

# Guidance document on behavioral & structural measures

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# Outline of the guidance

1. Introduction
  - Focus on residential heating, mobility, and food,
2. Why do we need structural and behavioral measures?
  - Definition: “additional voluntary, innovative or non-regulatory measures (measures that are not included in the technical annexes of the Gothenburg protocol)”
3. Presentation of available policy instruments
  - regulation – economic instruments - social instruments – public investments
4. Inventory of effective non-technical measures
  - Energy use/heating – transport – food
5. Modelling potentials, costs, and benefits
  - GAINS: Energy transition, LOW-scenario (food), Local transport
6. Political and social challenges of NTM,
7. Conclusions

# Examples of policy instruments to encourage behavioral and structural measures

## 1. Regulatory instruments:

1. low-emission zones;
2. permits for new roads or traffic intensive services

## 2. Economic instruments:

1. subsidies for clean alternatives (food, vehicles, wood stoves);
2. charges for polluting vehicles, fuels (and meat),
3. compensation for the early scrapping of cars or stoves;
4. increased parking fees in cities

## 3. Social instruments:

1. raising awareness,
2. public involvement in monitoring and city transport planning,
3. communication strategies to gain societal support,
4. encourage social norms to influence individual behavior.

## 4. Public investments:

1. investments in public transport,
2. removal of parking spaces,
3. replacement of car lanes by bus or cycle lanes,
4. Investments in electric vehicle (EV) infrastructure and green electricity;
5. replacement of government motor vehicle fleets with Evs (green public procurement),

*+ remove subsidies that stimulate fossil fuel use, car traffic, intensive farming*

# Transport policies – there no silver bullet

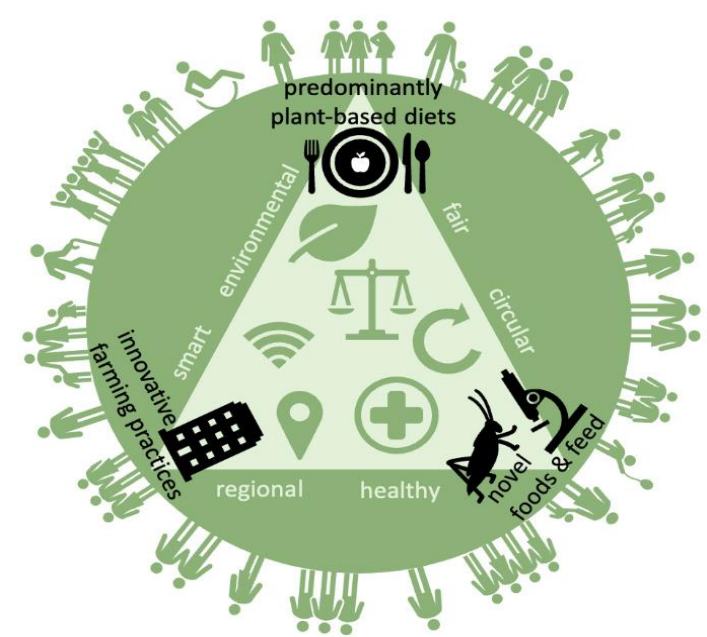
|  | Public support | Health benefits |
|--|----------------|-----------------|
| logistical programs for goods transport              | .              | +               |
| national speed limits                                | -              | +               |
| increase of fuel duties                              | --             | ++              |
| (local or national) road pricing                     | --/---         | +++             |
| Higher parking fees / fewer parking places           | -              | +               |
| investments in public transport                      | +              | +               |
| agreements with cities on low-emission zones         | -              | (++)            |
| enhanced inspection and maintenance schemes          | +              | +               |
| scrapping schemes                                    | +              | ++              |
| EV infrastructure and incentives for EV sales        | ++             | +++             |
| public awareness health benefits walking and cycling | +              | +               |
| Traffic circulation schemes                          | -              | 0/-             |

Public support differs among countries. Health benefits are linked to emission reductions. Success depends on the spatial scale and 'strength' of the measure.

# Dietary change require multi-level efforts

## Appetite for change

- Combining policy instruments to support more plant-based diets
- Strengthen governments' coordination and operational capacities
- Anticipatory capacity is essential for imagining a future food system



Directionality ↔ Coordination ↔ Empowerment ↔ Reflexivity



# What are benefits and costs of behavioral and structural measures?

## Benefits:

- a) Higher emission reduction potential than with technical measures alone
- b) Lower costs of technical measures

## Political limitations:

- a) Often require *more coordination* between ministries, government layers, stakeholders and public.
- b) Often require *combination of actions by various players*.
- c) *NTM have non-monetary costs*.
- d) *NTMs are less predictable*.
- e) Acknowledge that
  - a) public acceptance of policy instruments has limitations,
  - b) long-term goals cannot be realized at once, and
  - c) one should be satisfied with small steps in the right direction.

# Hot issues

- Is wood-burning a human right? How to enforce “burning the right way”
- Who has the power to change the food system?
- Can we live with less flying?
- How to avoid yellow jackets?
- Who is being compensated for the costs of the energy transition?

# Conclusions

1. There is substantial effect of NTM on top of technical measures,
  2. There is no silver bullet solution,
  3. Effective measures seem to encounter most political resistance,
  4. What works in one country doesn't have to work in other countries,
  5. However, it is important to exchange experiences and learn from each other
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- Final draft to be taken up by WGSR 63 (May 2025)
  - Final version to be approved by EB in December 2025

# Thank you for your attention

Questions?

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