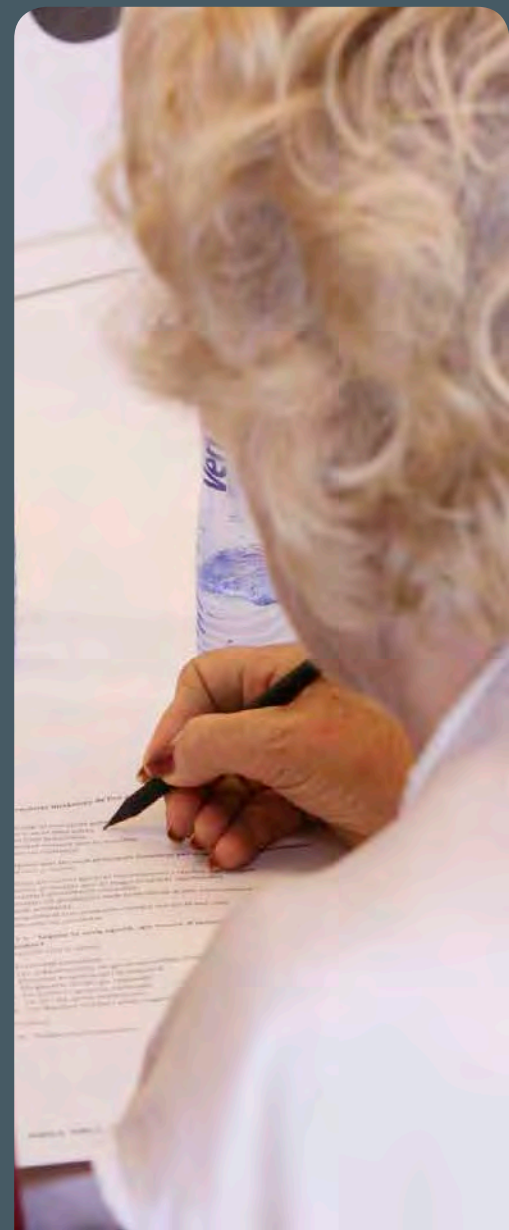
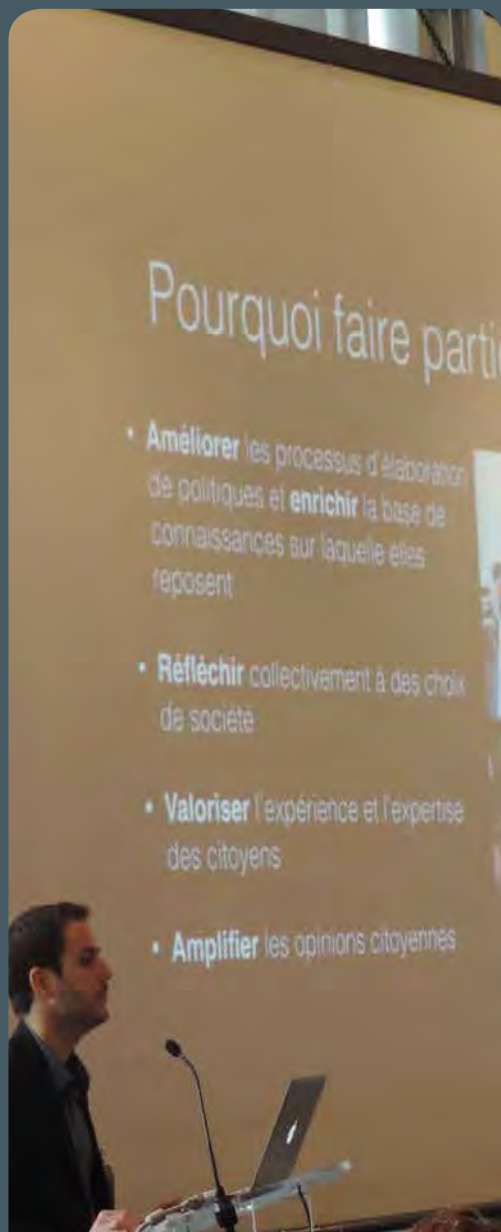


POLICY REPORT

EUROPE WIDE VIEWS ON SUSTAINABLE CONSUMPTION

FROM EUROPEAN CITIZENS TO POLICY-MAKERS





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Europe Wide Views on Sustainable Consumption
From European citizens to policy-makers
Policy report

Editors: Marie Louise Jørgensen & Katrine Lindegaard Juul,
The Danish Board of Technology Foundation, January 2015

Photos: EWViews partners
Layout: Story Foundry, www.StoryFoundry.eu

This policy report is available for download at:
<http://citizenconsultation.pacitaproject.eu>

PREFACE

Europe Wide Views on Sustainable Consumption is a cross-European citizen consultation providing unique insights into the views of ordinary citizens across Europe on sustainable consumption and policies connected to this complex issue. The day-long consultation took place simultaneously in 11 EU member states on October 25th 2014 and involved 1035 European citizens.¹ Throughout the day, the participating citizens deliberated with fellow citizens and voted on issues relating to future policy-making on sustainable consumption. Besides the opportunity to deliberate for a full day, the consultation also provided citizens with balanced and scientifically based information which gave rise to well-considered responses.

Europe Wide Views (EWViews) on Sustainable Consumption is a project within the framework of the PACITA research project, which is aimed at increasing the capacity and enhancing the institutional foundation for knowledge-based policy-making on issues involving science, technology and innovation. Starting from this aim, the EWViews consultation is framed by the current political debates on sustainable consumption. In the process of designing the consultation, stakeholders have continuously been involved to ensure its direct policy relevance. Making citizens' views heard in the political agenda setting is crucial. In the end, it is the ordinary citizen who has to live with the consequences of consumption policies. EWViews strives for contributing to this by giving citizens Europe-wide a platform for stating their views on how policy-makers and citizens themselves should deal with sustainable consumption.

The EWViews policy report has been written by the coordinating partner, the Danish Board of Technology Foundation, in cooperation with the national EWViews partners.² Based on a thorough analysis of the citizens' deliberation and voting, the EWViews partners have deduced a set of recommendations that we will present in this report. Moreover, the results of voting can be studied in greater detail at <http://citizenconsultation.pacitaproject.eu>

The report is first and foremost aimed at European politicians and policy-makers. Furthermore, the outcomes are of relevance to national politicians and policy-makers as well as other stakeholders who are concerned with sustainable consumption. We hope that politicians and policy-makers will make use of the unique insights into the views of ordinary citizens presented in this report, and carefully consider them when formulating future policies relating to sustainable consumption. By introducing the views of citizens into these discussions, policy-makers will have a better basis for making robust decisions in line with informed public opinion, and, in addition, strengthen the democratic legitimacy of policy-making.

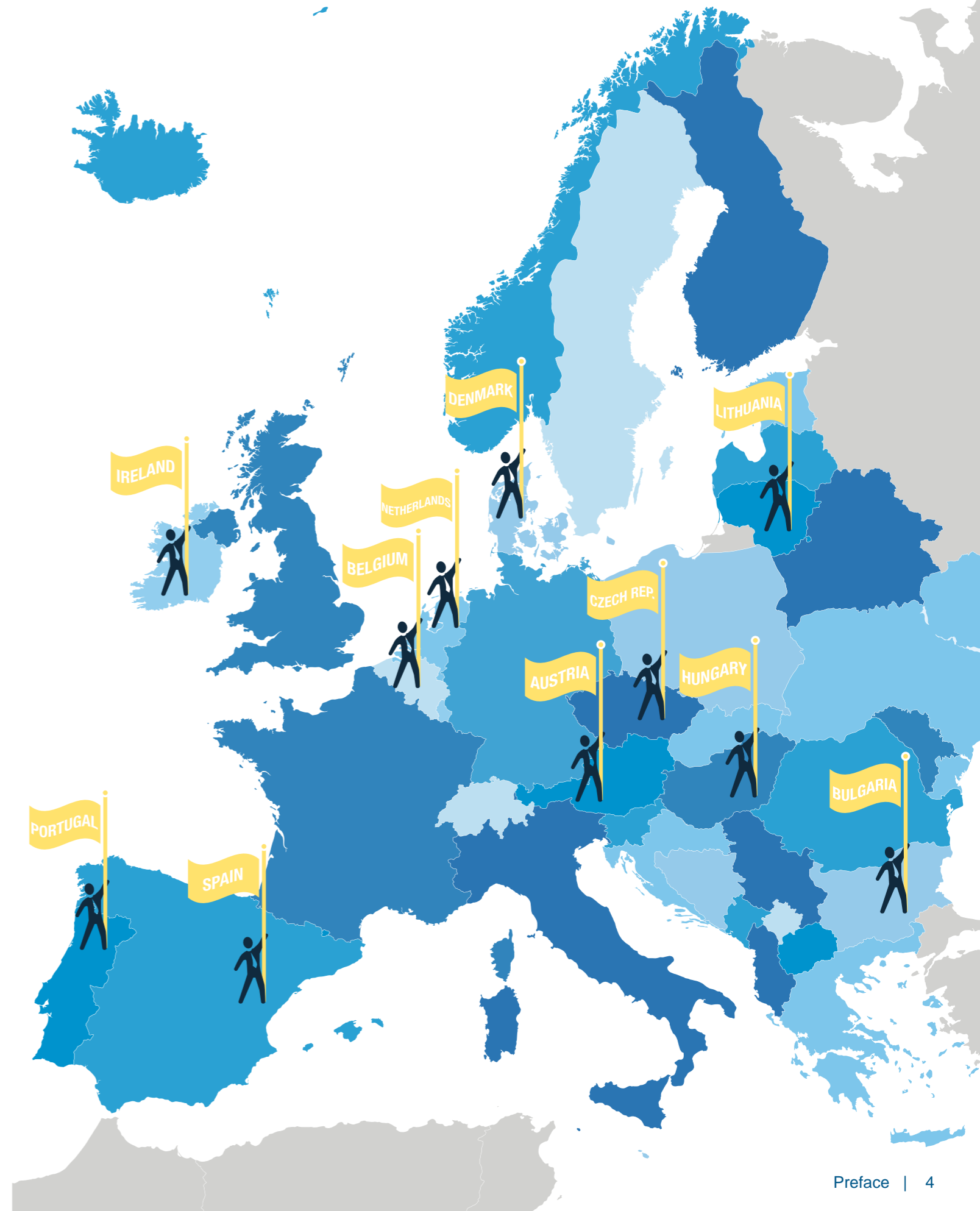
Last but not least, we would like to thank everyone who has participated in and contributed to the project.

On behalf of the Europe Wide Views partners,

Marie Louise Jørgensen,

*EWViews Coordinator
January 2015*

PARTICIPATING COUNTRIES



EXECUTIVE SUMMARY

THE RESULTS FROM THE EUROPE WIDE VIEWS ON SUSTAINABLE CONSUMPTION ARE CLEAR.

The results from the Europe Wide Views on Sustainable Consumption show how citizens want policy-makers to deal with sustainable consumption: Citizens are strongly in favour of policy-makers taking ambitious steps in order to foster a more sustainable consumption in society. Moreover, citizens want to take action in this process of striving towards a higher degree of sustainability in consumption. According to the participating citizens, sustainable consumption is not an issue that should solely be left to the market.

Generally, the outcomes of the consultation show that the EWViews citizens accept policy measures aimed at private consumption. However, in regard to policies targeted at consumers, citizens are mostly in favour of non-intrusive instruments. In order to encourage change in private consumption patterns, the use of financial incentives and awareness-raising are popular policy instruments among citizens. These policy instruments are directly linked to a key message to policy-makers: it should be cheap and easy to consume sustainably.

The Europe Wide Views results are based on well-established principles for citizen participation and offer unique and detailed insights into ordinary citizens' views on sustainable consumption

and the question of how to deal with this issue politically.

The 1035 participating citizens from 11 EU member states were selected to reflect the demographic diversity in their respective countries. The participating citizens were provided with balanced information about sustainable consumption and the policy debates on measures to foster a higher degree of sustainability in consumption. Moreover, and most importantly, the citizens were given time to deliberate with fellow citizens.

"I see it as a political obligation to take the concerns and ideas of the citizens seriously – they are the real experts of everyday life."



