

Household **P**references for reducing greenhouse gas **E**missions in four European High Income Countries – **HOPE**

Presented by Prof. Rainer Sauerborn

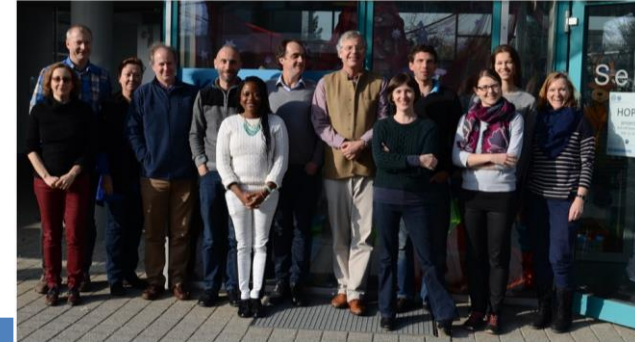


Household Preferences for Reducing
greenhouse gas **Emissions** in four
European High Income Countries



Four countries – five project partners

Partner	Country
University Hospital Heidelberg (PI)	Germany
Stiftinga Vestlandsforskning, Sogndal (Western Norway Research Institute)	Norway
TEC Conseil, Marseille	France
CIRED (CNRS), Paris/Montpellier	France
Umeå University, Umeå	Sweden



UniversitätsKlinikum Heidelberg

VESTLANDSFORSKING

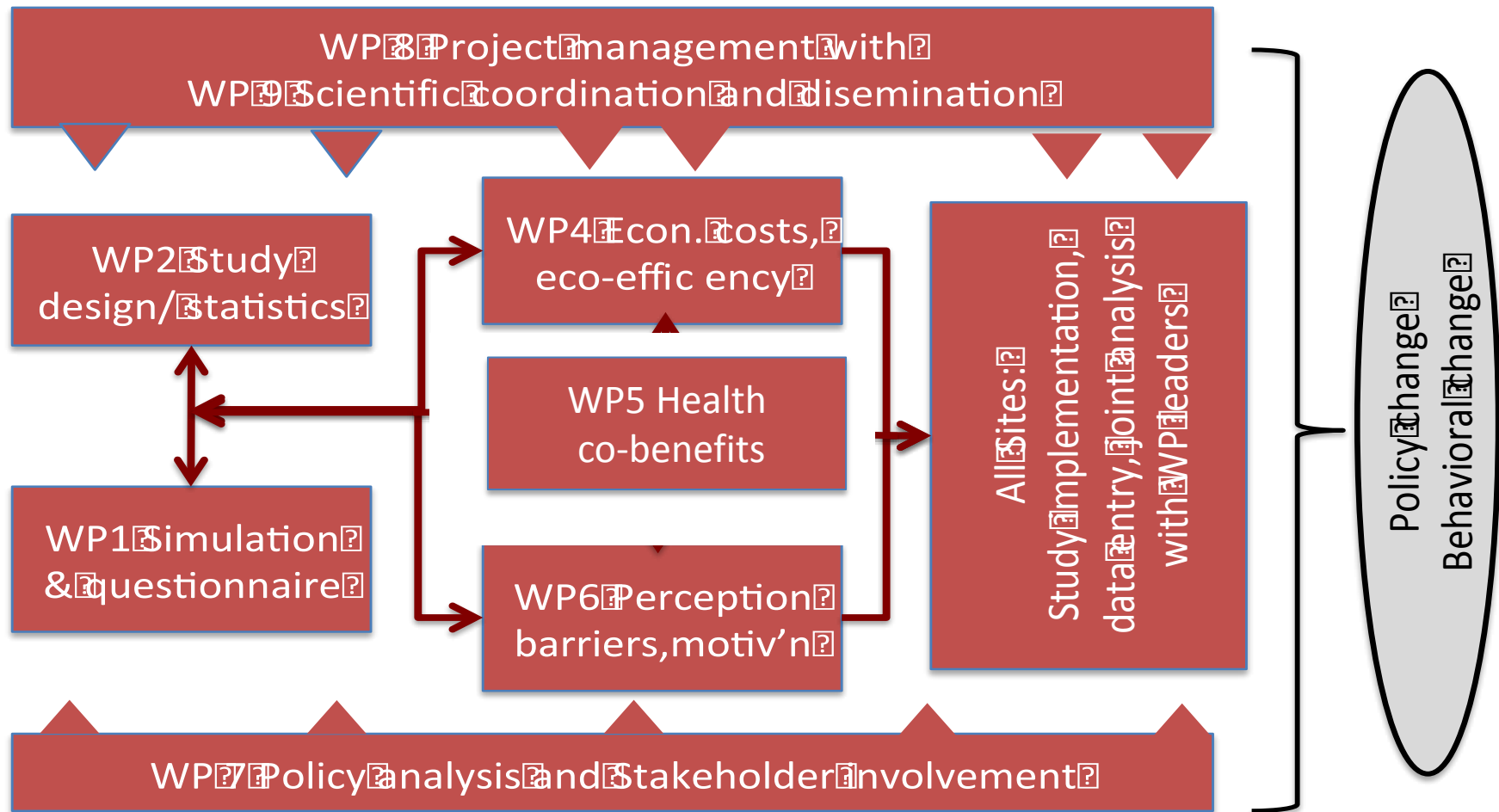

Background

- Households in high-income-countries influence up to 40% of national GHG emissions through their consumption, 60% if including indirect GHG emissions embedded in consumption.
- EU target: Reduction of 50% household emissions by 2050, compared to 1990
- What are household preferences for them to reduce their carbon foot print?
- How could policy provide efficient incentives to promote households' emissions reduction?

