

Consultation on a Roadmap for a resource-efficient Europe

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IDENTIFICATION

Are you answering as an individual or on behalf of an organisation or institution?

I am answering on behalf of an organisation or institution (business, NGO, public authority, ...)

Please select the option which best describes your organisation

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QUESTIONNAIRE

What are your predictions about the impact in Europe of resource scarcities?

| | |
|--|-----------------------------|
| We will consume natural resources at an unsustainable rate and sustainability limits of natural resources will be exceeded | In the short term (by 2020) |
| Access to resources will become difficult (e.g. because of tensions between countries) | In the short term (by 2020) |
| Europe will face physical shortages of resources like water and minerals | In the longer term |
| The prices of some materials/resources will rise considerably | In the short term (by 2020) |

Resource efficiency has the potential to:

| | |
|---|-----------------------------|
| Help the EU's economy cope with sudden price rises and shortages on world markets | In the short term (by 2020) |
| Make the EU's environment more resilient | In the longer term |
| Create new jobs and growth in the European economy (e.g. new technologies and services) | In the short term (by 2020) |

How would you rate the current use of the following resources in Europe in terms of efficiency?

| | |
|--|---------------|
| Metals and minerals (e.g. iron, copper, lithium) | No opinion |
| Food (e.g. agriculture products, meat, drinks) | Not efficient |
| Fossil fuels (e.g. oil, gas, coal) | Not efficient |
| Water | Not efficient |
| Biotic materials (e.g. wood, biofuels) | Not efficient |
| Construction materials | No opinion |

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| Energy | Not efficient |
| Ecosystem services (e.g. pollution sink, water regulation, pollination) | Not efficient |
| Chemicals | No opinion |

How much potential do the following policies have to help make the European economy more resource efficient?

| | |
|-----------------------------------|----------------|
| Agriculture and rural development | Some potential |
| Climate change policy | Some potential |
| Consumers and health policy | No opinion |
| Employment policy | No opinion |
| Energy policy | Some potential |
| Environmental policy | Some potential |
| Industrial policy | Some potential |
| Maritime and fisheries policy | Some potential |
| Regional policy | Some potential |
| Research and innovation policy | Some potential |
| Trade policy | No opinion |
| Transport policy | No opinion |

How significant are the following obstacles in preventing the economy from becoming more resource efficient?

| | |
|--|--------------------------------------|
| Inadequate market signals for resource efficiency (i.e. prices do not reflect impact on resources) | Significant mainly at EU level |
| Consumers purchasing decisions not reflecting long term sustainability | Significant mainly at national level |
| Lack of information (on alternative options) | No opinion |
| Lack of long-term thinking in decision making (e.g. awareness of new technologies, working methods and processes among managerial staff) | Significant mainly at EU level |
| Insufficient public funding/incentives for investment and innovation promoting resource | Significant mainly at national level |

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| efficiency | |
| Limits in existing infrastructure (e.g. energy, transport and communication) | Significant mainly at EU level |
| Dependence on existing technologies | Significant mainly at global level |
| Current business models | Significant mainly at global level |
| Skills gaps in the workforce and sub-optimal functioning of the labour market | Significant mainly at EU level |
| Unhelpful existing regulation | Significant mainly at EU level |
| Lack of targets/indicators | Significant mainly at EU level |
| Lack of prioritisation | Significant mainly at EU level |
| Insufficient R&D funding and investment | Significant mainly at EU level |

POLICY TOOLS

Lack of long term thinking in private innovation and investment in efficiency

How potentially effective are the following ways to promote long-term thinking and planning in the private sector?

| | |
|---|------------------------------------|
| Education & training of consumers, entrepreneurs and workers to raise awareness of resource-saving opportunities | Effective mainly at national level |
| Binding regulations and standards (e.g. fuel efficiency standards, eco-design requirements, compulsory resource accounting and reporting) | Effective mainly at EU level |
| Mandatory long-term targets | Effective mainly at EU level |
| Market-based instruments (e.g. energy and resource taxes and incentives) to induce resource-saving measures | Effective mainly at EU level |
| Financial support to trigger long-term investments in the private sector | Not effective |
| Public-private partnerships in R&D and innovation | No opinion |
| Support to R&D into new technologies and organisational structures | Effective mainly at EU level |
| Information tools to strengthen the market for sustainable products (e.g. product labels indicating resource footprint) | Effective mainly at EU level |
| Eco-friendly procurement contracts by public | Effective mainly at national level |

