

SCP policy – actions, opportunities and next steps

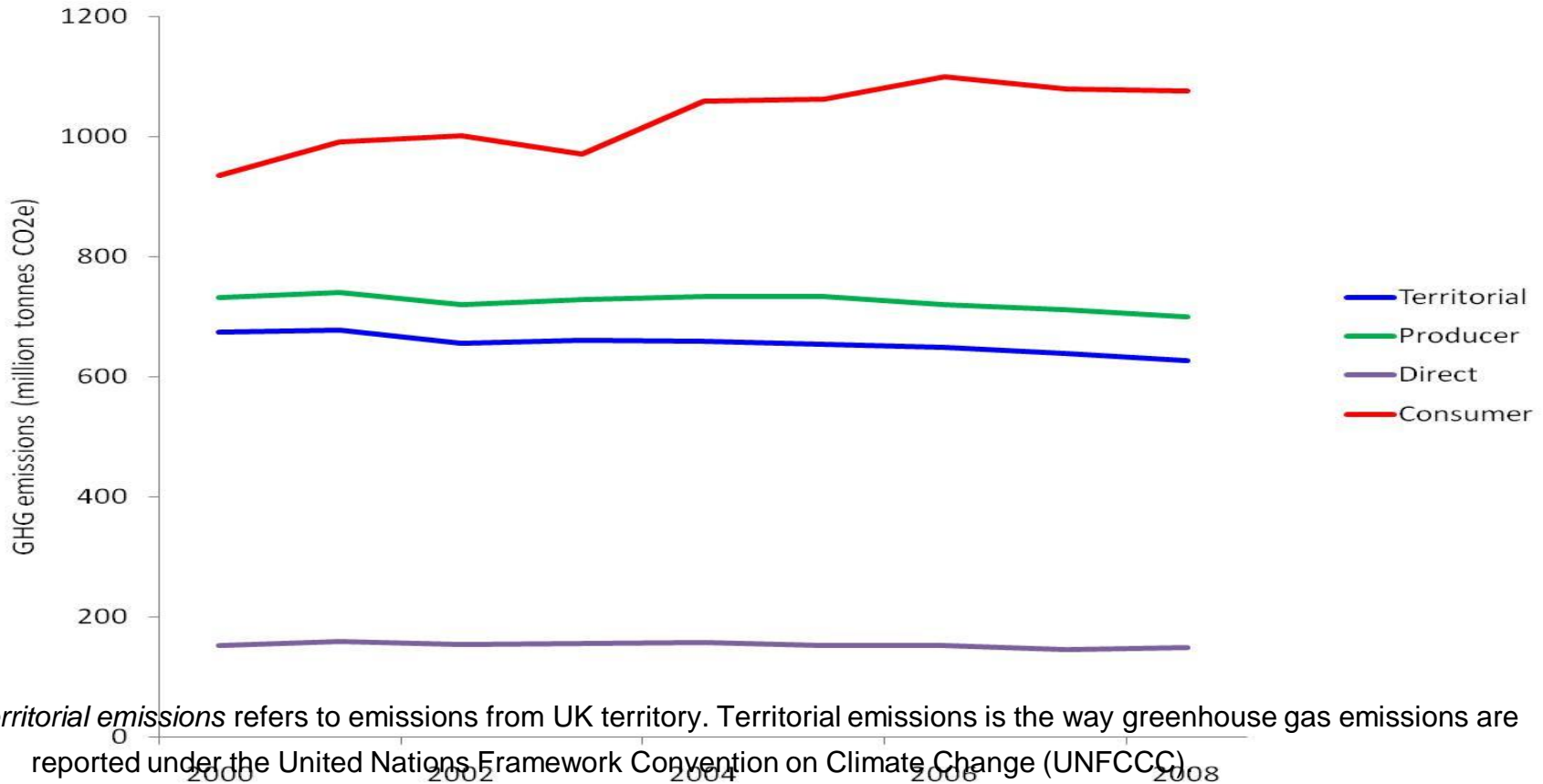
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Summary

1. Policy context and direction
2. What's on, what's off
3. Current activity, future opportunities
4. Questions

Context: UK consumption GHG emissions increased by 15% from 2000-2008



Territorial emissions refers to emissions from UK territory. Territorial emissions is the way greenhouse gas emissions are reported under the United Nations Framework Convention on Climate Change (UNFCCC).

