

Sustainable Lifestyles 2050 Ideen suffizienten Lebens in der Zukunft

Cheryl Hicks, Team Leader CSCP

Sun21 Suffizienz Network – Basel – 27 November 2013

Über das Collaborating Centre on Sustainable Consumption & Production (CSCP)

Mission, Vision & Mandat

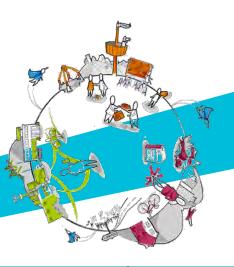


CSCP 2.0 Sustainable Lifestyles, Products & Infrastructure, Entrepreneurship & Business Models Rio+20: Global
Networks on
Sustainable Lifestyles,
Innovation &
Entrepreneurship

Investieren in nachha<mark>lti</mark>ges Leben











2012

CSCP im Überblick

CSCP Schwerpunkte & wie wir arbeiten





Lebensstile



Produkte & Infastruktur



Geschäftsmodelle & Innovationen

Action Research & Experimente

Entwicklung von Fähigkeiten und Training

Networking & Match-Making

CSCP 's globales Netzwerk

Für Kooperation und Dialog über nachhaltigen Konsum und Produktion

egional & lokal

> Europa & national

> > international



Nordic Council of Ministers













LUND





















Ziele

- Nachhaltigkeit in Optionen für tägliche Lebensstilentscheidungen übersetzen
- Erarbeitung einer Vision und möglicher Zukunftsszenarien für nachhaltige Lebensstile
- Ideen und Impulse für Wissenschaft, Wirtschaft, Zivilgesellschaft und Politik entwickeln

Ratgeber



Multistakeholder-Plattform

Veranstaltungen

Online Diskussionplatform

Grundlagenbericht

Arbeit mit Haushalten

Strategischer Maßnahmenkatalog

Online Community Platform

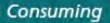














Society



Entrepreneurship



Visualisation



Policy



Das gute Leben neu entwerfen – Nachhaltig Leben

EUROPEAN LIFESTYLES

The Future Issue

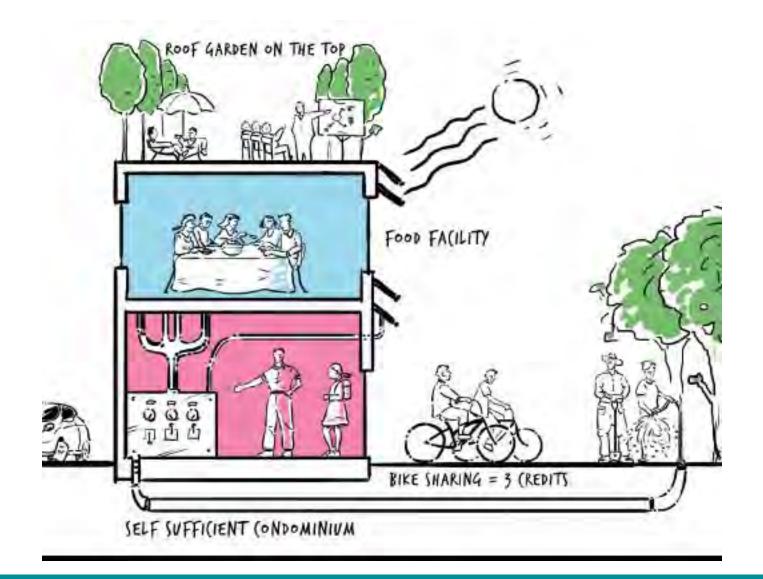




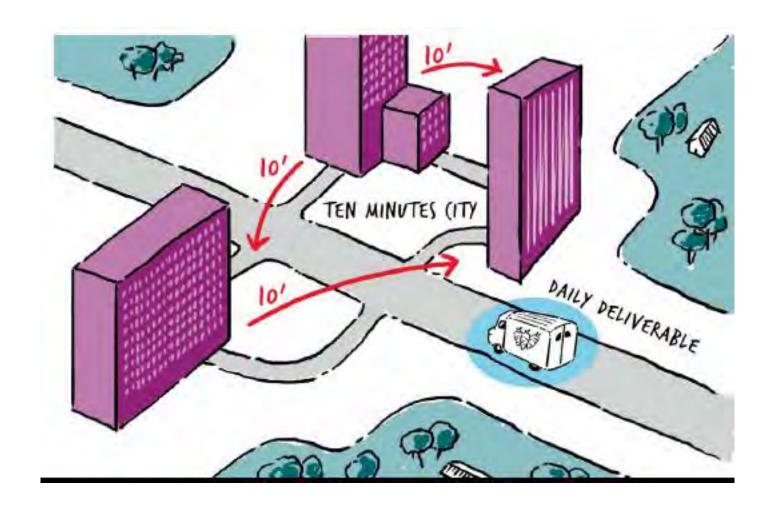
Unnachhaltige Muster durchbrechen – for the Future we want!

promising Practices promising 1 New business models Citizen movements, Policy Was ist -Infrastructure Enablers nachhaltiges policy Oties, Communities, Technology; Access **COCO** Leben? Salati Sampi Behaviour Drivers ehaviors, Motivators, Triggers, Conflicts EU-Lifestyle Impacts

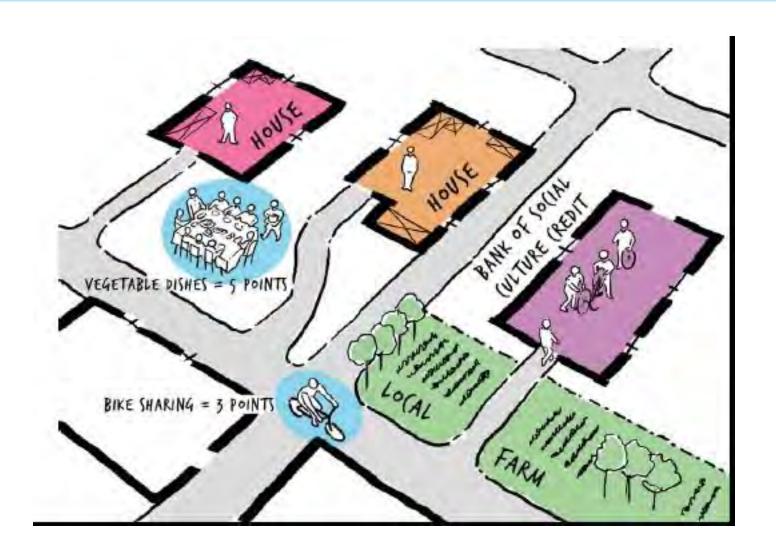
Wie leben wir in unserem Zuhause?



