



Conference report

GREENCOM⁰⁴

A NORDIC CONFERENCE ON
ENVIRONMENTAL COMMUNICATION
AND HOW TO MAKE IT WORK

STOCKHOLM, MARCH 31 – APRIL 1, 2004

Konsument
verket • KO
SWEDISH CONSUMER AGENCY

 **Nordic**
COUNCIL OF MINISTERS



Coffee break at Greencom 04.



The weather was exceptionally good during the first day of the conference.



Intense discussions at the coffee break.



Development of the environmental communication arena in task force D.



The four different task forces (A-D) had their own location.



Mingle at the bar.



Participants enjoy their coffee outside in the sun.



The participants created a painting.

Dear reader

This is the documentation of the Greencom conference that took place at Bergendal kurs & konferens in Stockholm, Sweden, on March 31st and April 1st in 2004.

The objective of this report is to present the results of the conference as well as to shed light on some of the interesting topics that were discussed at the conference.

There are two sections in this report, the first describes what happened at the conference and the second consists of relevant attachments. The first section provides the reader with a picture of the most important findings. If you would like to further review specific contributions from the conference, there is a possibility to do so in the attachments.

All the slides, presentations and manuscripts from the contributors are presented as attachments. The only exception is the power point presentation and manuscript on communication theory by Ulrich Nitsch, which is included in section 4 of the report, (Communication theory by Ulrich Nitsch).

The report starts with a preface (1) where the objective and the organisers of the conference are presented. The next section (2) is a summary of some of the most important findings.

In the “Background of the conference” section (3), the events leading up to the conference and motivations of the organisers are detailed. Section 4 “Communication theory by Ulrich Nitsch” sheds theoretical light on environmental communication.

In the following section (5) three case studies of environmental communication are presented followed by a section (6) that focuses on the European perspective of environmental communication. The next section (7) outlines the results of the four different task forces that worked together at the conference.

Section 8, “Methodology and process of the task forces” describes how the task forces worked throughout the conference. And the last section (9), “Closing session”, presents the last phase of the conference.

Hopefully you as a reader will find this report interesting and inspiring!

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Preface

The following persons, related to the NMRIPP-group, assisted in the planning of Greencom 04:

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Taina Nikula, Senior Adviser, Ministry of the Environment, Finland

The ambition is that Greencom 04 will be a starting point for a wider as well as deeper Nordic and European cooperation on environmental communication as a policy instrument with the objective to create a more sustainable consumption and production of products and services.

The Integrated Product Policy group of the Nordic Council of Ministers will continue this work. A Nordic guide on consumer-directed environmental communication will be produced. The guide will be written in Danish with a summary in English.

Greencom 04 is a direct consequence of the study “Miljöinformation som styrmedel”, Tema Nord 2003:540, produced by the Integrated Product Policy group of the Nordic Council of Ministers, “the NMRIPP group”. The conference is a part of the work of the NMRIPP group to promote sustainable consumption and production.

The conference took place in Stockholm at Bergendal kurs & konferens on March 31st and April 1st in 2004. The Swedish Consumer Agency organized the conference, and it was commissioned by the Integrated Product Policy group of the Nordic Council of Ministers. This group consists of members from the business sector, the consumer sector and the environmental sector.

A total of 106 participants registered for the conference. While most of the participants were from the Nordic countries, other European and non-European countries were also represented. Authorities, commercial actors as well as non governmental organizations sent participants to the conference. (See attachment A6. List of participants on page 38).

The main objective of the conference was to share ideas and knowledge on developing the role of the consumer within the Integrated Product Policy process, but also to discuss when and when not to use environmental communication for changing consumer behaviour.



Helena Bergström

Principal Administrative Officer,
Swedish Consumer Agency
Member of the Integrated Product Policy
group of the Nordic Council

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Summary

Greencom 04 was a working conference where a great deal of the results were created in the interaction and dialogue between the participants. Therefore it is difficult to give a full summary of the conference but in this section some of the most important findings are presented. For key findings of the contributors please look at the following sections and at the attachments.

Consumption – a part of the Integrated Product Policy process

Consumption of products and services is a natural part of current western life. Unfortunately, consumption has negative consequences for the environment in the form of pollution, resource waste and climate change etc. There is a wide understanding of the need to change this situation, expressed at the United Nations summit in Johannesburg in 2002 and other key meetings.

Legislation and administrative policy instruments with the purpose to reduce these consequences exist but are not powerful enough. The Integrated Product Policy (IPP) strategy aims to reduce the environmental impacts from products throughout their life-cycle. That means that the whole life span of the product and service is taken under consideration such as design, production, distribution, and the actual consumption and the disposal of the product or service. Every stage must maintain a standard of environmental performance in order for consumption to become sustainable.

“Greening” of products – many actors need to be involved

The most crucial stages of the environmental performance of products and services are normally at the design and production phase of the products as well as at the actual time of the purchase of the product. Therefore the business community that designs and produces the products and the consumers that buy the products have a powerful impact on the environmental performance of products and services within the IPP strategy. However, there are many actors that influence the products and services. Governments are very strong actors since they can operate with tools of legislation and various economic tools. Non-governmental organisations are other interesting actors, since they can influence public opinion by PR and lobbying, in order to influence governments, commercial actors, etc.



Consumers need more support

Consumers can contribute to sustainable consumption yet they need support.

The most important support can be a price policy that reflects the environmental and social effects of the product or service. In a long-term perspective this will lead to a lower price for products that have high environmental performance characteristics.

Consumers also need available, trustworthy and correct information to be able to contribute to a consumption that is more sustainable. Today information is provided in different ways, and examples include eco-labels and other environmental performance data. There is also a need for complimentary information to the consumers. One suggestion is to provide comparative information about the environmental performance of different products by non-corporate actors. Participants also indicated that there is a risk of creating confusion if too many eco-labels exist side by side.

Can well informed consumers be enough to pave the way for sustainable consumption and production? Will they put enough pressure on producers to avoid negative environmental impact of production? Participants at the conference stressed very strongly that this is not the case. A combination of policy instruments is absolutely necessary. Environmental communication to the consumers is a policy instrument that will only have true effect when it is empowered by other instruments. *There is very little possibility that consumers will be able to take a leading part in the greening of products unless the structural prerequisites are present.* Examples of such structural prerequisites are availability of public transportation and organic products and a price policy that reflects the environmental and social effects of the product or service. Another possibility to perceive this problem is to look for inspiration at the carbon emissions trade system where the principles of trade are used as a tool to reduce greenhouse gases.

Even though environmental communication is dependent on other policy instruments to be effective, it (environmental communication) does have a legitimising function in developing an understanding and support for the need of collective policy measures, which require unpopular taxation and restrictions for individual behaviour. (Section 4, Communication theory by Ulrich Nitsch).

The dilemma of the business community

The majority of the information that the business community as a whole communicates seeks to make the consumers spend more money on products and services. This is a factor of the dynamics of a market economy but also a possible threat for sustainable production and consumption. However the development of a “greener” market provides opportunities for the business community. In order for the business community to take a leading role in the Integrated Product Policy process, as well as the consumers, “greener” products must be developed as a first step. Secondly there is a need to promote those products. It must be further discussed in what way this promotion of “greener” products can be developed to be economically as well as ecologically effective.

Several different factors may contribute to the fact that so little effort is put into environmental communication from businesses. Since no product or company is environmentally perfect, there is a risk of communicating good environmental performance, since competitors, non-governmental organisations, media, etc. may try to expose weaknesses. The demand from the consumers of “greener” products is also limited as long as those products are more costly to produce and thus more expensive for the consumer.

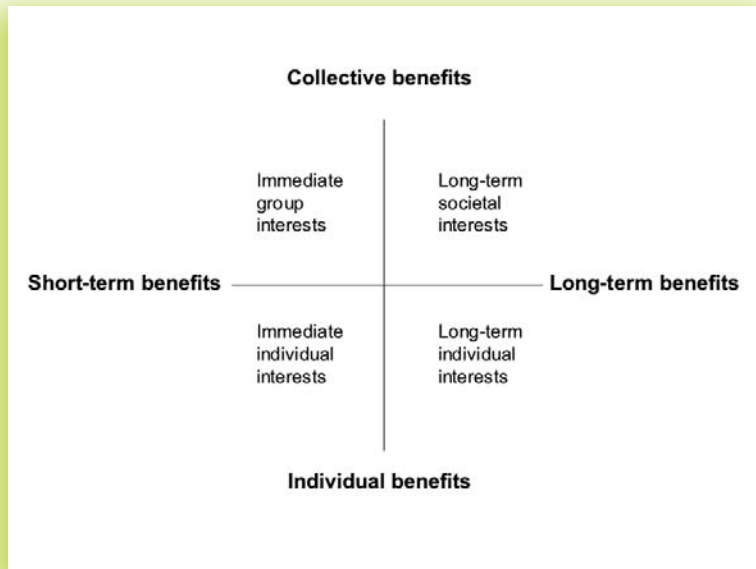
How does environmental communication differ from other forms of communication?

Many participants discussed how difficult it is to get through to the consumer. Various media such as television, the internet, radio, magazines, newspapers, advertisements etc. try to get our attention every day.

A topic that was discussed at the conference is how environmental communication differs from other kinds of communication. It is for example not the same thing to sell products such as soft drinks or washing powder as it is to deliver environmental messages that are often complex and more difficult to comprehend.

Environmental problems are often very complex and the time frame to solve them often has a span of ten, twenty or even a hundred years.

Slide number 3 in section 4 (Communication theory by Ulrich Nitsch) clearly demonstrates the challenge of environmental communication that centres on being long-term and for the benefit of the collective.



What we as consumers perceive as relevant and are motivated to do, is related to the benefits of our actions. We are motivated to do things we benefit from in one way or another. Benefits from our actions can become evident within a short period of time or they can occur only after considerable time. In the first case we talk about immediate or short-term benefits and in the latter case long-term benefits. The benefits of an action can be restricted to an individual or shared collectively.

