PREFERENCES, BARRIERS AND ENABLERS OF 1.5° LIFESTYLES:

FINDINGS FROM CITIZEN THINKING LABS IN FIVE EU COUNTRIES

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AND THE EU 1.5° LIFESTYLES CONSORTIUM

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About the EU 1.5° LIFESTYLES project

Research project on 1.5°lifestyles

- Horizon 2020 project aiming to contribute to the mainstreaming of 1.5° lifestyles in Europe
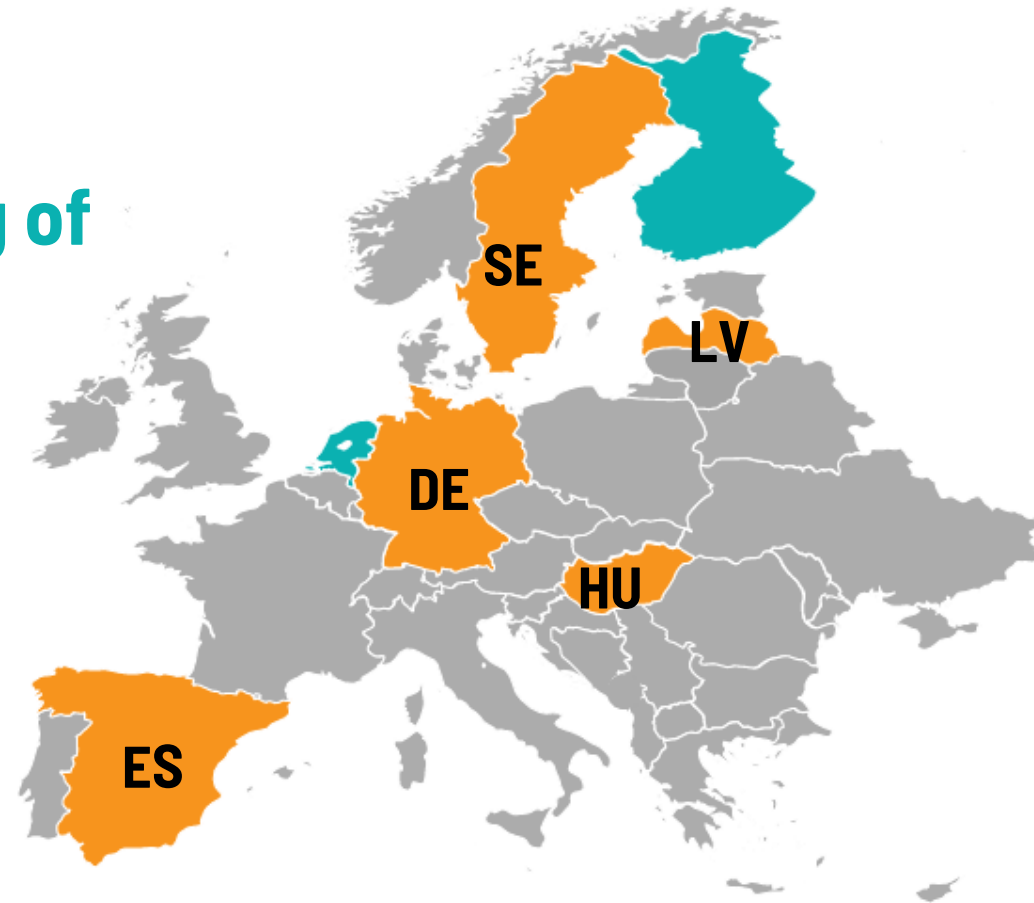- 7 partner countries
- 5 Citizen Thinking Labs