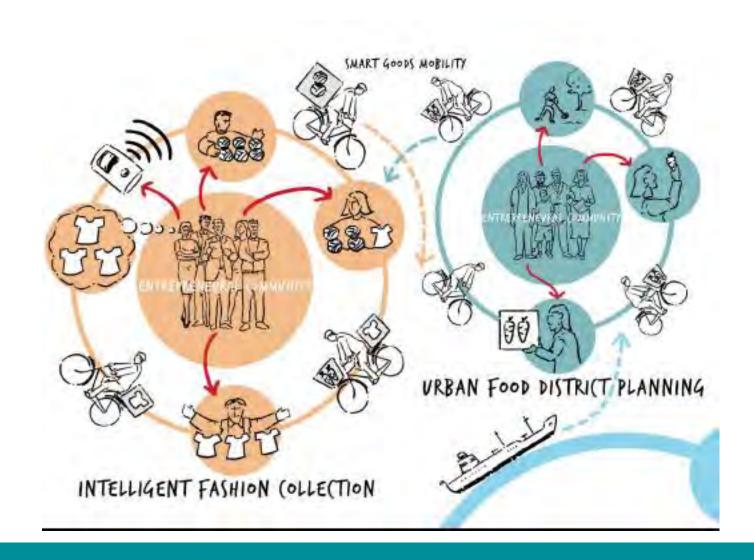
Wie bewegen wir uns fort?



Was essen wir? Wo kommt unsere Nahrung her?



Was sind unsere Jobs? Wie funktioniert unsere Wirtschaft?