This means that environmental communication sometimes must explain that it is necessary to change behaviour now in order to give your great, great grand children a chance for a good life. This is very different from commercial messages that want you to purchase a certain product for your own benefit this very second. The environmental message provides a long-term solution for the benefit of the collective – not the individual. It is clearly a great challenge to motivate the individual to take action for the collective in a long-term perspective.

Change of consumer behaviour – a challenge

One of the topics of the conference was how to communicate effectively when the objective of the communication is to change consumer behaviour.

Participants underlined the fact that there seems to be a strong belief that environmental communication can solve almost any environmental problem. This belief was not supported by the participants. Environmental communication can solve some environmental problems but far from all. It would be interesting to look deeper into which environmental problems are meaningful to try to solve through environmental communication.

In general environmental communication as a tool for changing consumer behaviour is highly over-estimated. In fact there are studies that show that increased theoretical knowledge about environmental issues by the consumers does not have a direct link to a more environmentally friendly life style. *The connection between environmental communication and changes of behaviour is very complex.* One task for the Integrated Product Policy process is to learn more about how to influence consumers to change behaviour.

Not surprisingly studies show that the lesser the sacrifice the consumer has to make the easier it is to influence them to change their behaviour. Factors such as economic costs, time and comfort all add to the feasibility of consumer willingness to change behaviour. The Norwegian case study (section 5, the Norwegian Water Resources and Energy Directorate) experienced that the economic factor, in this case the possibility to save money, was by far the most effective argument for change of consumer behaviour.

As theoretical knowledge about environmental issues usually is not critical for changing behaviour a lot of the participants suggested a different road to travel than the traditional environmental communication that provides facts and procedures.

Branding and lifestyle

One way of attracting consumers to change their behaviour is to make an environmentally friendly lifestyle look cool and modern. This is a “tool” that has been used for decades by the advertising industry. Several well-known brands use this strategy very effectively. They do not necessarily have the best products but consumers prefer them because they buy something more than, for example, a pair of shoes. They buy a lifestyle – an identity. One of the case studies shows how a company (section 5, COOP,) works to link environmental performance to values such as modernity, openness and health which attract consumers that normally don’t care so much about environmental issues. It is one example where the environmentally friendly product has borrowed the methods of other commercially successful brands.

Humour and emotional arguments for changing behaviour

Another way of communicating environmental messages is to use humour and emotional arguments. A different case study (section 5, Returpack) illustrated how they use these methods. In a film showed in television and in the cinema they use humour to encourage people to recycle cans and bottles. An action that indeed requires changes of behaviour in the everyday life of the consumer. In addition COOP has made a film where organic eggs are being promoted. A hen riding a motorcycle is a message that communicates humour and a spirit of freedom. These examples show how humour can be used as a door-opener to get the attention of the consumers.

Combine environmental messages with other messages such as health and price!

One way to achieve change of behaviour is to link the environmental message to other messages such as health and price.

It is not hard to believe that the chance to save money is attractive to a lot of consumers. For commercial actors there is a possibility to combine environmental communication with for example saving money. Authorities can also communicate ways to save money by choosing the best and cheapest among energy suppliers that offer sustainable energy etc.

The health message and the environmental message often coincide as the use of for example pesticides is bad both for the environment and for the health of the individual. The health of the individual is an issue that most likely is perceived as “closer” to the consumer than the environment. It is also easier to appreciate the personal benefit of changed behaviour when the motive for the change is personal health.

There is also a great potential to learn from other issues. One example is to learn from the successful non-smoking campaign that led to millions of people changing their habit.

A wish for sharing between sectors

Participants at the conference expressed the need of sharing experience and knowledge between commercial and non-commercial actors about environmental communication within the Integrated Product Policy strategy. Commercial and non-commercial actors sometimes have different objectives with environmental communication and there is also a difference

of culture between the two sectors. But the participants saw a clear potential to overcome such difficulties and look forward to fruitful results of initiatives for sharing.

Also Ulrich Nitsch stressed the importance of sharing experiences (section 4). Ulrich Nitsch meant that complex systems must be understood and dealt with on system levels. Decision-making processes must therefore be developed and build on involvement of actors in collaborative learning processes about system characteristics and collaborative search for appropriate measures. He underlined the importance of sharing between sectors and actors to be able to reach the objective of sustainable consumption.

Tools for when and how to use environmental communication

For a communication strategy to be effective, it must be based on an accurate analysis of the environmental problem. It needs to be properly understood in terms of cause and effect, of its consequences, measures and its primary actors and stakeholders. (Section 4, Communication theory by Ulrich Nitsch). Planning and implementing environmental communication is indeed complex and often there is a need for guidance in how to succeed. One of the goals of the conference was to discuss the content of such a guide or tool. *In section 7, Results of the task forces, four different tools for when and how to use environmental communication are presented.* These tools were produced by the participants at the conference.

Consumers as leading actors for sustainable development

There is a potential for consumers to become an active and important actor in the development towards a more sustainable society. But consumers need more support. More research about the connection between environmental communication and change of consumer behaviour is essential in this process. Other policy instruments in addition to environmental communication are also required to support consumers in becoming a leading actor.

Many participants at the Greencom 04 conference expected extended and coordinated initiatives for a more effective use of environmental communications as a policy tool.

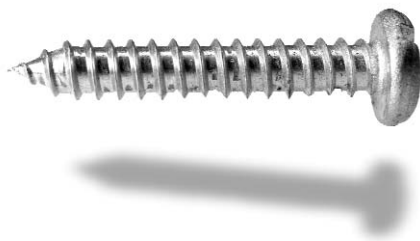
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Background of the conference

In January 1998 the first international conference on product responsibility was arranged in Saltsjöbaden near Stockholm, with the Swedish minister of environment as key-note speaker and around 110 delegates from different stakeholder groups. One result of the conference was the formation of a group, that later evolved into the Integrated Product Policy group of the Nordic Council of Ministers.

In the autumn of 2000 the next conference on the same theme was held in Saltsjöbaden, with 140 delegates, comprised of representatives from ministries of environment in ten European countries as well as from the European Commission. In direct connection with the conference the European IPP network was established.

During 2003 a report on Nordic research in the field of environmental communication as a policy instrument, "Miljöinformation som styrmedel", showed that environmental communication needs to be more successful in the last phase of the communication chain – influencing consumer behaviour. There are many good examples of environmental communication that is successful in bringing about new knowledge, raising awareness or influencing attitudes, but good examples of influencing



consumer behaviour are scarce. Still, consumer behaviour is a key to a sustainable society.

In response to this Greencom 04 was launched by the Integrated Product Policy group of the Nordic Council of Ministers.

The conference theme was environmental communication as a tool for changing consumer behaviour and empowering consumers to take part in the “greening” of products and the development of a more sustainable society.

The main objective was to share ideas and knowledge on how to develop the role of the consumer within the Integrated Product Policy process, but also when and when not to use environmental communication in order to change consumer behaviour. Participants investigated how environmental communication can influence consumer behaviour in order to identify the type of support that consumers need to actively contribute to the “greening” of products.

Greencom 04 was organized as a working conference meaning that the delegates actively should contribute to the development of guidelines for when to use environ-

mental communication as a tool for change. Most of the work was carried out in group sessions, challenging the traditional form of conference where most of the time is spent listening to presentations.

The organizers had identified a need for sharing experiences and understanding between different sectors and actors active in the field of environmental communication. Thus the conference was directed equally to stakeholders from the public sector, business sector, research sector and non-governmental organisations. The goal was also to get good representation from the different Nordic countries. The conference successfully represented a mix of delegates from different sectors of society, different nationalities and different experiences and backgrounds.

The conference also aimed at giving input to the European Commission’s work with Integrated Product Policy following the Communication on Integrated Product Policy in late 2003.

The experiences made during the conference will be used in the coming work of the Integrated Product Policy group of the Nordic Council of Ministers.

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Communication theory by Ulrich Nitsch

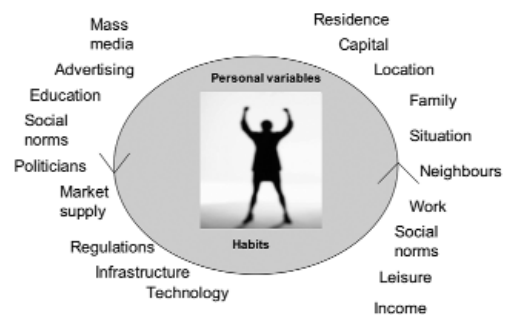
Ulrich Nitsch,

Professor in Communication studies at the Swedish University of Agricultural Sciences. Ulrich Nitsch gave a brief introduction to communication theory.

Key messages of Ulrich Nitsch:

- In order to influence a consumer you have to look at the context of where the person is at that moment and choose the right channel, the right message, the right cost.
- Today a lot of people experience information stress therefore it is absolutely necessary that the message has perceived relevance for the consumer.
- The solutions to environmental problems require communication, which is long-term and of collective benefit. This is different from most communication, which is short-term and of individual benefit.
- In order to change consumer behaviour, a creative combination of means, messages and channels is needed.

1. Behaviour in context – the individual in a situation



1. Behaviour in context – the individual in a situation

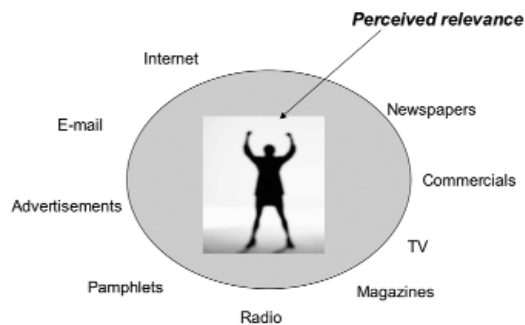
What is the role of communication in motivating consumers to contribute to a sustainable development in society? How can we use communication to stimulate consumer purchasing in accordance with the EU Integrated Product Policy? In exploring such questions we must have an understanding of the phenomenon we want to influence, which is consumer habits.

Consumer habits are carried out by individuals and always occur in a situation and a context. Habits are influenced by a variety of personal variables such as education, past experiences, values and attitudes. They are also influenced by situational variables; how we live (residence), where we live (location), how much money we have at our disposal (capital and income), influences from family members, friends, workmates and neighbours, social norms, etc. and by factors stemming from the institutional context; such as mass media exposure, advertisements, educational programs, political debates, regulations,

transport systems (infrastructure) and, of course, the supply of commodities and services offered on the market.

