SDSN Switzerland & NRP 73

Consolidation Session

Online Workshop Serie 16 Juni – 7 Juli 2020

SDSN Switzerland
Sustainable Development Solutions Network Switzerland

73 NRP
Sustainable Economy
National Research Programme

Konsolidierung der online Workshop Serie

73 NRP Sustainable Economy
National Research Programme

Date	Online Workshops
16.06.	**Sustainable construction & housing** *Trade-offs between innovations in construction industry and housing*
18.06.	**Digital innovation for sustainable agriculture** *The costs and benefits of precision agriculture in small-scale agriculture*
25.06.	**Spill-over effects of sustainable behaviour** *Consumption patterns, limited budgets and motivation in consumers*
30.06.	**Nudging and voluntary agreements in the private sector** *The potentials of nudging to steer company behaviour*
02.07.	**Towards a sustainable food system** *Health, environment and affordability*
07.07.	**Environmental monitoring** *Environmental impact of the supply chains of the globally connected Swiss economy*

Ziele der Consolidation Session

- Diskussion und Auswertung der Ergebnisse der sechs Online-Workshops
- Validierung der «Calls to Action»
- Definition der möglichen nächsten Schritte

Workshop: Sustainable Construction and Housing

Session leaders

- Prof. Dr. Susanne Kytzia, Institute for Construction and Environment, Hochschule für Technik Rapperswil
- Prof. Dr. Philippe Thalmann, Instut of Architecture and Cities, EPF Lausanne

Experts from practice

- Katharina Schneider-Roos, Senior Advisor GIB Foundation

Key findings

- *Co-Evolution of Business Strategies and Resource Policies in the Building Industry:* **The prices for gravel are too low, which is why recycled construction waste is not attractive for cost reasons.**
- *Ecological Footprint in the Housing Sector:* When developing sustainable strategies for buildings, **both the strategies of the owners and the freedom of choice of the tenants must be taken into account**.

Sustainable construction & housing: Summary of preliminary research findings

Can a circular construction material economy be achieved without growth?

- **Urban mining in densely populated areas can achieve a circular construction material economy**
- Economic incentives on resource extraction and transportation have an impact on settlement development
- Resource consumption be reduced significantly by encouraging recycling (circular economy)
- **An extraction levy has a highest impact on resource efficiency and value added**

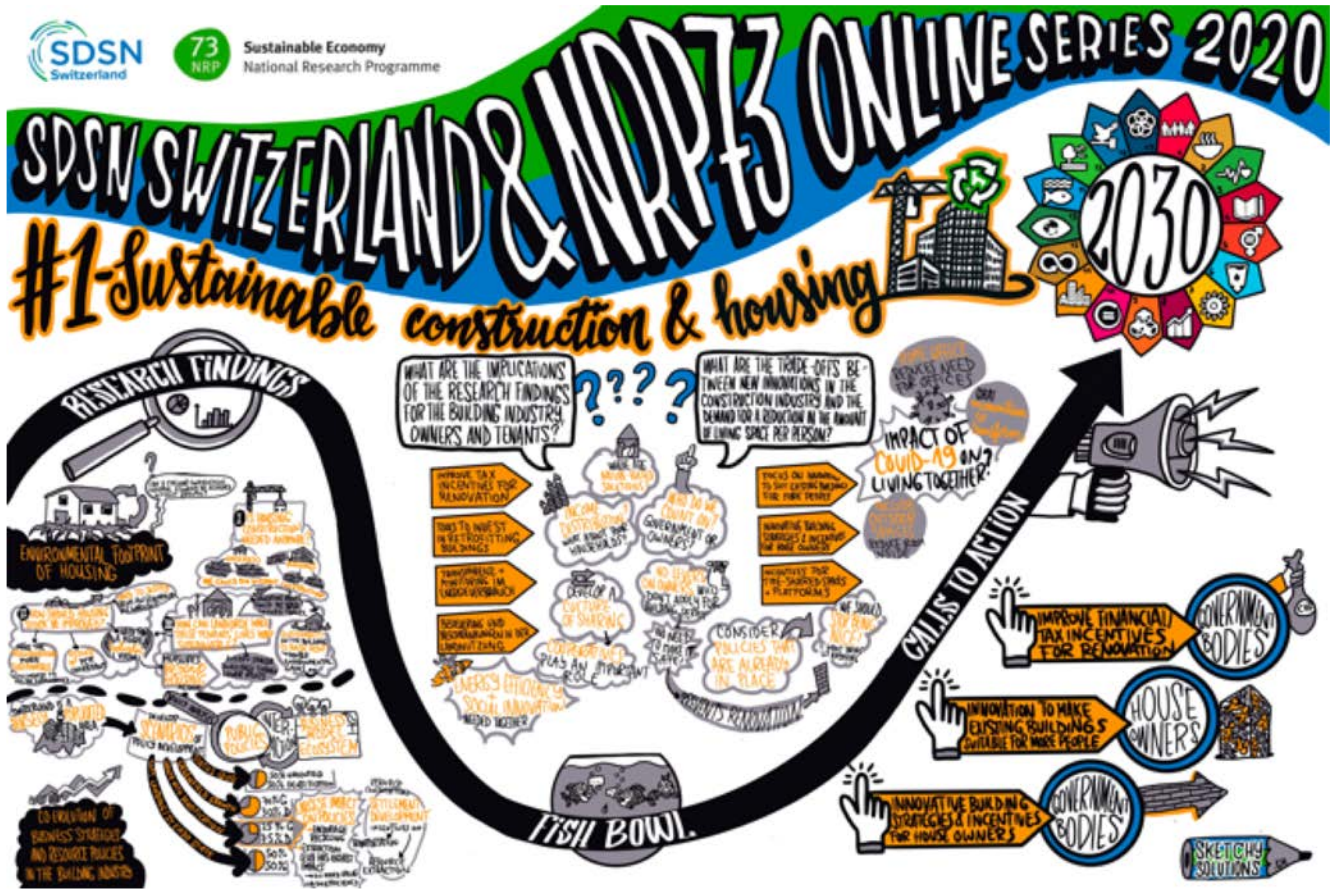
Ecological Footprint in the Housing Sector:

- The need for new dwellings is shrinking.
- **At the current low price of heating oil, energy refurbishment costs passed on to the tenant are not offset by the reduced energy bill**
- As the environmental footprint of housing, outside of energy, is essentially proportional to the housing area, fewer m2 per inhabitant are a natural way to reduce it
- **Tenants could be induced to accept smaller dwellings through lower rents, but that would again free more income for other spending**…

Sustainable construction & housing: Highlights of the breakout and the fishbowl discussions

What are the implications of the research findings for the building industry, owners and tenants?		***What are the trade-offs between new innovations in the construction industry and the demand for a reduction in the amount of living space per person?***	
Owners are given no incentives to build or renovate sustainably	Short-term economic benefits always trump long-term considerations	Sustainability is not important enough for tenants yet- other factors trump it	**We should foster innovation that makes 'dense' living more agreeable**
If old buildings are not demolished, we do not have enough recycling material	**Make use of secondary materials as extraction materials are getting more expensive**	**Make use of vacant infrastructure** Re-organise dwellings in existing buildings	Innovations may raise comfort at the expense of the environment
House-owners need incentives to adapt innovative living and building strategies to reduce living space	Increased ownership of own dwellings may lead to increased investments in sustainable building solutions	**Encourage a sharing culture**	Innovation is often costly: who is going to pay for it? For example in social housing?
Tax incentives would encourage sustainable execution of projects	There is a common perception among owners & tenants that sustainable construction is only lucrative long-term	Offer incentives to people that share spaces or move into smaller spaces (financed by a tax on cement)	Include nature-based solutions in construction Does innovation always require more resources?
Increase awareness through monitoring of resource use	The financial sector should develop tools to invest in retrofitting buildings	When dwellings are renovated, prices increase- there should be solutions that make sense for both sides (owners & tenants)	Should m2/person be lowered through smaller dwellings or more people sharing a dwelling?

Sustainable construction & housing: Calls to Action



The three prioritized calls to action:

To house & property owners	Seek innovations to make existing buildings suited for more people
To the government	Enhance incentives for house owners to adapt innovative living and building strategies in order to reduce living space
To the government	Improve financial / tax incentives to increase the rate of renovation

Diskussionfragen

- Was sind die wichtigsten Erkenntnisse der Forschenden?
- Kann der Call-to Action von einem Akteur einfach in eine bestehende Aktivität integriert oder aufgegriffen werden?
- Wie könnte die Handlungsempfehlung in co-kreativen Workshops während der Synthesephase des NFP 73 weiterentwickelt werden?

Workshop: Spill-Over Effects of Sustainable Behavior

Session leaders

- Prof. Dr. Renate Schubert, Chair of Economics, Department of Humanities, Social and Political Science, ETH Zurich
- Dr. Harald Mayr, Senior Research, ETH Zurich
- Dr. Albert Merino-Saum, Scientist, Laboratory for Human Environment Relations in Urban Systems, EPFL

Experts from practice

- Francesca Boucard, Senior Economist Real Estate bei Swiss Life Asset Managers
- Linda Jucker, Stv. Geschäftsleiterin Ökozentrum, Projekt "konsumGlobal"

Spill-over effects of sustainable behaviour: Summary of preliminary research findings

Spill-over Effects of Sustainable Behaviour

- Resource saving can be imposed through taxes or regulations or encouraged with behavioural interventions
- Potential adverse spill-overs: moral licensing
- Potential positive spill-overs: cognitive dissonance
- Five behavioural components in the "Hot Water Challenge": Information, Social Comparison, Tips, Saving target, Lottery tied to target attainment
- Results: **Behavioural intervention reduced hot water consumption at low costs with no negative spill-overs**

