

Engaging the Process Chain – Consumption

- Change the **consumption** patterns of Hampshire's community to ensure that all products and services are not only sustainably sourced but also efficiently used.

Sustainable consumption is about consuming products in a more efficient and responsible manner. To achieve sustainable consumption the community must address why products are consumed, what their purpose is and what their impacts are on the environment, society and the economy, both globally and locally.

Britons have moved beyond satisfying the basic human needs (access to running water and sanitation, primary health services, food protection and distribution, education, employment, clothing and housing) to satisfying our more material and social needs. Consumption patterns are similar to other developed countries where products are brought because they are nice rather than because they are actually needed.

The desire for material possessions relates to perceptions of social positioning and identification. Material goods help people to develop a sense of self and belonging, affiliation, group identity and allegiance to particular ideas and distance from others. The demand for a variety of products and services also create a demand for choice, society does not seem to be happy with limited choice.

Changing the attitudes of people in Hampshire and beyond is a long-term issue and may require a national approach. When changing attitudes in Hampshire both national and local issues must be addressed, building the case for change and encouraging people to take responsibility for their own actions by working in partnership with retailers, educators and business to create change. Changing consumption patterns is an important but complicated and difficult area to work in, especially when evaluating the overall impact of any action.

Opportunities for change in Hampshire have been identified as:

Raising Awareness

Before raising awareness in Hampshire in relation to issues surrounding sustainable consumption, there is a need to define what the messages for Hampshire are, understand what needs to change locally and what in reality that means for the people of Hampshire. Then influencing and stimulating Hampshire's community to change their consumption patterns by setting up targeted initiatives and linking to existing local schemes, priorities and issues, such as the Local Strategic Partnerships.

- Identify the sustainability and consumption issues relevant for the Hampshire community and provide clear, meaningful and simple information on the practical advantages of being sustainable.
- Change consumption behaviour by undertaking activities that will enable the public of Hampshire to understand the issues surrounding sustainable consumption.
- Ensure sustainable consumption is seen as financially worthwhile by identifying and developing incentives for action amongst Hampshire's community.

Formal Education and Training

The National Curriculum is committed to informing children about their rights and responsibilities as global and local citizens. 'Citizenship' gives pupils the knowledge, skills and understanding of the need to become informed and responsible citizens who can play effective roles in society. Messages regarding sustainable consumption must be integrated into Citizenship throughout schools in Hampshire.

- Integrate sustainability and consumption issues into schools by providing information and support to teachers through a county-wide scheme.

Market Development

To develop the recycled and secondary materials market, greater demand for products and services which utilise these materials is required; sustainability needs to be accepted as a standard of excellence in the production of goods and services. Customer attitudes towards sustainable products and services will change once they can see the benefits of them and replace their everyday products with more efficient, more sustainable products.

- Work with retailers, British Retail Consortium and WRAP, to educate staff about more sustainable products so that they can promote these to customers – see retail paper.
- Ensure that products and services which are designed and produced more sustainably are marketed in Hampshire so that consumers can see the benefits of using them.

Influencing

To change consumption patterns across the UK central Government needs to be influenced to take action, as much of what we can achieve in Hampshire is on a small and local scale. Through the Material Resources Strategy a high level debate around consumption patterns in the UK should develop.

- Stimulate a strategic debate about consumption issues with relevant government bodies and experts.
- Brief Hampshire's MP's and other opinion formers to challenge central government by informing them of the Material Resources Strategy and its outcomes.

Local Authorities have influence in their local communities, to create behaviour change in Hampshire this influence should be maximised. Local Authorities should integrate sustainable development and consumption issues into all local projects and plans as well as adopting best practice internally to lead the way in creating change.

- Integrate consumption and wider sustainable development issues into Local Strategic Partnerships across Hampshire.
- Hampshire's Local Authorities to take a lead in consumption issues internally and promote these successes to their communities, including the business community.

Patterns of consumption amongst businesses in Hampshire tend to involve a lot of waste, especially in terms of people time, process efficiency and resource consumption. Reducing waste in the workplace can be achieved by adopting lean manufacturing techniques. Business should be influenced to ensure maximum resource efficiency and minimum waste in their business practices, thereby reducing over consumption in the workplace.

- Promote the use of Lean Manufacturing and Waste Minimisation techniques in the workplace by building on existing networks.

Maximising Material Recovery

Hampshire County Council, through Project Integra, is looking to increase the quality and quantity of recyclables captured from the kerbside in order to maximise the efficiency of the processing capacity and meet recycling targets. Project Integra's

Recycling and Waste Minimisation Communications Strategy is a behavioural change strategy which will focus on two-way communications in order to raise awareness and initiate behaviour change resulting in greater participation in recycling and waste minimisation activities in Hampshire.

- › Communicate to householders in Hampshire the outcomes of the Material Resources Strategy.