

Engaging and Encouraging Stakeholders

To Think Green Everyday

Rosa Strube, Team Leader Sustainable Lifestyles

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www.scp-centre.org



Who we are

The Collaboration Centre on Sustainable Consumption and Production



Founded in 2005

by the United Nations Environmental Programme (UNEP) and Wuppertal Institute of Climate, Environment and Energy.
Headquarters in Wuppertal, Germany



Think & Do Tank

The Centre provides scientific support to clients from the private and the public sector, in the field of sustainable consumption and production (SCP)

60

Team Members

with interdisciplinary backgrounds



International Scope

and activities in four continents



all photos © CSCP

The CSCP

Our Topics

Policy &
Business
Models



Infrastructure,
Products &
Services



Habits &
Behaviours



Good
Life



Broad range of partners locally and globally

Broad range of partners locally and globally



Engaging and encouraging stakeholders

As part of the Scalibur project



**Bio Waste Clubs in our 3 pilots
Madrid, Kozani and Lazio**

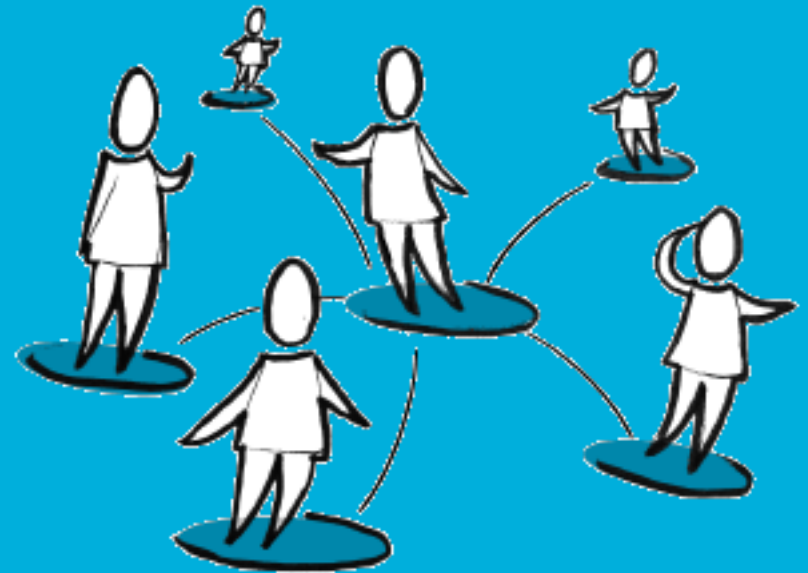


**Citizens' behaviour change
on waste separation**



Multi-stakeholder engagement

Looking at our experience from the Refresh project





The Refresh project

Consortium: 26 partners from 12 European countries and China

Timeline: July 2015 to June 2019

Objective: Contribute towards SDG 12.3. of halving per capita food waste, reducing food losses and maximising value of unavoidable food waste and packaging materials

<https://eu-refresh.org/about-refresh>



REFRESH is funded by the Horizon 2020 Framework Programme of the European Union under Grant Agreement no. 641933. The views and opinions

expressed in this website are purely those of the writers and may not in any circumstances be regarded as stating an official position of the European Commission.



Facilitating and supporting business to develop and implement a roadmap on reducing food waste

National Working Platform in Germany with the following priorities

- Retailer
- Out-of-Home
- Consumer
- Supply chain/ production

Our approaches

- Conduct research and consumer focus groups to investigate consumer understanding on food waste
- Engaging and facilitating stakeholders to develop a joint roadmap to reduce and avoid food waste
- Piloting food waste reduction programme with selected retailers through employee engagement and training





