THE ACCEPTANCE OF MORE SUFFICIENT, 1.5-DEGREE LIFESTYLES BY CITIZENS:
INDIVIDUAL AND STRUCTURAL BARRIERS AND ENABLERS

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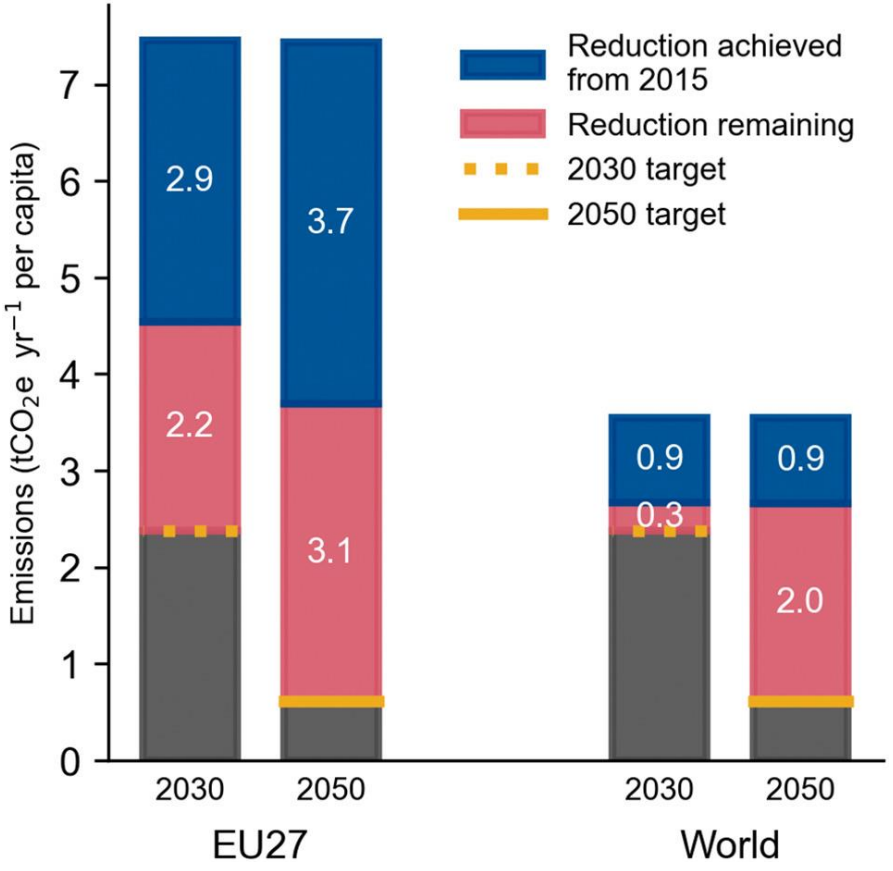
With contributions from the EU 1.5° LIFESTYLES CONSORTIUM

10-15 June, 2024
eceee Summer Study, France

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

Setting the scene

- Large change is needed to achieve 1.5° aspirational climate target
- Modelling shows that with current trends, and with only technological change, we are not going to achieve it
  - Behaviour change also needed