Andrä Rupprechter

Minister for Agriculture,
Forestry, Environment & Water
Management

AUSTRIA



The citizens voted on a list of alternative answers to 20 predefined questions. Based on a thorough analysis of the citizens' deliberation and voting, the EWViews partners have deduced the following nine policy recommendations:

- Set an ambitious European agenda to achieve a more sustainable consumption
- Perceive citizens as collaborators in striving towards sustainable consumption
- Do not leave sustainable consumption solely to the market
- Make sustainable consumption cheap and easy
- Use financial policy instruments to foster sustainable consumption
- Provide better eco-efficient alternatives to conventional car transport
- Ensure longer durability of products
- Raise awareness and educate citizens on how to consume sustainably
- Engage European citizens in dialogue processes in the future

EWViews results can be studied in detail at <http://citizenconsultation.pacitaproject.eu>





ABOUT EUROPE WIDE VIEWS ON SUSTAINABLE CONSUMPTION

Europe Wide Views on Sustainable Consumption is a cross-European citizen consultation, and it is a project within the framework of the PACITA research project. The aim of the EWViews project is twofold. Firstly, it will give input to future policies on sustainable consumption. Secondly, it aims at expanding citizen participation processes to countries with little or no experience with citizen participation as a policy consultation practice.

In relation to the first aim, in free markets, consumption choices are viewed as a private matter for individuals. Governments are generally reluctant to intervene too much in their citizens' private sphere. As a result, policies aimed at enhancing sustainable consumption tend to be focused on the production of goods and services, rather than on private consumption. On the basis of this finding, EWViews wanted to restructure the debate on policies on sustainable consumption, so it also considers policy options aimed at the private sphere. Additionally, it wanted to discuss the different roles that citizens

could play in increasing sustainability in society.

Citizen participation in science, research and innovation is an active field of development in Europe and beyond. However, the level of applying such processes varies significantly across Europe.³ The second aim of EWViews stems directly from this observation. The EWViews citizen consultation involved countries with a long tradition of citizen participation as well as countries with little or no experience in this field. In other words, through practice, countries with little experience with citizen participation processes learned from countries with extensive experience. Thus, the consultation aimed at contributing to the institutionalisation of such processes Europe-wide.

EWVIEWS DAY - EUROPE

The EWViews citizen consultations took place on October 25th 2014. As the day progressed, citizens voted on alternative answers to predefined questions. These results were instantly reported

PACITA

PACITA (Parliaments and Civil Society in Technology Assessment) is a four-year EU-financed project under FP7 aimed at increasing the capacity and enhancing the institutional foundation for knowledge-based policy-making. Based on the diversity of practices in Parliamentary Technology Assessment across Europe, it is designed to promote mutual learning among policy-makers, scientists and TA professionals. It does this by engaging interactively with a range of people and organisations. By doing so, it aims to uncover relevant knowledge, experience and expertise that may otherwise be overlooked in policy-making.

at citizenconsultation.pacitaproject.eu, so that anyone with Internet access could – and still can – compare answers to the various questions across countries.

During the consultation, most countries arranged videoconferences with another participating European country. This was primarily done to give the citizens a sense of participating in something bigger that went far beyond the walls of their respective national meetings.

Moreover, many meetings were either opened or closed by politicians or policy-makers from either national or European political institutions. They were invited to speak about engaging ordinary citizens in political debates on sustainable consumption. The presence of politicians and policy-makers made it clear to the participating citizens that the consultation was not just a theoretical exercise. In fact, people in politically powerful positions were expressing that they were looking forward to receiving the results of the citizens' deliberations and voting. It contributed to creating the right atmosphere for engaging and interesting deliberations.

THE MEETING

All meetings followed the exact same schedule: A head facilitator led the citizens through a programme which consisted of four thematic sessions. The citizens were divided into groups of 6-9 people, and at every roundtable, a facilitator moderated the deliberations. The four thematic sessions were:

- Introduction to Sustainable Consumption
- Shifting to More Sustainable Consumption

- Reducing Consumption
- Reducing Waste

Each thematic session was introduced by the head facilitator and an information video. The participating citizens then engaged in moderated deliberations at their tables, the purpose of which was to give all participants time to listen to other opinions and reflect prior to the voting. Group facilitators had received information and were trained in advance to provide un-biased facilitation at the tables. Each thematic session concluded with citizens casting their votes anonymously on alternative answers to four to six questions. Votes were counted by the staff and immediately reported to citizenconsultation.pacitaproject.eu thereby enabling transnational, quantitative comparisons. Moreover, at every national meeting, minute takers thoroughly reported the deliberations at randomly selected tables. The minutes were reported in the respective national language, and afterwards, these qualitative reports have been translated into English.

Besides the four European thematic sessions, three national meetings had decided to include a fifth thematic session. These sessions either dealt with a nationally relevant political topic relating to sustainable consumption or continued the discussion of selected national results of the EWViews and made policy recommendations. All national meetings were ended with an evaluation of the consultation.⁴

In the next part of the report, we will present the policy recommendations. They are the results of thorough analysis of the EWViews results by the

coordinating partner and the national partners Europe-wide. These recommendations are first and foremost deduced from the results of voting. However, they are supported by selected qualitative reports of the citizens' deliberations. In the appendix, the European voting results are

presented with the exact wording of all questions. Moreover, the questions and answers can be studied in greater detail at <http://citizenconsultation.pacitaproject.eu>.

NATIONAL SESSIONS

AUSTRIA

From debate to policy recommendations based on the Austrian EWViews results

DENMARK

Danish Debate on Animal Welfare

THE NETHERLANDS

Sustainable Food

SPEAKERS AT THE NATIONAL EWVIEWS MEETINGS

AUSTRIA

Matthias Köchl, MP and Petra Bayr, MP, and Andrä Rupprechter, Minister of Agriculture, Forestry, Environment and Water Management (a written message)

CATALONIA

Xavier Duran, science journalist, TV3

THE CZECH REPUBLIC

Ladislav Miko, Deputy Director for the Food Chain, DG Sanco

DENMARK

Connie Hedegaard, at the time European Commissioner for Climate Action, and Dan Jørgensen, Minister for Food, Agriculture and Fisheries of Denmark (video message)

IRELAND

Deirdre Clune, MEP, Group of the European People's Party

LITHUANIA

Kęstutis Trečiokas, Minister of Environment of Lithuania

PORTUGAL

António Alvarenga, Rapporteur for the Portuguese Green Growth Commitment

WALLONIA (BELGIUM)

Philippe Lamberts, MEP, Co-Chair of the Group of the Greens/European Free Alliance

“Each nation has to decide for itself. We have to keep in mind different people and different customs.”

- Lithuanian Citizen



“The European Union should be more demanding in the recycle goals and the waste policies, giving some responsibilities to the producers and consumers.”

- Portuguese Citizen



“The issue [sustainable consumption] is not discussed much publicly, e.g. in the news. It’s a big problem, but invisible to many.”

- Czech Citizen



“If things and habits change slowly, it is because of a clear lack of political will.”

- Walloon Citizen



EWVIEWS DAY - BELGIUM (WALLONIA)

SET AN AMBITIOUS EUROPEAN AGENDA TO ACHIEVE A MORE SUSTAINABLE CONSUMPTION

THE EU SHOULD ACT AMBITIOUSLY IN ORDER TO MAKE CONSUMPTION MORE SUSTAINABLE.

OBSERVATIONS

- The EU and its institutions rank third out of seven actors to take the main responsibility to direct society towards a more sustainable consumption.⁵
- In order to improve energy efficiency, increase the share of renewable energy and reduce greenhouse emissions, 55% of the citizens say that the EU should set targets. Among these citizens, 40% want the EU to specify how to fulfil these targets, while 60% think that the member states individually should decide how to achieve them. 36% of all participating citizens think that

the EU should encourage particular technology shifts. Less than 6% of all citizens are of the opinion that this matter should be left to the member states.

- 78% of the citizens want the EU to strive for an economy in which no waste is produced. One half of these citizens want a zero-waste economy by 2050 whatever it takes, and one half thinks that we should be less ambitious about the timing. 2% think that it should be left to the market whether or not a zero-waste economy should be reached.

- 45% of the citizens below 30 years of age want to have a zero-waste economy by 2050 whatever it takes. Less than 30% of the citizens above 70 years of age agree on this matter.

- With regard to counteracting conflict minerals, 43% of the citizens find that the EU should develop binding legislation on conflict minerals covering the whole production chain. 31% are of the opinion that the EU should give priority to developing economically viable ways of recycling of products that contain conflict materials. 2% of the citizens think that the EU should not counteract the trade with conflict minerals, but leave it to the market forces.

- The vast majority of the participating citizens chose securing “natural resources” (55%) and “protecting the environment” (59%) as the most important tasks for the future.

ASSESSMENTS

European politicians and policy-makers should act ambitiously in striving towards sustainable consumption. Even though the EU and its institutions only rank third out of seven actors to take the main responsibility to direct society towards a more sustainable consumption, the results of voting show that the participating citizens highly want the EU to set an ambitious agenda. For instance, 55% of the citizens think that the EU should set targets⁶, while 36% are of the opinion that the EU should encourage particular technology shifts in order to improve energy efficiency, increase the share of renewable energy and reduce greenhouse gas emissions. Less than 6% find that this should be left to the member states.

The second Barroso Commission formulated a long-term goal that by 2050, we will have an economy in which nothing is wasted. The vast majority of the citizens support the idea of a zero-waste economy, but there still exist differences concerning the timing. It is especially the EU’s younger generations who support reaching a zero-waste economy by 2050 whatever it takes. Generally, the citizens have high expectations for the EU to take action in regard to sustainable consumption. However, it varies significantly across Europe. In all of the observations above,

“It’s the beginning of the process which must be continued and the first important step is to discuss and agree on taking actions, because they affect not only today, but all future generations.”

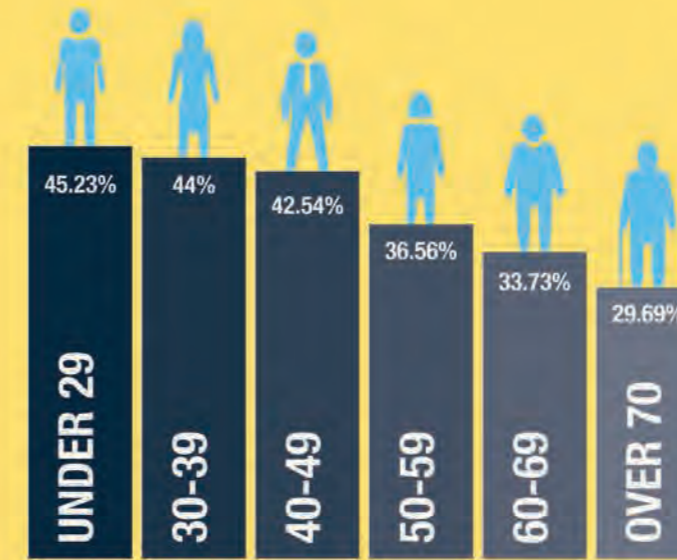


Kęstutis Trečiokas
Minister of Environment of Lithuania
LITHUANIA

there is a tendency towards citizens in Bulgaria, the Czech Republic, Hungary, and Lithuania having lower expectations for the EU in regards to sustainable consumption. The results of voting in these countries are consistently below the European average. The qualitative reports give several indications of why this is the case. Firstly, many citizens from these countries express that they hadn’t heard of sustainable consumption before the citizen consultation. Secondly, the qualitative reports from these Eastern-European countries also reveal a significant degree of distrust in politicians and policy-makers in general. These observations suggest an important need for additional political attention on these countries in order to achieve a more sustainable consumption Europe-wide.

The participating citizens not only want the EU to act ambitiously within the EU, but also worldwide. This especially becomes clear in regard to conflict minerals. On this matter, the voting of the participating citizens suggests that the EU has a responsibility towards the rest of the world and especially developing countries. The vast majority of citizens answer that the EU should do something to counteract the trade with conflict minerals. In this regard, more than 40% are in favour of the EU developing binding targets on conflict minerals covering the whole production chain. This is also the approach that the European Parliament prefers.

IN 2050 WE SHOULD HAVE A ZERO-WASTE ECONOMY WHATEVER IT TAKES



Based on question 4.1, response option C (see Appendix). Total number of citizens who chose response option C: 408

THE EU SHOULD SET TARGETS FOR THE MEMBER STATES TO IMPROVE ENERGY EFFICIENCY, INCREASE THE SHARE OF RENEWABLE ENERGY AND REDUCE GREENHOUSE GAS EMISSIONS, AND SPECIFY HOW TO FULFIL THE TARGETS



Based on question 2.4, response option A (see Appendix). Total number of citizens who chose response option A: 224

IN 2050 WE SHOULD HAVE A ZERO-WASTE ECONOMY WHATEVER IT TAKES



Based on question 4.1, response option C (see Appendix). Total number of citizens who chose response option C: 408

THE EU SHOULD DEVELOP BINDING LEGISLATION ON CONFLICT MINERALS COVERING THE WHOLE PRODUCTION CHAIN



Based on question 4.4, response option B (see Appendix). Total number of citizens who chose response option B: 436

“More successful shifts towards sustainable consumption may be individual choices. If the individual is making the choice to be more sustainable consumers it is more likely that these changes will be more long term changes.”

