

Sample Consumption-Based Emissions Reduction Strategies for including in local climate action plans

The strategies and measures listed below represent a starting place to address consumption-based emissions related to goods, food, and services. They will continuously evolve, as do production-based emissions reduction strategies. There are other resources for sustainable consumption strategies, including the USDN's Sustainable Consumption Toolkit: sustainableconsumption.usdn.org

Consumption-based measures are designed to be additive to existing CAP measures, and not replace them. Many measures that are relevant to both consumption-based and geographic inventories (e.g. electric vehicles, recycling, energy efficiency) are expected to be in the main body of the CAP. Electrification of vehicles and building space and water heating could be reemphasized and prioritized based on CBEI findings.

Increase the utilization rates of consumer goods produced and consumed.

- Promote “buy durable” or “buy repairable” concepts among consumers. Host or support fix-it clinics and adult classes on how-to-repair. Support legislation such as Right to Repair.
- Support the repair industry through communications, inclusion in the economic development strategies, using economic development tools to help them stay in the community and not be “pushed out” by more lucrative industries. Support job training for the next generation.
- Promote sharing/leasing/resale business models by creating regulatory conditions that are favorable to them, if they are equitably accessible across constituents. Encourage consumer participation in these models.

Shift consumer spending from discretionary goods to local recreational activities.

- Launch or amplify existing local hospitality industry marketing.
- Support continuing education programs and consumer messaging to invest in higher learning.
- Work with the recreation department to provide high-quality viable alternatives to shopping as a form of entertainment and recreation.

Reduce the emissions intensity of consumer goods

- Encourage local producers to electrify production and “opt up” to 100% renewable or GHG-free energy products.
- Promote “buy clean – made with renewables”, creating or supporting a marketing campaign for Bay Area or California producers that use renewable energy.
- Promote products made with other “low-carbon” attributes such as refurbished products, or those made with bio-based materials or recycled content. Promote to producers and consumers. Support legislation or advocacy for carbon footprint labeling of goods.

Improve consumer use of food / Reduce wasted food

- Support campaigns like StopFoodWaste.org and “Food Too Good To Waste” as general public education with tips on how to shop, store, and cook to minimize food waste.
- Support food rescue programs in the community that deliver surplus food to hungry people.
- Support food waste prevention efforts and food sharing tables at local schools.

Reduce the emissions intensity of food consumed

- Promote healthy diets that emphasize seasonal vegetables, plant-based proteins, and less processed foods. Partner with local public health agencies or institutions on messaging campaigns.
- Work with the local schools’ kitchens to provide healthy school lunches, and assist in overcoming regulatory obstacles like USDA nutrition requirements that need to be updated to recognize more plant-based proteins.
- Support legislation or advocacy for carbon footprint labeling of food products.

Increase material utilization in the built environment

- Facilitate wider adoption of accessory dwelling units, tiny houses, and subdividing large existing homes. Remove regulatory obstacles and points of friction in the permitting process. Support a local growing industry of these types of residential builds.
- Promote or require low-embodied-carbon building materials in new construction and renovations.

See www.materialspalette.org for more information about embodied carbon in building materials. Visit www.stopwaste.org/builtenvironment to download *Circular Economy in the Built Environment: Opportunities for Local Government Leadership*, a local government primer with an introduction to design strategies, case studies, and potential local government actions.