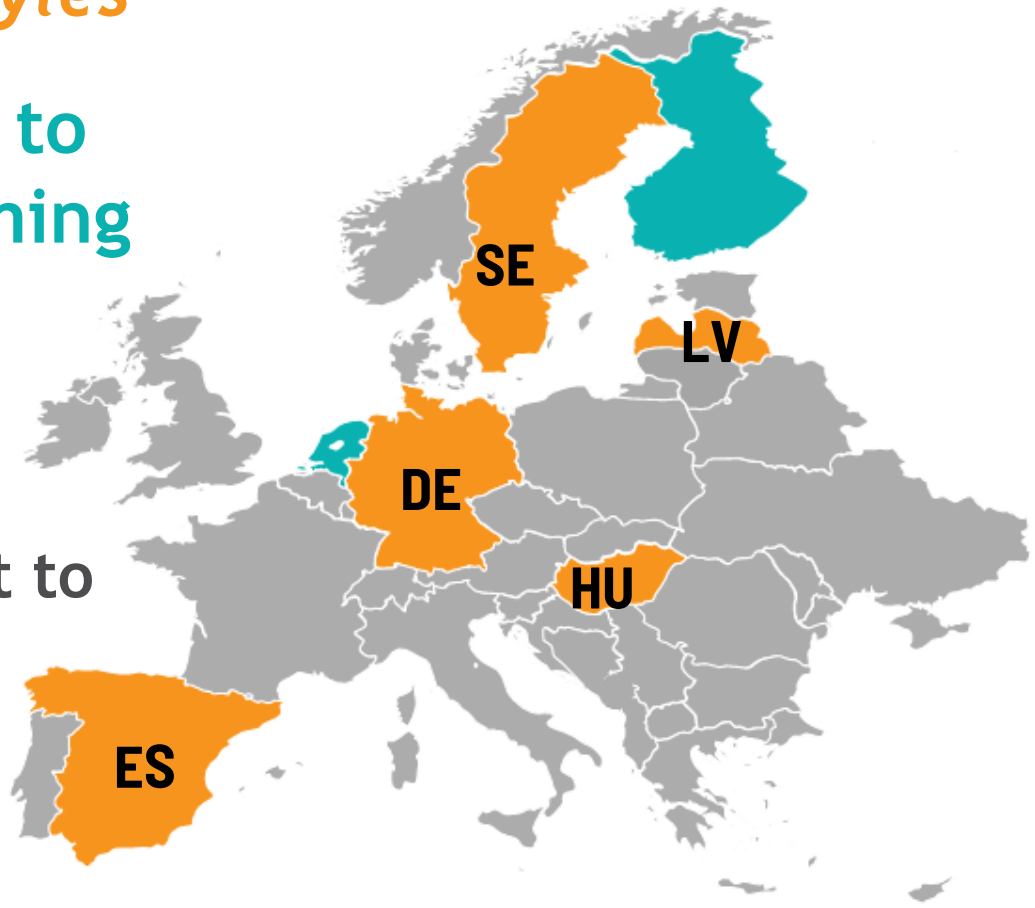
Source: [Cap et al., 2024]

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About the EU 1.5° LIFESTYLES project

Research project on 1.5° lifestyles

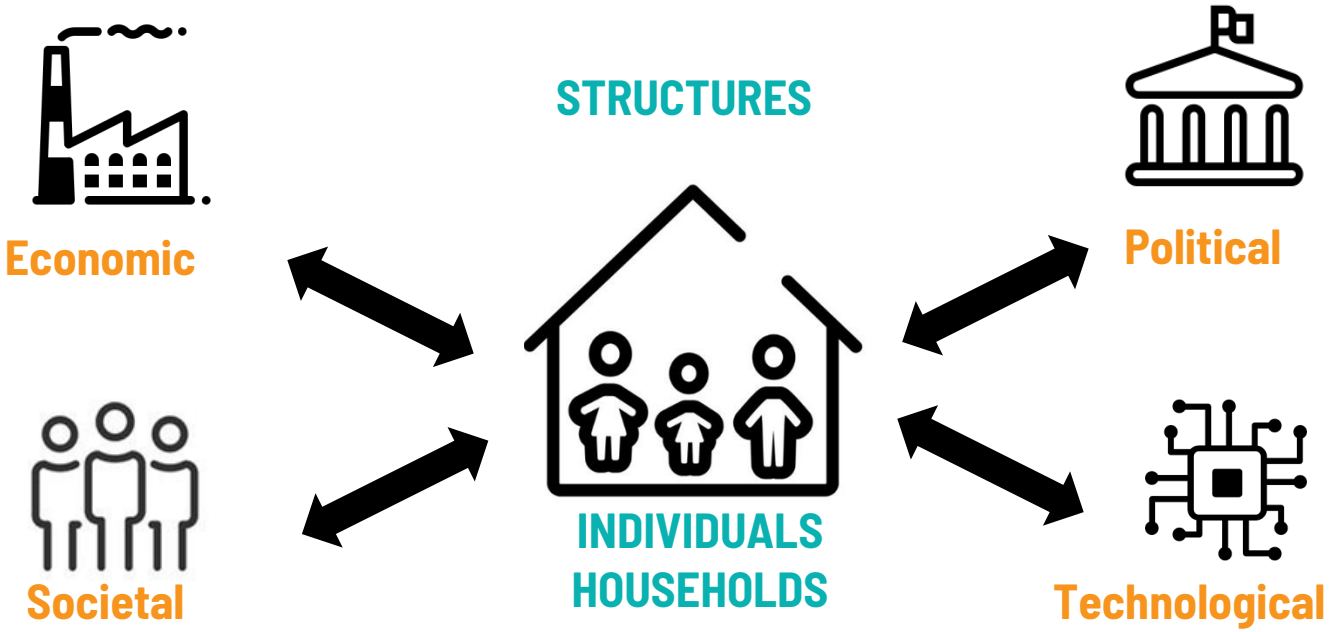
- Horizon 2020 project aiming to contribute to the mainstreaming of 1.5° lifestyles in Europe
  - Find most impactful lifestyle options
  - Work towards creating context to enable change
- 7 partner countries
- 5 case countries, including Hungary



