

PACHELBEL

POLICY ADDRESSING CLIMATE CHANGE
AND LEARNING ABOUT CONSUMER BEHAVIOUR AND EVERYDAY LIFE

Project Number:244024

Work-Package: WP4

**WP Title
Stimulus Materials**

**Deliverable D4.3
Preliminary set of stimulus material**

24 June 2011

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Executive summary	
<p>PACHELBEL WP4 “Stimulus Materials” uses findings from WP3 (Policy Assumptions) and from additional sources to prepare stimulus materials for the group-based process to be implemented in WP5. The output, informed by the present report, will be a set of materials to inform and stimulate the group-based process. The material is divided in two parts: one for individual application, common for all partners (Evoc/Capa/Simi set); and another that is issue-specific and individually produced for each country.</p> <p>The first part consists of three short questionnaires, which aim to serve as a comparative tool between countries. Partners apply the set at the first meeting of the STAVE group, results are analysed and data are presented to group participants at their second meeting. A second application of the set is foreseen at the third group meeting.</p> <p>The country specific material consists of a newspaper article that integrates real or simulated media coverage and/or documentary materials produced by various sources, scenarios, vignettes, and dramatised accounts. WP leader Symlog works together with partners, who provide relevant information and policy assumptions. An article in English is drafted on that basis. Partners translate it to their language and return it to WP leader who finalizes it in a journalistic format.</p> <p>At the date of submission, in light of actual STAVE group organization, this procedure has been completed for Swedish, Romanian, Spanish, German and UK teams.</p>	
Keywords	Stimulus - Representational elements – Evoc/Capa/Simi - Newspaper articles - Germany - Romania - Spain – Sweden - UK.

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0. Introduction

PACHELBEL WP4 “Stimulus Materials” uses findings from WP3 (Policy Assumptions) and from other sources to prepare stimulus materials for the group-based process to be implemented in WP5.

The project meets now a **trailing** phase where flexibility is fundamental. The preparation of stimulus material has been attentive to adapt the tool to the different countries and backgrounds within the team, taking whenever possible advantage of the **opportunities for comparing** how different options/approaches work (always within the common framework we have been trying to develop so far) that would allow the fine tuning and improvement of our “final” STAVE tool.

The present deliverable 4.3 is centered on the material so far created to stimulate groups run in WP5. This material combines from one side, policy assumptions (D4.1) and the representational elements identified in the media analysis (D4.2). In order to assure both flexibility and comparability, Symlog has developed two sets of stimulus material:

1. **Evoc/Capa/Simi set** of 3 short questionnaires is common to all partners;
2. **The newspaper article** is made specifically for each country/partner and will notably reflect (or challenge) policy makers’ assumptions. It condenses in a lively manner (Newspaper like style, personal cases, controversies, photo illustration) data relating to the substantive issue chosen by each partner.

These two stimuli were used sequentially in group sessions, and will be presented separately.

I. Evoc/Capa/Simi

This set of individual questionnaires was proposed to partners in order to assure common ground for comparability of participants taking part in the Stave tool in different countries. Besides cultural differences, each partner elected one specific substantive issue to address through STAVE, which adds even more complexity to the material collected. For this reason, the application of the Evoc/Capa/Simi tool aimed to access the individual representations shared by a group with specific characteristics underlined by segmentation criteria (Paris meeting presentation in annex). Representations accessed by this set could in principle be used to fine tune findings of the media analysis (Deliverable 4.2).

The set is applied at the first meeting of groups. Besides serving the project to establish these differences and similarities, results of the analysis are returned to participants at their second meeting where they will serve to stimulate reflexion.

After the presentation of the instrument, some issues initially raised by the team will be addressed in what follows.

1. Evoc

This exercise is based on representational studies of social psychology. This technique is a recognized manner to identify the notions a given community shares around a given object. Moreover, it is of simple application and analysis.

The instrument consists of asking participants to write down the five words or ideas that come to their minds when they think of, for example, “sustainable consumption”. These ideas are then analyzed in terms of frequency the ideas (how many of them have remembered the same notion) and promptitude (how fast have they remembered them, the first words being more salient than the last ones) (Figure 1).

EVOC Questionnaire

When you think of "**sustainable consumption**", what are the five words/notions that first come to your mind?

1. _____

2. _____

3. _____

4. _____

5. _____

Figure 1: Evoc instrument.

With regards to the Evoc/Capa/Simi set some concerns emerged in Paris about framing the very start of the process in terms of “sustainable consumption”. There were two main areas of concern here.

- First, the danger of privileging the status of a particular framing of everyday practices in terms of the logic of sustainable development.
- Second, the use of words that may be unfamiliar or appear technical or a strange way of describing everyday life for some people. This could prove an obstacle to tapping into aspects of mundane everyday practices.

The following options were suggested:

- If the use of “sustainable consumption” does not prove challenging for a specific citizen group the Evoc/Capa/Simi set will be used **as originally proposed**. (i.e., in the first Spanish group on Agenda21 “sustainable consumption” will be used as the participants have signed a Commitment Towards Sustainability).
- If the use of “sustainable consumption” seems challenging for the group, **another expression can be used**, such as “environmentally friendly” (i.e., this is what would probably be done with the 2nd and 3rd groups in Spain involving citizens from a specific neighborhood).
- If partners decide to use “other expressions” (rather than “sustainable consumption”), they checked with Symlog its suitability so as to agree on comparable – and PACHELBEL relevant – themes.

2. Capa

This instrument is conceived to address the participant personal identification with the issue, our case, “sustainable consumption”. Personal implication is a dimension that frames the representations someone has, enhancing or weakening the possibilities for action if the issue is perceived as more or less important.

This instruments consists of three questions: one about the “sustainable consumption” issue in general “*Compared to other issues, sustainable consumption is an important issue*”; another question about the personal identification with the issue “*Effects of **non-sustainable consumption on the planet will personally affect me***”; and a third question accessing the perceived capacity act “*I can do something to increase sustainable consumption*”.

1. Compared to other issues, sustainable consumption is an important issue:							
Yes indeed	1	2	3	4	5	6	Not at all
2. Effects of non-sustainable consumption on the planet will personally affect me:							
Yes indeed	1	2	3	4	5	6	Not at all
3. I can do something to increase sustainable consumption:							
Yes indeed	1	2	3	4	5	6	Not at all

Figure 2: Capa instrument.

3. Simi

This is another instrument used in social psychology to access the main lines of thought a specific community follows, that is, their reasoning sequence. The instrument consists of 12 items that must be classified in 3 groups of 4 elements that, for participants, “go together”.

For this instrument, the elements to be classified included issues that were transversal to all participants. Symlog took special care so that every partner’s substantive issues would be represented on the instrument (Figure 3).

SIMI Questionnaire

You will find below twelve notions related to “SUSTAINABLE CONSUMPTION”.

Please mark:

‘+’ in front of the four notions that *best* correspond to the ideas YOU have about sustainable consumption;

‘-’ in front of the four notions that *least* correspond to the ideas YOU have about sustainable consumption.

(Four of the twelve ideas should remain unmarked.)

+, - or no mark	Description
	1. Climate change
	2. Recycling and waste reduction
	3. Reducing carbon emissions
	4. Energy efficient buildings
	5. Resource conservation (water, minerals, fuel, electricity...)
	6. Citizen empowerment for local action
	7. "Green" economy
	8. Organic agriculture
	9. Biodiversity conservation
	10. Public transport
	11. Consumption of goods produced locally
	12. Renewable energies (wind, solar, geothermal)

Figure 3: Simi instrument.

Given the diversities that participants aim to integrate in groups, the understanding of the elements or ideas presented on Simi instrument was not taken for granted. For this purpose, a glossary has been developed in order to assure participants from different countries received the same explanations from partners (Table 1).

Table 1: Simi glossary.

Glossary for SIMI Questionnaire

Here is a short explanation of the 12 notions forming the Simi Questionnaire, in case you wish to check what we mean:

CLIMATE CHANGE: A change in usual weather patterns over periods of time. We refer specifically to the recent climate change caused by human activity, due to the increase of so-called “greenhouse gas” and carbon emissions.

RECYCLING AND WASTE REDUCTION: **Recycling** covers both *sorting materials* (paper, metal, glass, plastic) for reprocessing, and *direct re-utilisation* of goods that would have been thrown away otherwise. **Reduction** means generating less domestic or industrial waste that will have to be buried or incinerated.

REDUCING CARBON EMISSIONS: Reducing the amounts of greenhouse gases or carbon put into the atmosphere by reducing the amount of fossil fuel burnt for transportation, industrial production, energy production, heating, and so on.

ENERGY EFFICIENT BUILDINGS: private or public buildings well-insulated to better regulate the temperature inside, thereby reducing the need to heat or to cool them.

