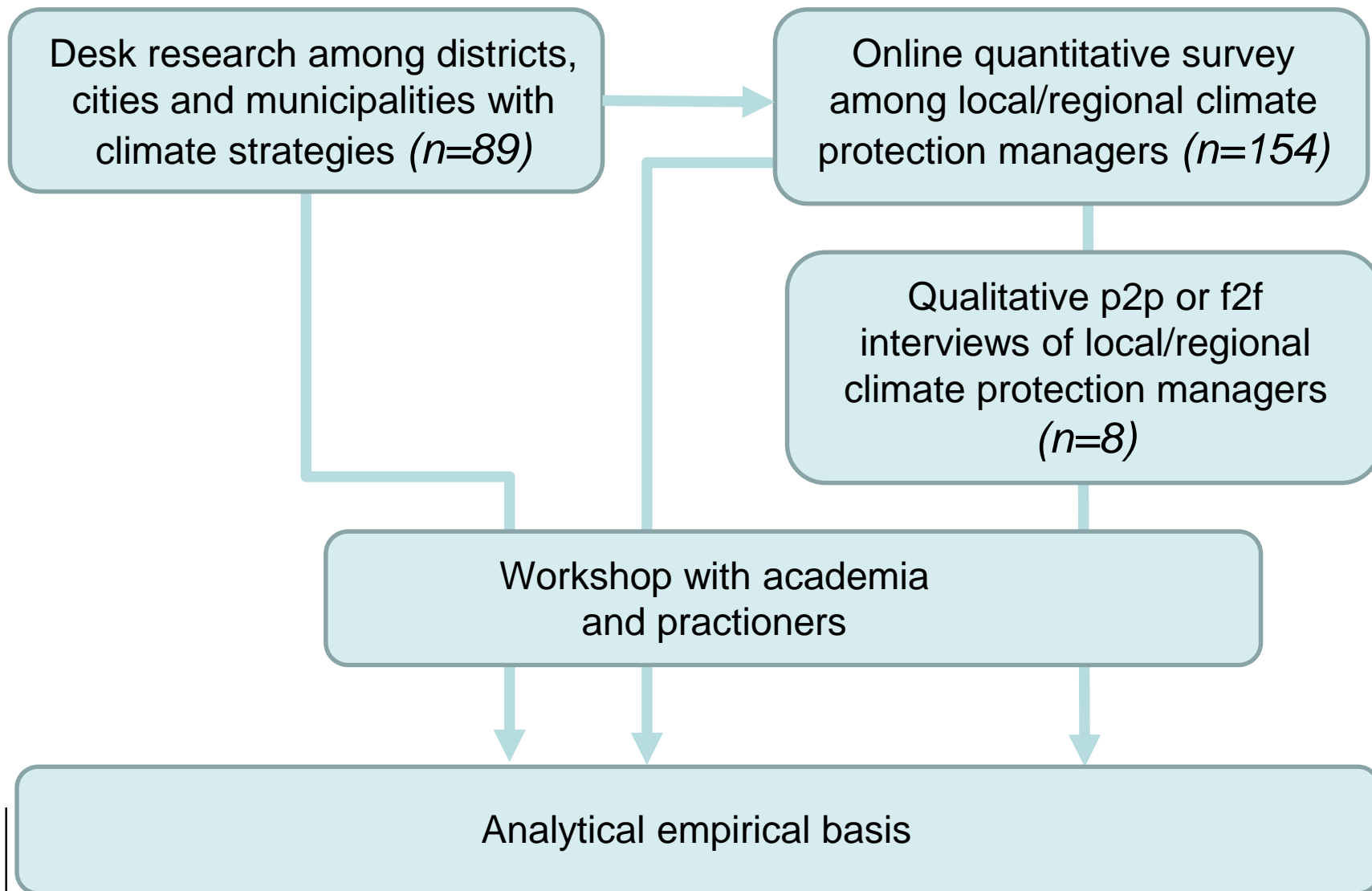
- **More than 150 concepts and strategies for climate neutral districts or 100% renewables districts within German districts**
- **Contribute and push “bottom up“ to a transformation of the energy system**
- **Sustainable consumption (SC) as an approach to transform consumption practises of private consumers, but German national programme without any linkages to local levels**