Producer impacts refers to impacts associated with the activities of UK citizens. They differ from territorial impacts in that they include impacts from international aviation and shipping and some activities of UK citizens abroad; and exclude the corresponding activities of non-UK citizens in the UK.

Consumer impacts includes all global impacts in the production of goods and services that are consumed by UK domestic final consumption. This differs from producer impacts by including import related impacts and excluding export related impacts.

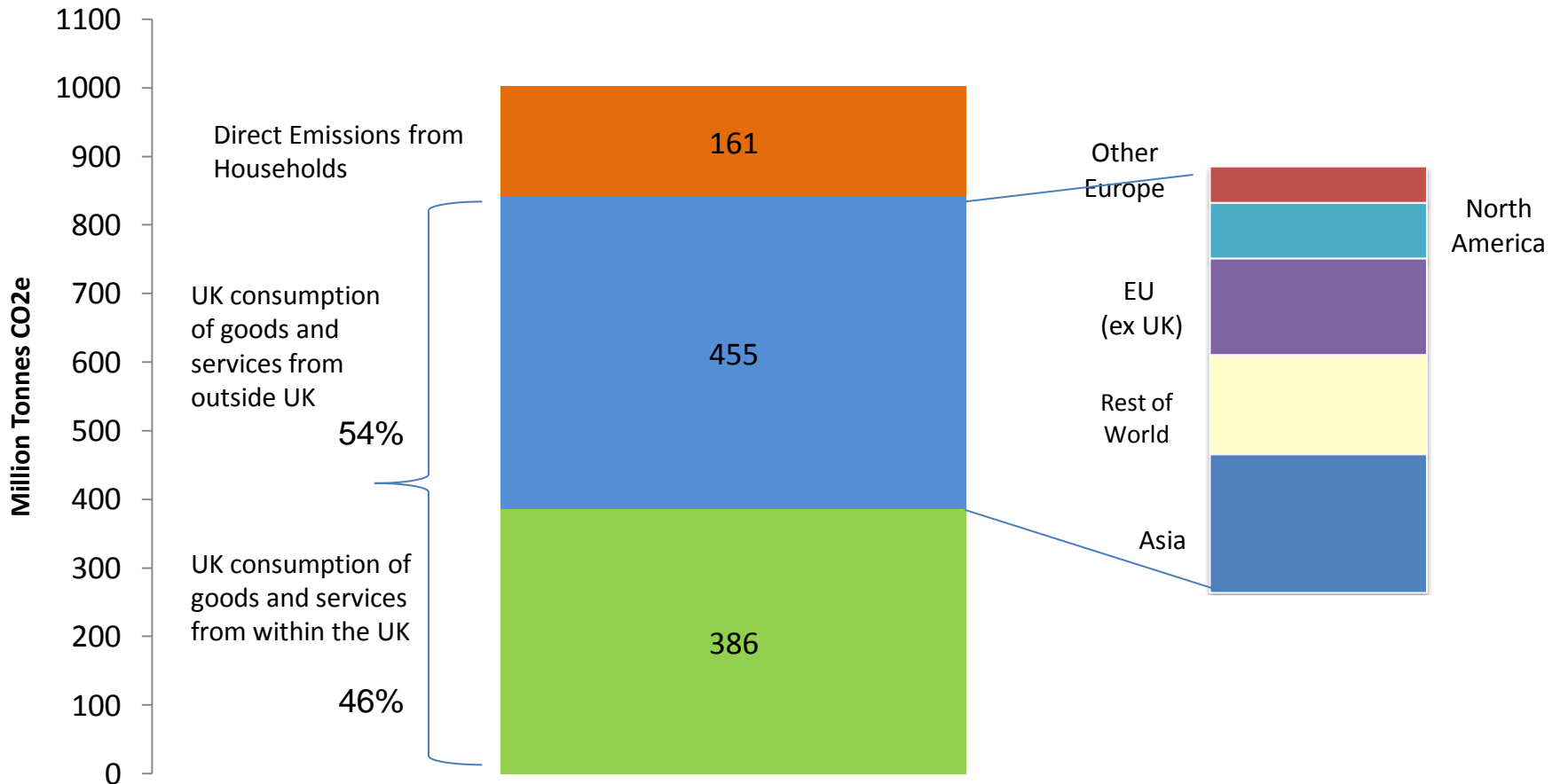
Direct emissions refers to emissions from the production of food and drink in the home and in restaurants.