RESOURCE CONSERVATION (WATER, MINERALS, FUEL, ELECTRICITY...): Reducing the usage of non-renewable or precious resources in order to preserve them.

CITIZEN EMPOWERMENT FOR LOCAL ACTION: Encouragement for local citizen participation, fostering local debate in communities.

"GREEN" ECONOMY: An economic system that targets the improvement of human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.

ORGANIC AGRICULTURE: Food production that excludes or strictly limits the use of manufactured chemical fertilizers, pesticides, hormones, livestock antibiotics, food additives, and genetically modified organisms. Organic farming instead uses manure and compost, crop rotation and biological pest control.

BIODIVERSITY CONSERVATION: Protection of the natural diversity of fauna and flora by performing less environmentally damaging actions.

PUBLIC TRANSPORT: Collective means of transportation like the metro, busses, trams, public bicycles and every kind of public means offered by local authorities, thereby reducing the use of individual vehicles and reducing the overall emission of carbon.

CONSUMPTION OF GOODS PRODUCED LOCALLY: Reducing the need for long-distance transportation of goods, and reinforcing social equity (since local producers benefit more than low-paid workers in systems with many middle-men).

RENEWABLE ENERGIES (WIND, SOLAR, GEOTHERMAL): Energy sources that emit less carbon and that are inexhaustible.

After the Evoc/Capa/Simi set was proposed to partners in the Paris consortium meeting, aside from the specific questions concerning the Evoc instrument (mentioned before), some other issues concerning these instruments application arose.

Symlog then proposed the instrument could be used as as a **“warm up”** exercise previous to the group activity (i.e., as citizen participants arrive to the meeting room and while they are waiting for everybody to be there so the meeting starts). Finally, if all the above-mentioned options still prove challenging one could decide **not to apply** the Evoc/Capa/Simi set.

So far the Romanian, Swedish, Spanish and German teams have prepared and have already applied the set (or will in the near future). The whole material in each partners' language is presented in annex.

4. Proposed method

Project partners translated the main questionnaire from English into their own language (translated questionnaires in annex). Evoc and Capa tools were presented on the same first page of the questionnaire and, once completed, participants received the Simi tool. This separation has been performed in order to assure participants would not copy the elements from the Simi tool in the Evoc questionnaire.

WP leader Symlog provided partners with an Excel sheet template to enter questionnaire data (annex). All opened questions were entered in English and processed in English by Symlog. Before the second meeting took place, Symlog returned processed data to partners (in the form of a power point presentation) who retranslated and presented them to participants. This activity could also serve to trigger discussion around topics that are important for partners, their policy partners and citizen groups.

1. Newspaper article and/or other information materials

The second set of material produced to stimulate groups was composed by material specific to the substantive issue of the partner.

The proposed procedure to produce the specific material is described in further detail below. At the Paris meeting (presentation in annex), Symlog proposed that material could be presented in the form of a fake newspaper article, where all types of issue-specific information such as policy assumptions, opinions and quotations would be integrated.

5. Proposed method

Each partner decides upon the appropriate theme and relevant contents for the simulated **newspaper article** and provides to Symlog the required information to produce such an article. In particular, policy assumptions from interviews are gathered (and reported in **D4.1**). Symlog furthermore refers to the Media Analysis (**D4.2**) in order to assure that draft articles will be in keeping with the habitual tone and vocabulary, etc. seen in the journalism of each country.

Each partner was to decide as well whether to use **public information materials** already developed by the policy partner organization, **vignettes**, and/or other information materials already available (i.e., “real newspapers”) as **options** to stimulate discussion.

The key issue here is to have stimulus material that a) is readily understandable for the citizens, b) links easily to everyday consumer practices in meaningful ways, c) is “alive” in the sense that it is clearly about issues to which the citizens can relate, rather than being technical, academic or abstract in nature, d) has the potential to be read in different ways e.g. “this practice is a common part of everyday life” as well as “this practice is environmentally damaging” etc.

All partners have opted for a newspaper article.

For the newspaper article, Symlog is in direct contact with each partner to collect all relevant information that will be put into the form of a (simulated) article. This process starts as soon as any partner clearly identifies the substantive issue for a given citizen group context.

The material is delivered to WP leader Symlog in English, who drafts an English article to be validated or improved and translated to country language by each partner (except U.K. of course). Finally, Symlog formats the final article (English and country language versions) and returns it in pdf.

When drafting these articles, the issues and solutions presented are not highly detailed, so that quotations (in particular) will stimulate STAVE group participants to complete the thought with their own ideas.

The article produced carries a fake - but realistic - newspaper's name and a date posterior to the STAVE group meetings, to show that this is a construction. It is presented in a journalistic style and typography, and includes a pertinent photograph.

The article is distributed to STAVE group participants at the first meeting, *after* the administration of the Evoc/Capa/Simi set. Experience shows that some participants will comment directly upon the content, while others will make reference to it indirectly during later discussion. If needed, the STAVE group facilitator can feed in some of the article's content during group discussions.

This approach has so far obtained good feedback from partners (see Figure 4).



Figure 4: Romanian group participants reading the newspaper article.

In what follows we present the articles so far produced for the Swedish, Spanish, Romanian German and UK teams. The French team, as the one responsible for preparing the stimulus material, will be the last to benefit.

Hereafter the articles produced for partners are presented in English. The whole set of material produced for each country (with the questionnaire in their own language) is in the annex. Note that in some cases, the country-language version of the article differs slightly in text, as modifications were brought after journalistic formatting.

6. German article

The Southern Friend

August 16, 2011

Who can go about it?

Many are able to contribute to climate protection

By our reporter

Springtime brought several shades of green to Baden Württemberg this year. Not only did plants surmount the dry weather and unusual temperatures, but our new government is headed by a Green. At least in part, this choice of leadership is the reflection of our citizens' preoccupation with one of the most pressing issues of our time: climate change.

"For me it's not necessarily a political issue, but I'm convinced that climate change is a great threat to our earth. Just look at the weather patterns and think of what will happen if they become more severe," says gardener F., 40. *"Humans brought about climate change, and only humans can lighten and control the impacts now."*

Germany has already undertaken ambitious commitments to fight the major culprit in global warming: the emission of greenhouse gases resulting from the energy use of industry and households. While we wait for this comprehensive plan to be enacted, a particular aspect can interest citizens: **domestic energy use**. A., an analyst at a public utility company, points out that energy consumed for **home heating, hot water, lighting, cooking, and appliances** is responsible for a significant portion of CO₂ emissions. *"Consumers who reduce their energy use will be making a real contribution to protecting our environment – and they will soon measure the difference in their purse, as well".*

Domestic energy use is responsible for a significant portion of CO₂ emissions. But who can solve the climate challenges of domestic energy use? Should busy consumers have to think about environmental impact for every little decision? For some, *science and industry* should take the lead. No one wants to give up their quality of life, and changing behavior is hard to do. New technologies should address the climate issue for us. *"With all the creativity and expertise in Germany, I'm certain that the technologies we use in everyday life will evolve in the right direction. Most of the problem will be taken care of just by renewable energy production, better building and energy-efficient products and services that will come onto the market"* confides Maurice Henrich, 56, a teacher at a technical lyceum.

Will this improvement happen "naturally"? *Policy* can shape trends, both in industry and at home. One of the strongest levers to be used is financial incentive. This can be positive or negative: Mrs. H.'s ministerial office is considering advantages or statutory provisions that will link energy-saving behavior to attractive gains. But there will be taxes and price hikes and regulations, too, which drive the point home. *"We have noticed that factual information alone is not enough to bring about a shift in behavior. In fact, the best combination may be information + requirements + support. Public policy should tell stakeholders the best way to go, set standards and reward them financially for doing the right thing."*

Consumers' organizations provide people information about energy savings. *"We have a big role to play,"* says consumer activist S. *"Citizens count on us to provide advice that is*

both simple and detailed.” Personalized follow-up is useful, too, to avoid a pernicious effect. *“Rebound! That’s when, for instance, you’ve proudly bought an energy-efficient appliance – so you use it more lavishly!”* Additionally, advice may be needed on adjusting the household budget. *“People tend to say ‘I can’t afford to change’ but a few judicious choices can rebalance our resources,”* according to the consumer activist.

Whatever the role of other stakeholders, *citizens* remain at the center of domestic energy use. *“I’m sure that there are lots of little things to be done each day to save energy and money too, that are acceptable even to people with scarce time to spend. And some bigger things as well – calling for a larger investment. But I’m interested to think about these changes,”* says B., 34, mother of three.

The time has come for thinking, but for action too. Many citizens are committed to climate protection, but their everyday behavior is not climate friendly. *“If this contradiction continues, then the only way out may be more stringent prohibitions. Imagine a ‘verboten’ sticker on our most typical domestic aids... We could be going straight to ‘non-consumption’, if we don’t take the path toward enlightened consumption”* warns futurologist E. Something to think about – and to act upon – indeed.