Main hypotheses:

- Sustainable consumption constitutes one element on the path towards a climate neutral district/municipality
- Strategies of regions/municipalities including climate-neutral goals and sustainable consumption can rarely be found
- ➔ Such regional/local strategies could enrich and push discussions and further strategies supporting sustainable consumption patters
- ➔ Sustainable consumption strategies could learn from the success of these strategies and look for connecting options



Methods applied





EMPIRICAL INSIGHTS

Dealing with need fields in advanced climate protection concepts



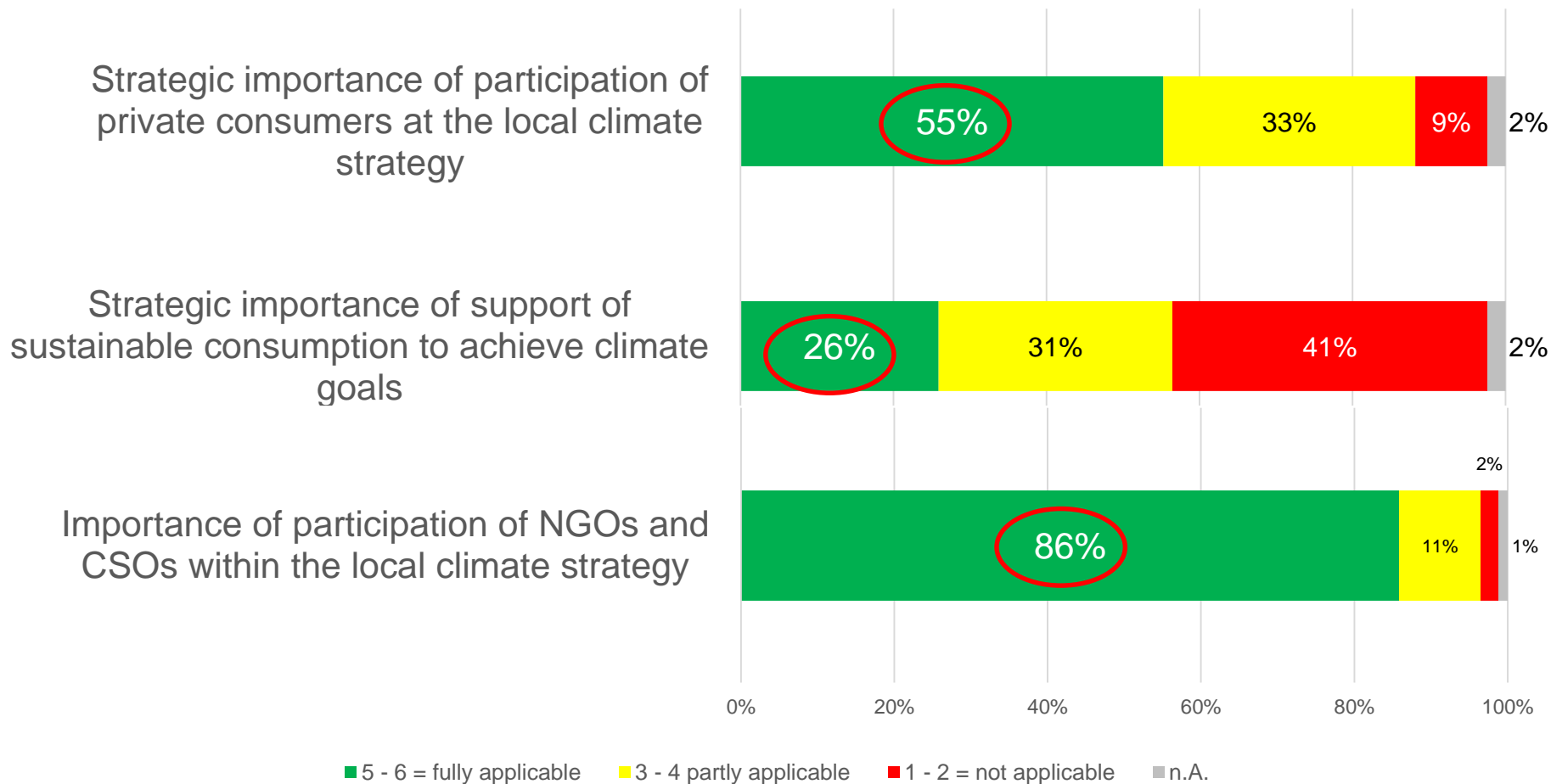
Need fields	General mention	Concepts with measures	Concepts without measures	n = 89
Nutrition/food	30	28	61	
Leisure	19	16	73	
Clothing	1	1	88	
Work	49	47	42	
Energy consumption in private households	89	89	0	
Housing	2	1	88	
Mobility	84	81	8	
Funds	30	3	86	

