onedidit

Using the latest research for better communication on sustainable consumption
Case story of One did it

Marja Salo, Satu Lähteenoja, Michael Lettenmeier

onedidit Wuppertal Institut für Klima, Umwelt, Energie GmbH cscp

Background: consumers and politics

onedidit

Sustainable consumption gives consumers the opportunity to consume products and services in an efficient way, while minimizing the negative environmental, social and economic impact.
UNEP, 2005

The focus needs to be on creating a supporting framework for collective progress, rather than exhorting individuals to go against the grain.
Sustainable Consumption Roundtable, 2006

In designing effective sustainable consumption policies, general consumer behavior (awareness, rationality) as well as attitudinal variables should be taken into account.
OECD, 2008

As the number of the pollution problem is very large, it is difficult to construct reasonable indicators for overall environmental impactfrom the output side. The focus of inputs is thus a way to avoid drowning in detail.
Ropke, 2001

Background: business and CEE

onedidit

CEE countries: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Rebuclic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Montenegro, Poland, Romania, Serbia, Slovekia and Slovenia.
OECD, 2008

"The civil society in these countries is aware of the unsustainable patterns of the Western European consumption, but can not stop this process at the border. The CEE region follows the unsustainable patterns. I think, the countries can not combine the priorities of the national development and the priorities of sustainable development."
Eva Csobod, director, REC, 2008

When asked, 63% of respondents in developed markets feel they could make a relevant contribution to solving the climate change problem. In the developing markets, it is more than 90%.
HAVAS MEDIA, Consumer perception of climate change and the potential impact on business 2008

21% of US consumers say they plan to calculate their carbon footprint in the next year.
Yankelovich, Going Green 2007

You can't manage what you can't measure

onedidit

One target for SCP is Factor 10: the reduction of material flows by a factor 10 in the western countries by 2050, in order to allow worldwide cut in material flows by half and doubling worldwide prosperity at the same time
Schmidt-Bleek, 1993

As the number of the pollution problem is very large, it is difficult to construct reasonable indicators for overall environmental impactfrom the output side. The focus of inputs is thus a way to avoid drowning in detail.
Ropke, 2001

How to make it interesting?

onedidit

3rd of June 2008 was a launch of new
One did it -ecological social network

www.onedidit.com

"One did it" is a community and eco-planner for everyday. It enables people to explore their ecological efficiency and improve it in social networks as well as in real life.

Basic Idea

onedidit

USING THE EXISTING RESEARCH + CREATING A WEB-COMMUNITY

↓

AWARENESS RAISING AND SMALL ACTS

↓

SHIFT TOWARDS SUSTAINABLE LIFESTYLE

The structure of the service

onedidit

Background data: FIN-MIPS Household

onedidit

FIN-MIPS Household - Promoting Sustainable Consumption (2006 - 2008)

www.mips-online.fi

27 household, 7 topics:

Housing
Mobility
Food and drink
Tourism
Leisure time
Household goods
Waste

Example of the backpack test

onedidit

Examples of "Dos" and "Dids"

onedidit

Roadmap

onedidit

The plan is to launch new Features two times a month to keep service active and service the users better.

Challenges and opportunities in CEE region

onedidit

Challenges of getting people involved
- Lack of interest on sustainable consumption
- Lack of knowledge: What can I do and does it matter at all?
- Depression: I can not change the world alone. Why should I do anything if the others aren't as well?
- Confusion: too difficult, too many different messages

Opportunities
- Power of small actions are made visible
- Together we are many!
- Empowerment through community
- Clear messages and tips
- Global service, local communities

Challenges with the data
- Rough and general
- More research is needed to expand the geographical scope of the data

Opportunities
- On rough level, the data is applicable in other regions
- FIN-MIPS Household results gained a lot of interest by consumers and media in Finland

Conclusions

Thank you for your attention!

For more information:
satu.lahteenoja@scp-centre.org
marja.salo@onedidit.com
www.onedidit.com