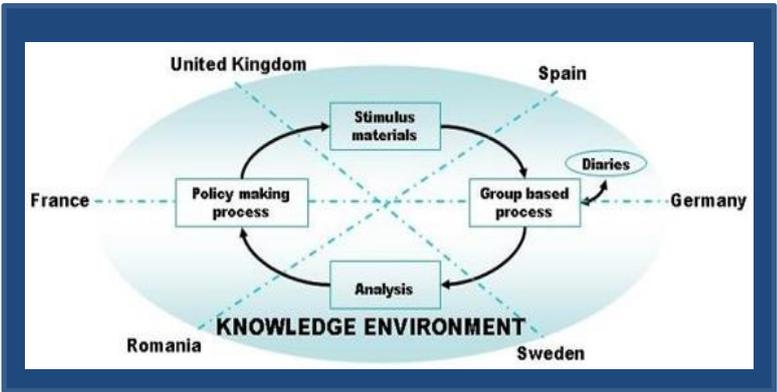


Policy Addressing Climate Change and Learning about Consumer Behaviour and Everyday Life (PACHELBEL)

Climate change often seems like a distant threat that is not directly connected to our daily lives. However, everyday consumer behaviour is an important determinant of sustainability. This project responds to scholarly and practical policy-related work on sustainable consumption, which has underlined the difficulties entailed in seeking to address anthropogenic climate change by attempting to shift patterns of consumer behaviour.

PACHELBEL is a three year (2010-2012) collaborative project under the European Community's Seventh Framework Programme Environment. Its main objective is the development, trialling and operationalization of a **tool to support the work of policy-making for sustainability in real-world settings** (STAVE: Systematic Tool for Behavioural Assumption Validation and Exploration).



Through extensive **action research** efforts and **reconvened and reflective discussion groups** with citizens, the research team cooperated with policymakers in all countries to identify a current policy issue of interest or to validate knowledge about citizens' sustainability-related behaviours. These specific policy issues were investigated with specially recruited groups of citizens using the methodology developed within the project. Among the policy issue explored, we find energy use, including electricity consumption and the use of smart meters, transportation habits or consumers' shopping behaviour towards 'white goods' (e.g. washing machines, fridge, toasters, etc.).

The resulting tool can reveal the **nature of practical barriers** preventing the adoption of environmental-friendly consumer behaviours. The tool offers a means to allow policymakers to **design and communicate sustainability policies** much more effectively. The feedback received from the collaborating policy organizations was overwhelmingly positive.

Overall, the project has created a **user-friendly support tool** that rapidly generates accurate data about everyday citizen behaviour, thus yielding information that can be used in a wide range of policy contexts. Trials have been conducted in six European countries, demonstrating the tool's viability.

<http://www.pachelbel.eu>

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 Coordinator: CISOT-CIEMAT ana.prades@ciemat.es

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