

How Green is Household Behaviour?

Sustainable Choices in the Face of Interlocking Crises

POLICY HIGHLIGHTS

TRANSPORT

ENERGY

FOOD

WASTE



Preface

Virtually all household choices – ranging from daily routines, such as what to eat and how to get to work, to less frequent decisions, like how to heat our homes and whether to buy a car – affect the climate and the environment. While the potential for individual and household choices to reduce environmental impacts is clear, the increasing urgency of climate change and other environmental crises illustrates the challenge governments face in fulfilling this potential.

In 2022, the OECD undertook the third round of the Survey on Environmental Policies and Individual Behaviour Change (EPIC), building on previous rounds in 2008 and 2011. This third round came at a time of interlocking global crises, including the COVID-19 pandemic, geo-political tensions and tumultuous

energy and commodity markets. Concurrently, the urgency of action to address climate change and broader environmental challenges underlines the importance of an enhanced understanding of household behaviour and the barriers to making more sustainable choices. With comparable data on household environmental behaviour across nine countries and four thematic areas (energy use, transport, waste practices and food consumption), the EPIC Survey provides unique insights into the drivers of these choices and the measures governments can put in place to overcome the barriers identified.

This report, ***How Green is Household Behaviour? Sustainable Choices in a Time of Interlocking Crises***, provides an overview of the results from the 2022 survey. It highlights the importance of making environmentally sustainable choices available and achievable for consumers. This includes, for example, options for households to choose renewably generated electricity or to easily charge electric vehicle batteries. Equally, it is important to ensure that the more environmentally sustainable alternatives are not just confined to some segments of the population, such as higher-income households, homeowners and those living in detached housing, but also for lower-income households, tenants and those living in apartment buildings. The reported high levels of support for many types of policies should be leveraged to advance environmental objectives.

The report provides an important point of departure for pursuing future work to examine the drivers of individual choices and the role of economic and policy conditions in supporting behaviour change. It is my hope that the findings presented in this report will serve as a key reference for policy makers as they develop and implement policies and infrastructure that will enable more sustainable consumer choices.



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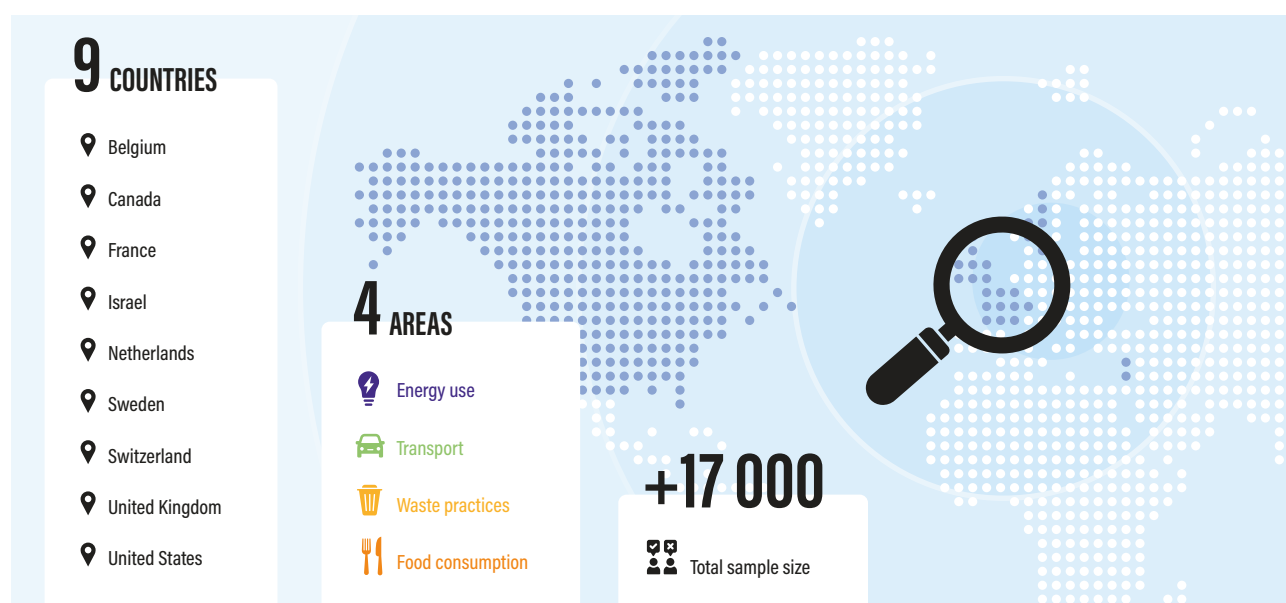
The OECD survey on Environmental Policies and Individual Behaviour Change (EPIC) explores environmental attitudes and actions

Environmental pressures from household consumption are significant. Without greater policy effort, their impacts are likely to intensify over the coming years as populations and disposable incomes grow. The EPIC Survey explores what drives household decisions and how policies may affect those decisions. The survey was implemented in 2022, following two previous rounds in 2008 and 2011.

The 2022 survey was implemented in nine countries: Belgium, Canada, France, Israel, the Netherlands, Sweden, Switzerland, the United Kingdom and the

United States. It records attitudes and behaviour related to energy use, transport, waste practices and food consumption. The survey also includes information on the socioeconomic characteristics of respondents and households, as well as on their residence and how the COVID-19 pandemic may have changed their habits in the areas surveyed. This rich dataset, covering over 17 000 respondents, provides unique insights into households' knowledge and perceptions about environmental issues, current actions and barriers to making more sustainable choices.



Figure 1. OECD SURVEY ON ENVIRONMENTAL POLICIES AND INDIVIDUAL BEHAVIOUR CHANGE (EPIC) 2022



Households engage in some sustainable behaviour but face barriers to more widespread engagement

- Transport:** While reliance on cars is higher in rural areas, car use is still significant even in urban areas where it accounts for 50% of commuter travel. The highest reliance on private cars for urban commuting is in the United States (65%), Canada (56%) and Israel (56%). Overall, 75% of households report that at least one household member uses a car on a regular basis. However, more than half (54%) indicate that improved public transport, i.e. cheaper, more frequent and more widespread services, would encourage them to drive a car less. The high reliance on private cars in all countries highlights the potential of electrification and public transport in decarbonising the transport sector. A reported barrier to the uptake of electric cars appears to be a lack of charging infrastructure.
 
- Food consumption:** Affordability (64%), taste (61%), freshness (60%) and nutritional value (54%) are respondents' top priorities when making food purchases; the environmental impacts of food products are reportedly less important, even among those who are environmentally concerned. Across countries, 24% of households consume red meat several times a week, and less than half of respondents (ranging from 20% in France to 41% in Israel) indicate that they would be willing to substitute conventional meat with a lab-grown alternative. Those who are reluctant to do so express reservations about lab-grown meat (e.g. its health impacts). Providing more information on the benefits of sustainable food products could reduce potential misconceptions about their cost or quality.
 



- Energy use:** Respondents are more likely to practise easily adopted energy-saving actions, such as turning off the lights when leaving a room (92% of respondents), than actions that are harder to adopt or could reduce comfort, such as minimising the use of heating or cooling (68%). Uptake of renewable energy and low-emissions energy technologies is more limited, even when these options are available. Among households for whom the installation of such equipment is possible, less than one-third have installed heat pumps (30%), solar panels (29%) and battery storage (27%). Uptake is particularly low for technologies that have high up-front installation costs or are not well understood.
 
- Waste practices:** Households act to reduce waste by engaging in low-effort activities, but struggle to change their consumption habits. For example, many households use reusable shopping bags (83%), but fewer buy second-hand items (37%) or rent items rather than buying them (22%). Households with drop-off services or services that collect recyclable waste at their residence produce on average 26% and 42% less mixed (i.e. non-recyclable) waste than households without these services. Households that are charged for mixed waste disposal report composting 55% of their food waste, while those that are not charged report composting 35% their food waste. Up to 16% of households report disposing of electric and electronic waste along with mixed waste.
 



Policies should seek to remove barriers to action and create incentives to encourage uptake

Availability, affordability and convenience are key incentives for households to make environmentally sustainable choices. Policies should therefore seek to remove barriers to action related to these aspects, while creating the right incentives to encourage uptake.

Survey results point to a number of policy priorities:

- **Make sustainable choices available and feasible.** Key bottlenecks to sustainable behaviour include a lack of availability and awareness, e.g. of renewably generated electricity options or charging stations for electric vehicles, as well as feasibility, e.g. solar panels for tenants or solar energy options (e.g. community solar) for those living in apartment buildings.
- **Provide incentives that promote sustainable choices.** Affordability and convenience are important factors for encouraging sustainable choices, especially around transport and food. Income and environmental concern are important factors in many household decisions, but environmental concern alone does not appear to be enough to change certain behaviours (e.g. eating red meat or using a car, when alternatives are feasible).
- **Leverage existing public support to advance environmental policies.** Respondents systematically express less support for taxes and fees than for measures that make sustainable alternatives more

affordable, such as subsidies. Policy complementarity is an important consideration, as households' acceptance of and ability to respond to tax-based measures depends on the alternatives available to changing their behaviour. In addition to providing sustainable alternatives, complementary policies to taxes and fees include a recycling of the revenues generated (e.g. to fund improvements in public transport).

