Experience with municipal measures to influence the carbon footprint of private households' daily routines

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Overview

1. Objectives, background and partners

2. Concept and methods

3. Example

4. The landscape

5. Conclusions

Overall goals of the KlimaAlltag project

- Developing target-group-specific strategies to promote low-carbon lifestyles and everyday routines; these strategies need to
    - consider different options for action for different social strata and lifestyles
    - contain recommendations for linking measurements in municipal social and climate policy
    - give practical advice for fields of action.
- Detecting starting points, options for and limits of action concerning the de-carbonization of everyday routines
- Assessing climate-related measures supporting climate-friendly everyday routines

Objective and scope

Objective

- Analysis of (potential) impacts of climate-related policy measures of municipalities

Scope

1. **Exemplary (partner) municipalities**
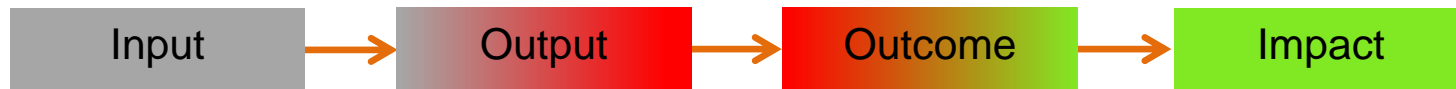   - Frankfurt
   - Munich

2. Analysis of measures & instruments applied → Restrictions needed
   - Focus on measures targeted at influencing **everyday routines** of private consumers
   - Focus on private **households as setting** (excluding other settings)

Assessment framework

- Causality hard to measure → ***Reasonable*** causal chains
- Policy model:

Input		Output		Outcome		Impact

- For each instrument/measure:
  - Reconstruction of the logic of intervention
  - Measuring and assessing effects
  - Explaining effects (key supporting and constraining factors)
  - Proposals for improvement

Assessment criteria

- **Impact-related criteria:**

  - Degree of knowledge among target group

  - Degree of diffusion among target group

  - Customer satisfaction

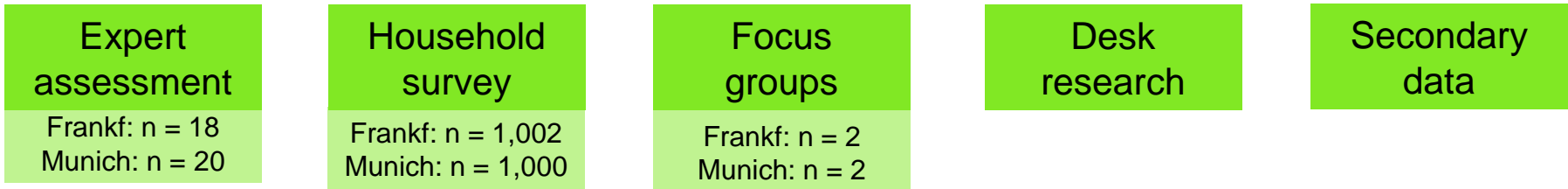 - (Current) climate-related impacts

- **Effort-oriented criteria:**

  - Human and financial resources

  - Organisation and coordination efforts & institutional competence

- **Potential-related criteria:**

  - Future interest of target groups

  - Potential effects on carbon emissions

Conceptual frame

| Expert assessment	Household survey	Focus groups	Desk research	Secondary data
Frankf: n = 18 Munich: n = 20	Frankf: n = 1,002 Munich: n = 1,000	Frankf: n = 2 Munich: n = 2		

- „Translation" of quantitative and qualitative data into scale
- Scale from +1 (very low) to +5 (very high)
- Weighting:
  - Mostly = 1
  - Climate * 2 resp. *3

Criteria	Instrument xy
• Degree of knowledge among target groups	x 1
• Degree of diffusion among target groups	x 1
• Customer satisfaction	x 1
• (Current) climate-related impacts	x 3
Impact related index:	∑
• Human and financial resources	x 1
• Organisation and coordination efforts & institutional competence	x 1
Effort-oriented index:	∑
• Future interest of target groups	x 1
• Potential climate impacts	x 2
Potential-related index:	∑

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An example: Electricity-saving premium (Frankfurt)

