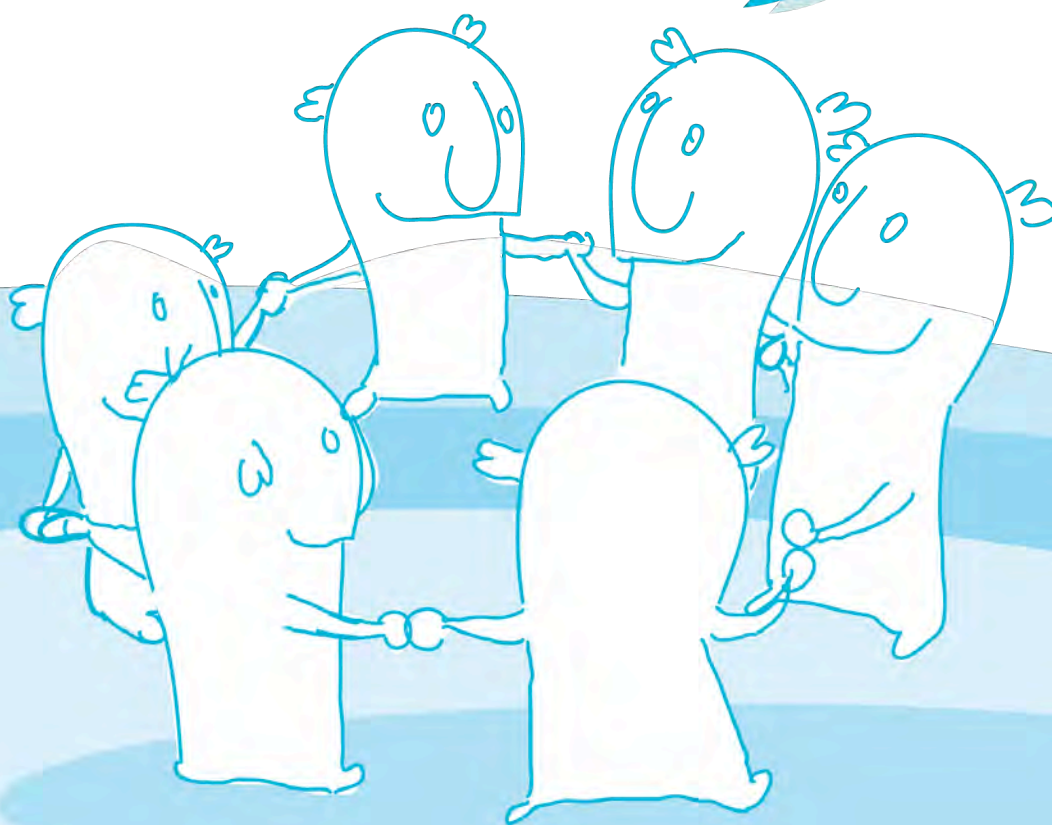


Support Workshop: February 1<sup>st</sup> and 2<sup>nd</sup> 2010, Vienna, Austria

# Supporting Civil Society Organisations in the field of sustainable consumption and production

*Workshop Report*



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## Executive summary

A support workshop for civil society organisations (CSOs) working in the field of sustainable consumption and production, held on 1-2 February 2010 in Vienna, Austria, was organised by the Action Town project<sup>1</sup> ([www.action-town.eu](http://www.action-town.eu)), funded under the EU's Seventh Research Framework Programme programme. Participants included a selected group from civil society organisations working on sustainable consumption and production (SCP) as well as academics and researchers from the field of policy instruments, assessment tools and indicators for SCP. They constructively worked towards the workshop's aim to "*Foster knowledge transfer between CSOs and researchers with a focus on policy instruments, assessment tools and indicators for SCP, particularly looking at four practical CSO projects.*"

The four CSO projects in the focus are:

- TTGV (Turkey): Actions towards the encouragement of the development of SCP Policies in Turkey among relevant stakeholders: An LCA approach for sustainable housing
- ECODES (Spain): Indicators for Sustainability in Financial Products
- Green Liberty (Latvia): Participatory SCP policy assessment
- MAMA-86 (Ukraine): Development of an SCP policy in Ukraine

The workshop lasted two days. At both days the participants elaborated in small working groups a range of subjects and questions, approaching the workshop's objective from two different angles. On one hand, specific questions by the above mentioned **CSOs were discussed to further their activities** to promote sustainable lifestyles in European countries more efficiently. On the other hand, the objective was to gain **new insights to research**, by identifying more possibilities and options for research to support CSOs. A separate

session dealt with better communication on SCP, to share experience and knowledge about how to make SCP easily understandable, how to raise attention and to use attractive material.

The workshop was completed by having the different participants reflecting in homogenous groups (new CSO partners, core project partners and external experts) upon the workshop and by comparing the different outcomes. These were practically all in line with each other, indicating the success of the workshop.

Several next steps have been identified that were summarised by the reporting parties in the following slides.



<sup>1</sup> The Action Town is an FP7 project and kindly funded by the European Commission. Its official name is CSOContribution2SCP. Project partners are the CSCP, SERI, SEI, ANPED and WWF-UK. The accession of the new partner CSOs, namely ECODES, Green Liberty, MAMA-86 and TTGV is currently being processed.



## Overview of recommendations for CSOs and researchers – Conclusions from the Action Town Support Workshop

### Better CSO projects

#### Recommendations for CSOs

- > Identify relevant stakeholders and their goals/needs
- > Review existing methods
- > Kick-start a process rather than a project
- > Discuss how to attract and activate different stakeholders
- > Use best practice from other countries
- > Take time to review more specific project outcomes
- > Use instruments and indicators
- > Network
- > Link sustainable production and sustainable consumption
- > Profit from the Action Town project
- > Identifying relevant SCP strategies
- > Choosing the right policy instruments
- > Get others on board
- > Prepare a network
- > Ensure a common language among your network partners
- > Identify a common purpose of a network
- > Preparing the grounds for SCP in Ukraine – MAMA-86

#### Recommendations for researchers

- > Check which environmental tax and regulation scheme is most efficient

### Better scientific support

#### Recommendations for CSOs

- > Make research results visible for a larger audience
- > Partner with researchers
- > Identify the need for additional research
- > Conduct policy assessments
- > Organise skype conferences and online lectures to profit from “external” scientific support
- > Make use of “multipliers”
- > Test possibilities to involve young researchers in CSO work

#### Recommendations for researchers

- > Make scientific information accessible
- > Include education as a part of research projects
- > Visualise the use of tools and indicators with a diagram
- > Create lists of data and organisations
- > Provide checklists to CSOs to facilitate policy assessments
- > Offer translations into national language
- > Prepare and provide SCP policy briefs
- > Initiate twinning projects
- > Call for structural support for grass-root CSOs



