

# **Behaviour value changes on sufficiency policies**

## **Lessons learned from 7 barometers and observatories in France**

BEHAVE conference (April 23th 2021)  
Dr Didier BOSSEBOEUF (ADEME, France)





- 1. Intro: The 7 barometers and observatories**
- 2. Methodology and key outputs of the barometers**
- 3. Conclusions**

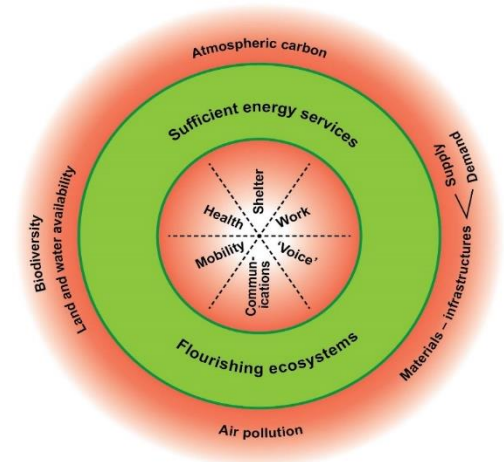
## Barometers are one of the ADEME's aspect of an holistic approach to understand sufficiency

- 1. Institutional aspects :** Definitions on sufficiency and fuel poverty; fuel poverty Observatory (ONPE), workshops etc.
- 2. Research activities :** Support for PHD theses, watch over weak signals, demonstration projects etc.
- 3. Forecasting sufficiency:** The ADEME's 2050 scenarios
- 4. Circular economy:** Contribution of circular economy to sufficiency, the ADEME's post-COVID recovery plan
- 5. Monitoring sufficiency:** The ADEME's barometers on policies acceptance and behavioural changes, sufficiency indicators and sufficiency policies data base etc.;
- 6. Communication/Information:** Practical guides for the general public, Newsletter on strategy etc.

# Definitions of sufficiency: The ADEME's contribution

The concept of sufficiency appears in Article 1 of the Law for Energy Transition and Green Growth of 2015, which aims to control energy demand through energy efficiency and sufficiency

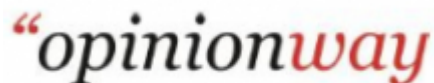
“Sufficiency is an approach which consists, within the framework of an individual or collective reflection on how to meet one's needs (individual or collective) while taking into account the limits of the planet, to adopt new moderation practices and measures in their lifestyle, thus contributing to a reduction in their consumption of resources and their impact on the environment (including the climate.) ”



**Dimensional sufficiency** aims to adapt equipment and infrastructure to the real needs of users; **structural sufficiency** rationalizes the consumption of space; **sobriety of use** ensures fair use of equipment, while **user-friendly sufficiency** tends to pool the equipment and its use

## Selected ADEME's Barometers and Observatories to understand the Values changes behind sufficiency

- Social representations of climate change barometer: (Ref1)
- Environmental Barometer: (Ref2)
- New Energy Technologies Barometer: (Ref3)
- The Observatory of Utopian Perspectives: (Ref4)
- Responsible consumption barometer : (Ref5)
- Observatory of emerging mobilities: (Ref6)
- Observatory of emerging city uses: (Ref7)



# Report from the barometers

L'Observatoire des mobilités émergentes  
Partages, multimodalité, report modal, connexion généralisée... Comment  
les Français réinventent-ils leurs pratiques de mobilité ?

DEUXIEME EDITION

Mai 2017

Etude cofinancée par l'ADEME et réalisée par : L'ObsCo (L'Observatoire Société et Consommation) et  
Chronos

Coordination technique ADEME : Mathieu Chassignet – Service : Transports et mobilité



SYNTHÈSE DE L'ÉTUDE

OCT.  
2019

**BAROMETRE  
LES FRANÇAIS ET LES  
NOUVELLES  
TECHNOLOGIES DE  
L'ÉNERGIE - VAGUE 4**

Edition 2019

RAPPORT FINAL



**Les Perspectives utopiques  
des Français**

Mai 2020

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**Des Européens acteurs du « consommer mieux »  
et des Français pionniers du « consommer moins » !**