The 3 presenters today:

grEEndependent Institute

LUND UNIVERSITY

adelphi a

SE

LV

DE

HU

ES

EU 1.5° LIFESTYLES

INTRODUCTION

- **Citizen Thinking Labs**
  - ○ **engaging citizens in 1.5°lifestyle options**
- **Aim**
  - ○ **Identify opportunities, barriers, and enablers**
- **Basic principles of the lab methodology:**
  - ○ **social learning**
  - ○ **gamification**
  - ○ **deliberative democracy**

source: GDI

METHODOLOGY

Phase 2: CTL implementation

Phase 1:
Planning & Preparation

Recruitment of
CTL participants

Carbon footprint
calculation for
CTL participants

CTL

Phase 3:
Data analysis

- List of 50 lifestyle options
- Impact calculation
- Climate Puzzle

- Recruitment survey: 20-25 participants (~diverse sample along demographic factors, quotas)
- Project-specific lifestyle carbon footprint survey

- Introduction
- Facilitated Climate Puzzle in pairs
- Rounds of group discussion

METHODOLOGY – the Climate Puzzle

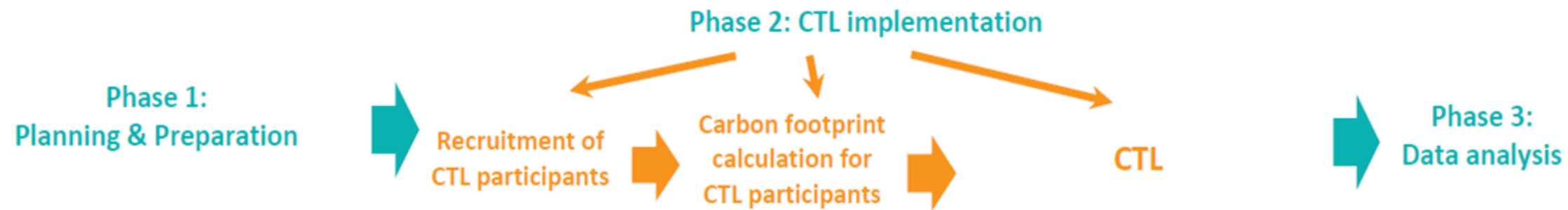o **In pairs (similar footprint), facilitated**

source: adelphi and GDI

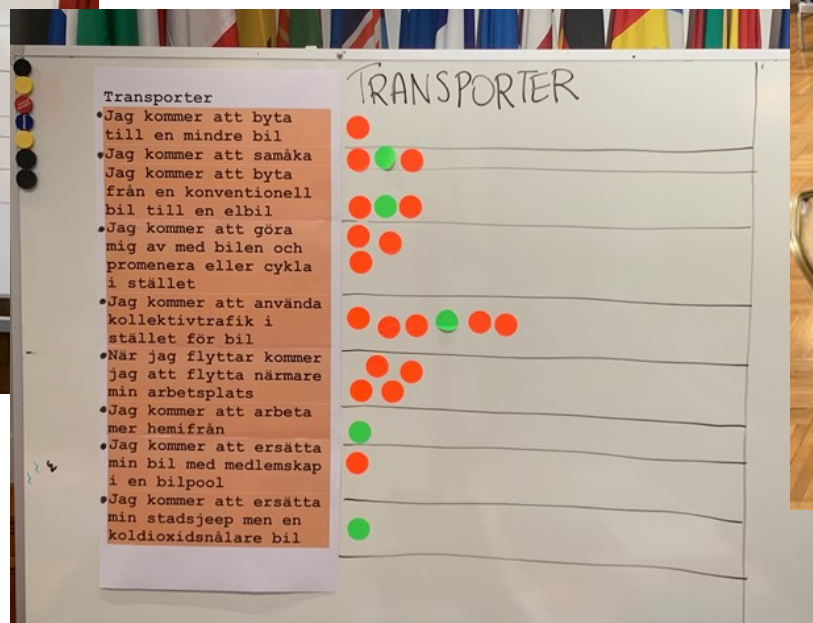This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003880.