As we try to influence consumers by communication we must bear in mind that the effect of a message depends on how it matches with their inner, personal, and outer, situational and contextual, variables. These variables constitute incentives and barriers for change. The consumer will interpret and accept or reject any information with respect to its compatibility and applicability with own preferences and situation. Success in communication requires that we get acquainted with the perceptions of our target groups. We must learn from the target groups what they perceive as relevant.

2. What is in it for me?



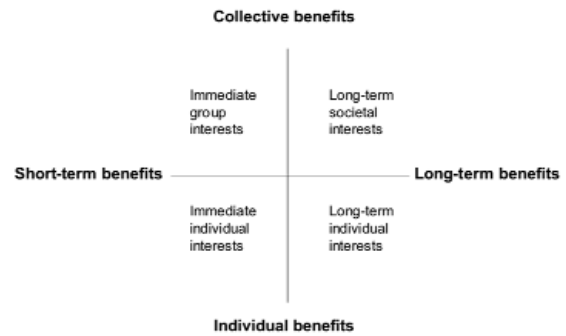
2. What is in it for me?

In today's society we are exposed to huge amounts of information from numerous sources and channels. We commonly experience stress because we do not manage to take part of all the information, which we think we ought to do. So why should we take notice of and react to additional information on environmental issues? We take notice of and react to information we perceive as relevant. Thus, again, when planning communication programs we must go to the target groups and learn from them what they perceive as relevant.

3. Motivation and benefit

What we as consumers perceive as relevant and are motivated to do, is related to the benefits of our actions. We are motivated to do things we benefit from in one way or another. Benefits from our actions can become evident within a short period of time or they can occur only after considerable time. In the first case we talk about immediate or short-term benefits and in the latter case long-term benefits. The benefits of an action can be restricted to an individual or shared collectively.

3. Motivation and benefits



Most commercial information appeals to us as individuals and aims at consumption for the satisfaction of immediate individual needs. Environmental communication aiming at stimulating purchasing green commodities and services might cost additional money and cause the consumers some inconveniences. Benefits from the latter kind of actions might be enjoyed by all members of society and become evident only after considerable time has passed. When referring to consumer power as an important force in the aims for the greening of society, we face the challenge of motivating consumers for long-term and collectively shared benefits. Under these conditions environmental communication is an important but not sufficient tool for change. It requires the complement of additional policy instruments.

4. When does communication apply?

- Economic incentives
- Legislation
- Administrative tools
- Technology and infrastructure
- Information/communication/education

4. When does communication apply?

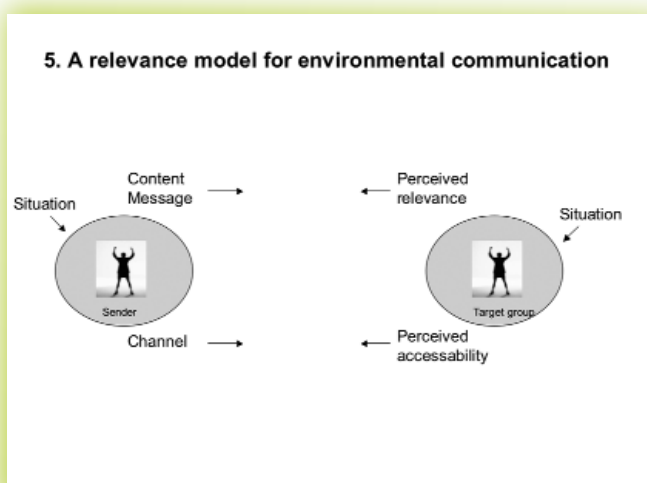
Motivating consumers to change their behaviour for the attainment of long-term and collectively shared environmental goals in society, requires the support of several policy instruments: economic, legislative, administrative, technical as well as communicative. Even if communication programs are not sufficient in themselves, they play a crucial role. They offer guidelines for immediate

individual action. Environmental communication also has a legitimising function in developing an understanding and support for the need of collective policy measures, which require impopular taxation and restrictions for individual behaviour.

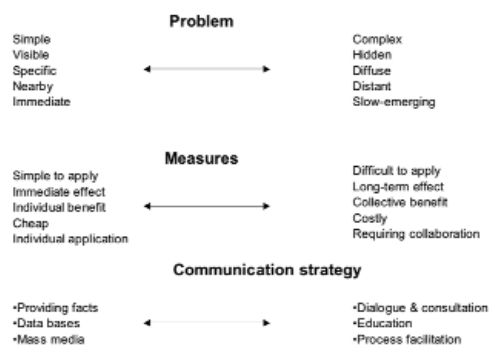
5. A relevance model for environmental communication

The relevance model for environmental communication describes the communication process as an encounter or an exchange between sender and target group. Two requirements must be met in order for communication to take place. The first requirement is that the content or message must be perceived relevant by the target group. This means that the sender has to involve himself or herself in how the target group experiences its situation. The second requirement is that the information must be presented in such a way, that it matches the target group's potentials for taking part of it and understanding it. The channel includes all aspects that are relevant to the accessibility of the information, e.g. choice of media, method, time, length, place, cost, language and program design. And, also when evaluating the accessibility of the information it is the target group's perceptions that matter.

By describing environmental communication as an encounter or an exchange between sender and the target group, the relevance model draws our attention to the circumstance that the two actors operate from different situations and may perceive things differently. Both of the actors' aims and potentials for action depend on their respective situation. The outcome of the communication process is also affected by the societal context in which it occurs, including cultural, economic and political aspects.



6. What communication strategy works I?



6. What communication strategy works, I?

Figure 6 presents a guideline for the selection of communication strategies in consideration of the characteristics of the environmental problem. When problems are simple, visible, specific, and take place nearby in time and space; when measures are simple to apply, cheap to implement, produce immediate results, benefit individuals and can be applied by individuals; when these conditions apply, we can anticipate good results from the provision of factual information through publications, computer based information systems and the mass media. The further we go to the right in figure 6, when the problems are complex, hidden, diffuse and distant in time and space; when measures are difficult and costly; when the effects are delayed, the benefits are shared and collaboration is required between many actors; then the more is called for in terms of personal communication in the forms of consultation, education and process facilitation.

The environmental problems faced in society in our striving for sustainable development are now becoming ever more complex. This means that working with environmental communication demands continually increasing competence in personal communication, dialogue and process facilitation.

7. What communication strategy works, II?

Directing attention

Figure 7 presents a guideline for the selection of communication strategies in consideration of the aims of the communication process. Sometimes the aim is to direct attention to an environmental problem, such as the emissions of greenhouse gases. For this aim advertisements in the mass media may be an appropriate measure as part of a communication strategy.

7. What communication strategy works II?

Aims

Directing attention
Responding specific questions
Choosing among alternatives
Understanding a problem
Handling complex systems
Changing behaviour

Channels

Mass media
Data bases, fact sheets
Consultation, dialogue
Education
Process facilitation
Creative combination of means, messages and channels

Responding specific questions

Sometimes environmental problems let themselves to be expressed as specific and clearly defined questions, which can be answered with well-founded facts. This may be the case with consumer information about the environmental impact of products, ranging from detergents and batteries to capital goods such as refrigerators and cars. It may also apply to questions about the amount of sulphur fallout over a geographic area or the emissions of greenhouse gases per capita in a certain geographic area. In these cases the provision of factual information through the mass media, fact sheets and computer based information systems might be appropriate communication strategies.

Choosing among alternatives

Often environmental issues involve complex problems to which straightforward solutions based on well-founded facts are not available. In such cases the target group will appreciate assistance in exploring the foundations for decisions, which are adapted to prevailing situations and circumstances. They will appreciate assistance in defining the problem situation, examining alternative measures and choosing among alternatives. An example is, when homeowners ask an energy advisor to identify potential means for reducing their energy consumption. In this case both parties must cooperate in order to identify the problems and evaluate alternative solutions. The homeowners contribute information about their houses, about their preferences and about their financial situation. The energy advisor contributes technical and financial knowledge of thermal insulation, available heating systems and so on. The communication strategies are consultation and dialogue.

Understanding a problem

Problem understanding is an essential element of environmental communication. It can be a precondition for the target group's concern for environmental issues and

motivation to change for environmentally green practices. An example of problem understanding is the understanding of the relationships between car driving, greenhouse gas emissions, climate change and the unpredictability of complex systems. Another example is the leakage and diffusion of toxic residues in industrial societies and the unpredictable synergy effects of different toxic residues in living organisms and ecological systems. The main strategies for the enhancement of problem understanding involve a variety of formal and informal educational activities.

Handling complex systems

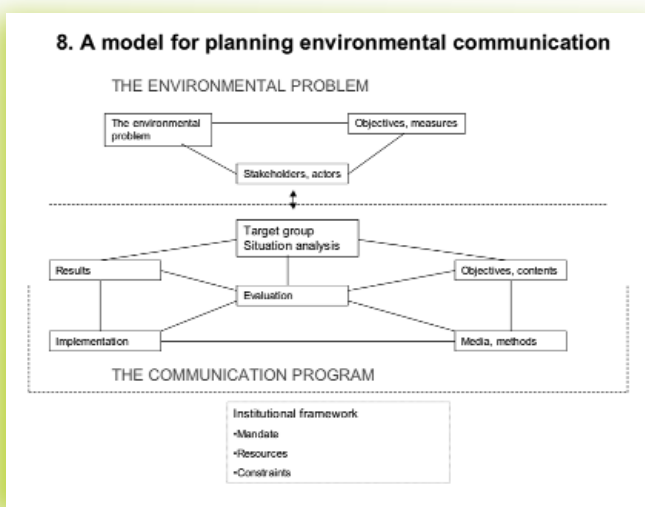
The current motivation for an Integrated Product Policy and the call for sustainable development in industrial societies originate from a growing awareness of the detrimental impacts of the production processes and consumption behaviour on complex and extended physical and ecological systems. Examples of such detrimental impacts are climate change, disturbances of marine ecosystems (eutrophication), depletion of ground water resources and degradation of biodiversity. These environmental disturbances originate from the actions of a large number of actors. No individual will have knowledge of, or control over them in their entirety. The problems must be dealt with on a system level through cooperation between the actors causing them.