Emergent Futures? Signposts to Sustainable Living & Pathways to Scale

- C. Hicks & M. Kuhndt

Coming Soon... 2013

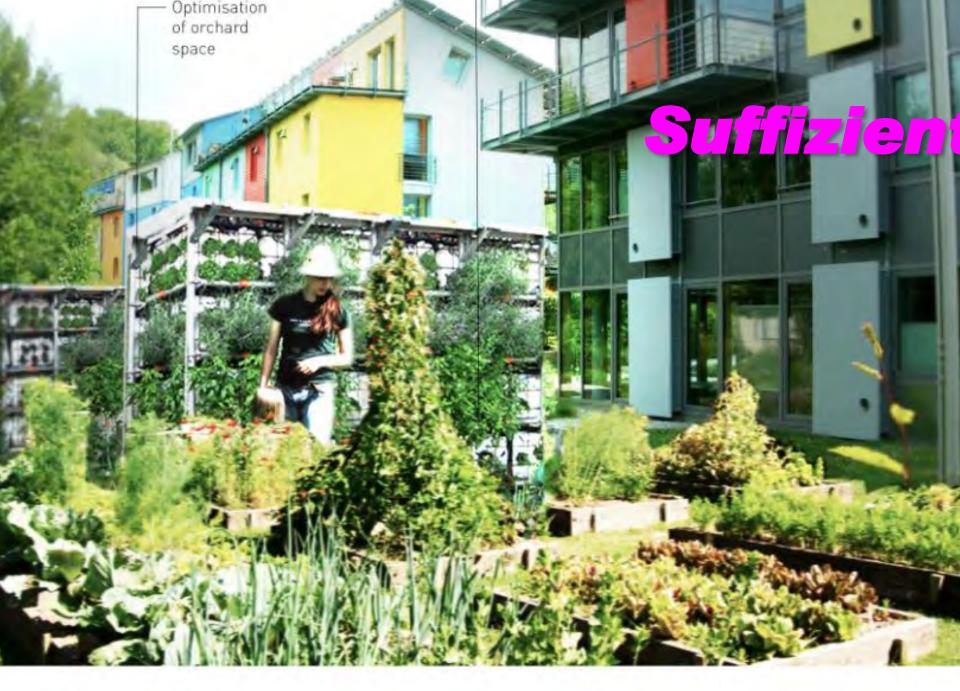




Work-life integration Integration von beruflichem und privatem Leben



Shared collective spaces Geteilte gemeinsame Räume



Eigene Lebensmittelproduktion

Schritt 1

Die Auswirkungen derzeitigen Lebensstils verstehen

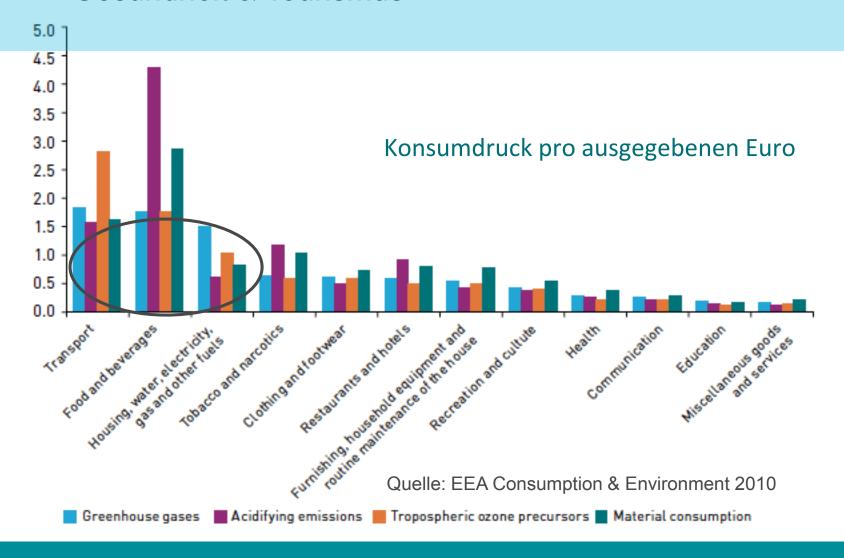
Die zu überwindenden HOT SPOTS



Ernährung, Mobilität, Wohnen, Gesundheit, Tourismus HOT SPOTS

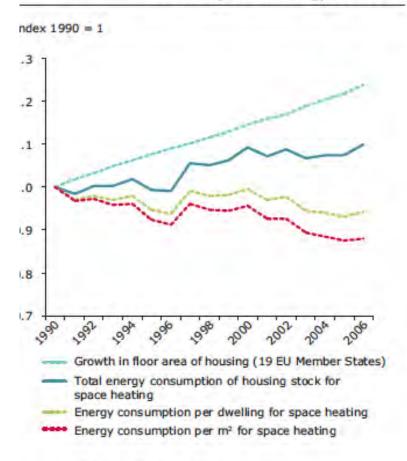
In Western Europe, 20-25% of the obesity found In EU-27, approximately 60% of in men, and 40-50% in women can be attributed adults and over 20% of school-age to differences in socio-economic status. children are overweight or obese. Average household size in Europe has decreased from 2.8 to 2.4 people. Meat imports to the EU 15 increased by 120% between 1990 and 2007. Car ownership in the EU-27 increased by 35% in the period 1990-2007. Heating accounts for 67% of household energy consumption in the EU-27. Source: SPREAD Baseline Research 2011 Average car speed in big cities is 15 km/h because of congestion. Electricity consumption per person increased by more than 30 % between 1990 and 2007. Food, mobility and housing account for 75% of household environmental impact. The building sector is responsible for 40% Waste generation increased by 2% of EU energy consumption and 36% of between 1996 and 2004 in EU-15. total CO2 emissions.

Ernährung, Mobilität & Wohnen Gesundheit & Tourismus

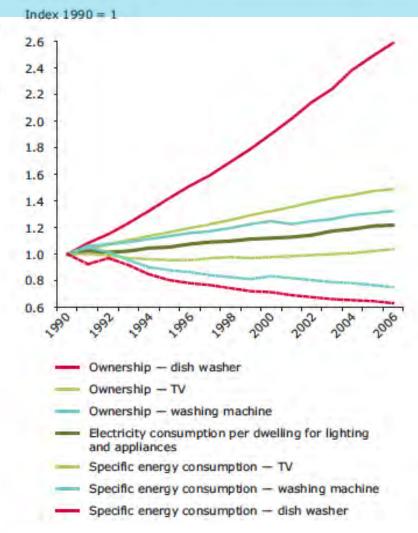


5.2).

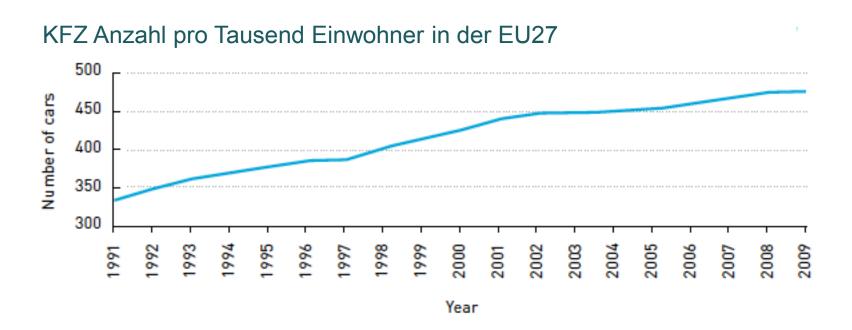
Figure 5.2 Trends in heating energy consumption and energy efficiency of housing, EU-27







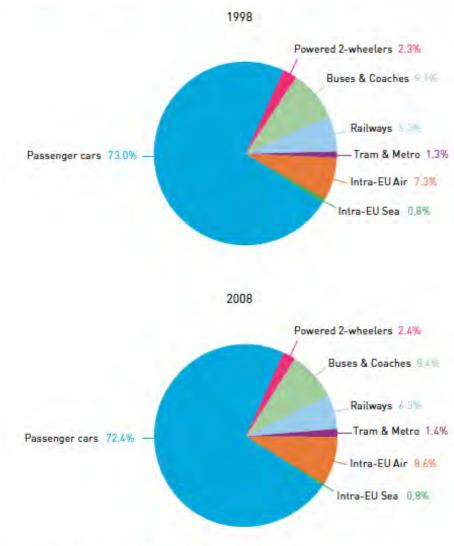
Mobilität – Abhängigkeit vom Auto



Source: EUROSTAT

Mobilität – Anstieg der KFZ-Nutzung '98-'08

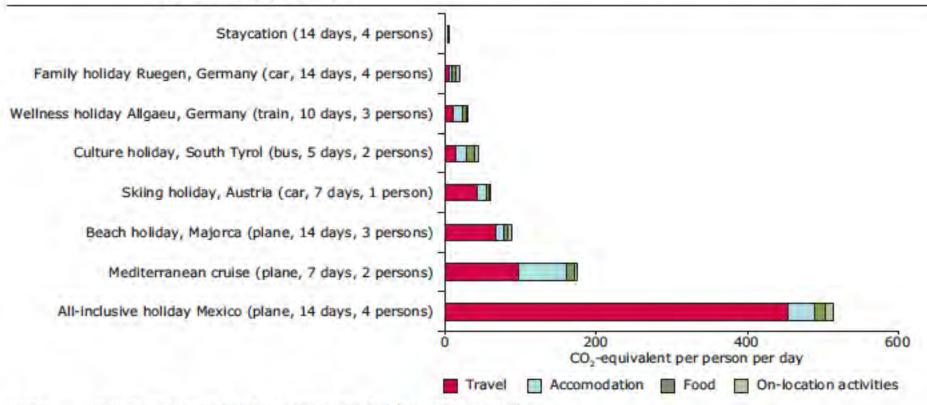
Mobilität im Personenverkehr in der EU27 zwischen 1998 und 2008



Source: EC 2011b, Eurostat, DG MOVE.