- Irish Citizen



“Dutchmen love being autonomous and because of that, pressure will not work. The best thing is when people want to do things because of their conviction.”

- Dutch Citizen



“We can’t rely on the government because they do as they please once we elect them. If citizens do not take initiative themselves governments would be helpless.”

- Bulgarian Citizen



“It’s important to be able to leave some choice to the citizen. He’s often stuck between businesses and politics.”

- Walloon Citizen



PERCEIVE CITIZENS AS COLLABORATORS IN STRIVING TOWARDS SUSTAINABLE CONSUMPTION

CITIZENS WANT AN ACTIVE ROLE IN STRIVING TOWARDS SUSTAINABLE CONSUMPTION.

OBSERVATIONS

- 38% of the citizens see the most important role that citizens should have in shifting towards sustainable consumption as a consumer role. Additionally, 30% are of the opinion that the most important role should be a collective action role, while 10% see it as a political role. 2% of the participating citizens find that it should not be the role of the citizen to shift towards sustainable consumption.
- 66% of the citizens think that the individual citizen should be one of the two main responsible in striving for a more sustainable consumption.

However, there are remarkable differences between countries. For instance, 78% of the Czech citizens choose the individual citizen compared to 52% of the Danes. 6% of the citizens Europe-wide think that this main responsibility solely is the individual citizen's.

- Almost 90% of the citizens are willing to voluntarily reduce their personal consumption.
- More than 70% of the citizens who chose the individual citizen as one of the main responsible to strive for more sustainable consumption think that the responsibility should be shared with a



public authority. These citizens primarily point to either national politicians and governments (48%) or the EU and its institutions (22%).

- Out of 10 listed options, the participating citizens chose “protecting the environment” (59%) and “securing the natural resources” (55%) as the most important tasks for the future.

They especially see themselves contributing to reaching a more sustainable consumption through consuming more sustainable products and engaging in community activities such as local food baskets and renewable energy cooperatives, and indicate that they are willing to reduce their personal consumption voluntarily.

The citizens want to take responsibility in striving for a more sustainable consumption. However, in the citizens’ views, it is not a responsibility solely of the citizens. On the contrary, the results of voting suggest that citizens want public authorities to provide a committed framework in order for them to be able to act more sustainably. The following recommendation will describe this framework in detail (Do not leave sustainable consumption solely to the market).

2/3 of the citizens say that the individual citizen should be one of the two main responsible in striving for a more sustainable consumption. Nevertheless, 1/3 is still not of the opinion that the individual citizen has a main responsibility. This observation stresses that there is a need for public authorities to use policy instruments, if a higher level of sustainability should be reached. This assessment will be supported thoroughly in the following recommendations.

“We live in a time of unprecedented challenges because we need to handle two time bombs:

fast growing social inequalities in Europe and an ecological footprint that overcomes the planet’s capacities. What is at stake is no less than the survival of humankind.

The answers to both problems require our society to take a new direction, and the recourse to democratic processes such as this one are an important way forward.”



Philippe Lamberts, MEP

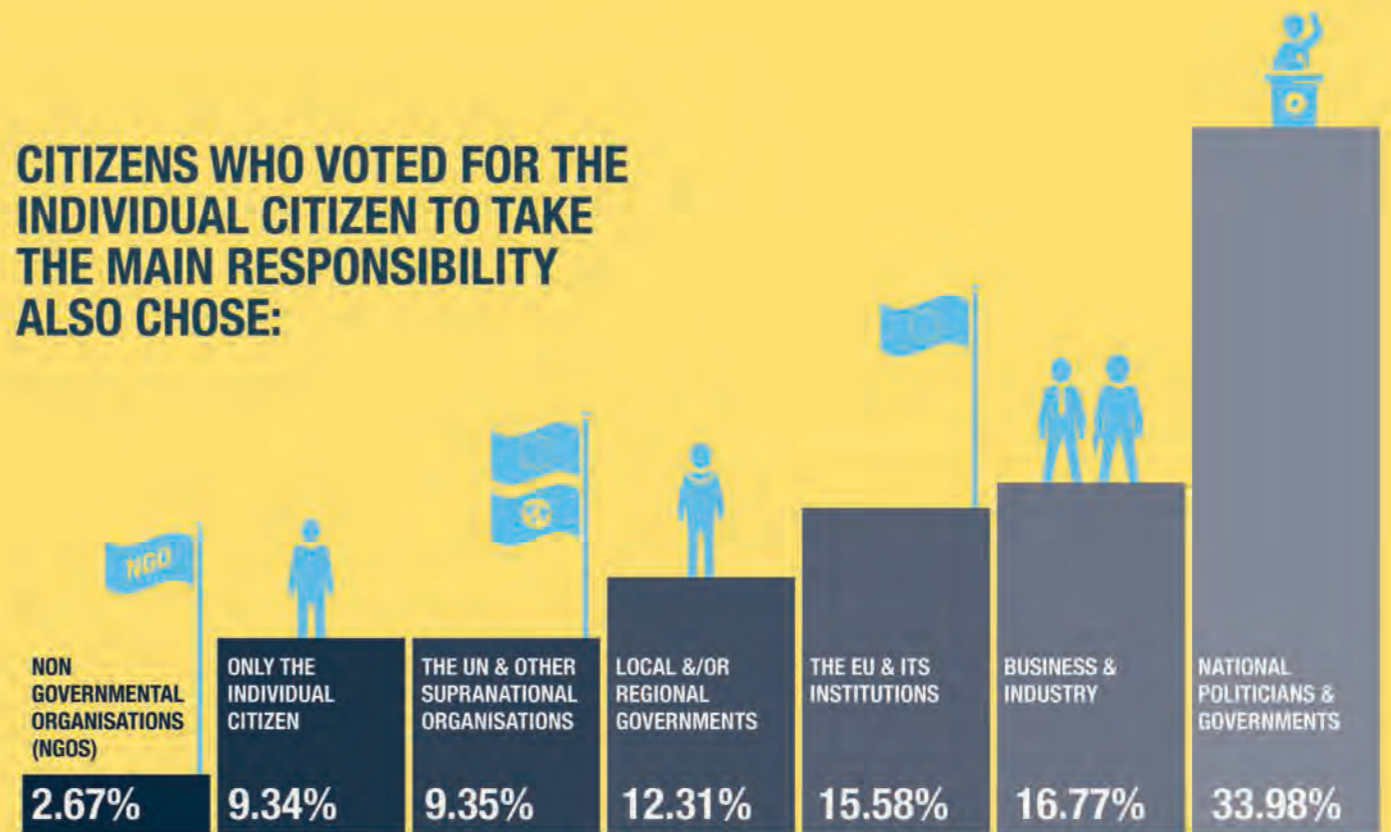
Group of the Greens / European Free Alliance

WALLONIA (BELGIUM)

ASSESSMENTS

Policy-makers should perceive citizens as collaborators. The results of voting clearly reveal that the citizens want to take actively part in reaching a higher level of sustainability in consumption. Policy-makers should keep this willingness in mind in future decision-making processes. Sustainable consumption is an issue that the citizens are highly concerned about.

CITIZENS WHO VOTED FOR THE INDIVIDUAL CITIZEN TO TAKE THE MAIN RESPONSIBILITY ALSO CHOSE:



This chart shows what citizens who voted for "the individual citizen" to take the main responsibility in striving for a more sustainable consumption also voted for. Based on question 1.5, reponse option A (see Appendix). Total number of citizens who chose reponse option A: 674



“Businesses aren’t interested in sustainability, they firstly think about the costs and incomes.”
- Lithuanian Citizen



“Advertisements that give correct information are fine, but advertisements that lie can mislead people. When many people are misled this way, politicians should intervene.”
- Hungarian Citizen

“Central point is to make people act differently so that they are aware of the consequences of their choices. That is a task of the government. The government should make people more conscious of sustainability and the need for saving the world.”
- Dutch Citizen



“I would start with a less radical measure or regulator such as favoring of public transport instead of increasing the fuel price”
- Czech Citizen



DO NOT LEAVE SUSTAINABLE CONSUMPTION SOLELY TO THE MARKET

PUBLIC AUTHORITIES SHOULD PROVIDE A COMMITTED FRAMEWORK TO REGULATE MARKET MECHANISM IN ORDER TO FOSTER A MORE SUSTAINABLE CONSUMPTION.

OBSERVATIONS

- Almost 80% of the citizens indicate that at least one public authority should take a main responsibility in striving for a more sustainable consumption. The results of voting show that national politicians and governments (40%) are the most popular option among public authorities followed by the EU and its institutions (25%) for handling this task.
- 80% are in favour of public authorities regulating marketing campaigns.

- Financial incentives (52%) and information campaigns (52%) are those policy instruments that the citizens prefer public authorities to use when encouraging sustainable consumption among citizens. Additionally, 32% of the citizens want public authorities to set and enforce standards for sustainable production and use, while 25% want them to ban the production and import of products and services with negative sustainability impacts (25%).
- 23% of the citizens say that striving towards



sustainable consumption is a main responsibility of business and industry, and 1% thinks that it is the market's responsibility alone. However, there are significant differences between countries. For instance, 9% of the Walloon citizens choose business and industry to take a main responsibility compared to 41% of the Dutch. Additionally, 11% of the Dutch citizens think that it is a responsibility solely of business and industry.

- With regard to the idea of having a zero-waste economy, 2% of the citizens indicate that it should be left to the market whether or not this goal should be reached. Moreover, 2% think that the counteraction against the trade with conflict minerals should be left to the market forces.

instrument to stimulate sustainable consumption. However, the results suggest that it is primarily business and industry that should be stringently regulated. Business and industry have a role in striving for a more sustainable consumption, but it is a very low percentage of the citizens who want this issue solely to be left to the market. The quantitative as well as the qualitative results show that citizens have little trust in the market fostering more sustainable consumption patterns alone. For instance, this can be derived from the strong support for regulating marketing campaigns.

In the participating citizens' views and according to their votes, public authorities should give the individual citizen incentives to change behaviour, whereas they should oblige business and industry to do something. Moreover, intrusive measures aimed at business and industry could make it easier for citizens to consume in a more sustainable way.

“Today is an important event as it allows us to pass on an enhanced environment to those that follow us.”