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| authorities (to strengthen the market for resource-efficient products) | |
| Incentives to consume less, re-use, recycle | Effective mainly at national level |
| Trade policy measures (e.g. introduction of sustainability criteria for imported products) | Effective mainly at global level |
| Phase out of environmentally harmful subsidies | Effective mainly at EU level |
| Access to credit for efficient use of energy, water and waste management and other sustainable products and services for households | Effective mainly at national level |

Insufficient public funding/incentives for investment and innovation for resource efficiency

How potentially effective are the following as ways of boosting investment in innovation for resource efficiency?

| | |
|---|------------------------------------|
| Tax incentives for sustainable companies | Not effective |
| Education & training of consumers, entrepreneurs and workers on how to use innovation to their advantage | Effective mainly at national level |
| Binding technical regulations and standards (e.g. public buildings energy and water standards to boost investment in the construction sector) | Effective mainly at EU level |
| Financial support to increase energy efficiency of buildings and invest in renewable energy | Effective mainly at national level |
| Information tools (e.g. resource footprint information on cars for consumers) | Effective mainly at EU level |
| Eco-friendly public procurement to develop the market for more sustainable products and services | Effective mainly at national level |
| Public-private R&D and innovation partnerships | No opinion |
| Increased funding for resource-efficient infrastructure through EU's structural and cohesion funds | Effective mainly at EU level |
| Other market based instruments | No opinion |

Limits of existing infrastructure

How potentially effective are the following as ways to ensure private investment in a resource-efficient infrastructure (e.g. energy, transport and communication)?

| | |
|---|------------------------------------|
| Cap and trade-type quotas combined with economic incentives | Not effective |
| Market-based instruments (e.g. higher taxes on energy, roads and congestion instead of income tax) | No opinion |
| Subsidies | Not effective |
| Development of demand-side management strategies in parallel with any major infrastructure projects | Effective mainly at EU level |
| Binding technical regulations and standards (e.g. uniform standards and targets for energy and resources to influence infrastructure-related emissions) | Effective mainly at EU level |
| Information tools (e.g. standardised methodologies on life-cycle analysis for use by suppliers to increase transparency and allow market comparison) | Effective mainly at EU level |
| Eco-friendly public procurement (e.g. public infrastructure tenders to impose compliance with sustainability and ecological requirements/indicators) | Effective mainly at national level |
| Public-private partnerships | Not effective |
| Increased funding for resource-efficient infrastructure (e.g. through EU's structural and cohesion funds) | Effective mainly at EU level |

Current consumption patterns

How potentially effective are the following as ways of steering consumers towards more sustainable alternatives?

| | |
|---|----------------|
| Education & training of consumers, entrepreneurs and workers for sustainable consumption and waste generation | Very effective |
| Better research & design of consumers choices | No opinion |
| Binding minimum technical product | Very effective |

| | |
|---|------------------------|
| regulations and standards to remove the least sustainable products from the market | |
| Market-based instruments (e.g. energy and resource taxes reflected in product prices) to make sustainable products more price-competitive | Very effective |
| Information tools (e.g. labelling of products on their resource foot-print) | More or less effective |
| Corporate social responsibility (CSR) | More or less effective |
| Eco-friendly public procurement to develop the market for sustainable consumer products and services | More or less effective |
| Trade measures (e.g. introduction of sustainability criteria for imported products) to develop the market for sustainable consumer goods | More or less effective |
| Stricter requirements for waste disposal and recycling for consumers | Very effective |

