



Can sustainable lifestyles `trickle up´?

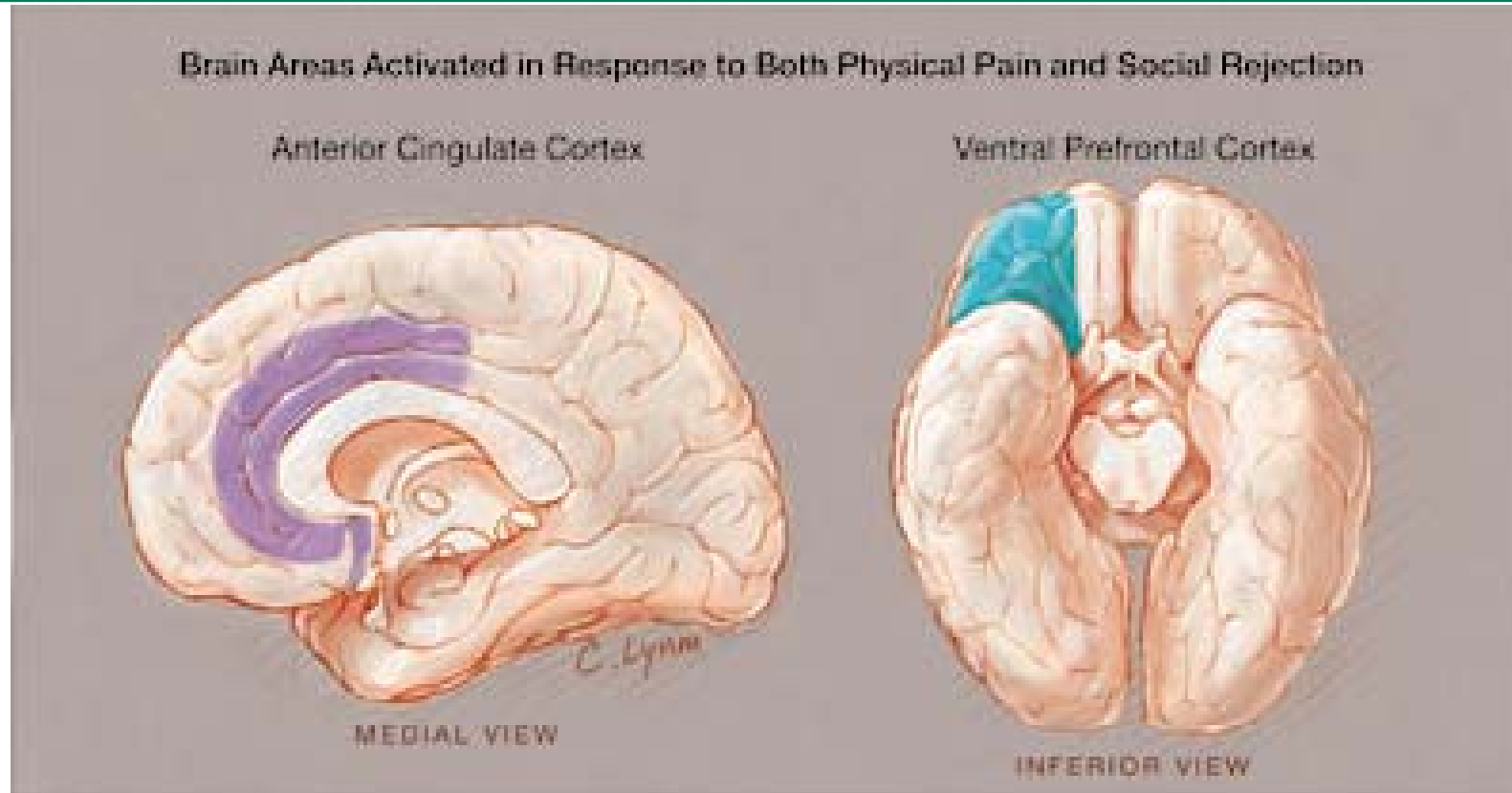
Birgit Munck-Kampmann

Manager of the *European Topic Centre on Sustainable Consumption and Production*

It's not easy being green!



The pain of social rejection



The Rebound Effect

”I recycle 100% of what I possibly can . . . there’s not one piece of paper goes in my bin, so that kind of makes me feel less guilty about using my car as much as I do and flying as much as I do . . .”