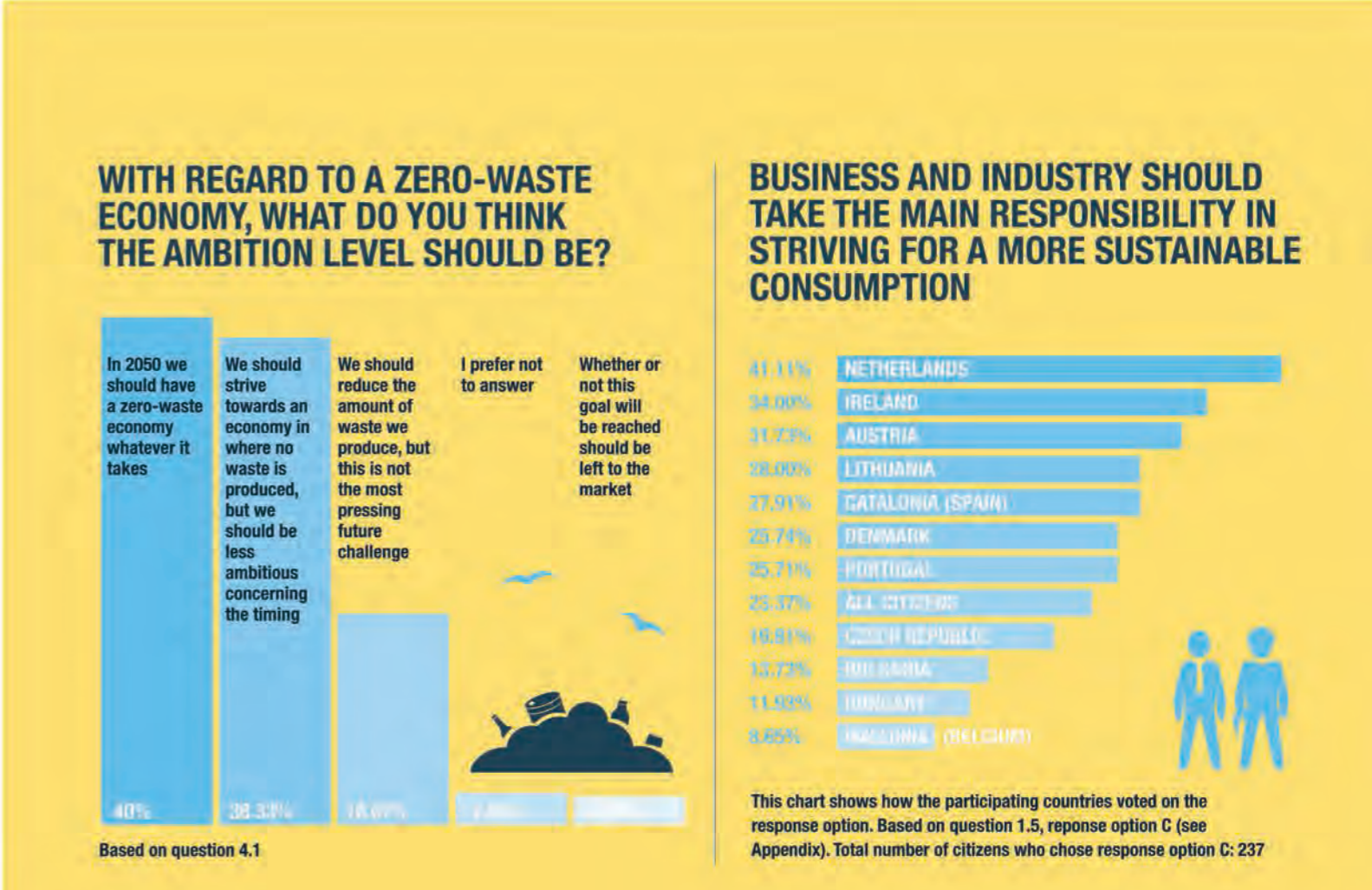


Deirdre Clune, MEP
Group of the European People's Party
IRELAND

ASSESSMENTS

Public authorities should create the right conditions that make it possible for citizens to act sustainably. That is removing obstacles that prevent citizens from making sustainable choices and provide incentives to foster change in citizens' consumption patterns. The participating citizens are highly in favour of public authorities acting ambitiously. Nevertheless, citizens prefer to act autonomously and make sustainable choices voluntarily, but they want public authorities to make options available to better encourage such choices.

The results of voting as well as the qualitative reports reveal that the citizens are in favour of public authorities using regulation as an



“Anything that reduces complexity will create action and foster something good.”
- Danish Citizen



“The train ride to my mother in the Weinviertel (50 km from Vienna) costs me the same, as a train ticket to Venice. That’s ridiculous”
- Austrian Citizen



“At Albert Heijn [Dutch supermarket, ed.] the organic and regular potatoes were equally priced on 24 October, and you could see that the clients bought the organic potatoes.”
- Dutch Citizen



“Consumption is a matter of money. If you have money, you can afford to buy modern and healthy products. But if you don’t, you’ll have to make do with the low-quality things that are available to you. Politicians earn more than average employees do. But people who work as employees have very low incomes and can’t afford a hybrid car, just an old car that is harmful to the environment.”
- Hungarian Citizen

MAKE SUSTAINABLE CONSUMPTION CHEAP AND EASY

IN ORDER TO EFFECTIVELY FOSTER SUSTAINABLE CONSUMPTION, POLICY-MAKERS SHOULD FOCUS ON MAKING SUSTAINABLE OPTIONS CHEAP AND EASY.

OBSERVATIONS

- 38% of the participating citizens indicate that cost is a main incentive when choosing a food product, while 27% focus first and foremost on high sustainability standards when grocery shopping. Additionally, easy and quickly prepared food is a main incentive to 15%. Nevertheless, the most popular incentive is healthy food which 63% of the citizens indicate that they prefer.

- With regard to improving consumer information on sustainability on products, 11% of the citizens say that they want more information on products. 35% prefer that existing sustainability labels are simplified and standardized, while 28% think that consumers should be educated, so that they can better understand the information on products and adverts. Moreover, 24% want information and claims on products to be strictly controlled.

- In order to stimulate sustainable consumption through the means of policy instruments, 52% of the citizens prefer that policy-makers make sustainable products cheaper and increase the price of products with negative sustainability impacts. Moreover, 52% of the citizens are of the opinion that policy-makers should focus on teaching citizens how to consume sustainably.

- When asked whether economic measures should be used to make individual daily transport more sustainable, 54% of the citizens indicate that they prefer infrastructure investments to be shifted away from individual car mobility for better quality public transport offer. Moreover, 50% are in favour of tax incentives for alternatives to individual car transport.



ASSESSMENTS

If policy-makers want citizens to consume more sustainably, they should focus on making sustainable options cheap and easy. In other words, they should remove obstacles, which make it expensive and inconvenient to consume sustainably. Cheap is directly related to the costs of products, while easy could mean: easy to identify, easy to access (also related to costs), easy to understand, and easy to use.

Firstly, the results of voting show that cost is a main incentive to a considerable number of citizens when they choose a food product. Thus, this result suggests that making sustainable products cheaper would lead to and make it possible for more citizens to purchase them. The results of voting are supported by the qualitative answers. In fact, a general statement from the qualitative reports Europe-wide is that sustainable products are often too expensive. Therefore, the option to make the more sustainable choice is often not available to citizens with a low income. In other words, the option to consume sustainably is currently not equally distributed among European citizens.

Secondly, the qualitative reports reveal that consuming in a sustainable way should not be difficult or inconvenient for citizens. It should be just as easy to purchase and use a sustainable product as an unsustainable one. In this regard, information is an issue that citizens across the participating European countries have addressed in their deliberations. The results of voting show that citizens ask for simple, readable and understandable information on products, which would make it easier to more consumers to make more sustainable choices.

“An honest and important attempt (Public consultation) to listen to you, a group of people, representative of the Portuguese society, but it is also a proposal for you to hear yourselves.”

In the end to question how you look to sustainability, to the responsibility of citizens on building a world we would like it to be more balanced (...).”



António Alvarenga, MEP
Rapporteur for the Portuguese Green Growth Commitment

PORTUGAL

WHAT ARE YOUR MAIN INCENTIVES WHEN CHOOSING A FOOD PRODUCT?



Based on question 1.4 (see Appendix)

FINANCIAL POLICY INSTRUMENTS TO FOSTER SUSTAINABLE CONSUMPTION



“Governments should create tax benefits for sustainable agriculture, financial benefits for firms that use renewable energies, and for public transportation firms in order to make prices lower, which would motivate citizens to use it”
- Portuguese Citizen

“The lower economic classes cannot consume sustainably. Therefore, a tax would further weaken them.”
- Walloon Citizen



“It is difficult with taxes because you always impact certain groups, and that is not entirely fair. It impacts unequally. It is not that you should pay for some of these things, but it impacts unequally. You mostly affect those who don't have a lot of money.”
- Danish Citizen

“Getting tax credits is another way that you could reward individuals for being more sustainable”
- Irish Citizen



POLICY-MAKERS SHOULD MAKE USE OF FINANCIAL INCENTIVES TO MAKE IT MORE ATTRACTIVE FOR CITIZENS TO CHANGE THEIR CONSUMPTION PATTERNS.

OBSERVATIONS

- 60% of the participating citizens find that taxes should be shifted from income towards taxes on consumption and resource use.
- With regard to policy instruments, 52% of the citizens prefer that public authorities make sustainable consumption cheaper and increase the price of products with negative sustainability impacts through subsidies and/or taxes. However, there are notable differences between countries on this matter. For instance, 67% of the Hungarians and the Catalans prefer this policy instrument, while 35% of the Bulgarians and the Portuguese indicate this preference.
- When asked about the most acceptable economic measures to make individual daily

transport more sustainable, 50% of the citizens indicate that they prefer tax incentives for alternatives to individual car transport. 28% chose favourable loans for purchasing environmentally friendly cars, and 23% prefer higher taxes for polluting vehicles compared to less polluting ones.

- 52% of the citizens think that policy-makers should support sustainable-driven community initiatives financially.

ASSESSMENTS

Policy-makers should use financial instruments to alter supply and demand. The results of voting suggest that financial incentives are an effective instrument to encourage change in citizens' consumption patterns. In other words, if public



authorities want to motivate citizens to change their habits, they should make use of non-intrusive, financial instruments.

Again, citizens prefer to be encouraged rather than obliged to do something. The participating citizens are highly in favour of policy-makers using financial rewards to consumers for choosing the more sustainable product. Overall, the quantitative as well as the qualitative results indicate that citizens support financial stimuli over punishments, bans and sanctions.

However, the results of voting show that there are notable differences in opinion between countries when it comes to the use of taxes. This lack of consensus is especially significant in regard to using taxes to increase the price of products with negative sustainability impacts. More than 2/3 of the participating Hungarians and Catalans prefer this policy instrument compared to a slightly more than 1/3 of the Bulgarian and Portuguese citizens. In this context, the qualitative reports reveal that many citizens Europe-wide are concerned about

the social imprint that the use of taxes will leave on society. A general concern is that taxes will impact unequally among different groups in society, so it is only well-off citizens who will benefit from the use of this policy instrument.

“I’m looking forward to hear a broad spectrum of different views and arguments by the citizens and to refer to them for my work in parliament.”



Petra Bayr, MP
Member of National Parliament

AUSTRIA

MAKE SUSTAINABLE CONSUMPTION CHEAPER AND INCREASE THE PRICE OF PRODUCTS WITH NEGATIVE SUSTAINABILITY IMPACTS THROUGH SUBSIDIES AND/OR TAXES



Based on question 1.6, response option D (see Appendix)
Total number of citizens who chose response option D: 525



PROVIDE BETTER ECO-EFFICIENT ALTERNATIVES TO CONVENTIONAL CAR TRANSPORT



“Since recently the buses in my area stopped to drive after 10 p.m. one is practically forced to drive with the car.”
- Austrian Citizen



“Sometimes it is not possible to take my bike since there are no cycle lanes, or there are not enough. And I can’t use the train because they are not frequent enough. So, I have to take my car.”
- Catalan Citizen

“Public transport is tragic. No one would take me out of the car.”
- Lithuanian Citizen



“If we had a better public transport system we would all be willing to use public transport over our cars to get to where we need to go.”
- Irish Citizen



POLICY-MAKERS SHOULD FOCUS ON MAKING INDIVIDUAL CAR TRANSPORT MORE SUSTAINABLE AND PROVIDE BETTER OPTIONS FOR ALTERNATIVE AND MORE SUSTAINABLE MODES OF TRANSPORT.

OBSERVATIONS

- 90% of the participating citizens indicate that they are willing to voluntarily reduce their personal consumption. Among these citizens, transport is the field of consumption that the fewest citizens would reduce. Less than 5% chose this option compared to 32% who indicate that they would reduce their food consumption.
- 37% of the citizens prefer to use their private car when travelling distances up to 10km. There are big differences between countries. For instance, 57% of the Lithuanian citizens prefer their private car, while 19% of the Catalans have the same preference.

- 19% of all citizens prefer cycling, while 60% of the Dutchmen and 36% of the Danes chose this option when travelling distances up to 10km.
- With regard to economic measures, the participating citizens mostly prefer that policy-makers shift infrastructure investments away from individual car mobility for better quality transport offer (54%), and tax incentives for alternatives to individual car transport (50%) in order to make individual daily transport more sustainable. However, those citizens who prefer their private car are more in favour of favourable loans for purchasing environmentally friendly cars (38%) than the participating citizens in general (28%).

• About 25% of the citizens in general as well as the citizens preferring their private car chose the option to introduce higher taxes for polluting vehicles compared to less polluting ones. Higher taxes for fossil fuels and tolls and restricted access for cars in city centres and on motorways are the least accepted options for making individual daily transport more eco-efficient.

modes of transport. Most importantly, the latter should be to provide better infrastructure for public transport in urban as well as rural areas, and make it affordable to all citizens. A general statement Europe-wide is that public modes of transport often aren't an available option. For instance, this is due to few departures a day and no stops close to home. Therefore, many citizens express that they are forced to take their private car though they would prefer traveling by bus or train.

Moreover, the quantitative results reveal that the Dutchmen and Danes are those participating citizens who mostly prefer cycling. Good infrastructure for cyclists is already available in these countries which may be one explanation for their noticeable preference compared to citizens in other European countries. Therefore, if policy-makers want to give rise to a similar preference among citizens in other European countries they should provide better infrastructure for cyclists. This assessment is also supported by the qualitative statements.

“Maybe the food industry is heard, researchers from this sector are heard, economists are heard and the consumer is forgotten and maybe then laws or regulations are drafted without taking into account their needs, for this reason [the view of the participants at the consultation] is extremely important.”