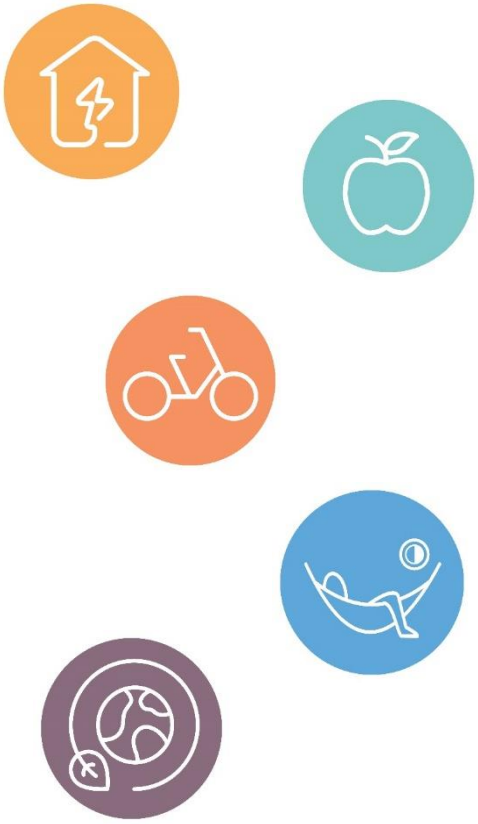
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EU 1.5° Lifestyles:
How can our lifestyles become 1.5° compatible?