7. Romanian article

The market return for blocks' thermal insulation

Utilities climbers have plenty of orders for thermal insulation

Adrian Ciubotaru, reporting from **TOWN/REGION**
25 July 2011



Do you know one of the legacies of our past regime? Building blocks that are big energy wasters. According to experts, in Romania, **10-15% of the cost of utilities** is given by **hot water**, about **20%** by electricity and the rest comes from **the consumption of heat**.

The rumor that next winter the gas bill could increase has generated a real concern among owners of apartments in the city. As a result many people have stormed the specialized construction enterprises or those of utilities climbers, to achieve the thermal rehabilitation of buildings.

Since the last year the businesses have not gone too well, the owners of construction firms are happy and satisfied regarding the

return of orders for thermal insulation. *"It's a very good weather and all orders are done a month earlier. The inhabitants have realized that the reducing of bills may be important; therefore they have decided to insulate their apartments. Prices are negotiable, depending on the surface and the thickness of the polystyrene. For polystyrene thickness of 5 cm, the price is situated between 50 and 55 lei, for those of 8 cm between 55 and 60 lei and for thickness of 10 the price is between 60 and 65 lei per square meter"*, said John Tudor, utility climber.

Tests by Amvic experts have demonstrated that for a brick made wall with **38 cm thickness**, at an **outside temperature around -20° C**, **inside there are 17.4° C**. For an apartment with the same wall but **insulated with polystyrene of 10 cm thickness**, at **outside temperature of -20° C**, **there are 18.9° C inside**, so heat transfer is reduced.

"I don't know about all those numbers. All I know is, since I had the work done last year, we are much more comfortable in summer as in winter," states Ioana Maniu, 62. *"And my daughter says that my bills are balancing out. The work will be paid back over time by my utility savings. When she sells one day, she will get a better price, too."*

In a recent study conducted by Impact, it is mentioned that considering the effect of walls insulation with polystyrene of 10 cm thickness and joinery replacing, a saving of about **600 euros per year** will be obtained for a three-

room apartment. During the lifetime of an apartment built in energetic class A (consuming up to 70 KWh/m²/year), the total savings on bills are about **25-30%** of the apartment value.

The experts of specialized companies said that the customers, who want a good quality of the work, prefer the insulations with expanded polystyrene of 10 cm thickness. *"I always have recommended 10 cm, it is more appropriate to our climate conditions"*, said Razvan Nita, the owner of a firm that operates also in Bucharest.

Not everyone feels confident about ordering this work. Serban Ciupe, 34, says *"I have to keep my children warm – but I have to feed them, too! What about those stories that the state failed to reimburse rehabilitations? The municipality can't expect me to solve the problems created by those who built my apartment block!"*

Mariana Filotti, who registers environmental dossiers at town hall, acknowledges that some residents are worried. *"If we just look at economics, it's possible that no support will come, especially considering that **between 2012-2014 the government plans to halve the state guarantees limit** that may be issued by the Ministry of Finance and local authorities, in order to reduce the budgetary risks. But most of the younger people who come through here have their eye on the larger environmental context."* Global warming changes our daily world. Therefore we need a better protection, both in winter and in summer. It is a worthwhile effort made by each family without expecting too much support from government or local authorities.

8. Spanish article

The Sun
Agenda 21

FAIR AND LOCAL COMMERCE

Barcelona had one more reason to be proud last year when the United Nations City and Habitat program awarded us their International Prize for Best Environmental Practices. This was recognition for everything that has been done in the context of our city's Agenda 21. Elaborated by the vital partners of economic and social life, the A21 demonstrates the commitment of Barcelona's businesses to building an environmentally friendly city with higher quality of life. Since 2002, representatives of companies of all sizes and sectors have met in round tables to learn and exchange tips and rules for improving the environment.

These best practices range from water and energy savings within company walls, to encouraging recycling and waste reduction, as well as reducing the transport associated with shipping goods from afar or even diminishing individual trips by salespersons or clients. Such acts are good for Barcelona, but good also for our planet.

It hasn't been without problems. Environmental improvements demand changes in employee behavior and company practice, and that can mean temporary disruptions and economic costs. Changes are demanded too from customers, and they are sometimes more apt to complain than to realize that their service provider or commercial partner is helping them to preserve Barcelona's environment.

How are best environmental practices playing out in the daily life of our award-winning Barceloneros? A Chamber of Commerce survey shows that our citizens are particularly attached to their local shops. We decided to cross the barrios using our trusty Barcelona Green Map, pinpointing farmers' and local markets and organic food outlets, shops selling fair trade and eco-products or practicing repair, recycling, re-use and rental share. Shopkeepers of all profiles are important actors in Barcelona's A21, because they offer the chance every day to our residents to rein in the effects of climate change.

In the Sants barrio we cross a pretty young woman coming out of her local grocer's. Like 87% of Barceloneros, Anaïs does her daily shopping within a few dozen meters of home. *"It's part of our quality of life – I can get the freshest fish, the best vegetables, all my needs just by strolling down the street. Imagine if I had to take a car, or always frequent one of those huge complexes – it would change life entirely."* This office manager aged 30 years admits there is another reason for sticking to small shops: *"The shopkeeper knows me, I enjoy talking in line with my neighbors, and I just might find myself filling my basket next to a certain Esteve..."*. It's true that Anaïs is carrying a fine willow basket. *"No more plastic bags for me"* she laughs. *"My grocer weaned me away from them!"*

Let's go inside the shop Anaïs has just left. It's bustling, but we notice it is clean and light, and the perfume of fresh fruit is intoxicating. The big man with the apron must be the owner. Joan Ballester strokes his moustache when we ask about the A21. *"Of course I've heard of it. Our shopkeepers' association passed on the message about replacing plastic bags. Clean? Of course! And I use and sell green cleaning products. If someone gives me*

a set of good ideas, I'll apply them. But I can hardly get away to attend round tables. I'm open from 8 to 22, after all!"

The second day of our tour we hop on our bicycle to visit El Raval and one of its leading-edge little shops: in fact, a bicycle rental and repair shop. Carles Nicol acknowledges that his clientele is environmentally conscious. *"I can even say that my own convictions are pushed by my customers'. And legal obligations play a role too. But I notice that I haven't been invited to join A21 activities. It seems that the city focuses first on enterprises identified as 'environmentally sensitive' – those who have the greatest potential to pollute, and thus the greatest potential to improve! Round tables are attended too by those in power – institutions already important in our energy or waste management systems. I'd like to see more opportunities for my involvement. I can make a difference too".*

Carles would be a valuable A21 partner, but so would other shopkeepers whose clientele is less aware. In fact, Monserrat Pons, across town in Vallbona, says she needs something like A21 to bring sustainability ideas to the fore. *"My clients often still buy a new appliance when I could offer them a spare part or repair instead. That's an old attitude; I guess customers believe they might be viewed as indigent if they cannot choose something new. But I want them to see we are all together in this – when I help them re-use I lose some money but we improve our dwelling place! I hardly air condition anymore, but I've installed film on my show windows and bought an awning from a local seamstress. How about a green label for my shop, or discount coupons I could hand my clients as an incentive? I have ideas, but frankly, I need help to do this!"*

Good news for Monserrat and for the others: the new municipal plan will try to bring private shopkeepers closer to the heart of A21. A wave of roundtables better suited to shopkeepers' constraints, will focus on their needs and the best environmental practices that they can realistically apply and help others to apply. It should make a big difference indeed – because local commerce is closest to the heart of Barceloneros.

9. Swedish article

Environment/Transport

Taking the First Step

Our country is standing up to face the challenge of living in ways that no longer damage the environment

At the crossroads of this challenge : transport. Everyone needs to move around. Sweden is at the pole position in environmental policy and for several years our citizens have been conducting their lives in a more environmentally friendly manner. Many have learned to recycle household waste, consumption of organic foods is among the highest in Europe, and eco-zones are blooming in major urban conglomerations, attracting the envious regards of the entire world.

However, a black cloud still subsists: Swedish consumption of fossil fuels in transport remains very high. Our geography and our climate explain this in part – but our behavior is also at the root of this.

People are changing bit by bit, as numerous innovative initiatives make us less dependent on our private cars. This change can be credited to a stepwise approach that has offered to each citizen the opportunity to take concrete steps.

Municipalities in the Värmland county, along with numerous enterprises installed in the sector, in this way have decided to eliminate free parking for civil servants and employees. Getting rid of free parking at work? This necessitates carefully taking individual needs into account. The rule has been relaxed for workers who today have no other possibility than to take their own car to work.

Still, this measure has encouraged people to draw together and become creative. They are looking out for each other – asking “don’t I have a neighbor who could pool with me?”

The flexible rule in this way can be temporary – opening the way to finding an ecologically sustainable solution for every worker.