## Communicating SCP

### Recommendations for CSOs

- > Tell a story
- > Enable, encourage, engage and exemplify: Consider the 4E-dimension
- > Call for consumer rights
- > Contact “resources” for disseminating Action Town results
- > Invite influential speakers
- > Personalise communication
- > Focus on gate keepers
- > Display positive pictures and cases
- > Organise breakfast seminars and green pubs
- > Understand the audience and the purpose
- > Organise courses
- > Make links to and partner with other organisations and people
- > Display sustainable life styles on TV
- > What is attractive (material)?
- > Be creative
- > Apply different ways to reach different people
- > Use your budget appropriately
- > Employ new media
- > (Moving) pictures tell more

## Summing up

### Recommendations for CSOs

- > Start the exploratory actions
- > Learn more about examples and get contacts
- > Prepare an SCP event calendar
- > Contribute to Action Town dissemination activities
- > Make more use of the Action Town project website
- > Revise project concepts
- > Organise online lectures or Skype presentations

### Recommendations for researchers

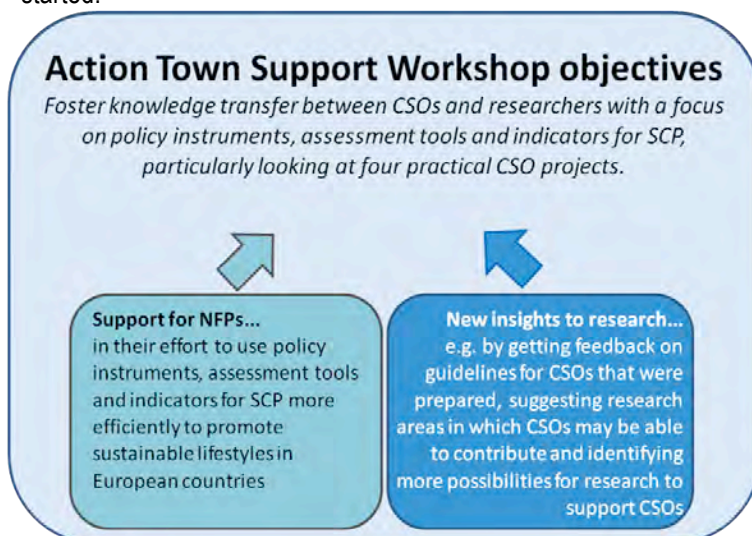
- > Investigate options for translation of scientific information
- > Tailor-made advice to the NFPs
- > Provide NFPs with support material
- > Investigate possibilities to prepare check-lists for policy assessments
- > Check possibility for SCP country fact sheets
- > Circulate e-mail contacts of workshop participants
- > Plan for case specific support

## Overview



**Picture 1: Workshop participants**

The Action Town support workshop was opened on 1 February 2010 in Vienna, Austria. Following welcoming notes by Fred Luks, representative of Bank Austria and host of the workshop, and project manager Nora Brüggemann, CSCP, the four new CSO partners ECODES (Spain), Green Liberty (Latvia), MAMA-86 (Ukraine) and TTGV (Turkey) briefly presented themselves, their organisations as well as the concepts of their foreseen Action Town exploratory actions (see box 1-4 of this report). This was to set the scene, in order to provide the participants with the necessary information to get involved constructively in the discussions. After brief introductions by the participating external experts (see box A-D), the main part of the workshop, precisely the discussions in working groups, started.



**Figure 1: Workshop objectives**

Discussions continued on the second day. A brief presentation by Michael Narberhaus, WWF-UK on a new project work stream, the Action Town Roadmap, lead over into the closing and wrapping up of the sessions that have been seen as very inspiring.

### The concept

Two main lines for discussions characterised the work. These were

- supporting the four CSO projects
- getting new insights into research

These topics were discussed in smaller working groups, enabling each of the participants to actively contribute to the discussions, raise questions, share ideas and experience and to also focus on the aspects considered as most important by the respective table chairs.

Two sessions dealt with supporting the four CSO projects (see figure 2: Better CSO projects) and each of the resulting four working groups was chaired by one of the new CSO partners in turn: MAMA-86 and Green Liberty hosted the policy instrument table, ECODES and TTGV the assessment and indicator table. Two other sessions dealt with better scientific support (see figure 3: Better scientific support) and were chaired by the CSCP (on policy instruments) and by SEI and SERI (on assessment tools and on indicators) (see Annex 1 for the workshop agenda).

Several guiding questions that resulted from a little survey conducted by the project partners prior to the workshop channelled the discussions.

While the discussions were split into various sessions over the two workshop days – as explained above –, this report will present the results in clusters for the sake of better clarity and transparency. Recommendations for the CSOs are highlighted in **green**, recommendations for researchers in **blue**.

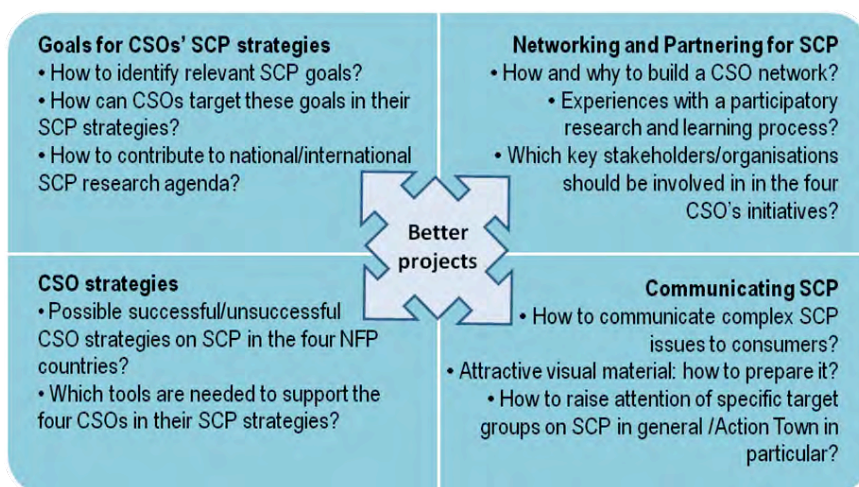
## Better CSO projects

Action Town aims to support CSOs practically in their effort to use policy instruments, assessment tools and indicators on SCP more efficiently to promote sustainable lifestyles in European countries. To this aim, four new CSO partners will be joining the project and implement four exploratory actions with the support of Action Town and its partners.

To this end, one workshop session was particularly dedicated to discuss the prepared project concepts and to support the CSOs in designing their activities in an effective way. The four CSO projects in the focus are:

- TTGV (Turkey): Actions towards the encouragement of the development of SCP Policies in Turkey among relevant stakeholders: An LCA approach for sustainable housing
- ECODES (Spain): Indicators for Sustainability in Financial Products
- Green Liberty (Latvia): Participatory SCP policy assessment
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Several guiding questions (see figure 2) have been prepared to facilitate the discussions that took place in two groups: looking at the assessment and indicators related projects by ECODES and TTGV, as well as at the policy-related projects by Green Liberty and MAMA-86.



