



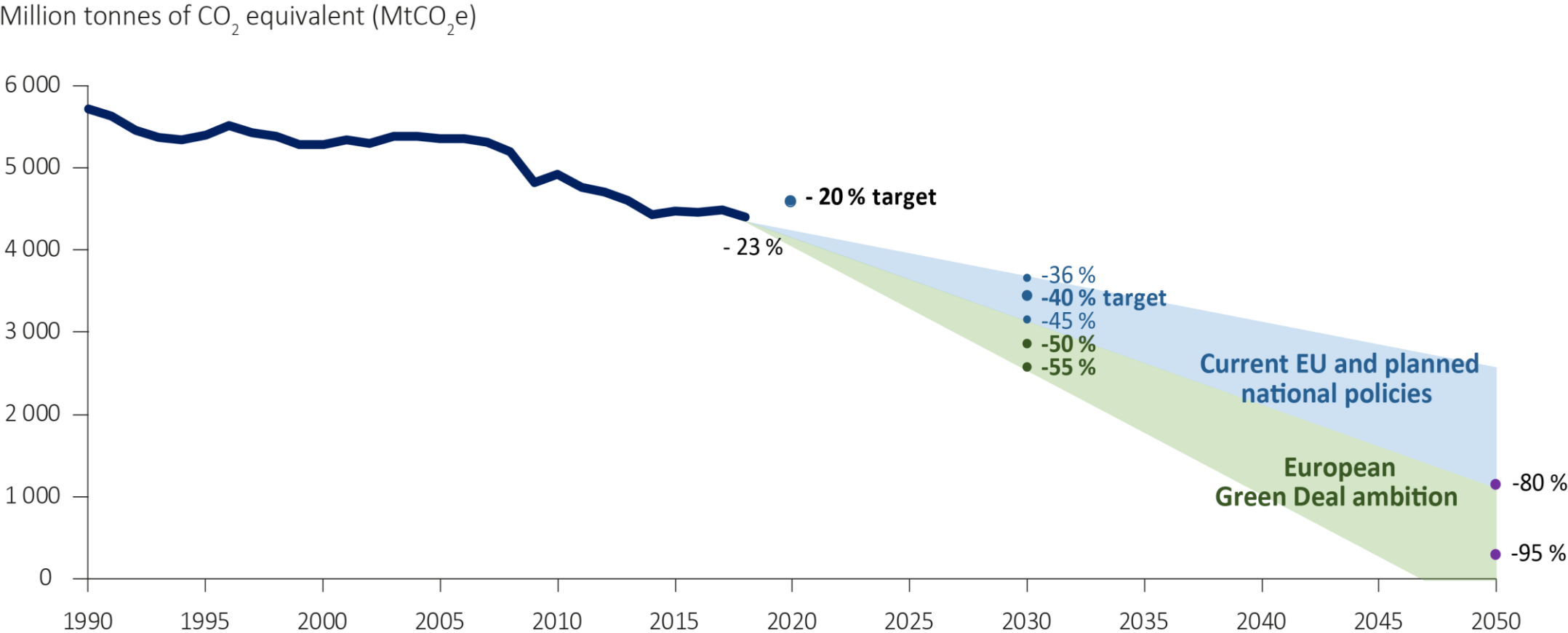
Structural, social, and contextual challenges and resources toward a 1.5 sustainable lifestyle in five European countries

SCORAI Conference
(Wageningen, The Netherlands)

ADINA DUMITRU, PILAR VIEIRO, MANUEL PERALBO, MONTSE DURÁN, AND LUISA LOSADA (PRESENTER)

07/07/2023 (15.45-17-00h)

The global deal to limit temperatures below 2 °C by 2030 above pre-industrial levels with the ultimate objective to reduce this to 1.5 °C by 2050 has facilitated policy development and target setting at the national and subnational levels.

