



OECD CONFERENCE ON
“HOUSEHOLD BEHAVIOUR AND ENVIRONMENTAL POLICY”

Wednesday 3rd – Thursday 4th June 2009, Paris

*OECD Environment Directorate
Paris, France*

AGENDA – v29/05/09

Location of the meeting:

OECD Headquarters, 2 rue André Pascal,
Paris, 16th Arrondissement.

Conference Centre, Room CC10

Please bring a passport or other picture identification with you to secure a badge for entry into the building for the Workshop.

Further details concerning the Conference can be obtained from Ysé Serret
yse.serret@oecd.org

For organisational matters, please contact Isabelle Fakih - isabelle.fakih@oecd.org

OECD CONFERENCE ON

“HOUSEHOLD BEHAVIOUR AND ENVIRONMENTAL POLICY”

Background

Environmental pressures from households are significant, and their impacts are likely to intensify over the coming years. The OECD project on “ Household Behaviour and Environmental Policy” aims at better understanding household environmental behaviour in order to improve the design of policies related to residential energy use, water consumption, waste generation and recycling, organic food consumption, and personal transport choices.

As part of the first step of the project, existing empirical evidence on the main drivers of household behaviour in these five environmental policy areas was reviewed. The results were presented at a 2006 Workshop and a publication is now available.¹

The second stage involved the implementation of a large scale OECD household survey on environmental behaviour in 2008, in ten countries. While existing studies generally limit their scope to a single country and focus on a single environmental concern, the questionnaire developed by the OECD covered five key policy areas (residential energy use, waste generation and recycling, organic food consumption, water use and personal transport choices) and involved different OECD regions (North America, Europe and Asia-Pacific).

This Conference presents the overall project results and main policy recommendations. Households’ response to various types of environmental policies were examined (*e.g.* waste charges, waste recycling services, energy prices, energy efficiency labelling, fuel taxes, organic food labelling). Differences in environmental behaviour across households groups (*e.g.* income, age, household size, education, environmental concerns) were analysed as well.

Survey characteristics

- **Questionnaire design:** The survey questionnaire has been developed by the Secretariat of the OECD Environment Directorate, with inputs from an Advisory Committee, the research teams involved in the project, other OECD Directorates working in related areas and the International Energy Agency. The questionnaire is composed of seven parts: two parts dealing with socio-demographic and attitudinal characteristics, and five parts relating to household behaviour in the five environmental areas of interest.

¹ OECD (2008), *Household Behaviour and Environmental Policy: Reviewing the Evidence*, Paris, France.

- **Method of implementation:** The survey has been implemented by means of an Internet panel-based survey. The results are based on a total sample of more than 10 000 respondents (approximately 1000 observations per country). For representativity, the sample was stratified in each country according to different parameters: age, gender, region, socio-economic status.
- **Countries involved:** Ten countries took part in the survey: Australia, Canada, Czech Republic, France, Italy, Korea, Mexico, the Netherlands, Norway and Sweden.

Objectives

The objectives of the Conference are threefold:

- To present the findings of the OECD 2008 Survey and cross-country analysis on the determinants of household environmental behaviour in five key areas: energy, transport, organic food, waste, and water;
- To discuss main policy implications to improve the effectiveness and efficiency of environmental policies targeted at households while addressing social concerns; and,
- To provide guidance for the design of new OECD household Survey to be carried out in 2010, with a particular emphasis on the adoption of eco-innovations by consumers.

The Conference will be divided into eight sessions consisting of presentations of reports prepared by experts for the OECD, interventions from discussants, presentations of countries' experience and roundtable discussions. It will be a two-day Conference.

The first five sessions will present the results of the OECD survey on household environmental behaviour implemented in 2008 and policy implications. The experts teams involved in the project will review the main determinants of household behaviour in the five key areas covered (energy, organic food, waste, water, transport). Differences in environmental behaviour will be analysed according to socio-demographic characteristics (*e.g.* income, education, age, household size) and attitudes (*e.g.* environmental concerns). The impact of different environmental policy instruments on household behaviour will also be discussed. The sixth session will look at gender issues and environmental behaviour.

The seventh session will examine how empirical work such as environment-related household surveys can inform environmental public policy. The presentation of recent experience gained by selected countries will be followed by a roundtable discussion among participants.

The last session will provide guidance for the design of the new OECD household Survey to be carried out in 2010. While the core of the existing survey would be repeated (with appropriate modifications where necessary), the next round would put particular emphasis on new issues such as the adoption of eco-innovations by households.