In parallel, copying on London’s Silver Bus – a handsome vessel that encourages business people to use public transport – Värmland busses decorated with photos of center city and its surrounding suburbs are making the rounds at rush hour. They have become the carriage of choice for the employees that have given up taking their car: *“I never thought that I would feel like a modern hero by taking the bus!”* smiles Nina as she waits at the stop one chilly morning. *“It seems like we were living out the Bystander Effect – a terrible event was unrolling under our eyes, but no one felt personally concerned! Who could step up to take*

responsibility?” In fact, people often feel paralyzed by environmental issues. So many of us would have to change, and the immensity of change needed to address global trends would make anyone feel powerless. Some feared that the paid parking arrangement would cause conflict. But once this opportunity to change something individually was set up, it was like a positive stepping stone to vaster changes. *“People are taking the first step, seeing that it is possible, doing something concrete instead of just worrying about the future or thinking for half a minute about vague ‘invitations’ to be more ecological. We are beyond the information stage... and into personal and collective action!”*

The money coming in from paid parking is financing the search new transport solutions, or at least, for new opportunities for citizens to make a difference. They aren't the only ones to be caught up in the encouraging possibilities. Elected leaders have been galvanized by the success of policy that leads to visible, concrete actions.

Parking is the first chapter in a long book to be written. Already, urban planners, municipal services and residents are sketching out the future development of Värmland. How to remedy the scattering of homes, caused by the constant search for cheaper building lots farther and farther from centre of town? How to entice citizens into better behaviors, while still leaving choices up to them? How can all of us become modern heroes, taking care of our environment without restricting our individual freedom?

Throwing Away Your Domestic Appliances?

And you thought *buying* was complicated...

Special report by Caitlin Howard

In our era of online shopping, plenty of resources are available to help consumers optimize their choices. Buying a basic household appliance such as a dishwasher can easily turn into an epic quest for the best machine at the best price. But the war against unnecessary expenditure does not end with the purchase of a new product: the question of when and whether to *replace* it can remain crucial for a household budget.

When to fix and when to throw

The traditional method consists of holding on to your appliances as long as possible. This approach has some environmental merits, simply because the less you throw away, the less waste you produce. It's mostly common sense: you don't get a new car each time you blow a tyre, and as a general rule, it's cheaper and smarter to get your car fixed than to buy a new one. But can you apply the same reasoning to your old toaster? Why waste time and money trying to fix an appliance that is so easy and cheap to replace, especially when you have no guarantee that the operation will be successful in the long term? Clinging to old and dysfunctional objects can become frustrating, not to mention risky. Let's face it: nowadays, most white goods are not built to last, and once they break, it's often for good.

A new lease of life?

This doesn't mean that trying to extend your appliances' lifespan isn't worth it. A stitch in time saves nine, and indeed, a few maintenance tricks such as descaling your kettle can help prevent premature aging. But this approach also entails disappointments, as it's not always easy to separate bogus steers from bonus tips. The recent tests led by *Which?* on Limaway's limescale protection products, suggesting that these might actually not be efficient, should serve as a reminder to always watch out for phony marketing lures. *"I felt really cheated when I heard that Limaway didn't protect my dishwasher"* says homemaker Debbie Evans, *"because the only reason I agreed to pay extra for it was that it would be beneficial to the machine."*

How long is a lifetime?

In fact, the most cautious consumers start thinking about when they'll have to throw away a product even before buying it. Indeed, purchasing sturdier appliances that will last longer can be a smart way to save money. *"Yes, it's true that our laundry machines are more expensive than the average washer,"* admits RallyWhite Ltd. spokesperson Sean Conway, *"but they're also designed and built to work twice as long."* But while some companies such as RallyWhite choose to advertise the exceptional lifespan of their products, most do not include longevity in their technical specs, and this kind of information can be difficult to find. *"Customers ask about how quick a machine is, or how big a load it takes,"* sales assistant Pete Anderson told us, *"but rarely how long they can expect to keep a machine. To be honest,"* he adds, *"I wouldn't really know how to answer myself."*

A false economy

So is trying to run your white goods for as long as possible the most economical and environment-friendly approach? Well, maybe not. In the end, conserving white goods until they actually fall apart shelters consumers from technological progress – they miss out on new improvements in energy and water consumption, safety, and work-saving design. While adding to the pile of scrap may seem wasteful, in fact replacing your appliance a bit earlier might be a good trade-off. And if your old appliance is still in good shape but you just can't wait to get the new model, you might want to consider alternatives to throwing it away, such as recovering a bit of cash by selling your machine on a website like *ebay*. Likewise, you may be able to step up to a more recent model by scouring the second-hand white goods on offer. But there's another catch, as data analyst Lydia Taylor points out: *"We all have friends who have got a monster fridge twice as big as the old one, just because it rates half as greedy... What we need to know is whether the savings potentially offered by better modern performance, just get eaten up by the wasteful behaviours they encourage!"* If you think about it, large fridges may encourage filling up with food which then goes out of date – thus both energy and food can be wasted.


Just like buying, throwing away requires a good sense of timing and judgment on both economic and ecological criteria. While people tend to favour their wallet over the planet, it's useful to remember that the two can go hand in hand.

Annexes

Hereafter are found:

1. Proposal of the stimulus material by Symlog at the March 2011 Consortium meeting in Paris.
2. Data entry sheet for Evoc/Capa/Simi set.
3. Complete material set used in each country (Evoc/Capa/Simi set and Newspaper article) in their language.

11. Proposal of the stimulus material by Symlog in Paris



PACHELBEL
One Suggestion for Stimulus Material

Raquel Bohn Bertoldo

Institut SYMLOG, France


Outline

Measurement (homogeneous)

- Evocation (EVOC)
- Similitude (SIMI)
- CAPA

Discussion starter (issue specific)

- Journal article: a real or created one?
- Vignette
- Quotations



Institut SYMLOG, France

2

EVOC

- This instrument aims at exploring the more consensual and iconographic thoughts people have on an issue. It should be the first stimulus material to avoid interpersonal influence.
- When you think of **sustainable consumption**, what are the five words/notions that first come to your mind?

1. _____
2. _____
3. _____
4. _____
5. _____

SIMI

- Instrument: aims at organizing the ideas about **sustainable consumption** in a collectively meaningful structure.
- Task: grouping the proposed notions upon their similarity or dissimilarity. The notions used were based on the categories partners made in D4.2; they are supposed to include each partner's substantive issue and to cover the 3 sustainability pillars.

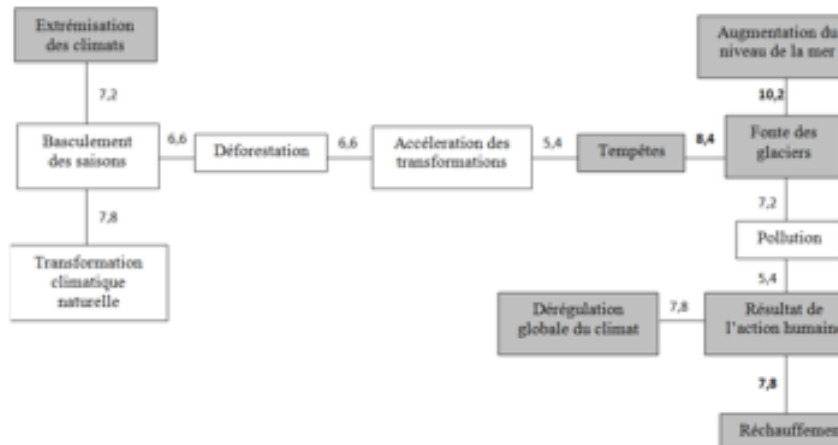
Simi instrument example

+, - or no mark	Description
	1. Climate change
	2. Recycling
	3. Thermal rehabilitation
	4. Energetically efficient buildings
	5. Clever management
	6. Citizen involvement
	7. Consumers' political power
	8. Green and local marketing
	9. Climate protection
	10. Public transport
	11. Economical transformation
	12. Renewable energies

Categories

- “Representational elements” have been defined in WP4 as “typical images, anecdotes, examples, and references which are used by policy actors to explain and justify policy choices” within the policy domains pertinent to PACHELBEL.
- D4.2: Themes or Representational elements from the media analysis were grouped in six main categories, and are completed by information from field studies:
 1. Energy efficiency and clean energy technologies;
 2. Social and behavioural change for sustainability;
 3. Consumer behaviour and green consumerism;
 4. Transportation and car use reduction*;
 5. Climate change;
 6. Reusing and recycling;

Outcome example



pachelbel

Institut SYMLOG, France

7

CAPA tool

- This instrument aims at weighting the importance of the issue in the participant's life and his/her perceived capacity to alter this situation.
- Personal identification, issue importance and perceived capacity to act.