Mobililität & Tourismus – Langstreckenflüge

Figure 7.2 GHG emissions for some types of holiday trips from Germany, CO₂-equivalent per person per day

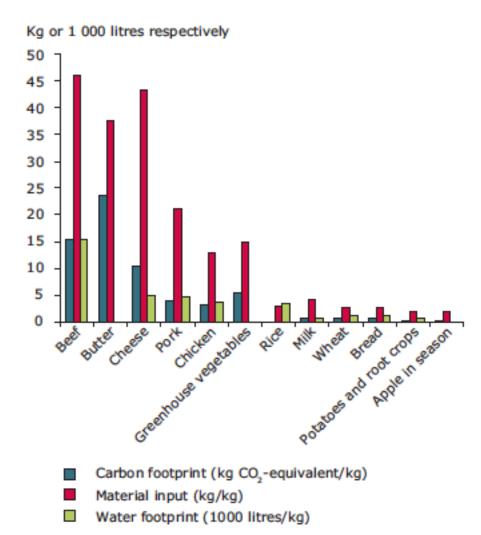


Note: Staycation means a holiday at home with holiday activities locally.

Source: WWF, 2009.

Ernährung – Fleisch und Milchprodukte

Figure 4.2 Carbon, material and water footprint for different types of food



Source: Carbon: Angervall et al., 2008; Danish EPA, 2006; Fritsch and Eberle, 2007; Hirschfeld et al., 2008; Williams et al., 2006; Århus University, 2007; Material input: Kotakorpi et al., 2008; Water: Water Footprint Network, 2010.

2011 SPREAD Grundlagenforschung:

Unnachhaltige Lebensstile Trends & Hot Spots

40-60 Tonnen EU Lebensstil

(Gesamter Materialverbrauch)





Ernährung: Fleisch & Milchprodukte - 24% der

gesamten Auswirkungen des Lebensmittelbereichs

(acidification emissions &

Materialverbrauch)

Wohnen:

Heizen / Kühlen, Wasserverbrauch,

Nutzung von Geräten und Elekronik - 40%

des Gesamternergieverbrauchs

Mobilität

Alleinige Autonutzung (35% Anstieg)

& Tourismus: Flugverkehr (9% Anstieg)

Gesundheit

Adipositas (vemehrte Zuckeraufnahme),

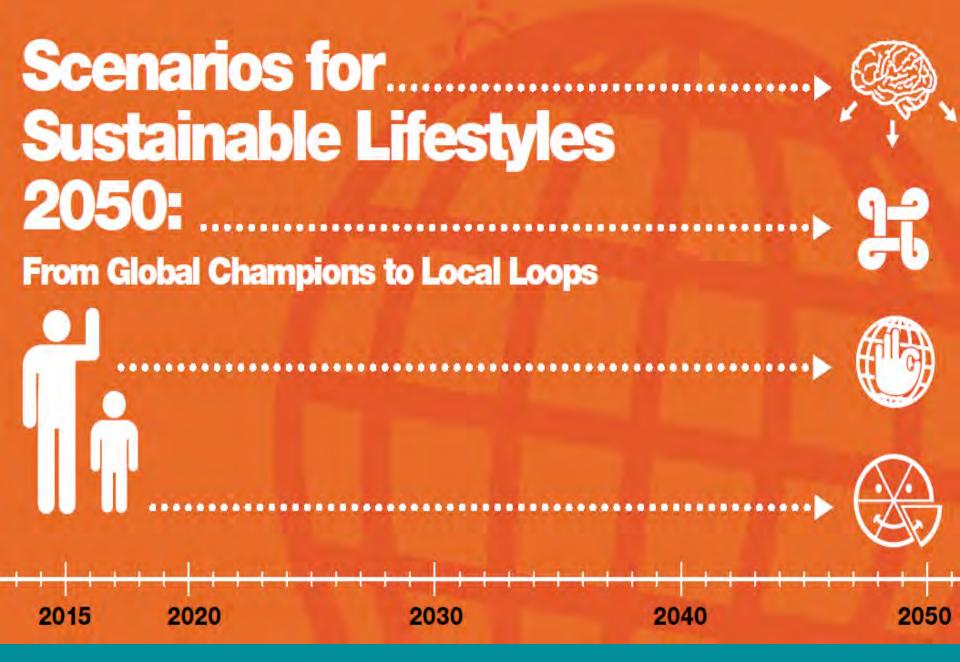
& Wohlbefinden: Herzkrankreiten (fettiges Essen und

Rauchen), Krebs (giftige Chemikalien)

Schritt 2

Sich eine nachhaltige Zukunft vorstellen Nachhaltiges Leben unterstützen

Gesellschaften, in denen derzeitige Herausforderungen nachhaltigen Lebens überwunden sind



2011 SPREAD Grundlagenforschung:

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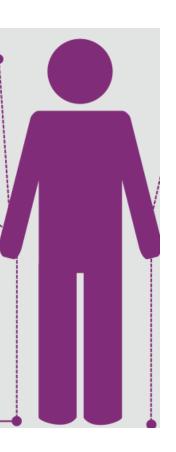
Adipositas (vemehrte Zuckeraufnahme),

& Wohlbefinden: Herzkrankreiten (fettiges Essen und

Rauchen), Krebs (giftige Chemikalien)

2012 SPREAD Vision von

Nachhaltigen Lebensstilen



7-10 Tonnen Lebensstil

(Gesamter Ressourcenverbrauch)

Was wäre, wenn derzeitige Herausforderungen überwunden wären?