The development of a recycling system that returns plant nutrients from sewage to agricultural land provides an example of such cooperation. The development of such a recycling system requires the cooperation between residents, property owners, politicians, town planners, health and environmental expertise and farmers, among others. Similar processes of cooperation are called for in preservation of biological diversity in forestry, conservation and usage of streams, environmental impact assessments in development planning, and the introduction and implementation of environmental management systems in companies and organisations. In all these cases the actors and stakeholders represent different interests and often look at the problems in different ways. If they do not understand and accept the background of measures that are proposed, the system improvements will not occur. If they maintain their points of view, then conflicts and stalemates will result.

Complex systems must be understood and dealt with on system levels. We must therefore develop decision-making processes that build on the involvement of actors in collaborative learning processes about system characteristics and collaborative search for appropriate measures. The success of such collaborative processes presumes that the knowledge of all actors is utilised and all interests are reasonably satisfied. This calls for the involvement of a trained process facilitator.

Changing behaviour

Our understanding of people's responses to information is, and will remain, incomplete. Information is given its substance and meaning by those who interpret it. Our interpretation of information depends on a multitude of factors, internal and external. These factors interact in a complex way, change over time, and convey different meaning in different situations. The answer to the question of what is an effective communication strategy becomes – it depends. This means that we have to try to identify the factors that it most depends on and take these into consideration when planning and implementing communication programs. Environmental communication is an art – it requires an open mind in search for creative combinations of means, messages and channels.



8. A model for planning environmental communication

Environmental communication is a planned activity. Figure 8 presents a model, which provides an overview of the stages involved in the planning process. The model is proposed to serve as a mental tool to assure that essential aspects of communication are included. But the model in itself does not tell us how to perform the practice of communication. The practice of environmental communication is an art. It is expressed in our capacity for understanding and dealing with complex problems and situations and requires an ability to 'grasp the whole' which is based upon knowledge, intellectual analysis, intuition, creativity and courage in the face of uncertainty. These abilities can only be developed through experience, through the actual practice of communication work.

I have deliberately not used arrows to indicate any direction in the interaction between the different stages in the planning model shown in figure 8. In practice planning should be a flexible activity with both forward and

backward movements, where one idea can lead to a new idea which in turn leads to a review of earlier ideas. In the best cases, the situation allows one to switch between planning and practice and, thereby, gradually accumulate experiences that can be fed back into the planning process.

The stages that my planning model describes are always present in environmental communication. In practice, however, those who perform communication work might find that one or more of the stages has been decided for them by the infrastructure of the institution within which they are working, and to which they must defer. If I work as a journalist for a newspaper, for instance, the medium is given and even quite a lot of the content because of deadlines and the criteria for newsworthiness that the paper applies. If I work as an environmental information officer in a company, that company's production and its policies will decide much of the content and methods I can apply in my work. Those who perform that role in a local council or other authority experience a similar situation.

In my planning model I differentiate between the analysis of the character of the environmental problem and the communication program. For the communication strategy to be effective, it must be based on an accurate analysis of the environmental problem. It needs to be properly understood in terms of cause and effect, of its consequences, measures and its primary actors and stakeholders. How does the situation look? What is it that we want to improve? Which measures are feasible? Which of the involved parties are significant, i.e. which are those who are the cause of the problems, which are those who have the power and resources to implement measures and which are those who suffer the environmental impact? The actors and stakeholders thus identified constitute the target group for the environmental communication. If we use air pollution from car traffic as an example, we can identify possible measures as being a decrease in private car use and an improvement in the public transport system. Politicians, traffic planners and private car owners, then, are relevant target groups.

The planning of the communication program includes the following stages:

1) Target group analysis, 2) stating objectives and identifying contents, 3) choice of media and methods, 4) implementation, 5) analysis of results, 6) evaluation, and 7) dealing with the institutional environment.

1. Target group and situation analysis

Target group situation analysis deals with the questions of whom we should address and what characterises their situation. What actors and stakeholders are involved? How does the environmental problem affect them? How

willing are they to do something about it in the long-term and in the short-term? What are their circumstances? When looking at the use of private cars, distances to services and to work, income, family circumstances and car ownership are all important considerations. These are dictated to a great extent by structural factors such as, in this case, access to, and cost of, public transport (see Figure 1). Which brings us back to the importance of identifying those actors who exercise influence over these structures, namely politicians and traffic planners.

2. Objectives and contents

When making decisions about objectives and contents we need to refer back to our analysis of the target group's practices, perceptions and situations. What is it that either prevents the target group from, or motivates them towards contributing to the improvement of the problem situation? The answers to these questions should determine what specific behaviours need to be addressed and what contents are relevant under prevailing circumstances.

3. Media and methods

Choice of media and methods should be made with due consideration of the target group, of their situations and of the character of the environmental problems. Usually there is no single medium or method, which is the right one. It is a question of finding a combination of media and methods that serves the intended target groups when considering their circumstances. With an issue as complex as car use, many media and methods are relevant; for example advertisements in the mass media about the emissions and impact of green-house gases; lobbying of politicians; information days in schools; talks at neighbourhood meetings, and process facilitation at meetings between decision-makers and representatives of resident's associations about traffic systems and traffic planning.

4. Implementation

Implementation refers to actual execution of the communication process and the application of skills and techniques in this process, whether in the form of presenting pictures, writing or face-to-face meetings with the target group. I particularly want to emphasise the importance of contact with the target group and of that group's confidence in the communicator. To achieve contact, and confidence, one must start from the target group's perspective and situation and show it genuine interest and respect.

5. Results

Results refer to the follow-up to the process of communication. Some examples of questions that can be examined at this stage are: To what extent have we achieved the objectives we set? How has the target group's understanding of the issue changed? How much has this process cost?

6. Evaluation

The analysis of results is a part of the evaluation. But I want to stress that evaluation of environmental communication programs needs to include the whole process, it must be applied to all stages, not just the end result. Have we addressed the appropriate target group? How well were the objectives and the contents suited to the target group's circumstances? How well suited were the media and methods employed to the target group, the character of the environmental problem and the demands of the situation. How well was it implemented? What results have we achieved? Did anything, good or bad, happen that we had not anticipated?

Evaluation should not be applied only when the communication process is carried out. We should be observing what we are doing, taking notice of how the communication strategy is working and asking questions of the target group that enable us to improve on what we are doing, continuously, as we are performing our communication work.

7. Institutional framework

Whatever our occupation, we operate within structures that both facilitate and restrict what we are able to do. Limits can be imposed by factors such as time, money, competence, staff levels, regulations, social norms and company culture. We also have to take into account what our supervisors want us to devote our time to or authorise us to do. It is important to be aware of these structures and how they affect our work. As humans, we adapt to norms, reward systems, and other conditions around us. This can result in internal organisational concerns influencing the definition of environmental problems and taking precedence over the needs of the target group. At times such internal forces can lead us into adopting measures that are contrary to our own convictions as to what is effective or what we believe to be desirable. This might challenge us to try to change and to broaden organisational structures using internal communication strategies. The importance of paying attention to situational and structural circumstances is valid for the senders too, not just for the target groups.

5

Case studies of successful environmental communication

In order to inspire conference participants, two case studies of successful environmental communication were presented. Returpack AB, the Swedish recycling company for bottles and cans, presented their campaign. Followed by COOP that shared their way of marketing the brand "Änglamark". The Norwegian water resources and energy directorate had to cancel their contribution due to illness. However, their presentation on their electricity savings campaign during the winter of 2003 is presented here.

Case study 1:

Jeanette Segerman,
Marketing Director, Returpack AB
and Jan Selling, Account Director, SWE

AB Svenska Returpack and AB Svenska Returpack-PET are responsible for the recycling of cans and PET bottles in Sweden and the company is owned by the packaging industry, the Swedish Brewery Association and the major retailer chains in Sweden. The recycling of cans started in 1984 and the recycling of PET bottles in 1994. The goal is to recycle at least 90% of all sold cans and bottles. The system is self-sufficient. Returpack is financed by the cans and bottles that are not being returned for money.

In order to communicate with everybody as Returpack does, it is important that the tone of voice that you use is warm, friendly and has a sense of humour. It is equally important to understand that facts and "reasonable arguments" for recycling are of no or very little interest for the target group.

The strategy to achieve changes in behaviour is to do your homework before the campaign. It is very important to understand the target group, what their interests are and what they do not want to know. There is a great potential in cooperating with other actors and to use different medias in order to change consumer behaviour. Returpack is cooperating with schools and uses several channels of communication such as TV-spots, cinema advertising, outdoor advertising and the internet.

Key messages for successful environmental communication:

- The message must be on the subject.
- You must have a clear message.
- Your message must be different from other institutional advertising.
- No lecturing!
- Cooperate with other actors to empower your message!

For the full power point presentation of Returpack see attachment 1. Presentation of the case study Returpack on pages 29–30.

Case study 2:

Åke Natt och Dag, Head of Environment, COOP Norden

Coop Norden is owned by the cooperative organisations in Sweden, Denmark and Norway. It has in all 1074 stores. “Änglamark” is a brand within COOP that acts as a carrier of sustainable consumption. It strives to be a good alternative for the consumer as well as for the society as a whole. The product series of Änglamark consists of a wide span of products such as groceries, washing powder, animal foods, hygiene products and products for the garden.

Key messages for successful environmental communication:

- When you want to communicate that consumers should change behaviour, link this message to something else such as a lower price, special offer etc.
- A committed, proud and knowledgeable staff is invaluable as direct communication with consumers in the stores.
- Don't be afraid of untraditional thinking! For example COOP focused on pesticides in the tv-spots (a “forgotten” issue).
- Link other values such as quality and life style to environmentally friendly products .
- Use strategic placement in the stores to make it easier for consumers to choose organic products.
- Have a sense of humour in the message!
- Be consistent and work with long-term goals.
- Design is important! Make products look modern and “cool”.