Baromètre GreenFlex-ADEME 2019  
de la consommation responsable



Analyse réalisée par GreenFlex

Avec le soutien de ADEME

Enquête menée par YouGov

DEC.  
2019

**BAROMÈTRE  
LES FRANÇAIS ET  
L'ENVIRONNEMENT**

Enquête annuelle 2019 – vague 6

RAPPORT



## Methodologies of the Barometers

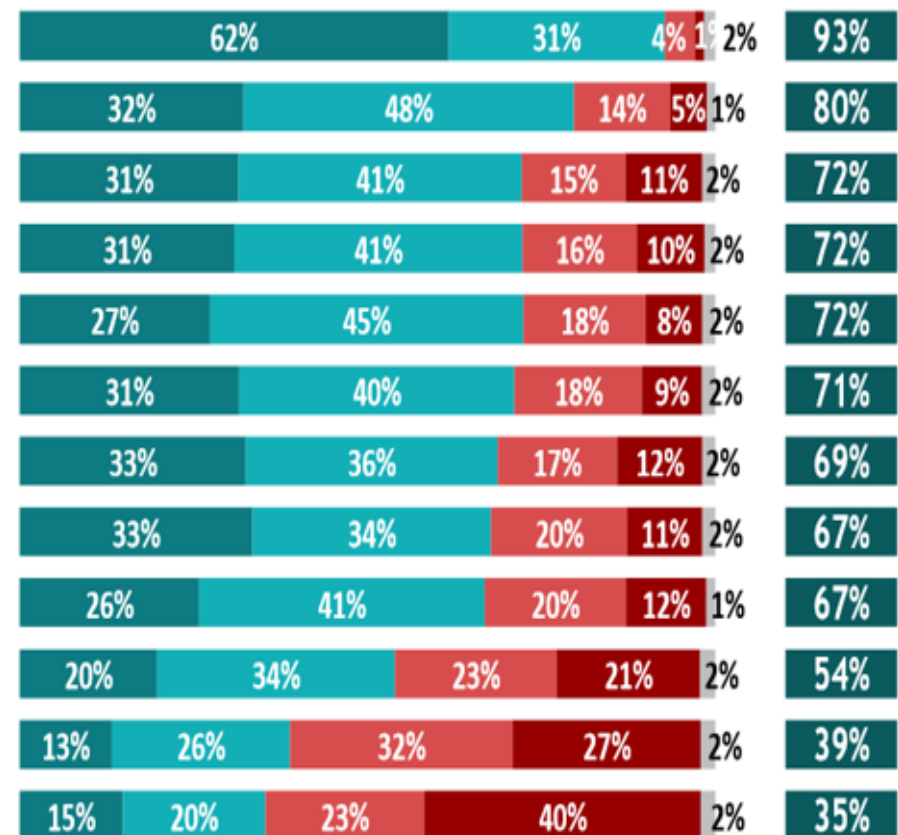
	<b>B1</b>	<b>B2</b>	<b>B3</b>	<b>B4</b>	<b>B5</b>	<b>O1</b>	<b>O2</b>
<b>On line survey</b>	X	X	X	X	X	X	X
<b>Duration</b>	1 week	1 week	1 week	1 week	1 week	1 week	1 week
<b>Panel</b>	Yearly 2003	Yearly 2014	Yearly 2014	Yearly 2019			
<b>Sampling size (Respondants)</b>	1500 + extra	1000	2000	1888	6000+ 10000 (5 countries)	3666 (Paid)	4000 + 3 countrie s
<b>Representativeness</b>	National quotas	National quotas	National quotas	National quotas	National quotas	National quotas	National quota s
<b>Questions</b>	25	51		Open question	129 & 89		

# 1. Social representations of climate change barometer

**Objectives :** To observe the place of the environment, the representations of the causes and consequences of Climate Change, the opinion on Policies & Measures of the French population.