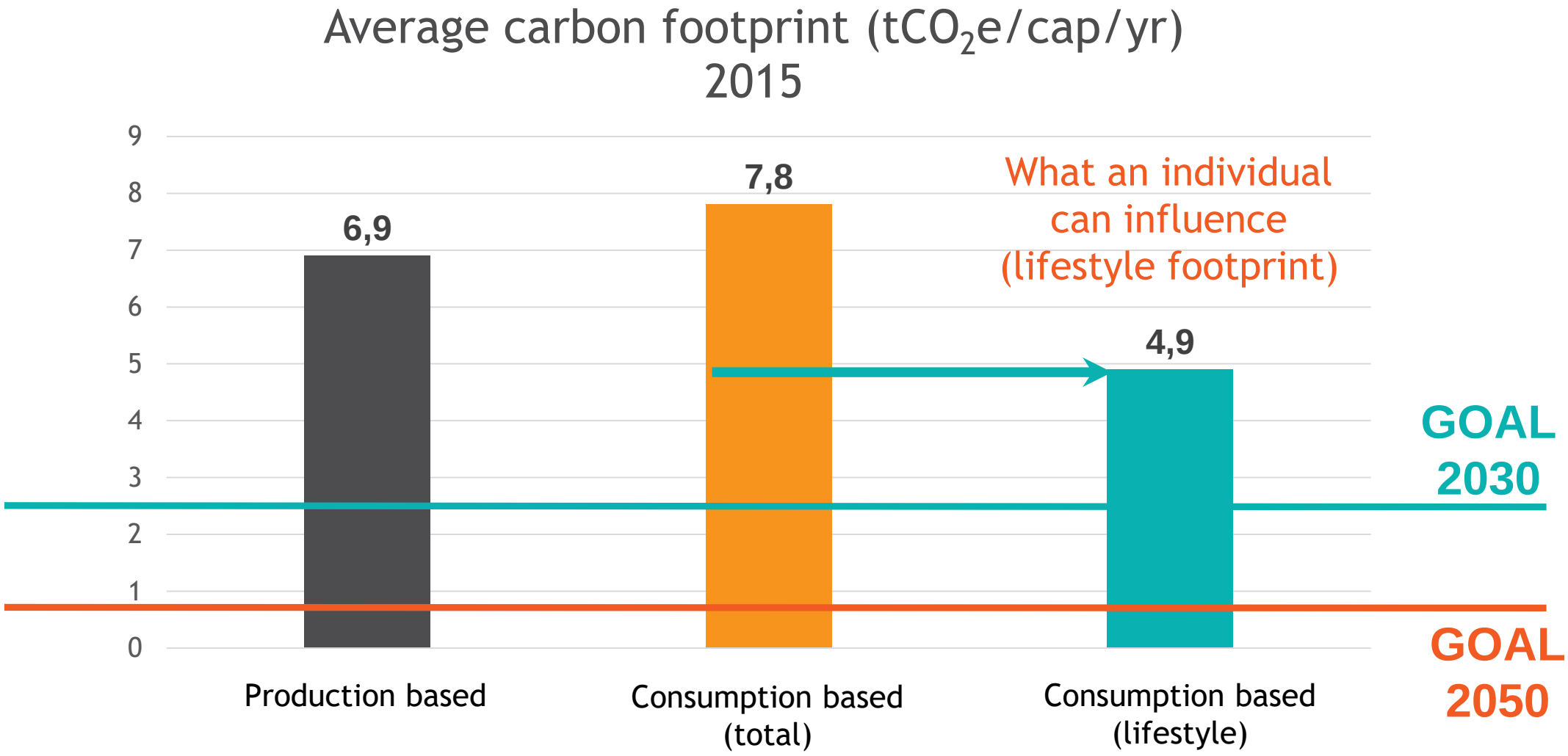


Domains based approach



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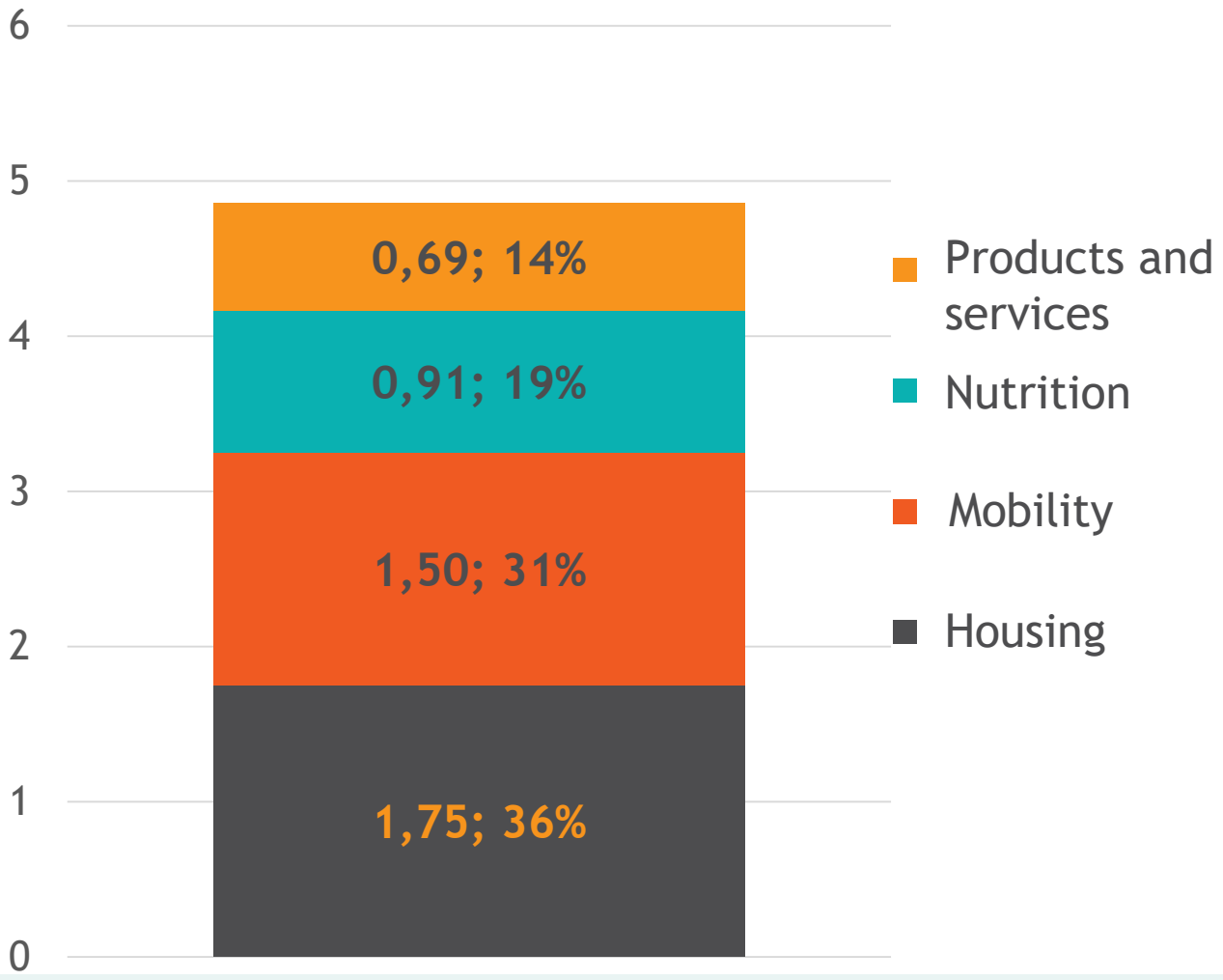
CURRENT LIFESTYLE CARBON FOOTPRINT IN HUNGARY



