

PEER Environmental Technology Seminar

Oct. 11-12, 2006, Montpellier, France



Parallel session 1c

Sustainable Consumption

Social perception, awareness and behaviour related to environmental technology

Introduction

- ◆ **Chair:** Carolin Baedeker, Wuppertal Institute for Climate, Environment and Energy, Germany
- ◆ **Reporter:** Gabrielle Bouleau, Cemagref, France
- ◆ **Speakers:** Maj-Britt Qitzau, NERI, Denmark, Joachim Spangenberg, UFZ, SERI, Germany

Speaker: Maj-Britt Quitzau

- ◆ Title: **Social and cultural conditions for sustainable consumption** - The case of alternative toilet solutions

Speaker: Joachim Spangenberg

- ◆ Title: **Condition & Instruments for sustainable consumption** - Beyond information and education

Research Demands:

1. The consumer and his/her behaviour

- ◆ Social Science Research about determinants of consumers behaviour.
- ◆ Research on the feasibility of changing consumers behaviour.
- ◆ Research on the accesses that influence the consumers: media, internet, POS, education etc.
- ◆ Focus research on impacts of ecolabels and environmental product declarations on the market.

Research Demands:

2. Necessity of a trans-disciplinary approach

- ◆ Having for the ETAP and Environmental research in the 7th FP mandatory socio-economic/ consumption research in calls and budgets.
- ◆ “Building the bridge” e.g. LCA: link designer, sociologist, consumer researcher, marketing specialists etc. for defining the functional/service unit.
- ◆ Focus research on the use of LCA and the intersection of consumer/client needs.

Research Demands:

- ◆ **3.** Research for implementing an **Agency** for effective policies and strategies for sustainable consumption (beyond education, information and regulation)