Module 6: Behavioral Change and Communication

Guidelines for Sustainable Consumption and Lifestyle – Behavior Change

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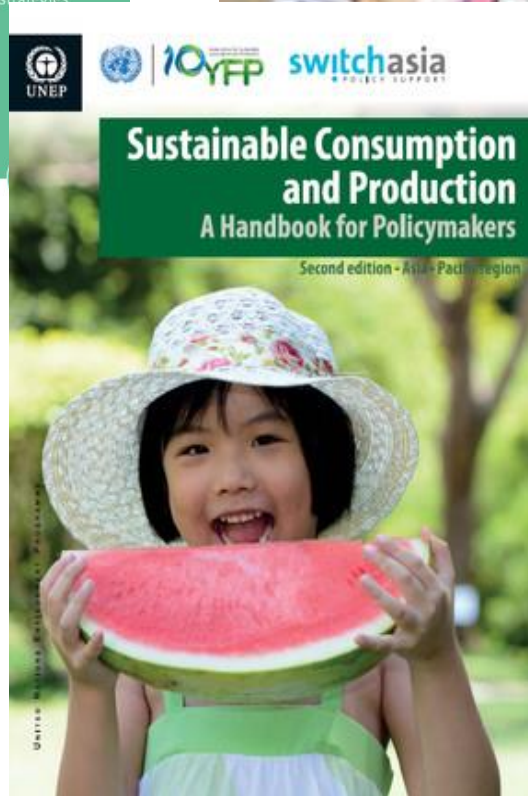Project Coordinator for China

Regional Policy Advocacy Component

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A framework for shaping sustainable lifestyles

determinants and strategies

SUSTAINABLE LIFESTYLES & EDUCATION

One planet live with care

Key insights

Sustainable lifestyles, including sustainable consumption patterns, are a key component of a global sustainability transition.

Sustainable lifestyles consist of innumerable personal decisions, but these choices are shaped and delimited by a range of factors that affecting attitudes, motivations, and the feasibility and accessibility of sustainable options.

Policy and business have abundant potential to support the uptake of sustainable lifestyles, guided by the AFI framework.

Photo by Patricia Vilchis Tella

IGES   環境省 Ministry of the Environment Government of Japan   SEI Stockholm Environment Institute   Government Offices of Sweden Ministry of the Environment and Energy

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Sustainable Consumption Guide for Policymakers: Debunking Myths and Outlining Solutions

Sustainable Consumption and Production A Handbook for Policymakers

Second edition - Asia-Pacific region

Guidelines for Providing Product Sustainability Information

Global guidance on making effective environmental, social and economic claims, to empower and enable consumer choice

A "sustainable lifestyle" is a cluster of habits and patterns of behavior embedded in a society and facilitated by institutions, norms and infrastructures that frame individual choice, in order to minimize the use of natural resources and generation of wastes, while supporting fairness and prosperity for all.

A framework for shaping sustainable lifestyles

determinants and strategies
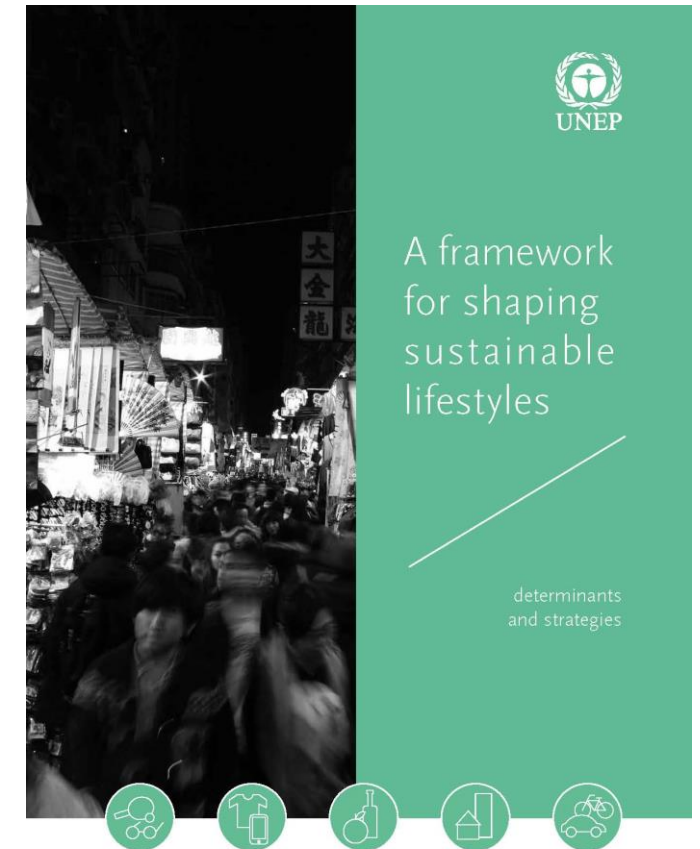
A framework for policy-making to promote sustainable lifestyles