1. Non-sustainable consumption will personally affect me:

Yes indeed 1 2 3 4 5 6 Not at all

2. Compared to other issues, sustainable consumption is an important issue:

Yes indeed 1 2 3 4 5 6 Not at all

3. I can do something to prevent or reduce the effects of non-sustainable consumption:

Yes indeed 1 2 3 4 5 6 Not at all

Advantages of homogeneous methods

- Quick application
- Enable international comparison
- Before – after analysis: estimation of changes directly attributed to STAVE
- Will serve in groups as a warm up exercise

Examples of stimulus material

Noirmoutier séparée par la tempête

La tempête Victor a durement frappé sur l'île de Noirmoutier, séparée en deux pendant quelques heures quand l'océan a franchi la dune de la Tresson. Premières impressions sur place.

Les Noirmoutiers se souviennent longtemps de la nuit du 25 avril 2010. Selon les témoignages des habitants, l'océan a franchi la dune de la Tresson. Ensuite, une fois la belle météo changee, ce qui n'est pas grave, les habitants ont pu retourner à leur vie normale. Mais ce n'est pas tout. Les habitants ont dû se soumettre à une tempête qui a traversé le camping à une vitesse considérable. Submergés rapidement, les habitants ont dû se soumettre à la mer qui a franchi la dune de la Tresson. Les habitants ont dû se soumettre à la mer qui a franchi la dune de la Tresson. Les habitants ont dû se soumettre à la mer qui a franchi la dune de la Tresson.



Les habitants ont vu de nombreuses voitures en train de franchir la dune de la Tresson.

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zoom sur... Tempête du 15 avril

Cristallisation

La tempête du 15 avril dernier restera longtemps gravée dans les mémoires. Elle a touché non pas les villages mais les habitants, les entreprises et dans les esprits, sans exception. Sur tout le territoire de l'île de Noirmoutier, les habitants ont vu de nombreuses voitures en train de franchir la dune de la Tresson. Les habitants ont vu de nombreuses voitures en train de franchir la dune de la Tresson. Les habitants ont vu de nombreuses voitures en train de franchir la dune de la Tresson.

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Jean-Paul Dubois

12. Data entry sheet for Evoc/Capa/Simi set

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	PACH WP4 Symlog-Stimulus material				doubts/questions contact raquelbohn@gmail.com																
2	File identifiers:																				
3	Country:																				
4	Partner: (partner name)																				
5	Group identification: (the short name you give to this particular citizen STAVE group)																				
6	Group meeting: (date) (place) session number: (1 or 3...)																				
7	DATA ENTRY																				
8	EVOC					CAPA					SIMI										
9	Participant Number	1st evocation	2nd evocation	3rd evocation	4th evocation	5th evocation	1. Compared	2. Effects of n	3. I can do so	1 Climate change	2	3	4. Energy efficient buildings	5. Resource conserv.	6. Citizen empowerment for local action	7. "Green" economy	8. Organic agriculture	9. Biodiver. Conserv.	10. Public transport	11. Consumption of goods prod loc	12. Renewed energie
10	(example)	healthy children	nature	air	green	future	6	4	2	3	2	3	1	1	3	1	2	2	2	3	
11																					
12																					
13																					
14																					
15																					
16																					
17																					
18																					
19																					
20																					

13. Stimulus material – Germany

At the time of submission, the EVOC/CAPA/SIMI material was not yet available in translation.

Newspaper article:

DER SÜDFREUND

16. August 2011

Wer soll es anpacken?

Zum Klimaschutz können viele einen Beitrag leisten

Von unserem Reporter

D

ie Farbe Grün hatte in diesem Frühjahr in Baden-Württemberg eine besondere Bedeutung: Die Pflanzenwelt musste gegen das ungewöhnlich trockene und warme Wetter kämpfen. Und die neue Landesregierung wird von einem Grünen Ministerpräsidenten geführt. Teilweise hat der Regierungswechsel etwas mit der Besorgnis vieler Menschen über eines der drängendsten Probleme unserer Zeit zu tun, dem Klimawandel.

„Ich bin davon überzeugt, dass der Klimawandel eine große Bedrohung für unseren Planeten ist. Schauen Sie nur auf die Wetterphänomene und malen sich mal aus, was passiert, wenn die noch heftiger werden“, sagt der Gärtner F., 40. „Die Menschen haben den Klimawandel gemacht, und nur die Menschen können die Auswirkungen mildern und kontrollieren.“

Die deutsche Politik hat bereits einige Anstrengungen unternommen, den Ausstoß des Treibhausgases Kohlendioxid (CO₂) durch Industrie und Haushalte zu begrenzen. Aus Sicht des Bürgers ist ein Bereich dabei besonders hervorzuheben: der häusliche Energieverbrauch. Laut A., Energieexperte bei den Stadtwerken einer Großstadt, ist der Energieverbrauch für Heizung, Warmwasser, Beleuchtung, Kochen und Elektrogeräte für einen bedeuten-

den Teil der CO₂-Emissionen verantwortlich. „Konsumanten, die ihren häuslichen Energieverbrauch reduzieren, leisten einen wertvollen Beitrag zum Umweltschutz – und sie werden den Unterschied schnell in ihren Geldbörsen spüren.“

Wissenschaft und Industrie

Aber von wem sollen die Klima-Herausforderungen durch den häuslichen Energieverbrauch gelöst werden? Kann von gestressten Bürger erwartet werden, bei jeder Alltagsentscheidung an die Auswirkungen für die Umwelt zu denken? Manche sind der Meinung, dass Wissenschaft und Industrie eine führende Rolle einnehmen müssen. Niemand will Abstriche an der Lebensqualität machen, und Verhaltensänderungen sind nicht einfach. Neue Technologien können das Klimaproblem für uns lösen, ist der Gymnasiallehrer M., 56, überzeugt: „In Deutschland gibt es so viel technische Kreativität und Intelligenz, dass die Technologien, die wir im Alltag benutzen, sich bestimmt in die richtige Richtung entwickeln werden. Die meisten Klimaprobleme werden sich durch Erneuerbare Energien, mo-

derne Gebäude und energieeffiziente Produkte und Dienstleistungen lösen lassen.“

Politik

Aber wird dieser Fortschritt einfach so stattfinden? Die Politik kann Entwicklungen in der Wirtschaft und den Privathaushalten gestalten. Eines der wirksamsten Mittel hierfür sind finanzielle Anreize. Diese können positiv oder negativ sein: Frau H., Mitarbeiterin einer Landesbehörde, entwickelt Modelle, die energiesparendes Verhalten mit attraktiven Prämien belohnen. Gleichzeitig wird an Steuer- und Preiserhöhungen und neuen Vorschriften kein Weg vorbei gehen. „Wir haben festgestellt, dass Sachinformationen allein ▶

„Die meisten Klimaprobleme werden sich durch Erneuerbare Energien, moderne Gebäude und energieeffiziente Produkte und Dienstleistungen lösen lassen.“

Der häusliche Energieverbrauch trägt erheblich zu den CO₂-Emissionen bei.



„Die Politik sollte den Weg vorgeben, die Standards setzen und diejenigen finanziell belohnen, die das Richtige tun“

► nicht reichen, um Verhaltensänderungen anzustoßen. Die beste Kombination ist Information + Forderung + Förderung. Die Politik sollte den Weg vorgeben, die Standards setzen und diejenigen finanziell belohnen, die das Richtige tun.“

Verbraucherschutzorganisationen

Bei Verbraucherschutzorganisationen bekommen Bürger Informationen zum Energiesparen. „Wir haben eine wichtige Aufgabe zu erfüllen“, sagt der Verbraucherschützer S. „Die Leute erwarten, dass wir ihnen unbürokratisch und kompetent behilflich sind.“ Eine persönliche Beratung ist besonders nützlich, um nicht in eine verbreitete Falle beim Energiesparen zu tappen, den Rebound-Effekt. „Der tritt zum Beispiel ein, wenn man sich ein energieeffizientes Gerät gekauft hat – und dieses dann

länger laufen lässt.“ Beratung kann auch dabei helfen, das Haushaltsbudget zu durchleuchten. „Die Leute sagen gerne ‚Ich kann mir nichts Neues leisten‘, aber durch einige kluge Entscheidungen kann mit dem verfügbaren Geld oft viel gemacht werden“, meint der Verbraucherschützer.

„Es gibt eine Menge kleiner Dinge, die selbst Leute mit wenig Zeit täglich machen können, um Energie und Geld zu sparen.“

Die Bürger

Was auch immer andere Teile der Gesellschaft tun können, die Bürger

spielen die Hauptrolle beim häuslichen Energieverbrauch. „Ich bin sicher, dass es eine Menge kleiner Dinge gibt, die selbst Leute mit wenig Zeit täglich machen können, um Energie und Geld zu sparen. Und viele können auch Dinge tun, die größere Investitionen erfordern. Ich bin jedenfalls sehr daran interessiert, über solche Veränderungen nachzudenken“, sagt Frau B., 34, eine Mutter von drei Kindern.