Xavier Duran

Science Journalist
TV3

CATALONIA (SPAIN)

ASSESSMENTS

Policy-makers should be aware of the fact that personal transport is a field of consumption that might be a challenge to influence. Personal transport is that field of consumption that citizens are the least willing to reduce voluntarily. Many citizens prefer their private cars, and several of them express that having a car equals freedom. However, citizens indicate that they are ready to shift to public and other modes of more sustainable transport, if the right infrastructure and incentives are there.

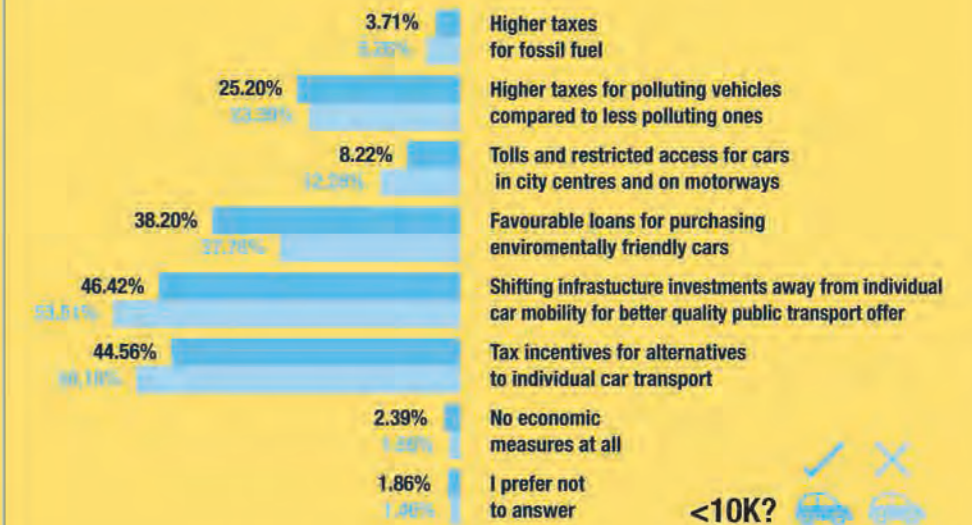
In order to reach every citizen independently of his or her preference for a specific mode of transport, policy-makers should focus on options that will make individual car transport more sustainable, and also provide better options for alternative

WHEN TRAVELING DISTANCES UP TO 10KM:



Based on question 1.3

HOW CITIZENS WHO PREFER TO USE THEIR PRIVATE CAR WHEN TRAVELLING DISTANCES UP TO 10KM (377) VOTED ON ECONOMIC MEASURES TO MAKE INDIVIDUAL DAILY TRANSPORT MORE SUSTAINABLE COMPARED TO ALL CITIZENS (1026)



Based on question 1.3, reponse option B, and question 2.2 (see Appendix)

“Manufacturers intentionally produce things that break soon, ensuring continuous consumption.”

- Hungarian Citizen



“I grew up in a time when the first TV-sets came on the market in Austria. We used to repair everything ourselves. It is a question of education. My grandchildren break their mobile phones and toys and just expect to get a new one.”

- Austrian Citizen



“Whenever a new mobile phone model comes out, a lot of the applications won’t run on the old one.”

- Portuguese Citizen



“My computer lasted four years, and when you call the company to discuss it, you’re told that this is how it goes. I want a longer lasting product.”

- Catalan Citizen



ENSURE LONGER DURABILITY OF PRODUCTS

THE EU SHOULD MAKE POLICIES THAT ENSURE LONGER DURABILITY OF PRODUCTS.

OBSERVATIONS

- Less than 4% of the participating citizens think that the EU should not make policies that increase the durability of products.
- 72% of the citizens think that the EU should increase mandatory warranties and enforce higher manufacturing standards, so that products will become more durable.
- 62% want the EU to increase the availability of spare parts and make it easier and cheaper to have a product repaired. 34% think that the EU should give incentives to producers to make old mobile phones upgradable and repairable.
- 90% of the citizens indicate that they are willing to voluntarily reduce their personal consumption. Among these citizens, 38% would be most willing to reduce their consumption of products. For instance, this means choosing to buy second-hand, and not buying frequent updates of mobile phones and other electronic devices.

“I would have enjoyed being a part of a debate like this.”

I think it must be very interesting to participate in such a debate. As I understand it, they are debating the same subjects in 10 other European countries. I can tell you, it is not just a theoretical exercise.

What you are discussing today are some of the subjects that the politicians are most hesitant to talk about.”



Connie Hedegaard

At the time, European Commissioner for Climate Action

DENMARK

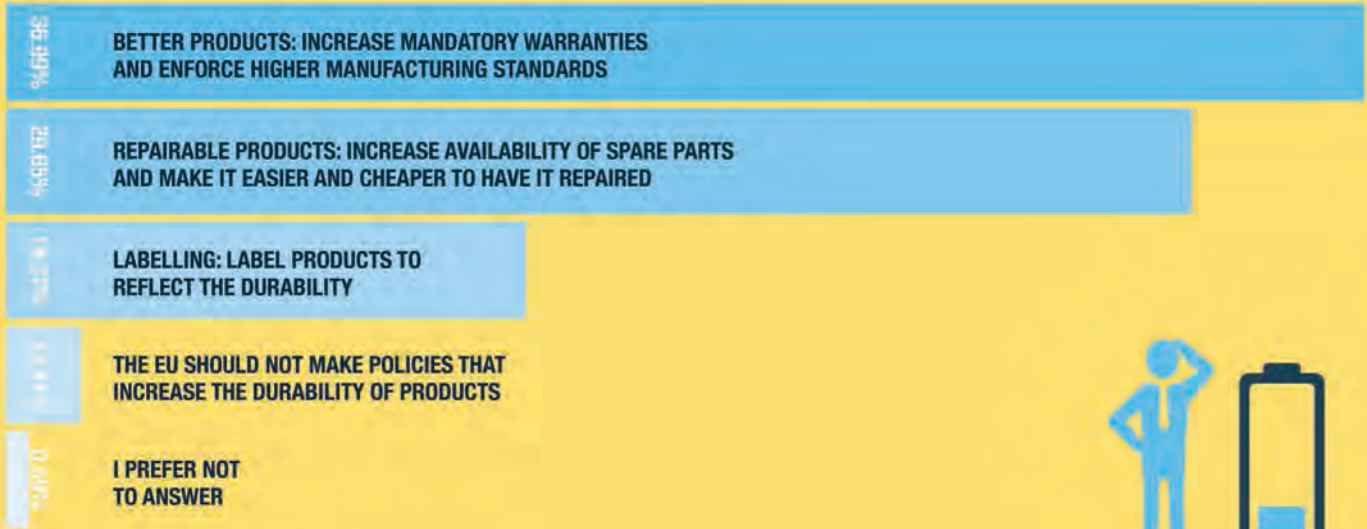


ASSESSMENTS

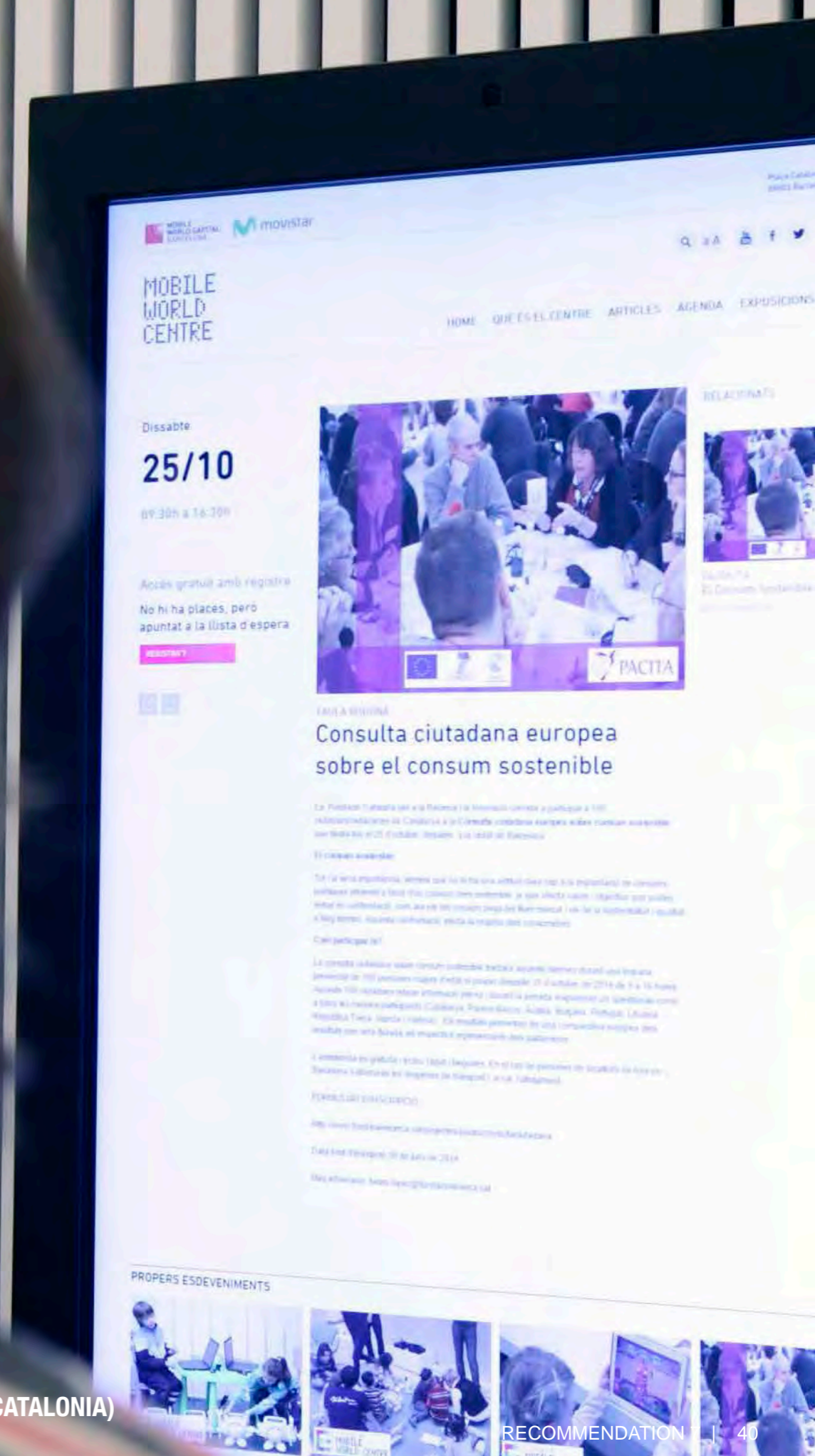
European policy-makers should make policies that ensure longer durability of products in order to reduce consumption. The results of voting indicate that citizens would give up on upgrading to the newest or more in-fashion model of a product, and for instance repair or upgrade a product instead of buying a new one when it is broken. At least, more citizens would rather reduce their consumption of products than their consumption of transportation, food, energy and water. However, the citizens' qualitative answers stress the following: If this recommendation should have a considerable effect on our consumption of products, it should be effectuated in conjunction with awareness raising activities. There is a need for changing the citizens' habits. This assessment is elaborated in detail in the next recommendation (*Raise awareness and educate citizens on how to consume sustainably*).

All in all, this result suggests that citizens want the EU and public authorities in general to stringently regulate market mechanisms in order to strive towards sustainable consumption.

WHAT, IF ANYTHING, SHOULD THE EU DO TO ENSURE THAT PRODUCTS HAVE A LONGER DURABILITY?



Based on question 3.2 (see Appendix).





“Children should be educated at schools; lessons on sustainable consumption could be part of the school timetable.”
- Czech Citizen



“I propose organizing visits to recycling centers since direct involvement is always more effective than watching it on TV.”
- Catalan Citizen

“Students should be taught that it helps save not only money, but also natural resources. This is how a culture of sustainability would be formed.”
- Bulgarian Citizen



“Education is needed to drive home the point of sustainability, to demonstrate benefits and consequences of bad and good practices”
- Irish Citizen



RAISE AWARENESS & EDUCATE CITIZENS ON HOW TO CONSUME SUSTAINABLY

POLICY-MAKERS SHOULD FOCUS ON RAISING AWARENESS ON SUSTAINABLE CONSUMPTION AMONG ITS CITIZENS FROM AN EARLY AGE

OBSERVATIONS

- 52% of the participating citizens prefer that policy-makers use information campaigns as one of the main instruments to encourage sustainable consumption.
- In order to reduce the total amount of food being wasted, 66% of the citizens choose awareness-raising as the best way to prevent this kind of waste.
- With regard to improving consumer information on sustainability on products, 28% of the citizens think that policy-makers should focus on educating the consumers, so that they can better understand the information on products

and adverts. However, there are remarkable differences Europe-wide. For instance, in Denmark, 9% of the citizens prefer this option, whereas in Ireland, 50% chose it.