- Aims and target group:
  - Achieve the local CO_2-target
  - All of Frankfurt's private households → target value: 5,000 households/year
- Implementation:
  - Lump sum of 20€ for reducing electricity consumption by 10%
  - >10%: premium of 10 Cents/kWh (~40-50% of electricity rate)
- Effects and experience:
  - So far: 784 recipients of the premium
  - On average, savings of 25% per household
  - Awareness: 12,5% (n=361)
  - Participation: 8% of people aware (= 1% of all households)
  - Appraisal: 100% very positive **(n= 3)**
  - Interest for participation:
    - 30% have great interest, 36% moderate interest
    - Focus groups:
      - Low/medium educational level: Curiosity & interest
      - Medium/high educational level: Criticism. Electricity saving as bête noire
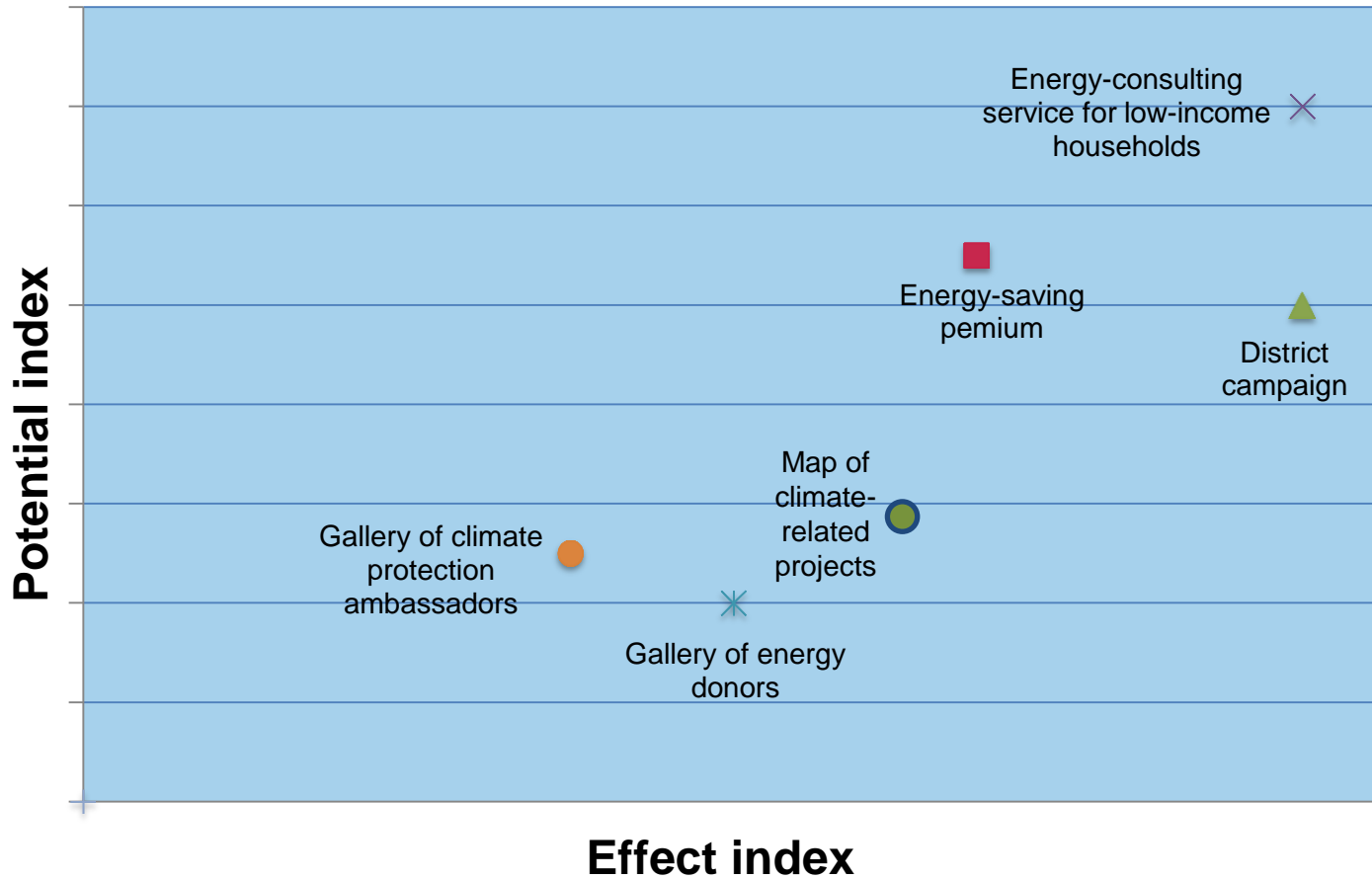
The logic of intervention
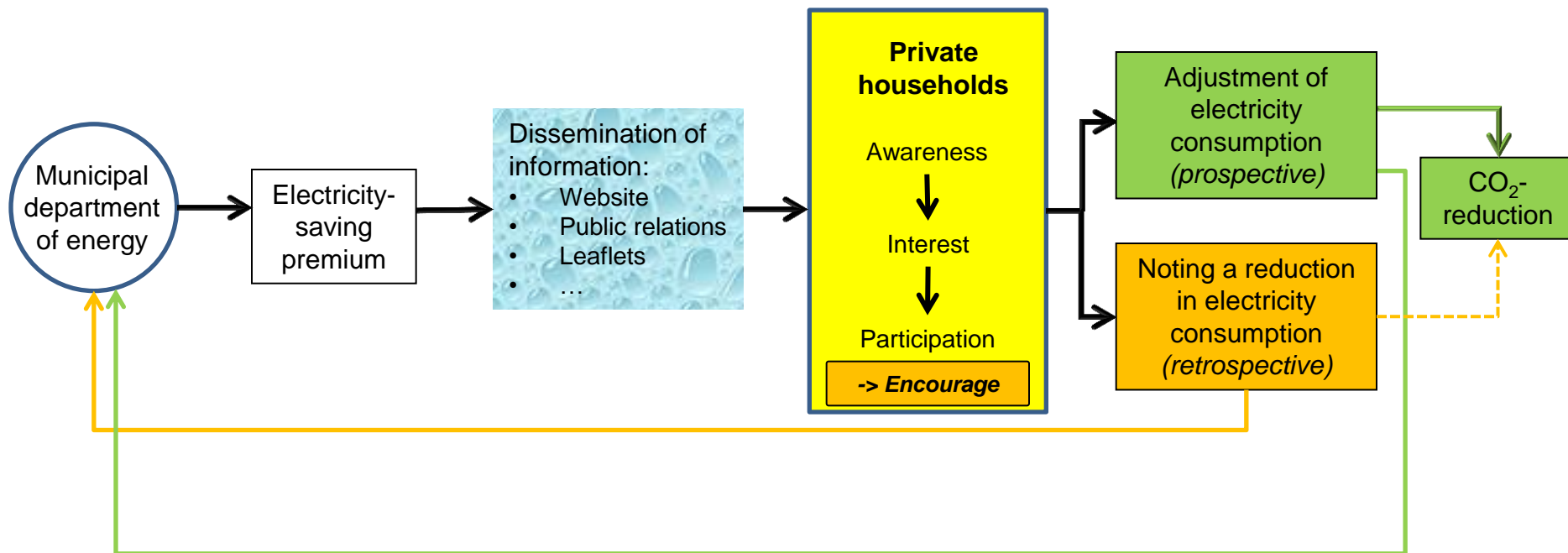
A rough „landscape" of measures

