

Sufficiency as Climate CoAction and for Sustainable Lifestyles in Nordic & Baltic countries and Belarus

Seminar in Tartu, Estonia & ONLINE - April 20, 2026

Sufficiency in Sweden by Marit Widman



Swedish Society
for Nature Conservation

INFORSE-EUROPE
International Network for Sustainable Energy

Naturvernforbundet
Friends of the Earth Norway



Swedish Society
for Nature Conservation



**Eesti
Roheline
Liikumine**
Estonian Green Movement (Põh)



ECOHOME



Latvijas Zaļā kustība
Latvian Green Movement



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Naturskyddsforeningen

SSNC (Swedish Society for Nature Conservation)

- Sweden's largest environmental NGO
- Founded in 1909
- Around 200 000 members
- 271 local associations (almost in every Swedish municipality)
- 44 collaborations with organisations around the world.





Sufficiency context Sweden

High consumption country

- Very high energy use
- Large living space
- High consumption of consumer goods
- High consumption of animal products

Challenges

- Fossil free electricity
- Long distances, rural areas
- Increasing inequality
- Right-wing nationalist government – abolished environmental policy



Sufficiency measures Sweden examples

Mobility

- *Tax on fuels (lowered)*
- Tax on vehicles
- Environmental zones in cities
- *Tax on aviation (removed)*

Building use

- Sharing facilities (but not in new buildings)
- Energy advisors
- Smart meters for electricity
- Energy taxes
- Support for installation of energy efficient equipment



Sufficiency measures Sweden examples cont.

Products

- Producer responsibility for packaging etc.
- Right to complain 3 years
- *Lower VAT on repairs (removed)*
- *Tax on plastic bags (removed)*

Food

- Public procurement of organic food
- National guidance on healthy diets
- Advise on vegetarian food in school and public agencies



Naturskyddsforeningen

Civil society consultation on communicating sufficiency



OXFAM

Sverige



Naturskyddsforeningen

GREENPEACE





Communication on sufficiency:

1. Sufficiency is easier to communicate through **examples** than through terminology. Wording in Swedish.
2. **System-level** framing is essential to avoid individual blame.
3. **Positive narratives**—wellbeing, time, freedom—are more effective than sacrifice-oriented messaging.
4. Inequality and **high-emitter** framing can shift public understanding.
5. **Local initiatives** in repair, food resilience, and energy efficiency can act as gateways to broader system change.
6. Concrete models and alternative **economic visions** are necessary for public engagement.



National Policy Report

Buildings

- Progressive energy tax
- Regulate non-critical energy use at peak hours
- Reform the real estate tax
- Reform the tax deduction for renovations etc – environmental conditions
- Incentives to use unused living space

Mobility

- Differentiated road tax
- Reform travel deduction
- Transport allowance for low income households
- State support for local infrastructure for bicycling and walking
- Railway maintenance and open local stations



National Policy Report cont.

Consumer products

- Implementation of the Ecodesign for Sustainable Products Regulation
 - Right to repair
 - Ban destruction of unsold goods
- Extended producer responsibility
- Regulate aggressive marketing
- Resource tax
- Public procurement?

Food

- Regulations to prevent food waste
- Tax (VAT) shift towards sustainable and healthy food
- Public procurement
- Consumer information on Nordic Nutrition Recommendations/ "landscape plate"
- National landscape fund



National sufficiency dialogue April 16

- **Participants:**

- business, academia, public sector and civil society
- 50 participants

- **Lectures:**

- **Sara Renström**, researcher in design for sustainable lifestyles on *”Exnovation for en sufficiency-oriented, circular economy”*
- **Jennifer Hinton**, reseacher in ecological economics *”Rethinking business and profit for a sustainable economy”*



Discussion themes

- **Beyond GDP-growth**
- **Polluter pays principle**
- **Support transforming business**
- **Support not-for-profit business**
- **Sustainable lifestyles**



Naturskyddsforeningen

Thank you!



Swedish Society
for Nature Conservation

More: SSNC <https://www.naturskyddsforeningen.se/>

More: Sufficiency as Climate Action Project, presentations and publications:
https://inforse.org/europe/Sufficiency_as_Climate_Action_Project.htm

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