- 13% of the citizens find that bottom-up sustainability initiatives and community engagement processes should be left to themselves and to the market. The rest of the citizens either chose that policy-makers should provide financial support (52%), provide guidance and administrative support (18%), or show political support and acknowledgement (14%) to these initiatives.



EWVIEWS DAY - IRELAND

ASSESSMENTS

Policy-makers should focus on raising awareness on how the individual citizens can consume sustainably. The participating citizens express that there is a need for raising awareness on sustainable consumption in society. The results of voting reveal that the citizens see awareness raising activities as an important instrument to encourage citizens to change their consumption patterns.

The qualitative reports show that the participating citizens Europe-wide argue that children should be educated on how to consume sustainably from an early age. For instance, several participants from different EU member states suggest that sustainable consumption should be taught in schools.

Raising awareness on sustainable consumption is important in all EU member states. However, as already mentioned, the qualitative reports indicate that the awareness of sustainable consumption is lower among the participating Eastern-Europeans. Thus, it is especially important that national policy-makers in these countries take action to raise the knowledge on how the individual citizen can consume sustainably.

“First of all, people need to learn that there is an option that the voice of citizens is heard and can contribute to the development of policy framework.”

“And this kind of activities basically disseminates this information among the people.”



Ladislav Miko

Deputy Director-General for the Food Chain, DG Sanco

CZECH REPUBLIC

PUBLIC AUTHORITIES SHOULD FOCUS ON EDUCATING THE CONSUMERS SO THAT THEY CAN BETTER UNDERSTAND THE INFORMATION ON PRODUCTS AND ADVERTS



This chart shows how the participating countries voted on the response. Based on question 2.3, response option D (see Appendix) Total number of citizens who chose response option D: 288



“It is important that citizens are consulted and are part of the decision-making.”

- Danish Citizen



“Citizens should be more active, even proactive in making decisions, while politicians should comply with these.”

- Bulgarian Citizen



“Citizens should be asked more often about their personal opinion. Not only every four years when election is looming.”

- Hungarian Citizen



“Envision more frequent consultations of active citizens, of people wanting to take part in debates. Citizen dynamics such as this summit should be systematized.”

- Walloon Citizen



ENGAGE EUROPEAN CITIZENS IN DIALOGUE PROCESSES IN THE FUTURE

POLITICIANS AND POLICY-MAKERS SHOULD LISTEN TO CITIZENS’ VIEWS AND TAKE THEM INTO ACCOUNT IN FUTURE POLICY-MAKING.

OBSERVATIONS

- 10% of the participating citizens think that a political role is the most important role that citizens should have in shifting towards sustainable consumption. However, 30% are of the opinion that a collective action role is the most important one.

OBSERVATIONS FROM THE EVALUATION

- 97% of the citizens think that there should be more European dialogue processes like the Europe Wide Views in the future. Furthermore, 78% believe that the Europe Wide Views on Sustainable Consumption has generated valuable knowledge for politicians and policy-makers.

- 88% say that they would participate in a citizen consultation again. In addition, 92% think that different views and perspectives were presented and discussed by participants in the discussion at their table.

ASSESSMENTS

Policy-makers should listen to and take citizens’ views into account in future policy-making. The Europe Wide Views’ citizen consultations were evaluated very positively by the participating citizens Europe-wide. The feedback was very clear: the European citizens highly want to support decision-making processes in the future. This assessment is supported by the qualitative reports from the national meetings Europe-

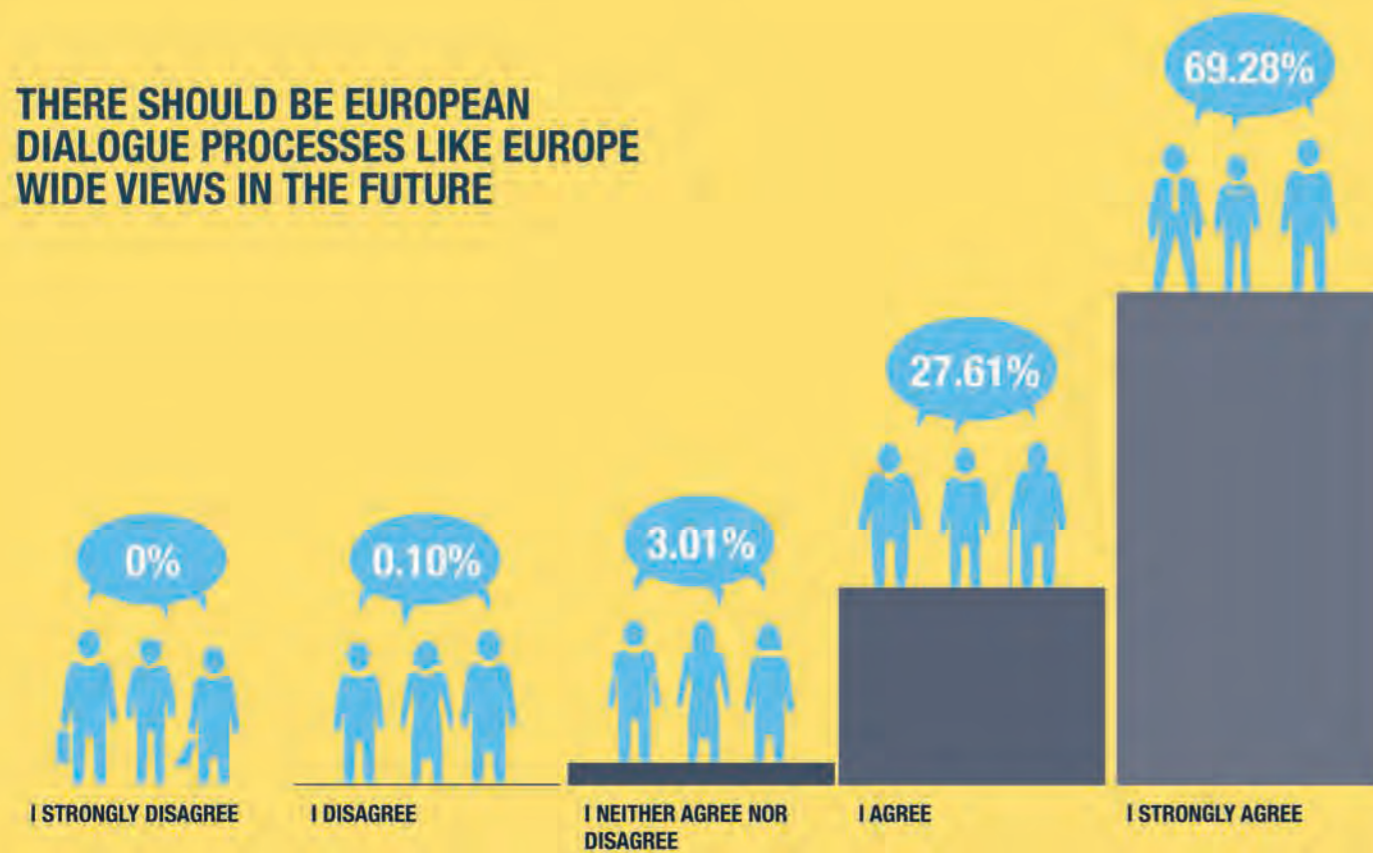


wide. Furthermore, 30% of the participants see a community action role as the most important role that citizens should have in shifting towards sustainable consumption, while 10% think that it should be a political role. These results also give indications of a wish to be more involved in citizen engagement processes in the future.

Moreover, the evaluation and the feedback from the meetings indicate that the participating citizens have experienced democratic deliberations where different views and perspectives have been exchanged. The wish for more European dialogue processes suggests that the citizen consultation has given the participating citizens a taste for (more) societal and political engagement in the future. Currently, the only options available to get involved in European policy-making are the EU Commission's Citizens' Initiative and through projects in research programmes.



THERE SHOULD BE EUROPEAN DIALOGUE PROCESSES LIKE EUROPE WIDE VIEWS IN THE FUTURE



Based on evaluation question 5 (see Appendix)



BACKGROUND INFORMATION

THE EWVIEWS DESIGN

Europe Wide Views on Sustainable Consumption is based on the World Wide Views (WWViews) method, which combines simultaneous national face-to-face citizen consultations worldwide on policy with a web-based transnational comparison of national results. The overall objective of the method is to strengthen the engagement of citizens in political decision-making processes. Citizens have to live with the consequences of policies. For that reason, their views should be taken into consideration.

The core of the WWViews method is to have consultations at multiple national sites. At each site, roughly 100 citizens debate the same policy related questions, and thus making transnational, quantitative comparisons possible.

The WWViews method differs in important ways from conventional opinion polls. Although the sample size of 100 per country limits the national statistical validity of the results somewhat, it is nonetheless large and diverse enough to give a sense of general trends in national and

international opinions. Unlike opinion polls, the WWViews method provides respondents with balanced and scientifically based information as well as an opportunity to deliberate for a full day with other citizens prior to rendering their judgments. Thus, it encourages the exploration of more substantive questions and well-considered responses, allowing policy-makers to assess which policies will be well received if people are properly informed about the rationale behind them.

THE PARTNERS

The EWViews is a collaborative project involving 11 partner organisations which are all members of the PACITA consortium. The 11 partner organisations have been responsible for organizing their respective national meetings. The Danish Board of Technology Foundation coordinated the consultation. In addition, the national partners from Rathenau Instituut, ARC Fund, SPIRAL, UCC and the Danish Board of Technology Foundation were responsible for preparing the questions and information material.

FACTS ABOUT WWVIEWS

The WWViews method was developed by the Danish Board of Technology Foundation and the WWViews Alliance. So far, WWViews citizen consultations have been organized twice. In 2009, leading up to COP15 on Climate Change, 38 countries and 4000 citizens took part in a project about global warming, and in 2012, 3000 citizens from 25 countries discussed and voted on issues relating to biodiversity in connection to COP11 on Biological Diversity.

QUESTIONS AND INFORMATION MATERIAL FOR THE CITIZEN CONSULTATION

In the process of the preparing the material for the citizen consultation, relevant stakeholders have continuously been involved. Firstly, EWViews partners have interviewed members of the European Parliament from their respective countries as well as national and European stakeholders from organisations representing industry, consumer and environmental organisations, and scientists. Secondly, representatives from the European Commission have commented on draft versions of the voting questions. Lastly, relevant stakeholders gave feedback at a workshop, and the questions were tested by a focus group.

The national meetings followed the same agenda and used the same material. All EWViews questions and information material were translated into the respective national languages. The material consisted of:

- An information booklet
- 20 voting questions
- Four information videos

The participating citizens received the information booklet prior to the meeting, and they debated and voted on the same 20 questions during the meeting. The questions and information material had to be identical in all countries in order to allow for cross-national comparisons. To ensure clear communication to policy-makers the questions were predefined with alternative answer options. The continuous involvement of relevant stakeholders ensured that the selected questions were of direct relevance to the ongoing discussions about sustainable consumption in the EU. Moreover, the questions aimed at providing important insights into public opinion on different policy measures that policy-makers can implement in order to foster a higher degree of sustainability in consumption.

The information booklet consisted of 40 pages with background information about sustainable consumption and some of the main issues discussed at the European policy level. Moreover, information videos (each 5-9 minutes long) were made for each of the four themes, and displayed

at the beginning of each session, repeating the most essential information available in the booklet and ensuring that all citizens would participate in the meetings with the necessary background information.

The consultation concentrated on three possible strategies to achieve more sustainable consumption: shifting consumption, reducing consumption, and reducing waste. The first strategy shifting consumption aims at changing consumption of products towards more sustainable ones. Reducing consumption intends at getting citizens to consume less. The third strategy reducing waste aims at reducing the amount of waste generated throughout the different parts of the production and consumption cycle. However, the three strategies are not mutually exclusive. Moreover, the consultation focused on four key areas of consumption: food and beverages, transport, housing, and appliances. These areas were chosen because they account for between 60 and 70% of the environmental pressures caused by greenhouse gases, ozone depletion, acidification and resource consumption.⁷

SELECTING THE PARTICIPATING CITIZENS

To ensure the reliability of the results, the partners followed a set of guidelines on selecting the participating citizens: Firstly, citizens should be lay-people, which means that they should not be working professionally with sustainable consumption. Secondly, the citizens at each national meeting should reflect the distribution of the general population in the country with regard to age, gender, occupation, education and geographical zone of residency (i.e. city or countryside). Generally, citizens were recruited from 18 years of age.⁸ Where appropriate, national partners added additional demographic criteria, which were relevant to their national context.⁹ Finally, in countries where statistics of membership on environmental organisations were available, this was also used as a selection criterion in order to avoid an overrepresentation of participants more concerned with sustainable consumption than the population at large.

