Abstracts

**Leap-frogging to Sustainable Households**

*A workshop*

Organised by

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At the 7th GIN conference, a very successful workshop was organised under the title "The Sustainable Household: Technological and Cultural Changes". In this workshop several presentations were given on the first results of the EU-financed project "Strategies towards the Sustainable Household " (SusHouse) (1998-2000).

Since then, eleven successful creativity workshops have been organised in five countries (Netherlands, UK, Germany, Italy, Hungary) on three household functions (shopping/cooking/eating; clothing care; and shelter for sustainable living). These workshops have been organised with stakeholders from the supply and demand side, as well from the knowledge producers, according to a format developed by the project researchers. The workshops resulted in a number of innovative ideas, which have been structured by means of the 'GSP-chart' methodology (Goal-Strategy-Product) into 'proto-scenarios'. These proto-scenarios are further elaborated into "design orienting scenarios" (DOS's) by the project team, and they are assessed with respect to consumer acceptance, economic gain, and sustainability gain. The methods for these assessments have been developed by the project team.

At the end of 1999, the developed and assessed DOS's will be presented and discussed in a second series of workshops aimed at implementation and policy recommendations. At the time of the 8th GIN Conference, the input for these workshops is ready but the outcomes are not yet known.

The aim of the two workshops at GIN 1999 is the following:

- to present results of the SusHouse methodology thus far (in the second project year).
- to present SusHouse research outcomes in terms of assessed scenarios for Shopping/Cooking/Eating, Clothing Care, and Shelter, from the five countries
- to present results from related projects (with an invitation to similar projects in Europe, the USA, or Asia)
- to discuss similarities and differences in the project methodologies
The Program of the workshops is the following:

**Workshop 1:**
Philip J. Vergragt, "Leap-Frogging to Sustainable Households; an overview".
Carlo Vezzoli, Clothing care in the sustainable household; Design orienting scenarios in Germany, Italy and the Netherlands
Ken Green, Klara Toth, Jaco Quist and William Young, Scenarios for Shopping, Cooking and Eating in 2050: a three-country study

**Abstract**

This paper is based on the EU funded research project "Strategies towards the sustainable household" (1998-2000). Much of the environmental pollution is caused by household consumption, either directly (energy and water consumption, waste production), or indirectly (consumers buying goods and services that pollute the environment over their life cycle). The Dutch DTO/STD program has shown that in 50 years time, needs will have to be fulfilled with a factor 20 increase in environmental efficiency, in order to enable sustainable development. Also by DTO/STD it has been shown that this cannot be achieved by technology alone; changes in life styles and consumption patterns are necessary.

In the SusHouse project a methodology is developed and tested aimed at achieving these leap-frog innovations. The methodology consists of the following steps: proto-scenario building by the project team; the organization of creativity workshops together with stakeholders based on the proto-scenarios; the development of design orienting scenarios based on the creativity workshops; the assessment of the scenarios with respect of environmental gain, economic viability, and consumer acceptance; the organization of a second series of workshops together with stakeholders (back-casting workshops) in order to investigate the viability of projects inspired by the scenarios; and cross-cultural analysis and policy implications.

For each of these aspects (tasks), a task format has been developed in the project team. These formats are used and adapted in the course of the project. Together they will form the SusHouse methodology.

Three Household domains have been selected on the basis of their environmental pollution: Nutrition (Shopping, Cooking, Eating), Clothing Care, and Shelter for Sustainable Living. Each of these "Household functions" is investigated in three countries; altogether there thus are nine sub-projects. For each of the sub-projects first a function description is made, in which the function, the supply chain, the environmental burden, and the main stakeholders are described, as well as current and future trends.
At this moment the project is over half way: Design oriented scenarios have been developed on the basis of the creativity workshops, and the assessments are under way. The assessment formats have been developed and will be accommodated and adapted during their use in the project.

In the second half of the project, the DOS’s, together with the assessments, will be presented to the stakeholders in a second series of workshops. In these workshops, which are organized according to a format yet to be developed, the stakeholders are invited to formulate concrete, short time-oriented projects that may help to realize the long-term scenarios. This is done by back casting from 2050 back to the present. The outcome of the second series of workshops is expected to be multi-stakeholder projects, as well as research agendas and policy recommendations.

In the last phase of the project the functions in the three different countries are compared to each other, and cross-cultural and structural differences will be assessed. On the basis of the outcomes of the second series of workshops, policy recommendations will be developed for various government levels.