For the full power point presentation of COOP see attachment 2. Presentation of the case study COOP on pages 31–32.

Case study 3:

Sverre Sivertsen, Head of Information, Norwegian Water Resources and Energy Directorate

Norwegian Water Resources and Energy Directorate serves under the Ministry of Energy in Norway. The main role of the directorate is to supply safe and environmentally friendly power and energy to households and the industry.

During the winter of 2003 there was a steep rise in electricity prices due to low reservoir filling. The public was alarmed as they worried about their own economic situation. As a response to the high prices the directorate started a campaign with the purpose to motivate people to energy savings. The motto was: “Save energy at work and at home!”. The campaign was successful – especially among private consumers. The directorate used various channels of communication such as TV, radio, advertisements, direct mail and the internet.

Key messages for successful environmental communication:

- The home situation is more important than the job situation when motivating consumers to change their behaviour.
- There is a great potential for change of public behaviour.
- The memory of the consumers is short! You have to repeat the message several times.
- Continuous information about the power market, consumption, saving potentials and technology is essential.
- Money was the most important motivating factor for changing consumer behaviour!

For the full power point presentation of Norwegian Water Resources and Energy Directorate see attachment 3. Presentation of the case study Norwegian Water Resources and Energy Directorate on pages 33–34.

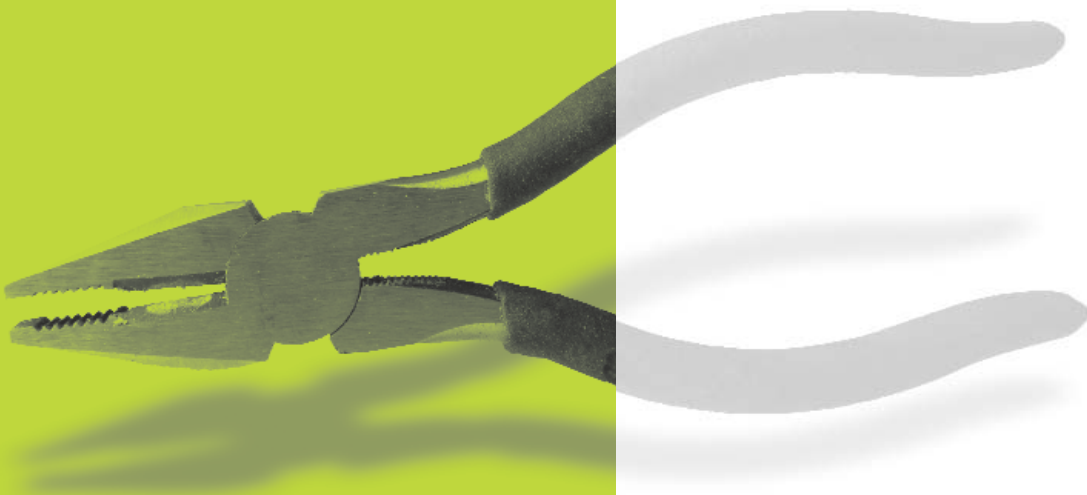
6

The European perspective

Representatives of the European Commission and the non-governmental sector in Brussels were present at the conference.

Robert Goodchild from the European Commission shared the view of the Commission on the Integrated Product Policy process.

Melissa Shinn from the European Environmental Bureau shared her view on Integrated Product Policy and environmental communication from the non-governmental perspective.



Robert Goodchild, administrator the European Commission

The Environment Directorate-General is one of 36 Directorates-General which make up the European Commission. It's main role is to initiate and define new environmental legislation and to ensure that measures, which have been agreed, are actually put into practice in the member states.

Key messages of Robert Goodchild, administrator, the European Commission:

- Integrated Product Policy looks at the whole life-cycle of the products and services.
- Consumer dimension is an important part of the Integrated Product Policy process.
- The Commission has a role to play!
- Onus on national level to create better consumer awareness.
- The Commission will review the situation in 2007.

For the full power point presentation of Robert Goodchild see attachment 4. Presentation of Robert Goodchild, the European Commission, on page 35.

Melissa Shinn, the European Environmental Bureau

The mission of the European Environmental Bureau (EEB) is to promote environmental and sustainable policies on the European Union level. Sustainability is not purely a matter of environmental policies. Social, economic and cultural dimensions are relevant. The EEB wants to become an effective instrument in visibly improving EU's environmental policies. 140 environmental non-governmental organisations in 24 EU member states form the European Environmental Bureau.

Key messages of Melissa Shinn, the European Environmental Bureau:

- We need legislation to get rid of the worst products. Product design obligations is one possible way.
- We need more action and positive incentives for changing to environmentally sounder products.
- The EU Flower should be delivering information to the consumer in a credible way, and providing choice on the best environmental products, but has so far failed. This must be handled in the new revision of the EU Flower.
- The Integrated Product Policy should focus primarily on using environmental information to benchmark, establish minimum requirements and get rid of the worst products. To do this it needs a lot of political and institutional support. This is not foreseen in the Integrated Product Policy, which is a profound disappointment.
- There is need for an Environmental Fiscal Reform – using environmental information to benchmark products – eco-labelled and others – for getting the prices right.
- There is need for discussion and research that focuses on consumption and lifestyle, what drives consumption patterns and how advertising impacts on lifestyles.

For the full manuscript of Melissa Shinn see attachment 5. Presentation of Melissa Shinn, the European Environmental Bureau, on pages 36–37.

7

Results of the task forces

Key messages to the EU Commission and the Nordic IPP stakeholders. (From task force A).

Greencom 04 was a working conference, meaning that the participants worked actively and “produced” knowledge and ideas themselves.

In order to work effectively and to guarantee that everybody contributed to the result of the conference the participants were divided into four task forces with approximately 25 participants in each task force. The task forces worked together throughout the four different sessions during the two days that the conference lasted.

In this section of the documentation the results of the task forces are presented. Each task force had to produce three things:

- A tool for when and how to use environmental communication.
- Seven golden rules for effective environmental communication.
- Three guidelines that were task force specific.

In addition one of the task forces also delivered input to the Integrated Product Policy process (IPP) within the EU.

To the EU Commission and the Nordic Integrated Product Policy (IPP) stakeholders:

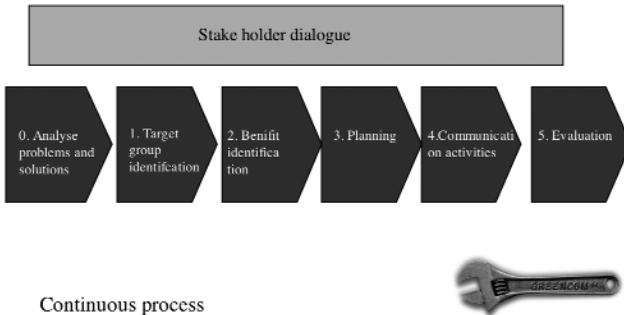
- IPP should focus on absolute as well as relative measures of environmental impact.
- IPP should critically discuss the effectiveness of voluntary measures.
- More economic motivation is needed for obtaining more eco-labelled products.
- Increased demand for public procurement.
- Multi-stakeholder approach is needed in product panels.
- Strengthen global standardisation among other relevant communication.
- IPP initiatives are needed in new Member States

Task force A

Key challenges of environmental communication

This group reflected on what the special challenges involved in communication for changing consumer behaviour were.

Key challenges of environmental communication



Tool for when and how to use environmental communication

Task force A focuses on the importance of a continuous stakeholder dialogue for effective environmental communication.

The first step of the tool is to analyse the environmental problems and plausible solutions. The next step is to identify the most appropriate target group. For example if the goal of the communication is to change the behaviour of 10 to 12 year olds – an appropriate target group could be the teachers and role models of these children. The target group is not necessarily the same people that You want to change behaviour.

The following step is to make the benefit of the changed behaviour very clear for the target group.

7 golden rules for effective environmental communication

1. Identify and define the character of the problem.
2. Analyse needs and motives of relevant actors.
3. Formulate goals and objectives.
4. Select appropriate messages, channels and timing.
5. Consider parallel actions and synergies.
6. Outline a detailed action and communications plan.
7. Implement, monitor and adjust effective actions and/or processes.

7 golden rules for effective environmental communication

3 guidelines for environmental communication aiming specifically at changing consumer behaviour

As consumers often have a hard time to grasp and relate to long term objectives task force A suggests to combine long- and short-term objectives to secure effective environmental communication. This model also indicates that it is crucial to communicate the individual benefit of the changed behaviour as well as the collective benefit. Active dialogue and interaction with stakeholders are stressed.

Guideline for Environmental Communication tools



Task force B

Consumer driven sustainability

This group focused on what support tomorrow's consumers need.

Swiss Army Knife tool

Table of contents

- 1 **Partnership**
Who needs to be invited?
Who will do what?
- 2 **Checklist**
Golden rules & guidelines
- 3 **Best practices**
E.g. other successful communication campaigns
- 4 **Evaluation programme**



Tool for when and how to use environmental communication (table of content)

This group chose to illustrate the tool for when and how to use environmental communication by the imagined "table of contents" of the tool. It shows that strategical partnerships with stakeholders such as NGOs, consumer associations, media, schools, the local municipality etc. is a must. The knowledge, network and experience of different stakeholders are of such good use that task force B means that this cooperation is essential for successful environmental communication. They also suggest bench-marking to other successful campaigns in order to learn.

Swiss Army Knife tool

7 GOLDEN RULES FOR EFFECTIVE ENVIRONMENTAL COMMUNICATION

1. Define target group
2. Reliability, trust and transparency
3. Clear, simple & easily understood message
4. Easy to do, easy to act
5. Timing
6. Emotional touch
7. Win - win combination



7 golden rules for effective environmental communication

Simplicity and easy to access information is stressed by this task force.

They also stress the importance of building reliable relations to the consumers by trustworthy, correct and transparent environmental communication.

Timing can be crucial for environmental communication – a debate in media, change in the climate etc. can levirate the environmental message.

