

Are there domino effects between consumers' ordinary and 'green' practices? An analysis of quantitative data from a sensitisation campaign on personal carbon footprint

Françoise Bartiaux and Luis Reátegui Salmón

Institute of Analysis of Contemporary and Historical Societies,

Université catholique de Louvain and

National Fund for Scientific Research, Belgium

francoise.bartiaux@uclouvain.be

Outline of this presentation

- An overview of social theories of practices
- Data and methods
- Practices compartmentalisation or domino effects?
- A standardised teleo-affective structure?
- Standardised ways of linking practices & commitments?
- Policy implications
- Conclusion

An overview of social theories of practices

An overview of social theories of practices

- **Origins:**
 - **Bourdieu**'s works on practices and habituses
 - **Giddens**' structuration theory(1984), namely the key role of routines in structuring societies
 - **Wittgenstein**
 - → all departing from the usual dichotomies:
 - holism/individualism,
 - structure/agency,
 - macro/micro,
 - mind/action
 - ...

An overview of social theories of practices

- Unit of analysis: **practice**
(always collective)
- **Key concepts:**
 - Schatzki (1996): a practice is a **coordinated entity**, i.e. a “**temporally unfolding and spatially dispersed nexus of doings and sayings**”
 - Reckwitz (2002): “The single **individual** — as a bodily and mental agent — then acts as the ‘**carrier**’ of a practice

An overview of social theories of practices

- **Key concepts:**

- 3 or 4 “**key components** of the nexus identified by Schatzki as **linking doings and sayings** in order to constitute a practice” (Warde, 2005)

- Know-how and routines
- Institutionalized rules
- Teleo-affective structures
- Material arrangements, products, techniques

Schatzki

Warde

Reckwitz

Gram-Hansen

An overview of social theories of practices

- **Key concepts:**

- 3 or 4 “**key components** of the nexus identified by Schatzki as **linking doings and sayings** in order to constitute a practice” (Warde, 2005)

- Know-how and routines (skills)
- ~~Institutionalized rules~~
- Teleo-affective structures (meanings)
- Material arrangements, products, techniques (things)

Shove et al.

Material arrangements
products, techniques

Know-how
and routines

Practice:
doings &
sayings

Teleo-affective
structures

Institutionalised rules

An overview of social theories of practices

- **Key concepts:**

- The individual is a “**crossing point**” of many practices and acts at the **intersection** of many practices:
 - “[a]s there are diverse social practices, and as every agent carries out a multitude of different social practices, **the individual is the unique crossing point of practices**, of bodily-mental routines.” (Reckwitz, 2002, p. 256)
 - See ‘translation’ in the methods’ section

Data and methods

A sensitisation campaign with the ecological footprint

- Focus on ordinary consumption, Agenda 21
- **The ecological footprint concept**
(Wackernagel & Rees, 1996)
- **Computing the ecological footprint**
 - Per country: 'top-down' method
 - Per individual: 'bottom-up' method



<http://www.footprintnetwork.org/index.php>

- **Scope of this contribution**
 - Neither discuss the concept nor test the estimations
 - **Explore whether and how consumers' practices are structured**

A sensitisation campaign with the ecological footprint

A sensitisation campaign run by WWF-Belgium

October 2006, **Internet questionnaire**

Adds & tips in major newspaper, mails

N = 33 186 → 29 778



 23,270

10 questions
Food
Energy use
Mobility
Tourism

Estimation of footprint
17 possible
commitments

Methods

- **Variables of practices combinations**
 - *cfr* individual at the intersection of numerous practices
 - + precise than a factor analysis
- Analogy with the artifice of **fictive cohort** in demography
 - From transversal to longitudinal
 - Test of the domino effect
- **(Multiple correspondence analysis**
 - Focus on practices)

Material arrangements
products, techniques

Know-how
and routines

Practice:
doings &
sayings

Teleo-affective
structures

Institutionalised rules

4 linking components

- **1. Know-how & incorporated habits**
 - Knowledge on the environmental consequences of our lifestyle
 - ‘Mental routine’ of reflexivity
- **2. institutionalised knowledge, explicit rules**
 - Mandatory labelling of the country of production of fruits & vegetables
 - Subsidies, fiscal deductions ... for insulation works
 - Possibility to change the electricity supplier (not in 2006 in Brussels and in Wallonia) → **Policy lever!**

4 linking components

- **3. Teleo-affective structures (engagements)**
 - Ethical values, ends, meanings, significations...
 - Projects
 - Raisons, motivations
 - Socially accepted ways to link or not 'doings' (practices) and 'sayings' (environmental concern)
- **4. Technologies & material structure**
 - Food production system and market
 - Public transportation means, roads & highways, regional airports...

