

*Towards Sustainable Futures - tools and Strategies*

## Workshop Group 4

Eco-effectiveness (to do the right things) and  
Eco-efficiency (to do things right)

Chair: Jukka Hoffrén

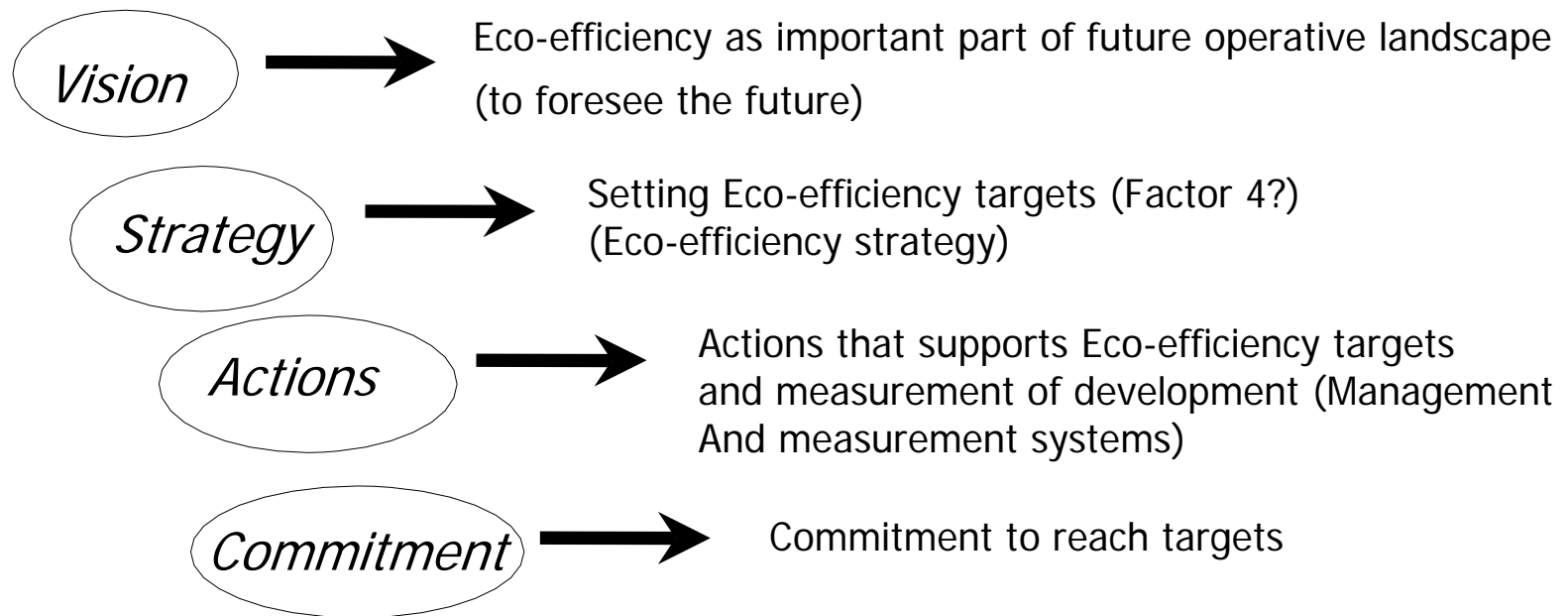
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## Minutes of the workshop

- Opening
  
- Prepared presentations (20 min each)
  - Dr. Jukka Hoffrén (Statistics Finland)
  - Mr. Simo Isoaho (Tampere University of Technology)
  - Ms. Salla Koivusalo (Helsinki University of Technology)
  
- Discussion and conclusions

# Jukka Hoffrén: Eco-efficiency as a strategy towards sustainable futures

## Implementing Eco-efficiency ideas



## Process of change

According to different Eco-efficiency measures of Finnish Economy, there exists potential to reach Factor 4 target although business as usual scenarios do not indicate that we would reach there targets. We need active transition policies towards Eco-efficiency targets.

In order to implement Eco-efficiency ideas into practise, we need:

1. visions of sustainable futures.
2. international and national Eco-efficiency strategies.
3. policy actions that support reaching Eco-efficiency targets.
4. relevant measurement systems.
5. commitment of people to Eco-efficiency policy.

## Simo Isoaho: The passenger car - dilemma of Eco-efficiency

Is it socially fair that people globally target the similar car density as in Finland?

- > Average petrol consumption has reduced since 1976, but the increase in the number of cars has void this development.
- > It is not possible for the whole world population to reach the same energy consumption as present day industrial countries.
- > Traditional fuels hardly solve sustainability. New technological innovations are needed.

Sustainability dilemma: Increase in number of consumers void increases in micro-level Eco-efficiency results.

Business dilemma: It is not possible to develop traditional product in eco-efficiency so much that sustainable dilemma would not exist. -> Need to search for new procedures.

-> We must be effective and not only efficient!

## Salla Koivusalo: Sustainable consumption

Individual level of sustainable consumption: basic needs vs. cultural background and human behaviour. Drive-in forces behind motivation. I.e. Nordic walking - has nothing to do with basic needs.

Welfare is nowadays more to do with longer life-span, control of life, services, education etc. -> from survival needs to social systems and to absolutely too much consumption.

How to change human behaviour? Very tough thing to do!  
-> Information, knowledge, ... or ignorance?

How to avoid ignorance? Suggestions:

- > Make it easy
- > Make it part of public image and collaboration
- > Make it part of the phenomenon

## Discussion and conclusions

Some of the themes:

- Eco-effectiveness - very philosophical question.
- Speed of transition to Sustainable futures. Economic growth as driving force of technological innovations. Can it be replaced by some other driving force?
- Is it so that only rich countries can afford to Sustainable development?
  - > seems like it is, as poorer countries concentrate to raise their economic activities.
- Measurement of well-being - > Finally, it is impossible to measure happiness.

Conclusions:

- Different opinions, angles and perspectives were presented.
- Open questions remained as time ran short.