

KEEPING PACE WITH EUROPE TOWARD A SUSTAINABLE FUTURE

STRUCTURAL DRIVERS AND BARRIERS FOR LOW-CARBON LIFESTYLES IN SPAIN

NADIN OZCELIK; MARTA REY-GARCÍA; VANESSA MATO-SANTISO

UNIVERSITY OF A CORUÑA

08.07.2023







BACKGROUND AND PROBLEM STATEMENT

• Background

- Limiting global temperature to **1.5° C (UNFCC, 2016)**.
- Rapid increase in the impacts of climate change (IPCC, 2022).
- \circ **Exceeding** the 1.5° C target (IPCC, 2022).
- Substantial change in lifestyles: reducing consumption (IPCC, 2022).

• Problem statement:

Factors promoting individual behavior changes but not addressing the structural drivers & barriers to adopt sustainable lifestyles in Spain



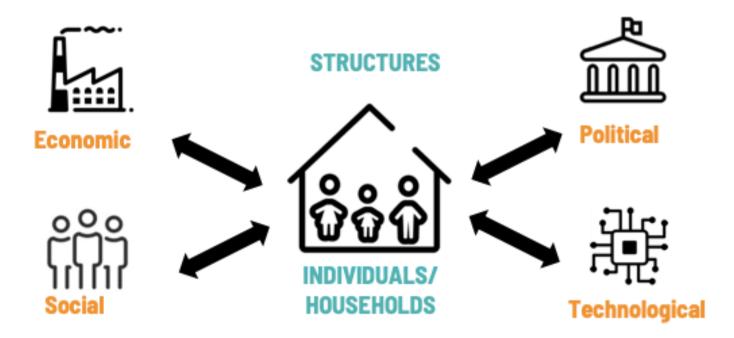






OBJECTIVE

Analyzing the most relevant **structural drivers and barriers** to adopt the **low carbon lifestyle options** within the **four main consumption areas** in Spain: nutrition, mobility, housing and leisure.



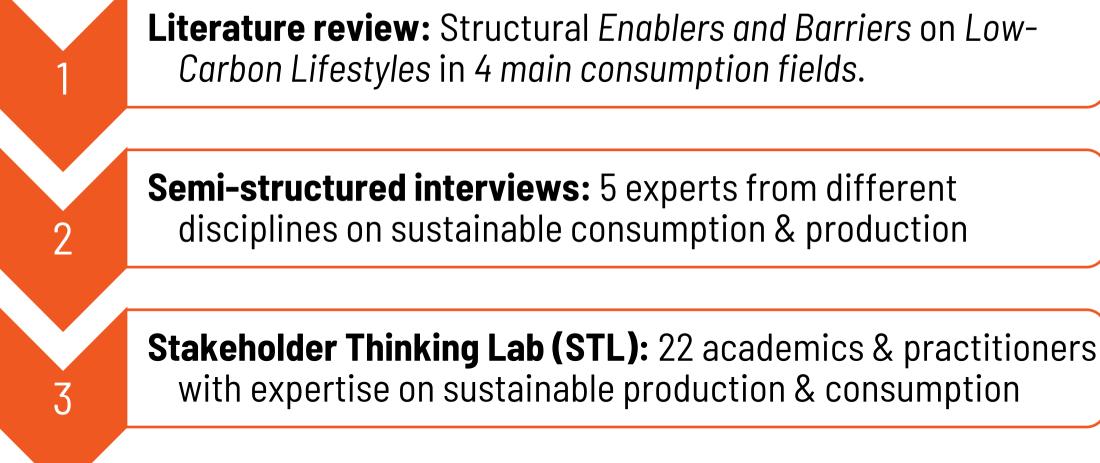








DATA AND METHODOLOGY











DATA AND METHODOLOGY

Experts profile

Category	# of participants
Business (Energy, Construction, Food & Agriculture, Logistics/Food Distributor, Textile)	10
Expert (Academic)	3
NPO (Food, Environment, Textile)	4
Public sector	4
Journalist	1
Total	22









DATA AND METHODOLOGY

Future scenarios on *Sustainable Consumption* patterns in Spain

Nutrition	Mobility	Housing	Leisure				
 Local & Seasonal consumption Ecological and environmentally friendly Prosumers & urban gardens Plant- based diet Reducing the single-use plastics 	 Walking & cycling Public transport Electric vehicles Car-sharing Better connection between rural areas and cities 	 Energy efficiency (EE) Renewable energy sources Digitalisation Prosumers & energy security Common areas Rehabilitated buildings 	 Reduced working hours Workload optimization Sustainable travel & leisure Creative communities Virtual experiences 				





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003880. SC



RESULTS: STRUCTURAL DRIVERS IN FOUR CONSUMPTION FIELDS IN SPAIN

Driver Theme	Nutrition	Mobility	Housing	Leisure
Holistic policy framework	Livestock-to-LandIndigenous crops	 (Re-) Designing urban spaces Local policy targets 	 Policy targets for Passive Houses Technical norms & regulations 	 Standardization LCA Restricting pricing policies Product lifetime extension
Economic incentives and internalization of externalities	 Reducing tax burden on local producers Green taxes on imported fruits 	 Vehicle fleet & transportation network Incentivize public transport 	• Tax benefits targeting multi-property owners	 Green taxes Green public procurement
Dissemination of Good practices	 Agriculture, livestock & food processing 		 EE narratives & energy communities Efficient water management 	 Good practices guide Rewarding communities
Sustainability education	 Food & nutrition education Alternative economic models 	 Specific educational modules Life-long learning 	• Vocational training for housing rehabilitations	Mandatory courseLife-long learning
Social integration & equity	 Administrative mechanisms 	Flat rateFree access	Energy security & rehabilitation	 Training vulnerable groups Reserved contracts





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003880. SC



7

RESULTS: STRUCTURAL BARRIERS IN FOUR CONSUMPTION FIELDS IN SPAIN

Barrier Theme	Nutrition	Mobility	Housing	Leisure
Economic incentives			• Lack of public funds for self-consumption	• Incentivizing local- repair shops
Infrastructure	 Global seed adoption Food security & nutritional deficiencies 	 Frequency of public transport Urban-rural connection 	 Abandoned and energy-inefficient houses Lock-in effects & fossil-fuel dependency 	 Lack of recreational areas Lack of sustainable travelling options
Globalization & International Trend	• Dependence on imports in food production			 Strong dependence on imports Material & natural resource trade
Social norms & habits	Eating habitsNon-nutritious food	 Negative perceptions Rapid consumption 	Rebound effects	
Knowledge & awareness	• Human-nature gap		 Lack of technology literacy (EE) Efficient energy use 	 Lack of required skills
Policy framework	 No restrictions on plastic packaging 		 Lack of energy advice centers 	





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003880. SC**RAI**



CONCLUDING REMARKS

- Developing a holistic and consistent policy framework considering the economic, social, technological aspects.
- Policy targets on housing stock and mobility reduction.
- Incentivizing local and small producers, as well as circular economy business models.
- Internalizing the **environmental costs** i.e. Green Taxes.
- Dissemination of **Good Practices** i.e. *Good practices guidelines*.
- Sustainability education beginning from early ages & life-long learning programs.
- Social integration i.e. providing financial incentives and education on sustainability practices for vulnerable groups.









FOLLOW US

International website:

https://onepointfivelifestyles.eu/

Spanish website:

https://vivirsosteniblemente.es/

Social media accounts:



EU 1.5Lifestyles EU 1.5° Lifestyles- @1pt5lifestyles EU 1.5° Lifestyles











THANK YOU FOR YOUR ATTENTION! ANY QUESTIONS OR SUGGESTIONS? Email: nadin.ozcelik@udc.es