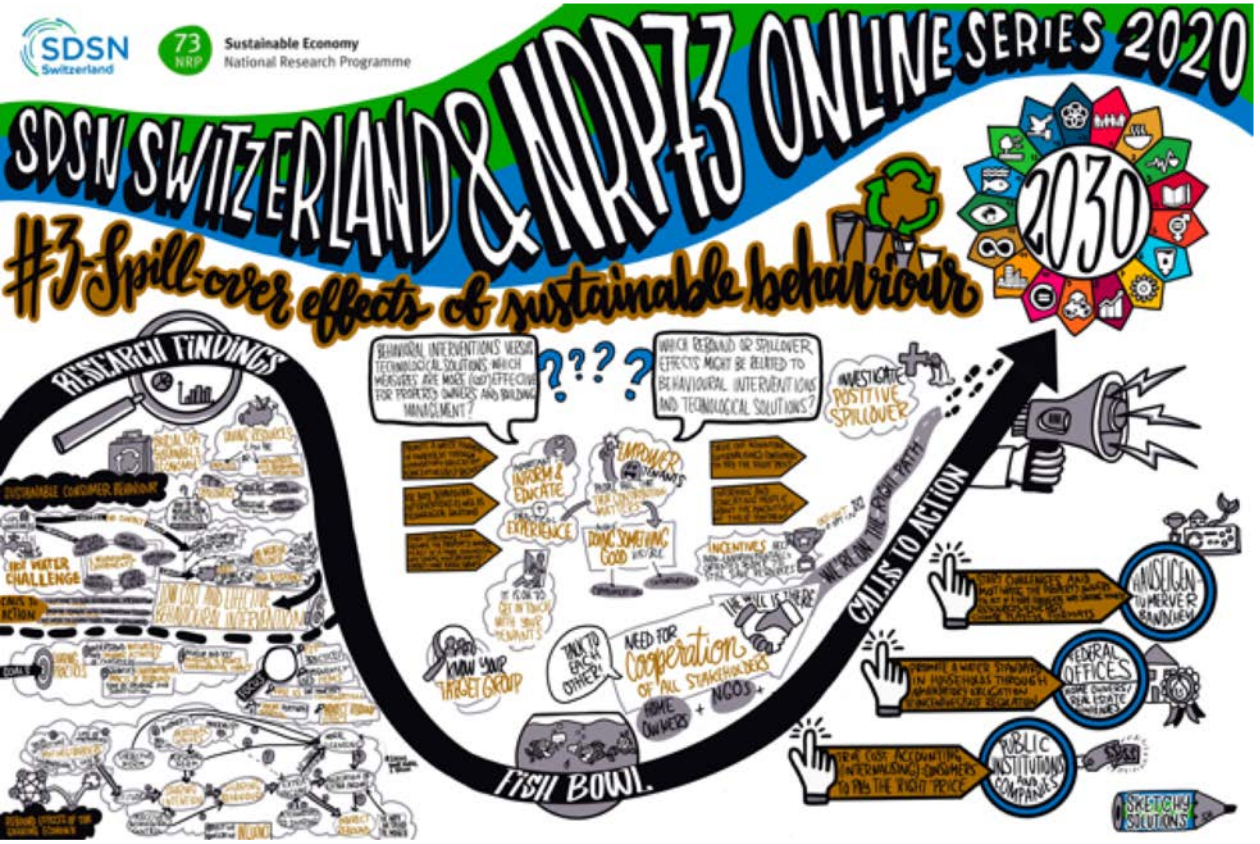
Rebound effects of the sharing economy

- **Both environmental and social motivations have a positive influence on attitude towards sharing**, which in turn influences sharing intention
- The key barriers to sharing are: the loss of independence and the lack of trust on takers/providers
- Green-self identity influences personal norm, which in turn influences sharing intention
- **The more a consumer earns/saves by sharing, the greater is the % allocated to some specific consumption activities**

Spill-over effects of sustainable behaviour: Highlights of the breakout and the fishbowl discussions

"Behavioral interventions versus technological solutions: which measures are more (cost)effective for property owners and building management?"		***"Which rebound or spillover effects might be related to behavioral interventions and technological solutions?"***	
Highlight that many behavioural measures are free, e.g cooling down room temperature or closing the cellar door.	What about political measures? Prohibitions? **We need a combination of all different instruments.**	When increasing the efficiency of livestock products, we likely get an increased consumption of livestock products	Technology might lead to rebound effects: we pay less attention when technology is «in charge»
Conservation needs to be "easy" - technology can help with this.	Can we use social comparison to reduce waste?	**Increased air travel is the worst kind of spill-over effect but probably the most common with money saved**	Standard technology would circumvent voluntary behaviour which might or might not happen
Apps can support tenants and highlight the amount of resources saved or CO2 emissions reduced	Save resources through information campaigns	**Labelling food products with their environmental impacts may lead to all sorts of spillover effects**	"Good" behaviour depends on visibility of the efforts Competition and aim to win will have positive effects
Technology can provide information on the impact of behaviour change.	When scaled, behavioural interventions should be accompanied by a transdisciplinary committee	What about direct rebound effects (we consume more of a product when we get it cheaper)	Daily account of social and environmental capital
Is there enough tax reduction today to motivate tenants and property owners to invest in sustainable solutions?	Pick the low hanging fruits - **sometimes it is renovations (technological solutions) sometimes behaviour**	Rebound effects should be integrated into monitoring systems	Linking reduction in waste to grey energy to avoid reductions in one at the expense of another one

Spill-over effects of sustainable behaviour: Calls to Action



The three prioritized calls to action:

Hauseigentümer -verband (HEV)	Start challenges and motivate property owners to act more ecologically way to save money /resources and energy. (Choose playful formats)
Government / Home Owners/ Real Estate Companies	Promote a water standard in households through a) mandatory obligation b) incentives / self-regulation
Public institutions & companies	True cost accounting (internalising): consumers to pay the right price

Diskussionfragen

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Workshop: Nudging and voluntary agreements

Session leaders

- **Prof. Dr. Thomas Bernauer**, Professor of Political Science, Center for Comparative and International Studies / Director of the Institute of Science, Technology and Policy, ETH Zurich
- **Dr. Jan Schmitz**, Assistant Professor, Radboud University, Nijmegen
- **Dennis Kolcava**, PhD Candidate, Center for Comparative and International Studies, ETH Zurich

Experts from practice

- **Patrick Jäger**, Project Leader, Ökokompass, City of Zurich
- **Basil Oberholzer**, Scientific Collaborator, FOEN

Nudging and voluntary agreements: Summary of preliminary research findings

Fostering the sustainable use of natural resources in SMEs

- Pro-environmental nudges are no less effective than financial ones.
- **Nudging may help to motivate SMEs to increase effort.**
- Successful nudging is not enough. Infrastructure is important to facilitate behaviour change.
- Nudges are context dependent and different nudges may have different effects.
- In general: More experiments are needed to identify and isolate best nudges.

Treiber der öffentlichen Unterstützung für umweltbezogene Regulierung der Tätigkeit von Unternehmen

- Sorgfaltspflicht in Lieferketten: **Deutliche Unterstützung für gesetzliche Sorgfaltspflicht**
- Gestaltung von Branchenvereinbarungen: **Staatliche Rahmenbedingungen finden öffentliche Unterstützung** in Bezug auf:
  - Transparenz ~ Offenlegung von Informationen durch Privatsektor
  - Monitoring ~ Überprüfung dieser Informationen
  - Regulatorisches 'Damoklesschwert'~ Strengere Massnahmen bei Nichterreichen umweltpolitischer Ziele

Nudging and voluntary agreements: Highlights of the breakout and the fishbowl discussions

When does nudging steer company behaviour?		**When do voluntary measures by corporate actors make sense?**	
Peer pressure und öffentlicher Diskurs	The action needs to create a niche and have a positive impact on **competitiveness**	Spezieller Anreiz in **Netzwerk-Gruppen** (Motivation, Dynamik, Wissensaustausch, "Wettbewerb")	Angst vor stärkerer **Regulierung** Firmen wollen strikteren Regulierung entgehen
Nudges funktionieren wenn es niederschwellige, praktische Angebote sind	**Plattform für Informationen, Beratung, Knowhow-Transfer, Austausch, Coaching, Follow-up, Kommunikation**	When they create a **societally attractive** USP/emotional vision through the action	Brauchen wir mehr **staatliche Unterstützung**?
Wenn die **Aktualität** gegeben ist und zum Business passt	Betriebliche Nachhaltigkeit vs. **Nachhaltigkeit in Produktionsprozessen** (intern/extern)	Nudges work when **institutional frameworks** for measurements, certification etc. exist	Wenn **Steuerregulierungen** und andere Regulierungen nicht funktionieren, dann sind Nudges gefordert
Wenn das **Wissen** vorhanden ist, dann funktionieren Nudges	**Benchmarking** Informationen für Unternehmen im Dienstleistungssektor	Gute **Sichtbarkeit** Ökonomischer Reiz Status und Auszeichnung	**Negative Spill-Over Effekte** gibt es auch beim Nudging
Die Unternehmen orientieren sich an **Gewinn**	**KMUs sind bereit**, wissen aber nicht wo sie beginnen sollen.	**Zielvereinbarung** ist der erste Schritt Unternehmen sollten **Branchenziele** haben	**Es gibt wenig Anreiz für Firmen die Besten zu sein und etwas grundlegend zu verändern**

Nudging and voluntary agreements: Calls to Action

The three prioritized calls to action:

Government (federal and cantonal)	Klare Zielvorgabe durch Behörden ist essentiell aber fehlt häufig. Aber Pfad zum Ziel nicht vordefinieren.
Federal Government	Forschungsresultate begreifbar kommunizieren und klare Zielvereinbarungen in den Branchen vorantreiben.
Parliament	Das BAFU braucht ein stärkeres Mandat zur Erarbeitung und Durchsetzung von Zielvereinbarungen und Branchenabkommen

Diskussionfragen

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Session: Sustainable food system

Session leader

- **Prof. Dr. Alexander Mathys**, Institute of Food, Nutrition and Health, ETH Zurich

Experts from practice

- **Dr. Lukas Böni**, Co-Founder, Planted,
- **Dr. Beatrice Conde-Petit,** Food Science Officer, Bühler
- **Dr. Karen Cooper**, R&D Programm Manager for Climate Change, Nestlé
- **Adrian Müller**, Department of Socio-Economic Sciences, FIBL
- **Fabian Ottiger**, Project Officer, World Resources Forum, co-head of Foraus' programme on development policies
- **Prof. Dr. Fred Paccaud**, President NRP 69 'Gesunde Ernährung und nachhaltige Lebensmittelproduktion'

Sustainable food system: Summary of preliminary research findings

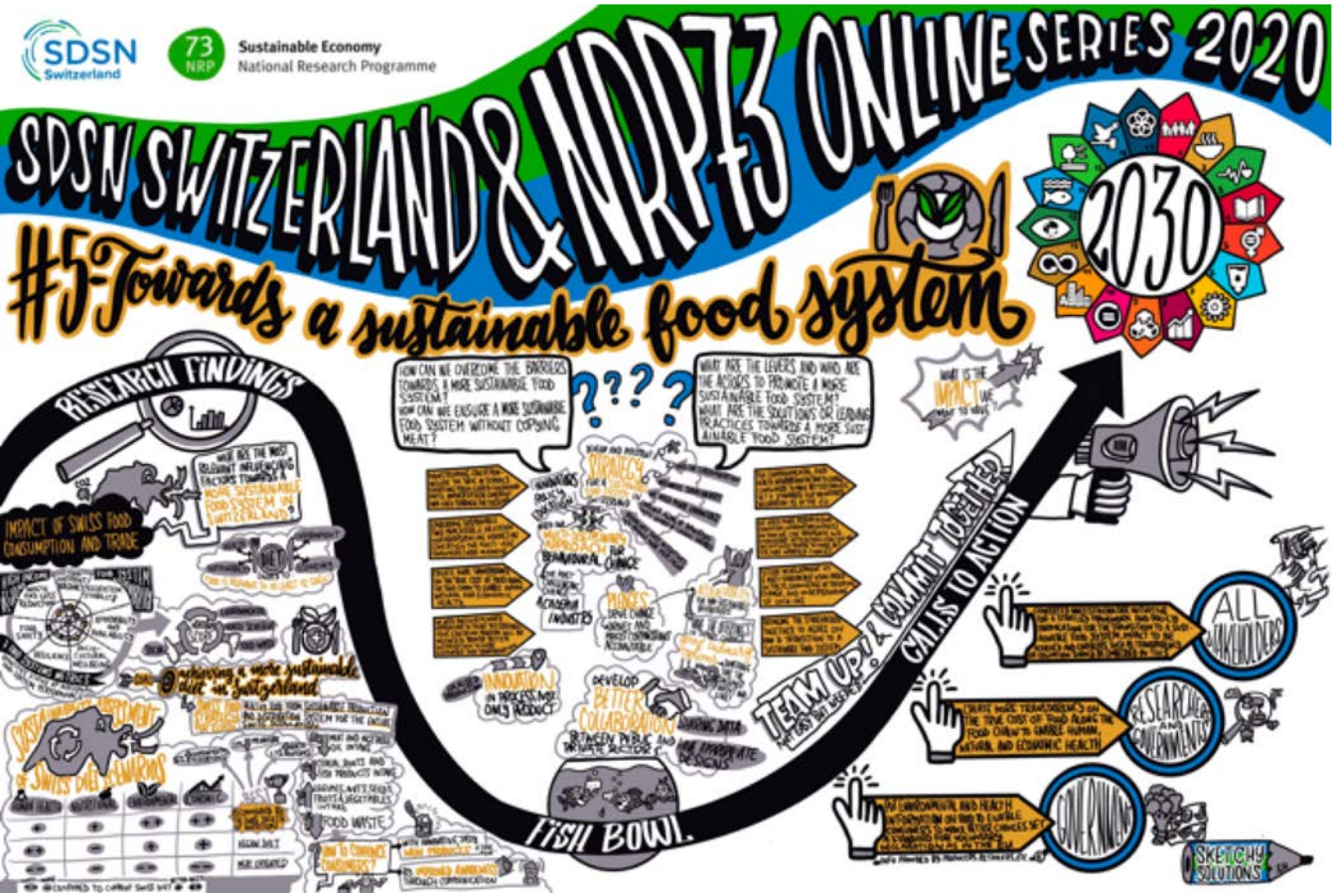
Towards a more sustainable food system in Switzerland

- **Achieving a more sustainable diet in Switzerland** would entail
  - A high reduction in the intake of meat (129 g currently vs. 33 g recommendation) and vegetable oils
  - A moderate reduction in cereals, roots and fish products
  - An increased intake of legumes, nuts, seeds, fruits and vegetables
- **Reduction of food waste in a significant manner**
  - Interdisciplinary approach needed, e.g. alignment with NRP 69 and its recommendation for a Swiss Food Strategy for 2050.

Sustainable food system: Highlights of the breakout and the fishbowl discussions

How can we overcome the barriers towards a more sustainable food system? How can we ensure a more sustainable food system without copying meat?		***What are the levers and who are the actors to promote a more sustainable food system? What are the solutions or leading practices towards a more sustainable food system?***	
High prices may be a **barrier** for a more sustainable product for many consumers	Set a limit on the **footprint** for every company **Ban/tax** unsustainable food production	A key lever: **Reducing the nutrient** (e.g. N) **throughput** (and thus losses) in our food system	If there is no **industry standard**, then consumers can just change sources- there is responsibility on the side of producers and retailers as well
We need simple food labels to provide a clear overview of the different sustainability aspects of food (nutrition, footprint, etc.)	Evolve the **economics** of how we grow/consume food: i.e. support nutrient dense food agriculture and make these foods more affordable.	**Legal frameworks** to avoid food waste	**Individual activities are important but multi-stakeholder activities are the biggest lever for change**
Show the impact of different food choices to help consumers understand the impact of their choices	**Regulate lobbying** and advertisement to reduce meat, sugar and veg-oils – esp. hardened fats	There needs to be a **balance between GHG and nutrients**	**Address antimicrobial resistances** as biggest threat for health
Bioconvert organic waste into nutritious and safe food (decentralized systems)	**Internalisation of external costs** Reflect the true cost of food	**Consumers need to make better choices** (apps can help)	**Rebranding**: look at what is successful in the market and reuse
Empower farmers across the value chain Think about inequality and **power imbalances** in the food system	Promote research into promising **agritech** - and use research results to create or adjust policies	If **chemicals and pesticides** became more expensive and natural sources cheaper, then farmers would be willing to shift	In theory the consumer has the power to decide but in reality the **consumer is biased** due to external influences

Sustainable food system: Calls to Action



The three prioritized calls to action:

To researchers and government	Create more transparency on the true cost of food along the food chain to enable human, natural and economic health
To the government	Provide environmental and health information on foods to enable consumers to make better choices. Set a standard for voluntary declaration as in the EU.
To all stakeholders	Concerted multistakeholder initiative for a strategy, framework and policy formulation for the transition to a sustainable food system.

Questions for the discussion

- What are the key take-aways for the researchers from the session?
- How can some of the findings be integrated or taken up by the different actors (e.g. researchers, federal offices, private sector, …)?
- Which of the findings or calls to action could be further developed in co-creation labs during the synthesis phase of NRP 73?

Workshop: Digital innovation for a sustainable agriculture

Session leaders

- Prof. Dr. Robert Finger, Agricultural Economics and Policy, Department of Management, Technology, and Economics, ETH Zürich
- Prof. Dr. Achim Walter, Professor in Crop Science, Institute for Agricultural Sciences, ETH Zürich
- Dr. Robert Huber, Agricultural Economics and Policy, Dep. of Environmental Systems Science, ETH Zürich

Experts from practice

- Martin Brugger, Stv. Departementsleiter, Schweizer Bauernverband
- Jean-Marc Chappuis, Stellvertretender Direktor, Bundesamt für Landwirtschaft
- Michael Feitknecht, Head of Plant Production / Member of the Executive Board, Fenaco
- Sandro Rechsteiner, Ackerbau, IP-Suisse
- Dr. Bernhard Streit, Dozent für Verfahrenstechnik im Pflanzenbau, Hochschule für Agrar-, Forst- und Lebensmittelwissenschaften

Digital innovation for a sustainable agriculture: Summary of preliminary research findings

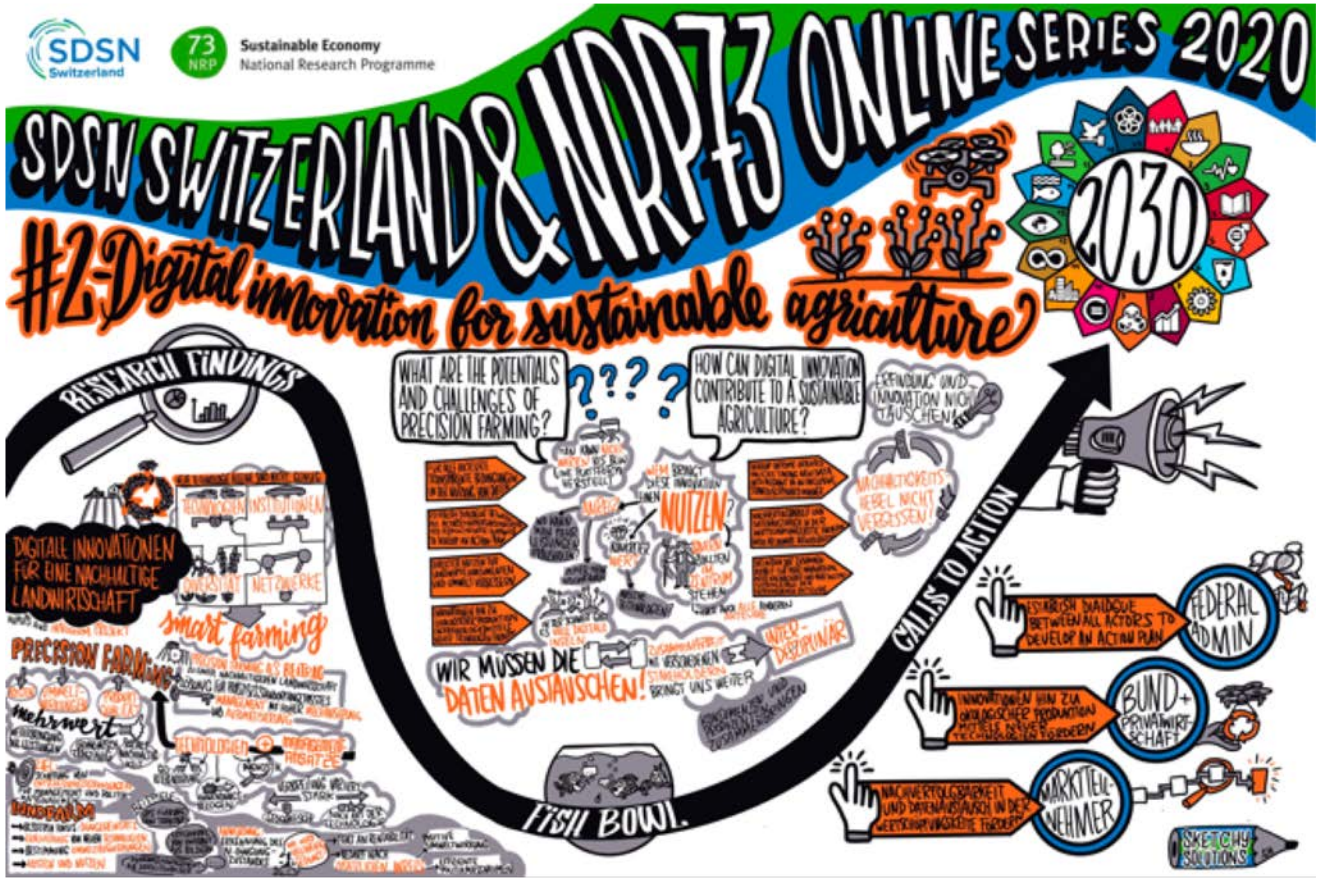
Digitale Innovationen für eine nachhaltige Landwirtschaft

- **Digitale Innovationen wie Precision Farming mit grossen Potentialen für nachhaltigere Landwirtschaft** – auch weit über den Ackerbau hinaus
- Viele relevante Technologien befinden sich erst in der Entwicklung, grosse Unsicherheiten.
- Grundlagenforschung und Praxisversuche notwendig, aber es braucht jetzt pragmatische Lösungsansätze für relevante Probleme
- **Ökonomischen Mehrwerte für einzelne Landwirte oft (zu) klein. Zusätzliche Anreize und überbetriebliche Nutzung in Schweizer Landwirtschaft essentiell!**
- Institutionelle Rahmenbedingungen, diverse Lösungen und neue Netzwerke als zentrale Elemente

Digital innovation for a sustainable agriculture
Highlights of the breakout and the fishbowl discussions

'Was sind die Chancen und Herausforderungen der Präzisionslandwirtschaft?'		***'Wie können digitale Innovationen zu einer nachhaltigen Landwirtschaft beitragen?'***	
Chancen	**Herausforderungen**		
Mehr Ökologie/Ökonomie: weniger Diesel, weniger Hilfsstoffe; besserer Bodenschutz,....	Höhere Kosten, mehr Fachwissen notwendig, Spezialwissen, Affinität zu Technik/Elektronik ist Voraussetzung	Schonung natürlicher Ressourcen durch präzisere Anwendung	Potenzial Daten in Genossenschaften nutzen um autonomere Landwirtschaft zu erreichen (gegenüber Konzerninteressen)
Effizienter Inputeinsatz und weniger Verluste/Schäden für die Umwelt	**Akzeptanz der Bauern für die Technologien**	Measure the effectiveness of different agronomy methods	When is the moment to include more stakeholders in the process?
Combine precision farming and blockchain technology to create value that would compensate the cost	Cost efficiency, data concerns and qualitative monitoring in terms of land use	Einsparung von Hilfsstoffen bei entsprechend präziser Detektion	Transparenz in der Wertschöpfungskette erhöhen Nahrungsmittelimporte kontrollieren & nachverfolgen
Enforce cooperatives: farmers unions etc. could offer technology as a rental service	Drei Entwicklungsrichtungen: Substitution, Redesign und Effizienzsteigerung	**Allow farmers to be connected over large distances to learn from one another and share ideas and experience**	Mehr Vielfalt auf dem Acker Tierwohl erhöhen Diversifizierung von landwirtschaftlicher Produktion
Reduced use of pesticides and/or fertilizers Reduced production costs	Weniger lukrativ Technologien für small-scale farming zu entwickeln	Krankeiten verhindern Monitor land use change	Digitalisation does not necessarily mean sustainability

Digital innovation for a sustainable agriculture: Calls to Action



The three prioritized calls to action:

To the government	Establish dialogue between actors to develop an action plan
To the government & private sector	Encourage innovation towards organic production through new technologies
To private stakeholders	Encourage traceability and data exchange in the value chain

Diskussionfragen

- Was sind die wichtigsten Erkenntnisse der Forschenden?
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- Wie könnte die Handlungsempfehlung in co-creativen Workshops während der Synthesephase des NFP 73 weiterentwickelt werden?

Session: Environmental monitoring

Session leader

- Prof. Dr. Stephanie Hellweg, Ecological Systems Design, Institute of Environmental Engineering, Department Civil, Environmental, and Geomatic Engineering, ETH Zürich
- Prof. Dr. Joseph Francois, International Economics, World Trade Institute, University of Berne
- Dr. Christopher Mutel, Paul Scherrer Institute

Experts from practice

- Niklas Nierhoff, Science Officer, Economics Section, Federal Office for the Environment
- Daniel Lachat, Wissenschaftlicher Mitarbeiter, Sektion Umwelt, Nachhaltige Entwicklung und Raum, Bundesamt für Statistik

Environmental monitoring: Summary of preliminary research findings

Towards a sustainable circular economy

- REV indicator complies with the CE idea of value retention
- **REV gives a relative ranking between different CE solutions and can hence support CE decisions**
- Covers all value retention processes and also considers "side effects" (e.g. when the technology is not yet mature)
- REV can be implemented with any environmental impact category (using LCA methodology)

Switzerland's Sustainability Footprint

- Most European countries are net-importers of GHG emissions
- Switzerland shows the highest consumption/production ratio
- **Cantonal detail will enable to understand specific effects of policies from Switzerland and other countries**

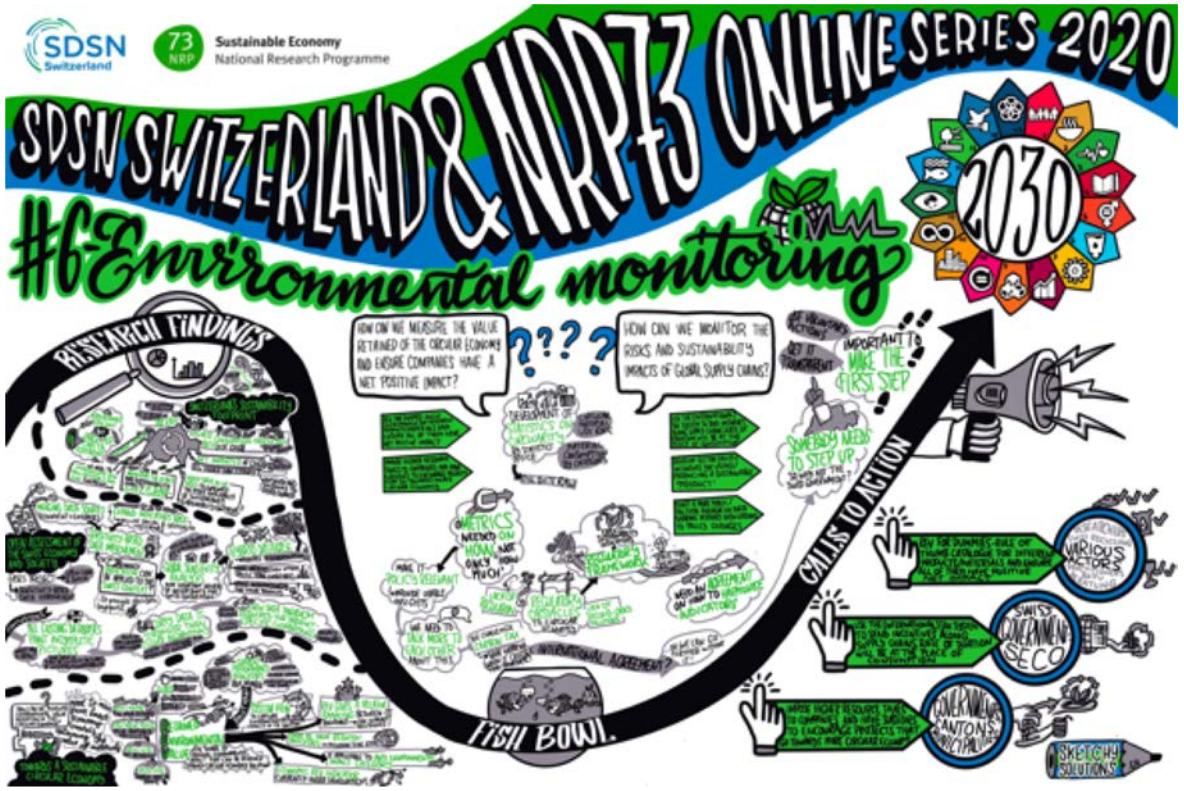
OASES project

- Existing databases all paint incomplete pictures
- Dirty data is stronger than clever algorithms
- **Product-specific comparisons will require new data paradigm** (incl. remote sensing, citizen science, ….)

Environmental monitoring: Highlights of the breakout and the fishbowl discussions

'How can we measure the value retained of the circular economy and ensure companies have a net positive impact?"		How can we monitor the risks and sustainability impacts of global supply chains?	
Impose higher resource taxes to companies and have subsidies to encourage projects that go towards more circular economy	**Support projects that go towards more circular economy**	Use the (international) tax system to send incentives along supply chains. Rate of taxation will be at the place of consumption.	Try to design incentives that easily single out supply chains.
Katalog von REVs für verschiedene Produkt/Material-segmente	What is good recycling?	**Start a more public / political dialogue on data sharing perhaps even leading to policy change**	**Design new measurement devices that allow for data sharing** (i.e. air quality measurements)
Oil and gas are still so cheap that recycling often does not make sense yet		How to handle rapid changes in countries and political systems?	

Environmental monitoring: Calls to Action



The three prioritized calls to action:

To the government (e.g. SECO)	Use the tax system to send incentives along supply chains. Rate of taxation will be at the place of consumption.
To various stakeholders (researchers, FOEN, …)	REV for Dummies - rule of thumb catalog for different products/ materials
To the government, cantons and municipalities	Impose higher resource taxes to companies and have subsidies to encourage projects that go towards more circular economy.

Diskussionfragen

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Pro Action Café

- Was hat Sie überrascht bei der Diskussion? Gibt es Gemeinsamkeiten/ Überschneidungen zwischen den Projekten, die beachtet werden müssen? (5’)
- Was fehlte in der Diskussion bisher? Welche Aspekte oder Perspektiven? (5’)
- Was ist jetzt der nächste elegante Schritt? Was ist jetzt notwendig als nächsten Schritt zu tun? – Jeder aus seiner eigenen Perspektive heraus – Projekt- oder Stakeholder bezogen (5’)

Reflektion

Ein paar Fakten

- 7 erfolgreiche online Workshops mit insgesamt über 200 Teilnehmenden
- 38 spannende Calls-to Action, 18 priorisierte Calls-to Action und sechs die das NFP 73, SDSN wie auch andere Akteure weiterverfolgen werden

Kommunikationsaktivitäten

- Email an alle Teilnehmenden
- NFP 73 Newsletter zu den einzelnen Workshops im August

Nächste Schritte

- Diskussion der Resultate in der NFP 73 Leitungsgruppe wie auch innerhalb von SDSN und Definition des weiteren Vorgehen
- Weitere Workshops zu den Themen nachhaltige Forstwirtschaft wie auch nachhaltiges Finanzwesen


THANK YOU