**Figure 2: Better CSO projects – guiding questions**

## Assessment tools and indicators projects

*Ecodes' project focuses on financial institutes and on assessing the sustainability of financial products to consumers. As a part of the project, sustainability indicators for financial products will be assessed. One of the aspect Ecodes is interested in is how to get relevant stakeholders involved in the process of developing the indicators.*

### > Identify relevant stakeholders and their goals/needs

The discussions at the table suggested that this depends on which stakeholders should be involved in order to reach the objectives of the Ecodes project. Ecodes intends to first discuss with bank experts and thereafter include other stakeholders in the process. Here, an idea could be to first decide which stakeholders to involve, second to decide what goals Ecodes would like to reach with the stakeholder discussions and third to try to understand these groups – are there any groups with conflicting ideas that need to be considered in the stakeholder discussions? Often it is useful to identify some key stakeholders at the beginning for getting more experts/stakeholders by adding a list of a few important invitees to the invitation.

By involving consumer groups in addition to banks, it will be possible on one hand to identify what is useful for different consumer groups and on the other hand what is realistic to implement for banks.

This enhances the implementation possibilities of the project. In this context, it is crucial to consider how to attract these groups to the project and think through the question: How would these groups benefit from the process/project? There seems to be some interest from some consumer groups for this type of products already.

### > Review existing methods

Ecodes' project concerns the whole spectrum of financial retail

products. In this field, a lot of information and indicators used for assessments in the financial sector are already available that could be used. It would be valuable to first review these methods that are already developed, in order to find a successful strategy for the Ecodes project. A first review of these could provide information on which few methods to focus further on.

#### > Kick-start a process rather than a project

Different financial products in Spain will be assessed, with a focus on retail banking. A set of indicators will be assembled, in order to provide systems to evaluate the sustainability of financial products. However, it will be difficult to say to consumers that one financial product is sustainable and another is not. This means a key project outcomes could be kick-start a stakeholder process that includes both consumers and banks. In order to create this process, it is important to think about what the expected outcome and the potential effects might be, and whether the focus is to influence banks or consumers.

#### **Box 1: ECODES – by Aurelio Garcia**

Ecodes takes action in Latin America and Spain partnering both with governments and companies. Their work includes consumer oriented campaigns and CSR analysis (for example with EIRIS, for which Ecodes gathers information about companies in Spain). Other areas of work include climate change ranking for consumers. One of Ecodes goals is to help consumers in making decisions and assisting companies in adjust to a more sustainable path. The upcoming Ecodes' project to be carried out within the Action Town project is called "Indicators for Sustainability in Financial Products". This project aims to assist consumers rather than large investors. Here, they will try to look for indicators to guide citizens to choose more sustainable investments. The aim is to develop a set of criteria and indicators that will enable an assessment of the sustainability of financial products for consumers. As a part of the project, Ecodes wants to establish an expert panel to assist in building up a set of indicators. The project will also result in documentation including a report and the information will be provided CSOs, consumers and financial entities who can use it to communicate to consumers and to develop sustainability criteria. Finally, the information shall also be given to governments.

*Ecodes wants to involve two different groups – CSOs and experts, including national experts and EU experts.*

#### > Developing ideas for the CSO engagement group:

- focus on understanding their needs and thereafter create suitable indicators
- involve government representatives for visibility and acceptance
- a kick-off event could be held, followed by bilateral interviews and a final group meeting

#### > Developing ideas for the expert group:

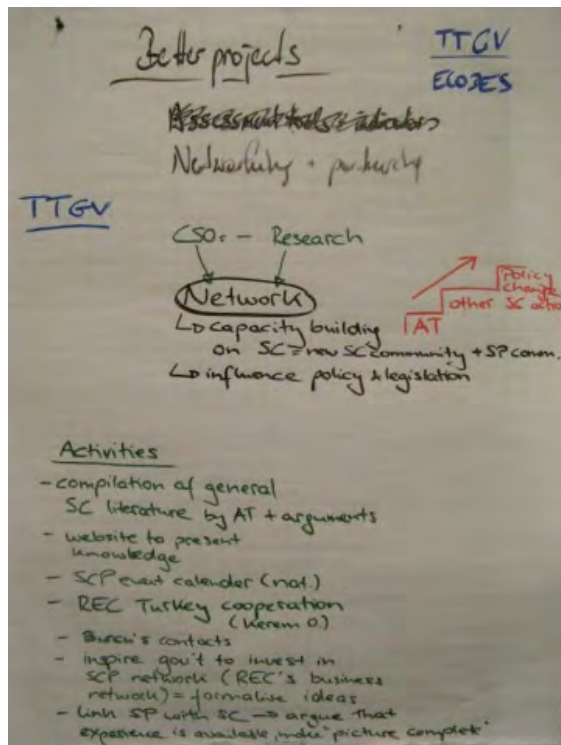
- scoping of possible experts/check with others
- include bank representatives and researchers
- include national as well as European experts
- have a "big name" to attract others in the expert group
- discuss the chosen indicators
- prepare the process of working with the project, including the use of a facilitator, set working rules, define meetings' objectives
- involve both online and face to face meetings

Furthermore, it was suggested that the project activities should also include a review of European and international experiences.

*TTGV's project focuses on LCA and in particular, LCA in the construction and building sector. One aim is to promote awareness of SCP in Turkey, by displaying LCA and its results.*

#### > Discuss how to attract and activate different stakeholders

TTGV is interested in receiving support on how to scale up the SCP concept, beginning with LCA and in particular LCA of insulation material. The involvement of stakeholders will be of high importance in the process of deciding on the scope of the LCA. It was suggested to target what the incentives of the stakeholders are – what would make SCP interesting for stakeholders that have not yet been concerned with the issue? An LCA with a very clear result, showing that for example by establishing sustainable buildings, one could also achieve economic savings, since less energy may be needed would likely be interesting for many stakeholders.



**Picture 2: Improving networking and partnering**

### > Use best practice from other countries

A catalogue including impacts etc. of building materials such as the one used in Austria, could be useful for TTGV. This catalogue could for instance help to identify a number of different aspects that one may want to consider in the process of carrying out LCA related to buildings. For example – when more people live in the buildings – should this be regarded as more sustainable?

### > Take time to review specific project outcomes

The overall goal of this projects is to contribute to more SCP by setting SCP on the agenda and highlighting its importance. In addition, it is suggested to identify smaller project goals that can be made more concrete and specific. For example to influence governments to create policies for more sustainable buildings; to educate producers and architects in order to achieve changes in the construction of buildings etc.. The communication strategy also depends on the goals that one wishes to achieve. One important outcome of the Action Town project is to build up capacities and networks on SCP in Turkey.

### > Use instruments and indicators

Research tools such as indicators and assessment tools can be used to identify strategies and identify

goals. An LCA study can for example be carried out in order to find out where in a buildings life cycle the largest environmental impacts occur; this could be useful for creating policies. In addition, tools can be used to prove something which is unsustainable that we already know of.

Once the goals have been decided, it is a matter of creating relevant strategies; this can be done by trying to answer questions such as “how do I best influence the system?” and “how to start the project?” There will be different approaches to these questions, which also depend on the required level of detail. Tools can also be used to educate, and to raise awareness.