Data source: EU 1.5° Lifestyles project

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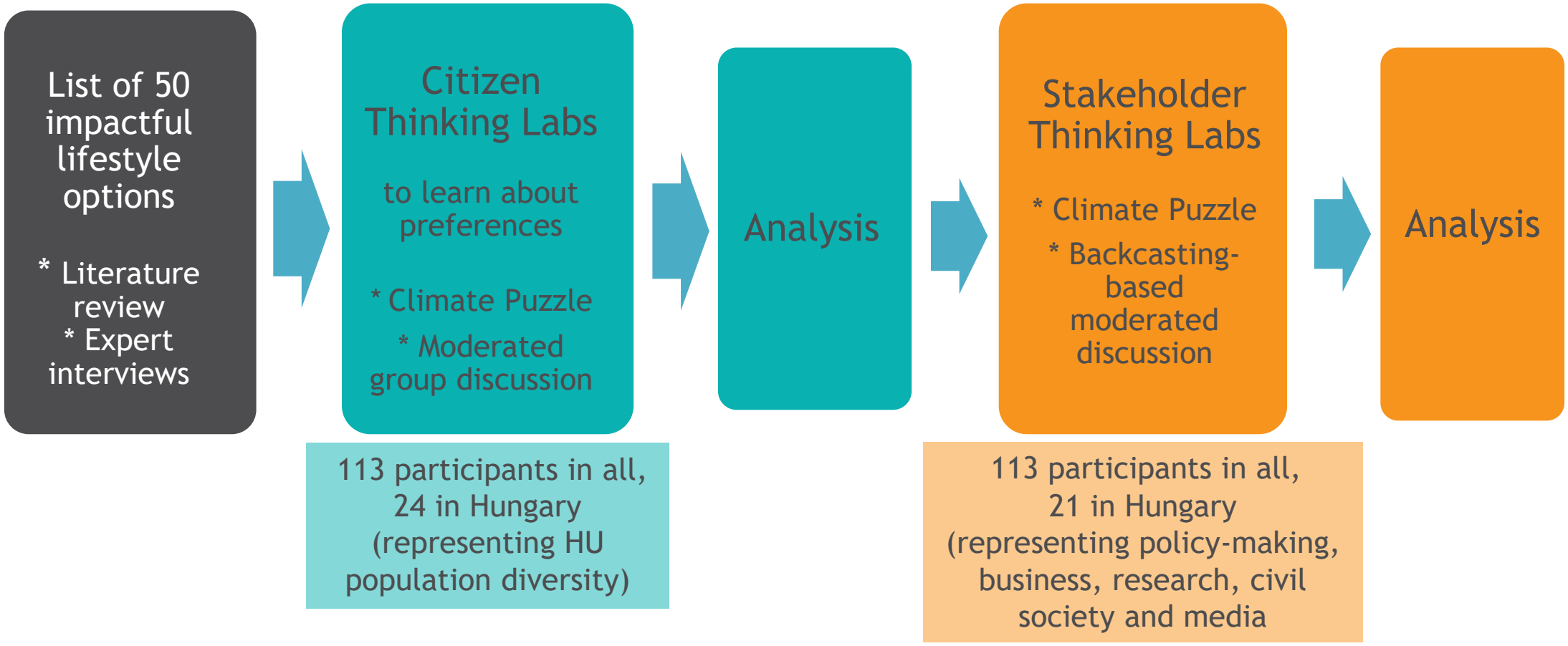
THE AVERAGE LIFESTYLE FOOTPRINT IN HUNGARY (TOTAL: 4.9 TCO_{2E}/CAP/YR, IN 2015):