Success factor 1: Initiation and Set-up

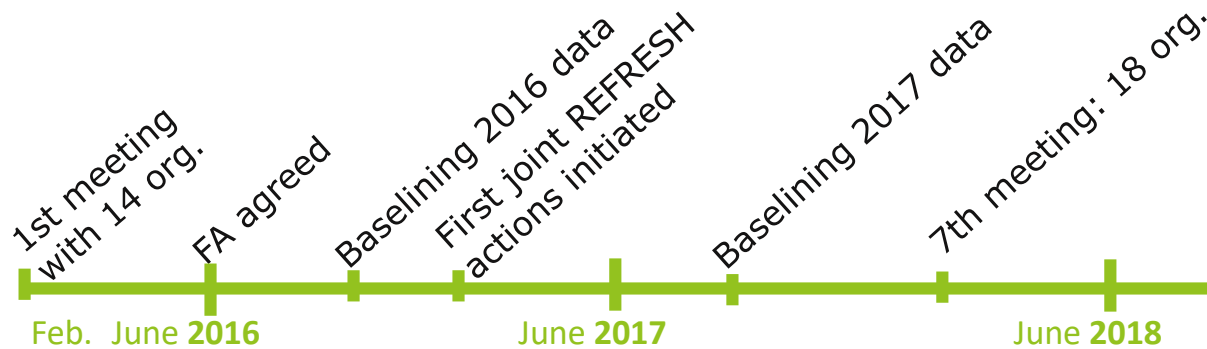
20 organisations

- **Policy:** Federal Ministry: BMEL; 3 regional ministries: NRW, Bayern, Hessen
- **Business:** Nestlé Germany, ALDI Süd, ALDI Nord, Metro, Penny, real,-, BVLH, Sodexo, REFOOD
- **NGO:** WWF, Tafel Deutschland, Verbraucherzentrale NRW, Rat für Nachhaltige Entwicklung, Foodsharing
- **Research:** Fachhochschule Münster, KERN

Figure 1. Germany's policy mix at December 2014



Source: Fusions, 2016. www.eu-fusions.org/index.php/country-reports/reports/293-germany





Success factor 2: Ambition

Objective

- support the aims of **SDG12.3**, through **innovative pilot projects** in the context of REFRESH or as **individual activities**.
- **report on progress** at least on a yearly basis

Relevance

- Important as **kick-start** of bringing together the **willing actors**.
- contribution to SDG 12.3 by **helping organisations** discuss the goal and what it means to them, and to foster relevant activities





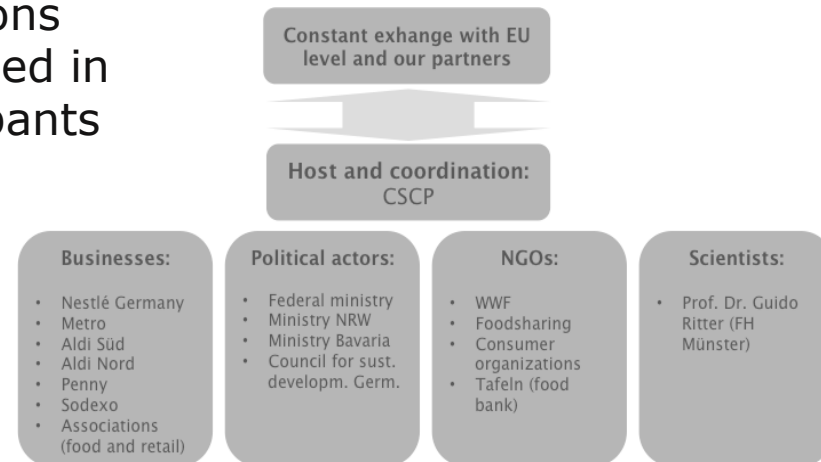
Success factor 3: Governance and Funding

Governance setup and involvement

- **CSCP: Host and coordinator**, acting as a kind of secretariat and lead to define activities together with partners.
- **Participation is open** to relevant organisations, while ensuring workable group size.
- **Biannual meetings** and bilateral discussions
- **Federal ministry** (BMEL) was early engaged in the process, being well received by participants
- Initiation and pilot support intensive

Funding sources

- During REFRESH project duration
no external funding sources





Success factor 4: Actions & initiatives to support the VA

With REFRESH involvement:

- **Training of 800+ apprentices** by PENNY and CSCP
- **Tolerance extension & impact assessment** by ALDI Süd and FH Münster
- **Consumer campaign on best-before date** by ALDI Süd and Staatsministerium Bayern
- Exploration of **packaging** solutions by PENNY, CSCP & WRAP

Own activities of VA participants:

- **147 actions** to reduce food waste (about 1/3 starting during REFRESH)





Success factor 5: Measurement and Evaluation

Measurement and monitoring before pilot

- Several studies, e.g. Cofresco (2011), EHI (2011); BMELV/Uni Stuttgart (2012); WWF Germany (2014).

