



The science behind BoB



How objective is BoB? Isn't it a matter of opinion?

We only list possible steps that really would lead to a better world. It is backed by *science* - you will find further information and a link in the description of all the steps, and you will easily find the same information using a search engine or AI. Backed by science means that the science society currently agrees on something, reproduced by several studies.

Unfortunately, very often we hear of studies that say the very opposite. It is usually just one study and once you learn who financed it you get it.

However, sometimes a step isn't always free of criticism. For example, there are offers to compensate for greenhouse gas emissions that are fraud. In any way you should check the concrete offers. Also, some rightfully argue, e.g. that an electric car is still a reckless waste of resources for only the rich. Well, if it is better than the current choice it helps and as it is explained further below transformation is a process that takes little steps and once *efficiency* is at a max (the use of electric vehicles) the next step can only be *sufficiency* (fewer vehicles).

A handprint or a footprint - and isn't the ecological handprint something else?

BoB uses the *For-a-Better-World-Score*, a concept to measure the handprint of our action. While the concept of the *ecological footprint* (the number of earths that would be needed if everyone would have our lifestyle - or alternatively the *carbon footprint* as the annual tons of *CO2 equivalents* we cause) is well known, few have heard of the *ecological handprint*. Interestingly, there are at least two definitions of the handprint. One comes from India defining it as our efforts to engage local politicians. Another definition takes a broader approach standing for all the efforts we take to become more sustainable. That's our definition.

A footprint can easily be discouraging, when certain bigger actions outweigh any smaller steps, e.g. we must fly to visit our parents which would cost more *CO2 equivalents* than we could possibly save with a change of diet. A handprint on the other hand only counts the steps we take - it motivates.

Why are all steps equally valued?

That is a major feature. Behind that is what is called *spillover-effect*. Going a few steps - once you can proudly count them - encourages you to go further steps as well as it encourages others to go at least small steps. The small steps do this even better than the big steps. Otherwise, we could also experience so called *psychological rebound effects*, when we argue, that certain steps outweigh others so that we feel no urge to go them as well.

Socially, it is also important that people without a house and a car can score high and that even people who do not care about sustainability already have quite a few points whether through the use of LED lighting or energy saving kitchen appliances.

By the way, there is also a *cause-and-effect model* that analyses the sum of direct and indirect influence of the different steps on the different sustainability criteria and after all the quality of life - but we do not use this weighting because of the just mentioned reasons.

Isn't it greenwashing?

That would be a major misunderstanding. BoB only tells that you are part of movement. How sustainable you actually are like expressed by a label would require an expensive process of *certification* (required by EU law). BoB is free. But in most cases going many BoB steps makes it easy to meet the criteria of eco labels and vice versa.

Why should BoB have any effect at all? Isn't it a waste of EU money?

To save the future of the EU citizens there are three levers: Laws, that require change, offers (products and services), that allow for change, and the change of demand itself. Actually, they are all interconnected and BoB as a social innovation fostering demand will allow companies to provide offers and politicians to provide laws (which can be called *competitive altruism*). The other way round to just provide laws or offers meets different parts of the population who for psychological reasons are not necessarily prone to change. The world is in turmoil as never before in decades and people fear for their purchasing power, they experience injustice, and they feel powerless. Many are thus easily manipulated through *memes* of hate and the rejection of change, even jeopardizing *democracy*. BoB in turn provides *self-efficacy* for everyone, fostering the dynamics of *spillover-effects* in an unprecedented way. With the slogan, the BoB-portal and the BoB-Challenges we have all the ingredients for a *tipping point*. Together, we are BoB!