### > Network

A network for TTGV's project would ideally involve both CSOs and researchers. It would focus on capacity building on sustainable consumption and include both the sustainable consumption and the

#### **Box 2: TTGV – by Emrah Alkaya**

The aim of the Technology Foundation of Turkey (TTGV) is to foster projects focusing on technological development. The TTGV is also increasingly working on sustainability related projects, however, the environmental part of their work is quite new. So far, TTGV is mainly focusing on the production side, but aims to cover more and more of the consumption side in the future.

TTGV is interested in preparing frameworks for sustainable production in Turkey. The upcoming TTGV project supported by the Action Town project called “SCPTurkeyProject” focuses on housing and in particular assessment tools and LCA. One of the targets is to increase the understanding about the LCA tool among stakeholders. One of the first activities within the project is to carry out an LCA study focusing on insulation materials. A first part of this work will include a review of previous LCA studies and identification of relevant data and support. A next activity is an overview of policy instruments, including both existing and potential instruments.

#### **Box A: Michael Lettenmeier, Wuppertal Institute**

Mr. Lettenmeier introduced his work and the field of action of Wuppertal Institute. Waste prevention and resource efficiency are some of the core questions he works on, making him a specialist on assessment tools and indicators in these fields.

sustainable production community. The network could also influence policy and legislation e.g. by inspiring government to invest in a SCP network. Burcu Tuncer from CSCP can assist to discuss relevant contacts in Turkey.

#### > Link sustainable production and sustainable consumption

Argue that experience is available in order to make the picture complete. While the TTGV focuses on the production side, interest on the consumption side could so created as a side-effect.

#### > Create target-specific strategies

For both projects, different target groups will be of interest on both the producers and the consumers side. The methods how to reach out to these groups vary. While companies often make rational decisions, based on information on costs etc, consumers tend to be more irrational. Thus, the strategies may vary depending on the target group for the communication.

#### > Profit from the Action Town project

Both projects could benefit from the Action Town project by making use of the Action Town network and its website to promote their own networks.

#### > Develop other activities for the TTGV project

- compile general SC literature and arguments
- use website to present knowledge
- include SCP event calendar on website

## Policy instruments projects

#### > Identifying relevant SCP goals

When identifying relevant SCP goals, it was concluded that the whole picture should be targeted, including overall goals, smaller targets and trends. There are two different types of goals that can be identified – short term goals and more general ones. The short-term goals may require more practical guidance while the general ones are more open. When identifying the goals it is important to identify key actors, potential opponents and supporters. Collaboration can be sought with different stakeholders, including for example universities and others, to achieve these goals.



Picture 3: Workshop discussions (I)

#### > Choosing the right policy instruments

Discussions at the policy table also focused on two impact areas transport, mobility and housing and the types of policy instruments to use in this field – regulations or economic instruments.

In the field of transportation, regulations (e.g. on fuel efficiency of new vehicles), economic instruments (such as subsidies, fines and fees or environmental taxes) could be targeted. Environmental taxes could be included in order to influence consumers to purchase more environmentally friendly cars. However, the discussion should not only be about what type of car to use but also how to change the entire mobility structure, including trying to influence people to choose other modes of transportation.

For housing, the focus may often be on the existing buildings that are already in place. Here, the focus may be on energy efficiency. In this field, there is an interest for example from Latvian banks, due to the upcoming investments. Energy audits for houses and participatory processes were mentioned as relevant in this field as well.

In particular for the MAMA-86 project, the following items were discussed:

- Look into trends – where are we going? What are the gaps and the potentials?
- What can be “sold” – benefits, support from others/key actors
- Strategic Environmental Assessment
- Dialogue forum to discuss and propose new topics

Goals can be general or focused, i.e. more short term goals which should be realistic and feasible

#### > Get others on board

To become stronger and better capable to transport messages CSOs should form coalitions with other

like-minded organisations. Building on each other's interests and strengths shall then enable effective approaches, e.g. regarding lobbying.

#### > Prepare a network

Preparing a network could include mapping the work done by different actors. Bringing together experts from different areas can be a huge asset to realise a mixture of interests.

#### > Ensure a common language among your network partners

As Green Liberty plans with a participatory assessment of Latvian policies (thereby fulfilling two purposes: to build partnerships and to improve policies) and considers to involve in its network environmental CSOs, consumer organisations, women's organisations and academics/economists. To best foster a proper cooperation of these divers organisations, it was suggested by the workshop participants that common language among them was a condition for good cooperation.

#### > Identify a common purpose of a network

If there was no common language, then at least a common purpose is needed. Using a systems thinking can help to understand where the common ground lies. Some of the challenges here include how to get active involvement by the participants, how to get insights from systems thinking and how to find the practical things that people have in common.

#### > Check which environmental tax and regulation scheme is most efficient

As a result of the discussions about the right policy instruments, MAMA-86 has asked the core project partners to investigate which environmental tax and regulation scheme has shown to be the most effective in the field of mobility and housing.

#### > Preparing the grounds for SCP in Ukraine – MAMA-86

An aim of the MAMA-86 project is to identify who is doing what in the SCP policy field, and next, to study if an SCP framework could be formed for

Ukraine. Both NGOs and representatives from academia shall be involved. The network would build on already existing networks. Some problems have already been identified for policy makers to develop and change policies – for example

#### **Box 3: Janis Brizga – Green Liberty**

Green Liberty is a Latvian organization that started off as a library but was later transformed into an environmental organization. Green Liberty still has a public library but also pursues other activities including organizing various events, carrying out lobbying and preparing publications. The organization has developed a webpage to assist the public. Other activities include discussing with the ministry of the environment the development of policies on sustainable consumption and production. Some of the recent projects include the Green Map of Latvia, which is an online map where people can find out for example where their different initiatives are located.

Green Liberty's pilot project is a participatory assessment of SCP policies in Latvia. Latvia does not have overarching SCP policies but the SCP policies are more integrated in other areas. By carrying out such a policy assessment, Green Liberty hopes to get involved in the discussion about restructuring and developing and building up a better system after the financial crisis. Activities planned within the project include networking, preparing policy assessments, policy recommendations and a project webpage.

#### **Box 4: Anna Golubovska Onisimova – MAMA-86**

The organization Mama-86 was established in Ukraine by mothers who were concerned about their children's health after the Chernobyl accident and some other environmental incidents. The organization was established in 1990 and is today a national environmental network of 17 groups. The goal is to enhance sustainability policy practices in order to contribute to Ukraine's transition to a sustainable development.

The organization is involved in issues related to environmental democracy and environmental policy integration. Some of the projects that the organization has been involved in relates to chemicals management in Belarus, Ukraine and the Russian Federation. In the SCP area, Mama-86 works to promote environmentally friendly life-style among citizens. Their work also includes trying to integrate the issue of SCP into traditional CSO groups.

Mama-86 will carry out a project within the Action Town project concerning a policy assessment of SCP policies in Ukraine.

institutions are resistant to changes and corruption could also be a relevant problem. Next, a position paper would be developed. In order to address the many challenges, good examples could be gathered.