- **Bundle incentives to maximise impact.** Certain environmental behaviours go hand in hand. Complementary incentives can reward environmental action in one domain by providing incentives for action in another domain. For example, those who shop with reusable containers could receive discounts on sustainable food items.

Availability: 33% of respondents indicate that there are no electric car charging stations within 3 kilometres of where they live.

Feasibility: 63% of those living in apartment buildings have not installed solar panels because installation is not possible, compared to 16% of those living in detached houses.

Affordability: 64% of respondents prioritise affordability when purchasing food, compared to 9% who prioritise the relative carbon footprint of food products.

Convenience: 37% of respondents state that having their waste collected from their home would encourage them to recycle or compost more.

Concerns about the economy and personal safety are more important than concerns about the climate and the environment in many countries

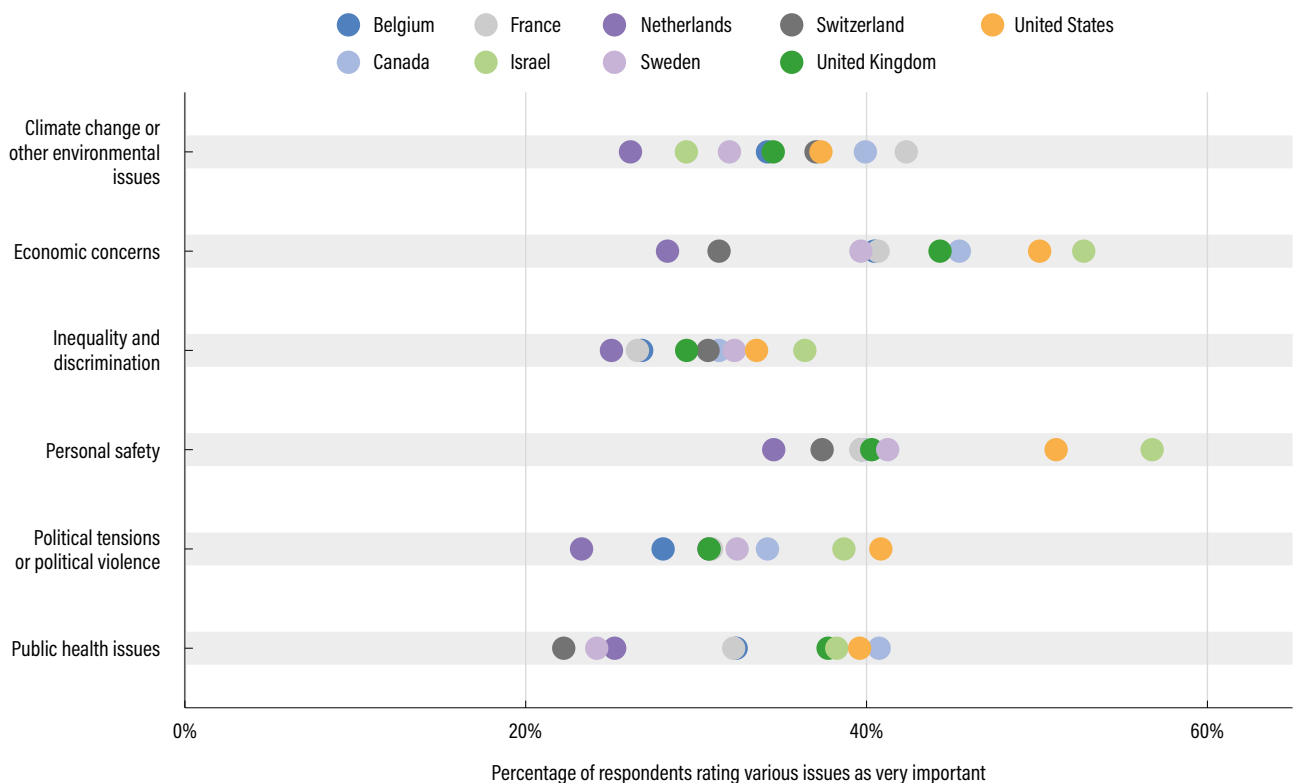


Incentivising behaviour change relies on a well-developed understanding of individuals' attitudes and how those attitudes interact with exposure to different policy measures.

Respondents of the EPIC survey are most concerned about personal safety and economic issues. Overall, 42% and 41% of respondents report personal safety and economic concerns as very important, respectively (Figure 2). In comparison, 35% think climate change or other environmental issues are very important. This concern for the climate and the environment was expressed to a greater extent by women, those with higher education and older respondents.

More than half of respondents expect climate change and environmental issues to negatively impact the quality of life of both current and future generations. Fewer (20%) expect these issues to have a negative impact on their job security.

Figure 2. CONCERNS ABOUT THE ECONOMY AND PERSONAL SAFETY OUTRANK CONCERNS ABOUT THE CLIMATE AND THE ENVIRONMENT IN MANY COUNTRIES



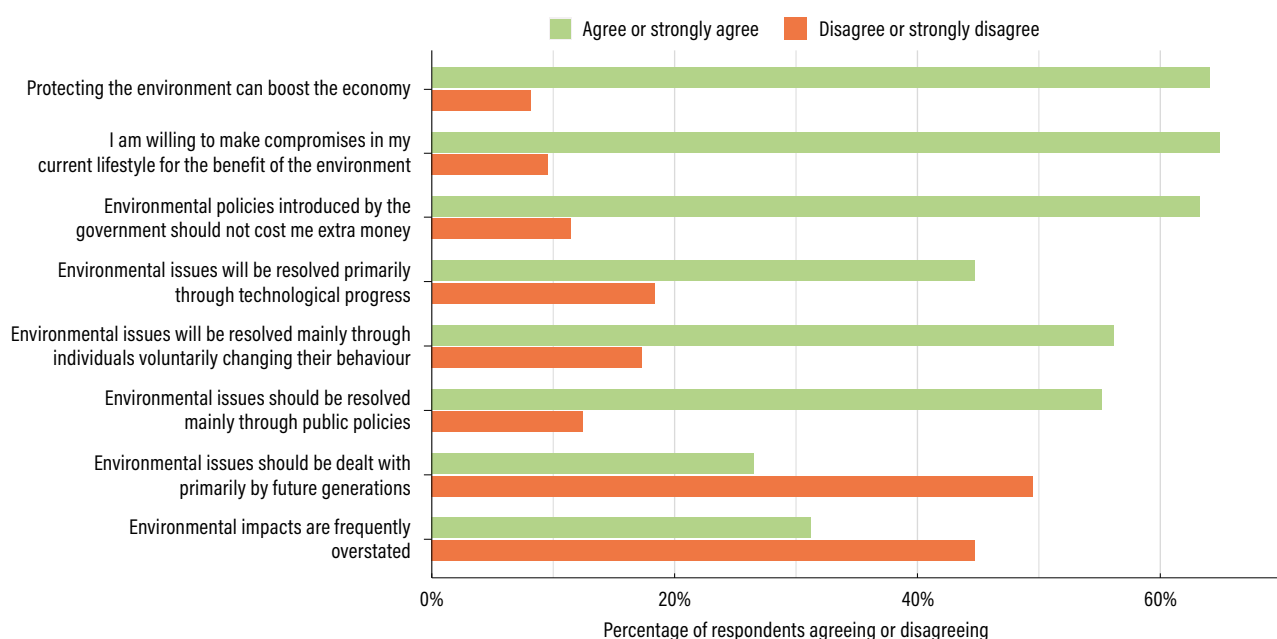
Most respondents would make lifestyle compromises to benefit the environment; for many this is provided that these changes do not incur additional financial costs

A majority of respondents (65%) indicate that they are willing to make personal compromises to their lifestyles for the benefit of the environment. However, for almost as many respondents (63%) these compromises should not cost them extra money (Figure 3). This is in particular the case for lower-income households. Approximately 40% of respondents report both that they are willing to change, but also that any such changes should not cost them extra money, pointing to a likely

challenge for governments in implementing demand-side measures.

Respondents are generally confident that policy action and technological innovation will be able to effectively address climate change and other environmental issues. Respondents generally do not agree that these issues are overstated or should be left for future generations to deal with.

Figure 3. **MOST RESPONDENTS WOULD MAKE LIFESTYLE COMPROMISES TO BENEFIT THE ENVIRONMENT**





Support for policies varies by the type of policy instrument and is also linked to respondents' environmental attitudes

Support is widespread for information-based and structural measures, but consistently lower for taxes and fees. Respondents who are highly concerned about the environment express greater support for all the environmental policies surveyed compared to those who are less concerned (Figure 4). The picture is similar for respondents who report that they have confidence in their government, relative to those that report having no confidence.