→ „Classical“ climate-related need fields dominate

→ Other important fields sometimes mentioned, but rarely covered by measures



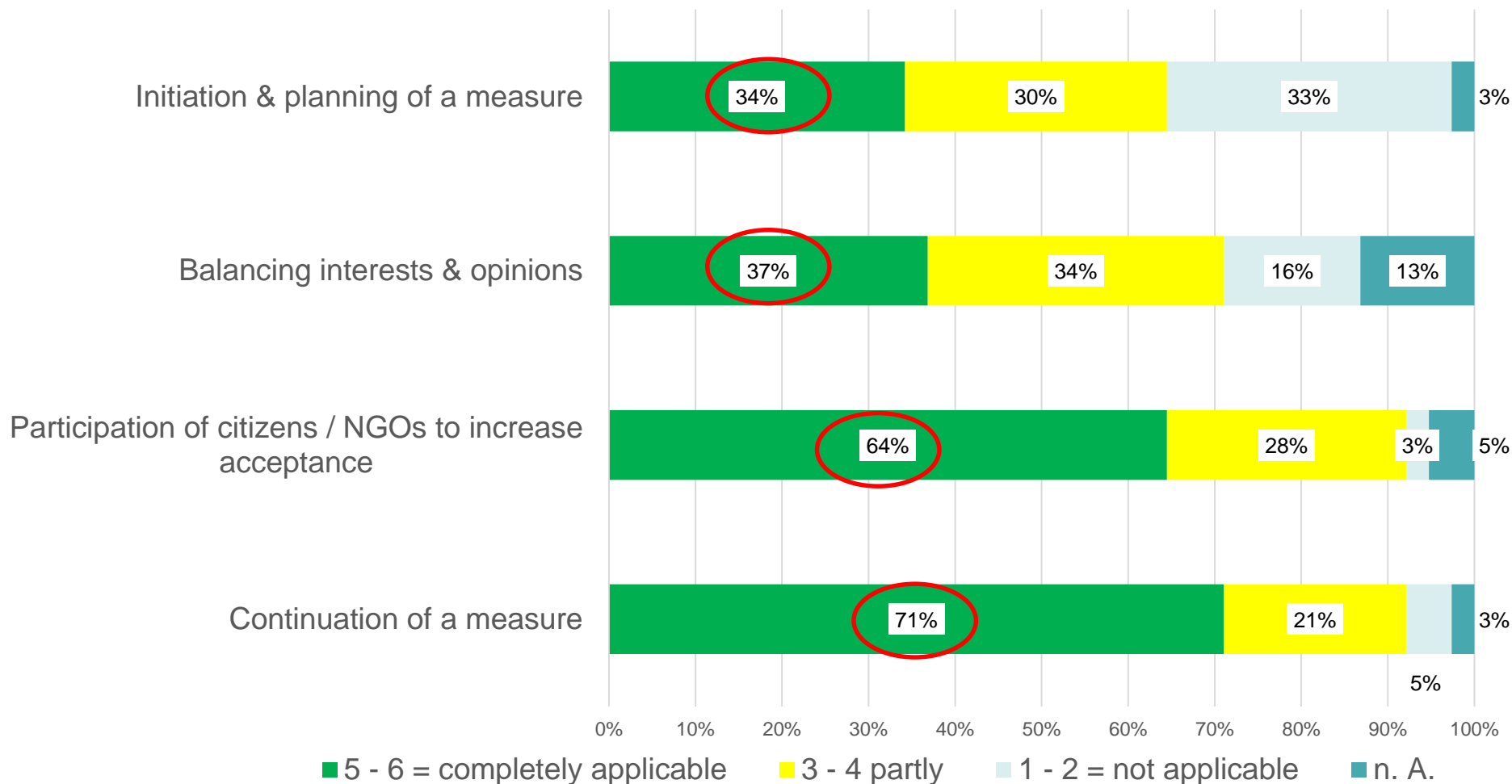
Strategic approach to actors and SC



→ Strategic importance of NGOs and consumers is accepted