Results

**Practices compartmentalisation
or domino effects?**

Practices compartmentalisation or domino effects?

Food

1. To eat – or not – season vegetables and fruits that are locally grown and neither preserved nor frozen; 30% versus 70%)
2. To eat meat: either never or less than 4 times per week – or to eat meat at least four times per week; (27% versus 73%)



Practices compartmentalisation or domino effects? **Housing: heating**

3. To live in a small apartment or in a small and 2-façades house and to live in a very well insulated dwelling and to heat “in an economically way” – or to be in all other situations according to these variables; (5% versus 95%);



4. To live in a small apartment or in a small and 2-façades house, whatever the use of heating and the degree of insulation of the dwelling or to live in a larger dwelling that is very well insulated and heated “in an economically way” – or to be in all other situations according to these variables; (40% versus 60%);

Practices compartmentalisation or domino effects? **Housing: electricity**

5. To live in a small apartment or in a small and 2-façades house and to use only renewable energy or to be very concerned with his/her own electricity consumption (A-labelled appliances, CFL, ...) – or to be in all other situations according to these variables; (13% versus 87%)



6. To live in a small apartment or in a small and 2-façades house, whatever the use of electricity or to live in a larger dwelling and to be very concerned with electricity consumption (A-labelled appliances, CFL, ...) – or to be in all other situations according to these variables; (64% versus 36%)

Practices compartmentalisation or domino effects? **Mobility**

7. To never use a car – or to use one; (11% versus 89%);



8. To never use a car, or to seldom use it, or to use it every day on short distances – or to use a car for more than 50 km per day; (75% versus 25%);



Practices compartmentalisation or domino effects?

9. When it comes to vacations, to stay at home or in Belgium or close to the borders – or to go further; (32% versus 68%);



10. When it comes to vacations, to stay at home or in Belgium or close to the borders or to go elsewhere in Europe by car or train or bus – or to travel by plane; (72% versus 28%).



Top 5 'Green' Practices combinations

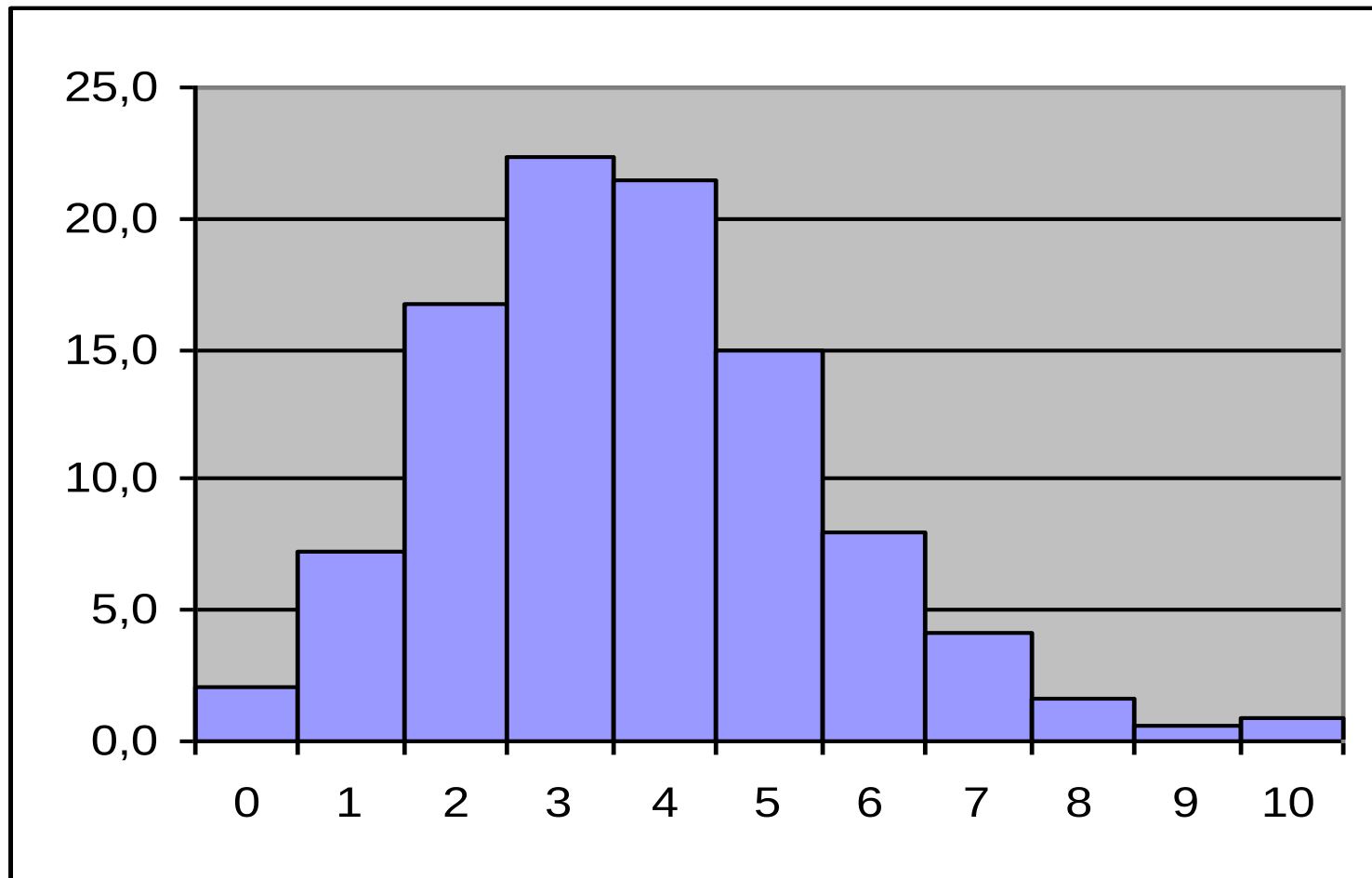
	%	Cum
A/ To use a car for less than 50 km/day <u>and</u> to never travel by plane (8+10)  	5.0	5.0
B/ Same as A <u>and</u> to live in a small apartment or in a small & 2-façades house, whatever the use of electricity <u>or</u> to live in a larger dwelling and to be very concerned with electricity consumption (8+10+6) 	4.6	9.6
C/ Same as A <u>and</u> vacations at home or in Belgium or close to the borders (8+10+9) 	3.5	13.0
D/ Same as B <u>and</u> C (8+10+6+9)	3.3	16.4
E/ To use a car for less than 50 km/day (8)	3.2	19.6

