

**Workshop of the Carbon CAP Project**  
**Policy Roadmap for implementing Consumption-based Climate Policies**

Tuesday, 11<sup>th</sup> of October 2016

Venue: Thon Hotel EU, Rue de la Loi 75, 1040 Bruxelles, Belgium

*Everything on the day is free to invited attendees. You have been selected because you bring an essential voice to the discussions. If you are in the world of policy, business or consumer organisations, or simply wish to learn more about the topic, this is your chance to engage in our discussion and influence the direction of EU consumer-based policies.*

**About the workshop:** Over the past three years, the Carbon-CAP (Carbon emission mitigation by Consumption-based Accounting and Policy) project of the EU has been exploring how EU policy might stimulate changes in consumer behaviour towards purchasing lower carbon products. The goal has been to identify policies, policy instruments and strategies that would encourage consumers to select these products, as a complement to EU policies that focus on reducing emissions by the producers of goods and energy.

This workshop brings together researchers, businesses, policy makers and consumer groups to look at the results of the study, to draw on the experiences and ideas of all four groups, and to answer the following questions:

- What policies, policy instruments and/or strategies would be effective – if they were in place - in changing consumer behaviour towards low carbon goods?
- How acceptable is a consumer-focused approach to policy makers, businesses and consumers, and under what conditions?
- How can the actions of these three groups be coordinated to improve acceptability and effectiveness of a consumer-focused approach?
- Where do past experiences suggest this approach is successful or not, and what have been the conditions that improve success?
- Which of the approaches recommended by Carbon-CAP should be the focus of the first EU policies, and how rapidly might the EU be able to implement them?
- How can consumer-based policies identified in Carbon-CAP contribute to EU and business initiatives such as Climate Policy, Circular Economy and Green Procurement Practices?

The day is organised around three clusters of key findings and recommendations of the Carbon-CAP project, in the form of three panel discussions, and a less formal 'Moving Forward' session that will bring together the ideas of the researchers, policy makers, business leaders and consumer representatives to create a road map for implementation of the most promising policy instruments.

All results of the discussions will be summarised and reported by a team of rapporteurs, so the key messages developed on the day are included in the recommendations of Carbon-CAP to the EU sponsors. These will be provided to you shortly after the workshop in the form of a Policy Brief.

## AGENDA

All timings are in CET

09:00-09:30 Registration with coffee and breakfast nibbles

09:30-09:40 Welcome (*Arnold Tukker, Project Leader, Leiden University*)

09:45-9:55 Opening remarks “European research into consumption-based policy instruments: results and challenges.” (*Peter Horvath, Project Officer DG RT*)

9:55-11:15 **Session 1:** What are the policy frameworks for consumer-based carbon reduction, how do we assess the potential impact of such policies, and for which sectors of goods are specific consumer-based climate policies best suited?

Panel Chair Intro: (*John Barrett, Climate Strategies & University of Leeds*)

- 9.55-10:15 Characterising the flow into the EU of carbon embodied in consumer goods (*Richard Wood, NTNU*)
- 10:15-10:35 Carbon CAP researcher summarising findings on frameworks to reduce carbon embedded in goods within and from outside the EU (*Michael Grubb, UCL*)
- 10:35-10:45 Business representative response to the findings, with case study of cement (*Rob van der Meer, Heidelberg Cement; Germany*)
- 10:45-10:55 Business representative response to the findings, with case study of building energy systems to affect consumer behaviour (*Raymond Breckon, CEO Vickers Energy*)
- 10:55-11:15 Audience Q&A for panel

11:15-11:40 **TEA AND COFFEE BREAK**

11:40-13:00 **Session 2:** What specific intervention options are available for each sector, and what is potential rate of application (pick-up) of the instruments in the EU?

Panel Chair Intro: (*Germana Canzi, Climate Strategies*)

- 11:40-12:00 Carbon CAP researcher summarising pickup rates for policy instruments and intervention options (*Karsten Neuhoff, DIW*)
- 12:00-12:20 Theoretical potential of intervention options (*Joao Rodrigues, Leiden University*)
- 12:20-12:30 Business representative response, with case study of engaging businesses globally (*Pedro Faria, Technical Director, CDP – formerly Carbon Disclosure Project*)
- 12:30-12:40 Business and Innovation representative response to the findings, with a focus on innovations to affect consumer behaviour (*Martin Garratt, CEO, Cambridge Cleantech*)
- 12:40-13:00 Audience Q&A for panel

13:00-14:00 **BUFFET LUNCH**

- 14:00-15:45 **Session 3:** The third Policy Briefing on Carbon CAP results. What are the implications of policy instruments for changes in consumer choice within the EU economies?
- Panel Chair Intro: *(Sonja Hawkins, ICTSD)*
- 14:00-14:25 Carbon CAP researcher summarising the state of development of the final policy briefing, with macroeconomic findings *(Annala Anger-Kraavi, Cambridge Econometrics)*
  - 14:25-14:35 Policy representative response to the findings, with focus on development of EU climate policies *(Tom Van Ierland, Head of Unit dealing with Strategy and Economic Assessment in DG Climate Action, EU-wide)*
  - 14:35-14:45 Consumer representative response to the findings, with case study of public sector procurement of green transport *(Marcin Wroblewski, City of Warsaw Infrastructure Department)*
  - 14:45-15:30 Audience Q&A for panel
- 15:30-16:15 Closing remarks and open discussion of next steps forward to implementation of the most promising policy instruments *(Arnold Tukker, Project Leader, Leiden University; assisted by the three session chairs)*
- 16:15-17:00 Drinks and Nibbles Reception. Over tea, coffee, drinks and nibbles, attendees are encouraged to carry on conversations begun in the Q&A sessions.
- 17:00 Adjournment



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