Breakdown of UK Consumer CO₂e Emissions (2004)



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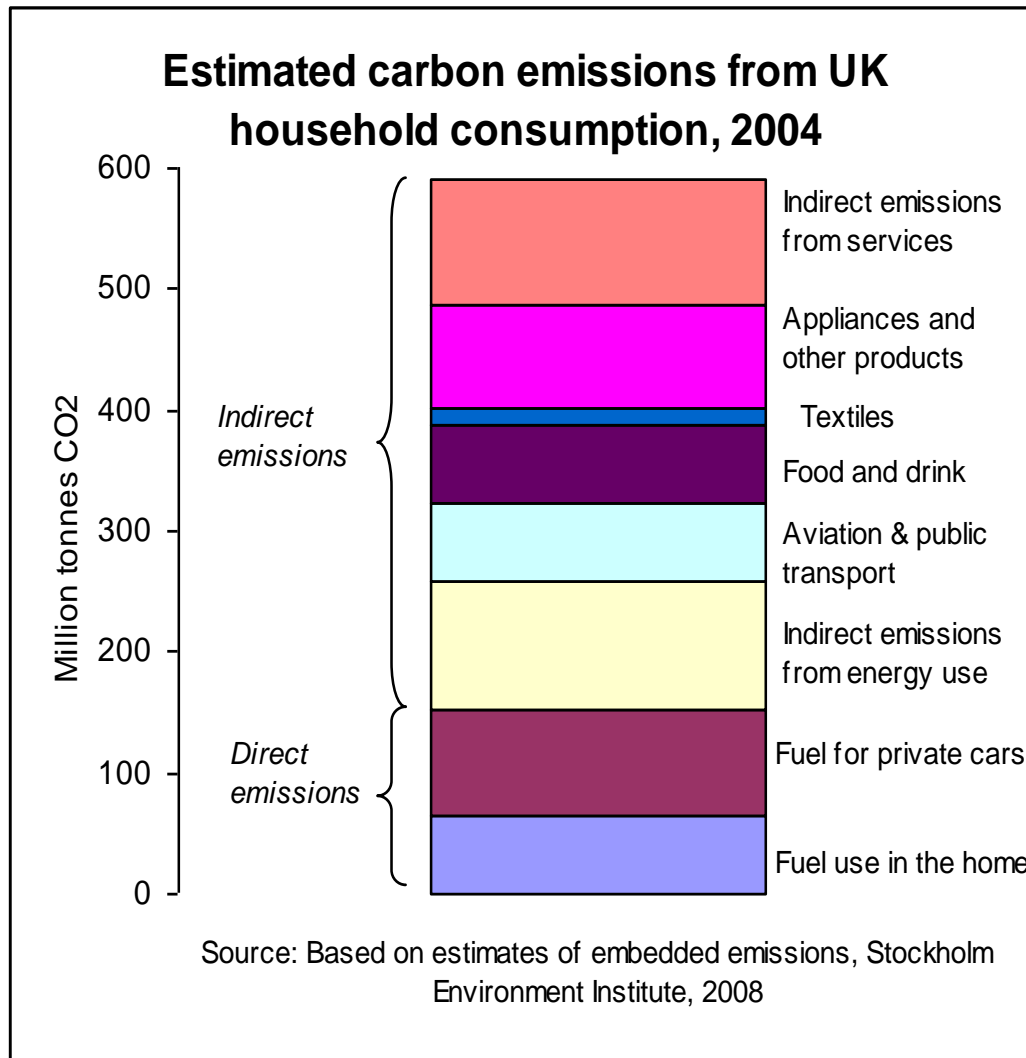