→ BUT not primarily through support of sustainable consumption



Timing of participation



N = 76

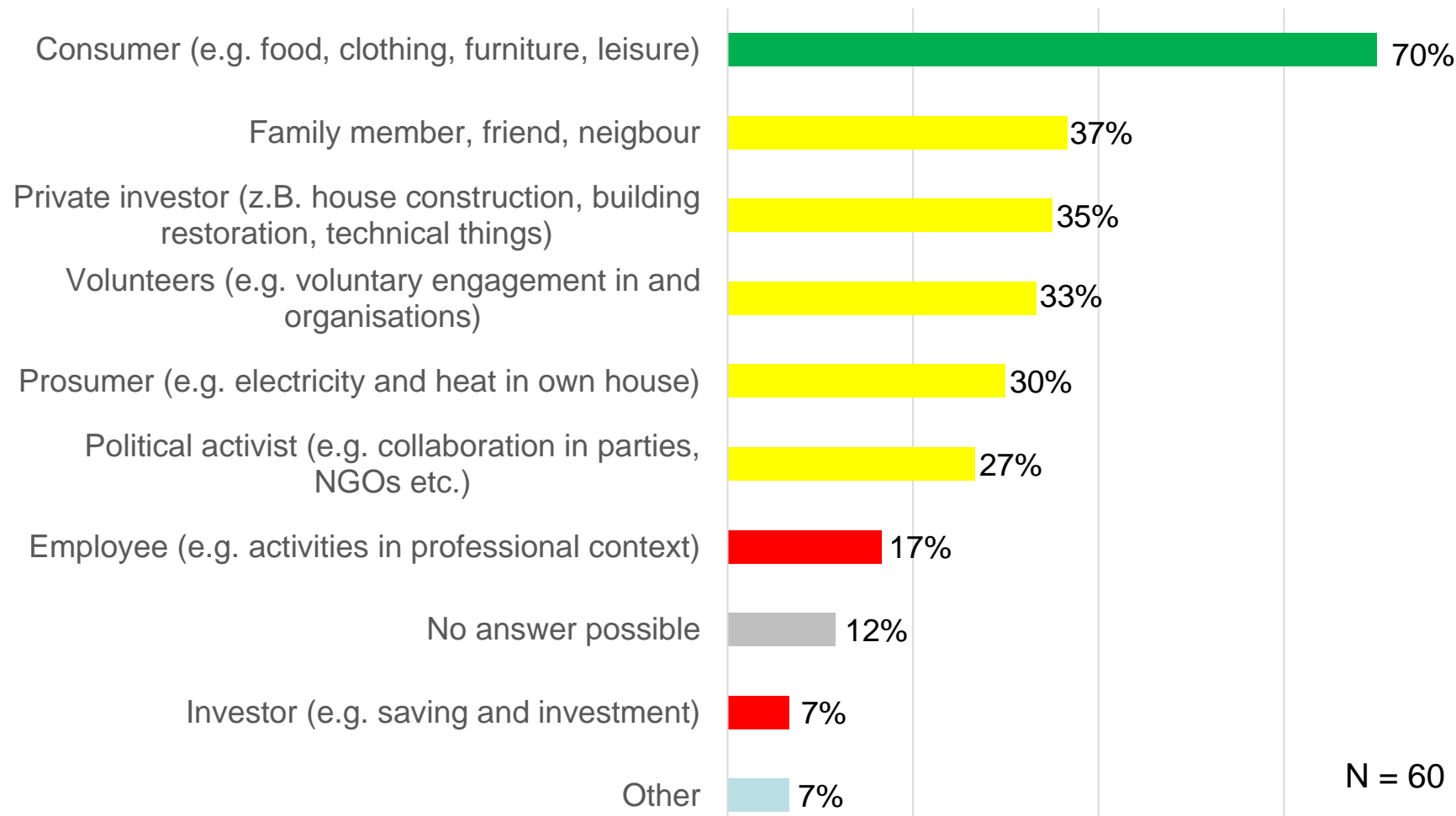
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→ Spins modest (~34%)
→ Dominance of acceptance or activation of consumer role (64-71%)