Attitudes-Facilitators-Infrastructure (AFI)

Lifestyles are shared patterns habits and patterns of behavior and consumption. They shape our choices, our identities, our relationships, our health – and our impact on the environment.

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Factors affecting lifestyle

Cultural, political, economic, historical, geographic, physical, social and environmental.

These external factors provide **policymakers and businesses** with many opportunities to support, facilitate and promote more sustainable lifestyles.

Prioritize

A range of studies have identified three broad areas of economic activity responsible for the largest environmental and resource impacts (UNEP 2016):

- **food and agriculture**
- **housing and building construction**
- **mobility and transport**

Based on this, we can identify **five lifestyle domains/sector** that are priorities for sustainability. Water, energy and waste are cross-cutting elements that affect and are affected by almost every lifestyle domain.

Food

What's Included Factors
• What we eat and drink
• How it is produced, processed and provided
• How we dispose of it

Factors influencing consumers' behavior
• Cost
• Freshness
• Health impacts
• Presentation (e.g. packaging)
•   Place of origin
• Convenience, taste and culture

Housing

What's Included Factors
- Where we live
- Building materials
- How we heat, light and cool our living spaces
- How we decorate and choice of fixtures and fittings

Factors influencing consumers
- Cost and size of the building
- Building characteristics
- The neighbourhood and available amenities
- Aesthetics

What's Included Factors
• The forms of transport we choose for day-to-day
journeys and longer trips
• How often we travel and the distance travelled, as well as the supporting systems and infrastructure

Factors influencing consumers
• Cost
• Preference
• Traffic conditions
• Convenience, time efficiency, Connectedness
• Environmental impacts

Determinants are super-factors that determine the possibility of particularly lifestyles or consumer action. They can fall into three categories:

Attitudes

Facilitators

Infrastructure

The AFI framework including key contributing factors.

Attitudes

Attitudes are factors that contribute to a person's overall values and affect how likely they are to make certain consumption choices.

They are influenced by, for example, education, religion, social norms, awareness campaigns, professional ethos, media, and the attitudes of family members and peers.

The key stakeholders to target with interventions in this area include policy-makers, business leaders, communities, and individual citizens.

Facilitators

Facilitators are factors that contribute to the **feasibility and accessibility** of sustainable lifestyle choices. **Institutional arrangements are critical facilitators**, and include laws and regulations, administrative procedures, subsidies and rewards, and taxes and other penalties.

Infrastructure
"infrastructure" refers to the physical infrastructure and related services that can enable and support more sustainable behavior. Infrastructure around housing and transportation, for example, would need to be accessible, safe, comfortable and dependable.

Food

Facilitator
- Taxation for unhealthy food products
- Incentives for restaurants to combat food waste

Infrastructure
- Provide spaces for peri-urban and community agriculture
- Create local or farmers' markets (in prime locations)

Housing

Facilitator
- Competitive pricing for sustainable options
- Develop efficiency-based building and home renovation standards

Infrastructure
- Zoning and urban planning laws to allow better coordination of residential, mobility, leisure and work services, and infrastructure
- Provide spaces for peri-urban and community agriculture
- Promotion of local (community) renewable energy

Mobility

Facilitator

- Toll and congestion charges
- **Incentives for cycling**
- Incentives for companies to promote home-office solutions.