Current business models

For each of the following factors, say how significant it is as a **barrier to adopting new business models/ organisational innovations by private companies that could contribute to more resource efficiency?**

| | |
|---|--------------------------|
| Excessive perceived risk | Very significant |
| Lack of funds-financing (e.g. in R&D) | More or less significant |
| Long payback period for investments compared to short term investors expectations | Very significant |
| Limited access to information and knowledge (e.g. among managerial staff) | More or less significant |
| Lack of suitable business partners | More or less significant |
| Uncertain market demand | Very significant |
| Market dominated by established firms | Very significant |
| Regulations not providing the right incentives | Very significant |
| Lack of qualified personnel | More or less significant |
| Lack of adequate infrastructure | More or less significant |
| Lack of technological and management capabilities | More or less significant |

How potentially effective are the following as ways of **shifting business**

behaviour to resource efficient business models?

| | |
|---|------------------------|
| Market-based instruments (e.g. energy and resource taxes/incentives in support of resource efficient business models) | More or less effective |
| Cap and trade-type quotas | Not effective |
| Education & training of employees, entrepreneurs and workers about progressive businesses case studies and how to replicate them in their environment | Very effective |
| Binding technical regulations and standards (e.g. fuel-efficiency standards or eco-design requirements and compulsory resource accounting and reporting) | Very effective |
| Easy access to investment/R&D and innovation funding | More or less effective |
| Information tools (e.g. products information on resource foot-print to encourage businesses to create more sustainable supply chains and business models) | More or less effective |
| Requirement for public procurement to comply with sustainability and ecological standards | More or less effective |
| Trade measures (e.g. introduction of sustainability criteria for imported products to push businesses to create more sustainable supply chains and business models) | More or less effective |
| Voluntary sectoral agreement (with commitments and targets, possibly to become mandatory after agreement with all parties) | Not effective |

Inadequate market signals for resource efficiency**How potentially effective are the following as ways of steering the market towards resource efficiency?**

| | |
|--|------------------------------------|
| Financial support mechanisms to correct price distortions in the market | Not effective |
| Influence markets through pricing environment and resource use (e.g. energy and resource taxes instead of income taxes) | Effective mainly at national level |
| Independent and trustworthy advice (by public authorities) to consumers and SMEs on energy efficiency applications (in their homes/business) | Effective mainly at national level |
| Information tools (e.g. products information | Effective mainly at EU level |

| | |
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| on resource foot-print to help consumers) | |
| Eco-friendly public procurement to influence markets and consumer perception | Effective mainly at national level |
| Trade measures (e.g. introduction of sustainability criteria for imported products to send the right signal to national and international markets) | Effective mainly at EU level |
| Binding regulations and standards (e.g. compulsory resource accounting and reporting, fuel-efficiency standards, eco-design requirements) | Effective mainly at EU level |
| Private sector financial stimuli (e.g. long-term soft-loan for energy efficient projects) | No opinion |

| | |
|--|---|
| <p>Monitoring and measuring progress on resource efficiency</p> <p>How should the European Commission approach the issue of indicators so that improvements in resource efficiency across different parts of the EU economy can be effectively monitored and measured?</p> | <p>Establish a limited selection of particularly important high-level indicators in order to improve public visibility and focus attention for policy development</p> |
|--|---|

INDIVIDUAL ATTITUDES

What do you see as the main criteria steering individual behaviour and decisions to improve resource efficiency?

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|--|-----------------------|
| Compliance with social, religious or ethical norms (e.g. waste disposal) | Very relevant |
| Perceived usefulness/benefit to society of the individual's effort | Very relevant |
| Tendency for short-term thinking | Very relevant |
| Perceived cost (e.g. up-front investment, more expensive products) and effort (e.g. red tape, complex authorisation systems) | Very relevant |
| Perceived long-term savings | More or less relevant |
| Perceived trade-offs in terms of comfort | More or less relevant |
| Consumer information | More or less relevant |
| Financial incentives | More or less relevant |