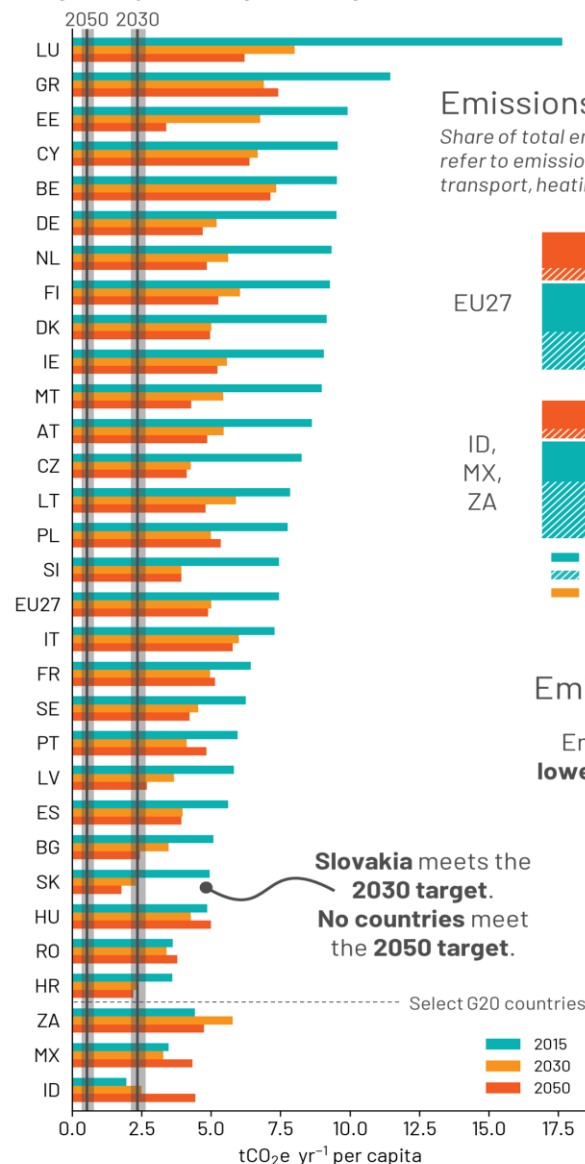


Source: European Environment Agency, SOER 2020

THE PROBLEM

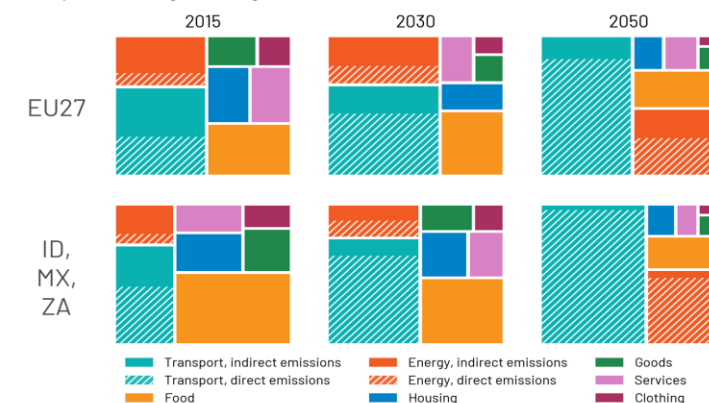
Emissions overshoots against 1.5°C targets in 2030 and 2050

Household consumption-based carbon footprints calculated from EXIOBASE 3. Projected values include background system changes following SSP1-RCP 1.9, but without sustainable lifestyle interventions by households.



Emissions contribution by consumption domain

Share of total emissions by major consumption domains. Direct emissions refer to emissions created directly from household fuel combustion for transport, heating, cooking, etc.



Emissions inequality in EU households

Emissions share by lowest 20% of incomes

Emissions share by highest 20% of incomes



Calculations based on household spending data from EUROSTAT dataset HBS_STR_T223

Slovakia meets the 2030 target. No countries meet the 2050 target.

Select G20 countries

2015
2030
2050

- Although many of the effects on climate change are global, the causes can be found within the activities and behaviors of individuals related to climate, households and communities, so there is a consensus that change requires human action (Axon, 2017).
- Private consumption is responsible more than 60% of global greenhouse gas emissions and between 50% and 80% of total land, material and water use (Ivanova et al., 2016).

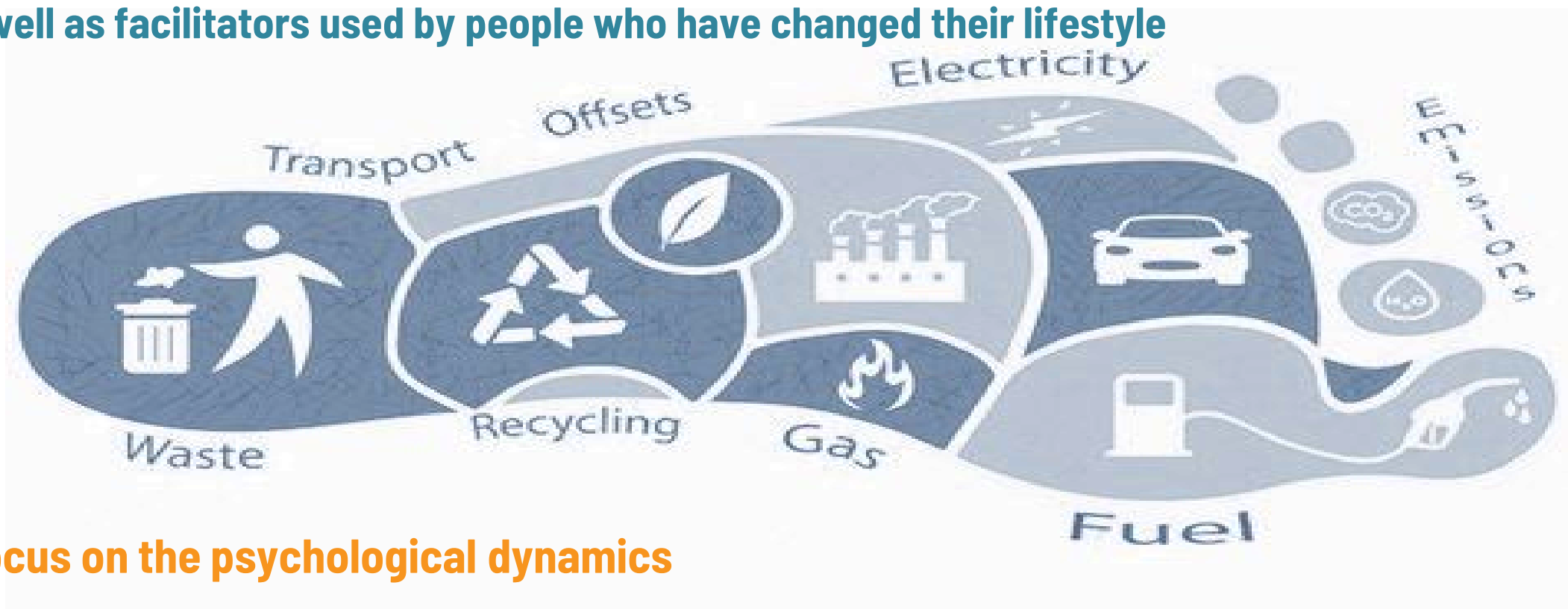
The change in the way of consuming and the transition towards sustainable lifestyles cannot be carried out by a single actor or only through top-down processes (Axon, 2017) but requires both **transformations in political, economic, technological and social structures**, as well as in **individual behaviors** (Hirth et al., 2023).

Source: Scherer et al., 2022 – 1,5 Degrees Lifestyles

To gain a deeper understanding of

Structural, social, cultural and/or contextual challenges

As well as facilitators used by people who have changed their lifestyle



With a focus on the psychological dynamics

Sample: Individuals in each country (7 to 10), who:

- have decided to undergo a significant lifestyle shift at least two years ago,
- have implemented significant lifestyle changes in at least 2 lifestyle domains

* Significant lifestyle changes were defined based on an extensive literature review and expert consensus – only moderate and high impact options were chosen

Data collection:

- In-depth semi-structured interviews – average duration: 1h-1h:30
- Interview guide in English (translated into local languages)
- Transcription and translation of interviews into English for analysis
- Using principles of grounded theory - inductive coding using MAXQDA: 5 coders
- Validation and review: 2 coders

Interview guide:

Subjective meaning of a sustainable lifestyle

Motivations to adopt a sustainable lifestyle

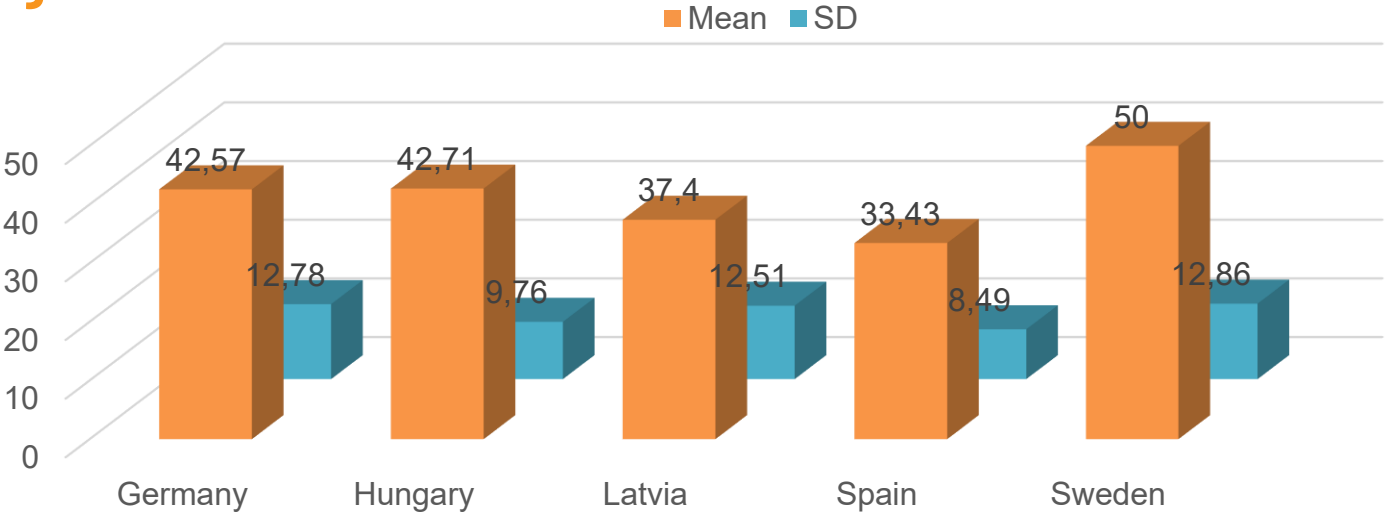
Internal (psychological) and **external (social, infrastructural etc) barriers to living a sustainable lifestyle**

Internal (psychological) and **external (social, infrastructural etc) resources supporting a sustainable lifestyle**

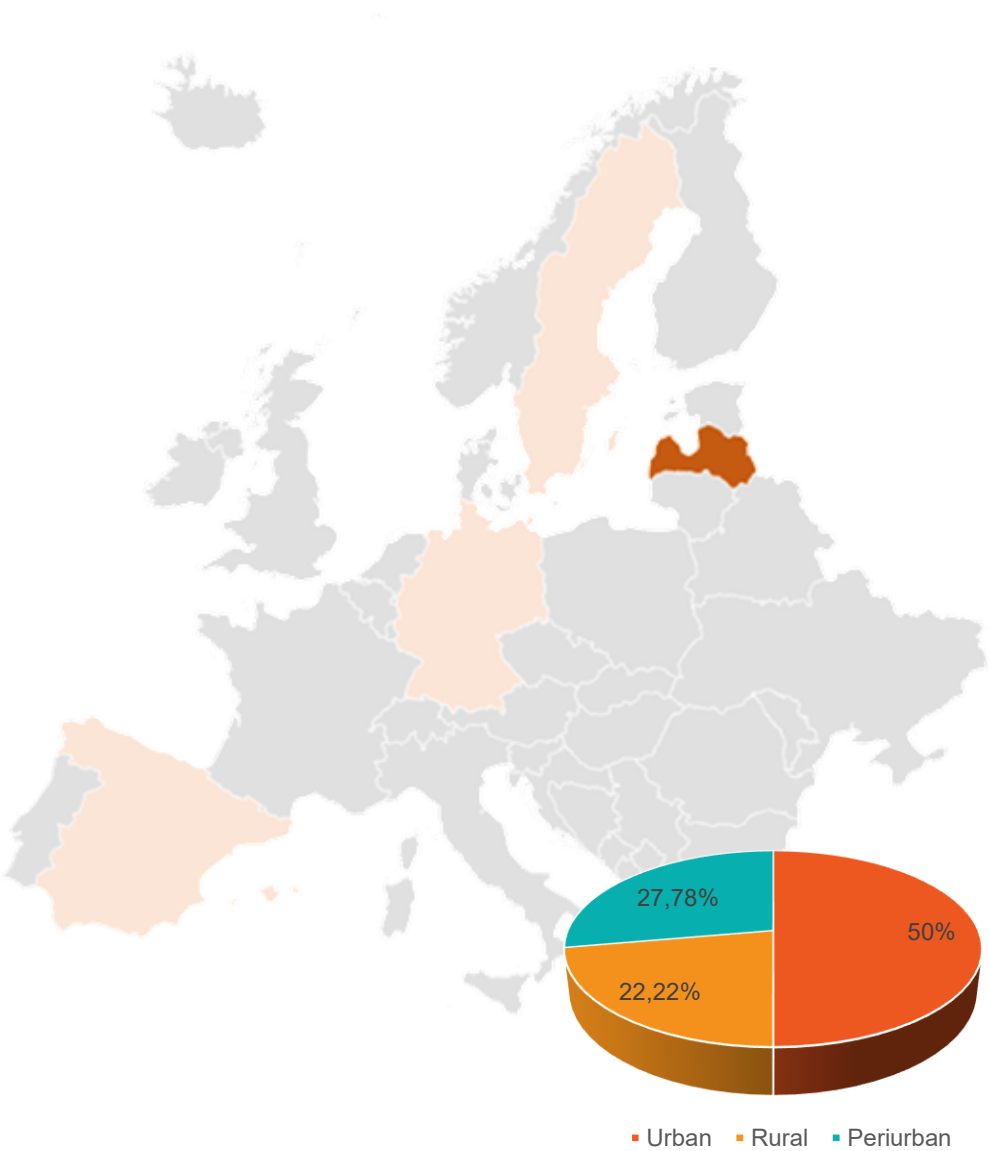
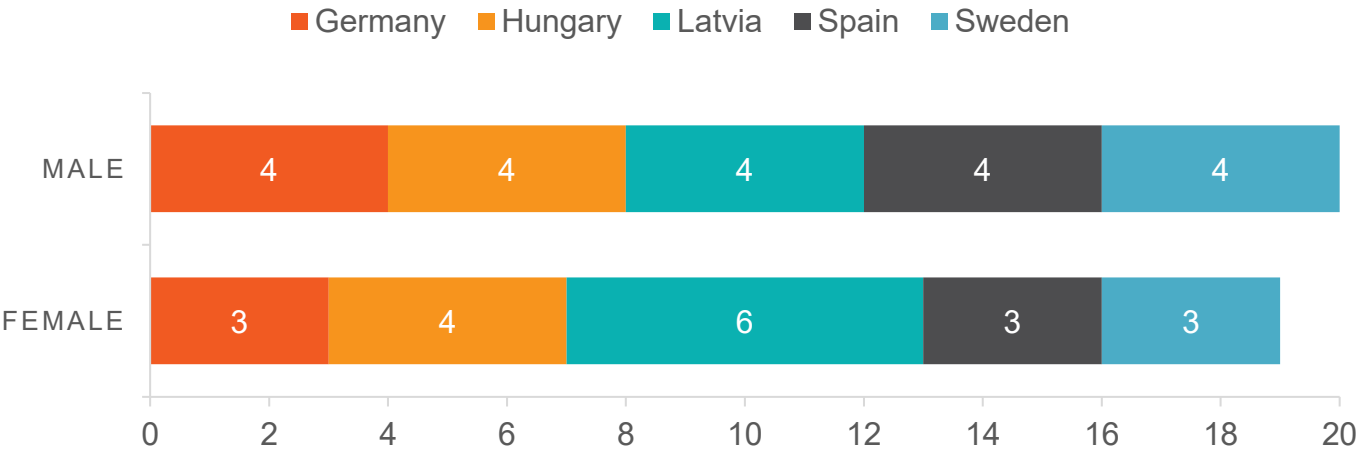
Relationship to health and wellbeing

Age

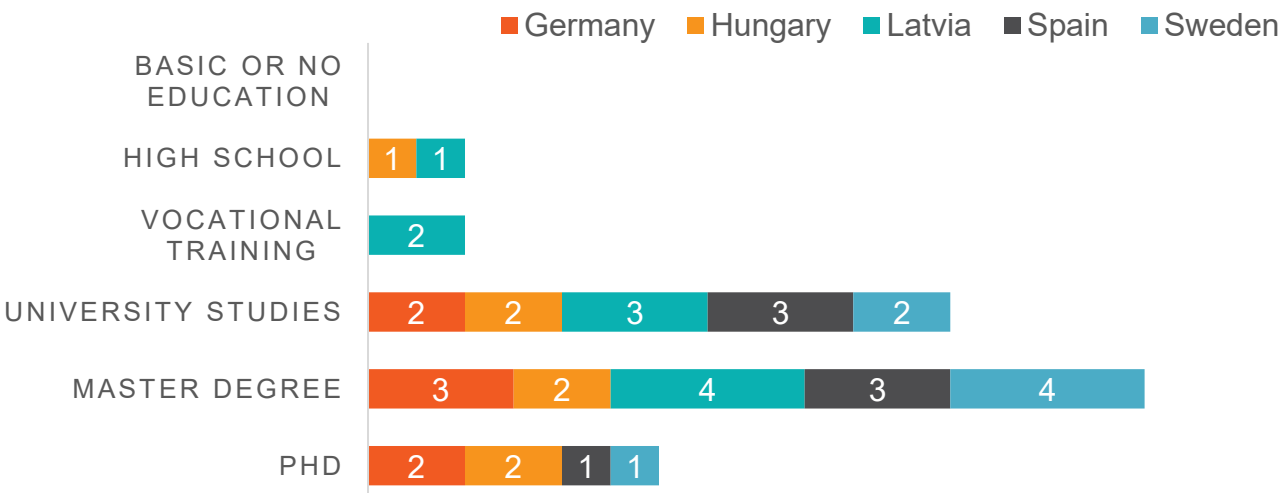
TOTAL	
M	DT
41,22	6,25
Rank	
21	63



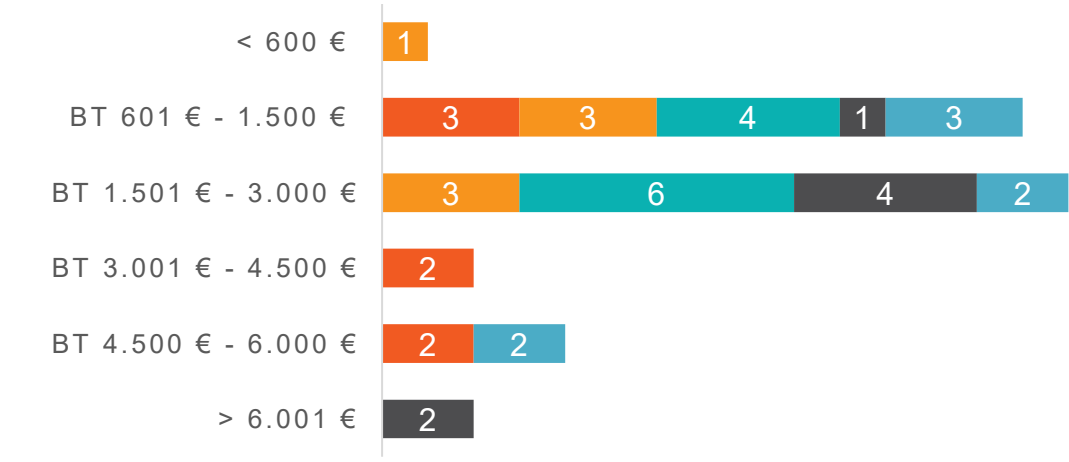
Gender



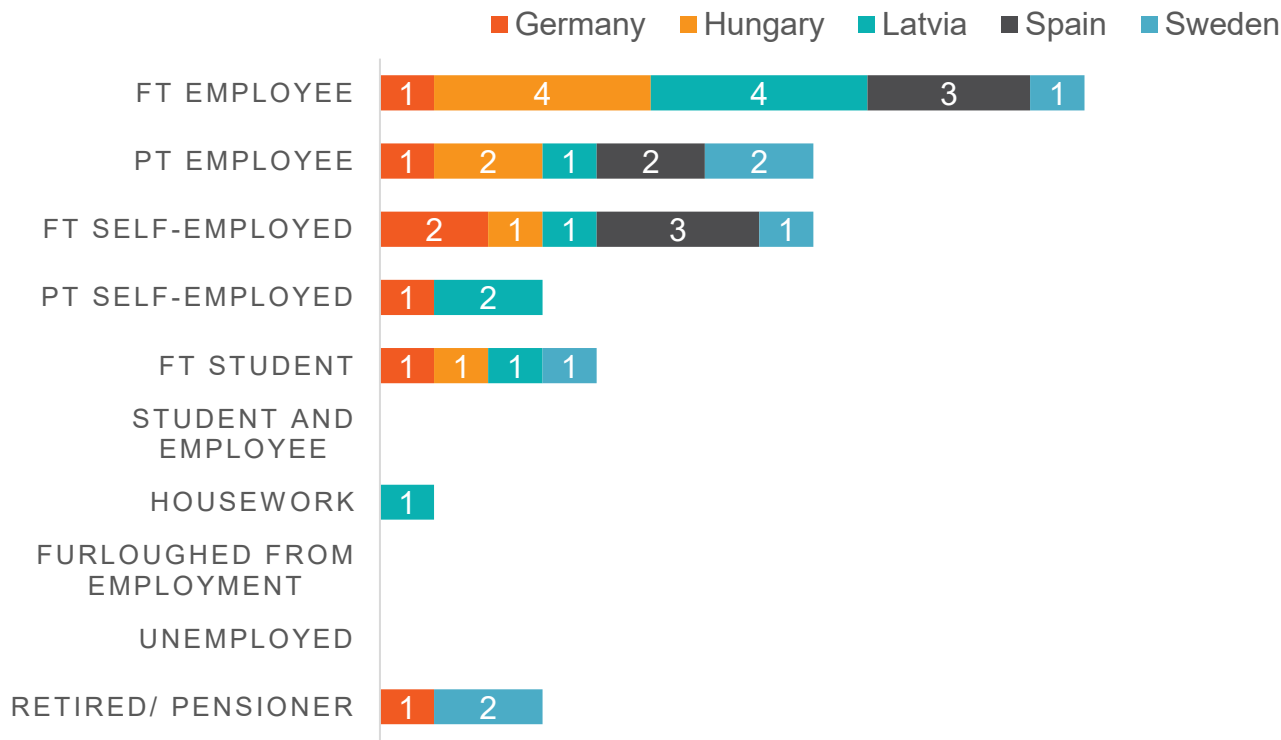
Education level



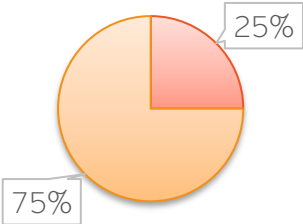
Income level



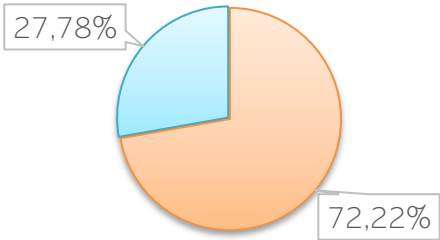
Current employment status



Active membership of a SL organization



Organization's goal related to SL



Main findings:

Structural, legal, political, infrastructural and technological barriers

Code System	Sweden	Spain	Hungary	Latvia	Germany	SUM
CHALLENGES AND RESOURCES						0
Structural barriers						206
Economic barriers						42
Lack of incentives and aids						9
Abuses of production industries						11
High prices of organic products						23
Knowledge barriers						15
Formative barriers						8
Informative barriers						7
Legal barriers						19
Bureaucratic procedures						8
Lack of consistent legal framework						11
Political barriers						53
Lack of adequate policy framework & regulations						41
EU policies/measures						7
National policies/measures						24
Local policies/measures						14
Political manipulation of citizens						6
Lack of political leadership						3
Lack of citizen involvement in public policies						4
Infrastructural barriers						75
Lack of sustainable options						70
Work facilities						4
Mobility						43
Housing						7
Food						16
Natural phenomena						5
Technological barriers						6
Lack of development of ICT						2
Technological lock-in (dependence)						4
Σ SUM	86	103	175	256	123	743

Main findings:

Structural, legal, political, infrastructural and technological resources

Code System	Sweden	Spain	Hungary	Latvia	Germany	SUM
CHALLENGES AND RESOURCES						0
Structural resources						67
Economic resources						10
Generating business interest & competitive adv.						2
Affordable sust. solutions & aids						8
Knowledge resources						20
Information & Training from NGO						12
Formal education						3
Scientific & popular information						5
Legal resources						3
Legal advise from Civil & Political Institutions						2
Stricter standards against unsustainable behavior						1
Political resources						11
Pro-sustainable measures						8
Work facilities						3
Infrastructure resources						18
Availability of sustainable alternatives						18
Land						4
Food						4
Mobility						7
Packaging						3
Technological resources						2
ICT improvements in household appliances						1
Digitalisation and proliferation of online platforms						1
Lack of external barriers						4
Σ SUM	22	9	86	71	29	217

Main findings:

Structural, legal, political, infrastructural and technological resources

Code System	Sweden	Spain	Hungary	Latvia	Germany	SUM
✓ CHALLENGES AND RESOURCES						0
✓ Socio-cultural barriers						172
Deep-rooted cultural values						18
Generational differences						7
✓ Social inertia						41
Lack of a sense of personal responsibility						29
General apathy (polarized and individualistic society)						12
✓ Social media and misinformation						40
Lack of environmental knowledge and awareness						22
Social tendency of overspending						9
Social trends (lack of real awareness)						9
✓ Social costs of sustainable lifestyles						67
Injunctive social norms (wt must be done)						15
Descriptive social norms (wt everyone does)						10
Lack of social support						21
Social backlash						23
Σ SUM	65	84	85	193	68	495

Main findings:

Structural, legal, political, infrastructural and technological resources

Code System	Sweden	Spain	Hungary	Latvia	Germany	SUM
CHALLENGES AND RESOURCES						0
Socio-cultural resources						183
Social eco-wakening						49
Greater social acceptance						15
Increasing social commitment						13
Mutual respect and support						13
Variety of actors						89
Inner circle						58
Eco-communities & neighbourhood						7
Non-sympathetic friends						6
Family						26
Friends & colleagues						20
Wider social environment						68
Effects of support from environmental communities						131
Makes thinking flexible						5
Reducing eco-anxiety						4
Reducing loneliness						32
Enhancing empowerment						40
Participation in Social Movements						11
Involvement in Civil & Political Institutions						13
Associationism						12
Community living						4
Sharing social responsibility						55
Activists' philosophy						9
Common social purpose						48
Matter of everyone doing their bit to improve the future						7
Σ SUM	153	113	223	281	148	918

CONCLUSIONS

The most powerful social resource is the existence of a **close circle of like-minded people**, as well as an environment conducive to change. In this sense, **shared responsibility** (when there is a collective purpose) and **social eco-awakening** were highlighted by some participants.

Major barriers are **economic, political** and, above all, **infrastructural**. Problems in finding sustainable options stand out.

The relevance given to the **social perception of responsibility** and **activation for action**, as well as to the **influence of the mass media**, is clear. However, the **social cost of adopting a sustainable lifestyle** was the most prominent.

Knowledge is, on the contrary, one of the greatest resources, especially in terms of information/training provided by NGOs.

CONCLUSIONS

- Sustainable lifestyles are often treated as a linear problem where the wrong behaviours can be fixed (Bohme et al., 2022); we need a more nuanced approach.
- A variety of external barriers and resources are at the core of facilitating behavioural change, integrating with internal ones to strengthen the individual's capacity to introduce behavioural change in their immediate environment and, with possible effect on the wider environment.



THANK YOU (AND FOLLOW US)



International website:

<https://onepointfivelifestyles.eu/>



Spanish website:

<https://vivirsosteniblemente.es/>

Social media:



EU 1.5Lifestyles



EU 1.5° Lifestyles- @1pt5lifestyles



EU 1.5° Lifestyles

ADINA DUMITRU

(ADINA.DUMITRU@UDC.ES)

MANUEL PERALBO

(MANUEL.PERALBO@UDC.ES)

MONTSE DURÁN

(MONTSERRAT.DURAN@UDC.ES)

PILAR VIEIRO (PILAR.VIEIRO@UDC.ES)

LUISA LOSADA

(LUISA.LOSADA@UDC.ES)