Swiss Army Knife tool

3 GUIDELINES FOR EFFECTIVE ENVIRONMENTAL COMMUNICATION

1. **Beneficial**
 - Price
 - Health
2. **Easy**
 - Availability
 - Understandable
 - Visual recognition
3. **Attractive**
 - Individual branding



3 guidelines for environmental communication aiming specifically at supporting tomorrow's consumers

Task force B wants to support consumers to a more sustainable consumption by making the environmental communication beneficial in two aspects. The consumer will in addition to contributing to a more sustainable consumption gain economic benefits as well as improved individual health. It is also important to communicate in a way that makes it easy for the consumers to understand and recognise the information. Visual recognition such as eco-labels that stand out is one alternative. Task force B also wants to attract new consumers with the help of branding.

Task force C

Measuring the influence

This group had the assignment to reflect on whether it is possible to measure the influence and efficiency of environmental communication.

Questionnaire Loop Tool



Tool for when and how to use environmental communication

The first questions anyone who wants to be successful communicating environmental messages should ask themselves are: "Is this a communications issue?", "Can this problem be solved by environmental communication?". Not all environmental problems can be solved by communicating to the consumers.

This task force also recommends a clear and measurable goal for the environmental communication. It is important to learn from each communication activity in order to communicate more and more effectively.

Blue Group

7 golden rules for effective environmental communication:

- Planning _ use the Loop tool.
- Cooperate and cross-communicate when useful
- Define message and message values:
 - credibility & reliability
 - keep it simple
 - relevance: " I can make a difference"
- Feedback and appreciation
- Don' t lecture _ use a " good story"
- Think globally, act locally!
- Continuous follow-ups, evaluate and create a learning environment



7 golden rules for effective environmental communication

Feedback to the consumers when they have changed their behaviour due to environmental communication is stressed to motivate consumers to keep up the good work. Evaluation and sharing of experiences are important.

Blue Group, Loop Tool

3 guidelines for measuring and evaluating environmental communication

- Define variables that are measurable:
 - Measure before
 - Why measure?
 - For whom?
 - Who should measure?
- Try to prepare for comparability (time and space) and additional values
- Use and learn from evaluation!



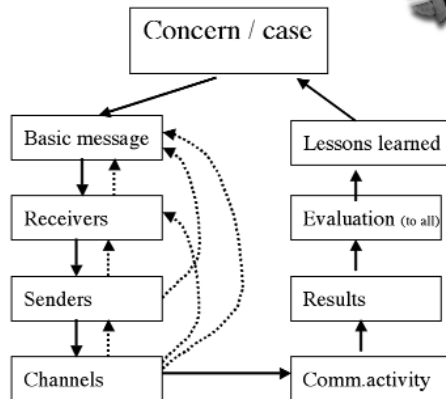
3 guidelines for measuring and evaluating environmental communication

Task force D

The environmental communication arena

The focus of this group was to reflect on how corporate actors, national and international authorities interact and how they can cooperate to achieve better results.

The Cafe Tool



Tool for when and how to use environmental communication

This task force makes a difference between the concern or the actual environmental problem and the message that will be communicated in order to solve the problem. For example the case study of Returpack where the message in the tv-spots does not inform about facts or "how to recycle" but has a clear emotional message. The tv-spots do not directly inform the consumer how the problem should be solved but at the same time the message to recycle bottles is absolutely clear.

A dialogue between senders, receivers and channels of the message along the way is very important.

Group D

Golden rules for effective environmental communication

- Understanding the target group (cultural differences, values).
- Communication could never be the only tool / combination of tools needed (Education, Enforcement, Engineering).
- Trustworthy / reliable data / presentation.
- What is in it for me? Both sides - Personal, economic benefits.
- Testing the message.
- Simple, positive, understandable, easy to implement message.
- Timing / resources.

7 golden rules for effective environmental communication

Guidelines for increased cooperation between actors in the arena:

- Reach a consensus on a common goal.
- Create a network based upon respect and trust with accountability.
- Ensure that a win-win situation is evident for the network.

3 guidelines for increased cooperation between actors in the environmental communication arena

To promote increased cooperation between actors in the environmental communication arena task force D suggests that the different actors work for a common goal that is concrete and tangible. It is also very important to clarify the potential benefit of the cooperation as well as the expected contribution of each actor.



Methodology

and process of the task forces

Each task force was lead by a professional process leader. In addition to the process leader one participant in each task force had a special role – he or she was a group leader. The role of the group leader was to make sure that the work in the groups was directed towards the Integrated Product Policy process.

The groups worked together during four intense sessions during the two days that the conference lasted. Each session lasted for approximately two hours.

At the very last session of the conference all participants gathered and took part in the presentations of the different task forces. For the results of the task forces see section 7. Results of the task forces on pages 20–24.

Session 1: What are the barriers for effective environmental communication?

At the first session the groups focused on the environmental communication arena as a whole. Different actors were pointed out and barriers and threats to effective environmental communication were appreciated.

Purpose of session 1:

- To give the participants a common understanding of the overall purpose of the conference.
- To give the participants a “big” picture of the environmental communication arena and the barriers and threats of effective environmental communication.

Session 2: How can we tear down the barriers for effective environmental communication?

At the next session the participants reflected on successful examples of effective environmental communication. An analysis of these examples was made in each of the groups. The next task was to point out opportunities of effective environmental communication in the future.

Purpose of session 2:

- To inspire the participants to reflect on ideas of how to overcome the barriers and threats of effective environmental communication.

Session 3: Guidelines for effective environmental communication.

The third session started with a method of dialogue, called Café Dialogue. The assignment for the participants was to come up with three different things:

- A tool to help decide when and how to use communication for consumer change.
- Seven golden rules for effective environmental communication.
- Three rules of effective environmental communication with a task force specific focus.

Purpose of session 3:

- To produce a tool for when and how to use environmental communication.

Session 4: Preparing the presentation and input to the Integrated Product Policy process.

During the fourth and last session of the conference the task forces reflected on the input to the Integrated Product Policy process within the EU and prepared a presentation for all the participants at the conference.

Purpose of session 4:

- To prepare a good presentation of the results of the group.
- To reflect on the input to the Integrated Product Policy process within the EU.

Closing session

The closing panel was dedicated to what will happen next in the Integrated Product Policy process (IPP) and with the results from Greencom 04. The panel consisted of Karin Lindell, the Swedish Consumer Agency, Göran Uebel, chairman of the Integrated Product Policy group of the Nordic Council of Ministers, and Robert Goodchild, the European Commission.

Key messages of closing session:

- There is a need for a mix of tools to change consumer behaviour.
- There is a need for better understanding of the consumers to be able to give them the right support.
- The commercial communication and marketing sector are resources that can be used by public actors to learn from.
- The IPP tool box is valuable but there is also a need for more concrete leadership and initiatives from the European Commission.
- The Integrated Product Policy group of the Nordic council of Ministers will continue working with environmental communication. A Danish project with the objective to produce a Nordic guide on consumer-directed environmental communication has already started.



The need for a mix of tools to change consumer behaviour was emphasised from the whole panel, communication can never do the job alone.

There is a need for better understanding of the consumers in order to communicate in an efficient way, and give them the right support. The panel identified more interdisciplinary research on environmental communication and consumer affairs, especially research and projects focusing on changing consumer behaviour, as a possible solution. There is also a need for a better overview of where to find the proper knowledge on consumer affairs, to be able to build on best research available.

Many delegates pointed at the experiences and knowledge available within the commercial communication and marketing sector as a resource base for public actors to use and learn from. There was concern about the public sector being too traditional and cautious in their environmental communication, thus unable to be as efficient as actors within the commercial sector.

Debating the European Commission's Communication on IPP, there was a view that the IPP tool box was valuable, but there is also a need for more concrete leadership and initiatives from the European Commission. The immediate focus should be on action rather than on collecting more knowledge.

Some delegates also expressed concern about the Communication building too much on voluntary measures, which after the recent OECD report on Voluntary Agreements might need to be widened with more stringent measures.

The panel said frontrunners among companies must be engaged in concrete dialogue with consumers, so that Integrated Product Policy, environmental communication and consumer behaviour can be tested in real everyday life situations.

The Integrated Product Policy group of the Nordic Council of Ministers informed about the next step in the process of developing environmental communication as a tool for change, a Nordic guide on consumer-directed environmental communication.

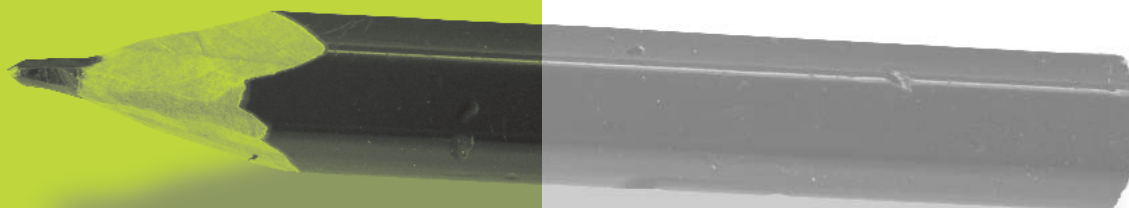
A first draft of the guide will be presented during autumn this year. Göran Uebel invited everybody to present proposals for implementation of the tool, and Robert Goodchild announced interest in testing the tool in one of the pilot projects on products that the European Commission is going to launch.

Finally each person in the panel was presented a Fair Trade labelled football.



Attachments

A1.	Presentation of the case study Returpack	29
A2.	Presentation of the case study COOP.	31
A3.	Presentation of the case study Norwegian Water Resources and Energy Directorate.	33
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A7.	Contact information	40



Attachment A1

Presentation of the case study Returpack

- 1 
RETURPACK
Greencom conference March 31, 2004
Jeanette Segerman, Returpack
Jan Selling, SWE
- 4 
Conclusions:
Swedes generally agree that environmental issues are important.
73% of the population are more environmentally conscious today, compared to five years ago.
82% state that they are annoyed and frustrated by manufacturers that produce unnecessarily expensive and material consuming packaging.
The Swedish public have increasing faith in the environmental commitment of corporations.
- 2 
How do you communicate when your target group is everybody?
What strategies must be used to achieve permanent changes in behaviour?
How does communication interact with other parts of the collection system, e.g sorting facilities in households, collection machines in the shop, economic incentives etc?
- 5 
Target groups:

Primary target group: Everyone 15 - 30 years.
Secondary target group: Everyone 31 - 75 years.