Ernährung: 500 kg/Jahr v.a. vegetarisch

Wohnen: 20 m2/person Null Netto Energie

Energie: 1000 kWh via Wind- und Solarenergie

Haushaltsgüter: effizient, anders und suffizient

Mobilität & Tourismus: 10 000 km/Jahr ohne Auto

Gesundheit und Wohlbefinden: verbesserte Gesundheit,

Wohlbefinden, Glück



A new European-wide network of "villages in towns" is established. Members of the network establish urban farming cooperatives

in their neighbourhoods and start negotiating

inhabitants for access to under-used land for

with municipalities, real estate owners and

farming purposes.

Rosa put up a local gastronomy guild that became her life work and turned into lunch canteen.





"This is our guild canteen where people of the town enjoy their lunches and dinners."

HOUSEHOLD GOODS

FOODS AND BEVERAGES

EVERYDAY MOBOLITY AND TOURISM

53 228 KG

When Rosa first moved to the town, she bought a big flat. Soon she started to rent out some of the rooms for her guild's visitors and eventually to her guild colleagues. Also taking care of the daily routines became much easier.

7 990 m

ELECTRICITY AND HEAT

> When one of her colleagues mentioned to her about a local solar panel expert, skilled to fit the panels to the conditions in Spain,

she started to use his services regularly.

2/3 of the inhabitants live in neighborhoods that are defined according to a profession and a guild. These neighborhoods also form the basic political units that have the right to elect their own representatives to the regional council.

2012

2020

2030

2040

Schritt 3

Anerkennung von Bürgerbewegungen & soziale Innovationen

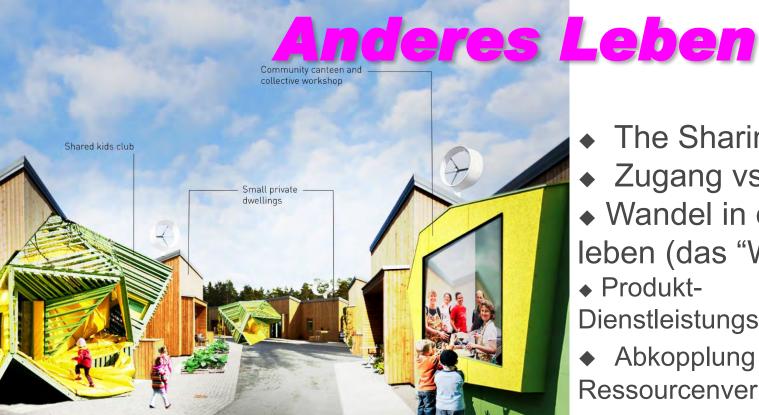
Identifikation vielversprechender Praktiken





- weniger Abfall
- effiziente Produkte und Dienstleistungen
- ◆ zu starken Konsum reduzieren
- Kostenreduktion

- ✓ ½ EU Hausbesitzer investieren in Energieeinsparungen fürs Haus
- ✓ Energieeffizienz f
 ür Heizen und große Ger
 äte > Netto +
- ✓ Anstieg für Marktanteil für A-Label Geräte von 10%>90% '98>'08
- ✓ Aufkommen von "Passivhäusern" = Gesamtenergie15kWh/ m2



- The Sharing Economy
- Zugang vs. Besitz
- Wandel in der Art zu leben (das "WIE")
- Produkt-Dienstleistungssysteme
- Abkopplung Konsum von Ressourcenverbrauch

- ✓ Nutzung der Bahn vs. Auto + 180% '95>'07
- ✓ Teilen von Autos, Fahrrädern, Häusern, Haushaltsgütern geschätzt 5.5M pp 2015
- ✓ Zahl der Bike-Sharing-Angebote verdoppelt in 2007



entes Leben

- Lebensqualität verbessern
- ◆ bewußt weniger konsumieren
- ◆ Banker > Landwirt
- freiwillige Einfachheit LOVOS
- langsames Leben
- Nichts-Kaufen-Tag
- ✓ Totaler Fleischkonsum gefallen um 2.2% in 2007
- ✓ lokales, saisonales Essen + effiziente Landwirtschaft < ökologischer Fußabdruck um 60%
- ✓ Transition Towns wächst auf 400 Gemeinden in 34 Ländern (2011)
- ✓ One Planet Living Gemeinden in Partnerschaft mit lokalen Regierungen
- ✓ Low Impact Man (4000>1 kwh/day) > Eine Tonne Familie Schweden

Entstehende vielversprechende Praktiken - EU

INTELLIGENT FASHION COLLECTION

Chiara, 27, stylist

"..." I've just launched my third collection (Well, it's not really my collection since livew it cales contact with a team of factors and empineers. It is a stylish fashion collection of doths, body jewellery and underweer that are atternelly functional and some for everyday life wellness. Colthes can easily be changed in shapes and colours, so to it with the diverse needs of the day and the seasons. Underward and body jewellery are thought to check and regulate body functions the weed of wushing and isoning has been reduced thinks is the chance testiles. My clients are enthusiastic and now we are designing a new collection for kids."



pret-a-porter fashion makes a point of value in creative multifunctionality and transformability: size and shape of the cloths are designed to be personalised and be fully modular and recombinable materials are described.



Consuming

URBAN FOOD DISTRICT PLANNING

Martha, 36, mother of a 3 children family

**...we have the chance to live in a city where the municipality has decided to introduce the food district planning initiative. Our food mix must be at least nearly 50% locally produced and 10% self-produced among neighbours: garlic is growing on the balcony, cucumbers downstairs, tomatoes come from neighbours' vegetable gardens, commuters bring fresh dairy products from suburban areas into downtown. I still go to local supermarkets, once in a while I may buy some imported food...*

How does it work?





INDICATORS

STEAD

URBAN WELLBEING

....

"...I have the privilege of studying in a town that is day-by-day more shining for its well-being! On my way home, today, I was astonished by the brightness of the withon sculpture in the square: wowlf is seems that our capability of saving resources is demantically increasing as well as overall domestic happiness. This is the town where I want to live and work in my future, It is so heautiful and makes me so around!"

low does it work?

 the overall resource consumption and happiness factor is calculated and shown in real time in the public spaces of the city, thanks to urban sculptures and installations that raise public awareness about ective sustainable performance and capability to produce

by e buildings or surfaces display web contents (tags, pictures, ips) according to a semantic search engine. People can ask ins and the city tells and shows how it's feeling or it gives as about life today;

s about life today; e a city performs well, the more it is made beautiful and by its sculptures and sensitive art pieces in public space. This cities in healthy competitions.



Comments



HIGH EFFICIENCY INTER-MODALITY

Jimmy, 54 years, manager

"...this week was busy. From Boston to Washington DC with the high speed train, then to Jacksonville and back. I didn't really feel like changing from one city to the other: In Washington I directly went with an e-bike from the platform to the client. I had to make an important call and so I left the bike on autopilot. In the afternoon I had to make it to Jacksonville, but my meeting went on endlessly. Fortunately the train operator organized me a car-pooling for the train I missed which took me right in front of the office..."



GREEN GYM

Bob, 28-year-old, architect



RESPONSIBLE PATIENTS

How does it work?

integrated systems of

In 2014 the daily fiving for patients with 164 changing discover; such suff-reading in systems are transparent for the patients that could edging quest normal 16c; systems are sits of edgined to put the patient in an active and learning position, facing up to insider discusse and therefore developing more separation for intrinsic.



SHEAD

Moving

REST: IMMOBILTY LIVING

Alberto, 37 years, employee and married

"... This year with my wife we decided to take part in REST, the Biddleded and Sustainable Transport training program. The idea is simple: make your life better where you are instead of stiving to escape for lebure and holidays. We did not change our life is one to middled. The simple with the program of the books is piled-up for years on the shelves of my library and my wife start art research instead of seeking for week-ends and mini-tryling and we have been saving up our allocated mobility carbon credits for the lost 3 years for a slow trip in Chinal..."

ow does it work

mobility carbon credits limitation per person and per year; promotion of low transport intensive activities and travel dieting

programs; imitation to campaigns promoting mobility from holiday travel to

urban journeys; development of slow tourism based on boat travel and bicycle



Comment

CLEAN MONEY

Andrea, 37-year-old, father of the 3 children family

"...taxes on personal income rose like mad to cover droughts here and tsunamis there and catastrophes after silly urbanization projects in mega-cities: now I perfer to earn less, with green and fair investments but I want to know what my money is used for and I want to be able to Judge myself if the ..." projects financed will be good or not for the future of my kids."

How does it work?

huge costs induced by bad sustainable management and catastrophe related increases induce people to pay more and more attention to what is done with their money:

after many financial crises due to lack of investment regulations,

transparency is the norm that also benefits sustainable projects; sustainable responsibility, ethical wealth and fair banking criteria is the norm on the financial market; investments are made only for sustainable proposals.



Comments

How does it work?

energy or to purify water."

sustainable active life turns normal gyns into functional sport centres with different goals, such as producing energy; conventional gym sports evolved into growing food activities (selfproduction), doing gym in a natural farming place instead of indoors, taking part in plotting or harvesting, serobic cleaning activities to the

"...we took part this week-end in the Patagonia harvesting rally: I ran so much carrying wheat sheaves, oh my god I was

exhausted. I am accustomed to one hour of gym-plotting here

In the agricultural public park nearby, It's a classic orchard gym

organized with all Decathlon sets that provide us with a third of

our fresh veggies in summer. But here, the whole city was taking

part in the rally, carrying the wheat to the mill. And this way, city bakeries make bread all year... In winter, or when it rains, I go

to a regular fitness centre instead, where I exercise to produce







Work-life integration Integration von beruflichem und privatem Leben



Energy efficient habitat Energie-effiziente Sieldungsweisen

" evolutions of DIY with new materials and easier processes allows to make quick and chea

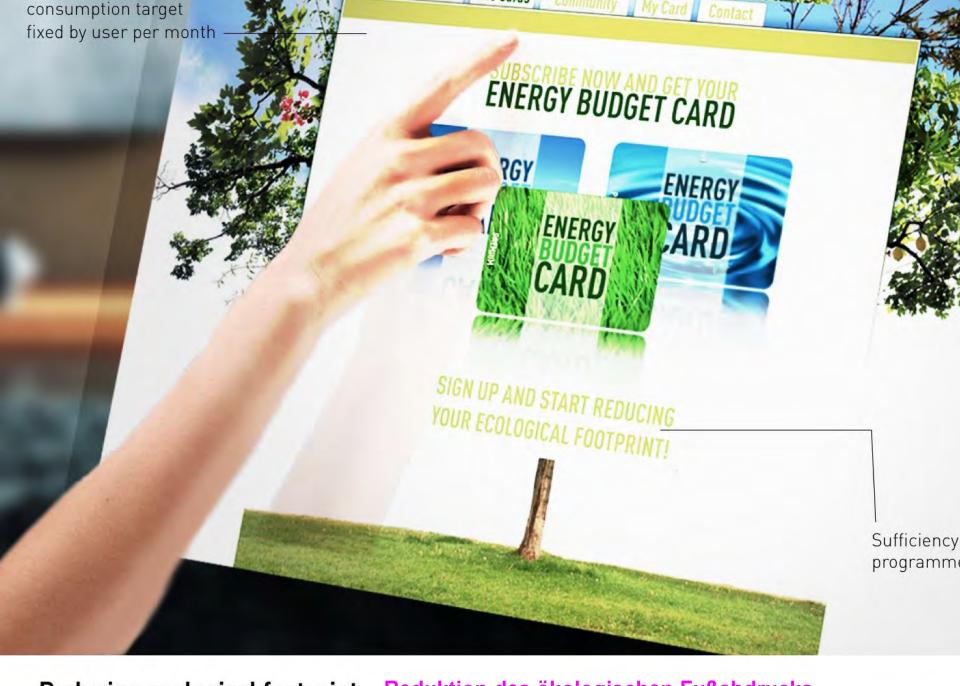


Sustainable feedback and guidance systems Nachhaltiges Feedback und Beratungssyste



