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## futuro

a method for calculating a sustainability  
value for products

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## content

motivation  
goals  
project progress so far  
perspectives

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## motivation 2002

idea from SOL's call for sustainable lifestyle  
„must not trigger costs for future generations“  
„must not trigger costs for people in other parts  
of the world“

→ let's quantify these „costs“



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**motivation 2007**



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<http://themenschwerpunkt.orf.at, january-march 2007>

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**motivation 2007**




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You've checked the price and calorie count, now here's the carbon cost

Tesco intends to put carbon cost labels on each of its 70000 products

The new labelling programme will not be immediate. Tesco said it would first have to develop a universally accepted and commonly understood measuring system.



*The Guardian, January 2007*  
<http://orf.at/070309-10023/>

"Flugpfeckerl" für Lebensmittel

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**goals**



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- To develop
  - o an assessment methodology,
  - o which delivers the "sustainability value" of a product
  - o depicting the "environmentally and socially fair extra charge"
  - o including the external costs for environment and society
  - o measured in monetary units (FUTUROS)

Long-term objective:  
Dual pricing, labelling

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## next users

- o scientists
- o policy makers to push their economy towards sustainability
- o producers to adjust their production towards sustainability
- o supermarkets, restaurants etc could influence consumers' purchase decisions by a "sustainable price"
- o consumers, orientation for sustainable consumption

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## why not use existing labels?

- o futuro answers questions of "how much better" instead of "yes or no"
  - allowing for price-like comparisons
- o comparison of very different products
  - tea or coffee?
- o integration of the quantity / amount consumed
  - how much orange juice?

*Österreichisches Umweltzeichen, Fairtrade-Label, ökotest , ...*

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## project steps 2002 - 2004

1. **development of a first draft methodology**  
including weights from opinion polls
2. **assessment of orange and apple juices**  
apple juices from 0,2434 – 0,5493 futuro  
orange juices from 0,3623 - 1,2298 futuros
3. **assessment of T-Shirts**  
9,2914 futuros
4. **workshops, presentations, papers**  
educational sector, mainly Austrian



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## methodology 2004 / 1

- o 6 Criteria: Greenhouse effect, wages, social standards, land use, toxicity and use of material/natural resources
- o for each criterion select indicator and determine price factor
  - greenhouse effect – CO2 equivalents – x futuro / CO2 equivalent
- o aggregation of the single criteria prices

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## methodology 2004 / 2

- o price factors use a complex methodology based on
  - internalisation of external effects
  - statistical data
  - formula to determine consumption-related emission figures like "all CO2 emissions which are due to consumption of products in Austria"
  - relative weights to determine the relation of the single criteria

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## methodology 2004 / 3

- o fair wages
  - consumption-related emission figure: quantification of we do not pay because of unfair wages (difference to Austrian standard wages) for all imported products
    - 42,5 Mrd. € per year!!!
    - more than 5.000 € per person!!!
  - assessment of one product

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## methodology 2004 / 4

### o key documents

- Bußwald P., Niederl F., Jakubowicz D., Schuh B. (2002). FUTURO – a sustainable consumption network, ENVIRO INFO VIENNA 2002 16th International Symposium on Environmental Informatics, Wien, September 2002
- Jakubowicz D., Supper S., Bußwald P. (2004). FUTURO, der Nachhaltigkeitspreis, Sustainable Austria Nr. 28, Dezember 2004, [www.akaryon.com/docs/FUTURO\\_dez2004.pdf](http://www.akaryon.com/docs/FUTURO_dez2004.pdf)

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## futuro partnership 2002 - 2004

- o SOL, Klimabündnis, akaryon, IUW (WU Wien)
- o Experts from Austrian universities

*FUTURO funded by the „Schwerpunkt nachhaltige Entwicklung“ (Sustainable development), Österreichischen Entwicklungszusammenarbeit, and from basic funding for SOL (Bundesministerium für Land- und Forstwirtschaft, Umwelt- und Wasserwirtschaft and Bundesministerium für Bildung und Wissenschaft und Kultur).*

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## cleanEuro from 2005

- o The „simple sister/brother“ of futuro
  - Is the product „eco“ → declare 1/3 of price „clean“
  - Is the product „fair“ → declare 1/3 of price „clean“
  - Is the product „near“ → declare 1/3 of price „clean“

*cleanEuro is a self-assessment method!  
cleanEuro and cleanEuro workshops are organised by SOL. Correlation between futuro and cleanEuro shall be double-checked.*

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## futuro partnership from 2006



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- o Dr. Fritz Hinterberger, Dr. Ines Omann, Mag. Mark Hammer, Verein zur Förderung eines Sustainable Europe Research Institute [www.seri.at](http://www.seri.at)
- o Dr. Bernhard Freyer, Dr. Ruth Bartel-Kratochvil, Division of Organic Farming, Department of Sustainable Agricultural Systems, University of Natural Resources and Applied Life Sciences [www.nas.boku.ac.at/oekoland.html](http://www.nas.boku.ac.at/oekoland.html)
- o DI Markus Meissner, AIAE / Austrian Institute for Applied Ecology - Österreichisches Ökologie-Institut [www.ecology.at](http://www.ecology.at)
- o DI Petra Bußwald, akaryon, [www.akaryon.com](http://www.akaryon.com)
- o Dr. Sylvia Prieler, Land Use Change and Agriculture Program, [www.liasa.ac.at](http://www.liasa.ac.at)
- o Ao.Univ.Prof. Mag. Dr. Luise Gubitzer, WVL3 / Institute of institutional and heterodox economics, WU Wien

*Proposal for national funding submitted*

econetus, 16.3.2007, 16

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## akaryon references in context



[www.futuro-preise.at](http://www.futuro-preise.at)

- Energy accounting system for schools [www.umweltnet.at/bonus](http://www.umweltnet.at/bonus)
- Individual registers of CO2 and energy [www.umweltnet.at/ecocheck](http://www.umweltnet.at/ecocheck)
- Individual registers of CO2 / relation to Emission Trading [www.umweltbildung.at/co2rechner](http://www.umweltbildung.at/co2rechner)
- CO2 Assessment Tool for Communities Klimabundnis Österreich
- Project development, proposals, proposal reviews and project management for national and eu projects [www.proposal-review.eu](http://www.proposal-review.eu)

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## futuro/e perspectives



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- o assessment methodology
- o product assessment
- o eco Labelling network
- o co-operation with producers
- o co-operation with traders
- o ....

*proposal for EU funding ...*

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