We continuously check with focus groups that ideas, styles and tonality are in accordance with the views and values of our target groups.
- 3 
Target group analysis:
Special study that focus on behaviour, level of understanding and solutions. (Delfi Marknadsfakta)

Telephone survey regarding recycling of aluminium cans. (TEMO)

The consumer of the future. (SIFO Research)

Consumers thoughts on the most common packaging materials. (Packforskningsrådet)
- 6 
Step 1 2001 - 2003:

A change of media strategy;
From outdoor and printmedia to television and cinema.
From varied and scattered, to a more forceful and composed presence in the media.
Aim for high levels of likeability.
Continuous tracking studies on every campaign.

7



Structure:

In order to optimize the communication it is necessary to have a strong structure that settles what, where, when, how and to whom we must communicate.

11



Swedes still recycle more than any other people.

Most recyclable cans and bottles that don't get recycled are thrown in the households garbage.

8

Summer Tour "Heroes"



12



80% of the people that consume beverages outside their home and doesn't recycle state that they throw their can or bottle in the trash.

The percentage of people who consume beverages in their home and doesn't recycle is 58%.

9

Advertising outdoor



13



Most consumers look upon themselves as good recyclers. They live in the misapprehension that the few cans and bottles they throw in the trash is of no greater importance.

10

Results of the recycling rates

CANS t.o.m. Dec 2003
Recycling in %, rolling 12 months



14



Our plan is to create an encouraging, distinct and positive concept for the recycling of aluminium cans and PET-bottles.

The new concept will be launched in the end of May 2004.

Attachment A2

Presentation of the case study COOP

1



Åke Natt och Dag

Environmental Director
Coop Norden and Coop Sverige

➤ Changing Consumer Behaviour
in the Daily Commodity Sector



4

Vi har slutat sälja burägg.
Ta med 7 personer in i buren
så förstår du varför.

Ett litet steg
mot gladare hönor



2



Movie



5

Organic eggs

- 32,5% organic eggs in Coop Konsum
- 6% organic eggs in the Swedish daily commodity sector in general



3

Släpp ut en höna.
Välj Änglamarks
KRAV-märkta ägg
så får fler hönor
vara utomhus.



Ett litet steg
mot gladare hönor



6



'Move your hand'

Everyone's personal
environmental
movement!



7

Änglamark – the leading brand for eco products



- Änglamark was relaunched 2001
- New design, better environmental performance etc.
- "The organic food's getting tastier when the package is nicer"

coop

11

Good can be better

- improved in-store information
- well-informed and communicating staff
- website information

High demands

- Business
- Legal
- Lack of resources

coop

8

The role of Änglamark

- The primary role is to be the pioneer brand within the Swedish consumer cooperation. It is based on distinct values. The Änglamark brand acts as a carrier of sustainable consumption issues, always striving to be a good alternative from both the personal and community point of view.

coop

12

Make a cow happy



- The organic cow shows her gratitude with a lick.
- New target groups (boxer, sleepy young man, sporty women).
- Simultaneous price reduction.

coop

9

Customer potential for Änglamark

- The target group is mostly women of 19-49 age. They value social justice, human values, nature and culture very highly.

coop

13

Individual receipt



- The clover mark on the receipt indicate all the organic and eco labelled goods.
- You also find the clover at the shelf as a common signal for eco products.

coop

10

Brand essence of Änglamark

- The key to a healthier life in a more sound world.

coop

14

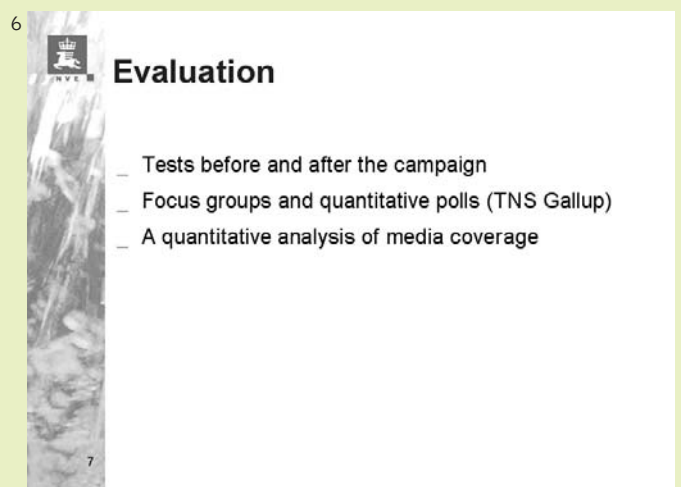
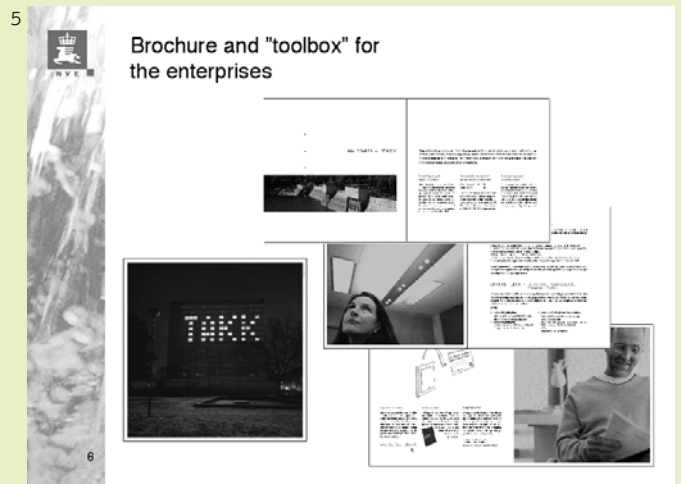
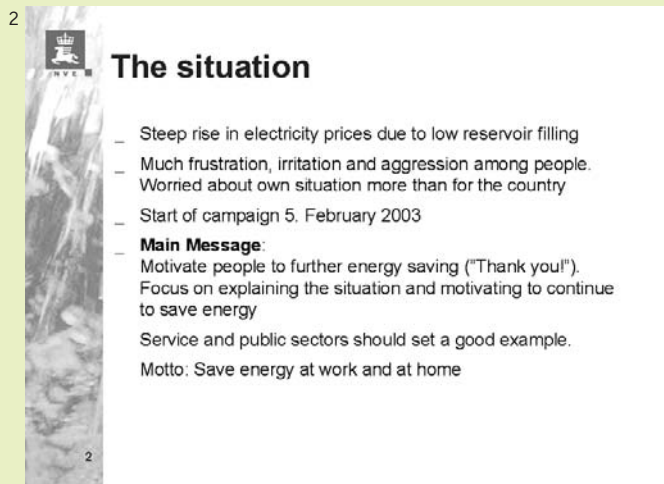
Receipt

Kvitto	
till alla kunder som under 2003 köpt ekologiska produkter i Coop butik	
Minskad användning av kemiska bekämpningsmedel, ca	23 000 kg
Minskad konstgödsel-användning, cirka	1 800 000 kg
Utsläpppta hämor, cirka	147 000 st
Kor, grisar och lamm som fått äta ekologiskt och fått utlopp för sina naturliga beteenden	13 350 st
GMO	ingen
Minskad energianvändning (ingen konstgödseltransport)	ca 20 - 40%
Hälsa för människor och djur	ökad
Biologisk mångfald	ökad

coop

Attachment A3

A3. Presentation of the case study Norwegian Water Resources and Energy Directorate



7



Results – service sector

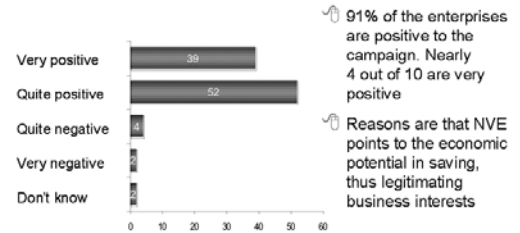
- One out of four has decided to invest in energy efficiency equipment
- Half of this is wholly or partly due to the power situation. Reduced lightening and room temperature is attributed to NVEs campaign
- 7 per cent has switched supplier. 9 per cent has changed contracts, much because of the situation
- Money is the most important motivating factor (score 81)
- Three out of four perceived the situation as serious for the country

8

11



Attitude to the campaign

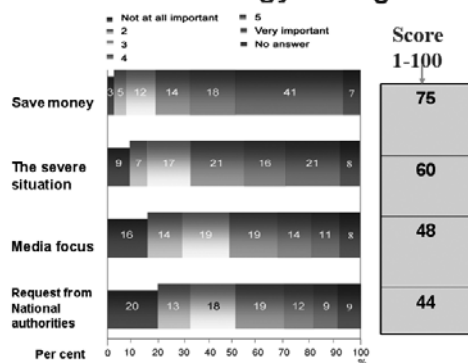


12

8



Motivation for energy saving



9

12



Media

- Our media activities supported the messages of the information campaign.
- Media analysis shows very high coverage in January
- Important to use paid communication because media interest went down.

13

9



National Poll conclusion - households

- The results are very positive – many people have taken measures – much can be related to the campaign
- People have short memory– reduced crisis understanding since last winter
- Money is important for saving, but other factors play a role
- Two out of three is positive to the campaign
- 76 per cent remember it

10

13



Use of wood fuel

- 20-30 % increase in wood fuel sales
- The demand was higher than the offer. Many traders were out of stock already around the turn of the year

New heating equipment in households

- 8 % invested in new heating equipment (stoves and heat pumps) – 30 percent said that the serious situation was the motivating factor
- 13 % plan to invest in new equipment (heat pumps and stoves).