Thus, MAMA-86 project activities could include:

- a mapping exercise
- build a network including NGOs and academics
- build on a network that already exists and that can be relied upon

- develop a position paper

Challenges include:

- the political system
- putting policy pressure on politicians
- is there a need for deeper cultural shift?
- Foreign influences are important – how can mistakes of the Western lifestyle be avoided?

## Better scientific support

While the first discussion sessions concentrated on the four CSO projects and how to support these, the second workshop focus was on getting insights on how further improve scientific support for CSOs, to better meet their needs. Again, discussions were divided into two groups, one looking closer in assessment tools and indicators, the other one focusing on policy instruments (see figure 3 for guiding questions).



**Figure 3: Better scientific support – guiding questions**

### > Make research results visible for a larger audience

It may not always be desirable for CSOs to apply the tools themselves or to do scientific studies. Such work is often carried out in the research or scientific arena. However, CSOs can make use of the results, and make these results visible for a larger audience.

### > Partner with researchers

Many research studies are quite dull with results that are relatively uninteresting for a larger audience. In order to find research results that are interesting for a larger audience, CSOs may have to communicate with researchers. CSOs could also

employ researchers or people that have sufficient training to evaluate and read research reports and papers. A benefit for CSOs to collaborate with research institutes and not only carrying out studies themselves, is that research institutes may have a higher credibility since in particular some CSOs may be regarded as slightly biased which is different from research institutes that more often have the goal to be objective. CSOs however can take the role of being the interpreter of the reports and the results of the studies made. CSOs can also set up a research – CSO knowledge dialogue.

### > Make scientific information accessible

In order for CSOs to be able to access scientific information, scientific journals could be made

available for CSOs. Research that is funded by the public should ideally be accessible and possible to be read by the public. In addition to the research articles, results from research studies should ideally also be presented as reports or as summaries targeting a larger audience.

### > Include education as a part of research projects

It does not seem as if there is a lack of indicators or that the indicators and assessment tools are insufficient, but rather the problem is to make people listen to them, to make the results heard. In order to address this problem, an educational part could be included in research projects. Researchers could also collaborate more with educators.

### > Visualise the use of tools and indicators with a diagram

A diagram for assessment tools and indicators, similar to the diagram that exists in the policy instruments guideline, could be included in the guideline documents. Diagrams and pictures often increase the understanding. This would contribute to making it easier to find indicators and assessment tools.

#### **Box B: Markus Meissner, Österreichisches Ökologie Institut**

Markus Meissner is an external expert from the Austrian eco-institute "Österreichisches Ökologie Institut". The institute has developed a method called Total Quality Building Assessment, which aims to assess the sustainability of buildings and the construction process, focusing on the entire life cycle a construction – including planning, building, maintenance and final disposal. The Institute also works on implementing sustainability criteria for the construction sector. In addition, a quality procedure for buildings is also included in the sustainability work. The assessment includes a number of categories and a long list of indicators. The assessment method follows the official method of the Austrian Council for Sustainable Construction, and Life Cycle Assessments are an essential part of the work. Another field of action of Österreichisches Ökologie Institut is the focus on education of architects. This focus is in line with the idea that sustainability thinking needs to come already in the design process of the building.

### > Identify the need for additional research

A role for CSOs can be to identify research needs. CSOs may not only use the research findings, but they can also identify where there is a need for more research or where some problem in society needs more research to be proved.

### > Create lists of data and organisations

It can sometimes be hard to find data for all the indicators. A list of relevant research organisations could be made as well as a list of available data, or a list describing where to find data and lists displaying which CSOs that use the tools or indicators. While there are plenty of tools and indicators available, it can many times be difficult to know how to apply them or how to combine them.



**Picture 4: Workshop discussions (II)**

### > Conduct policy assessments

A major part of the discussions concerned the question on how to do SCP policy assessments. Policy assessment should be seen against the framework of SCP and could also provide some relevant background. Aspects to be considered in policy assessments include:

- SCP principles
- Target setting (political or scientific targets)
- Core set of issues
- Practical examples

Comparisons with some other EU countries could provide a good starting point. There have been mobility projects in the UK for example that could be looked into to get a better idea. The SCP policy factsheets of six European countries, prepared by the European Topic Centre on SCP for the European Environment Agency, could here function as a useful starting point.

**> Provide checklists to CSOs to facilitate policy assessments**

A suggestion here was that it could be useful for CSOs to be provided with a checklist for making policy assessments, and to increase the understanding of what policy instruments are available in different countries. While reviewing these instruments, gaps should be identified and lead to the formulation of different recommendations. Such policy assessment checklists could be based on existing policies and needed policies, and could be used to analyze gaps and other tools needed.

**> Organise Skype conferences and online lectures to profit from “external” scientific support**

Better research to influence policy makers and other stakeholders could also include the use of new communication techniques. Possible examples include skype conferences to involve research institutes such as those of the core project team in workshops and conferences organised e.g. by the NFPs. Another idea to involve researchers from other countries was to organise online lectures.

**> Make use of “multipliers”**

As a way to communicate messages, it can be of importance to not only speak to high-level people but also to proactive individuals, since they can act as very useful multipliers.

**> Offer translations into national language**

In order to influence on the country level, the importance of texts in the country’s national language was emphasized. Acknowledging the difficulty of this, mainly due to financial constraints, ideas such as the identification or even promotion of funding programmes to support such purposes was raised.

**> Prepare and provide SCP policy briefs**

Participants very much welcomed the idea to call for the preparation and provision of SCP policy briefs e.g. on a specific instrument (such as eco-taxation) or a specific issue (such as mobility). Different options have been discussed: a European institution functioning as a contact-point or helpdesk to

**Box C: Anukka Berg, Department of Social Policy, University of Helsinki**

Anukka Berg is doing research related to national sustainable consumption and production programmes and processes. In particular, she has been studying the Finnish and the Swedish case, and also to some extent the UK. In her work, she has found some obstacles regarding policy processes, since these are viewed diversely by different actors: while the processes are seen as educational projects for the NGOs, the NGO representatives see them as opportunities to influence policy.

Other issues that interest Anukka include whether or not the SCP programme should focus on eco-efficiency or on sufficiency, different types of policy instruments, and efficiency of using regulations vs. information tools.

support e.g. CSO on SCP related matters could be created and provide such policy briefs. A general information body could be available, and tailor made on request by a CSO or other actors. This adaption could include specific national information regarding the situation on mobility in Latvia, as well as the translation into the national language such as Latvian in this case.

**> Initiate twinning projects**

Another idea raised would be to initiate twinning projects on SCP issues between different governments or environmental agencies. While depending on the willingness of the relevant institutions, the exchange of “visiting” experts could increase the effectiveness of governmental and legislative activities.

**> Test possibilities to involve young researchers in CSO work**

One idea to further strengthen the link between research and CSO’s work was to engage young researchers (e.g. PHD-students) directly in CSO work in-house. This would enable a thorough and long-term scientific support of CSO activities. However, the question of funding these students and their efforts remains open.