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| Should the resource efficiency footprint of products (resources used in their production, consumption) be indicated on the product' labels? | Strongly agree |
|---|----------------|

| | |
|--|-------|
| In order to reduce the impact of resource consumption outside of the EU, should the EU trade only products that respect sustainability criteria and labelling (e.g. the Forest Stewardship Council (FSC) label certifying that wood is sourced from well managed forests)? | Agree |
|--|-------|

| | |
|--|----------------|
| Would you be willing to pay comparatively more for sustainably produced/imported products (e.g. certified timber, certified sustainable biofuels, etc...)? | Strongly agree |
|--|----------------|

| | |
|--|----------------|
| Would you be willing to change your diet to reduce the environmental impact of the food-production chain (e.g. favouring seasonal fruit and vegetables)? | Strongly agree |
|--|----------------|

Would you consider leasing or buying a service for the following as an alternative to buying goods if the option was available?

| | |
|--|-----|
| Transport (e.g. car leasing or buying mileage instead of buying a vehicle) | Yes |
|--|-----|

| | |
|---|-----|
| Personal electronic appliances (e.g. mobile phone, computing) | Yes |
|---|-----|

| | |
|---|-----|
| Household electrical/electronic appliances (e.g. home entertainment, laundry) | Yes |
|---|-----|

What factors would influence you in deciding whether to opt for a service or sharing/leasing scheme (e.g. car sharing) instead of buying a product for your personal use?

| | |
|---|---------------|
| Ease and flexibility of contractual arrangement | Very relevant |
|---|---------------|

| | |
|--|---------------|
| Practicality/availability/reliability of service | Very relevant |
|--|---------------|

| | |
|---------------------------|-----------------------|
| Attractiveness of service | More or less relevant |
|---------------------------|-----------------------|

| | |
|----------------------------|-----------------------|
| Lower environmental impact | Very relevant |
| Social image | More or less relevant |
| Price/value for money | More or less relevant |

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| <p>Would you agree to higher taxes on goods with higher environmental impacts (e.g. energy from fossil fuels, imported goods involving high resource use, etc.) if this was offset by lower taxes on goods with a lower environmental impacts (sustainable products or services) so that there was no increase in your taxes overall? This would increase the price of less sustainable products and services and reduce the price of more sustainable ones.</p> | Strongly agree |
|---|----------------|

How potentially effective do you consider the following private initiatives to contribute to resource efficiency?

| | |
|--|------------------------|
| Change of diet and consumption patterns (e.g. not throwing away food, reducing the number of electronic devices owned) | Very effective |
| Using alternative means of transport to minimise private car use and air travel | Very effective |
| Investing in higher-efficiency installations (e.g. insulation, double-glazing, heating/cooling through air/ground source pumps, energy star rated boilers, thermostats and aquastats) | Very effective |
| Reducing waste by composting and recycling | Very effective |
| Investing in smart meters to control consumption and cost (water, electricity) | More or less effective |
| Investing in small-scale renewable technologies (e.g. solar thermal to heat water, solar photovoltaic and small-scale wind turbines to generate your own electricity and sell the excess back to the grid) | Very effective |

Thank you for answering this questionnaire!

If your organisation has developed specific inputs on resource efficiency that you consider useful sharing with the Commission you can send it to Env-Resource-efficiency-Survey@ec.europa.eu. Please note the specific private

statement at the beginning of the questionnaire about the treatment of your submission.

If you have further comments and suggestions please write them in the box below (optional) (maximum 1000 characters)

Europe consumes more than its fair share of the Earth's resources, in terms of today's global poor and future generations. Europe has a moral responsibility to reduce this - not just by greater resource efficiency, but by actively reducing consumer demand. Business-as-usual is not an option for the environment or the economy. Resource and energy efficiency puts us in a better position vis-à-vis difficult supply issues, volatile prices and environmental degradation inc. climate change. It is crucial to restore the link between resource inefficiency and price - the more a product/service consumes/wastes/pollutes the more it should cost. Sec.1, Q 4 ignores the distinction between the potential of policies as they are (inadequate, lack of binding efficiency targets) and as they could be (if they were more ambitious/comprehensive/complementary). Sec.1, Q 5.3 - It is not the lack of information on alternative options, but the array of sources/misinformation/propaganda that is the issue here.