



# SPREE PROJECT

## SPREE PROJECT AT A GLANCE

**Title:** Servicizing Policy for Resource Efficient Economy

**Instrument:** Seventh Framework Programme (FP7)

**Total Cost:** 3,011,479.00 €

**EC Contribution:** 2,399,663.20 €

**Duration:** 36 months

**Start Date:** 1.7.2012

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## SPREE CONSORTIUM

Research Council of Lithuania

School for Geography and Environment, Transport Studies Unit, Oxford University

Centre for Environmental Strategy, Surrey University

The International Institute for Industrial Environmental Economics, Lund University

ICEDE Research Group, University of Santiago de Compostel

The Finnish Environment Institute

Faculty of Technology, Policy and Management, Delft University of Technology

The Jerusalem Institute for Israel Studies

The Faculty of Management, Tel Aviv University

The department of Business Management, Ben Gurion University of the Negev

## THE CHALLENGE

Green growth policies, improving resource productivity through supply side measures such as supporting eco-innovation or facilitating sustainable use of raw materials, have achieved only relative decoupling since they have inevitably led to rebound effects through the increased scale of consumption. The challenge is to design policy instruments which integrate both supply and demand side policies influencing both production and consumption patterns together with positive societal effects. SPREE Project is constructed with the overarching goal to assist and enhance the development of a resource-efficient Europe, characterized by an absolute decoupling of economic growth and social prosperity from unsustainable use of resources.

## PROJECT OBJECTIVES

SPREE project proposes to face this challenge through Servicizing policy directed at achieving absolute decoupling together with positive societal advantages. The objectives of SPREE project are: (1) to understand the basic components of Servicizing systems; (2) to develop tools to explore the economic, social and environmental impacts of restructuring the economy towards servicizing economy; (3) to evaluate Servicizing systems, using three sector-specific Agent Based Models in the water, mobility and agri-food sectors, within the partners' local countries conditions; (4) to integrate societal objectives into the environmental agenda; (5) to test the effect of different Servicizing policies; (6) to provide a set of methods for pursuing and evaluating policies and to consider a set of scenarios in which different policy mixes are implemented, as a way of offering guidelines to progress towards Spree and; (7) to translate the knowledge gained throughout the project to tangible resources - 'Servicizing Policy Packages'.



## METHODOLOGY

SPREE project will use existing tools such as Life Cycle Assessment (LCA), Input-output Analysis (I/OA) and hybrid I/O-LCA, and develop new tools, e.g. dynamic LCA, to capture the sustainability of the fundamentally different production structure and value chains of Servicizing systems. In addition, in order to measure absolute decoupling and social impacts, the project will use novel Agent Based Modelling (ABM) stimulating how Servicizing systems emerge and test outcomes of proposed policies and their effect on achieving absolute decoupling. The social aspects will be evaluated through the development of social metrics related to Servicizing impacts (for example, equity access to opportunities). Qualitative methodologies will be used such as household surveys and 'Triple Task' participatory methodology bringing together key actors and policymakers. Finally, Policy Packages methodology will allow ex-ante identification of possible contradictions among proposed policy measures and synergies between such measures, thereby producing packages where total contribution exceeds the sum of its parts.

## EXPECTED RESULTS

The key outcome of SPREE project is 'Servicizing Policy Packages' to achieve a truly sustainable EU economy and assess the contribution of policies to decoupling, mitigation of rebound effects and social desired outcomes. In addition, SPREE project will provide: (1) a thorough understanding of the transition dynamics of Servicizing systems from the current conditions into a truly Servicizing economy; (2) a quantitative tool (ABM) for testing adaptive policies directed at promoting the transition to Servicizing opportunities; (3) a bottom up effect explorations of policies; (4) the development and use of new ways to measuring and visualizing decoupling success through the modelling simulation outcomes; (5) a better understanding of the existing differences within the European Union and the extended region countries with regards to customer approach, production standards, overall advancement on environmental issues and available infrastructure and; (6) contribution to methodology and research development coupled with support to actual policymaking.

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