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Adressed roles of citizen

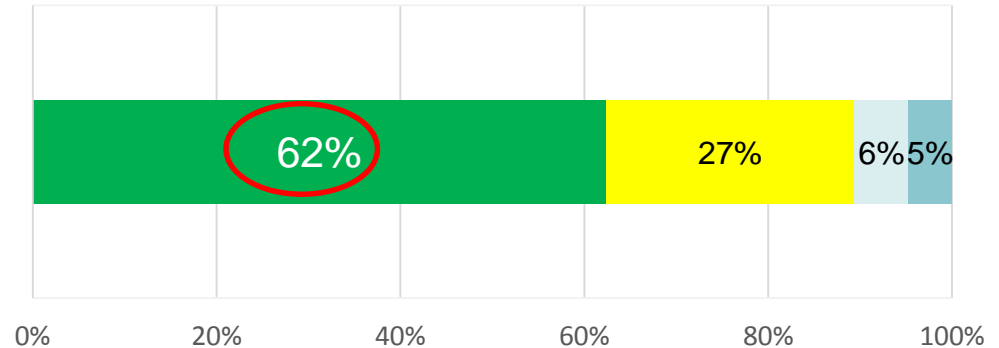


→ Main emphasis on role of citizen as consumer
→ Modest / insufficient perception of other roles

Limits of approaching sustainable consumption on local level

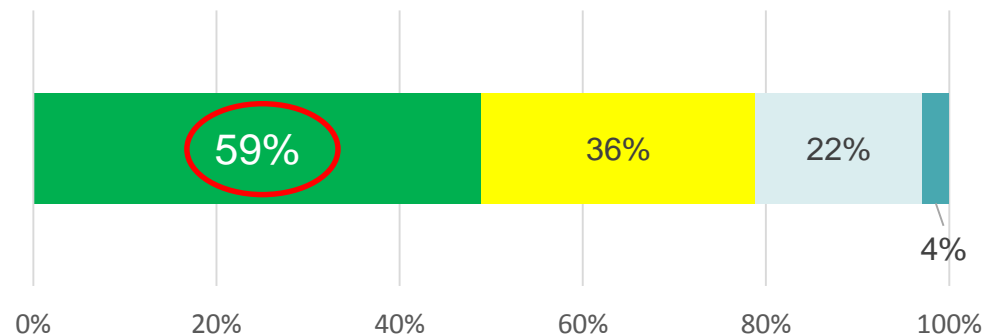


Sustainable consumption can be influenced on local level



N = 85

Local climate protection goals like 100% EE & climate neutrality are an effective way to strengthen sustainable consumption