Infrastructure

- Zoning and urban planning laws to allow better coordination of residential, mobility, leisure and work services and infrastructure
- **Prioritisation of railway system**s and mass transit over infrastructure for private cars
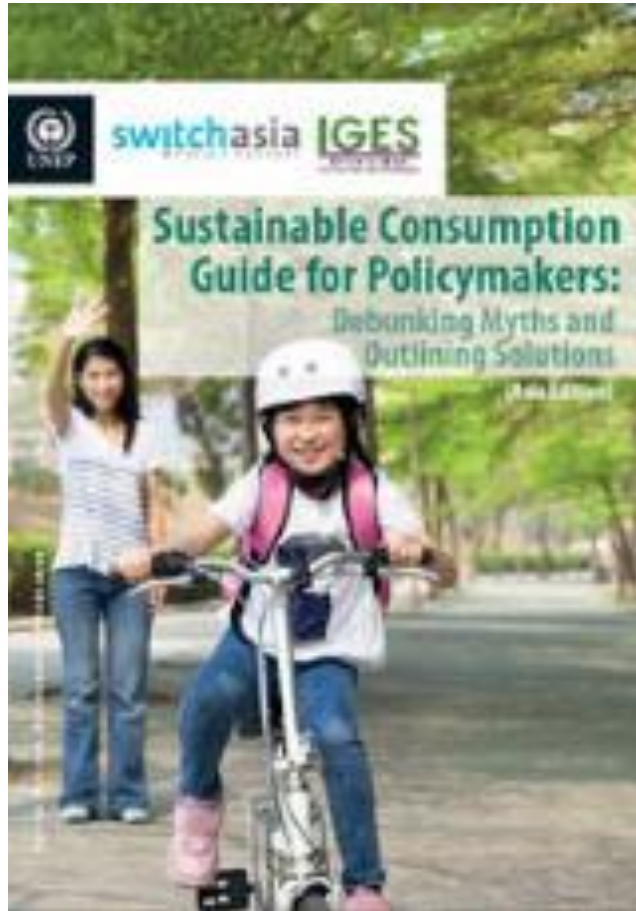
Sustainable consumption guide for policy makers: Debunking myths and outlining solutions (Asia Edition)

UN Environment Programme 2015
Available at:
http://www.switch-asia.eu/news/sustainable-consumption-guide-for-policy-makers-debunking-myths-and-outlining-solutions-asia-editi/

Policy approaches

- Integrating sustainable consumption into **high level policies** *(eg. 5 year plans)*

- **Training** for government officials and businesses on sustainable consumption

- Establish a **coordinating body on sustainable consumption** *(eg. Inter-ministerial council, inter-department committee)*

- Actively involving **stakeholders** *(eg. industry and consumer advisory council)*

- Improve **public information** about sustainable consumption *(eg. Assessment reports to understand the issue, public awareness campaigns)*

- **Government procures sustainably** to kick start demand *(eg. government procurement guidelines include sustainability criteria)*
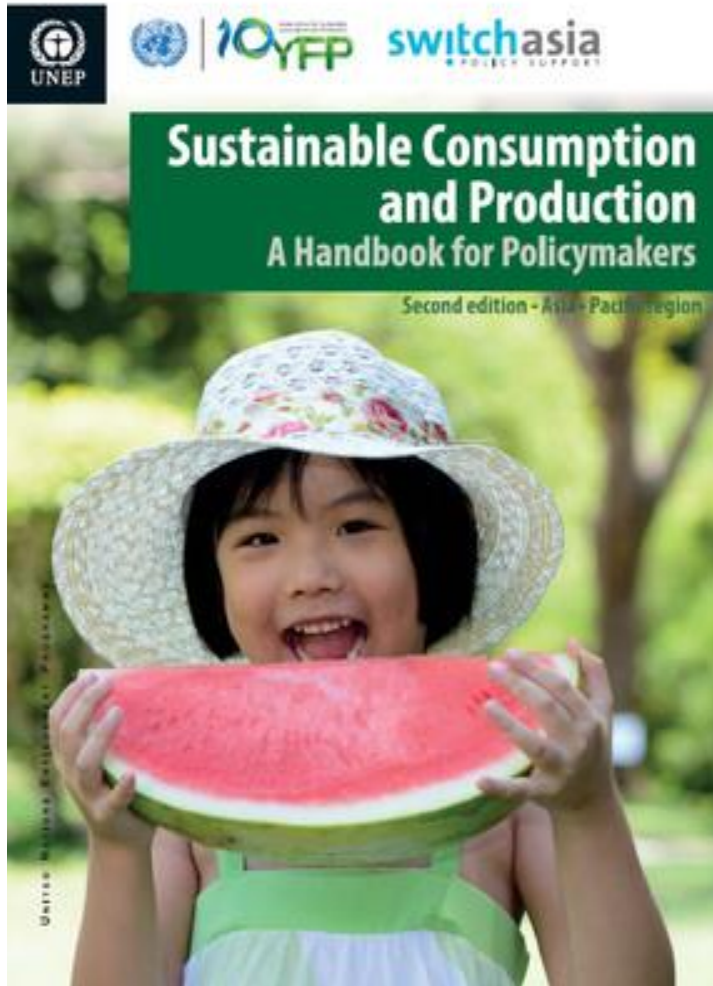
Policy approaches - Products