75% of individuals' carbon impact is through the product and services we buy and use

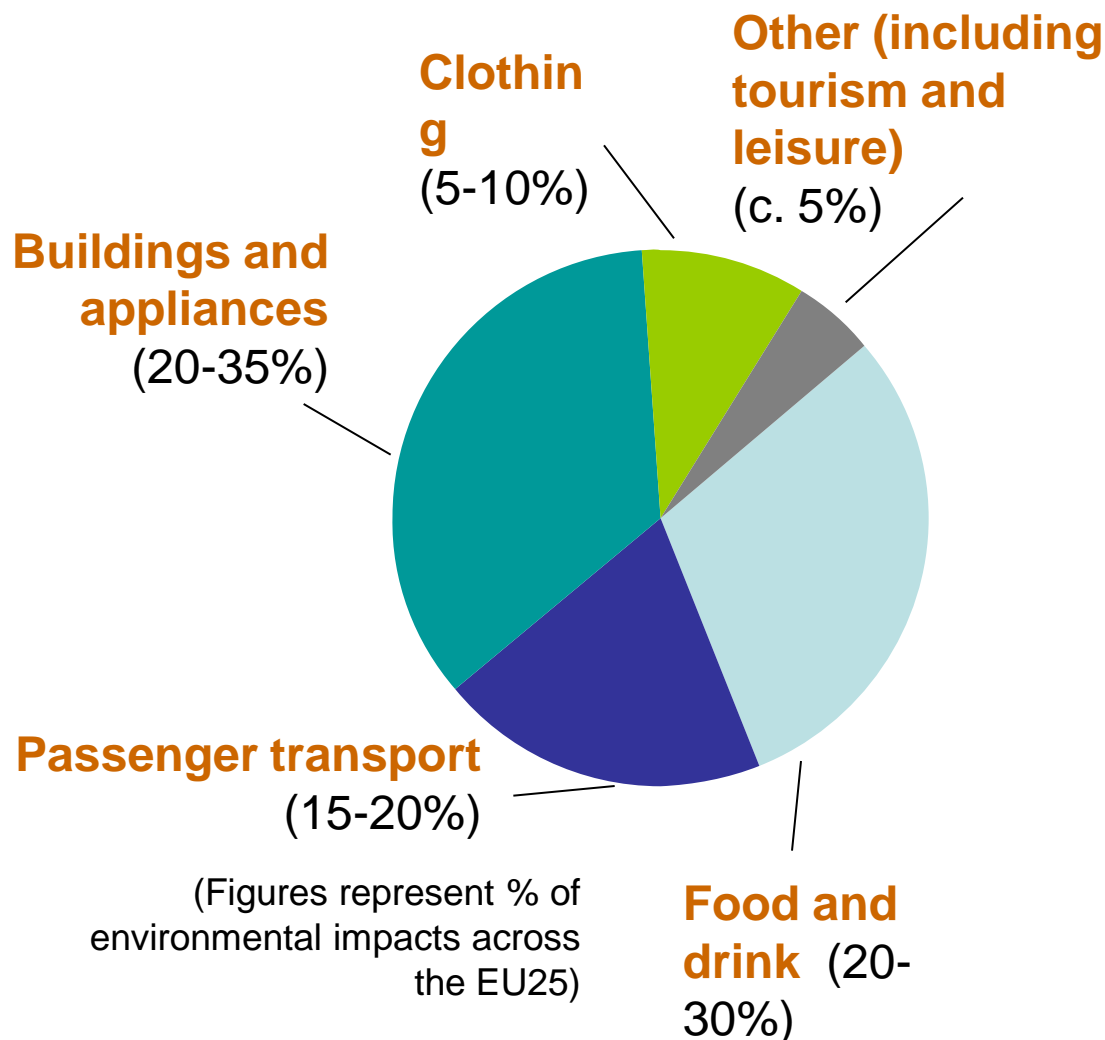


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Consumption areas with the most significant sustainability impacts, EU wide