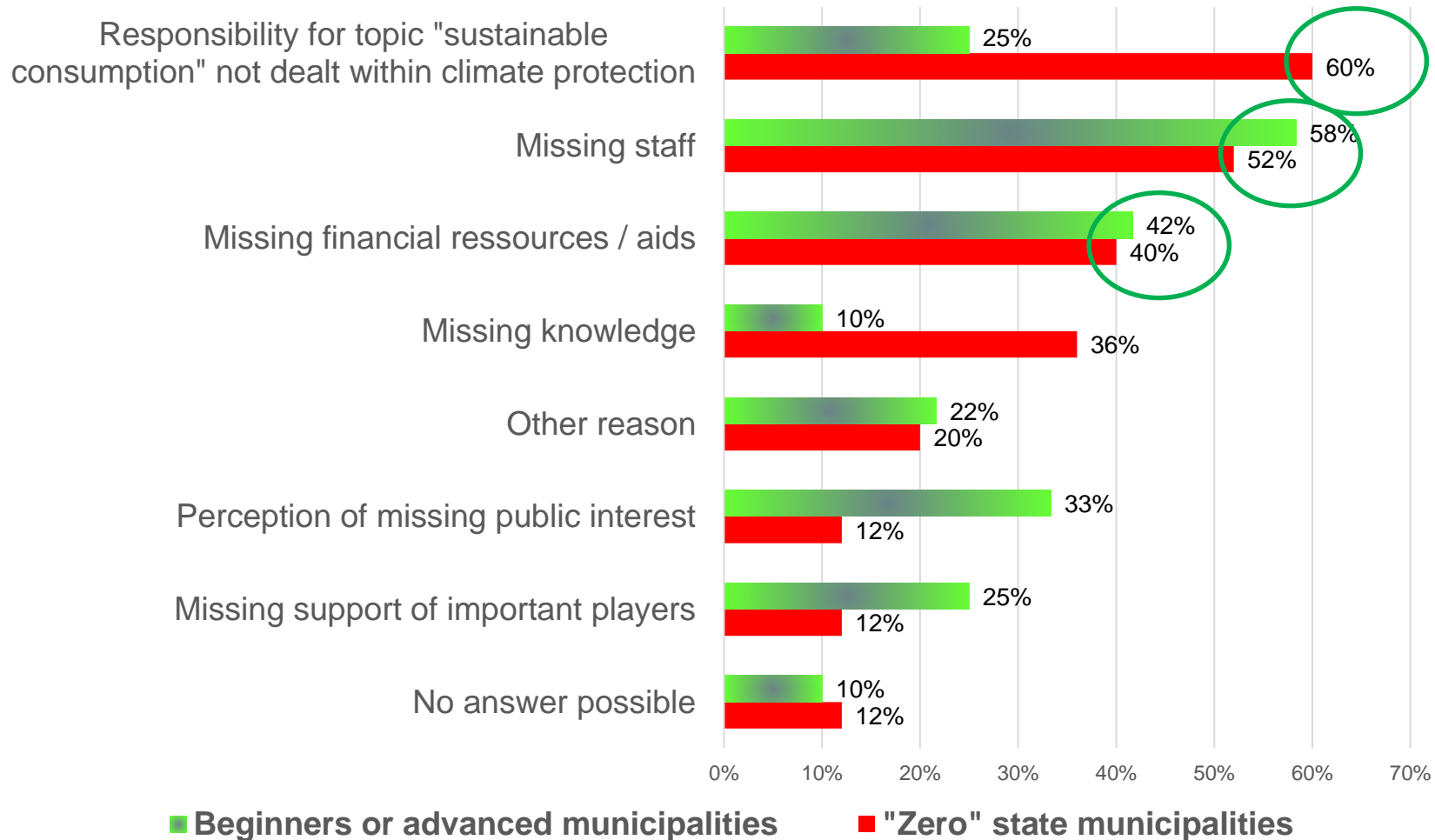
■ 5 - 6 = Completely applicable ■ 3 - 4 ■ 1 - 2 = Not applicable ■ n.A