Based on the reports from the national partners, the recruitment of citizens has been effective. The

guidelines have been followed, albeit with some local variations. A few national partners didn't recruit citizens from the whole country in order to cut expenses. Furthermore, some partners found it particularly difficult to recruit participants with lower levels of education. Thus, a tendency towards over-representation of highly educated citizens can be seen in some countries. Women are slightly over-represented in some countries as well. Moreover, in three countries, the number of participants was below 100. The sample of citizens consulted in the EWViews is, however, large and diverse enough to give sense of the general trends in national and European public opinion.

MAKING THE CITIZENS' VIEWS HEARD

The Europe Wide Views on Sustainable Consumption doesn't end with the citizen consultations. On a European level, the policy recommendations will firstly be presented at an event in the European Parliament in March 2015. Furthermore, PACITA will host the international conference "The Next Horizon of Technology Assessment" on 25-27 February 2015 in Berlin where a session will present the results from the EWViews and discuss citizen engagement in future European policy-making processes. Nationally, all partners have prepared strategies on how to disseminate the results to national politicians, policy-makers and other relevant stakeholders.

Moreover, several of the partners in the PACITA consortium will analyse the quantitative as well as the qualitative data from the EWViews for the purpose of publishing their research in international journals.

ISSUES RELATING TO SUSTAINABLE CONSUMPTION

EQUALITY AND JUSTICE FOR ALL

EQUAL ACCESS TO RESOURCES

BETTER WORKING CONDITIONS

FAIRTRADE

THE EU RELIES ON IMPORTS FOR

64% GAS

83% OIL

BY 2020:

20% MORE ENERGY EFFICIENCY

20% ENERGY FROM RENEWABLES

20% LESS GREENHOUSE GASES

ECONOMIC CONSIDERATIONS

1. DOES SUSTAINABLE CONSUMPTION COST MORE?

2. JOB CREATION

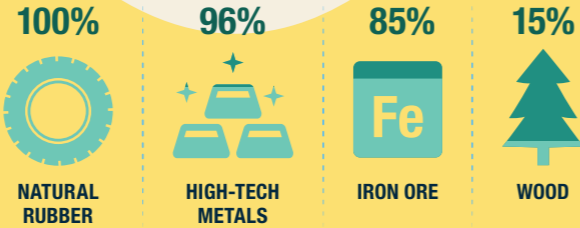
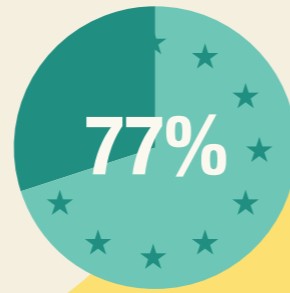
3. GROWTH IN DEVELOPING COUNTRIES

4. LABOUR TAXES VS CONSUMPTION TAXES

5. SUBSIDIES FOR SUSTAINABLE PRODUCTION?

CRITICAL MINERALS

THE EU IS DEPENDENT ON IMPORTS FOR 77% OF ITS CRITICAL RAW MATERIALS



DESIGN FOR THE DUMP



SOLUTIONS?

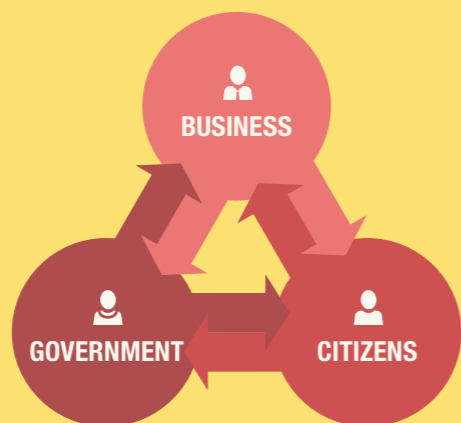
LONGER GUARANTEES?

FORCED TAKE BACK?

MODULAR DESIGNS?

RESOURCES

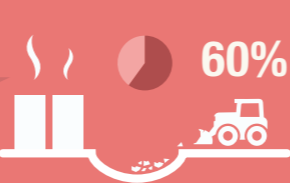
TRIANGLE OF CHANGE



ENVIRONMENTAL RESOURCE LIMITS

- Climate change
- Chemical pollution
- Atmospheric aerosol loading
- Fresh water use
- Ocean acidification
- Change in land use
- Stratospheric ozone depletion
- Rate of biodiversity loss
- Interference with nitrogen and phosphorus cycles

WASTE: 3BN TONNES/ YEAR

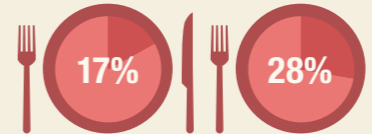


HAZARDOUS WASTE

90,000,000 TONNES

FOOD

FOOD AND DRINK ACCOUNT FOR 17% OF GREENHOUSE GASES AND 28% OF RESOURCE USE IN THE EU



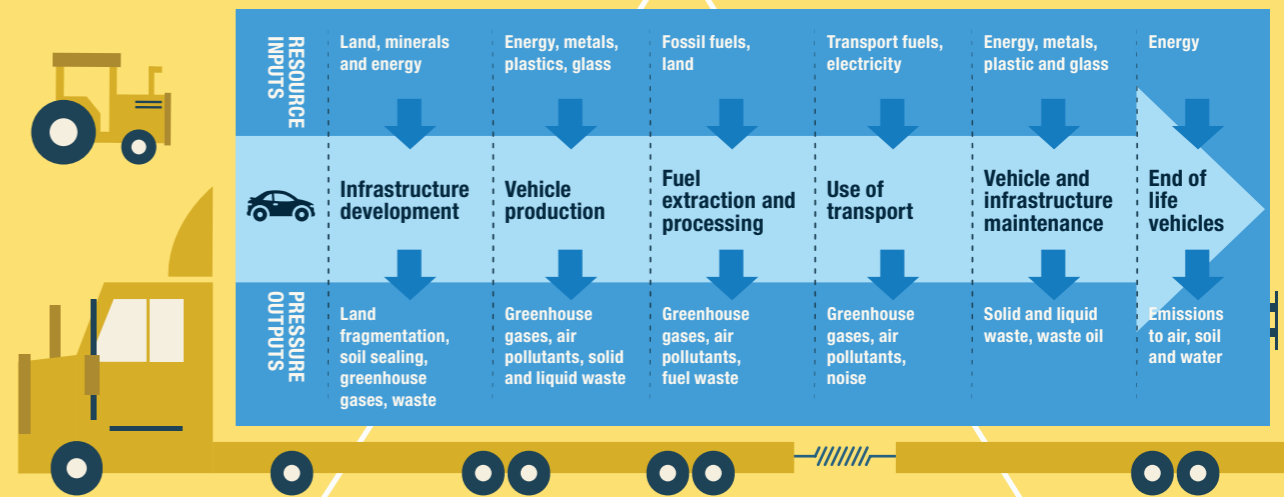
EUROPEANS EAT 50% MORE PROTEIN THAN THEY NEED

WE GET 60% OF OUR PROTEIN FROM MEAT

90M IN THE EU, 90 MILLION TONNES OF EDIBLE FOOD IS WASTED ANNUALLY

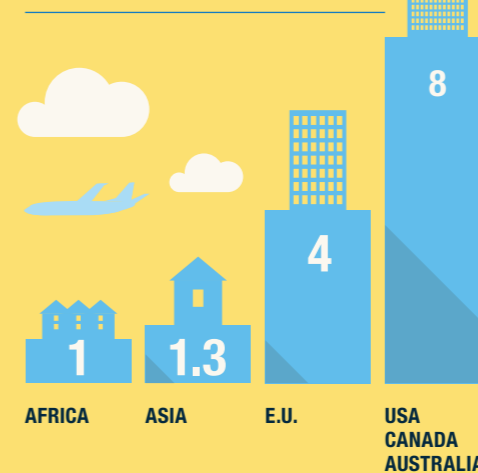
180KG FOR EACH PERSON IN THE EU

TRANSPORT

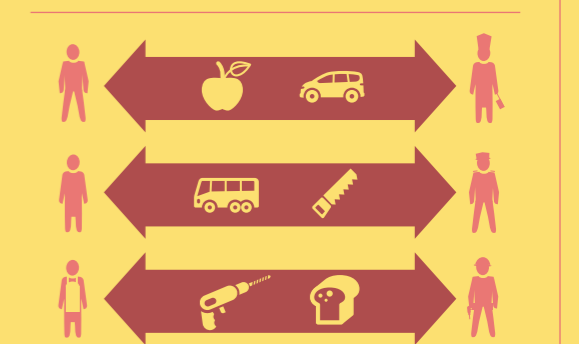


CONSUMPTION

RELATIVE CONSUMPTION



COLLABORATIVE CONSUMPTION



DEMOGRAPHICS

All Countries

Participant Age:

-29	23.66114898
30 - 39	17.23466407
40 - 49	17.624148
50 - 59	18.50048685
60 - 69	16.55306719
70 -	6.426484907

Gender:

Female	55.05836576
Male	44.94163424

All results are in %

SESSION 1

QUESTION 1.1

Which of the following do you think are the most important tasks for the future? (Choose up to three options)

ANSWERS

- a) Securing the natural resources
55.37109375
- b) Securing economic growth
14.0625
- c) Creating jobs
23.046875
- d) Protecting the environment
59.1796875
- e) Ensuring good governance
25.78125
- f) Dealing with migration
7.51953125
- g) Developing new technologies
20.99609375
- h) Improving public health
23.14453125

i) Increasing security and safety
7.91015625

j) Improving social justice
31.93359375

k) None of the above
0.390625

l) I prefer not to answer
1.5625

QUESTION 1.2

How concerned are you regarding sustainable consumption? (Choose one option)

ANSWERS

- a) Very concerned
46.42507346
- b) Moderately concerned
45.73947111
- c) Not much concerned
6.170421156
- d) Not at all concerned
0.881488737
- e) I prefer not to answer
0.783545544

QUESTION 1.3

When travelling distances up to 10 km, (Choose one option)

ANSWERS

- a) I prefer to use public transportation
29.64774951
- b) I prefer to use my private car
36.98630137
- c) I prefer cycling
19.37377691
- d) I walk whenever possible
13.40508806
- e) I prefer not to answer
0.587084149

QUESTION 1.4

According to you, who should take the main responsibility in striving for a more sustainable consumption? (Choose up to two options)

ANSWERS

- a) The individual citizen
66.46942801
- b) Non-governmental organisations (NGOs)
3.550295858
- c) Business and industry
23.37278107
- d) Local and/or regional governments
14.69428008
- e) National politicians and governments
40.33530572
- f) The EU and its institutions
24.85207101
- g) The UN and other supranational organisations
12.03155819
- h) I prefer not to answer
0.986193294

QUESTION 1.5

What policy instruments do you think should be used to stimulate sustainable consumption? (Choose up to two options)

ANSWERS

- a) To set and enforce standards for sustainable production and use
31.92118227
- b) To run information campaigns that encourage citizens to change their consumption patterns and learn how to use and dispose the product in a sustainable way
51.72413793
- c) To label products to make it easier for citizens to identify products produced in line with sustainability standards
25.12315271

d) To make sustainable consumption cheaper and increase the price of products with negative sustainability impacts through subsidies and/or taxes
51.72413793

e) To ban the production and import of products and services with negative sustainability impacts
25.02463054

f) None of the above
0.78817734

g) I prefer not to answer
0.886699507

QUESTION 1.6

What policy instruments do you think should be used to stimulate sustainable consumption? (Choose up to two options)

ANSWERS

- a) To set and enforce standards for sustainable production and use
31.92118227
- b) To run information campaigns that encourage citizens to change their consumption patterns and learn how to use and dispose the product in a sustainable way
51.72413793
- c) To label products to make it easier for citizens to identify products produced in line with sustainability standards
25.12315271
- d) To make sustainable consumption cheaper and increase the price of products with negative sustainability impacts through subsidies and/or taxes
51.72413793
- e) To ban the production and import of products and services with negative sustainability impacts
25.02463054
- f) None of the above
0.78817734
- g) I prefer not to answer
0.886699507

SESSION 2

QUESTION 2.1

In your opinion, which of the following is the most important role citizens should have in shifting towards sustainable consumption? (Choose one option)

ANSWERS

a) A consumer role – trying to buy products and use services that shift to more sustainable consumption

37.88027478

b) A political role – vote for politicians who promote sustainability, sign petitions, etc.