## Q21: Which measures can we adopt to limit GHGs emissions?

- Reduce food waste by half
- Increase price of goods using polluting transports
- Favorise non polluting transports
- Obligation to renovate homes
- Tax on polluting road vehicles
- Tax on airplanes
- Obligation for cafeterias to propose vegetarian meals
- To limit the share of single home
- To limit speed on highway 110 Km/h

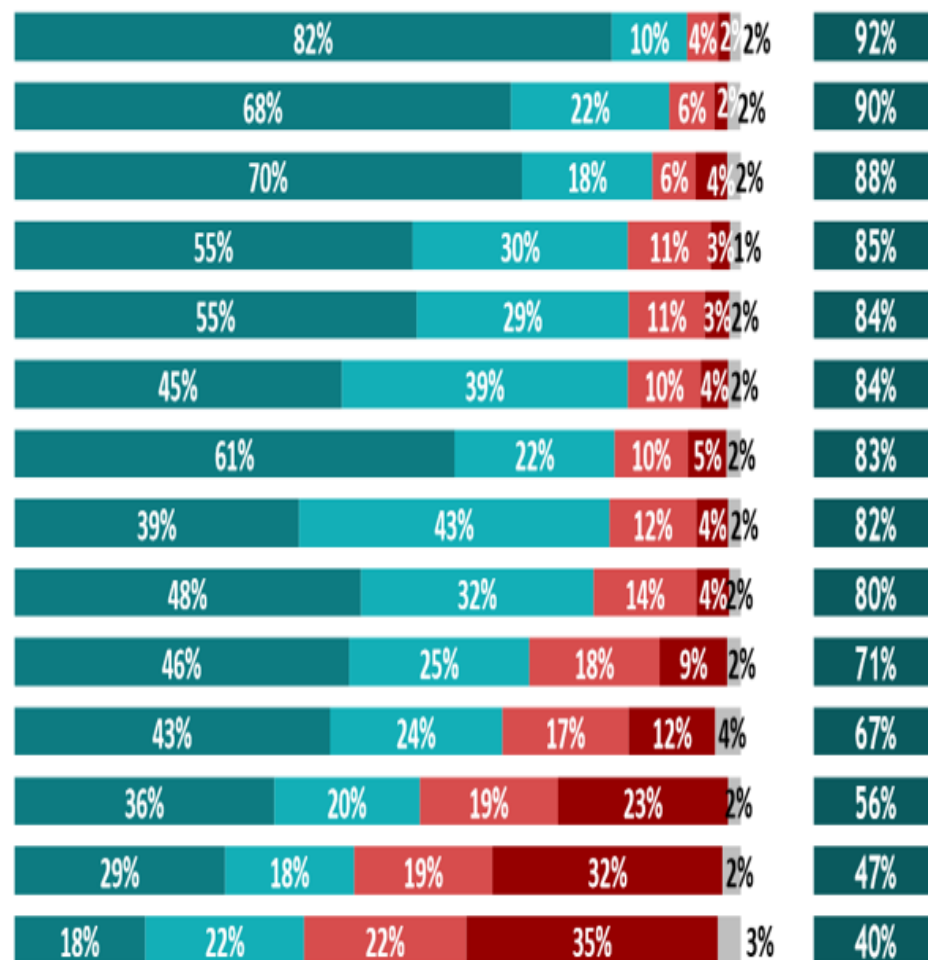




# 1. Social representations of climate change barometer

## Q: What are you ready to do for climate change?

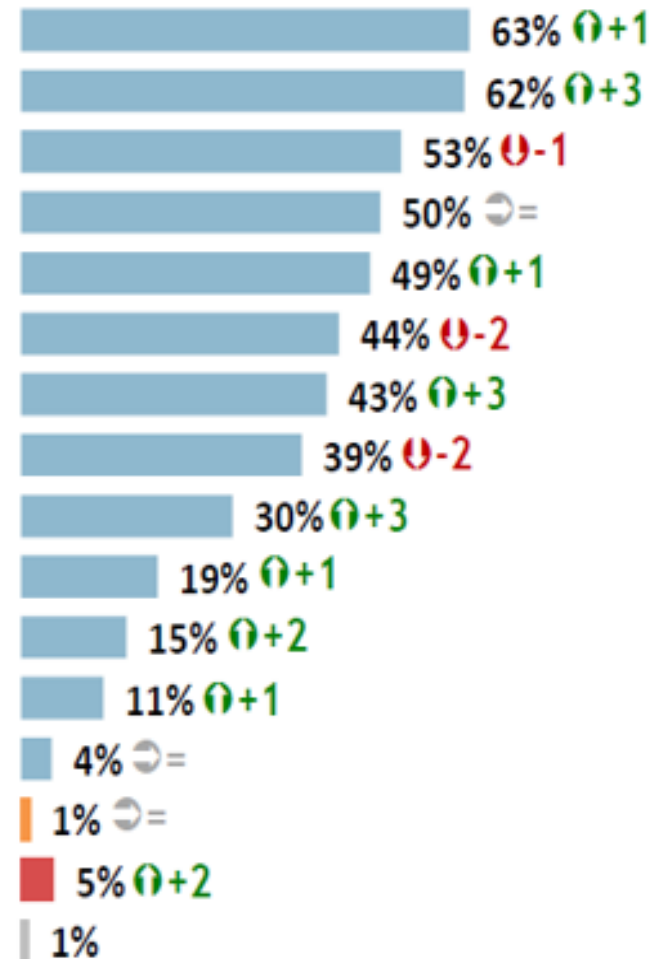
- Sort out waste
- By local food
- Turn off heating in case of absence
- Buy local products
- Switch off stand by power
- Select lightly packaged products
- Decrease indoor T° of 3 degree
- Select eco-labelled products
- Consume less
- Limit eating meat at home
- no longer using plane for leisure
- Using bicycle rather than car
- Using public Transport rather than car
- Car-sharing & car pooling



## 2. Environmental barometer on the Attitudes of the French towards air quality, renewable energies and energy savings in their homes.

### Q50: What are you doing to reduce your consumption?

- Switch off more the lights
- Privilege LED or CFL
- Turn off the heating when absence
- Heat less the unoccupied room
- **Slowdown heating at night**
- Reduce radiator use when open window
- **Wear pullover to reduce heating**
- To ban individual heating system
- **To reduce sanitary hot water use**
- Caulk doors and windows
- Use wood base heating
- **To adapt your use to digital**
- **Close the ventilation**
- Others
- Do not change habits
- Dont'know



### 3. New Energy Technology Barometer : Objectives and methodology

#### Objectives

- To explore public attitudes towards a set of innovative technologies, the environmental impacts of which are today the subject of debate within society.
- How does the public assess the consequences of the development of a particular technology?
- To what extent does it make a difference between the environmental impacts, the societal risks, concerning health, and the possible economic benefits of these technologies?
- How are advantages and disadvantages of these technologies evaluated?