Transport: Measures to improve public transport systems enjoy widespread support in all countries, ranging from an average of 72% in the United States to 85% in Israel. Many respondents also express support for subsidies for low-emission or efficient cars (60%) and stricter fuel efficiency standards for new cars (56%). Lower support is expressed for charging a fee per kilometre driven (20%) and increasing parking fees (18%).

Food consumption: Respondents express the highest levels of support for educating children about sustainable diets (78%), providing incentives for farmers to reduce environmentally harmful practices (74%), and stricter regulations for pesticide use, industrial animal farming and aquaculture (71%). Taxing meat and seafood, however, is supported by only 23% of respondents.

Energy use: Over 70% of respondents approve of implementing energy efficiency standards and subsidies to low-income households for investing in low-emissions energy technologies such as renewable energy or energy efficiency equipment. In contrast, taxing energy use is supported by 38% of respondents. As in other policy areas, those with high environmental concern consistently express greater support for policies targeting energy use.

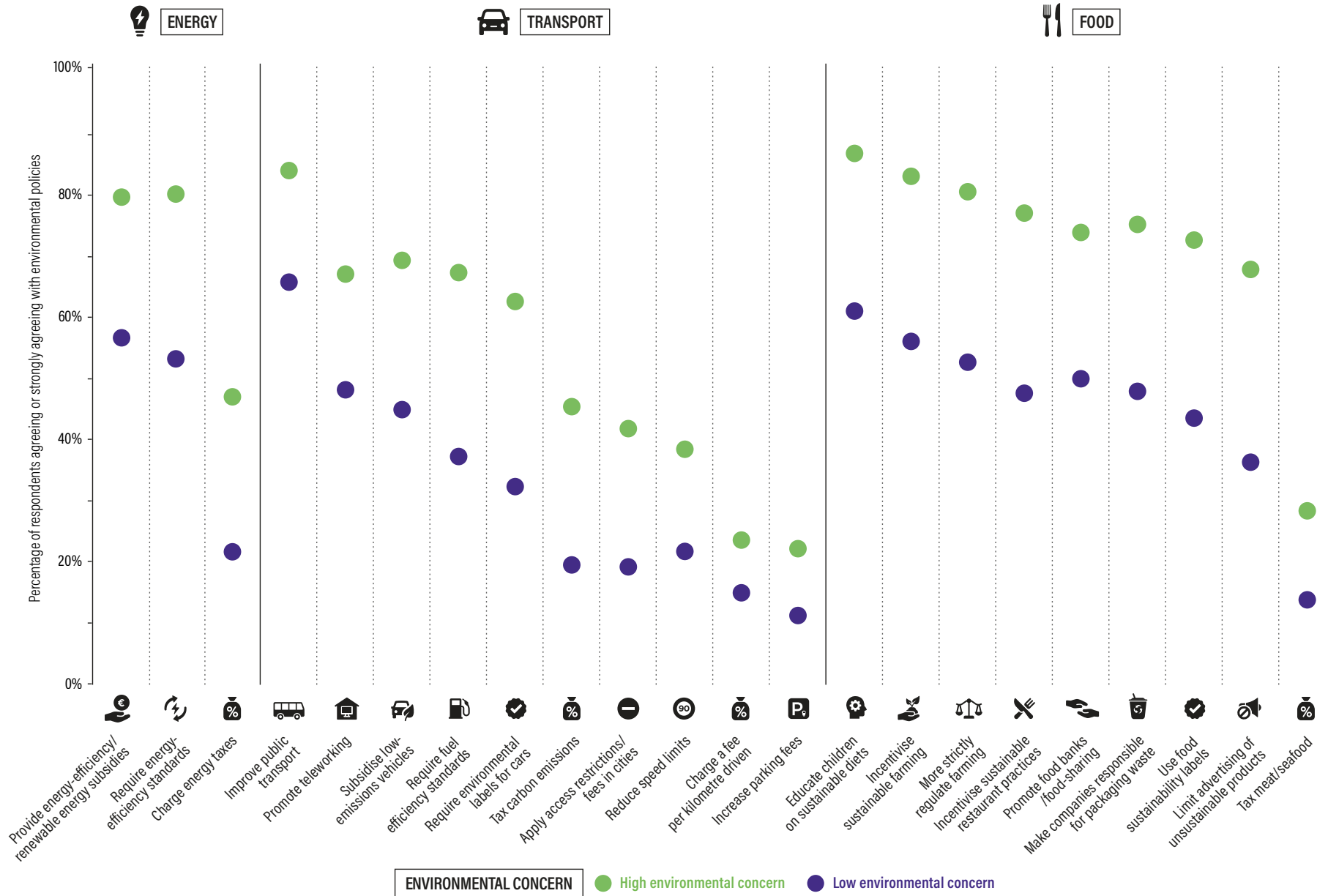
Support for policy measures regarding air travel

Investing in research to develop clean air travel technologies received the greatest support (66%), closely followed by investing in better services for alternative modes of transportation (63%).

Less support is expressed for a tax on airplane tickets (30%) or restricting the number of short-distance flights (37%).



Figure 4. HOW LEVEL OF ENVIRONMENTAL CONCERN AFFECTS SUPPORT FOR ENVIRONMENTAL POLICIES



While rural respondents rely more on private transport than those in urban areas, car use remains high in urban areas

Shifting households away from conventional car use is challenging, in rural and urban areas alike. Across the nine countries surveyed, 75% of households report that at least one household member uses a conventional private car on a regular basis. Car use does not vary significantly by level of environmental concern, highlighting households' car dependence and the constraints and inconveniences associated with changing this behaviour.

When it comes to commuting, 59% of households in rural areas use a car. In urban areas, this share is still 45%, with an additional 1% using motorcycle and 4% carpooling (Figure 5). The proportion of urban commuters that use a private car is greatest in the

United States (65%), Canada (56%) and Israel (56%). In the rest of the surveyed countries, an average of 35% of urban residents use a private car to commute.

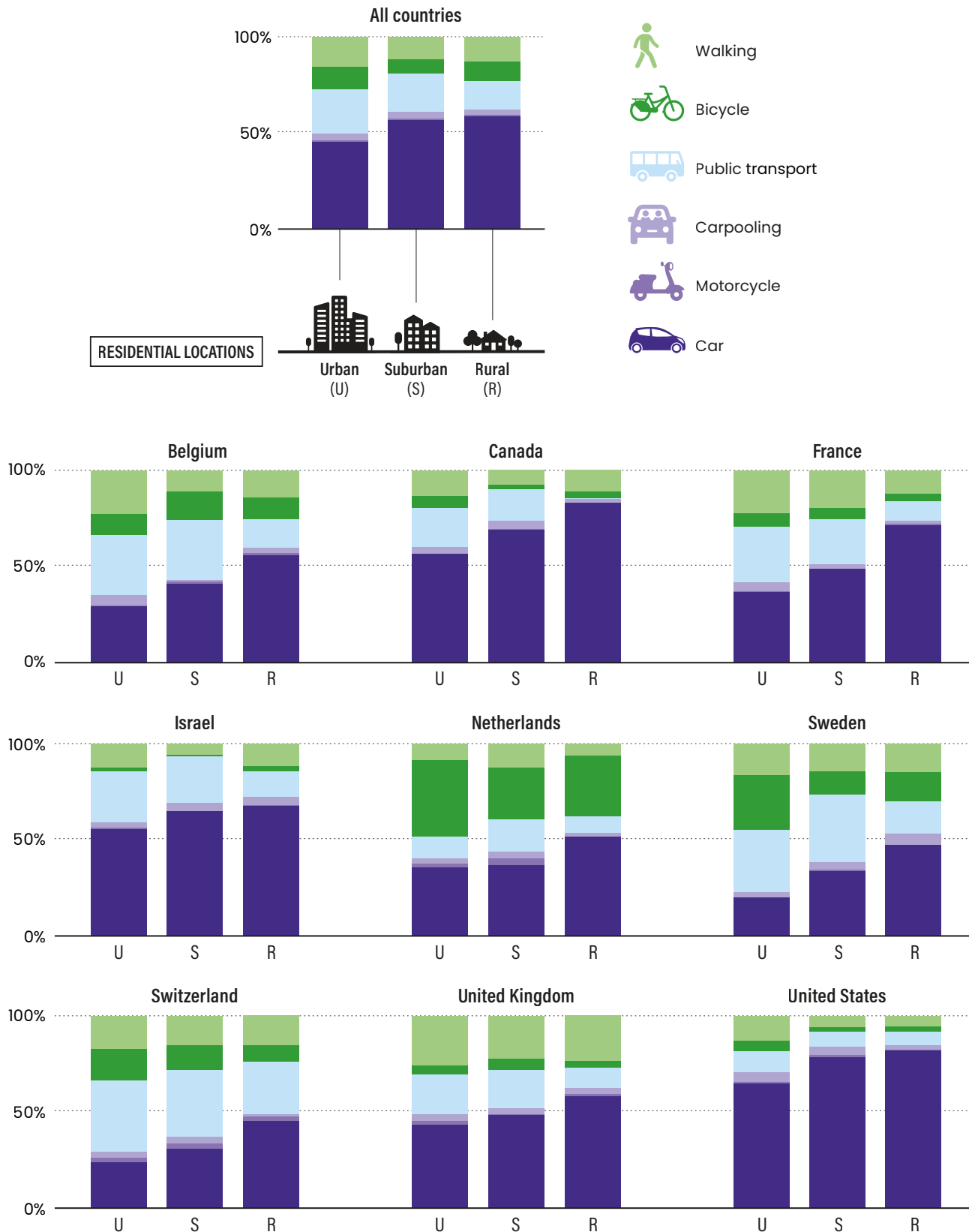
Although country contexts differ, some patterns in transport mode use can be observed across countries:

- In most countries, low-income households report using public transport more regularly than high-income households.
- Reported use of public transport is 10 percentage points higher among those who are concerned about the environment.