UK product impacts are similar to this EU-wide pie-chart



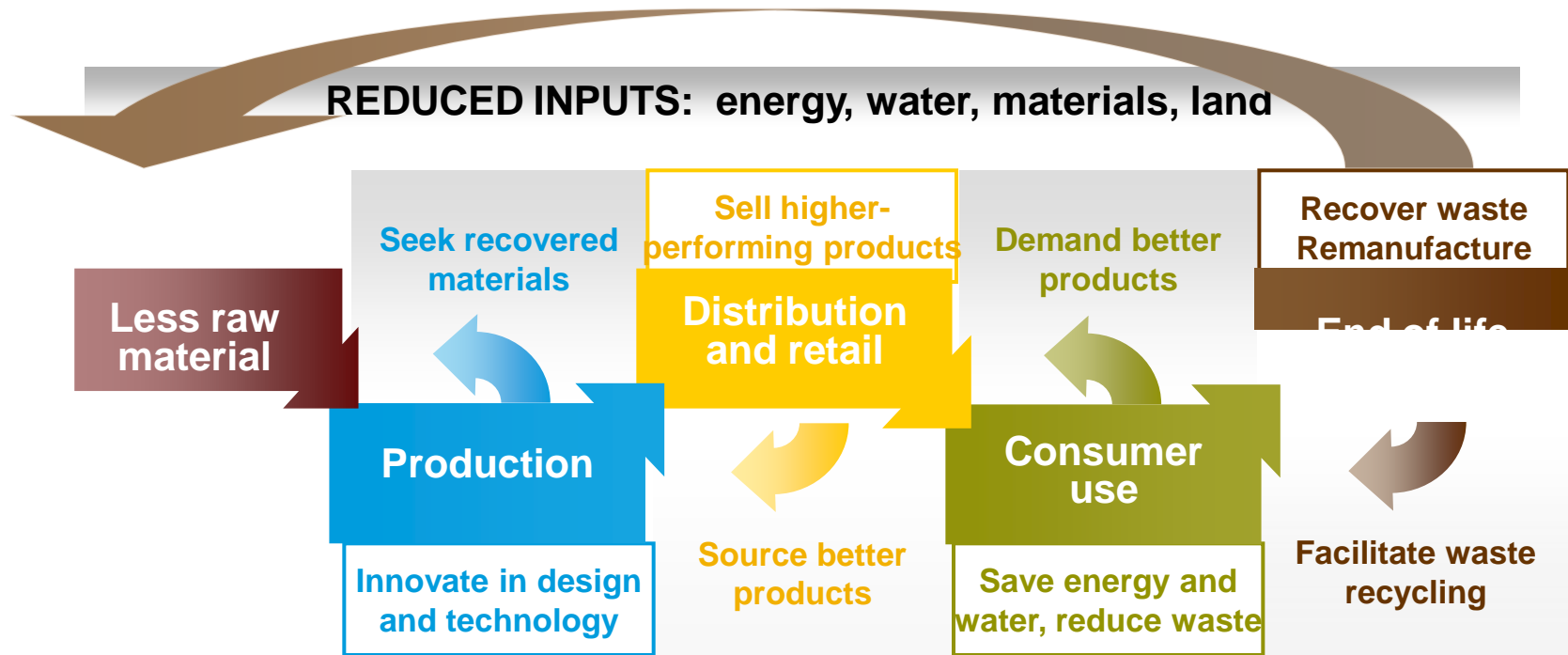
Defra's policy approach to dealing with these challenges

- *To set the UK policy frameworks , and influencing the EU, for a sustainable, low carbon economy, with resource efficiency the norm*
- *To work with industry to improve understanding and willingness to take account on a range of lifecycle environmental impacts, throughout the supply chain*
- *To develop our understanding of behaviours, establish peoples' willingness to become more sustainable, and create policy opportunities*