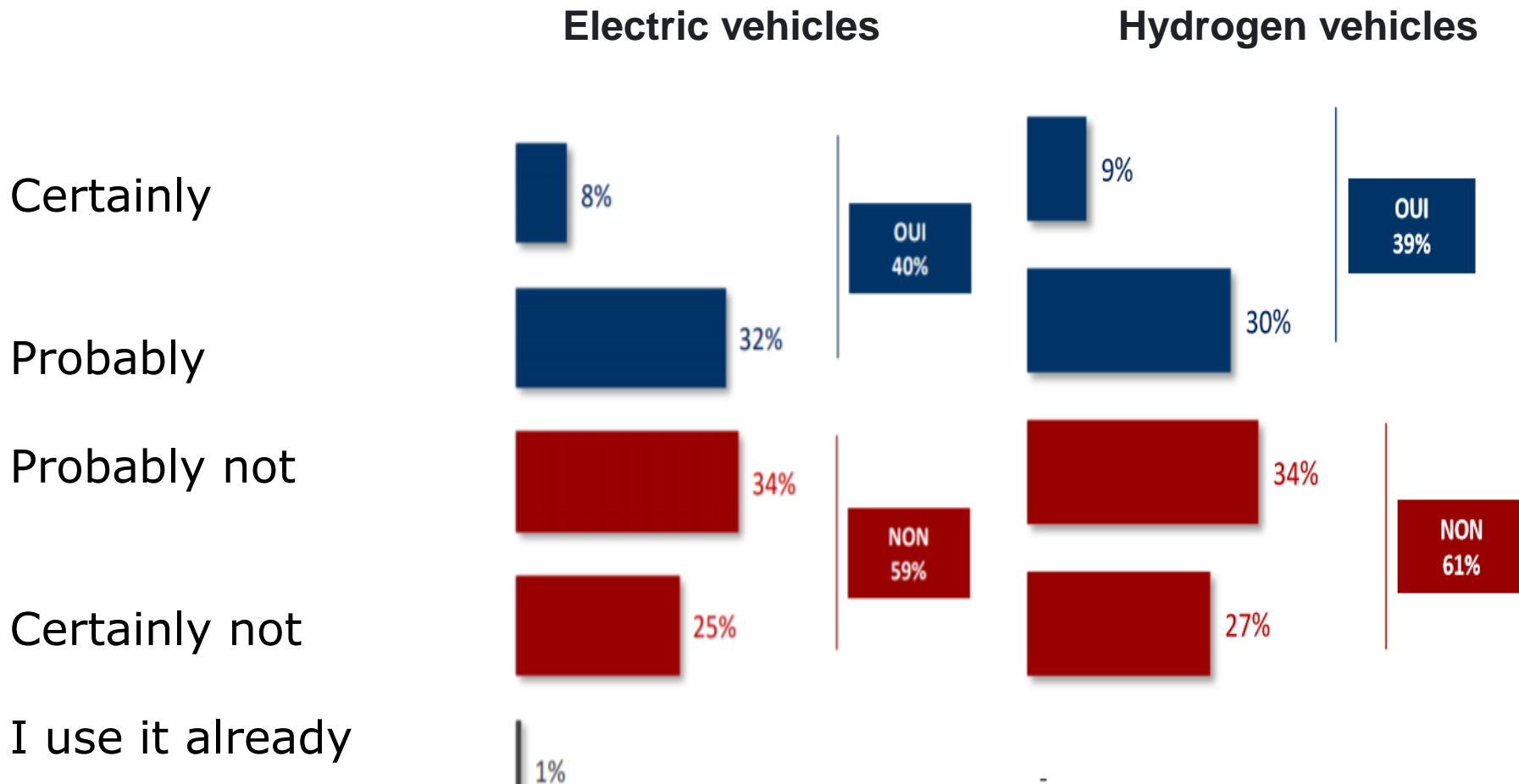
#### 9 technologies tested:

- LED bulbs, Low consumption / compact fluorescent bulbs, Communicating electricity meters, Smartphone mobility apps, Wood-burning appliances, Photovoltaic solar panels, Electric vehicles, Hydrogen electric vehicles, Anaerobic digestion facilities.

### 3. New Energy Technology Barometer :

## Acceptance between Hydrogen versus electric vehicles

Q: Would you yourself be willing to use hydrogen or electric vehicles?



## 4. The utopian perspectives of Frenchs barometer Objectives

At the heart of the system, measuring the degree to which French people adhere to three models of an ideal society, three "Utopian systems":

- **Ecological utopia** evokes an organization of the economy and society tending towards balance and **sufficiency**. Responding primarily to the ecological imperative, it is accompanied by lifestyles and consumption that could be summed up by the formula "less but better".
- **The security utopia** encapsulates a society nostalgic for a bygone past, anxious to preserve its identity and uniqueness in the face of foreign influences, coming from globalization or immigration. The difficulty in projecting oneself into the future promotes the search for ideals in a reinvented past, a supposed golden age.
- **Techno-liberal utopia** following a hypermodern trajectory, describes a society with individualistic values and the recognition of individual rights, benefiting strong growth (but generating inequalities) due to technical progress from a transhumanist perspective.