Efficient domestic services Effiziente Haushaltsdienste

" for most of the household shores we comply to programs of optimized domestic services. I



Reducing ecological footprint Reduktion des ökologischen Fußabdrucks



Local production/Taking care of things... Lokale Produktion / Betreuung von Gegenständen



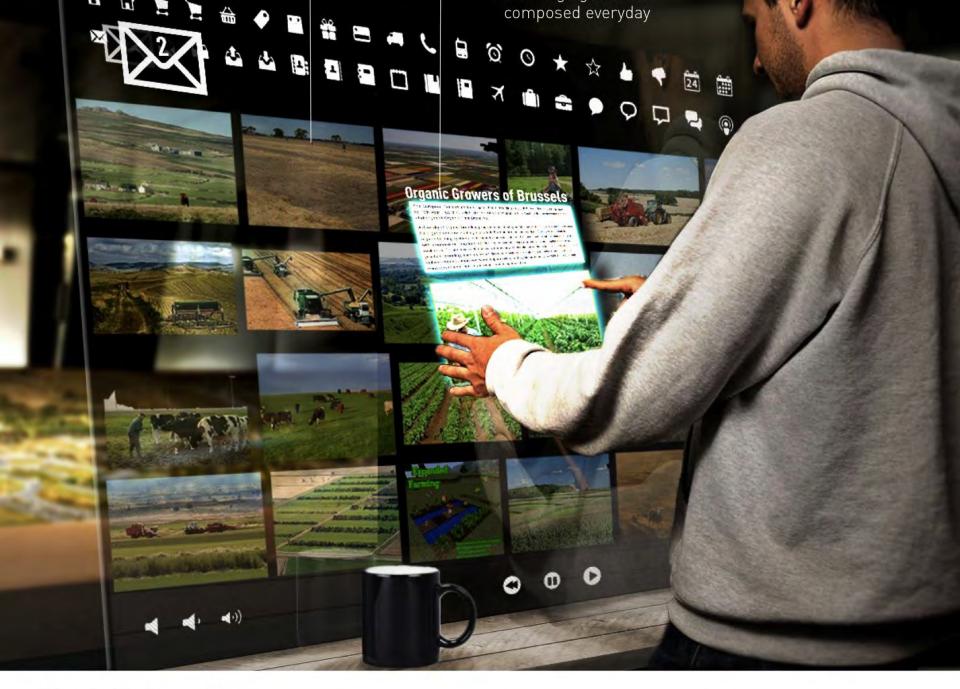
Shared collective spaces

Geteilte gemeinsame Räume



Urban densification Urbane Verdichtung

"...the urban planning guild was pretty active to build in the neighborhood available land a





Local production Lokale Produktion

"...my oldest daughter was always hanging around the clothes design guilds' workshops and now she's doing her apprenticeship there to enter the guild that produced most of the clothe. wear..."



Eigene Lebensmittelproduktion



Urban farming Städtischer Lebensmittelanbau

"...this plot is part of the former transversal road that was turned to slow mobility and divid

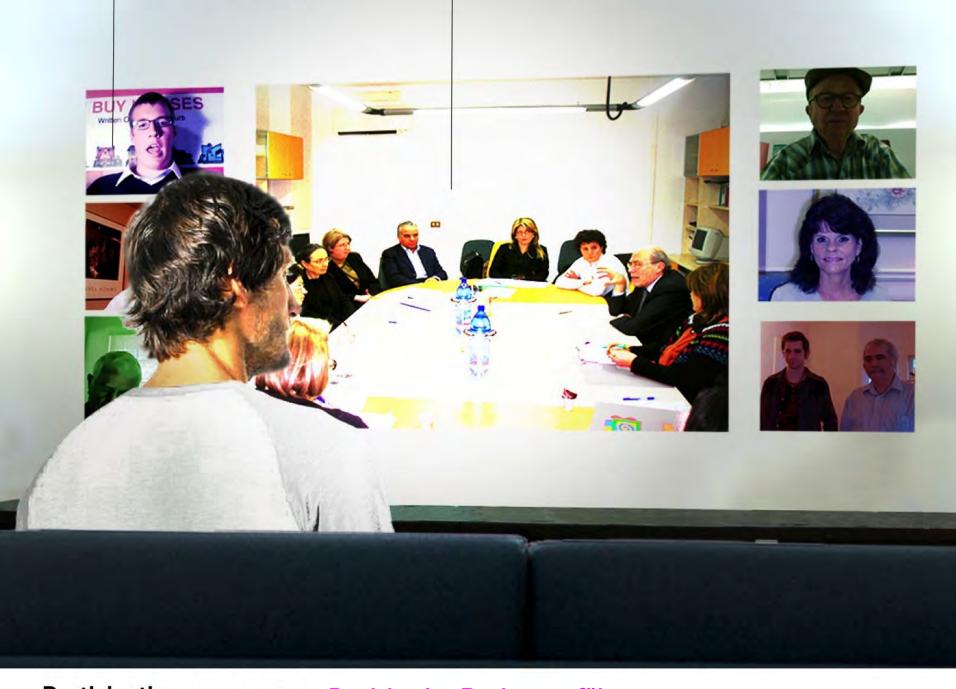


Local production Lokale Produktion

" for my husband and ma laisure means visiting one the Legal Gastronomy Guilds aroun



Investing in low-pressure activities Investitionen in Aktivitäten mit geringem Impact