Coalition Government policy approach

1. Less regulation – new is very difficult, old are being re-examined for effectiveness and streamlining
2. More behavioural approaches – as alternatives to regulation; as ways of making existing regs work, and nudging change
3. More action by business: seen as business making the right contribution to public policy goals
4. Updating our evidence base

getting business and consumers to raise standards and to change the supply chain



REDUCED OUTPUTS: greenhouse gases, air emissions, effluent, solid waste

Current tools in the SCP policy box

Supply chain – measure and manage:

- Carbon footprinting (revised PAS 2050)
- Product Category Rules or Supplementary Guidance for food groups and home improvement. Open-source access (Wrap – Products Research Forum, Sustainability Consortium)
- Looking at carbon, energy, water, biodiversity (later)
- Water foot printing Guidance - 2012

Impact : Embedded water



= 150 litres
of water



= 11,000 litres
of water

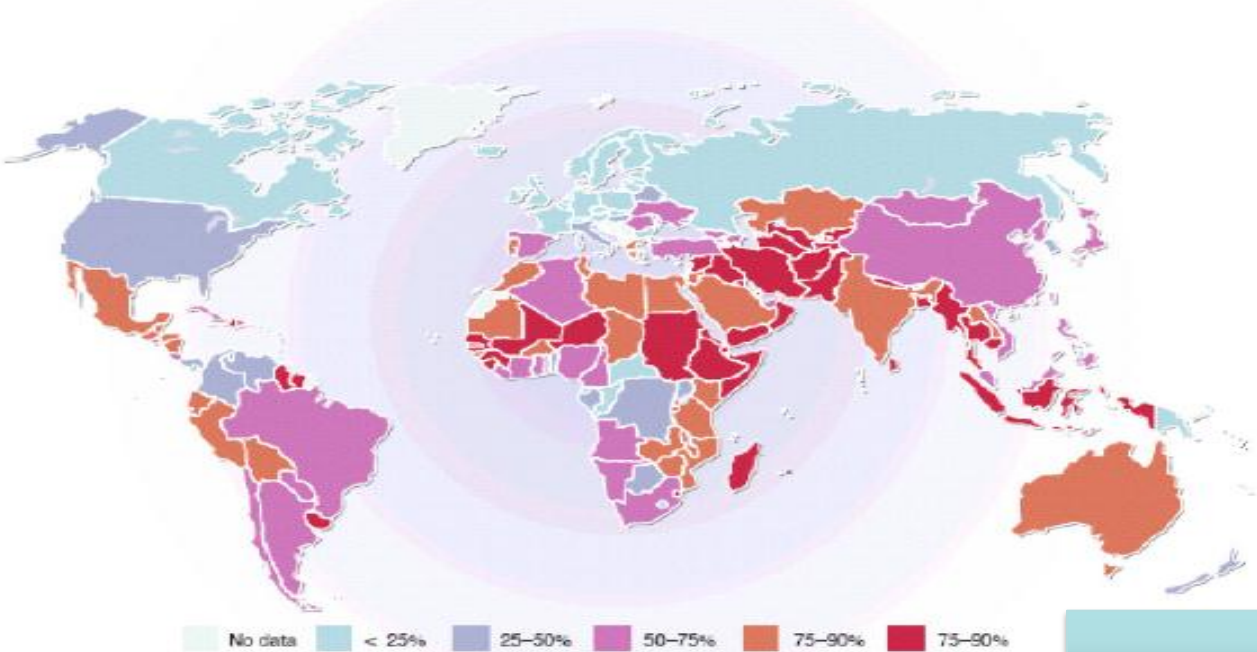


= 4,000
litres of
water

Issues for business:

- Water supply: 70% used for agriculture, food production to increase by 50% by 2030
- Water scarcity could lead to 30% reduction in harvests by 2030 (UNEP)
- Reputational and regulatory risks

A critical challenge - Water
Proportion of water withdrawal for agriculture 2001



Implementing Directives: standards, labelling and eco-design

Standards –Eco Design and Energy Labelling Directives;

Govt procurement;

- 11 products regulated, saving 7MtCO₂/yr by 2020, and almost £1Bn off consumer electricity bills; further 8 products in progress
- Government Buying Standards (GBS);
- Ecolabel – voluntary scheme, limited take up in the UK, but growing
- 2012 review of EcoDesign Directive – potential big opportunity, evidence for future attention eg Product Lifetimes, research report to be published 12 July

Voluntary action with business: Roadmaps, responsibility deals



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<http://defra.gov.uk/environment/consumerprod/products/index.htm>

REVIEW EVIDENCE

Look at both the
-impacts of product across
lifecycle and
-- current interventions.