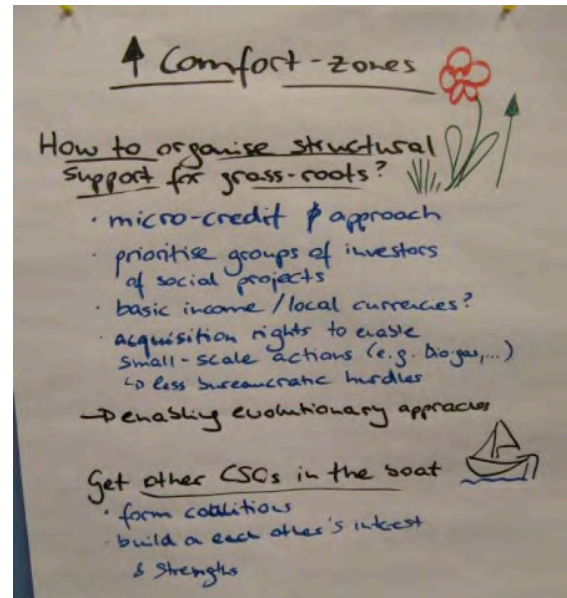
**Box D: Jozsef Szalak, REC Head Office**

Jozsef Szalak works at the Regional Environmental Centre in Hungary. Among other things, the organization has contributed on developing common frameworks for sustainability policies. They have also worked on indicators, and tried to streamline the work on and application of different indicators in different countries. Here, guidelines for national governments have been developed, applicable for example also for the Western Balkan countries. In addition, REC field of action includes lobbying for the introduction of the EU flower in different countries, so to enable consumers to make more energy efficient household appliances for example.

**> Call for structural support for grass-root CSOs**

As an “add-on”, the workshop participants also discussed you to support grass-root CSO engagement and came up with several structural suggestions. These include: The establishment of micro-credit approaches to facilitate the access to financial sources for grass-root organisations; when sourcing credits to prioritise on investor groups that also conduct social projects; to consider basic income schemes or the use of local currencies to support local structures; reduce bureaucratic

hurdles regarding the acquisition of e.g. land property to those that realise environmental and social small-scale actions (such as the production of biogas); provide a supporting environment for evolutionary approaches.



**Picture 5: How to increase the comfort-zones of CSOs unfamiliar with the SCP topic?**

## Communicating SCP

Three different questions were used to guide the world café discussions at the three different tables (see figure 4 for an overview).

### Communicating SCP in an easily understandable way

**> Tell a story**

To raise attention and make your messages understandable to a broad audience, a way is to include your messages in a story to tell. These stories could have different angels and starting points. The workshop participants mentioned the following possibilities.

- New stories of truly sustainable lifestyles
- “Normal people” having sustainable lifestyles

- Role models
- Learn from history
- Link global and local: what do global issues mean to “Family Klein”? (example family used by the Austrian initiative “Growth in Transition”)
- Involve creative minds (resources??)

**> Enable, encourage, engage and exemplify: Consider the 4E-dimension**

Developed by DEFRA, UK, the 4 E’s model explains four dimensions necessary to change behaviour. These are: Enable (Make it easier), Encourage (Give the right signals), Engage (Get people involved), Exemplify (Lead by example). The participants raised the need to ensure these also for communication purposes.

### > Call for consumer rights

One way to possibly improve consumers' understanding of SCP issues could be to call for an "Aarhus-like" convention for business, working towards consumers rights to get information on information on environmental and social dimensions of their consumption, e.g. by way of product labels. This request could also become part of the NFPs position papers, to be prepared in the course of the Action Town project.

- How can the complex SCP issues be communicated to consumers in an easily understandable way?
- How to raise attention from different target groups?
- What is attractive visual material and how to prepare it (sample brochures, web-sites, videos, podcasts etc)?

Figure 4: Communicating SCP – Guiding questions

### > Contact "resources" for disseminating Action Town results

One idea to make project dissemination easier could be to inform those sources / organisations etc used and mentioned e.g. for the preparation of the guidelines. The link is then already evident, so should be the common interest.

## Raising attention of different target groups

### > Invite influential speakers

Inviting influential speakers to different events often draws attention to the event. Speakers should ideally not only have environmental backgrounds, but influential speakers from other sectors should also be included.

### > Personalise communication

Interest can often be spread by a "mouth to mouth" dialogue – by speaking to people and spreading the interest by a personal contact with them. Make the communication as personal as possible and build relationships.

### > Focus on gate keepers

Focus on "gate keepers" in the dialogue – these are people that have more possibility than others to influence other people – for example teachers, people that have a key role in different organizations etc.

### > Display positive pictures and cases

Also display positive examples – not only describe the inconvenient truth but also provide a message that change is possible and does not have to lead to a disaster.

### > Organise breakfast seminars and green pubs

There is a general information overflow today – in order to make oneself heard one has to be creative. Thematic breakfast meetings for journalists and others can be a way to spread the interest for SCP and other issues – while many people are busy, most could prioritize to have a breakfast on their way to work. Organise a "green drink", e.g. an after work drink with an environmental theme.

### > Understand the audience and the purpose

When communicating it is always important to keep in mind and understand the purpose of communicating – knowing the purpose will make it easier to create successful strategies to communicate and raise attention. Different groups make decisions based on different reasoning – consumers tend to make decisions based on emotional rather than rational grounds.

### > Organise courses

Create courses for decision makers /academy for decision makers, where they may achieve a sustainability pass or diploma when having completed the course

### > Partner with other organisations and people

Liaise with for example banks or governmental institutions when organizing an event, and not only environmental organizations, can give the issue another importance. Link SCP to other areas and issues – point out the importance of SCP for health and quality of life, which are issues that many people would value. Not only speak about environmental issues as separate ones.

### > Display sustainable life styles on TV

Integrate SCP issues in TV-series etc – currently unsustainable life styles are being spread because

many movies and series display such life styles. Would it be possible to display instead more sustainable ones?



Picture 6: Writing down last thoughts.

## Attractive visual material

### > What is attractive (material)?

Attractive material fulfils the following criteria:

- **Concrete messages** are important, pictures tell more than words.
- Material for communicating SCP should **mobilize people to action/change**.
- **Humor** is a change-catalyser of people's thinking as it burst emotional barriers. Good examples are funny pictures / cartoons or ironic words.

### > Be creative

SCP topics are communicated more effectively and can reach other target groups by using different kinds of art, such as modern art, music or theatre. CSOs and researches can make use of the capacities of artists. The cooperation with artists is challenging, but the results may be worth it. Working with artists forces sustainability researchers to express their topics in new, more simplified ways. Helping artists to understand SCP is a time consuming process but enables deeper engagement. These different ways of working is a driver for new, creative solutions. On the one hand artists could be asked to develop art about the topic of sustainability and to create visions about a sustainable future. On the other hand art could attend and enhance the process of SCP research. Furthermore celebrities and events can raise awareness of and funds for the topic of sustainability, for instance the Life Aid event. Furthermore celebrities act as role models and may motivate new target groups to change their life style.