Main focus

1. the drivers behind current household emissions
2. households' choices to achieve imposed GHG reduction targets;
3. economic costs & benefits as well as health co-benefits of each choice.

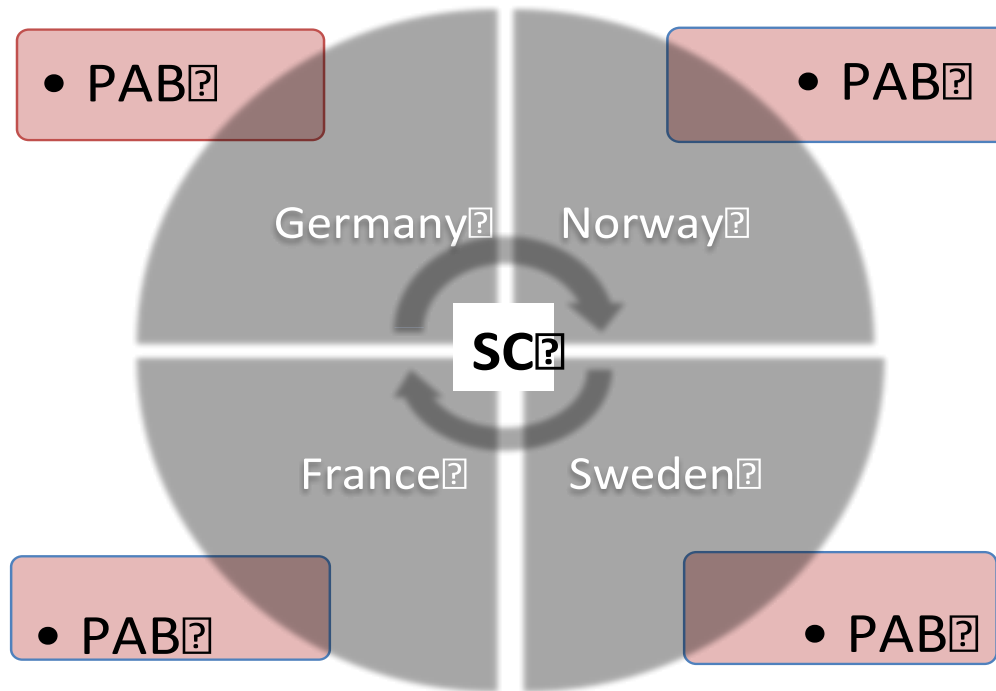
Relationship of WPs and workflow



Four Sample Locations: populations of comparable mid-size towns

	<u>Germany</u>	<u>France</u>	<u>Norway</u>	<u>Sweden</u>
<u>Name of town</u>	Mannheim	Communauté du Pays d` Aix	Bergen	<u>Umeå</u>
<u>Population</u>	290,000; <u>immigr+</u>	350,000	250,000	120,000, <u>growth+</u>
<u>Emission targets</u>	-40% (2020)	non	-50% (2030)	-50% (2025)
<u>Economy</u>	Manufacturing	<u>Touristic, service</u>	<u>Touristic, service</u>	Services, <u>manuf.</u>
<u>Climate</u>	Average	Warm	<u>Cold, heavy rain</u>	<u>Cold temperate</u>

Stewardship of the HOPE project



SC= Steering committee, PAB=Policy Advisory Board

Methods

- A household interview survey including the assessment of the current household footprint of direct and indirect GHG emissions using a software developed by one partner (TEC).
- An on-site simulation, in which the researchers will run the household through a GHG reduction simulation program of 60 GHG saving measures.
- A qualitative follow-up interview addressing household views on potential barriers and motivation for the measures chosen.

Thank you for your attention



Household Preferences for Reducing
greenhouse gas **Emissions** in four
European High Income Countries

Research approach

1. Focus on household consumption and lifestyles as drivers of GHG emission.
2. Simulation of household behavior change options to reach an imposed time-bound GHG reduction constraint.
3. Quantifying the potential health co-benefits of each behavior change options and communicating them to households.
4. Transdisciplinary and multi-stakeholder approach
5. The systematic use of qualitative research to explore the “reasons” for household choices.
6. The effective inclusion of policy makers from the project start in order to create ownership of resulting policy options flowing from the research.