## 4. The utopian perspectives of the French barometer

The COVID pandemic did not impact long term values choices of the French

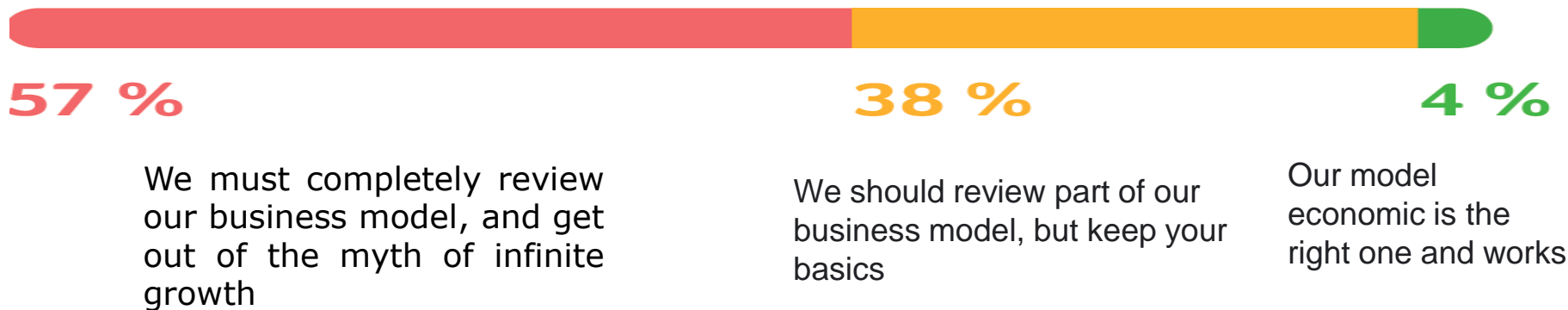
- The **ecological utopia** continues to be the utopian system **best evaluated** by the French (58% very favorably), while the weight of detractors, is very low (4%).
- The **COVID pandemic was not accompanied by profound upheavals** in the state of aspirations the French.
- Their preferences with regard to the three utopian systems even remained on average remarkably stable: 55% favor ecological utopia, 31% security utopia and 14% utopia techno-liberal for 55%
- However, behind this apparent stability of the averages, an in-depth analysis of the results reveals significant and informative changes in the way the French live, interpret and make this unprecedented episode their own.
- Certainly in terms of values and imaginations, **mutations, often silent, take place over the long term**. But divergent aspirations represents real challenges to be met.

## 5. Responsible consumption observatory

### Selected results

**Objectives :** In depth analysis about the the way in which Europeans experience their consumption and relationship to society.

- Opinions and attitudes vis-à-vis the sustainable development
  - Trends and news consumption patterns
  - Report to society and in the future on the environmental subjects
- **88%** of French people consider that entreprises encourage overconsumption
  - **86%** would like to live tomorrow in a society where consumption takes up less space of the French say they buy seasonal products



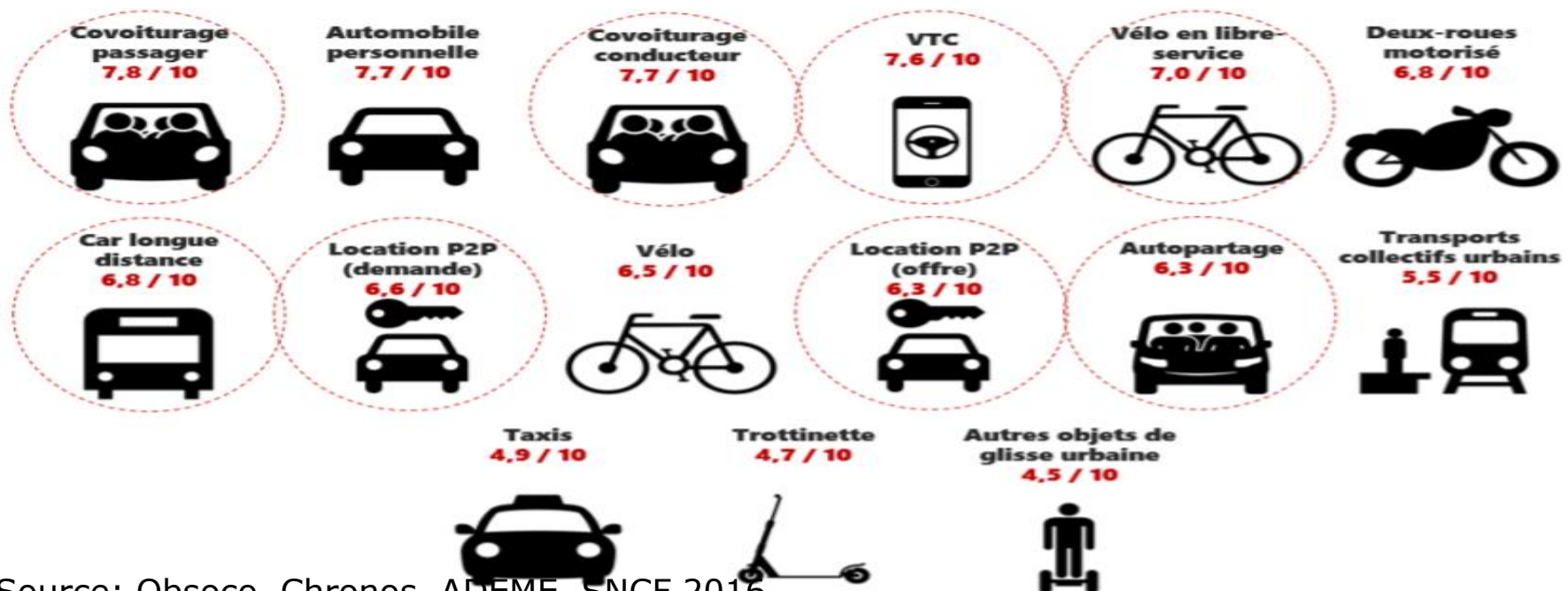
- **89%** of the French say they buy seasonal products, 84% rather than imported bio products

