



The project will have four work packages in total. The first and last are work packages dedicated to supervision (WP1), reporting and dissemination (WP4). The second and third (WP2 and WP3) are focused on research activities carried out to fulfil project targets. More details on the work packages are provided below:

1. **WP 1 accounts for supervision duty: Project Management and Co-ordination** - this WP will be dedicated to supervision and follow up of the project, to maintain a good co-ordination between project participants and stakeholders. This will enable a focused work track that minimizes deviation, enforce targets, and ensures timely delivery of project deliverables and outputs. This also involves engagement with the EPA team, to provide technical and financial reporting on project progress.
2. **WP2** will mainly be a qualitative and dedicated to identifying existing literature, database sources and policies relevant to sustainability of production and consumption. Consumer behavior is understood to be influenced by social norms, a key-factor that influences the direction of responsible production and consumption. Engaging identified groups in the community can present a view of consumer reaction to ‘how and why’ existing and recommended interventions and policy approaches are perceived. This contributes to improving production and consumption behavior, and ultimately, the drive towards low carbon economy and sustainable growth. It involves a questionnaire design, in-store survey and a theoretical framework development. An additional empirical study is conducted to present analytical views from the survey response data.
3. **WP3** will be quantitative and dedicated to development of a computational model framework that integrates consumer behaviour in reference to observation of social norms (WP2). There will be agent representation for three key actors driving production and consumption sustainability. Namely producers, consumers and government.
4. **WP4 accounts for reporting and dissemination duties**- this WP will be ongoing throughout the project lifetime as UCC will engage and work closely with the EPA’s Inventory and Projection team.