Measurement and monitoring implemented through pilot

- REFRESH **Baselining** 2016 and 2017: qualitative & quantitative, confidential collection, aggregated assessment & presentation
- **Impact assessment** of 2 REFRESH activities: PENNY employee engagement & ALDI Süd tolerance extension
- REFRESH **questionnaire** on own activities: only 1/5 of 147 collected activities (includ. also reports and events!) had an impact assessment > more efforts encouraged

Parallel activities on national level:

Scoping exercise by Thünen-Institute / BMEL on indicator development and potential baseline data (2018), GfK-Study (2018), United against Waste (2017)



Main lessons learned

- **Participants:**
 - Important to find most suitable partners. Need a mixture of actors.
 - Participants from middle-management responsible for project implementation enable being informed and to initiate activities
- **Buy-in for a VA**
 - FA signature requires high level decisions based on clear benefits and costs.
 - BUT: Active engagement not necessarily dependent on FA signature.
 - Focus on individual processes & set achievable goals in initial phase to motivate participation
 - Create an atmosphere of trust
- **Monitoring data** can be challenging to collect, but “learning-by-doing”
- **Impact evaluation** of “VA only” difficult as part of the broader picture
- Need of **political push & pull** to encourage organisations to change

How this informs our work in Scalibur



Topic of food waste requires actors from consumers **up the value chain**



Topic of food waste requires actors from consumers **down the value chain**

National round table, as production and retail are organised nationally



City level round tables, as waste collection is organised locally

Key role of **national ministry** to demonstrate relevance



Key role of **city administration** to ensure relevance and implementation

Focus on **creating a baseline** and **voluntary agreement**



Focus on learning from **good practices** from other cities and **piloting**

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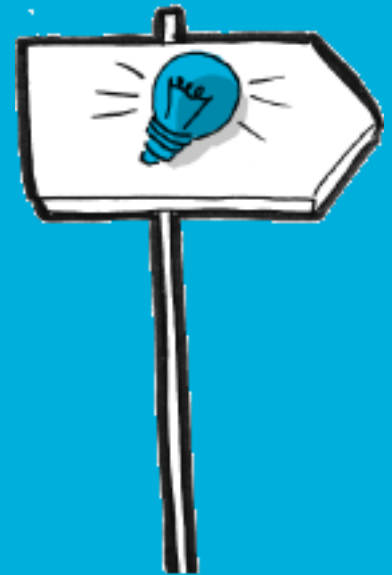


Citizens' behaviour change



Encouraging citizens' behaviour change

Looking at our Academy of Change experience



How do people feel about sustainable behaviour?

Some key challenges for us to consider

Concern for the environment is high, but it's not top of the list

- Global surveys show anxiety about climate change and its potential impact is significant
- But, when it comes to how people think about important things in their daily lives, economic concerns or 'pride in how it looks' normally takes precedence

There's a gap between what people think and what they do

- In many categories of behaviour consumers wrongly believe they are doing as much as they possibly can, and have no desire to revisit it in future
- Or simply feels too complicated to get out of our comfort and convenience

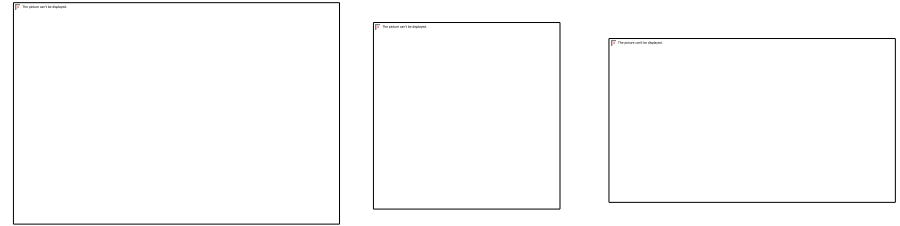
Overclaim is routine when it comes to pro-environmental behaviours

- People aren't good at accurately reporting their behaviour
- Example: 85% of people claim to recycle household rubbish always or frequently. If true, the figure for the total amount of waste recycled in the UK would be 60%. In reality it's only 40%.



Academy of Change

Background & Overview



The Academy of Change is a new programme on **sustainable behaviour** designed for future leaders working on climate change and sustainability within the **NGO sector**. Its goal is to enable NGOs to **accelerate change** in the sustainable behaviours and lifestyles that really matter.