Data source: EU 1.5° Lifestyles project

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METHODOLOGY OVERVIEW



[Video of CTL in HU](#)
[Video of STL in HU](#)

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IMPACTFUL LIFESTLYE OPTIONS: MOBILITY AND HOUSING



Mobility

Altogether 9 options, for example:

- Give up car and walk or cycle
- Use public transport for commuting to work
- Carpool, use car-sharing
- Switch from conventional car to electronic
- Switch to smaller car

Leisure-related mobility options:

- Give up flying for holidays
- Give up driving on holidays and for leisure



Housing

Altogether 18 options, for example:

- Replace heating system with heat pump or biomass boiler
- Reduce living space
- Insulate
- Reduce living temperature
- Choose shared housing

Source: [EU 1.5° Lifestyles project]

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Citizen Thinking Labs

Source: Vadovics et al., in review

CTL steps	**Introduction:** participants, workshop, climate change, carbon footprint, Climate Puzzle rules	→	**Climate Puzzle board game 1:** selecting options into 4 groups: practised / not possible / accepted / rejected	→	**Climate Puzzle board game 2:** creating individual reduction pathways	→	**Accepted and rejected options for whole group**	→	**Conditions of acceptance for least accepted options**	→	**Reflections and Closing**
Format	plenary		facilitated work in pairs		facilitated work in pairs		individual voting		facilitated group discussion		plenary
Data collected			• individual list of options, grouped • reasons for acceptance and rejection		• individual reduction pathways		• most and least accepted options for whole group		• list of conditions for acceptance of initially rejected options		







RESULTS:
OPTIONS MOST ACCEPTED BY CITIZENS

Hungary	5-country average	Hungary	5-country average
Above 90% acceptance		**Above 60% acceptance**	
I will install efficient lighting (100%)	I will install efficient lighting (100%)	I will favour working at a home office (100%)	I will favour working at a home office (76.9%)
I will switch to using energy efficient household devices (100%)	I will switch to using energy efficient household devices (97.8%)	I will give up my car and walk or cycle instead (80%)	I will give up my car and walk or cycle instead (68.4%)
I will switch to renewable electricity (100%)	I will insulate my house (92.7%)	I will replace my car with the use of public transport (66.7%)	I will replace my car with the use of public transport (62%)
I will insulate my house (94.4%)		I will switch from using a conventional car to an electric car (66.7%)	
I will install my own solar panels (94.4%)		When moving house, I will move closer to my workplace (60%)	
I will repair my ICT products and use them for longer (91.7%)			

Option related to flying:
- Above 80% acceptance in HU
- Around 70% acceptance on average