Practices compartmentalisation

- Large diversity of combining more or less 'green' practices in various domains of every-day life:
 - Food: fresh fruits & vegetables, meat < 4 times/week
 - Energy-use in housing: heating, electricity use
 - daily mobility: car use
 - tourism
- Practices compartmentalisation with regard to 'green' consideration

Practices compartmentalisation

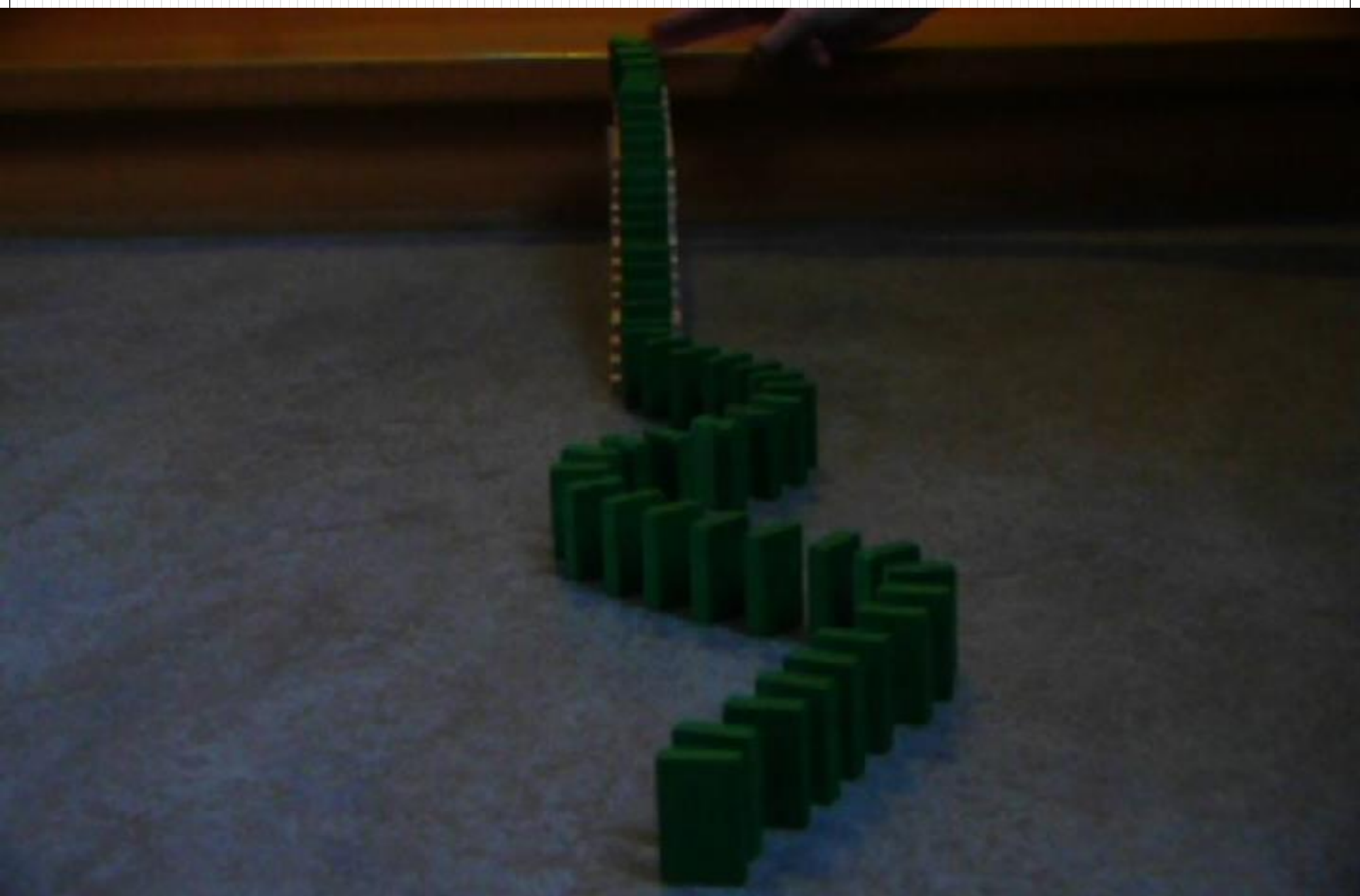
number of 'green' practices



Practices compartmentalisation

- Mainly 2, 3 or 4 **‘green’** practices
- Practices compartmentalisation: **no transmigration** of ‘green’ consideration
- And/or: **no ‘green’ considerations** in ‘green’ practices (but health, money, no driving license, ...)
- And/or: **play**, simulations (“What would be my ecological footprint if my answers / practices were $\neq$?”)

No or little domino effect





21.7% of respondents
in 1 of these
combinations

Results

Search for information



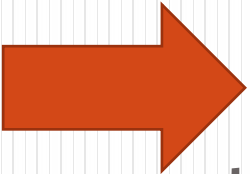
Practices change

Information → Practice change?

- *Cfr* postulates in economics, in social psychology
 - There is a lack of information
 - Information → Practice change
- In social practice theories: importance of **know-how** for linking doings & sayings
 - Practical & embodied routines
 - Ex: daily mobility, comfort temperature...
 - ‘Mental routines’ (Reckwitz)
 - Ex: reading labels, concern for electric consumption

‘Very green’ practices reported	<u>Less open</u> to environmental information %	<u>More open</u> to environmental information %
Fruits & vegetables: local, seasonal, not frozen	30,1	<u>33,8</u>
<u>Meat</u> < 4 times/week	25,3	<u>29,0</u>
Small dwelling, very well insulated, heated econom	5,0	4,2
Small dwelling & quite concerned for electricity	13,5	<u>14,8</u>
Never uses a car (not sig.)	9,7	8,9
Tourism in Belgium or nearby	31,6	28,5
Mean	1,151	<u>1,191</u>

Already a few 'green' practices...

 **Larger openness** to environmental information & advice

 Search for confirmation & 'self-esteem bonuses' (Moezzi)