Figure 5. **HOUSEHOLD USE OF CONVENTIONAL CARS IS HIGH**

Percentage of respondents using each mode as their primary mode of commuting



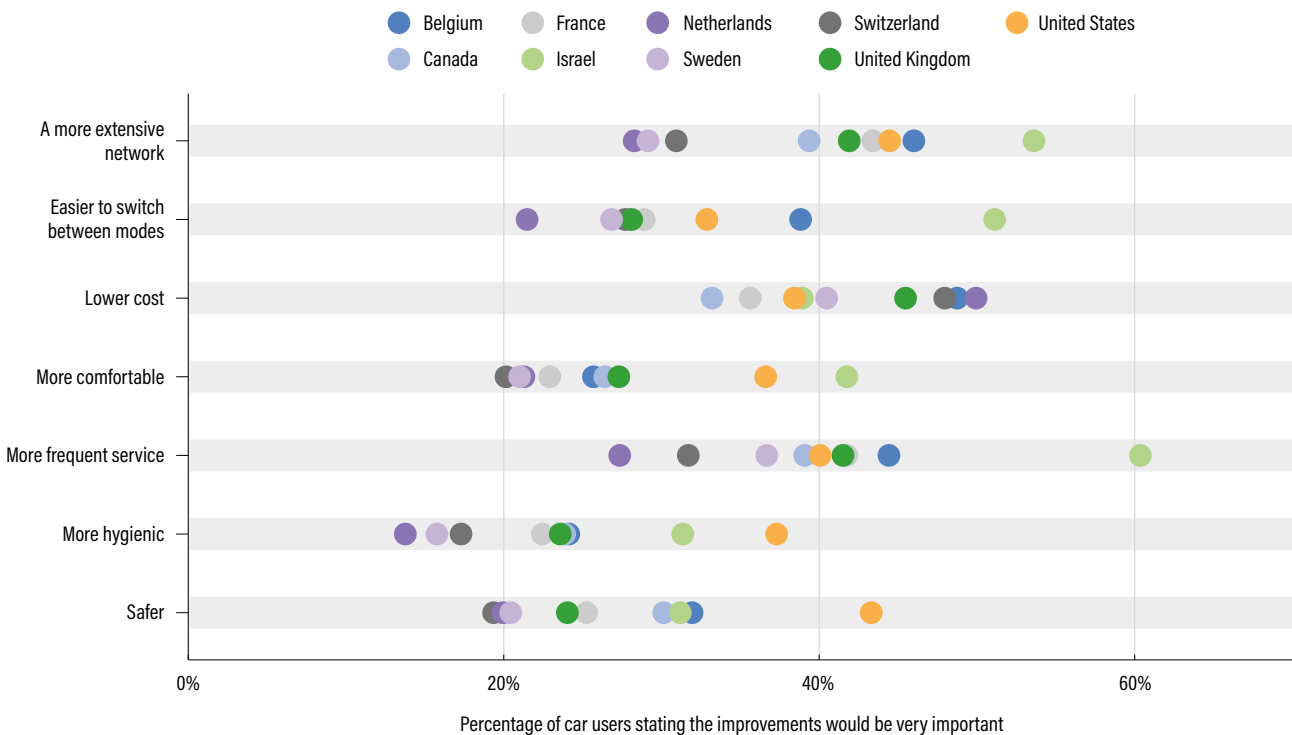


Improved public transport services could encourage many households to drive less

Making it easier and cheaper for households to use public transport will reduce car dependency and the environmental impacts of transport activity. Overall, 54% of regular car users indicate that improved public transport would encourage them to drive less (Figure 6). Specifically, they would like to see more frequent services, better network coverage and lower fares.

Nearly one quarter of households (24%) report not using a car regularly. These respondents cite the availability of public transport (48%), proximity to essential facilities (42%) and high use costs (46%) as the main reasons for not using a car. Environmental concern was cited by only 19% of households as a main reason why they do not use a car.

Figure 6. MEASURES THAT WOULD ENCOURAGE RESPONDENTS TO REPLACE CAR USE WITH PUBLIC TRANSPORT





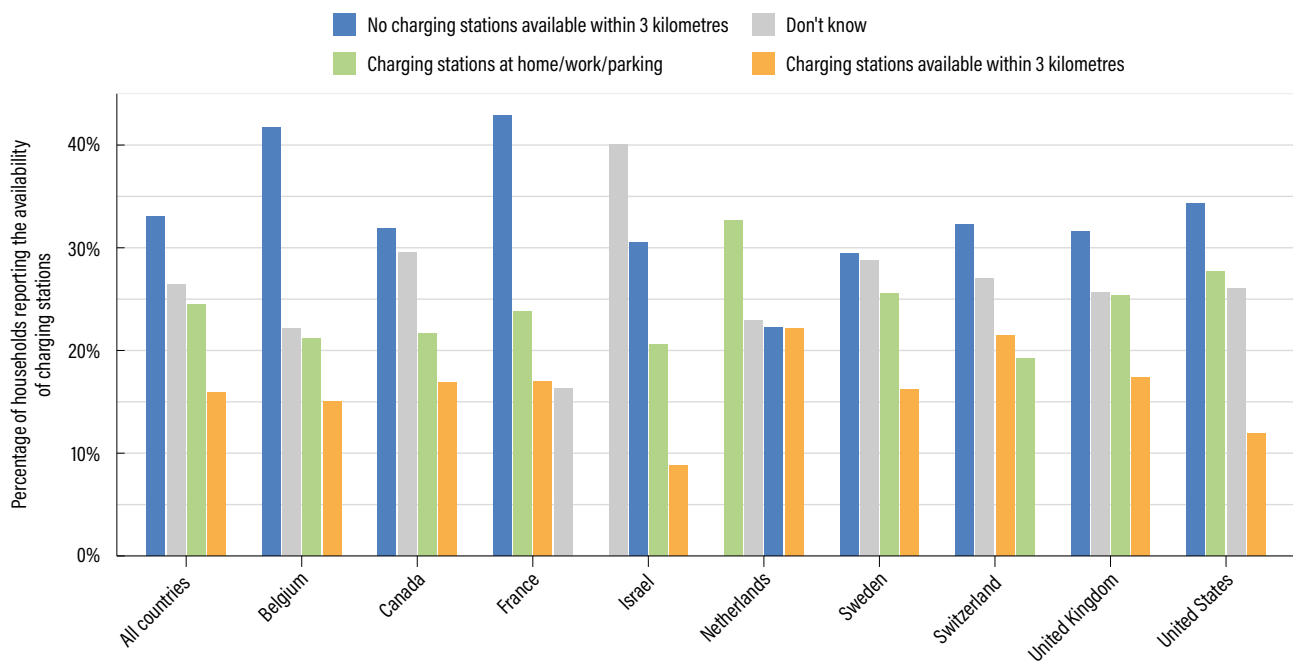
More than 80% of potential car buyers still intend to purchase a car that runs on fossil fuels

The large majority of respondents (more than 80%) that plan to buy a car within the next couple of years expect this to be a car that runs at least partially on fossil fuels.

A third of households report that there are no charging stations for electric cars within three kilometres of where they live, ranging from 30% in the Netherlands

to 43% in France (Figure 7). This suggests that current policy efforts to increase the availability of charging stations for electric cars will be critical for enabling their widespread uptake.

Figure 7. ACCESS TO CHARGING IS A SIGNIFICANT CONCERN



Note: While increasing the availability of charging infrastructure is currently a policy priority in many countries, these survey results reflect reported availability as of June/July 2022.