*(From “A holiday is a holiday’: practicing sustainability, home and away.” Barr et al.
Journal of Transport Geography)*



How should we promote sustainable behaviours and lifestyles?

The screenshot shows the BBC News website interface. At the top, the BBC logo is on the left, and navigation links for Home, News, Sport, Weather, Travel, TV, and Radio are on the right. Below this is a red banner with the word 'NEWS' in large white letters and a 'Watch ONE-MINUTE WORLD NEWS' button. The main content area has a dark header with the text 'Page last updated at 11:36 GMT, Monday, 6 October 2008 12:36 UK'. Below this are links for 'E-mail this to a friend' and 'Printable version'. The article title is 'Recycling litter funds honeymoon' in a large, bold font. To the left of the article is a sidebar with a 'News Front Page' section containing a world map icon and a list of regional categories: Africa, Americas, Asia-Pacific, Europe, Middle East, South Asia, UK (highlighted), England, Northern Ireland, Scotland, Wales, UK Politics, Education, Magazine, and Business. The article text describes how a couple, John and Ann Till, collected and recycled litter to fund their honeymoon. A photograph shows the couple in a hot tub holding a newspaper. A caption below the photo states: 'The Tills's story emerged after they sent this picture to their local paper'. The ETC/SCP logo is visible in the bottom right corner of the screenshot.

BBC Home News Sport Weather Travel TV Radio

NEWS Watch ONE-MINUTE WORLD NEWS

News Front Page

Page last updated at 11:36 GMT, Monday, 6 October 2008 12:36 UK

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Recycling litter funds honeymoon

A couple spent three months collecting and recycling litter to pay for their honeymoon flights.

John and Ann Till, from Petersfield, in Hampshire, took thousands of cans and bottles to a recycling centre at a nearby Tesco supermarket.

For every four recycled items, they earned a reward point which was then converted into BA air miles.

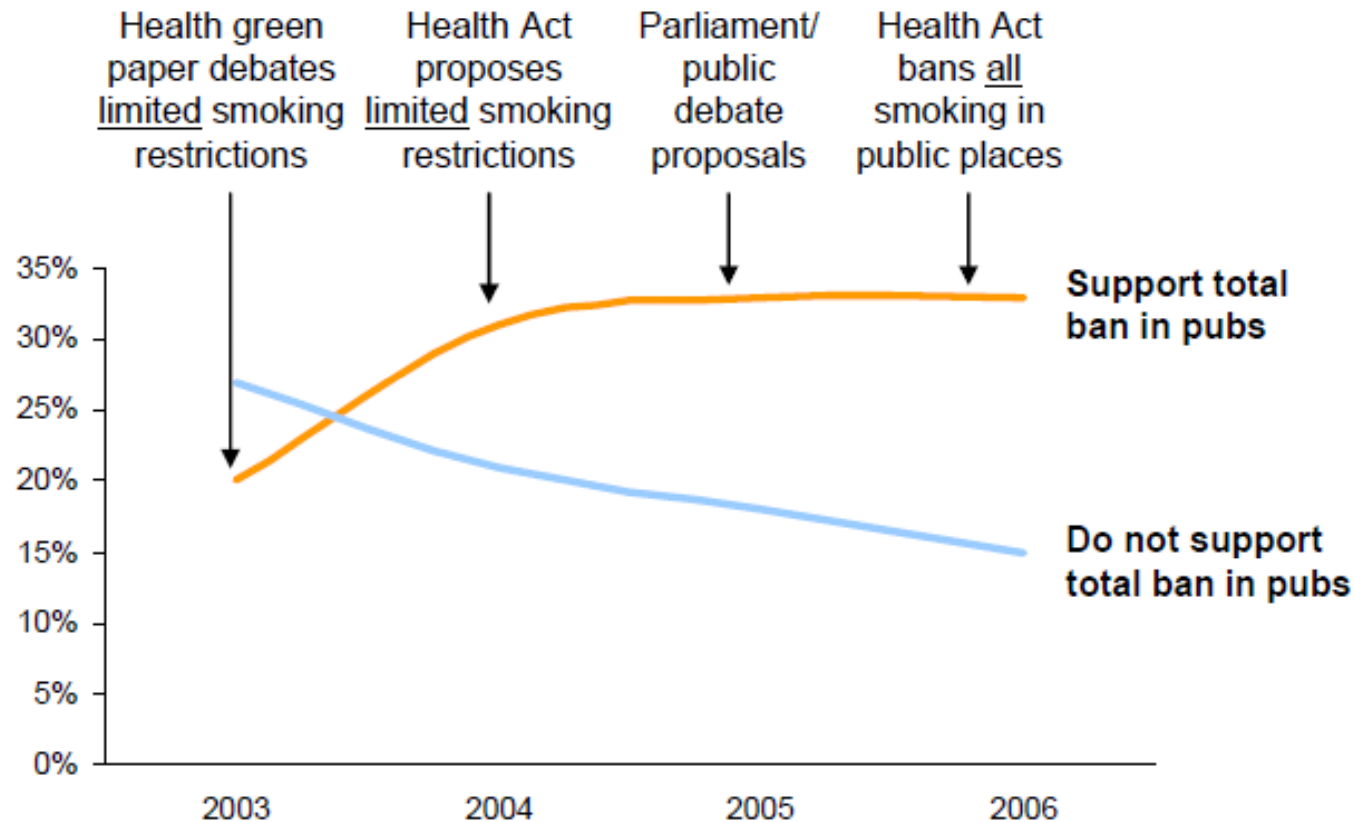
They amassed 36,000 miles, which they used to fly back in business class from their US honeymoon.