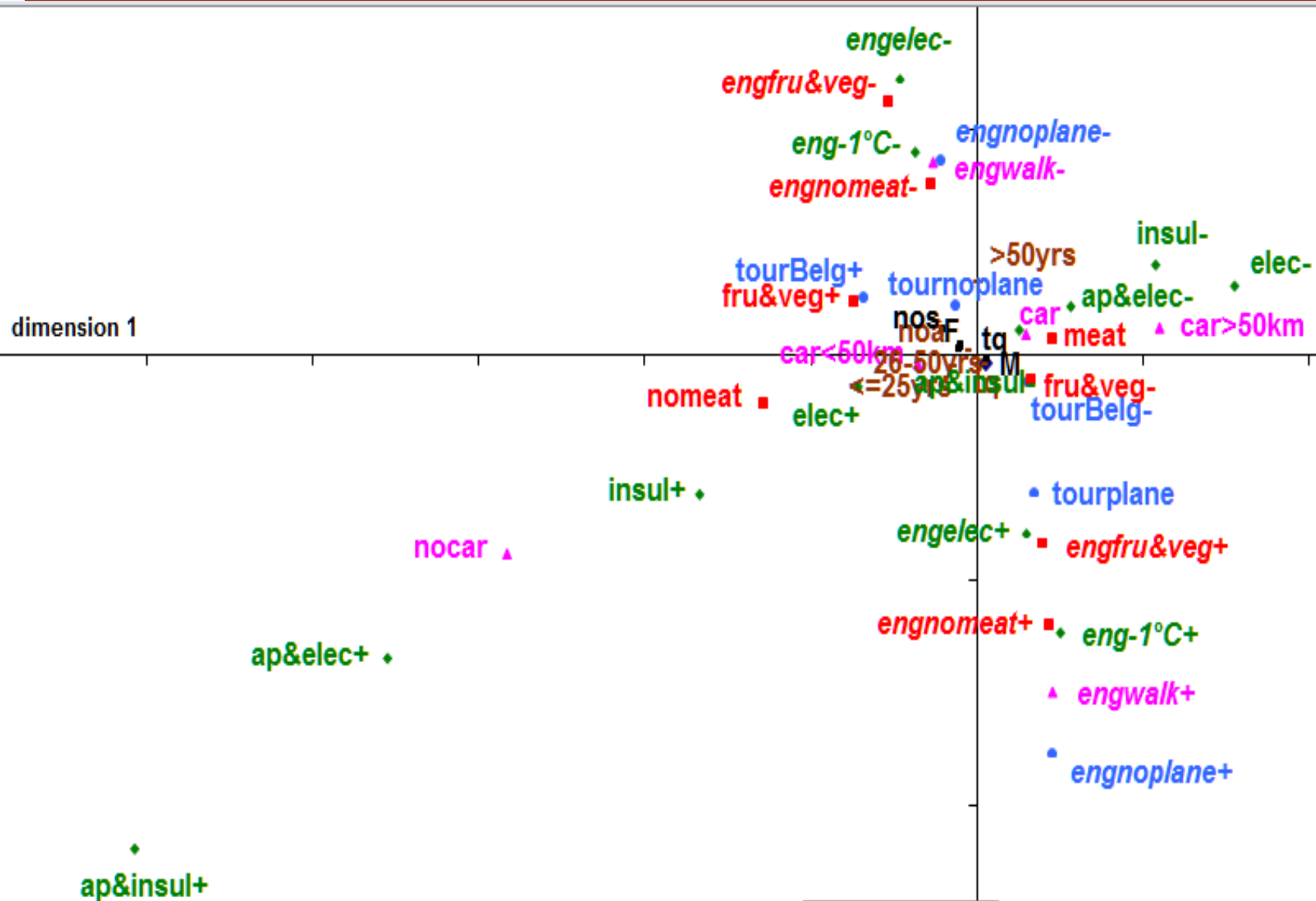
Results

**A standardised
teleo-affective structure?**

Standardised ways of linking practices & commitments?

- 6 possible commitments to ‘green’ practices in the same domains of every-day life:
 - Food: fresh fruits & vegetables, no meat twice a week
 - Energy-use in housing: heating (-1°C), electricity use (5 CFL)
 - Daily mobility: walk or bike for <5 km
 - Tourism: no plane every other year
- Numerous commitments combinations ($2^6=64$)
 - 0 commitment: 10%; 6 commitments : 7
 - No standardised “teleoaffective” structure (in Schatzki terms)
- $\pm$ same linking of any commitment in $\neq$ area with similar practices combinations
- $\Rightarrow$ Compartmentalisation between practices and commitments

Multiple correspondence analysis



Policies implications

- Sensitisation campaigns (?)
 - **Technique**
 - Reformulate the **questionnaire**
 - **Customise** the proposed commitments to the profile of the respondent
 - **Content**
 - Be ready for a **playful use** of an Internet campaign
 - Be aware of practical and mental **compartmentalisation**
 - Better appropriated by already-convinced persons

Personal Carbon Trading Scheme

www.eci.ox.ac.uk

- Tool to ‘**decompartmentalise**’ practices in ≠ areas as there are no massive domino effects
 - Energy use:
heating and electricity
 - Daily mobility
 - Tourism
 - ... Food
- Problems of politics and of implementation must first be solved



Conclusions

- Compartmentalisation of 'green' practices
 - Few 'green' practitioners, namely for food
 - Very numerous combinations of practices: eclecticism rather than 'green' coherence
 - Little or no domino effect in $\neq$ areas
- Green practices → **search for + advice:**
sensitisation campaigns seem to be better appropriated by already-convinced persons
- **No standardised ways of linking practices & commitments**

**Thank you very much
for your attention!**

francoise.bartiaux@uclouvain.be