Evidence reviews
published:

MILK
CLOTHING
TVs
WCs
PLASTERBOARD
WINDOWS
CARS
DOMESTIC LIGHTING
ELECTRIC MOTORS
FISH AND SHELLFISH

ENGAGE STAKEHOLDERS

Discuss and agree the
evidence with stakeholders from
across the product lifecycle

Extensive stakeholder
engagement:

MILK
CLOTHING
PLASTERBOARD
WINDOWS
FISH AND SHELLFISH
WCs
ELECTRIC MOTORS

Initial stakeholder engagement
but no further action:

TVs
CARS
DOMESTIC LIGHTING

ACTION PLAN and Implementation
Develop a plan for improving product
sustainability.

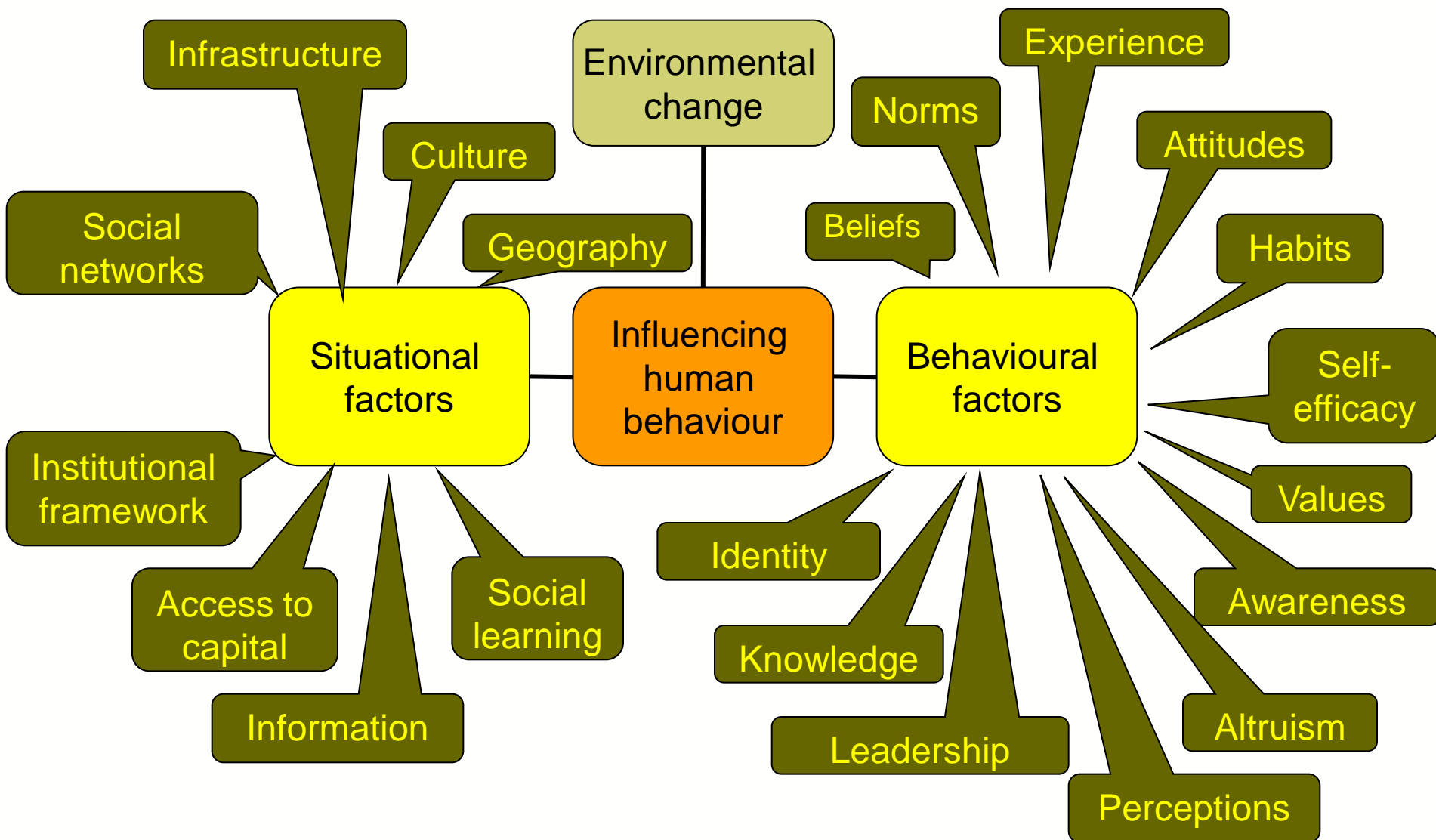
Action plan published:

MILK – now DAIRY
CLOTHING
PLASTERBOARD
WINDOWS
WCs
ELECTRIC MOTORS
Not yet published:
FISH AND SHELLFISH



Stimulating citizen demand, a behavioural approach.

Understanding the factors that influence us:



We know why people are acting and why they are not – the evidence shows...

What others are doing is key

- I won't if you don't and why should I - fairness and trust is key
- People's behaviour follows the behaviour of others – social norms
- People need to see exemplification – government and business should act first
- People want to be involved – e.g. active involvement in decision making
- Localism and community action – feeling connected to the place I live matters

Skills and ability more important than understanding

- People learn from each other - peer to peer learning
- Self efficacy & agency – knowledge, skills and feeling capable of making a difference
- People are sceptical about the problem, causes, and value of action
- Understanding the science of climate change is not a prerequisite for action
- Ability to act and ease of action – e.g. access to the right infrastructure

What's in it for me is important

- Fit with self identity and status – who I am and how others see me
- People are more concerned by loss (costs) than gain – focus on what you'll lose by inaction rather than what you'll save by acting
- Lifestyle fit – people don't really want to change their lives
- People 'only want to do their bit' – people will only do enough to alleviate guilt or feel good (and often this is a little)

'It just makes sense' though making a difference matters

- Not all sustainable behaviours are motivated by environmental concerns – some act to avoid wastefulness, to feel good, to make cost savings or be a little frugal
- There is a disconnect between the small actions and the big issue
- People desire feedback on progress and validation – they want to know they are doing the 'right' things and progress is being made

Key principles to inform behavioural approaches

We will if you will

- ***Make the 'right' choices easier*** – co-design and partnership delivery involving Government, business, communities, and civil society can address the barriers to uptake, be more effective, and provide a mandate to help 'green' lifestyles incrementally
- ***Leading by example and consistency are core foundations*** - demonstrating government and business are acting themselves as well as enabling others to act is critical. People don't view policies in isolation - demonstrating consistency in national and local government policies can show the importance of the issue

Start where people are

- ***Encourage people to see sustainable lifestyles differently*** - understand how people feel about current behaviours and 'desired' behaviours. Make the links to what different groups care about – go beyond environmental concern – and across lifestyles

No single solution

- ***Multiple measures at multiple levels*** – design a package of measures to enable different groups to act. Development is informed by our understanding of what is more likely to work; of why people act and why they do not; and of people's responses to different interventions

Influencing behaviour, we are:

- Publishing the *Framework for Sustainable Living* this summer – to help organisations
- Evaluating 6 Greener Living Fund projects,
- Partnership projects with business *We Will If You Will*
- Action research to test innovative approaches to influencing behaviour

In summary

- Supply chain measurement and action essential
- Requires joint action by Govt and industry
- Voluntary action can be facilitated by Govt, but industry must be ambitious for change
- Business can help stimulate consumer demand for more sustainable products – civil society campaigns can be helpful!

Thank you