14

10



Results – households

- 18 per cent has only electricity for heating
- 8 per cent has invested in new heating equipment- heat pumps and wood fuel stoves
- 58 per cent has reduced lightening
- 55 per cent used more wood fuel
- 9 per cent closed off rooms not in use
- 14 per cent switched supplier
- 14 per cent changed contracts

11

14



Conclusions

- Energy has become more visible
- Consumers have to a great extent changed their habits. Simple saving measures have been taken
- Home situation more important than job situation
- Great potential for changing public behaviour
- Memory is short !
- Continuous information about the power market, consumption, saving potentials and technology is essential

16

1

The European Commission's IPP and consumers

Robert Goodchild
Adminstrator
DG Environment

4

IPP: the tools

Economic and Legal Framework	Applying Life-cycle Thinking	Consumer Information
Taxes and Subsidies	Life-Cycle Information	Green Public Procurement
Voluntary Agreements	Design Obligations	Corporate Purchasing
Legislation	Environmental Management	Labelling

2

IPP: The objective

- reduce the environmental impacts of products throughout their life-cycle, harnessing, where possible, a market driven approach
- within context of sustainable development

5

IPP: consumer information

- EU role
 - provide and promote tools and frameworks
 - EU-wide "pilot products"
- Sub-EU role
 - education and awareness-raising
- Stakeholder role
 - education and awareness-raising

3

IPP: The approach

		Tool-specific		
		Tax	Label	Standard
Product-specific	Car			
	Tyre			
	Fridge			
	House			

6

IPP: conclusion

- IPP looks at the whole life-cycle
- consumer dimension is important part
- Commission has a role to play
- onus on national level to create better consumer awareness
- review situation in 2007

Presentation by Melissa Shinn, EEB

Ecological Product Policy officer at the European Environmental Bureau

The mission of the EEB is to promote environmental and sustainable policies on the European Union level. The EEB wants to become an effective instrument in visibly improving EU's environmental policies. 140 environmental non-governmental organisations in 24 EU member states form the European Environmental Bureau.

The EEB doesn't work on "green" communication as such, due to our structure (bottom up) we rarely have much direct contact with public except in preparation or influencing of materials that our member organisations use. EEBs work focuses more on creating the framework for the manufacturing of products – essentially through chemicals policy, product responsibility in waste policy, Integrated Pollution Prevention and Control criteria, public procurement legislation – and more recently standardisation – through the European Citizens Organisation for Standardisation. Maybe, eventually through Ecodesign directives such as the energy efficiency driven initiative on Energy Using Products (through which we are supposed to get eco-design requirements on other non-energy aspects too) and maybe – although we are sceptical so far – through what could be the EU 'mother' policy on products – Integrated Product Policy.

What I intend to do is to give you some brief insights from the EEB perspective on utilising environmental information – focusing on our experiences with what has been tried at the EU level already.

At the EU level there is no one document that I could refer to find the EU environmental information policy, despite the fact that its importance is recognised in many policies.

You can classify roughly – many consumer behaviour scientists could do better – the utilisation of environmental information to achieve differences in consumer behaviour to four areas

- 1) providing information on the best or better environmental choice

- 2) using the information to restrict the choice – boycott campaigns or getting the worst products off the shelves, pushing innovation of better products/services that provide same function
- 3) linking environmental information to incentives/disincentives
- 4) delivering environmental information to consumer in form of education.

At EU level talking about European Commission and their coordination of Member States, there is

- 1) EU Ecolabel and obligatory energy labelling.
- 2) No boycott campaigns and still very few and disperse legislation getting rid of the worst products.
- 3) Very little action or even policy requirements: guidelines available – with the exception on investigation on distorting subsidies and maybe some influence on price of products through impacts of process focused legislation, but no positive incentives – the Integrated Product Policy communication concludes that "in the light of comments from Member States" the value added tax (VAT) on ecolabelled products will not be developed.
- 4) No education campaign on environmental information.

Let me now focus on existing and one possible future EU tool that do address the utilisation of environmental information – EU Ecolabel and the EU Integrated Product Policy framework.

The EEB has been involved in EU Ecolabel (the EU Flower) since its conception. Our original expectations were that it should be a tool to

- a) deliver environmental information to consumers in a credible way - ie allow for third party alternatives to self declarations
- b) deliver information to the consumer, and providing choice, on the best environmental products. Ten years later

the EEB has come to the conclusion that

- i) credible (independent) environmental information delivery is even more relevant (increasing trend to brand marketing and potential greenwashing this way) and
- ii) we have failed on providing the best environmental choice – both in terms of ambition level of the label's criteria and getting the products present on the shelves. The fact is that despite our efforts to ensure a high level of criteria (aiming for best practice products) we were not successful and so the environmental non-governmental organisations cannot promote the Flower labelled products. We didn't promote it, the European Commission didn't, Member States didn't (except Denmark) so nobody knows it.

Conclusion – the Flower may have delivered many indirect benefits such as building a network of EU product knowledge building and sharing, member states networking and capacity building and informal manufacturer benchmarking, but has failed so far to deliver as a consumer information tool.

Now facing the second revision of the Flower's regulation – we are asking ourselves what do we WANT to change, what CAN we change about the EU Ecolabel – or should we just focus our scarce resources elsewhere?

Now, let's move to EU Integrated Product Policy. In short the EEBs expectations of the Integrated Product Policy was that it should focus primarily on using environmental information to benchmark, establish minimum requirements and get rid of the worst products. By getting rid of the worst you send a signal to shift the average design, the mass market, towards the best practice – whilst constantly updating the best practice (the Flower). See Diagramme 1.

To do this we concluded that EU Product Policy needs certain resources:

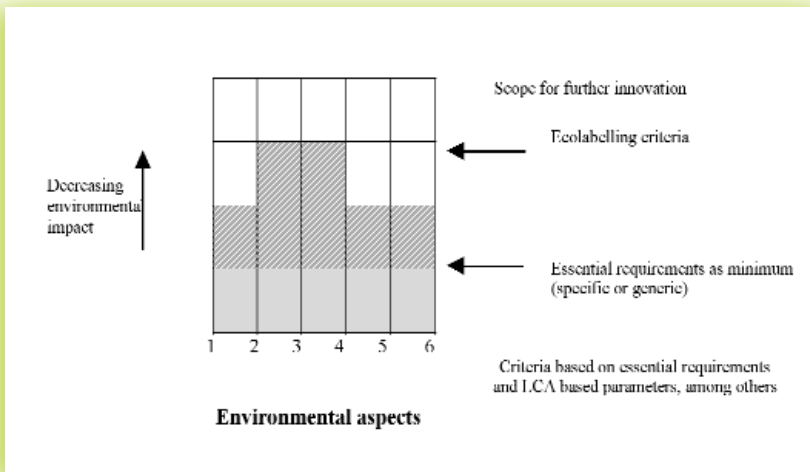


Diagramme 1

- 1) A political driver – with such a broad and potentially diverse ‘target’ we need a political background to keep drive in the process – if we have a general EU framework legislation creating general producer responsibility on user safe products (Product Safety Directive) why not on Environmentally Sound Products? Why should we still be offering consumers products that are environmentally ‘unsound’ – not recyclable, dispersing hazardous substances, consuming too much energy/water, not repairable... when alternatives are available?
- 2) Such a general obligation on environmentally sound products could/ should also create general obligations on provision of environmental information by manufacturers. The Ecolabel has suffered from a lack of such information.
- 3) The Product Policy framework directive setting up the mandate, framing the objectives.
- 4) Resources to prioritise and select the products and ‘digest’ the environmental information available. To run the product (or maybe better still ‘service’) panels at the EU level – we have an Integrated Product Policy Communication focusing on the product level, we need also a Product Policy Bureau.

Finally in order to deliver the fruits of all this we have promoted the idea of an EU network of Eco-test magazines – Okotest etc.

None of this is foreseen by the current Integrated Product Policy Commission communication. Hence our profound disappointment with it.

So, finally, what COULD be done at EU level on utilising environmental information for changing consumer behaviour:

- Environmental Fiscal Reform – using environmental information to benchmark products – ecolabelled and others – for getting the prices right. This is the surest way to translate environmental information into behaviour changes. Whilst we still deal with the unanimity block problem on such issues at the EU level there are actions such as joint pilot projects and other forms of cooperation between like minded member states. Also reporting and comparing activities and results in these areas in a systematic way.
- Getting rid of the worst products via product design obligations - for which we would need the elements I outlined before. Part of this should also be getting rid of products in favour of services.
- Product labelling – obligatory or voluntary, good practice or best practice. For the environmental non-governmental organisations we tend to the best practice in order to be able to move the products away from ‘business as usual’. It’s clear that the EU Flower is not delivering this so we are brainstorming on environmental non-governmental organisations alternatives – among the ideas that have been proposed are concepts that range from

a) simply strengthening the mandate for a clear ‘best practice’ label in the regulation (which is not the case now - it has to be better than those on the market),

b) more capacity to influence or instead/also to benchmark each criteria - for example publishing our own criteria - either a stronger version of the Flower criteria ‘as we wanted it’ to serve as a benchmark,

c) maybe becoming a general EU label benchmarking agency or,

d) even setting up a pan EU environmental non-governmental organisations label extending some existing non-governmental organisations labels.

- Consumption and lifestyle – what drives consumption patterns? You should ask the advertising gurus - they are experts at it. Advertising and accessibility does. Media and price. Price I addressed before but what about advertising and its impact on lifestyles? The so called rebound effect – the discussion of advertising influence and steering consumption is a discussion completely lacking at the official EU level.
- Most of the elements identified here are actually what could be classified under what the Environmental Communication Nordic Research report calls ‘the structural conditions’. The final point is about another influencing factor also defined in the report – the role of the media and differing, often conflicting, messages from public (and private) sectors through the media. The message would appear to be that environmental non-governmental organisations are more tuned to influencing the ‘structural conditions’ than the level of awareness such that behaviour is changed. This is probably due to practical experience that more results are obtained from structural changes than awareness changes.

Attachment A6

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Attachment A7

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A drink before dinner.



Melissa Shinn from the EEB gave her view on the Integrated Product Policy.



Task force C in action.



All participants gathered to take part of the results of the task forces.



Task force A in action.



Participants share the results of one of the task forces.



Task force D in action.



Challenging questions during the closing panel.



The participants created a painting together at the conference – a work of cooperation and creativity. Greencom 04 was a working conference where a great deal of the results also were created in the interaction and dialogue between the participants.



Greencom 04 was organized by: