Project Proposals from the German Council for Sustainable Development (RNE)

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Introductory remark

In addition to the pilot projects proposed by the State Secretaries' Committee, the German Government's Council for Sustainable Development (RNE) recommends to implement the following projects. This is in no way an exclusive list; the Council reserves the right to propose other projects for implementation during the course of its work.

1 Project proposal from the working group 'Energy and Climate Protection'

- 1.1 "4-litre renovation of old buildings"
- 1.1.1 Background and project aim

There is enormous potential for greater energy efficiency in providing commercial and private users with safer and environmentally friendlier energy services. In addition, it can be expected that there will be a positive effect on employment, since empirical studies have shown that measures to increase energy efficiency have, until now, created around 50 jobs per petajoule of energy saved. Particularly the possibilities of saving energy without reducing the comfort within existing buildings have, until now, been insufficiently considered and exhausted. That's why the Council has proposed the "4-litre renovation of old buildings" project. The aim of the project is to demonstrate the enormous potential in economic and energy terms, the opportunities for revitalising the cities through renovating old buildings, and how it can be developed. Almost 95% of the total fuel energy needs are spent on flats in old buildings. Around 24 million of the 34 million dwellings in Germany are in need of renovation. Currently, only about 1% of this potential is realised each year. Despite the efforts of the German government to provide encouragement by allocating grants for old building renovation, progress in this area is still lagging behind what is both feasible and necessary if the climate protection objectives are to be attained. Particularly with the energy modernisation of buildings, a large gap still exists between existing knowledge and daily building practice. Individual examples have already shown, however, that even with old buildings innovative concepts can also be advantageous for owners and residents, the social housing structure and the environment. The project proposal intends to highlight this.

1.1.2 Project description

The project is divided into two parts: one is concerned with government-owned buildings, the other is concerned with projects to be conducted in co-operation with private housing associations and home occupiers.

• Energy contracts for all government property shall be put out to tender by the end of 2002. Thus, the focus will be on the definition of expected energy services. The aim is to equip existing government properties with better plant technology and insulation so that, on average, a "4-litre building" (4 litres of oil per sq.m of floor area per year) will be attained. It is expected that the provision of energy services shall not only be more energy efficient, and thus help to conserve resources, but, at the end of the day, turn out to be cheaper.

Examples at regional and local levels shall also be followed at federal state level, and thus demonstrate that it is the required energy service, and not the plant technology, that should stand to the fore when making procurement decisions.

• A "Project Group for Housing, Energy and Climate Protection" shall carry out a model project in every federal state that, by using the most economical means possible, brings existing residential buildings up to the "4-litre standard". These examples are intended to demonstrate that energy modernisation is not a luxury, but advantageous to all those involved. This second part of the project shall be integrative in nature, shall bring together the responsible federal state authorities with the players in the construction and housing industries, thus enabling the aims to be efficiently attained through an intelligent combination of measures. The development process shall be centrally steered and scientifically monitored, so that the bringing

together of the project partners with the necessary technology – modern insulation materials, controlled ventilation, windows and efficient heating systems – can be coordinated for the individual projects.

With the project it is left to those participating to decide how a "4-litre building" should be realised. Different technology can be used in the various projects in the federal states, whose economic and ecological efficiency shall then be evaluated during the scientific monitoring.

1.1.3 Potential for success of the project

With the maximum application of technology, it is also possible to achieve a "3-litre house" when renovating old buildings. However, what's really important here is to illustrate how a solution can be achieved, which is economically viable for all parties concerned under current conditions, and which enables the savings potential to be realised. The project supports sustainable development in several ways, combining ecological, social and economic aims.

Energy modernisation must be seen as a matter of course, which is why the German government aims to set a good example through energy contracting, with building insulation and plant technology being brought up to date.

The second part of the project shall enable, during the course of full-scale renovation, the revitalisation of inner city areas or urban districts – bringing old areas back to life. It shall promote shorter routes, so reducing commuter traffic and leisure traffic, and increase the quality of life for the inhabitants. Finally, it shall counteract the use of land, through migration movements to the periphery. It can also be demonstrated, how the profitability of inner city residential accommodation can be increased. It shall enable innovative ideas in building technology to be integrated together to create a mixture, which demonstrates sustainable building and encourages imitation, since the concepts utilised shall be documented and can be applied to other projects. The focus on the "4-litre house" permits open competition between different measures and trades in order to find the most efficient way of providing the required energy service. As a consequence, it promotes innovate concepts and services concerned with building efficiency, and illustrates the challenges for architects, engineers, craftsmen, housing companies and investors.

2 Project proposal from the working group 'Mobility'

2.1 "Mobility fit for the future with intelligent transport services"

2.1.1 Project aims

Until now transport has often been organised from a single point of view at the expense of resource efficiency and economic sense. Changes in transport behaviour and, in particular, in the choice of transport means, have been hampered by two problems:

- On the demand side there are prejudices concerning the quality of the various means of transport. In the imagination of the consumer, the advantages of the car, on the one hand, and the disadvantages of the alternatives, on the other, are greater than is born out in reality. Environmentally sustainable alternatives are thus often not used, when they would in fact provide the same or even greater mobility.
- As far as the supply side is concerned, service orientation is under-developed. That effects both the quality of individual services and, above all, the harmonisation of the various transport services. The lack of simple, quick and convenient connections between the various transport services is one of the main obstacles in providing new strength to environmentally compatible transport providers. After all, transport

services which are not associated with the ownership of some form of transport (car sharing, cash cars, hire bikes, comprehensive mobility services) practically play no significant role in Germany.

The project strives to create and increase demand for an environmentally compatible combination of transport providers that are socially innovative in their organisation. It is concerned with demonstrating in a pilot project that, with the provision of specific personal advice, on the one hand, and with the establishment of new mobility services, on the other, it is possible to facilitate a clear change in the choice of transport means, a better quality of life in the cities and finally more mobility. Under way with public transport, on the bike, as pedestrian and in the car – that's the image of modern transport in an intermodal city, since every means of transport has its strengths and weaknesses

Simple appeals and warnings of congestion are of little use. The project concentrates more on the services and demand. On the one hand, the services offered should be better tailored to the needs of the population. On the other hand, through providing individual information and personal advice to the citizens, prejudices should be broken down and minds opened to considering alternative transport options. It is not a politically desired change of the modal split, which stands to the forefront, but the optimisation of personal mobility benefits

The starting point are the often well-established transport patterns of individuals: Routine courses of action in the choice of transport means could be changed by creating awareness and providing attractive alternatives. Through the bundling together of various transport carriers, and individualised transport advice, the intention is to tempt city dwellers to adopt intelligent transport behaviour, so breaking down individual and subjective prejudices against the use of more environmentally and socially acceptable means of transport. The main aim of the project is to provide new and competitive transport services which manage without subsidies and moral pressure. For this reason, within the framework of the project, a concept for a transport provider mixture shall be realised for a model region, which is designed to be environmentally compatible and socially innovative. The project shall thus combine the economic, ecological and social objectives of sustainable mobility.

2.1.2 Project description

The basic premise of the project shall be tested in a model city. For the realisation, it is recommended that co-operation be sought with the company "choice Mobilitätsproviding GmbH/WZB, Berlin" (for the service side), and the company "Socialdata Institut für Verkehrs- und Infrastrukturforschung GmbH, Munich" (for the demand side). The project shall include the following individual elements:

A.: New and bundled transport services: traffic can be shifted to environmentally friendly means of transport, when it reflects the social rationale and expectations of the user. In order to provide intermodality, that is easy and manageable for citizens, transport providers need to improve the integration of their range of services, create new services and break down scruples about switching.

The existing range of services should likewise be included along with new services:

• "Use instead of own": an innovative system in future could consist of mobility providers and mobile stations, where not only buses from various public and private-sector providers stop, but other means of transport can be hired, such as cycles and cars (i.e. with cycle and car building blocks). Here, alternative mobility concepts, which already exist, such as professional car-sharing and the cash car model, in which a car can be leased with a temporary right of redemption, should also be adopted and integrated with one another.

- "Bicycles are well suited for the city": No less consideration should be given to pedestrian and cycle traffic, when providing an urban and environmentally compatible transport mixture. In particular, cycle traffic could make a considerable contribution to reducing environmental pollution, especially in urban areas. A cheap form of mobility can be ensured by developing an infrastructure for cycles and motorised bikes, whereby motorised bikes would be selected for this measure, which lead to a technological reduction of emissions.
- "From transport case to mobility salon": The transport services offered by the mobility providers, including the car building block, shall be offered in their own "mobility salons". These also organise the servicing and cleaning of the fleets for the mobility providers. It is also here that, together with the customer, the personal utilisation of combined transport providers is determined and financed using a previously calculated mobility budget.

It should make use of existing experience in local authority mobility management, successful cycle initiatives and, last but not least, car sharing. The "choice Mobilitätsberatung" has considerable experience in advising local transport authorities and car sharing organisations in terms of the professionalisation and implementation of the car building block. Here, the focus of attention is on innovations in (information) technology, the reorganisation of operational procedures and, of no less importance, identifying and addressing potential customer segments.

B.: Active mobility advice: Based on the mobility needs of road users, individual advice shall explain to them the possibilities for selecting alternative means of transport, routes and new combinations of transport services. The latent potential for shifting to more environmentally friendly means of transport shall be mobilised, the demand for transport services in a model region thus being influenced by means of specific transport advice:

- The advice includes all means of transport and forms of use.
- It shall concentrate on implementable and "possible" changes of use. The dialogue with those being advised is what carries weight.
- Active mobility advice should be seen as a process.
- Apart from the road users, environmental and urban planners can also profit, along with the local transport authorities and the health services. Due to their effectiveness, changes in pattern in the choice of means of transport should be treated like a public investment.

Project experience of the company "Socialdata" is available, such as most recently in Perth (Australia), and it shows that considerable success can be achieved with relatively little expenditure. It is possible to increase the demand for local public transport as well as to achieve a greater appreciation of walking and cycling in local areas.

As a first step, a suitable model city should be determined as part of a bidding process. During the concrete development phase of the project, the players shall be determined as well as their respective contributions to the expansion and development of new mobility services. The transport advice part can already begin during this phase.

2.1.3 Degree of success of the project

The success of the project will in the end be measured by the number of realised modal split changes and by the degree of social participation. This can be demonstrated by figures on emissions, the quality of public space, and, in particular,

the access to means of transport by all citizens as well as jobs within local transport. It should be assumed that the growing proportion of transport users who are environmentally conscious and innovative in their selection of transport providers will be accompanied by lower emissions, improved quality of public spaces and a growing number of local jobs in the service sector.

2.1.4 Beacon character of the project

The model experiment proposed here for an environmentally compatible and socially innovative mixture of transport providers in an intermodal city enables the inclusion of a series of innovative ideas on modern transport policy and transport technology. However, the degree of use and acceptance should not be forgotten: active measures for providing transport advice in the model region also play a part here. The attempt is often made to influence citizens' transport behaviour by imposing technical and tax restrictions. Here, they are taken seriously as informed partners in solving problems and are motivated into seeking their own solutions.

By combining service improvements and stimulating demand, it is possible to achieve - through the individual choice of transport means - a perceptible and permanent use of transport, which is resource-friendly. The beacon effect of the project occurs at various levels:

- Individual advice for road users can be easily realised at regional level and can then be transferred to other regions.
- At the same time, the project adopts approaches that, through optimising the interface between the transport providers, demonstrate, how access to all means of transport can be improved. In providing a mixture of transport means, pedestrian and cycle traffic shall be given special consideration. Here, measures can directly be implemented as the first components of the overall concept.
- This implies a learning process for politicians and citizens, which, as a consequence, leads to easily implementable changes in behaviour. The project combines technical and social innovations in a model for a sustainable transport policy.

3 Project Proposals from the working group 'Agriculture, Environment, Food and Health'

3.1 "Shaping the future through consumer behaviour"

3.1.1 Project aim

To encourage consumer demand for food produced by sustainable agriculture, through conceiving and implementing a long-term awareness and information campaign.

3.1.2 Project description

The long-term information campaign is aimed at increasing the demand for produce produced and merchandised using sustainable methods, and at reducing the deficits revealed by consumer research (aspects concerned with sustainable development are hardly taken into consideration in price-oriented competition; consumer choices are mostly not made on the basis of altruistic motives or long-term aims, produce does not provide transparency in terms of manufacturing conditions). The content of the campaign is conceived in a way that it addresses many different consumer milieus¹.

Depending upon the target group, the products shall be designed to be either traditional and serious, or ironic or cheeky.

1 This is understood by social research as meaning social groups, which can be clearly distinguished from one another in terms of their perception and consumer choices. This situation has been used by the consumer product industry for a long time, in that products, and the respective means of communication /advertising, are tailor-made to suit definite milieus (advertising psychology). In this respect, it would seem necessary within the context of the information campaign, to make use of expert knowledge. The Institute for Social-Ecological Research (ISOE) in Frankfurt/M., amongst others, could be utilised here.

The decisive "binder" for the various facets of the campaign is the high recognition effect, i.e. a popular figure (real identification figure, cartoon and symbol/logo) as well as a theme tune are essential.

An ultimate aim of the campaign must be that it becomes a "cult" in itself – regardless of the contents conveyed – and this with as many social groups as possible. Within Europe, television would seem to be the most appropriate medium; the best broadcasting slots should be determined according to the respective target groups. Besides this, poster and cinema advertising, and other media should also be considered.

3.1.3 Project background

Policy has changed in reaction to the BSE crisis at many levels in Germany. Besides the conversion of the Federal Ministry of Agriculture into the Federal Ministry of Consumer Protection, that has at the same time taken on responsibility for certain areas of consumer protection, which had previously been in the government "economic" and "health" departments, other policy players have become aware of the subject of consumer protection, such as the German Farmers' Association and the food industry associations. Their not unjustified interest in achieving planning security, when investing in process changes, quality management, etc., would be deflected by "ignorance" of the demand side. Generally speaking, the consumer associations are themselves interested in improvements in food safety and animal livestock conditions, etc.. Particularly, if such changes represent a voluntary effort beyond statutory requirements, the demand side needs to be addressed in a suitable way, since such voluntary efforts, which are not reimbursed by the consumer, cannot be permanent in nature for competitive reasons. All legislative and other activities have been aimed at changes in the *supply* of food produce, starting from the original agricultural production, to processing, food declaration and the creation of quality seals. Without doubt, such activities are necessary, but insufficient. Therefore, parallel measures should be taken, that are oriented to the demand side, i.e., the consumer. Through a suitable campaign, which increases awareness and provides information, the conditions can be created, which enable "sustainable" products to become not only known to consumers, but to be regarded as relevant to demand by wide sections of the population, and correspondingly taken into consideration, when making purchasing decisions.

Consumer research has shown that even food crises, that have personally affected everyone, cannot be used forever in attaining a permanently improved level of consumer protection. Both the media and our individual everyday lives are dominated by the forgetting and suppression of problems. For this reason, it appears to be even more important that an information and educational campaign is developed, and

publicised immediately, in order to prevent ever again, as far as is possible, a return to "business as usual".

3.1.4 Factors for success

The success of a campaign cannot be forecast beforehand. Without suitable financial resources it won't work, but a good budget is also no guarantee of success. Even in the financially well-imbued consumer goods industry, the majority of product launches do not succeed in the long-term. Advantageous, however, is that the German government and the members of the Council for Sustainable Development (RNE), who are well established in all social groups, are providing public support for the proposed campaign and that it is concerned with an activity without competition. Of decisive importance is that the planning and the implementation are in the hands of an institution, which is exclusively concerned with it, has a high degree of expertise, and can act quickly and non-bureaucratically. Discussions with institutions, that are already conducting comparable campaigns ("Der 7.Sinn"; AIDS prevention; etc.) could help to avoid mistakes. In order to manage the budget economically, it should be enquired, whether it is possible or not for the public broadcasting stations, to provide broadcasting time *free of charge* for a purpose so socially important as consumer information and sustainable development.

3.1.5 Further steps

Proposals for how to proceed with the "consumer campaign"

- Establishing the required minimum budget, considerations on how the campaign should be organised and marketed.
- Initial drafts concerning contents (what is the message?), acquisition of financial resources, discussions with "practitioners", such as "7.Sinn", the Federal Centre for Health Education (BzgA), Deutsche Aidshilfe (German AIDS Relief), etc.; if necessary, updating the contents, begin co-operating with professionals from advertising and socio-ecological research, implementation of the contents, monitoring success, as far as is possible.

3.2 "Combating world hunger with sustainable, locally adapted land use" 3.2.1 Project aim

Dissemination of sustainable, locally adapted land use systems, that have proven to be successful in practice, in order to provide food security in developing countries.

3.2.2 Project description

The main focus of the project is the dissemination and exchange of know-how on sustainable, locally adapted land use systems. Here, it is not concerned with a one-sided transfer of knowledge from the north to the south, or vice versa, but, in particular, with increasing the south-south exchange. Locally adapted land use systems can be described as sustainable, when they maintain the income of the rural population and the productiveness of the country in the long-term, without having a detrimental impact on the environment (erosion, reduction in soil fertility, etc.) or on the population (loss of a sufficient basis for living, etc.). The land use system must be accordingly adapted to the respective cultures, so that it is economically, ecologically and socially sustainable. Priority is given to the application of adapted local knowledge. The prerequisite for sustainable land use systems is their active organisation by the local population, taking into account disadvantaged groups. In

this context, women play a particularly important role. The project comprises the following components:

Systematisation of previous experience in the field of sustainable, locally adapted land use systems (including strategy development and best practice). Since this area has already been highly documented, it is intended to avoid further basic research, in favour of systematised existing knowledge.

- Two-sided transfer of knowledge and networking at all levels, from resource users to institutions of higher education (universities, rural training centres, associations, etc.) throughout the world.
- Promoting measures for the dissemination and further development of sustainable, locally adapted land use systems, with the affected players, taking disadvantaged groups into consideration, particularly women.
- Development of strategy to improve the establishment of sustainable, locally adapted land use systems at different political levels (advocacy, lobbying).
- Selective scientific monitoring of current projects, where there are gaps in knowledge and specific interests.

The project shall be conducted on behalf of the German government as a development co-operation measure of the Federal Ministry for Economic Co-operation and Development, and its subordinate offices, with the involvement of civil society organisations from the north and south.

3.2.3 Project background

The German government, in accordance with the promise made by the Federal Chancellor at the United Nations Millennium Summit, has committed itself to the halving of extreme poverty worldwide. It is now a question of what concrete contributions can be made by Germany– also as regards the World Summit on Sustainable Development 2002.

On the instigation of the Federal Chancellor, the German government approved the Action Programme 2015 "Combating Poverty – A Global Task. The Contribution of the German Government to the Halving of Extreme Poverty World-Wide". This action programme contains the essential developmental challenges for Germany. As with the Rio Agenda 21, in the Poverty Action Programme 2015 much space is given over to the worldwide realisation of the fundamental human right for food. Around two-thirds of the approximately 800 million people, who are starving, live in rural areas.

Particularly affected are people

- in regions suffering from military conflicts and political instability,
- in regions, where the access to land and resources is unfairly distributed, and
- who are socially, culturally and economically marginalised.

Women and children particularly suffer from hunger and malnutrition. To remedy this grievance, and complementary to the project, planned by the German government, for sustainable agriculture in model regions in Germany, a corresponding project is proposed to combat hunger, through the dissemination of sustainable, locally adapted, land use systems to countries in the south.

Extensive experience from all continents exists, which shows that, when traditional and alternative ecological land use forms are implemented by the local population (small farmers, cattle breeders, etc.), these have enormous potential in the countries of the south, within the framework of a comprehensive concept for sustainable agriculture. Here, it is not just the increase in yield, which stands to the fore, but, in particular, the issue of food security in terms of food sovereignty, i.e., being able to provide yourself with healthy, varied and culturally appropriate foods from the region and throughout the year.

However, the *large-scale* dissemination of sustainability concepts is still coming up against barriers. This project is aimed at breaking down these barriers. The factors are diverse. Particularly important are problems concerning access to land and agricultural security, funding measures directed to capital-intensive and export-oriented sectors, as well as competitive sources of funding from different players involved in development work. It should also be mentioned that there are methodical and conceptual weaknesses, such as making too little use of expertise, knowledge and participation from the affected farming population.

Not just development practice, but also research have proven that innovations in sustainable agriculture have achieved, amongst other things, considerable increases in production in the developing countries. The study "Reducing Food Poverty with Sustainable Agriculture: A Summary of New Evidence", published by the University of Essex in February 2001, and commissioned by the British Government's Department for International Development, Bread for the World and Greenpeace Germany, reports on yields, that were able to be increased by 50 % to 100% on average. It is based on information from 208 projects in 52 countries, with a total of 9 million farmers, who farm 29 million hectares of land in a sustainable way, which corresponds to approximately 3 % of the cultivated areas of Asia, Latin America and Africa. The project scale ranges from a project with 5 households on 5 hectares in Chile to a project with 200,000 farmers on 10.5 million hectares of land in Brazil.