Es ist Zeit für neues Denken und Handeln. Viele Bürger sind besorgt über den Klimawandel, aber ihr Alltagsverhalten ist nicht klimafreundlich.

„Wenn sich dieser Widerspruch nicht auflöst, bleiben uns womöglich nur strenge Verbote übrig. Stellen Sie sich einen ‚Verboten‘-Aufkleber auf vielen vertrauten elektrischen Haushaltsgeräten vor... Wir könnten direkt auf Konsumbeschränkungen zusteuern, wenn wir nicht anfangen, bewusster zu konsumieren“, warnt der Zukunftsforscher E. Denken und Handeln, darum geht es beim Klimaschutz. ■

14. Stimulus material – Romania

Evoc/Capa/Simi set

EVOC

Va rugam sa completati, in tabelul de mai jos, primele 5 notiuni care va vin in minte atunci cand auziti expresia “consum sustenabil”.

1	
2	
3	
4	
5	

CAPA

Pentru fiecare din intrebarile urmatoare va rugam sa incercuiti numarul care corespunde cel mai bine opiniei dumneavoastra:

1. In comparatie cu alte probleme ale societatii actuale, consumul sustenabil reprezinta o problema importanta:

Da, cu siguranta	1	2	3	4	5	6	Nu, deloc
------------------	---	---	---	---	---	---	-----------

2. Efectele consumului ne-sustenabil produs pe globul pamantesc ma vor afecta personal:

Da, cu siguranta	1	2	3	4	5	6	Nu, deloc
------------------	---	---	---	---	---	---	-----------

3. Pot face personal ceva pentru a creste ponderea consumului sustenabil:

Da, cu siguranta	1	2	3	4	5	6	Nu, deloc
------------------	---	---	---	---	---	---	-----------

SIMI

In tabelul de mai jos gasiti 12 notiuni aflate in relatie cu "Consumul sustenabil". Va rugam sa marcati cu "+" sau "-", pe prima coloana astfel:

cu '+' 4 notiuni care descriu **cel mai bine** ideile dumneavoastra despre consumul sustenabil;

cu '-' 4 notiuni care descriu **cel mai putin** ideile dumneavoastra despre consumul sustenabil.

Patru din cele 12 notiuni vor ramane nemarcate cu + sau -.

+, -	Descriere
	1. Schimbari climatice
	2. Reciclare si reducerea cantitatilor de deseuri
	3. Reducerea emisiilor de carbon
	4. Eficienta energetica a cladirilor
	5. Conservarea resurselor (apa, minerale, combustibil, electricitate...)
	6. Incurajarea participarii cetatenilor in luarea deciziilor si actiuni locale
	7. Economia "verde"
	8. Agricultura organica
	9. Conservarea biodiversitatii
	10. Transportul public
	11. Consumul de bunuri produse local
	12. Energii regenerabile (eoliana, solara, geotermala)

Piața anvelopărilor termice a blocurilor își revine

Alpiniștii utilitari au foarte multe comenzi pentru izolațiile termice.

Adrian Cluțaru

Suntem suficient de conștienți de una dintre moștenirile regimului trecut: blocurile de locuințe, din care o mare parte din energie consumată se risipește afară?

Potrivit experților, în România, 10-15% din costul utilităților este dat de consumul de apă caldă, circa 20% de cel de energie electrică, iar restul vine din consumul de căldură. Vestea că factura la gaze s-ar putea mări din iarna viitoare a generat o adevărată îngrijorare printre proprietarii de apartamente din oraș. Ca urmare, mulți au luat cu asalt firmele de construcții sau pe cele de alpiniști utilitari pentru a realiza reabilitarea termică a imobilelor.

Pentru că în anul 2010 afacerile n-au mers chiar pe roz, patronii firmelor de construcții sunt mulțumiți de revenirea comenzilor și își freacă mâinile de bucurie. „E vremea foarte bună și toate comenzile sunt făcute cu o lună înainte. Locatarii au realizat că economiile la facturi sunt foarte mari și s-au hotărât să-și izoleze încă de acum apartamentele. Prețurile sunt negociabile în funcție de suprafață și de grosimea polistirenului. La izolația de 5 cm prețul variază între 50 și 55 de lei, la cel de 8 între 55 și 60 de lei, iar la cel de 10 între 60-65 de lei pe metru pătrat”, a declarat Ionel Tudor, alpinist utilitar.

EXPERȚII. Testele realizate de experții firmei Amvic arată că, în cazul unui apartament cu perete de cărămidă de 38 cm, la -20°C afară, înăuntru sunt 17,4°C. În cazul unui apartament cu perete de cărămidă de 38 cm, izolat cu polistiren de 10 cm, la -20°C afară, înăuntru sunt 18,9°C, deci transferul de căldură este mai redus.

„Nu cunosc prea multe despre aceste cifre. Tot ce știu este că, după ce am făcut anul trecut izolația blocului, este mult mai confortabil în casă, atât iarna, cât și vara”, ne-a spus Ioana Măniu (62 ani). „Si fiica mea spune că cheltuielile s-au redus. Costurile cu izolația vor fi recuperate cu siguranță prin economiile la utilități. Iar dacă vom vinde apartamentul vom obține un preț mai bun...”

Într-un studiu recent realizat de compania Impact se arată că izolarea termică a unui apartament cu trei camere conduce la o economie de circa 600 euro pe an, dacă ținem cont de efectul înlocuirii tâmplăriei și al izolării pereților cu polistiren de 10 cm grosime. Pe durata de viață a unui apartament construit în clasa energetică A (consum de până la 70 kWh/mp/an), valoarea totală a economiilor la factura de întreținere reprezintă aproximativ 25-30%



din valoarea apartamentului.

Specialiștii firmelor de anvelopare termică spun că izolațiile cu polistiren expandat cu grosimea de 10 centimetri sunt preferate de către clienții care vor o lucrare bine făcută. „Eu oricum am recomandat întotdeauna polistirenul cu grosime de 10 cm, este cea mai bună grosime pentru condițiile noastre climatice”, a declarat Răzvan Niță, patronul unei companii care operează și în capitală.

Nu toată lumea este însă atât de încrezătoare încât să comande deja lucrarea de izolare termică. Serban Ciupe (34 ani) ne-a spus: „Trebuie să încălzesc locuința ... să le fie cald copiilor, dar trebuie să le dau și de mâncare! Ce ni se poate spune despre multele situații în care statul nu a reușit să deconteze banii promiși pentru reabilitarea termică? Nu cred că municipalitatea se poate aștepta ca eu să rezolv problemele create de cei care au construit blocul în care stau...”

Mariana Filotti, funcționar care înregistrează dosarele de mediu la primărie, recunoaște că unii locuitori sunt

îngrijorați. „Dacă ne uităm la actuala situație economică, este posibil ca sprijinul financiar al statului să nu mai vină, în special dacă ținem cont de faptul că guvernul intenționează ca în perioada 2012-2014 să reducă la jumătate plafonul garanțiilor de stat care pot fi emise de Ministerul Finanțelor și autoritățile locale, pentru a diminua riscul bugetar”.

Procesul de încălzire globală schimbă zi de zi lumea în care trăim. De aceea este nevoie de o protecție mai bună, atât iarna, cât și vara. Este un efort care merită făcut de fiecare familie, fără a aștepta prea mult ajutorul guvernului. ■

” Tot ce știu este că, după ce am făcut anul trecut izolația blocului, este mult mai confortabil în casă, atât iarna, cât și vara”.

15. Stimulus material – Spain

Evoc/Capa/Simi set

Antes de iniciar las discusiones de grupo, nos gustaría que complete las siguientes preguntas lo más espontáneamente posible. Sus respuestas son anónimas y no serán consideradas de forma individual.

Cuestionario EVOC

Cuando piensa en "**consumo sostenible**", ¿qué cinco palabras o conceptos le vienen primero a la cabeza?

1. _____
2. _____
3. _____
4. _____
5. _____

Por favor, marque el número que se corresponda mejor con su opinión personal acerca de las tres siguientes afirmaciones, donde 1 es **totalmente de acuerdo** y 6 **totalmente en desacuerdo**:

Cuestionario CAPA

1. *En comparación con otras cuestiones, el "consumo sostenible" es una cuestión importante.*

1 2 3 4 5 6

2. *Los efectos del consumo no sostenible en el planeta me afectan personalmente.*

1 2 3 4 5 6

3. *Puedo llevar a cabo acciones para que el consumo sostenible aumente.*

1 2 3 4 5 6

Cuestionario SIMI

A continuación encontrará doce ideas relacionadas con "consumo sostenible".

Por favor, marque con:

(+) los cuatro conceptos que se corresponden mejor con las ideas que usted tiene sobre el "consumo sostenible".