### > Apply different ways to reach different people

Targeted communication for different stakeholder groups is a well known advice, but not easy to realize. It is crucial to adapt the message and the communication tool to the target group, such as youth/elderly; aware/unaware; city/rural communities. The most challenging part is to address new stakeholder groups, which are not aware of SCP yet. For example aspects of well-being and social fairness of SCP can be highlighted in combination with environmental aspects.

### > Use your budget appropriately

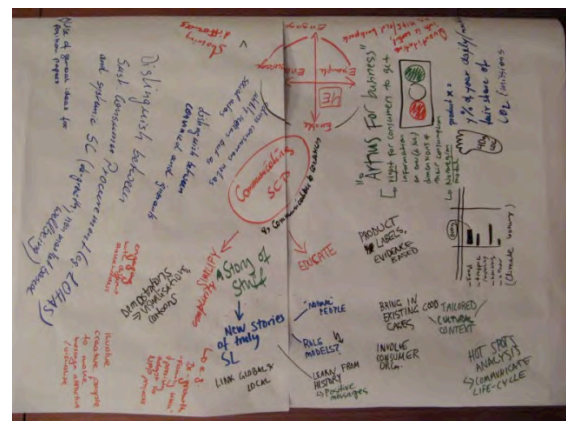
It is important to select the communication tools according to the budget you have and the target group you aim to reach.

### > Employ new media

The possibilities of new media should be exploited. For instance online lectures (live or recorded) on SCP can be held by experts in order to improve information transfer between CSOs and researchers. Via Facebook and Twitter SCP can be communicated to and discussed with new target groups. "The message should spread like germs". By new media information can be distributed and social marketing is supported. Those media are no one-way communication tools, dialogue is key.

### > (Moving) pictures tell more

Today films influence as much as books, the film "An Inconvenient Truth" influenced people in way the Factor 4 Book did. Films can either be very short videos with sharp messages (for example the "Story of Stuff" movie by Anne Leonard, available on YouTube) or long documentations such as "Home". A web-link for downloads: [www.nachhaltiger-filmblick.de/start.php](http://www.nachhaltiger-filmblick.de/start.php).



Picture 7: World Café "Communicating SCP"

## Summing up

The inspiring and constructive working group discussions from both days were concluded with a common feedback round in the afternoon of day 2. Looking into how to support knowledge transfer best, the participants were split into three homogenous groups, i.e. the core project partners, the new CSO partners and the external experts. As such, they were asked to reflect upon the workshop itself and summarise what support was seen as needed from their point of view.

The results of this exercise proved to be both very useful and reassuring. On the one hand, the most important aspects were raised again, providing the project team with a good understanding of what would be most needed. On the other hand, the huge overlap of the outcomes of the different groups was a welcomed sign that the different parties shared the feeling of having participated at a constructive workshop and had worked successfully on one common basis (see figure 5 for a detailed overview).

In the following, the main points raised by the participants are listed:

### > Start the exploratory actions

The National Focal Points expressed the wish and the “hunger” to soon start their exploratory actions. The Support Workshop has raised their “appetite” in the project and they would now like to quickly overcome administrative hurdles and start implementing their small pilot projects.

### > Make more use of the Action Town project website

All three groups underlined the need and wish to profit more from the Action Town website. Ideas that were mentioned on how this could be done include:

- give NFPs more space on the website: to explain their projects, possibly to also have information in their national language
- include a scheme presenting the project's process on the website
- improve discussion forum and make it more lively

- upload of online lectures
- offer of policy briefs on specific issues

Furthermore, it was discussed which tools could further assist in the sharing of the different information. One option might be to use the internal web-based platform e.g. internal discussions and exchange of documents. The project team (particularly SERI) will investigate the possibilities.

### > Learn more about examples and get contacts

One suggestion of the National Focal points was to be also provided with contacts and information about politicians, projects in the field but also about factors for success and failures of SCP initiatives.

### > Investigate options for translation of scientific information

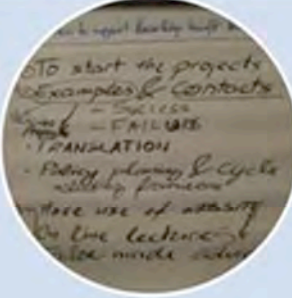
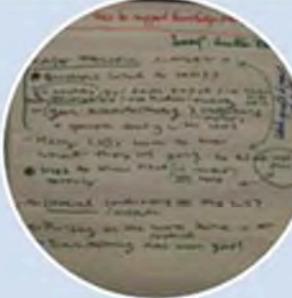
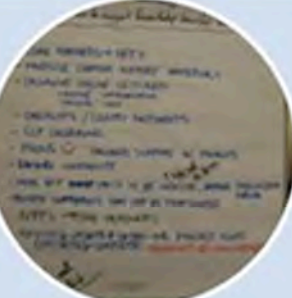
Getting back to earlier raised concerns, the National Focal Points do hope for support in translating scientific findings and other information into the national / local language to be able to make more use of it. The new CSO partners of course do not expect any solution from the Action Town project, but maybe some possibilities for such a support could be investigated (e.g. special funding programmes).

### > Tailor-made advice to the NFPs

Formulated as a wish by the National Focal Points, the core project partners but also the participating external experts have offered to be available for tailor-made advice to the National Focal Points about questions related to their exploratory actions (including their project concepts) but also about their daily-SCP-work.

To this end, NFPs are invited to informally get in contact with a) their respective Action Town partner, b) any other Action Town partner, c) the external experts that have been present at the Support Workshop. This could be either done by phone or by mail and ad-hoc advice has been promised as quickly as possible.

## Overview of Participants Feedback

National Focal Points (what NFPs need):	Core partners support suggestions:	External experts' suggestions and comments:
 <ul style="list-style-type: none"> <li>- To start the projects</li> <li>- Examples and contacts               <ul style="list-style-type: none"> <li>o Politicians, projects etc</li> <li>o Success factors and failures</li> </ul> </li> <li>- Use the Action Town webpage more               <ul style="list-style-type: none"> <li>o Online lectures</li> <li>o Policy briefs on specific issues</li> </ul> </li> <li>- Translation to national/local language</li> <li>- Tailor-made advice</li> </ul>	 <p>Support that core partners can provide to NFPs:</p> <ul style="list-style-type: none"> <li>- Produce support material, content-wise (data base etc?)</li> <li>- Organize online lectures               <ul style="list-style-type: none"> <li>o Active: communication</li> <li>o Passive: input</li> </ul> </li> <li>- Produce checklists/country fact sheets</li> <li>- Produce SCP calendar</li> <li>- Phone tailored support in projects</li> <li>- Ensure continuity</li> <li>- More NFP space to website, improve discussion forum</li> <li>- Provide summaries that can be translated NFP's → core partners</li> <li>- Provide email list with the workshop participants' emails</li> </ul> <p>What core partners would like from NFPs:</p> <ul style="list-style-type: none"> <li>- Revised updated detailed project plans, concrete and complete               <ul style="list-style-type: none"> <li>o High-light in this project plan where they would like support from core partners</li> </ul> </li> <li>- Make more use of the Action Town website</li> </ul>	 <ul style="list-style-type: none"> <li>- Case specific support? What will be the specific needs of the CSOs?</li> <li>- Experts are interested in being there for future needs, tailor-made advice – email lists. Comment on their work plan</li> <li>- Maybe external support – potential for including this? Name such experts – potentially including them as god-fathers etc – match making</li> <li>- The CSOs seem to know what they are going to do – implementation plans would be needed in order to know what is needed more specifically</li> </ul>

**Figure 5: Participants Feedback**

### > Provide NFPs with support material

There is a need expressed for support material, information packages on data and advice on communication-issues. Specific to do's at the current stage emerge from the discussions during the workshop. Possibilities to establish a data-base were mentioned, but no specific idea on this was

presented. This could for example be provided on the Action Town website.

