

# Role of lifestyles in the demand side in SNBC2

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**Ministry for an ecological and inclusive transition**

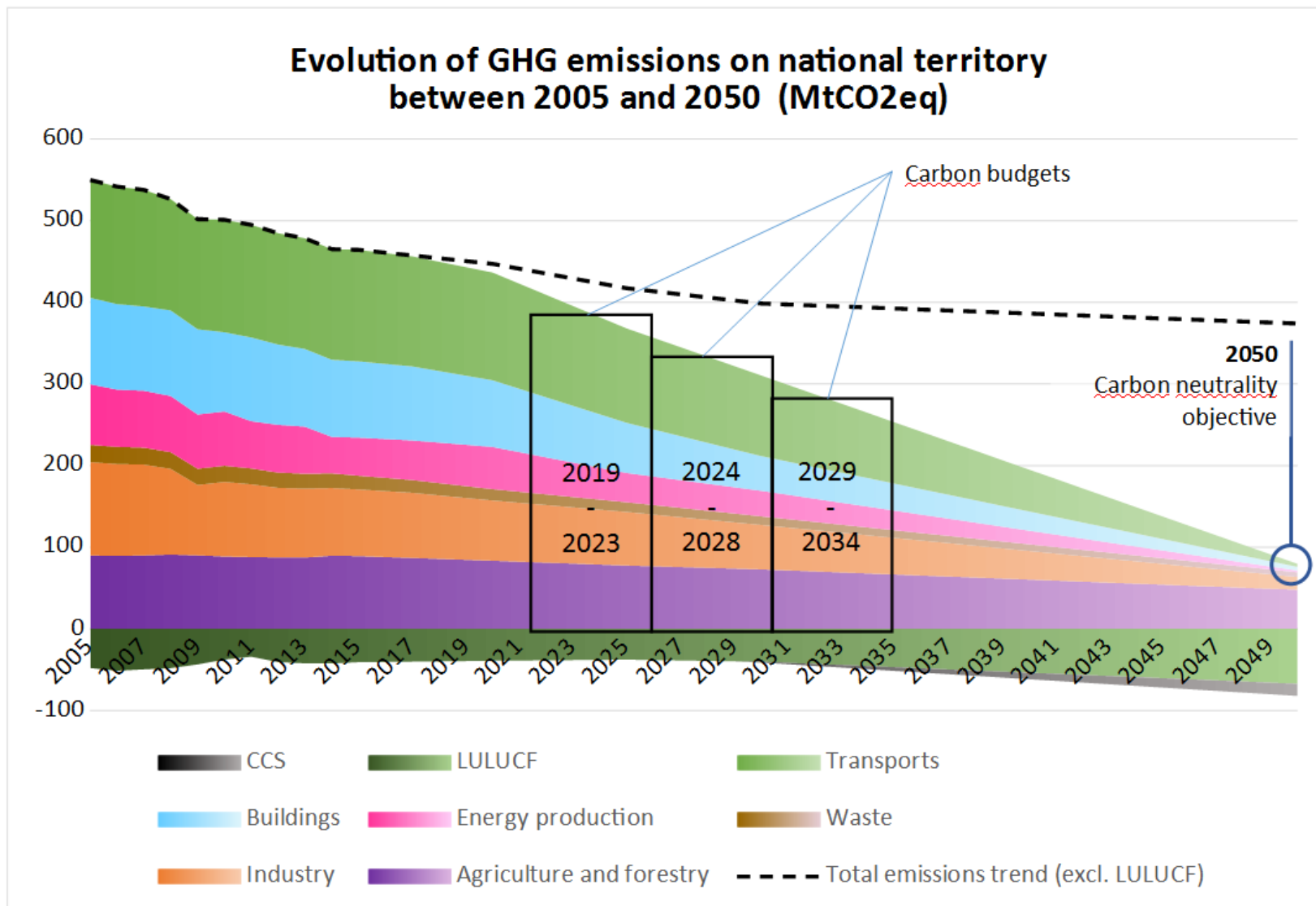
**Climate Change Department**

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# Introduction



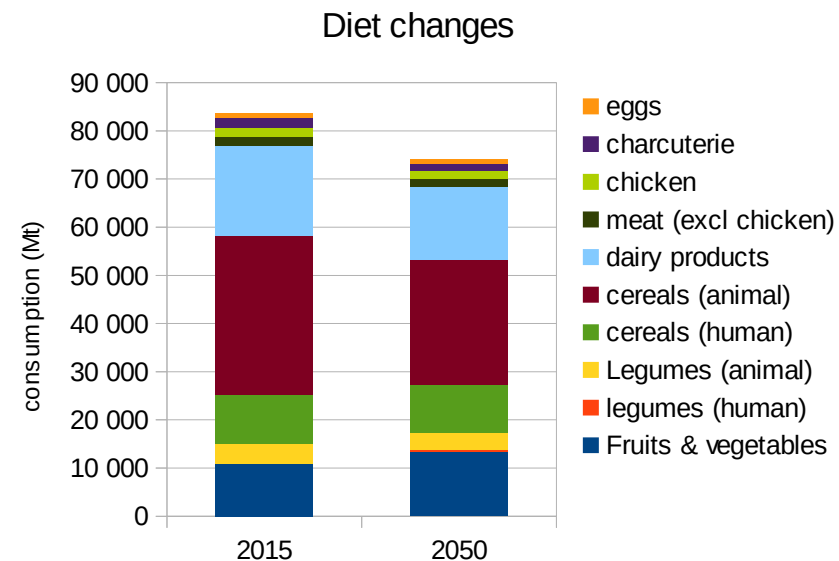
# Lifestyle changes : what are we talking about?

- Here we focus on one key concept: “**sufficiency**”
- Basically, we mean reducing the demand for goods (e.g. metals, plastics) and services (e.g. heating, transportation) while keeping similar levels of comfort
- Sufficiency can be driven by behavioral changes (diet changes), but also by enabling environments or technologies (e.g. bike lanes, smart heating systems)
- Sufficiency is used in several sectors of the scenario which underpins the revised strategy: Transports, Buildings, Industry, Agriculture



# Lifestyle changes in agriculture

- Main assumption = **diet recommendations from the French Public Health Agency (+ WHO) are met by 2050**
  - Continuation of past trends in term of decrease of meat consumption
  - Increased legumes, fruits and vegetables intake
- 2<sup>nd</sup> assumption = **trade balance remains ~ constant in terms of value**
  - France remains a net exporter of agricultural products
  - Increased added value to our domestic production
  - Some marginal changes (less fruits & vegetables, animal feedstock imports, etc.)



# Sufficiency in the transport sector

- Increased use of carpooling and remote working
- Lower transport demand due to denser cities
- Modal changes : increased use of biking, walking... (Bike plan published last year to triple the use of bikes, mobility law currently under consideration by our Parliament)