(-) los cuatro conceptos que se corresponden peor con sus ideas sobre el "consumo sostenible".

(cuatro de las 12 ideas no quedarán marcadas)

+, -, O deje la casilla en blanco	Descripción
	1. Cambio climático
	2. Reciclar y reducir residuos
	3. Reducir las emisiones de carbono
	4. Edificios energéticamente eficientes
	5. Conservar los recursos (agua, minerales, combustibles, electricidad ...)
	6. Fomentar la participación ciudadana
	7. Economía "verde"
	8. Agricultura ecológica
	9. Conservar la biodiversidad
	10. Transporte público
	11. Consumo de bienes producidos localmente
	12. Energías renovables (eólica, solar, geotérmica)

La importancia del comercio justo y local

El año pasado la ciudad de Barcelona tuvo un motivo más de orgullo: el Premio Internacional de la Municipalidad y del Programa Hábitat a las mejores prácticas medioambientales concedido por Naciones Unidas. Todo un reconocimiento al esfuerzo realizado en el marco de la Agenda21 de nuestra ciudad. Elaborada por los actores económicos y sociales, la Agenda21 muestra el compromiso por construir un ciudad con mayor calidad de vida y respetuosa con el medio ambiente. Desde 2002, representantes de empresas de todos los sectores y tamaños han participado en reuniones y grupos de trabajo para aprender e intercambiar experiencias que permitan mejorar el medioambiente de la ciudad.

Estas "buenas prácticas" incluyen el ahorro de agua y energía en las propias empresas, el fomento del reciclaje y la reducción de residuos, la reducción de costes de transporte asociados al tráfico de mercancías en largas distancias o vinculados a los desplazamientos de los propios empresarios o de sus clientes. Todas estas prácticas son positivas para la ciudad de Barcelona, pero además lo son para nuestro planeta.

Sin embargo, existen obstáculos... Las mejoras medioambientales comportan cambios en el funcionamiento de las empresas y de sus empleados y,

por tanto, requieren tiempo y posiblemente recursos económicos. También son precisos cambios por parte de los clientes y muchas veces éstos parecen más dispuestos a plantear quejas que a reconocer que su comerciante le puede estar ayudando a preservar el medioambiente de la ciudad.

87% de los barceloneses suelen hacer la compra en el barrio

Comprar en su barrio. ¿Cómo se plasman estas mejores prácticas en la vida cotidiana de los

ciudadanos de Barcelona? Según una encuesta de la Cámara de Comercio los barceloneses están especialmente vinculados a los comercios de su ba-



Los comercios forman parte de la vida cotidiana de la ciudad y por tanto son actores esenciales en la Agenda21 de Barcelona.

rrío. Los comercios, sean del tipo que sean, forman parte de la vida cotidiana de la ciudad, son lugares de intercambio y de comunicación, y por tanto, actores esenciales en la Agenda21 de Barcelona: en su día a día ofrecen al ciudadano la posibilidad de promover la sostenibilidad ambiental de la ciu-

dad. Para poder observarlo, decidimos dar una vuelta por uno de los barrios de la ciudad siguiendo el "Mapa Verde de Barcelona", en el que figuran las tiendas con comida orgánica y productos locales, locales de comercio justo, etc.

Estamos en el barrio de Sants y nos cruzamos con una mujer joven que sale de una tienda del barrio. Como el 87% de los barceloneses, Anna suele hacer la compra en el barrio, donde lo tiene todo siempre a mano. "*Forma parte de nuestra manera de vivir, el pescado fresco, la fruta y verdura de temporada... todo lo que necesito lo tengo cerca de casa. Sólo pensar en coger el coche para ir a algun hipermercado... uff, ¡vaya cambio de vida!*" Esta empresaria de 30 años admite que, además, hay otra razón para ser fiel a los comerciantes de su barrio "*me conocen, me gusta hablar con ellos y con mis vecinos...*". Anna lleva una bolsa de la compra reciclable: "*no más bolsas de plástico*" dice riendo, "*¡mi tendero me hizo apartarme de ellas!*".

Entramos en la tienda de la que acababa de salir Anna. Está muy animada; es muy luminosa y huele estupendamente a fruta y verdura fresca. Hay un hombre, grande, con delantal, ☞

BARCELONA AGENDA 21

La importancia del comercio justo y local

☞ que parece ser el dueño. Cuando preguntamos sobre la Agenda21, Joan Ballester, así se llama el dueño, se toca el bigote y afirma "¡Claro que sé qué es la Agenda21! Nuestra asociación de comerciantes nos explicó la importancia de sustituir las bolsas de plástico por otras reciclables. ¿Ecológico? ¡Por supuesto! Yo uso y vendo productos de limpieza verdes. Cuando me dan buenas ideas las aplico. Pero me es casi imposible participar en las reuniones que organizan desde la Agenda 21, puesto que me paso el día en la tienda... ¡estoy aquí de ocho de la mañana a diez de la noche!"

El segundo día de nuestro recorrido por la ciudad nos acercamos al Raval, en concreto a una de las tiendas más punteras en reparación de bicicletas. Carles Nicol, el propietario, reconoce que su clientela está muy concienciada con la problemática medioambiental: "muchas veces son ellos los que me empujan a mí hacia pautas aún más sostenibles. Claro, las obligaciones legales también juegan su papel, pero a mí nadie me ha invitado a participar en la Agenda21... Parece que la ciudad se esté centrando en los que ya son "sensibles" ambientalmente... que también suelen ser los que más pueden contaminar o dejar de hacerlo. Las reuniones y grupos de trabajo se han organizado para los



La conciencia de las cuestiones medioambientales es más y más compartida por los clientes y los actores del comercio.

que mandan, los que generan más residuos o producen más energía... Me gustaría que a mí también me dieran esta oportunidad... ¡Yo también puedo hacer cosas importantes!"

Iniciativas. Carles sería un participante muy valioso para la Agenda21, al igual que otros muchos comerciantes que trabajan con clientelas me-

nos concienciadas o preocupadas... Montserrat Pons, de Vallbona, dice que necesitaría que alguna iniciativa como la de la Agenda21 la ayudara a poner la sostenibilidad en primera página. "Mis clientes aún prefieren comprar cosas nuevas, aunque haya recambios o reparaciones posibles. Está es la actitud que aún domina...; supongo que los clientes aún creen que no poder comprar lo últi-

"Tengo muchas ideas, pero necesito ayuda para ponerlas en práctica"

mo es "de pobres"... Intento convencerles de que todos estamos en esto; yo soy la primera que "pierde" cuando optan por arreglar o reciclar en vez de comprar; pero este es el único modo de preservar y mejorar nuestro entorno. Ya casi nunca enciendo el aire acondicionado, pero he aislado las ventanas y he comprado un toldo a la costurera del barrio. ¿Por qué no tener una "etiqueta verde" en la tienda o cupones de descuento para incentivar las buenas prácticas entre mis clientes...? Tengo muchas ideas, pero necesito ayuda para ponerlas en práctica". ¿No debería el nuevo plan municipal situar al pequeño comercio en el corazón de la Agenda21 de Barcelona? Si desde el Ayuntamiento se organizaran algunos proyectos o grupos de trabajo teniendo en cuenta sus horarios y limitaciones posiblemente sería posible entender mejor sus preocupaciones y promover "buenas prácticas" razonables para ellos y para sus clientes.

Marc Garrós

16. Stimulus material – Sweden

Evoc/Capa/Simi set

EVOC

När du tänker på "hållbar konsumtion", vilka fem ord eller uttryck kommer du först att tänka på?

1. _____
2. _____
3. _____
4. _____
5. _____

CAPA

Läs följande påståenden.

Ringa in den siffra som bäst stämmer överens med din åsikt.

1. I jämförelse med andra frågor, är hållbar konsumtion en viktig fråga:

Absolut	1	2	3	4	5	6	Inte alls
----------------	---	---	---	---	---	---	------------------

2. Effekter av en icke-hållbar konsumtion i världen kommer att påverka mig personligen:

Absolut	1	2	3	4	5	6	Inte alls
----------------	---	---	---	---	---	---	------------------

1. Jag kan göra något för att bidra till en hållbar konsumtion

Absolut	1	2	3	4	5	6	Inte alls
----------------	---	---	---	---	---	---	------------------

SIMI Questionnaire

You will find below twelve notions related to “SUSTAINABLE CONSUMPTION”.

Please mark:

‘+’ in front of the four notions that *best* correspond to the ideas YOU have about sustainable consumption;

‘-’ in front of the four notions that *least* correspond to the ideas YOU have about sustainable consumption.

(Four of the twelve ideas should remain unmarked.)