→ SC could be influenced by local ambitious energy concepts



KEY SUCCESS FACTORS

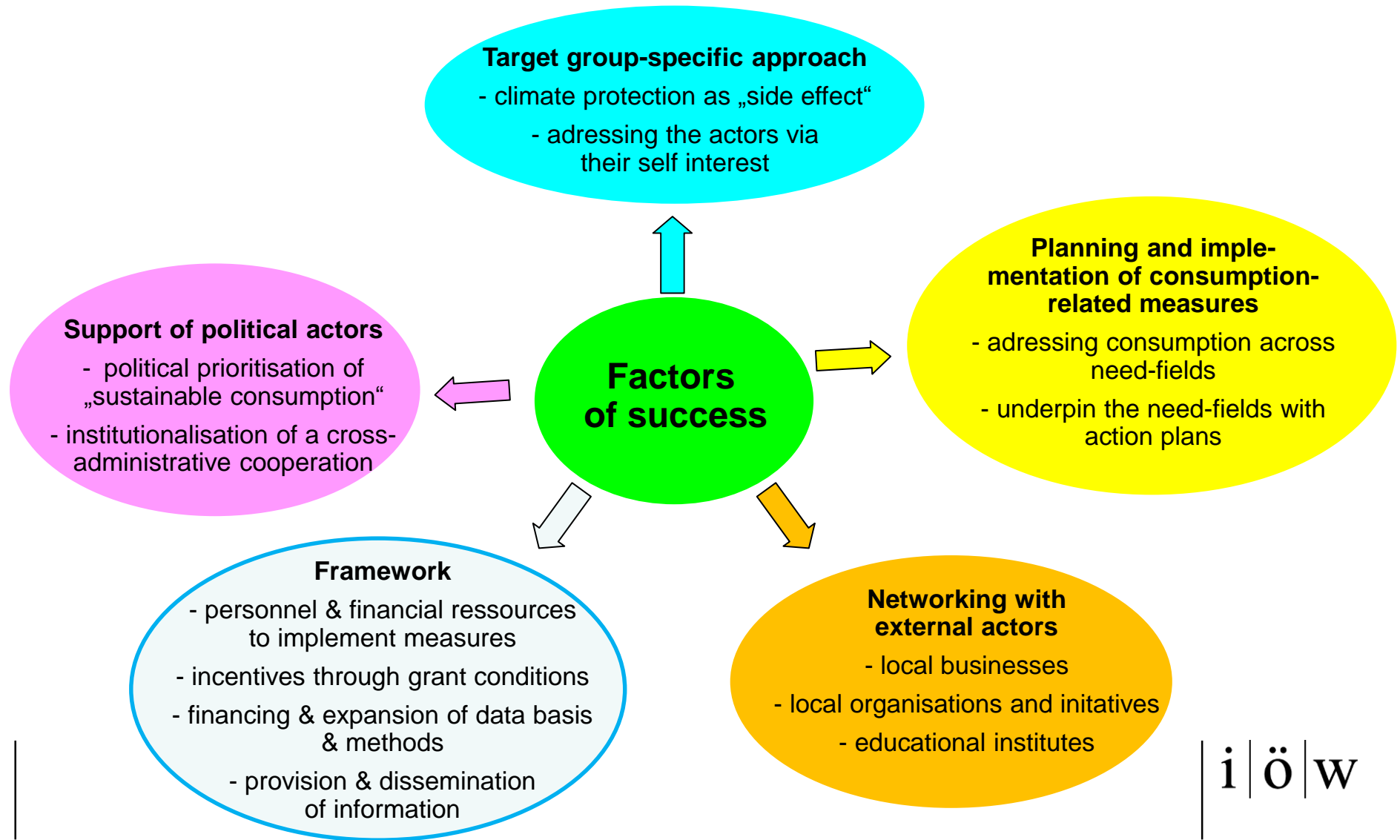
Reasons for non or modest consideration of sustainable consumption within climate concept



N = 85

→ Personnel and financial resources as barriers (all)
→ Responsibility for topic („zero“ state municipalities)

Success factors for the support of sustainable consumption within local climate protection strategies





Conclusions

- Sustainable consumption and inclusion of consumers in development and implementation of measures is perceived as a **chance**.

- BUT: incentives by national and local policies are missing for using this chance.