Affordability, freshness, taste and nutritional value, rather than environmental considerations, are priorities when making food purchases

When purchasing food, respondents generally prioritise affordability (64% of respondents), taste (61%), freshness (60%) and nutritional value (54%) (Figure 8). Much smaller shares of the respondents, including those who are environmentally concerned, prioritised whether the food is produced locally (22%), organically (14%) or has a low carbon footprint (9%) in their decision-making. This suggests that appeals to environmental considerations alone may not be effective in motivating sustainable food choices. Complementary attention to the affordability, taste, and health benefits of food choices will be needed to influence purchasing behaviour.

Some differences in food purchasing behaviour are evident across groups of respondents:

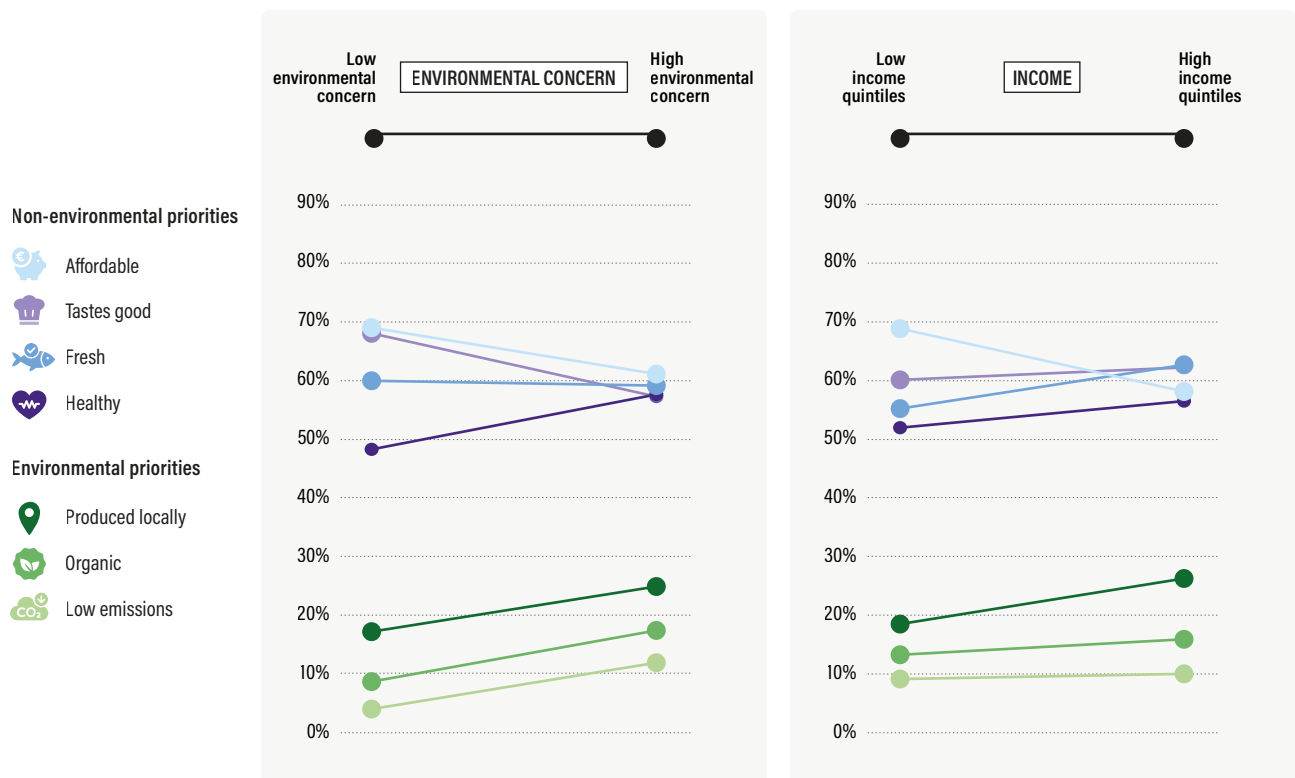
- **Environmental concern:** Although those with high environmental concern are more likely to prioritise

a food product's carbon footprint compared with those with low environmental concern, this priority is important for only a minority of respondents (12% vs. 4%, respectively).

- **Income:** 69% of low-income households report that affordability is important to them when purchasing food, compared to 58% of high-income households. Environmental priorities (locally produced, organic and carbon footprint) are less important for low- and high-income households alike.
- **Age:** Older respondents report purchasing locally produced food more often than younger respondents. Younger respondents prioritise organic food and carbon footprint to a greater extent than older respondents.

Figure 8. ENVIRONMENTAL CONSIDERATIONS ARE NOT HIGH PRIORITIES WHEN PURCHASING FOOD

Percentage of respondents considering the factor important by environmental concern and income



Widespread consumption of meat means that shifting to more sustainable alternatives has the potential to yield large-scale benefits



Overall, 24% of respondents report eating meat several times a week. Across countries, higher incomes are associated with greater consumption of red meat (Figure 9). On average, 12% of respondents with high environmental concern report never eating red meat, which is similar to the proportion among those with low environmental concern (10%). In comparison, 28% of those with low environmental concern report eating red meat several times a week, compared to 22% of those with high environmental concern. The relatively small differences in dietary habits across different levels of environmental concern could suggest that there is limited public awareness about the environmental impacts of red meat production.

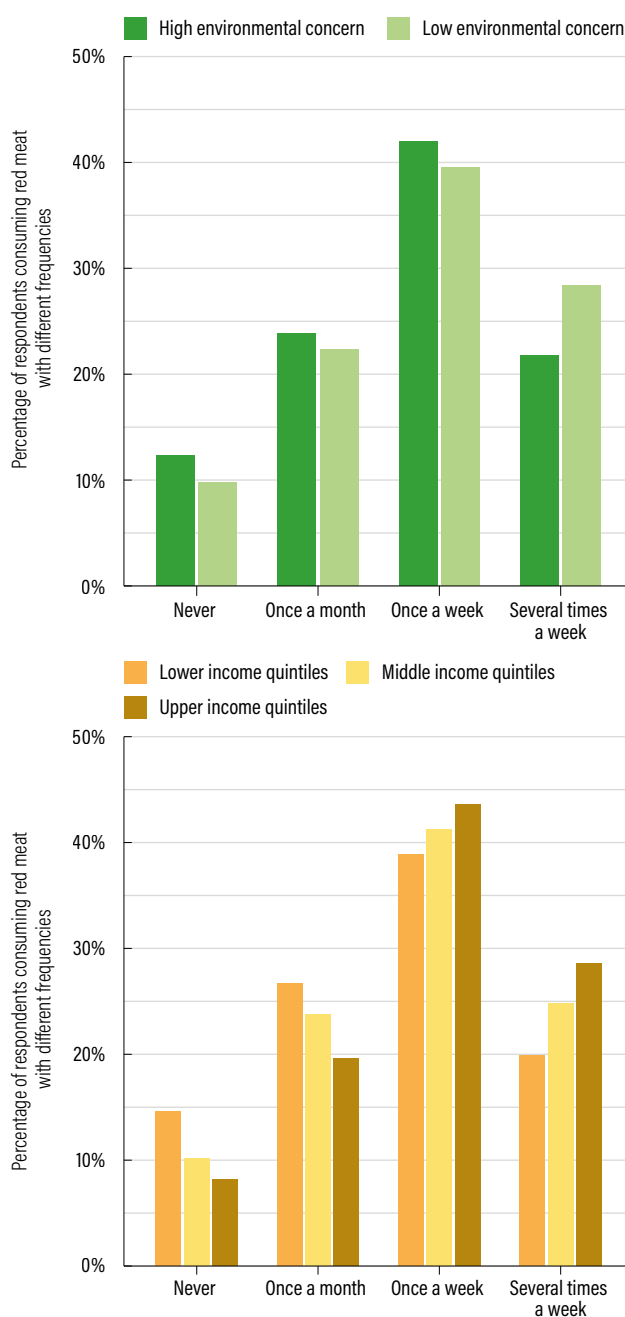
Less than one third of respondents (28%) indicate a willingness to substitute red meat for a lab-grown alternative, while 44% are not willing to do so, and the remainder are undecided. This willingness is lowest in France (20%) and highest in Israel (41%). In all countries, a considerably larger proportion of those who are highly concerned about the environment report being willing to try lab-grown meat (33%) than those who are less concerned (19%).

Supply-side production standards and environmental labelling of meat alternatives will be important measures to increase consumer confidence in new, more sustainable food products.