METHODOLOGY – "dots and groups"

o **Selecting most and least preferred options, discussing least preferred in groups**

source: ULUND and GDI

RESULTS

Housing

Nutrition

Leisure

Mobility

Acceptance mixed regarding:

- Options
- Countries
- Participants

→ overall **acceptance** for options in **housing** and **leisure higher** as in the domains of mobility and nutrition

Most preferred options	
1. I will install **efficient lighting**	L
2. I will switch to using energy **efficient household devices**	L
3. I will **avoid food waste** at home	L
4. I will **eat only as much** food as I need **to stay healthy**	L
5. I will **insulate** my **house**	H
H - high impact L - low impact	

- save money
- healthier lifestyle
- less bad conscience
- "little efford"

RESULTS

Least preferred options	
1. I will switch to a **vegan diet**	H
2. I will choose **shared housing**	H
3. I will switch to a **vegetarian diet** and eat no more meat or fish	L
4. I will **give up excess square meters**	H
5. I will get a **smaller pet**, if I get a new one	L
H - high impact L - low impact	

- **financial barriers**
- **health concerns**
- **less quality of life**
- **emotional reactions**
- **structural barriers**

Conditions of acceptance:
- **price** control/governmental **subsidies**
- *"living good examples"*

Nutrition
- increase of **social awareness**
- increase **education & knowledge**: on nutrients and on how to cook vegan (easy and tasty)

Housing
- increase simplicity: lower **administrative & economic burden** to change flats
- create more **public spaces**

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RESULTS

1. I will sw...

2. I will ch...

3. I will sw...
more meat...

4. I will **giv...**

5. I will ge...

Were there any differences?

- *Germany*: rejected switching to **electric cars**

- *Hungary*: were more reluctant to buy **used ICT** devices

- *Latvia*: accepted to **share a household device**

- *Spain*: were the most unwilling to switch to a **smaller pet**

- *Sweden*: participants were least willing to switch to **public transport**

DISCUSSION
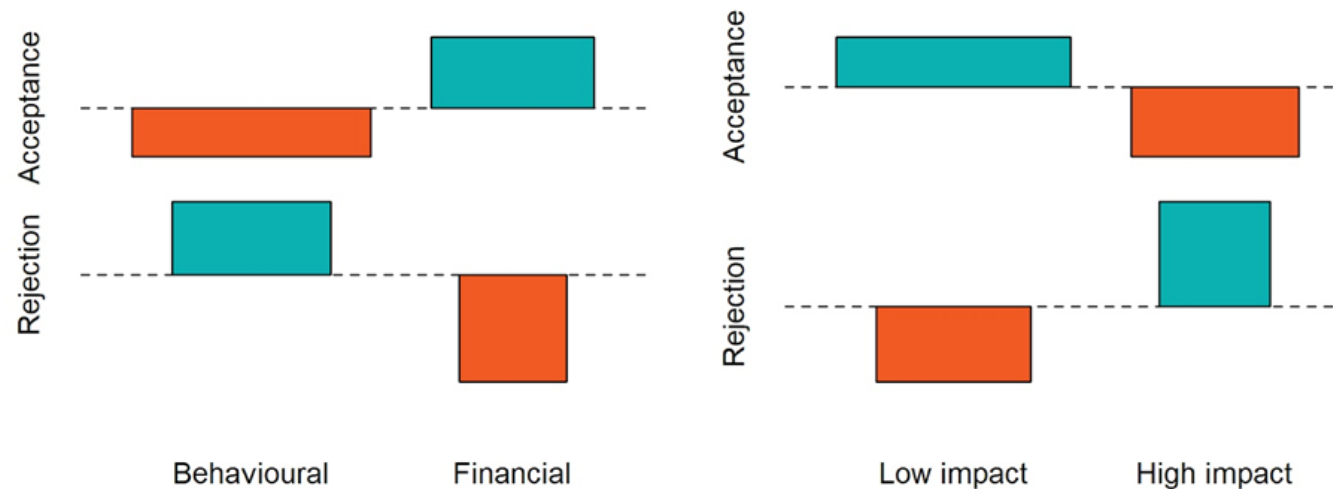
- **Findings confirm previous research:**
  - Financial savings and health benefits key motivations for choosing actions
  - Actions with largest impact and most behaviour change often least preferred