NGO Mapping,
Survey &
Engagement

Capacity Building
&
Toolkit

Pilot
Interventions

Communications & Dissemination

Project Management

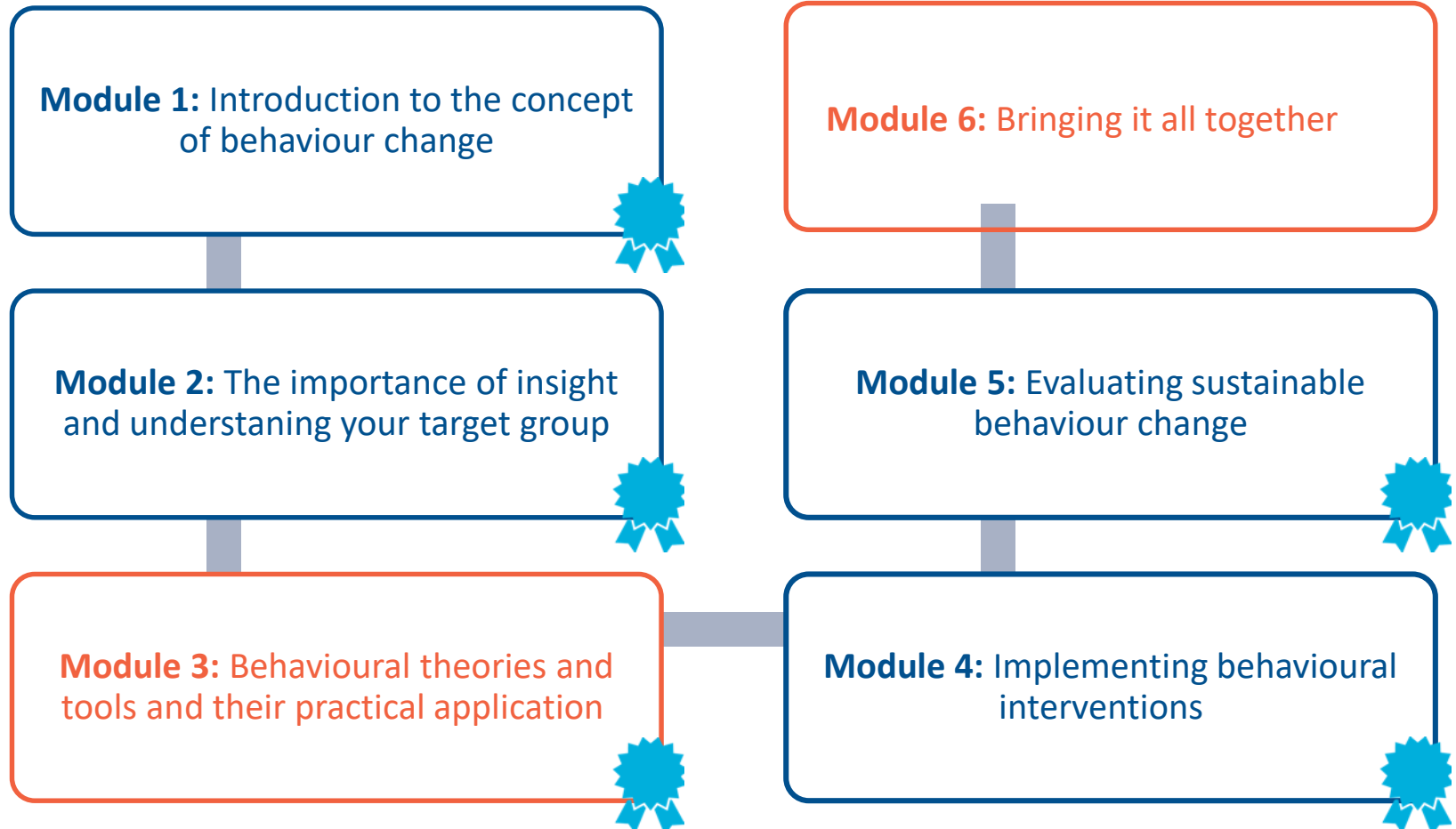


Learning how to change behaviours

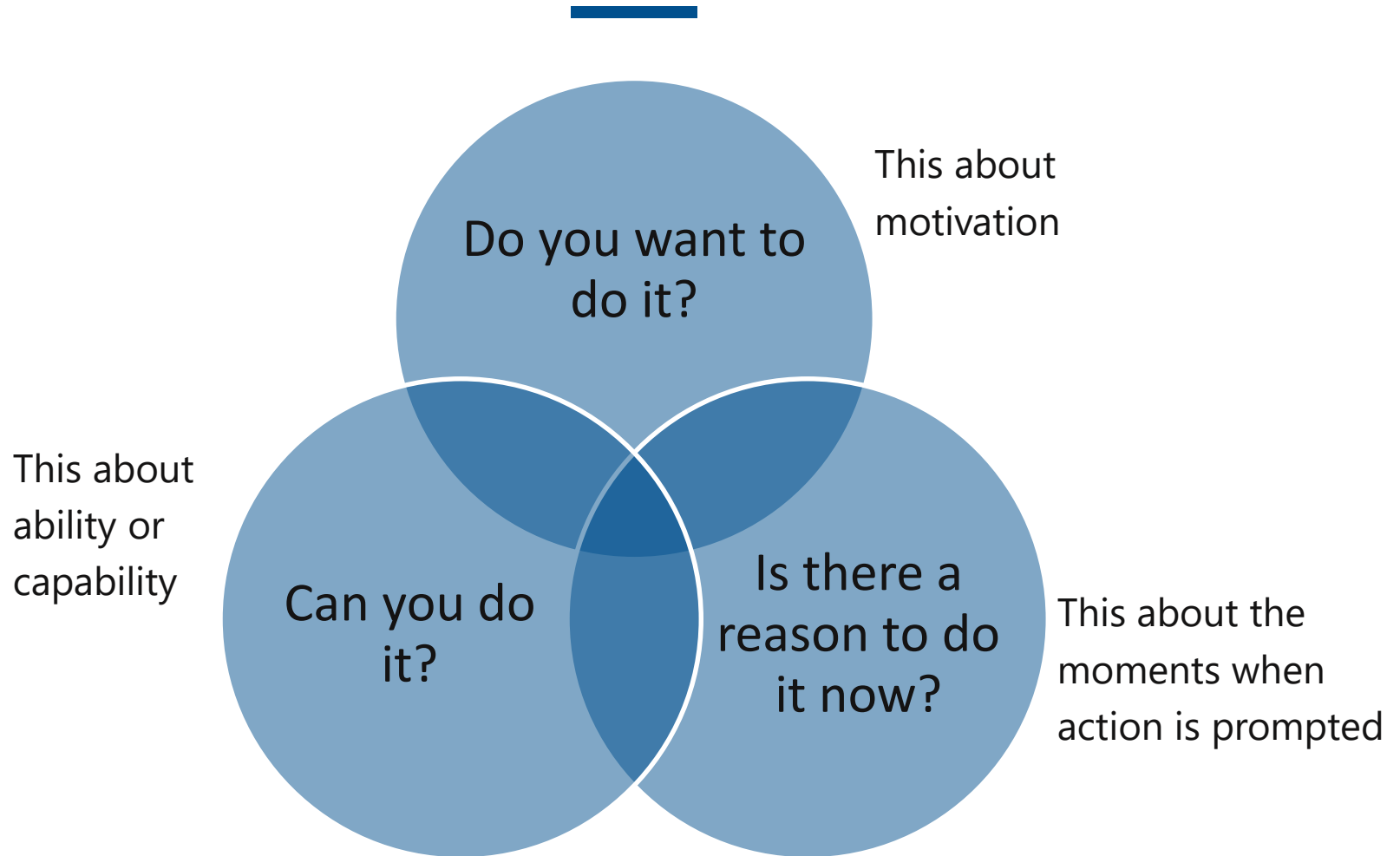
An art and a science at the same time



Overview of the process



Current behavioural models tend to break down behaviour along broadly similar lines



**Social
norms**



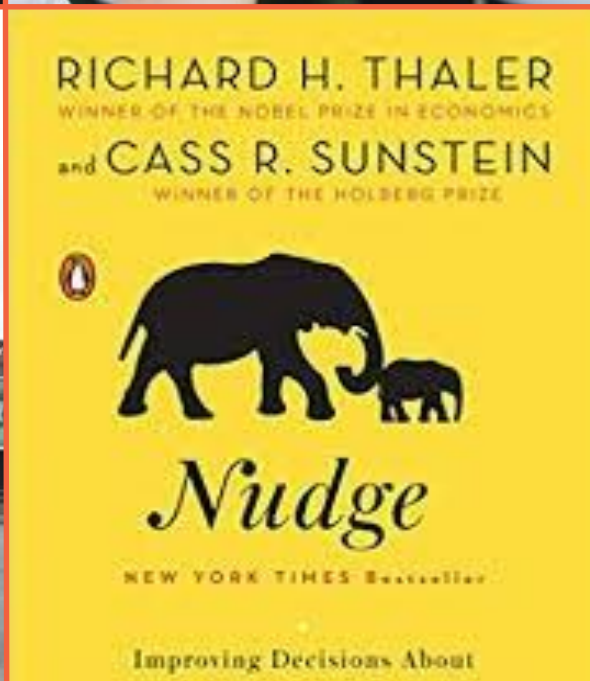
Commitment



**Right place,
right time**



Nudging



Our checklist for designing behavior change interventions

SCALIBUR

LEADING A REVOLUTION
IN BIOWASTE RECYCLING

WWW.SCALIBUR.EU

1. Is behaviour change the right lens?
2. What behaviour are you trying to change?
3. Can you make it easier?
4. Can you use social norms?
5. Can you change the language?
6. Can you make it fun?
7. How do you get close to the behaviour?
8. Can you collaborate?
9. Have you done a reality check?
10. What evidence of impact do you need?



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COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION

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