

# SUFFICIENCY IN DAILY LIFE: PROMISING STEPS TOWARDS ACHIEVING A LOW-CARBON SOCIETY

## WHY SUFFICIENCY?

Reductions in energy and material consumption cannot be achieved purely on the basis of technological improvements. Thus, behaviour change is necessary. Sufficiency is one way to change consumption patterns. Sufficiency is not about restricting or reducing consumption but about changing preferences, thus behavioural changes that involve changing individual expectations of quality of life. An illustration would be instead of purchasing an energy efficient car, not having a car at all.

## SUFFICIENCY IN DAILY LIFE

In this project we investigated existing measures and new interventions to change energy consumption in line with the idea of sufficiency in three different fields: nutrition, housing and mobility.

## PROJECT TEAM & PARTNERS

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Photos: Cargobike,  
Fairteiler in Basel  
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## INTERVENTION & MEASURES

During the project, we investigated measures to stimulate sufficiency-based energy consumption reductions. For instance, we undertook a field experiment testing a new energy advice intervention, investigated barriers and enablers of cargobike-sharing and ran a street survey exploring the uptake of sufficiency measures already in operation in Basel. We summarized our findings and state of the art findings from sufficiency research in a report entitled: [Sufficiency in daily life: Promising steps towards achieving a low-carbon society](#) - which is available in German and currently being translated into English.



## MAIN FINDINGS

- Measures to trigger sufficient behaviour should take into account different aspects enabling a behaviour such as framework conditions, expectations of quality of life, skills, in addition to the behaviour itself.
- Combinations of push (away from the undesired behaviour) & pull (towards the desired behaviour) measures are likely to be more effective in changing behaviour.
- Measures should be longer term and if possible tailored to different societal groups.
- Measures should highlight positive aspects of sufficiency. In our focus groups, sufficiency was mentioned in connection with a sense of freedom, less stress, time gain, detox, more social interaction, health and a new attitude towards life. These phrases highlight positive aspects often experienced with dematerialization.

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