Role of lifestyles in the demand side in SNBC2

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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

- 2nd 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

<table>
<thead>
<tr>
<th></th>
<th>BAU</th>
<th>LTS</th>
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<tbody>
<tr>
<td>People.km</td>
<td>+30%</td>
<td>+26%</td>
</tr>
<tr>
<td>Car.km</td>
<td>+24%</td>
<td>-2%</td>
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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
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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