- Product **bans** for worst products *(eg. Plastic bags, Incandescent light bulbs)*

- Product **performance standards** *(eg. Energy efficient refrigerators)*

- Require **product information** at point of purchase *(eg. Country of origin, disclosure of chemical use)*

- Independent third party **product testing** *(eg. Of sustainability claims)*

- Certification systems for **eco-labels** *(eg. Certification for Organic food, sustainable hotels)*

Policy approaches - Business models

- Support for businesses shifting from selling physical products to selling services *(eg. Car purchase vs car share)*

- Tax incentives or other support for businesses offering **repair and reuse** *(eg. Local repair businesses)*

- Tax incentives or other support for **social enterprises** (*eg. Community based tourism*)

Policy approaches - Using economic measures to shape consumption

- **Taxes** on natural resources and pollution *(eg. tax on bulk water use, tax according to effluent loads)*

- **Subsidies** on sustainable products *(eg. Energy efficient lightbulbs)*

- **Full-cost pricing** and use charges *(eg. Adding environmental costs, no more free water in ag)*

- Elimination/reduction of environmentally **harmful subsidies** *(eg. fuel subsidies)*

- **Deposit-refund** schemes *(eg. can or bottle return scheme)*

- **Plastic bag charge**

Sustainable Consumption and Production
A Handbook for Policymakers
Second edition - Asia-Pacific region

This handbook is designed **to assist policymakers in developing, implementing, monitoring and evaluating policies that support the transition towards SCP.**

Part A provides an introduction to the fundamentals of SCP and follows SCP through the policy cycle.

Part B details specific thematic opportunities for SCP policy development including cleaner and safer production, **sustainable lifestyles**, sustainable cities, sustainable public procurement and sustainable tourism.

How supporting Sustainable Consumption Behavior by policy making

The four-E approach

1. **Enable access to pro-environmental choice**
More sustainable alternatives should be available and easily accessible, as well as suitable infrasture to make it easier to practice sustainable behavior.
2. **Encourage people**
Government should provide signals that show a clear preference for sustainability and encourage behavior change. Eg. putting more taxes on unsustainable options and funding more sustainable practices.
3. **Engage people in initiatives to help themselves**
Government must take deliberate efforts to engage people in the process of change. For example, by providing inputs to policy design. If the solutions are top-down and they are not engaged, they become less active in realizing the policy objectives.
4. **Exemplify the desired changes within Government's own policies and practices**
Government should lead by example, showing wat it means to be sustainable. Eg. sustainable public procurement.

Framing sustainable consumption policy

Guidelines for Providing Product Sustainability Information

The Guidelines' focus is on the information provided to consumers, to encourage more sustainable consumption patterns via the selection, usage and disposal of consumer products.

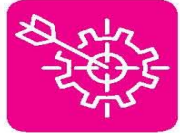www.scpclearinghouse.org/consumerinformation-scp

FUNDAMENTAL PRINCIPLES

RELIABILITY
Build your claims on a reliable basis
- Accurate and scientifically true
- Robust and consistent
- Substantiated data and assumptions

RELEVANCE
Talk about major improvements, in areas that matter
- Significant aspects ('hotspots') covered
- Not masking poor product performance, no burden shifting
- Genuine benefit which goes beyond legal compliance

CLARITY
Make the information useful for the consumer
- Exclusive and direct link between claim and product
- Explicit and easy to understand
- Limits of claim clearly stated

TRANSPARENCY
Satisfy the consumer's appetite for information, and do not hide
- Developer of the claim and provider of evidence published
- Traceability and generation of claim (methods, sources, etc.) published
- Confidential information open to competent bodies

ACCESSIBILITY
Let the information get to the consumer, not the other way around
- Clearly visible: claim easily found
- Readily accessible: claim close to the product, and at required time and location

These principles describe the fundamental criteria on which sustainability claims must be based.

The Guidelines request its users to comply with all of the fundamental principles, which seek to build and reinforce each other,

Thank You

More information:

https://www.switch-asia.eu/

One planet network

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