Reasons for unwillingness to try lab-grown meat:

- 29% I am suspicious of lab-grown alternatives (e.g. health impacts)
- 13% Inferior taste or nutritional value
- 11% Too expensive
- 10% Incompatible with my culture and/or values

Figure 9. ENVIRONMENTALLY CONCERNED RESPONDENTS ARE ONLY SLIGHTLY LESS LIKELY TO CONSUME RED MEAT SEVERAL TIMES A WEEK



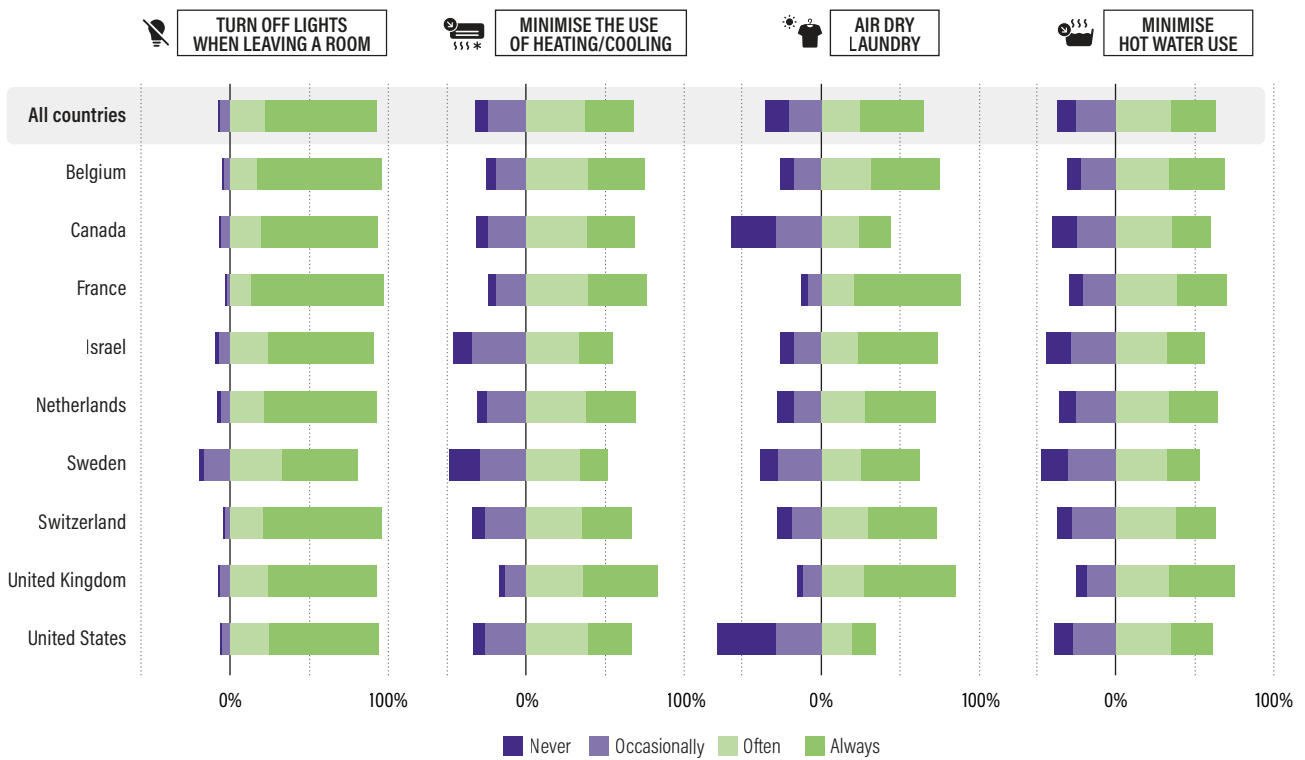
Convenience is an important determinant of energy conservation behaviour

Respondents tend to adopt energy conservation measures that do not require significant effort or changes in perceived comfort, even when doing so could reduce energy costs (Figure 10). Whereas 92% of

respondents report often or always turning off the lights when leaving a room, far fewer (68%) often or always try to minimise their use of heating or cooling.

Figure 10. **TURNING OFF THE LIGHTS IS THE MOST COMMON ENERGY CONSERVATION BEHAVIOUR**

Percent of respondents indicating frequency of engagement in energy conservation behaviours



Energy conservation differs across environmental concern and gender

32% of respondents expressing high environmental concern always minimize hot water use, compared to 22% of respondents expressing low concern.

64% of women report always running full loads when using washing machines compared to 53% of men.

Habit and lack of knowledge are holding back energy conservation actions

Around half of reasons cited for not engaging more in energy conservation include forgetfulness, a lack of awareness and difficulty in changing one's behaviour. These reasons can be fairly easily addressed through low-cost measures such as sustainable default options (e.g. temperature settings), providing feedback on energy use and enabling comparisons with other households.

Other reasons cited reflect attitudinal factors that can be difficult to change. Rather than relying on attitudinal change or persuasion, communications could focus on aligning messages with the types of information that people find credible, such as the cost savings from energy conservation.

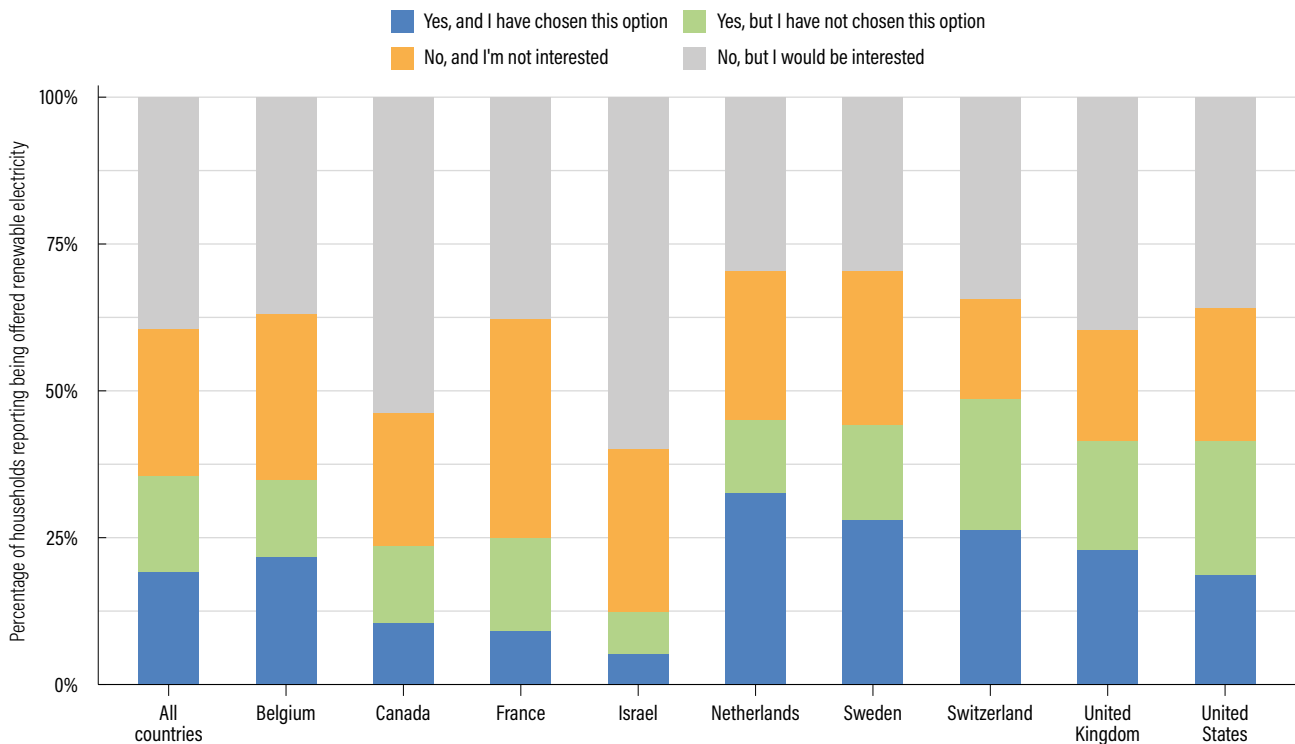


There appears to be substantial unmet demand for low-emissions electricity options

There is scope to increase the availability and awareness of low-emissions electricity options. For example, 39% of respondents report that their provider has not offered the option to use electricity generated from renewable energy

sources, but that they would be interested in this option if it were available (Figure 11). Supply-side measures such as renewable energy mandates, could increase the availability of low-emissions options.

Figure 11. A LARGE SHARE OF HOUSEHOLDS WOULD LIKE ELECTRICITY GENERATED FROM RENEWABLE SOURCES



Feasibility and affordability are barriers to the adoption of low-emissions energy technologies



Installation of low-emissions energy technologies varies across equipment types. Installation rates are high for low-energy lightbulbs (87%), energy-efficient appliances (66%) and energy-efficient windows (58%). Findings suggest that even where installation is feasible, uptake remains lower for technologies with considerable installation requirements and costs, e.g. solar panels (29%), heat pumps (30%) and battery storage (27%).