Frankfurt, area of housing

Clusters of key influencing factors

- Act local – act national:
  - National „signals"

- Knowledge of target groups:
  - Heterogeneity of population (socio-demographic)
  - Heterogeneity of contexts (socio-economic)
- Cooperation and participation of stakeholders and multipliers:
  - Involvement of NGOs
    - Direct (policy formulation)
    - Indirect (multipliers during implementation)
    - Monitoring
  - Networking
  - Citizens' participation
- Contextualisation:
  - Motive alliances
    - „Owner" of instruments
    - Clients
  - Information overload and lack of knowledge

- Adressing consumption-related structural elements:
  - Infrastructural offers and daily routines
- Institutional arrangements
  - (Local) political support
  - Institutional competences
  - Cooperation within the government
  - Networking
- Interaction:
  - Synergies, complementarities, antagonistic interactions with other municipal policies
  - Synergies with other (directly) climate-related measures
  - Synergies with (indirectly) relevant measures
- Resources
  - Personell
    - Change agents
    - Quantity/Qualifications (→ target groups)
  - Financial equipment

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(Preliminary) conclusions

- **Note: project still running, no final conclusions** ☺
- Bottom-up & top-down approach:
  - Need for local actions
- Small dots (daily routines) supplement big points (urban infrastructure)
- Municipal measures should be
  - Smart (target groups)
  - Flexible (learning)
  - Dynamic (learning)
  - Embedded (networks, institutions)
  - Diverse (encourage, enable, engage, exemplify)

For further information

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