OECD CONFERENCE ON
“HOUSEHOLD BEHAVIOUR AND ENVIRONMENTAL POLICY”

Chair:

Robin MIEGE

Head of the Sustainable Development and Economic Analysis Unit
DG Environment – European Commission

DAY 1 – Wednesday 3 June 2009

9:00 - Welcome Coffee

9.30 - Introduction by the Secretariat

The Secretariat will present the objectives and characteristics of the 2008 OECD Household Survey on Household Behaviour (*e.g.* questionnaire design, methodology used to implement the survey). This short introduction will launch the Conference where the main results of the survey will be presented and discussed. The aim is to bring new light to policy-makers for the implementation of policies targeting households in five key areas: residential energy use, organic food consumption, waste generation and recycling, water consumption and personal transport choices. It is anticipated that a new round of the OECD Survey will be implemented in 2010 with a broader geographical coverage and the discussions will provide useful inputs for the design of this second round where the adoption of eco-innovations will receive particular attention.

SESSION 1 – HOUSEHOLD RESIDENTIAL ENERGY USE: CROSS-COUNTRY ANALYSIS AND POLICY IMPLICATIONS

9.40–10.00 am **Milan SCASNÝ**, *Charles University in Prague – Czech Republic*, will present OECD Household Survey results related to **Energy Efficiency**.

10.00–10.20 am **Bengt KRISTRÖM**, *Swedish University of Agricultural Sciences, SLU-Umea – Sweden*, will present OECD Survey results related to **Renewable Energy**.

10.20–11.10 am **Discussants:**

Ivan DIAZ-RAINAY, European University Institute - Italy

Swedish Energy Agency

Roundtable discussion

11.10 - Coffee Break

SESSION 2 – ORGANIC FOOD CONSUMPTION: CROSS-COUNTRY ANALYSIS AND POLICY IMPLICATIONS

11.30–11.50 am *Stefano BOCCALETTI, Catholic University, Piacenza – Italy*, will present OECD Survey results related to **Organic Food Consumption**.

11.50–12.30 am **Discussants:**

Catherine DURHAM, Oregon State University - US

Ministry of the Environment - Czech Republic

Roundtable discussion

12.30 – Lunch Break

SESSION 3 – THE DETERMINANTS OF WASTE GENERATION AND RECYCLING: CROSS-COUNTRY ANALYSIS AND POLICY IMPLICATIONS

2.30–2.50 pm *Kwang-yim KIM, Korean Environment Institute (KEI) – Korea*, will present OECD Survey results related to **Waste Generation**.

2.50–3.10 pm *Ida FERRARA, York University – Canada*, will present OECD Survey results related to **Waste Recycling and Waste Prevention**.

3.10–4.00 pm **Discussants:**

Vincent LINDERHOF, Wageningen University – The Netherlands

Ministry of Environment and Natural Resources – Mexico

Roundtable discussion

4.00 - Coffee Break

SESSION 4 – THE DETERMINANTS OF DOMESTIC WATER USE: CROSS-COUNTRY ANALYSIS AND POLICY IMPLICATIONS

4.20–4.40 pm *Quentin GRAFTON, Australian National University – Australia*, will present OECD Household Survey results related **Water Consumption**.

4.40–5.00 pm *Katrin MILLOCK, University Pantheon-Sorbonne - France* and *Céline NAUGES (INRA-Lerna – France)*, will present OECD Survey results related to **Household Adoption of Water-efficient Equipment and Demand for Water Quality**.

5.00–5.50 pm **Discussants:**

Joachim SCHLEICH, Fraunhofer Institute Systems - Germany

Jong-Ryool KIM – First Secretary, Korean permanent delegation (Korean Ministry of the Environment)

Roundtable discussion

6.00 pm – End of first day and Cocktail

A cocktail for Conference participants will be held in the same building, in the OECD Conference Centre.

DAY 2 – Thursday 4 June 2009

Session 5 – THE DETERMINANTS OF PERSONAL TRANSPORT CHOICES: CROSS-COUNTRY ANALYSIS AND POLICY IMPLICATIONS

9.30–9.50 am *Alejandro GUEVARA-SANGINES, The Ibero-American University – Mexico*, will present OECD Household Survey results related to **Mode Choice and Public Transport Use**.

9.50–10.10 am *Nick JOHNSTONE, OECD Secretariat – France*, will present OECD Survey results related to **Car Ownership and Car Use**.

