

SUFFICIENCY LIFESTYLES FROM THE PERSPECTIVE OF TODAY'S SOCIETY

Sufficiency is about creating the social, infrastructural, and regulatory conditions for changing individual and collective lifestyles in a way that reduces energy demand and greenhouse gas emissions to an extent that they remain within planetary boundaries and simultaneously contribute to societal wellbeing. The project aimed to determine the extent to which people are living sufficiently today, what supports them, what challenges they face in their daily lives, and how potential barriers can be overcome.

FULFILL has undertaken a comprehensive set of micro-level studies, i.e. on individual and household levels, investigating the mechanisms of lifestyle changes and sufficiency-oriented lifestyles using research methods from the social sciences and humanities (SSH). The studies were carried out in Denmark, France, Germany, Italy and Latvia as well as two major cities in India, Mumbai and Delhi. The recommendations below build on inputs from more than 21,000 survey responses and around 160 interviews with citizens. FULFILL thus contributes to developing a better understanding of the potential scope and diffusion of sufficiency-oriented lifestyles.

Sufficiency-oriented lifestyles were identified by combining a low carbon footprint (lowest 25% within the respective country) with a high well-being (upper 50% within the respective country). We find that **11-13% lead a sufficiency lifestyle in today's society.**

See D3.1

They are characterised by **values** supporting this lifestyle, the **absence of social and material deprivation**. But such a lifestyle **requires resources and capacities**, in terms of money, time or competencies, which underlines the need for structural change. The study in **India** emphasises the role of these **economic preconditions for sufficiency.**

See Flipo et al. 2024

By studying exemplary policy measures to achieve sufficiency-oriented lifestyles, our findings suggest that the **public is ready for softer, less intrusive measures** to support sufficiency, but is likely to **resist more radical measures** at the moment (e.g. bans on single-family homes, higher taxes on meat).

See D3.3

Currently, **few people are familiar** with the topics under study, and those with greater familiarity tend to view them more favourably. But even minor changes in **communication** can influence the perceptions of policy measures, e.g. talking about measures to 'overcome' certain choices instead of 'punishing' them.

See D3.3

We identify some topics which underline that sufficiency is a **gendered topic** - with a higher proportion of women living sufficiently. However, we also find evidence of overlaps between sufficiency practices and the care economy, e.g. the time needed to prepare plant-based meals.

See D3.1

We also identify an additional group of **12-13% per country**, which exhibits low carbon emissions and low well-being, and manifests signs of social and material **deprivation.**

See D3.1

Recommendations for Policy Making



Promote Awareness

Increase public awareness and education on sufficiency-oriented lifestyles to foster a more favorable view of related policies.



Support Soft Measures

Implement softer, less intrusive measures that encourage sufficiency, such as incentives for low-consumption practices.



Gender Impact Assessment

Assess the gender implications of policy measures to ensure equitable access and support for sufficiency lifestyles.



Address Economic Barriers

Develop programs that provide resources, skills, and support to help individuals transition to sufficiency-oriented lifestyles, especially for marginalized groups.



Social Impact Assessments

Conduct thorough social impact assessments to evaluate the effects of sufficiency measures on vulnerable populations and prevent exacerbation of social inequalities.