+, - or no mark	Description
	Klimatförändring
	Återvinning och minskning av avfall
	Minska koldioxidutsläppen
	Energieffektiva byggnader
	Resursbevarande
	Delaktighet hos medborgarnas för lokala åtgärder
	“Grön” ekonomi
	Ekologiskt lantbruk
	Bevarande av biologisk mångfald
	Kollektivtrafik
	Konsumtion av lokalproducerade varor
	Förnybar energi

ENVIRONNEMENT/TRANSPORTS

Första steget

Vårt land står inför utmaningen att utveckla sätt att leva som inte längre skadar miljön. Steg för steg utvecklas nya vanor i alla delar av vårt dagliga liv. I alla delar? Nej, här finns åtminstone ett motstånd. Bilen.

I vägskalet för att möta utmaningen ligger transportfrågor. Alla behöver förflytta sig. Sverige ligger i tåten när det gäller miljöåtgärder och under många år har medborgarnas livsstil gradvis utvecklats mot ökad miljömedvetenhet. Många människor sopsorterar, konsumtion av ekologiska produkter är bland de högsta i Europa och miljösatningar blomstrar i våra större städer, utveckling som väckt uppmärksamhet och avund i hela världen. Men ett mörkt moln hänger kvar: förbrukningen av fossila bränslen inom transport ligger fortsatt mycket högt i Sverige. Detta kan delvis förklaras av vår geografi och vårt klimat – men även vårt beteende var betydelse. Människor ändrar sina vanor steg för steg, vartefter olika innovationer gör oss mindre beroende av den egna bilen. Den här förändringen kan tillskrivas stegvisa försök att erbjuda varje medborgare möjligheter att vidta konkreta åtgärder.

FRI PARKERING

I samarbete med flera berörda organisationer har Värmlands kommuner

beslutat att avskaffa gratis parkering för offentligt anställda. Ingen fri parkering vid arbetet? Åtgärden kräver att individuella behov vägs med omsorg. Undantag görs för anställda som idag helt saknar andra möjligheter än att ta den egna bilen till arbetet.

Men ändå, den här åtgärden har bidragit till att människor sluter samman och blir kreativa. Man ställer upp för varandra – ställer sig frågan "har jag kanske en granne som kan samåka med mig?"

På så vis kan den flexibla regeln vara en tillfällig lösning som öppnar upp vägar för att finna hållbara alternativ för varje anställd.

Parallellt, med Silverbussen i London som förebild – ett tjustigt fordon som lockar affärsfolk att använda kollektivtransport – har utsmäckade bussar satts in i Karlstad innerstad vid högtrafikperioder. Dessa har blivit ett populärt val bland anställda som slutat använda den egna bilden: "Jag trodde väl aldrig att jag skulle känna mig som en modern hjältinna genom att ta bussen!" skattar Nina när hon väntar vid hållplatsen en kylig morgon.



ÅSKÅDAREFFEKTEN

Enligt Johanna Ullman, ansvarig för miljöfrågor i Värmland "verkar det som om vi tidigare utgjorde levande exempel på åskådareffekten – något fasantull utspelades framför våra ögon, men ingen kände sig personligt berörd! Vem skulle stiga fram och ta ett eget ansvar?" I praktiken är det också så att människor ofta känner sig paralyserade inför miljöfrågor. Det krävs att så många människor ändrar beteenden och den enorma förändring som krävs för att hantera globala trender kan få vem som helst att känna sig maktlös. Vissa oroade sig för att betalparkeringssystemet skulle skapa konflikter. Men när den här möjligheten att vidta förändringar på individnivå väl etablerades blev det som en positiv bro mot

mer omfattande åtgärder. Men, försäkrar Johanna Ullman, "människor tar det första steget, ser att det är möjligt, gör något konkret i stället för att bara oro sig för framtiden eller tillbringa en halv minut med att överväga någon diffus "inbjudan" att bli mer miljömedveten. Vi har kommit förbi informationsstadiet ... och är mogna för personlig och kollektiv handling!"

Pengar från betalparkeringen finansierar utveckling av nya transportlösningar, eller åtminstone nya möjligheter för medborgare att bidra till förändring. Medborgarna är inte ensamma om att ha fångats av stimulerande möjligheter. Valda politiker har inspirerats av framgången hos åtgärder som leder till synliga konkreta handlingar, på tvärs mot fatalistiska inställningar: "Alla

kan se en ny väg, men om män niskor förändrar sina attityder så är det ingen som märker det."

Parkering är första kapitlet i den stora boken som ska skrivas. Redan nu bidrar stadsplanerare, offentlig service och invånarna själva till att skissa den framtida utvecklingen i Värmland med hänsyn till alla aspekter av vardagsliv, från boendemiljö till barnsäkerhet på vägar och i kollektivtrafiken. Man söker svar på frågor som: Hur kan man balansera spridning av bostäder till mindre kostsamma ytterområden samtidigt som jobben alltid koncentreras till tätortsområden? Hur skall man locka medborgare till sundare beteenden, utan att begränsa den individuella valfriheten? Hur ska vi alla bli moderna hjältar som tar hand om vår miljö utan att det inkräktar på vår personliga frihet? Första steget har tagits. ■

9 JANVIER 2012

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17. Stimulus material – UK

EVOC/CAPA/SIMI were not used.

Newspaper article:

i-SHOPPING

August 10, 2011

Throwing away your domestic appliances? And you thought buying was complicated...

In our era of online shopping, plenty of resources are available to help consumers optimize their choices. Buying a basic household appliance such as a dishwasher can easily turn into an epic quest for the best machine at the best price. But the war against unnecessary expenditure does not end with the purchase of a new product: the question of when and whether to replace it can remain crucial for a household budget. **Special report by Caitlin Howard**

Traditionally, a wise shopper held onto household appliances as long as possible. This approach has some environmental merits, simply because the less you throw away, the less waste you produce. It's mostly common sense: you don't get a new car each time you blow a tyre, and as a general rule, it's cheaper and smarter to get your car fixed than to buy a new one.

But can you apply the same reasoning to your old toaster? Why waste time and money trying to fix an appliance that is so easy and cheap to replace, especially when you have no guarantee that the operation will be successful in the long term? Clinging to old and dysfunctional objects can become frustrating, not to mention risky. Let's face it: nowadays, most white goods are not built to last, and once they break, it's often for good.

A new lease of life?

This doesn't mean that trying to extend your appliances' lifespan isn't worth it. A stitch in time saves nine, and indeed, a few maintenance tricks such as descaling your kettle can help prevent premature aging. But this approach also entails disappointments, as it's not always easy to separate bogus steers from bonus tips. The recent tests led by *Which?* on Limaway's lime-scale protection products, suggesting that these might actually not be efficient, should serve as a reminder to always watch out for phony marketing lures. "I felt really cheated when I heard that Limaway didn't protect my dishwasher" says homemaker Debbie Evans, "because the only reason I agreed to pay extra for it was that it would be beneficial to the machine."



A few maintenance tricks such as descaling your kettle can help prevent premature aging

In fact, the most cautious consumers start thinking about when they'll have to throw away a product even before buying it. Indeed, purchasing sturdier appliances that will last longer can be a smart way to save →

→ money. "Yes, it's true that our laundry machines are more expensive than the average washer," admits RallyWhite Ltd. spokesperson Sean Conway, "but they're also designed and built to work twice as long." But while some companies such as RallyWhite choose to advertise the exceptional lifespan of their products, most do not include longevity in their technical specs, and this kind of information can be difficult to find. "Customers ask about how quick a machine is, or how big a load it takes," sales assistant Pete Anderson told us, "but rarely how long they can expect to keep a machine. To be honest," he adds, "I wouldn't really know how to answer myself."

A false economy

So is trying to run your white goods for as long as possible the most economical and environment-friendly approach? Well, maybe not. In the end, conserving white goods until they actually fall apart shelters consumers from technological progress – they miss out on new improvements in energy and water consumption, safety, and work-saving design. While adding to the pile of scrap may seem wasteful, in fact replacing your appliance a bit earlier might be a good trade-off. And if your old appliance is still in good shape but

Purchasing sturdier appliances that will last longer can be a smart way to save money.

you just can't wait to get the new model, you might want to consider alternatives to throwing it away, such as recovering a bit of cash by selling your machine on a website like ebay.

Likewise, you may be able to step up to a more recent model by scouring the second-hand white goods on offer. But there's another catch, as data analyst Lydia Taylor points out: "We all have friends who have got a monster fridge twice as big as the old one, just because it rates half as greedy.. What we need to know is whether the savings potentially offered by better modern performance just get eaten up by the wasteful behaviours they encourage!" If you think about it, large fridges may encourage filling up with food which then goes out of date – thus both energy and food can be wasted.

Just like buying, throwing away requires a good sense of timing and judgment on both economic and ecological criteria. While people tend to favour their wallet over the planet, it's useful to remember that the two can go hand in hand. ●

"We all have friends who have got a monster fridge twice as big as the old one, just because it rates half as greedy..."