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DISCUSSION

- **Puzzle games**
  - **engage citizens in thinking about individual lifestyles**
  - **discussions key component for insights**
- **Citizen thinking labs new insights:**
  - **differences between countries and individual citizens**
  - **motivations and conditions for acceptance**

source: Green Liberty

CONCLUDING THOUGHTS

- **Important to understand the "conditions for acceptance"**
  - **often involve structural changes, e.g. public infrastructure, changing norms, etc.**

- **Significant mitigation actions require coordinated bottom up and top down approaches**
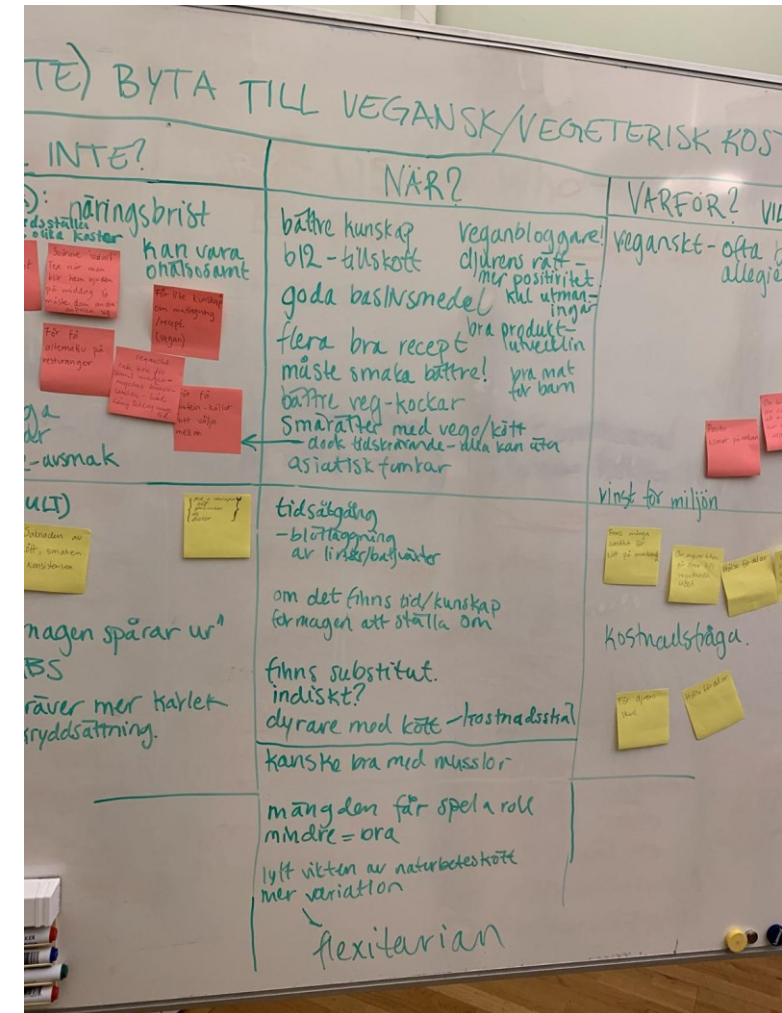
source: ULUND

Q & A

- **Many thanks for your attention – we look forward to your questions!**

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DETAILS OF METHODOLOGY

Phase 2: CTL implementation

Main phases

Phase 1: Planning & Preparation → **Recruitment of CTL participants** → **Carbon footprint calculation for CTL participants** → **CTL** → **Phase 3: Data analysis**

Methods

- Developing low-carbon (LC) lifestyle options list
- Impact calculation for options
- Carbon footprint calculation
- Developing the Climate Puzzle

- Recruitment survey

- Carbon footprint survey

- Climate Puzzle
- Selecting most and least preferred LC lifestyle options
- Group discussions on least preferred LC lifestyle options

- Deductive qualitative analysis
- Statistical (quanitative) analysis

Data collected

- Average carbon footprint and composition

- Socio-economic data on participants

- Participant carbon footprint data

- Individual carbon reduction pathways including preferred and non-preferred LC lifestyle options
- Group list of most and least preferred LC lifestyle options
- List of ideas for overcoming barriers for least preferred LC lifestyle options