The Tills's story emerged after they sent this picture to their local paper

ETC/SCP

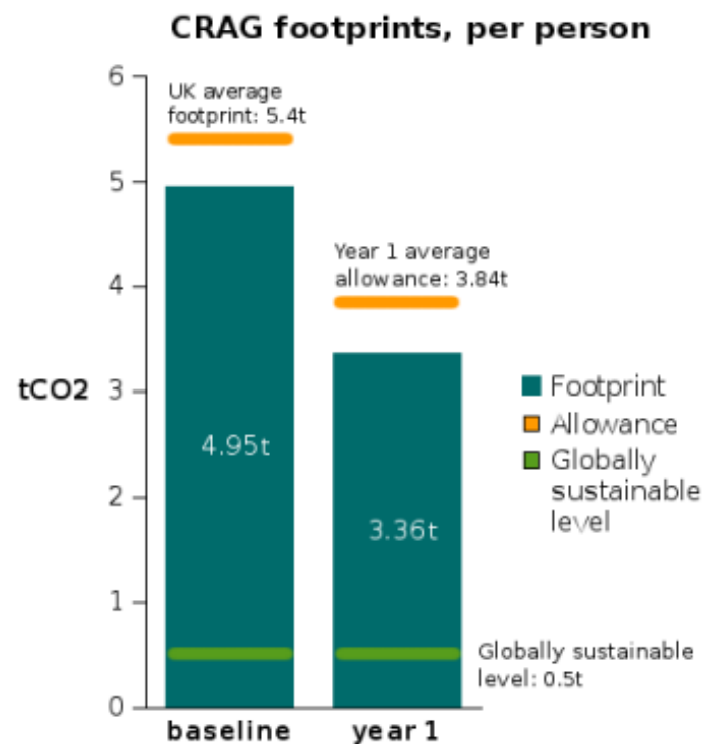
Public Opinion towards a total ban on smoking in pubs



Source: Cabinet Office 2008, *Achieving Culture Change: A Policy Framework*, UK Government Strategy Unit.



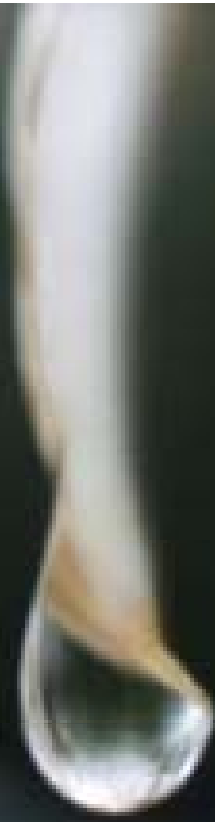
Voluntary CRAGs: Carbon Rationing Action Groups



% reduction	-	32%
groups	5	5
members	33	58



CRAG Census summary as of 7/11/2008 Source: www.carbonrationing.org.uk



Thank you for your attention

For more information please visit our website:

<http://scp.eionet.europa.eu/>