10.10–11.00 am **Discussants:**

Joyce DARGAY, University of Leeds - UK

Ministry of the Environment - France

Roundtable discussion

11.00 - Coffee Break

Session 6 – GENDER ISSUES AND ENVIRONMENTAL BEHAVIOUR: CROSS-COUNTRY ANALYSIS AND POLICY IMPLICATIONS

11.15–11.35 am *Bente HALVORSEN, Statistics Norway*, will present OECD Household Survey results related to **Gender Issues**.

11.35–12.20 am **Discussants:**

Maria DE LOS ANGELES GARCIA VALIÑAS, Universidad de Oviedo - Spain

Swedish Energy Agency - Sweden

Roundtable discussion

12.20 – Lunch Break

Session 7 – ENVIRONMENT-RELATED HOUSEHOLD SURVEYS AS A TOOL TO INFORM PUBLIC POLICY: LEARNING FROM RECENT COUNTRY EXPERIENCE

Selected countries will share experience on how empirical work such as household surveys on environmental attitudes and behaviour can be used as a tool to inform environmental public policy. The presentation of country experience will be followed by a round-table discussion amongst participants on the use of

household surveys to support environmental policy design for moving towards more sustainable patterns of consumption.

2.00–2.20 pm **Lessons from the U.K. Evidence-based Work on Environmental Attitudes and Behaviour, including a Household Survey**, will be presented by *Kirsten REEVES* from the *Department for Environment, Food and Rural Affairs (DEFRA)*

A Survey of Public Attitudes and Behaviours toward the Environment was conducted in 2007 with approximately 3,600 individuals in England and provided inputs for setting out “A Framework for Pro-Environmental Behaviours” designed to support policy development to move towards more sustainable patterns of consumption. The Survey covered transport; energy efficiency and water efficiency; recycling and purchasing. The data were collected through face-to-face interviews.

2.20–2.40 pm **Lessons from the Canadian “Households and the Environment” Survey (HES)** will be presented by *John A. MARSHALL* from *Statistics Canada*

The major themes covered by the HES include water consumption and conservation, household energy use, recycling, composting and waste disposal practices, and transportation decisions.

2.40–3.15 am **Roundtable discussion**

3.15 – Coffee Break

Session 8 – NEXT STEP: AVENUES FOR THE NEW ROUND OF THE OECD HOUSEHOLD SURVEY ON ENVIRONMENTAL BEHAVIOUR

As a follow-up work in the area of household behaviour and environmental policy, it is envisioned that a new OECD Survey will be carried out in 2010 with a particular emphasis on the diffusion of eco-innovations among consumers and the development of a low-carbon economy. Other areas considered for further examination include the links between environmental knowledge, attitudes and behaviour. The objective of this session will be to inform future work and provide inputs to guide the design of next OECD household Survey.

The Adoption of Eco-innovations by Households

3.30–4:00 am *Rolf WUSTENHAGEN*, *University of St. Gallen – Switzerland*, will make a presentation on the adoption of eco-innovations related to energy by households

4.00–4.30 am **Presentation of selected country experience**

- **Germany** - Presentation by *Christian LÖWE*, *Federal Environment Agency*
- **Japan** – Presentation by *Makoto KUTSUKAKE*, *Ministry of the Environment*

4.30–4.45 am **Roundtable discussion**

Environmental Knowledge, Attitudes and Behaviour: Making the Links

4.45–5.00 am **Lessons from the International Social Survey Programme (ISSP) Environment Survey** will be presented by *Alison PARK, the National Centre for Social research - UK*

This large-scale international survey was implemented in 1993 and 2000 (next round in 2010) and concentrated on behaviour, attitudes and knowledge about the environment.

5.00–5.15 am **Lessons from the OECD PISA Survey on Education Attainments** will be presented by *Andreas SCHLEICHER, Head of the Indicators and Analysis Division, OECD Directorate for Education - France*

The last round of the PISA programme focussed on science and included questions related to the environment. Following the success of this programme, the OECD Education Directorate is launching a new project to assess the knowledge and skills of adults which would include questions on the environment.

5.15–5.30 am **Roundtable discussion**

5.30–6.00 General Roundtable Discussion on Key Issues to be addressed in the Future OECD Survey

Participants will be invited to share their views on key issues to be usefully addressed in the next round of the OECD Household Survey to provide evidence to support policy design.

6.00 Close of the Workshop