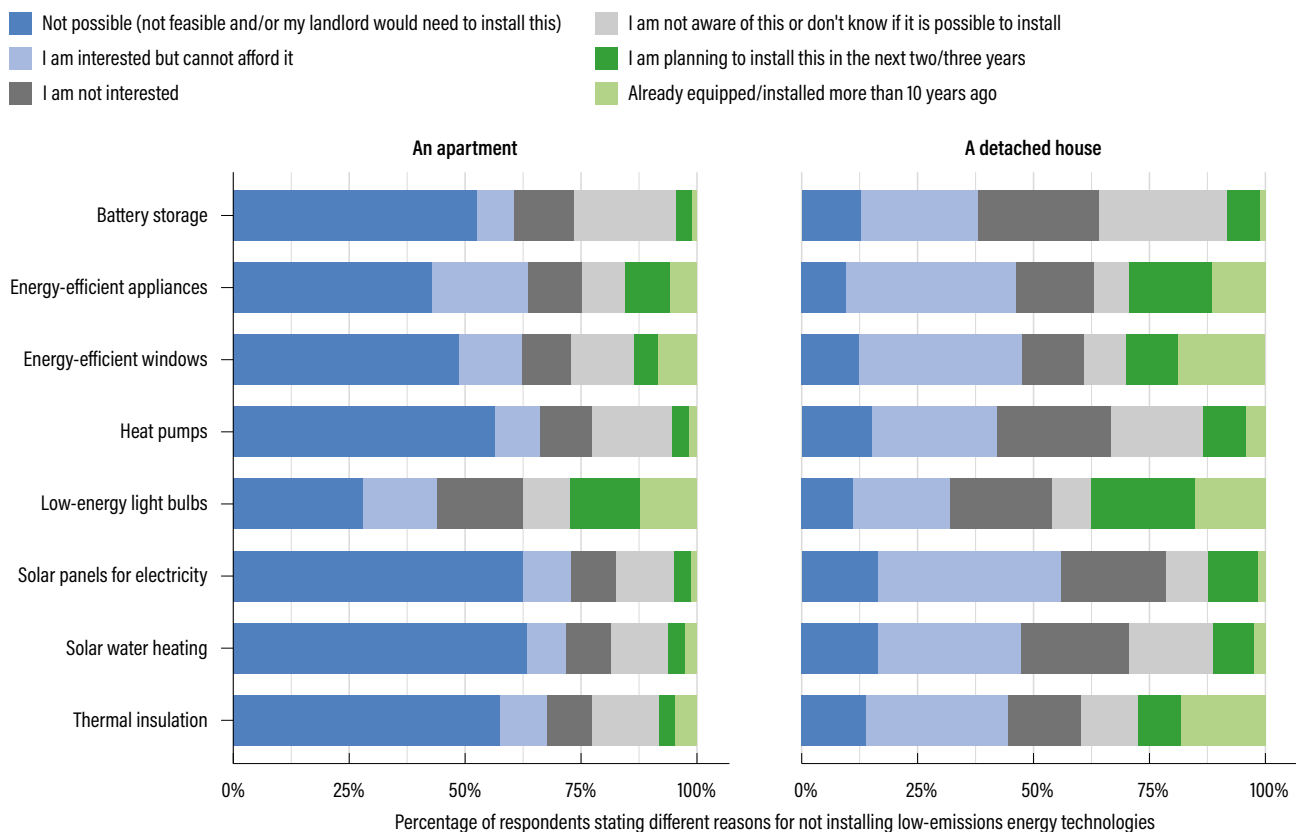
Survey results point to barriers in the uptake of low-emissions energy technologies.

- **Feasibility constraints** (e.g. the inability to install in apartment buildings or the need for landlord permission): Of respondents who have not installed low-emissions technologies, 55% indicate that installation is

not possible. 57% of apartment dwellers report that they have not installed battery storage, heat pumps or solar panels because installation is not possible, compared to 15% of those living in detached houses (Figure 12).

- **Affordability:** Among households for whom the installation of low-emissions energy technologies is possible, low-income households report installing technologies less frequently than high-income households. Differences in uptake between low and high-income households are largest for thermal insulation (13%) and solar panels for electricity (9%). This suggests that, even where feasibility constrains have been eliminated, affordability appears to be a barrier to the uptake of technologies with high upfront installation costs.

Figure 12. **BARRIERS TO INSTALLATION OF LOW-EMISSIONS TECHNOLOGIES DIFFER ACROSS RESIDENCE TYPES**



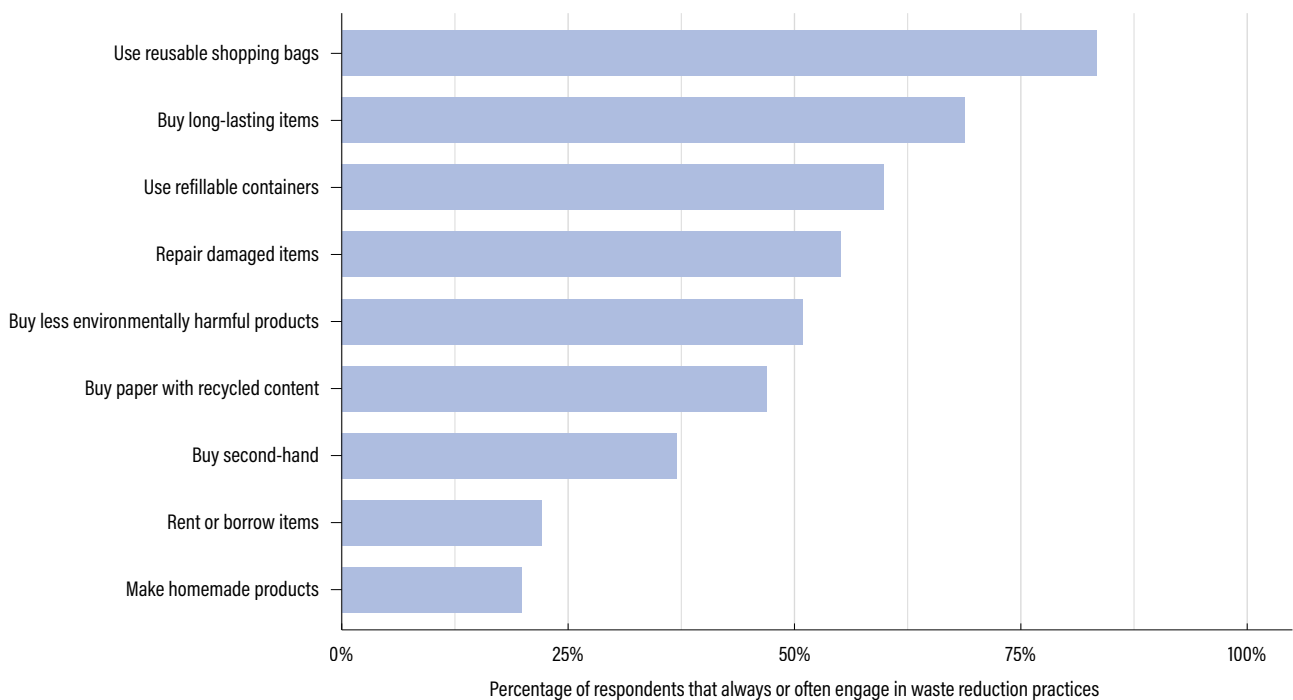
Households act to reduce waste by engaging in low-effort activities, but struggle to change their consumption habits

While engagement in some types of reduce and reuse behaviours is high, engagement in others is markedly lower (Figure 13). For example, 83% of households frequently use reusable shopping bags and over half report frequently repairing damaged items and buying products designed to be less environmentally harmful. Considerably fewer reduce waste by buying second-hand



(37%) or renting or borrowing items (22%). Households already more concerned about the environment are more likely to reduce their consumption, suggesting that environmental concern can be leveraged in efforts to reduce waste generation, for example through targeted communication efforts.

Figure 13. CERTAIN WASTE REDUCTION PRACTICES ARE MORE COMMON THAN OTHERS



Engagement in different reduce and reuse behaviours varies across groups

Age: Older respondents report using reusable shopping bags more often than younger respondents (87% vs. 77%), but they engage less often in other reduce and reuse behaviours such as using refillable containers, buying second-hand or making homemade products.

Income: High-income households report that they buy high quality items that will last more often than low-income households (77% vs. 61%), but they report buying second-hand items less frequently (34% vs. 41%).

Household size: Households with children at home are more likely to buy second-hand, rent and borrow items, and make homemade products, compared with households with no children.

Environmental concern: Environmental concern appears to be associated with increased engagement in all types of behaviours, and has the strongest impact on the frequency of buying products that are less environmentally harmful (e.g. cleaning products) and products with recycled content.

Household engagement in recycling can be improved by making it more convenient

Households report that greater financial incentives (43%), the option to have waste collected from their home (37%) and more accessible drop-off services (39%) would encourage them to recycle and compost more. On average across materials, households report separating 56% of recyclable or compostable materials (Figure 14). While some households have a high level of engagement, others do not recycle at all. For example, while 27% report separating over 90% of their food waste for composting, 36% report separating less than 50%, and 19% report not separating food waste at all.