  - Growth of transport between 2015 and 2050 is much lower in the LTS scenario than in the BAU scenario

	<b>BAU</b>	<b>LTS</b>
<b>People.km</b>	+30%	+26%
<b>Car.km</b>	+24%	-2%

# Sufficiency in the building sector

- Average temperature in buildings reduced of 1°C (quite subjective : information campaigns)
  - Smart heating and lighting systems
- Overall reduction of 15% of energy consumption for heating in this sector due to sufficiency

Changing cultural perceptions  
vs. using technologies



# Sufficiency in industry

- Circular economy is widely developed (← road map on circular economy)
  - Eco-design
  - Recycling and reusing products
  - Products last longer, can be repaired
  - Reduced needs for raw materials

Sufficiency from both the  
consumer's and the  
producer's end



# How to influence lifestyles?

- Finding ways to influence lifestyle changes can be tricky
  - Main option is probably raising public awareness through communication/advertisement (public & private) or education to influence cultural changes
    - Messages for healthy food and low-emitting cars are or are going to be compulsory in France
  - Including more largely citizens in policy-making appears necessary to understand how lifestyles can change
    - A citizen assembly of 150 randomly selected citizens is organized in France. It will make propositions to reach our climate objectives
  - Building enabling environments for certain new technologies and infrastructure may also help to reduce demand
    - Incentives for smart heaters or budget for bike lanes
- Thinking about lifestyle changes is key in developing national plans and strategies



# Thank you for your attention

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