Source: Domröse et al., 2024

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RESULTS: OPTIONS LEAST ACCEPTED BY CITIZENS

Hungary	5-country average	Hungary	5-country average
Below 30% acceptance		**Below 50% acceptance**	
I will share a household device with my neighbours (26.3%)			I will carpool (47.9%)
I will give up excess square meters (15%)	I will give up excess square meters (28.6%)	I will switch to using a smaller car (50%)	I will switch to using a smaller car (47.7%)
I will choose shared housing (10.5%)	I will choose shared housing (20.6%)	I will replace my SUV with a less CO_2-intensive car (45.5%)	I will replace my SUV with a less CO_2-intensive car (45%)
		I will replace my car by using a car-sharing service (33.3%)	I will replace my car by using a car-sharing service (43.5%)

Source: Domröse et al., 2024

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WHAT ABOUT STAKEHOLDERS IN HUNGARY?

- Stakeholders discussed what an average citizen would or would not do with the help of Climate Puzzle
- How does their view of most accepted options compare?
  - Stakeholders came up with different order of preference
  - In their view, lowering room temperature would be most accepted by citizens
- How does their view of least accepted options compare?
  - They agreed that sharing housing and cars would be among least accepted



WHAT WE HAVE LEARNT ABOUT HOUSING AND MOBILITY OPTIONS

- ! Difference in which options are most accepted, both groups:
  - Housing: technological change or financial investment, BUT not very impactful
  - Mobility: behaviour change AND more impactful
- ! Sufficiency-related options among least accepted in both groups
  - Sharing…
  - Downsizing/reducing…

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SHARING HOUSEHOLD EQUIPMENT: BARRIERS AND ENABLERS ACCORDING TO HUNGARIAN CITIZENS

- **Barriers (examples):**
  - Not taking care of it properly
  - Bad experience of sharing
  - Convenience… (time of use, etc.)
- **Enablers/solutions suggested (examples):**
  - Designed for sharing (e.g., freezer)
  - There is a trusted person responsible for managing sharing
  - If feeling of solidarity emphasized more



SHARING LIVING SPACE: BARRIERS AND ENABLERS ACCORDING TO HUNGARIAN CITIZENS

- **Barriers (examples):**
  - Different routines
  - Different cleanliness standards
  - Unfair sharing of chores

- **Enablers/solutions suggested (examples):**
  - Lower overheads
  - Extra services and more enjoyment (e.g., sauna)
  - Secured private space



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POLICY CONCLUSIONS

- Involvement of citizens in the
  - Discussion of preferences, why is something preferred or not preferred? (~ living labs)
  - Co-development of policy and business solutions
- Involvement of multiple stakeholders in the
  - Discussion of potential policy solutions
  - Understand thinking and concepts underlying the work of different fields
- In addition, in Hungary: current political regime is seen as one of the most important barriers, especially by stakeholders, but also citizens

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REFLECTIONS ON SUFFICIENCY

- Sharing and downsizing least preferred currently…
  - Part of the reason: current data indicates fairly low averages in some domains? (eg., living space, flying in HU)
  - But: people need to be made aware of norms and traditions, and need to be confronted
- Some hopeful outcomes in Hungary:
  - Carbon quotas and rationing mentioned by BOTH citizens and stakeholders
  - From further Labs not analysed here:
    - Citizens suggest getting to know and communicating real needs
    - Stakeholders suggest „doughnut approach" for housing domain specifically

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Q & A

Many thanks for your attention – we look forward to your questions!

Reach us via email:

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- Edina: edina@greendependent.org

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References and further resources

- EU 1.5° Lifestyles Consortium. (2022). *Methodology for the selection of low-carbon lifestyle options*. Zenodo. https://doi.org/10.5281/zenodo.10513512
- Domröse, L., Tornow, M., Coscieme, L., Meo, B., Cap, S., Lettenmeier, M., EU 1.5° Lifestyles project consortium (2024). *Effective Options for a Transition to 1.5° Lifestyles at the Household Level*. EU 1.5° LIFESTYLES (Policies and tools for mainstreaming 1.5° Lifestyles) - Deliverable D2.3, European Commission Grant Agreement No. 101003880.CTL paper…
- Vadovics, E., et al. (in review). Preferences, enablers, and barriers for 1.5°C lifestyle options:
  Findings from Citizen Thinking Labs in five European Union countries

- Further relevant papers currently in review, check our website for updates and/or subscribe to our newsletter

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