RECOMMENDATIONS

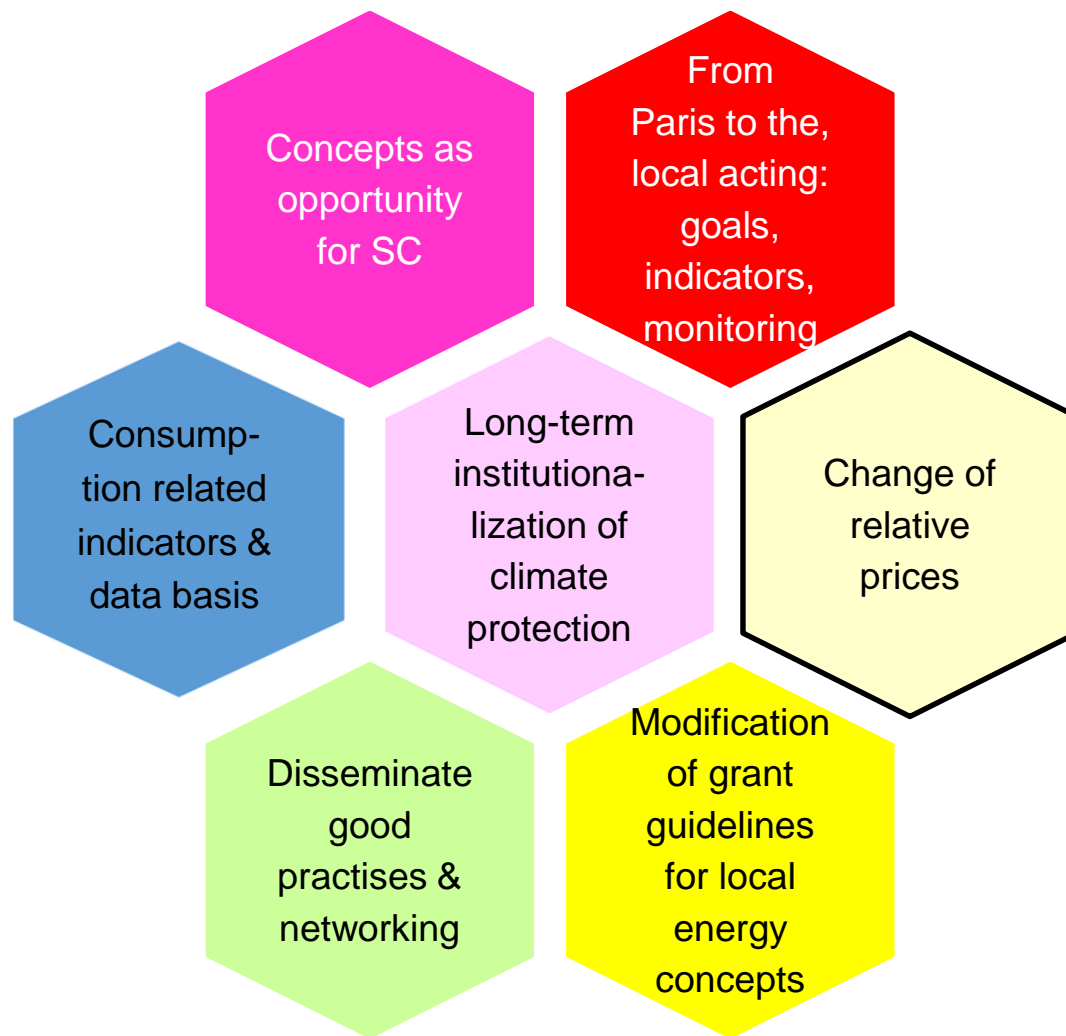


Why consumption-related measures?

*„How could I approach **the remainder**, now, after all cost-efficient measures have been implemented? [...] This theme [...] is a **key topic** for successful climate protection. But it does not catch into the eye and, therefore, a lot of municipalities do not deal with this in their plans, because it is **not ready to hand**. But now all approach this obviously, thinking how to deal with the remainder?“* according to a climate protection manager



Key recommendations – push & pull



Thank you for your attention.

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