Having recycling collection services available is also associated with less mixed waste generation. Households with services that collect recyclable waste at residences, for example, produce 42% less mixed waste than those without such collection services. This share falls to 26% for households that take their recycling to drop-off centres.

Almost one fifth (19%) of respondents report not being charged for waste disposal. In five out of nine countries, households charged a flat fee for waste disposal report generating less mixed waste than households that are not charged at all.

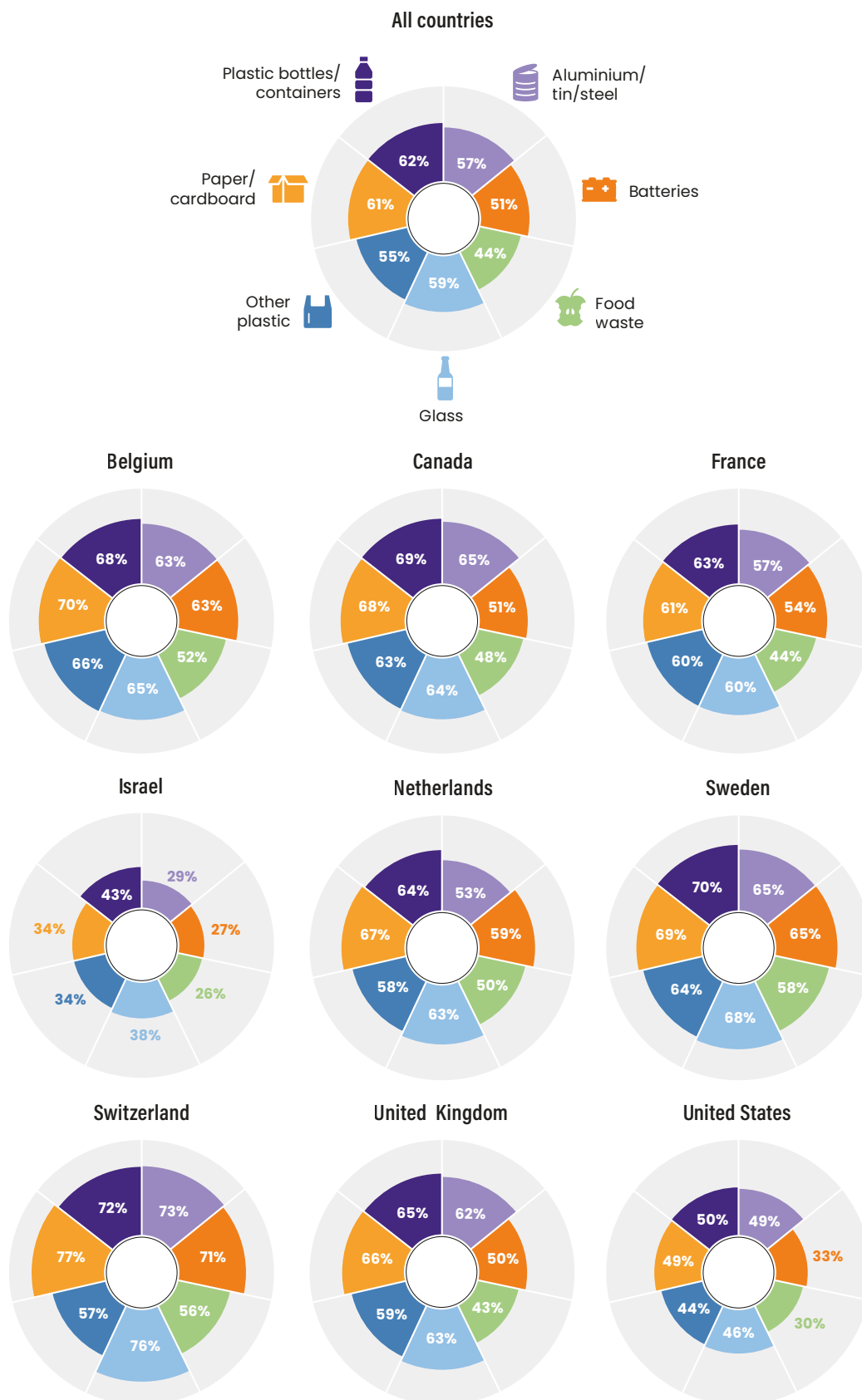
Levels of recycling and composting differ by socioeconomic characteristics:

- **Age:** Respondents aged 55 or more report recycling and composting 9% more than respondents aged 18-34.
- **Residential location:** Rural respondents report recycling and composting 13% more than urban respondents.
- **Income:** High-income households report composting 48% of their food waste, compared to 40% for low-income households.



Figure 14. **PLASTIC AND PAPER/CARDBOARD ARE SEPARATED FOR RECYCLING MOST OFTEN**

Average percentage of waste separated for recycling or composting



How can policymakers support sustainable behaviour?

The results of the EPIC Survey indicate that, although households are making sustainable choices in some areas, more is needed. In all areas, respondents highlighted the importance of feasibility, affordability and convenience in driving household decisions. The findings point to several policy considerations for governments on how to effectively encourage more sustainable choices in the areas of energy use, transport, waste practices and food consumption.

Transport

- **Improving public transport systems:** this could incentivise households to reduce car use, and could include investments to improve the frequency, accessibility and affordability of public transport systems.
- **Increasing the availability of charging infrastructure:** as a complement to other measures, this could increase the adoption of electric cars, especially in areas where there are fewer alternatives to car use.
- **Complementing taxes or other charges on car use with investments in public transport and better walking and cycling infrastructure:** this could make such policies more acceptable in light of widespread support for public transport improvements.



Food consumption

- **Improving the affordability, availability, nutrition and taste of sustainable options:** these are universally important priorities for consumers when making food purchases and enhancing these characteristics could increase the appeal of sustainable food items among consumers.
- **Providing more information on the benefits of sustainable alternatives to meat and dairy:** this could reduce potential misconceptions about their cost or quality. Examples include labelling schemes and certification programmes to increase consumer knowledge on the environmental impacts of food products, information about the lower cost of plant-based foods, as appropriate, or the attributes of lab-grown meat.
- **High levels of support for many food-system policies suggest that households may be relatively receptive towards policies that aim to induce shifts to more sustainable diets.** Support is highest for educating school children about sustainable diets, providing incentives for farmers to reduce environmentally harmful agricultural practices, and stricter regulation of pesticide use, industrial animal farming and aquaculture.

Energy use

- **Increasing the availability and feasibility of sustainable options:** this could involve measures to incentivise the installation of energy efficiency equipment for landlords as well as homeowners, which would allow more consumers to choose these options. Setting clear energy efficiency codes and standards for buildings can also help drive large scale change towards more sustainable energy use.
- **Reducing adoption costs for households:** this could remove financial barriers to uptake of low-emissions energy options for some households. Policy measures could include, for example, subsidies for the installation of energy efficiency equipment.
- **Raising awareness of conservation practices and available technologies:** this could result in greater energy saving behaviour and uptake of low-emissions technologies, especially for those that consumers may be less aware of, such as heat pumps and battery storage. Potential measures could include reminders about energy consumption, practical tips on how to save more energy and general awareness campaigns.



Waste practices

- **Providing better recycling services is important for reducing waste:** this could lead to lower levels of mixed waste generation and greater sorting. Collecting recyclable materials from households' residences appears to be most effective in this regard.
- **Expanding charging schemes for mixed waste disposal and improving awareness of these schemes:** this could also yield increases in recycling and reductions in generated waste. One example is per-unit (i.e. volume or weight-based) charges.
- **Providing better information on what to recycle and compost and how:** this could lift some reported barriers to greater engagement in recycling and composting. Examples include information on where to recycle batteries, and how to avoid food waste.

The Policy Highlights in this document are based on the OECD publication: *How Green is Household Behaviour? Sustainable Choices in a Time of Interlocking Crises*.

Household choices – such as what to eat, how to get to work and how to heat our homes – have significant implications for the environment. The urgency of environmental action, and therefore the need to shift to more sustainable consumption patterns, has only become more urgent, and making more sustainable choices holds great potential to reduce environmental impacts. In a context of interlocking crises, however, governments face challenges in realising this potential. *How Green is Household Behaviour? Sustainable Choices in a Time of Interlocking Crises* presents an overview of results from the 2022 OECD Survey on Environmental Policies and Individual Behaviour Change (EPIC). The survey investigates household attitudes and behaviour with respect to energy, transport, waste, and food systems. It was implemented to over 17 000 households in 9 countries (Belgium, Canada, Israel, France, the Netherlands, Sweden, Switzerland, the United Kingdom and the United States). The data collected also include information on self-reported motivations and barriers to change, providing a unique source of empirical evidence to inform policy efforts to shift to more sustainable consumption patterns.

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