### > Organise online lectures or Skype presentations

Online lectures and Skype presentations were suggested as a useful tool to profit from scientific expertise outside of the own country. Experts giving

skype presentations could enable them to present their work and knowledge at a workshop without actually being there. Another idea was to give and prepare online lectures to which participants from a variety of different countries could be invited at the same time. These contributions could also be offered later on the project website, to a broader audience.

**> Investigate possibilities to prepare check-lists for policy assessments**

There were suggestions about checklists for NFPs and other CSOs to be put on the website, for example policy assessment checklists and guidelines, such as the UNEP guidelines were suggested.

**> Check possibility for SCP country fact sheets**

Another suggestion was to have SCP country fact sheets, concerning for example policies and strategies on SCP and what is happening in the area. This could help the National Focal Points to focus their activities much better. One starting point could be the already existing SCP fact sheets prepared by the European Topic Centre on SCP. Possibly this approach could be adapted to Latvia, Ukraine, Turkey and Spain as well, with the help of the new CSO partners.

**> Prepare an SCP event calendar**

Also mentioned was the usefulness of having a calendar, including different workshops and other events that will happen in the SCP area. A first draft prepared by the project team and handed out with the workshop material was considered as very useful. This approach should be further followed.

**> Contribute to Action Town dissemination**

The new CSO partners have been asked to consider how to organise the dissemination activities to raise awareness about the Action Town project and its outcomes. To facilitate the dissemination of Action Town findings by the new CSO partners, it was suggested that the core partners provide small summaries of the prepared deliverables and other useful material. These “teasers” could then be translated by the new partners into their respective national language, with a link to the original version in English for more information.

**> Circulate e-mail contacts of workshop participants**

To stay in contact with each other and to profit from the experience of the workshop participants, the e-mail contacts of all will be shared and circulated by CSCP.

**> Revise project concepts**

Based on the outcomes and lessons learnt of this workshop, the new CSO partners were asked by the project team to revise their project concepts (update, complete and concretise) by the end of February 2010. While doing this, they should also highlight particularly where and when they would like support from core partners.

Also the external experts highlighted that at this stage the new CSOs do seem to know what they are planning. However much of the really needed (scientific) support will only become clearer upon clarification and specification in the implementation plans.

**> Plan for case specific support**

The external experts correctly stressed the need to provide also case specific support to the NFPs, particularly as soon as the pilot projects are kicked-off. In this regard, the idea was presented to also organise and involve more external support in the form of other external experts that could e.g. also act as “god-fathers” or “god-mothers” and be involved in a match-making event.

**Next steps**

Workshop participants, including core project partners and new CSO members are eager to move from “theory to practice”. Therefore, the above mentioned recommendations and tasks will be taken up as soon as possible by the respective partners. The “to do” list included at the beginning of the report will serve as quick-glance overview. The outcome of the discussions will receive more dynamic – since being tested and applied in practice – as soon as the National Focal Points will kick-off their exploratory actions. The Action Town project team is looking much forward to it!



## Annex 1: Agenda

Day 1		
10.30-10.50	Welcoming Coffee	
10.50-11.00	<b>Greeting note by Fred Luks, Workshop host from the Unicredit Bank Austria</b>	
11.00-11.20	<b>Getting to know each other and the Action Town project</b>	<ul style="list-style-type: none"> <li>• Tour de table by all</li> <li>• Short project presentation</li> </ul>
11.20-12.20	<b>SCP in practice - CSO exploratory actions</b>	<ul style="list-style-type: none"> <li>• Short presentations of their projects by ECODES, Green Liberty, MAMA-86 and TTGV</li> </ul>
12.20-12.40	<b>Working with policy instruments, assessment tools and indicators – Key messages from Action Town guidelines</b>	<ul style="list-style-type: none"> <li>• Quick overview of work conducted by the Action Town partners</li> </ul>
12.40-13.40	Lunch	
13.40-14.20	<b>Working with policy instruments, assessment tools and indicators – Experiences from CSOs and researchers</b>	<ul style="list-style-type: none"> <li>• Short presentation by the present external experts</li> </ul>
14.20-16.00	<b>Better projects (Part 1)</b>	<ul style="list-style-type: none"> <li>• Workshop on how to support CSOs towards more effective SCP actions</li> <li>• Parallel discussions on CSO goals and strategies</li> </ul>
16.00-16.30	Break	
16.30-18.00	<b>Better scientific support (Part 1)</b>	<ul style="list-style-type: none"> <li>• Workshop on how research can be improved to foster effective CSO actions on SCP</li> <li>• Parallel discussions on assessment tools &amp; indicators and policy instruments</li> </ul>
18.00-18.15	<b>Reflections on the first workshop day</b>	<ul style="list-style-type: none"> <li>• Short feedback round on first workshop day, collecting suggestions for second day</li> </ul>
19.30-.....	<b>Dinner</b>	<ul style="list-style-type: none"> <li>• Voluntary get-together in a restaurant</li> </ul>
Day 2		
9.00-11.00	<b>Better projects (Part 2)</b>	<ul style="list-style-type: none"> <li>• Workshop on how to support CSOs towards more effective SCP actions</li> <li>• Discussions on networking &amp; partnering for SCPs and communication</li> </ul>
11.30-13.00	<b>Better scientific support (Part 2)</b>	<ul style="list-style-type: none"> <li>• Workshop on how research can be improved to foster effective CSO actions on SCP</li> <li>• Parallel discussions on assessment tools &amp; indicators and policy instruments</li> </ul>
13.00-14.00	Lunch	
14.00-14.45	<b>Knowledge transfer – How to support it best?</b>	<ul style="list-style-type: none"> <li>• Discussing and concluding on knowledge transfer and cooperation CSOs and researchers</li> </ul>
14.45-15.00	<b>Excurs: AT Roadmap</b>	<ul style="list-style-type: none"> <li>• Presentation of further Action Town activity</li> </ul>
15.00-15.30	Break	
15.30-17.00	<b>Supporting CSO partners in administrative questions</b>	<ul style="list-style-type: none"> <li>• Internal session for Action Town partners to discuss next project steps</li> </ul>

## Annex 2: Participant list

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