## 6. Observatory of emerging mobility

### Objectives :

- To probe the mobility practices of the French, objective their attitudes and details their expectations in this area.
- Measure the progression (2014-2016) of emerging forms of mobility (**car sharing, car pooling, VTC, Rental services between individuals**) and the modal shift induced by these new practices

### User's satisfaction according to the different modes of transport



Source: Obsoco, Chronos, ADEME, SNCF 2016



## 7. Observatory of emerging cities Objectives



### Objectives :

- **Measure and map the emerging uses** and representations of the city that shape new urban lifestyles
- **Observe the modalities of appropriation** of these emerging uses by different typologies of urban
- Understand how **digital** impacts urban lifestyles
- Identify the **conditions for the engagement** of city dwellers in new participatory governance and an urban circular economy
- Anticipate and the changes underway, by measuring the **attractiveness** and the conditions for joining new solutions and relevant offers

## 7. Observatory of emerging cities

### The questionnaire

- **Profiles:** Socio-demographic data, value system, relationship to the environment, digitalization
- **Attitudes towards the city:** Feelings associated with the city, perception of the quality of life and nuisances in the city, relationship to social diversity
- **Mobility:** Transport habits and accessibility to mobility offers, terms ideal travel, uses linked to sharing, use of digital tools facilitating travel
- **Consumption and production:** Consumption patterns alternatives, circular and / or collaborative economy, self-production, vigilance on end of product life
- **Habitat and places of life:** Relationship to uses shared housing and spaces related to housing, knowledge and use of local networks
- **Citizenship and involvement in the making of the city:** involvement in participatory governance, levers of citizen engagement, feeling integration, positions with regard to the smart and connected city
- **Rhythms of life and temporalities:** relation to time, level of satisfaction and expectations regarding the hours of access to the services offered