9.911678116

c) A collective action role – participate in community activities in favour of sustainability (e.g. organise local food baskets, volunteer at repair cafés, engage in renewable energy cooperatives, carpooling)

30.32384691

d) A promotion role – motivate family, friends and social networks to consume in a sustainable way

18.54759568

e) It should not be the role of the citizen

2.453385672

f) I prefer not to answer

0.883218842

QUESTION 2.2

Which economic measures to make individual daily transport more sustainable do you find most acceptable? (Choose up to two options)

ANSWERS

a) Higher taxes for fossil fuel

5.263157895

b) Higher taxes for polluting vehicles compared to less polluting ones

23.39181287

c) Tolls and restricted access for cars in city centres and on motorways

12.28070175

d) Favourable loans for purchasing environmentally friendly cars

27.77777778

e) Shifting infrastructure investments away from individual car mobility for better quality public transport offer (e.g. reserved lanes, faster trains, shifts in urban planning)

53.50877193

f) Tax incentives for alternatives to individual car transport (e.g. for car-pooling, public transport, bicycle use, home working)

50.09746589

g) No economic measures at all

1.559454191

h) I prefer not to answer

1.461988304

QUESTION 2.3

How do you think public authorities should improve consumer information on sustainability on products? They should focus on:? (Choose one option)

ANSWERS

a) Simplicity: simplify and standardise existing sustainability labels

34.73581213

b) Comprehensive information: provide more information on more products

11.25244618

c) Control: strictly control information and claims on products

24.0704501

d) Education: educate the consumers so that they can better understand the information on products and adverts

28.18003914

e) None of the above

0.880626223

f) I prefer not to answer

0.880626223

QUESTION 2.4

In your eyes, what should EU policy makers do to improve energy efficiency, increase the share of renewable energy and reduce greenhouse gas emissions? (Choose one option)

ANSWERS

a) Set targets for member states, and specification for how to fulfil the targets

21.83235867

b) Set targets, but leave it up to the member states how to fulfil the targets

32.8460039

c) Encourage particular technology shifts (of one technology over the other) for the objectives

36.06237817

d) Leave it to the member states

5.945419103

e) I prefer not to answer

3.313840156

QUESTION 2.5

How should policy-makers act upon bottom-up sustainability initiatives and community engagement processes (such as local food baskets, collective gardening and cooking, renewable energy cooperatives, tool sharing etc.)? (Choose one option)

ANSWERS

a) Provide financial support (e.g. subsidies, tax incentives, partnerships, project funding, awards)

52.39491691

b) Provide guidance and administrative support

17.59530792

c) Show political support and acknowledgement

14.27174976

d) Leave citizen initiatives to themselves and to the market

13.09872923

e) I prefer not to answer

2.639296188

SESSION 3

QUESTION 3.1

Would you be willing to voluntarily reduce your personal consumption? (Choose one option)

ANSWERS

- a) Yes
89.7939156
- b) No
7.55642787
- c) I'd prefer not to say
2.649656526

QUESTION 3.1.1

If yes, in which field would you be most willing? (Choose one option)

ANSWERS

- a) Products, for example not buying items that are rapidly out of fashion, not buying frequent upgrades of mobile phone and other electronics, sharing or leasing instead of buying, choosing to buy second hand
37.59562842
- b) Transportation, for example reduce driving your car, fly less
4.918032787
- c) Food consumption, for example eat less meat, only buy what you will actually use, do not buy food products with negative sustainability impacts such as out of season fruit and vegetables
31.91256831
- d) Energy and water consumption in household, for example turning down the room temperature by 1°C, shower instead of bathing, turn off the lights, wash your car less often
23.71584699
- e) I prefer not to answer
1.857923497

QUESTION 3.2

What, if anything, should the EU do to ensure that products have a longer durability? (Choose up to two options)

ANSWERS

- a) Better products: increase mandatory warranties and enforce higher manufacturing standards so that products will become more durable
71.56862745
- b) Labelling: label products to reflect the durability so citizens can choose longer lasting products
27.45098039
- c) Repairable products: increase availability of spare parts and make it easier and cheaper to have it repaired
62.25490196
- d) The EU should not make policies that increase the durability of products
3.921568627
- e) I prefer not to answer
1.078431373

QUESTION 3.3

In order to reduce consumption, do you think public authorities should regulate marketing campaigns? (Choose one option)

ANSWERS

- a) Yes
80.37291462
- b) No
16.38861629
- c) I prefer not to answer
3.238469087
- d) Leave it to the member states
5.945419103
- e) I prefer not to answer
3.313840156

QUESTION 3.3.1

If yes, public authorities should: (Choose one option)

ANSWERS

- a) Ensure that advertisements don't "green-wash" products, i.e. deceptively market a product as environmentally friendly when this is not the case
41.51404151

- b) Prohibit campaigns encouraging overconsumption or waste like "buy 3, pay for 1"
21.24542125
- c) Ensure that every advertisement mentions the sustainability impact of the product
19.04761905
- d) Support marketing campaigns for products with low sustainability impacts
17.33821734
- e) I prefer not to answer
0.854700855

QUESTION 3.4

The EU Commission recommends the member states to shift from taxes on income towards taxes on material use in order to create a more sustainable society. Should taxes be shifted from income towards taxes on consumption and resource use? (Choose one option)

- a) Yes
59.82318271
- b) No
24.55795678
- c) I prefer not to answer
15.61886051

SESSION 4

QUESTION 4.1

The European Commission has formulated a long term goal, that we by 2050 will have an economy where nothing is wasted, and e.g. materials are re-used as much as possible. Part of promoting this idea of a “circular economy” is applying the following waste hierarchy: reduce, re-use, recycle and compost, burn to create energy, dispose in landfill. What do you think the ambition level should be? (Choose one option)

ANSWERS

a) We should reduce the amount of waste we produce, but this is not the most pressing future challenge
16.66666667

b) We should strive towards an economy in where no waste is produced, but we should be less ambitious concerning the timing
38.33333333

c) In 2050 we should have a zero-waste economy whatever it takes (including e.g. strong regulation for citizens and businesses)
40

d) Whether or not this goal will be reached should be left to the market
2.352941176

e) I prefer not to answer
2.647058824

QUESTION 4.2

What do you think are the best ways to reduce the total amount of food being wasted? (Choose up to three options)

ANSWERS

a) Raise awareness on how food waste can be prevented (e.g. by explaining the difference between “best before” and “use by”, and how to plan shopping, cook with left-overs, store food, etc.)
66.56833825

b) Promote innovative and smart packaging that can be resealed and which monitors freshness
33.726647

c) Stimulate just-in-time production (producing only what is required, in the right quantity and at the right time and place)
43.26450344

d) Offer adequate portion sizes for minimum waste
39.33136676

e) Separate collection of food waste from households by providing convenient and economically attractive composting schemes
32.35004916

f) Separate collection system for food that is still edible that would otherwise be discarded
37.16814159

g) I prefer not to answer
0.294985251

QUESTION 4.3

Suppose that the EU in the longer term sets the goal that 80% of old mobile telephones should be re-used and recycled. What do you think the EU should do to reach this goal? (Choose up to two options)

ANSWERS

a) Give an incentive to consumers to hand-in their old telephone when buying a new one (e.g. by giving them a discount on the new phone)
65.78171091

b) Make it mandatory to hand-in your old mobile phone when buying a new one
15.92920354

c) Promote schemes for renting/leasing mobile phones instead of buying them
6.194690265

d) Give incentives to producers to make old mobile phones upgradable and repairable
33.62831858

e) Oblige producers to assemble phones so that all materials can be easily recovered and recycled
58.99705015

f) Current aims for recovery, re-use and recycling are ambitious enough
1.179941003

g) I prefer not to answer
0.491642085

QUESTION 4.4

What should the EU do to counteract the trade with so-called conflict minerals, i.e. materials that are mined in areas of armed conflict and that profit fighting parties? (Choose one option)

ANSWERS

a) Implement a voluntary certification scheme for companies placing raw materials on the market showing that it does not contain conflict minerals
17.84313725

b) Develop binding legislation on conflict minerals covering the whole production chain from the mine to the end-user (companies, consumers)
42.74509804

c) Give priority to developing economically viable ways of recycling of products that contain conflict materials
31.37254902

d) They should not counteract, but leave it up to the market forces
2.450980392

e) I prefer not to answer
5.588235294

QUESTION 4.5

In a zero-waste economy, which of the following do you think is the best way for the EU to act, when it comes to import of raw materials and export of waste? (Choose up to two options)

ANSWERS

a) The EU should keep products containing rare materials and potential conflict minerals in the EU for re-use and recycling
44.21568627

b) The EU may import waste containing rare materials and potential conflict minerals from outside the EU, but only if it can be processed in

a more sustainable way than in other places
18.23529412

c) The EU should introduce gradual bans of hazardous/ toxic parts in products (e.g. electronic appliances)
47.45098039

d) The EU should counter the (illegal) shipment of hazardous waste to poorer regions
45.58823529

e) Hazardous waste can be exported to third countries, but only if fair local working conditions and adequate safety and environmental treatment standards are guaranteed
15

f) I prefer not to answer
3.235294118

SESSION 5

QUESTION 5.1

Has your participation in this citizen consultation changed your view on sustainable consumption?

ANSWERS

- a) Yes, they are now more positive
62.8256513
- b) Yes, they are now more negative
1.102204409
- c) No, they are the same as before the event
33.96793587
- d) I don't know
2.104208417

QUESTION 5.2

Would you participate in such a citizen consultation if you were invited again?

ANSWERS

- a) Yes
88.55721393
- b) No
0.895522388
- c) Maybe
9.751243781
- d) I don't know
0.7960199

QUESTION 5.3

"I found the briefing booklet and videos balanced and informative"

ANSWERS

- a) I Strongly agree
41.05367793
- b) I agree
50.79522863
- c) I neither agree nor disagree
6.660039761
- d) I disagree
1.192842942

- e) I strongly disagree
0.298210736

QUESTION 5.4

"Different views and perspectives were presented and discussed by participants in the discussion at my table"

ANSWERS

- a) I strongly agree
49.90039841
- b) I agree
42.43027888
- c) I neither agree nor disagree
4.980079681
- d) I disagree
2.390438247
- e) I strongly disagree
0.298804781

QUESTION 5.5

"There should be European dialogue processes like this in the future"

ANSWERS

- a) I strongly agree
69.27710843
- b) I agree
27.61044177
- c) I neither agree nor disagree
3.012048193
- d) I disagree
0.100401606
- e) I strongly disagree
0

QUESTION 5.6

6) "I believe the citizen summit has generated valuable knowledge for politicians and policy makers"

- a) I strongly agree
33.03121853

- b) I agree
44.81369587

- c) I neither agree nor disagree
17.62336354

- d) I disagree
3.826787513

- e) I strongly disagree
0.704934542

QUESTION 5.7

"Overall I am satisfied with the organisation of the citizen consultation in my country"

- a) I strongly agree
57.5879397

- b) I agree
35.47738693

- c) I neither agree nor disagree
4.824120603

- d) I disagree
1.909547739

- e) I strongly disagree
0.201005025

FOOTNOTES

- (1) Due to national holidays, the Czech and the Hungarian meeting were held one weekend earlier.
- (2) See below for a list of the national EWViews partners,
- (3) See Meilgaard, Niels et al. (2012): Monitoring Policy and Research Activities on Science in Society in Europe (MASIS).
- (4) Seven additional questions focused on evaluating the event.
- (5) See the appendix for an overview of the voting questions which the observations are deduced from.
- (6) However, the majority of the citizens are slightly in favour of leaving it to the member states to specify how to fulfil these targets, and merely let the EU be in charge of setting them.
- (7) See European Environment Agency (2012): Consumption and the Environment – 2012 Update.
- (8) However, in Austria, where the voting age is set at 16 years, the participating citizens were recruited from the age of 16 and above.
- (9) For instance, in Bulgaria, ethnic minority was a selection criterion.
- (10) Rathenau Instituut organised a citizen meeting in the Netherlands. It didn't take part in the synthesis of the EWViews results.

NATIONAL EWVIEWS ORGANISERS

Austria

Institute of Technology Assessment of the Austrian Academy of Sciences (ITA-OeAW)

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Portugal

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- Contact information for partners
- Information booklet for citizens
- Information videos for citizens
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This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 266649