## 7. Observatory of emerging cities

### Selected results

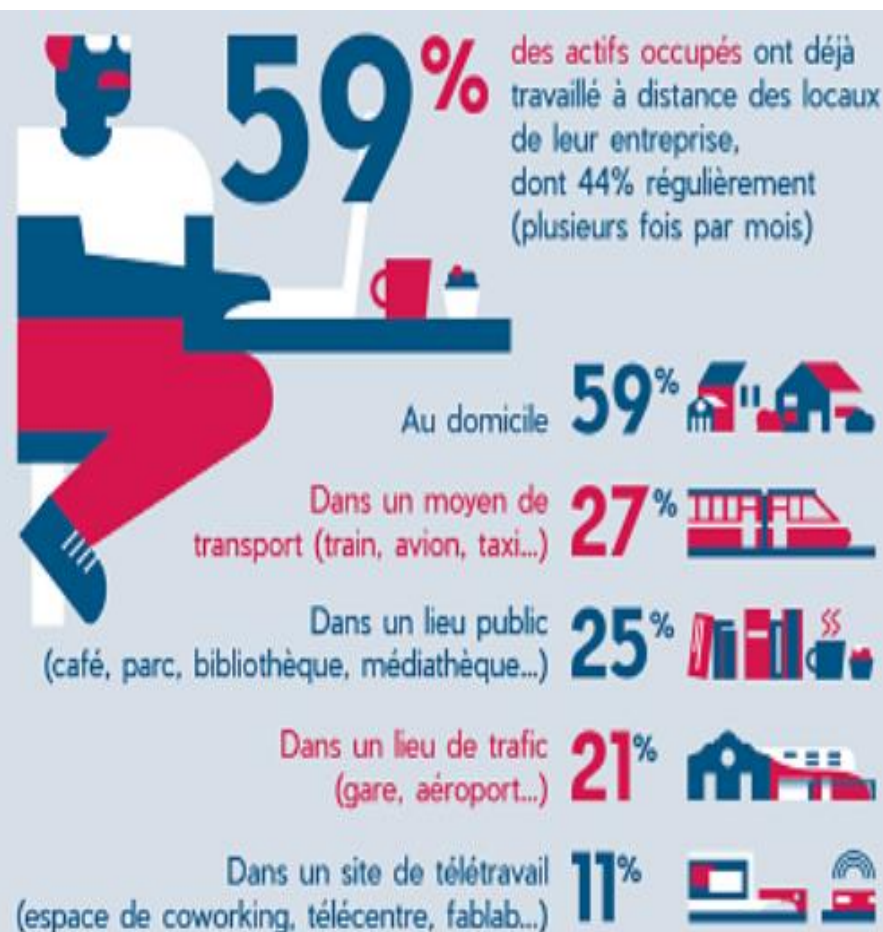
#### City « nature » rather than « smart » or « diffuse » cities



Dans quelle mesure vous aimeriez vivre dans ce type de ville ?  
(notes de 0 à 10)

<b>7.7</b> Ville nature	<b>6.9</b> Ville autosuffisante
<b>6.3</b> Ville collaborative	<b>6.8</b> Ville des courtes distances
<b>5.8</b> Ville diffuse	<b>5.0</b> Ville connectée

#### Practices of teleworking



## Conclusions

- As part of the **ADEME's holistic approach** to reflect on sufficiency policies, barometers are valuable tools to understand the values and behavioral changes.
- The **targets audience** are multiple at ADEME: Technical and research experts, policy designers and implementers, forecasters of energy and climate policies, communicators, evaluators and decisions makers.
- A **dedicated team of sociologists** runs these barometers for more than a decade.
- There is not a dedicated barometer on sufficiency. Sufficiency is part of a more global questioning about value and behavioral change on energy and climate.
- Sufficiency covering different dimensions, our barometers are dealing with policies acceptance on transport, buildings, urbanism and territories; circular economy, technology acceptances etc.
- Barometers are effectively able **to detect the impact of new policies** (law, carbon tax, prices changes) or political event (yellow jackets, Covid pandemia) or climate event (heat wave, large flooding) on values of the French people.
- Among the bulk of available results, we observe that common citizen **are in principle** ready to embark on sufficiency policies for instance in adopting daily actions, often more than politicians,
- However, there is still a **big gap between principle and actions** as it can be seen from others surveys (energy efficiency works survey).
- One concrete application from the barometers output is for instance the setting of local debate and concertation on the implementation of a new CO2 tax.

## References (In French)

- **Ref1:** <https://librairie.ademe.fr/changement-climatique-et-energie/4057-representations-sociales-du-changement-climatique-21-eme-vague.html>
- **Ref2:** <https://librairie.ademe.fr/air-et-bruit/4219-barometre-les-francais-et-l-environnement-vague-7.html>
- **Ref3:** <https://librairie.ademe.fr/consommer-autrement/407-barometre-les-francais-et-les-nouvelles-technologies-de-l-energie-vague-4.html>
- **Ref4 :** <https://lobsoco.com/observatoire-des-perspectives-utopiques-vague-2/>
- **Ref5 :** <https://librairie.ademe.fr/mobilite-et-transport/1871-observatoire-des-mobilites-emergentes.html>
- **Ref6 :** <https://lobsoco.com/observatoire-des-usages-emergents-de-la-ville/>