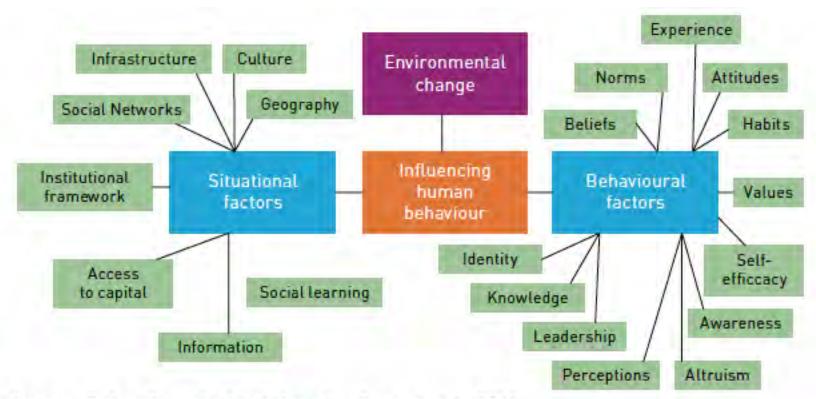
Participative governance Partizipative Regierungsführung

" I compared to the state of th

Schritt 4

Verhaltensanreize & Erwartungen verstehen

Faktoren, die Verhalten beeinflussen



Source: Defra, Sustainable Lifestyles Framework, 2011.

Beispiel "Person"

PART 1 – BACKGROUND

Name Location (optional¹)

> HELEN MUNDIS CORFU TOWN, GREECE

Photo

Demographic data



Age 65
YEAR OF BIRTH 1953
GENDER F

Personal history & interests

I live in Corfu Town with my husband Panos. We are both from Agios Matheos, a small fishing village in the Ionian island of Corfu. We dreamed of escaping our small village when we were young. After we married, we moved to Athens for many years where my husband worked in an aquaculture company as a fish culture expert. I opened a clothing store in Athens before the recession and worked with my daughter until she went to AAS College in Thessaloniki for fashion design.

Then the recession hit and Greece adjusted its relationship with the Eurozone and local currencies flourished and the euro became associated with luxury items. We returned to Corfu to a life we knew and an economy that was thriving initially from base g and then its own local

tention to the newest fashions and brand names and are especially supportive of local, sustainable clothing companies.

My husband began his own sustainable aquaculture farm here in Corfu Town because the fishing industry was collapsing from new restrictions on fishing in the Mediterranean. He provides fish for many restaurants in the city and exports to nearby villages and cities. The restaurants his fish but he also trades them for other goods and services at a local market. It feels like we're living in those times again when we lived in Agios Matheos but with computers keeping track of everything. We used to trade milk for meat and cheese for flour. Now we press a few buttons on our phones and suddenly we've got yoga lessons in exchange for sar-

Aspirations

Current activities & reflections about lifestyle



Beispiel "Person"

Teil 2 – Lebensstilindikator – Ökologisch

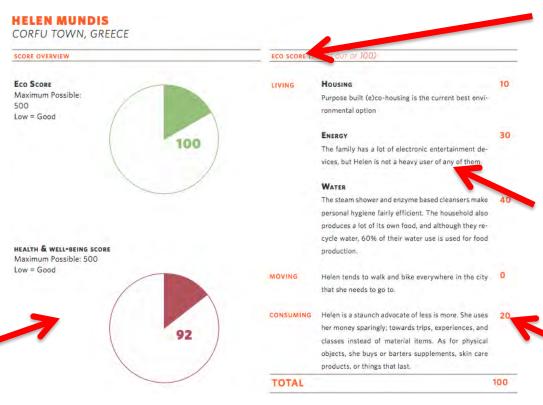
Lifestyle ecological impacts

Lifestyle

social

impacts

personal and



Category 1: Resource use (Flow)

Description of each item comprising the indicator

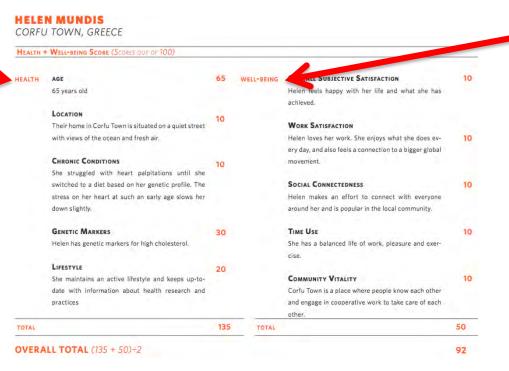
Relative scores (optional ²



Beispiel "Person"

Teil 2 – Lebensstilindikator- Sozial

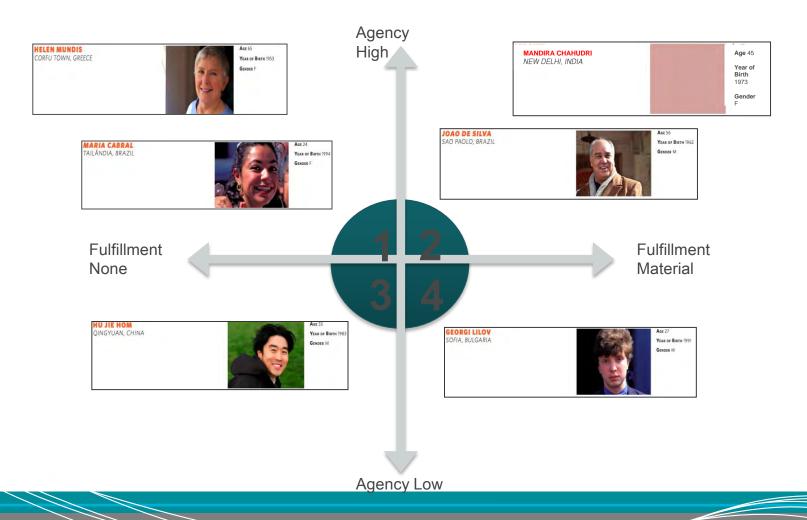
Category 2: Health (Balance)



Category3: Well-being & social relations (respect)

These indicators help to get an overview of products and services this particular type of consumer demands. Participants can also identify ways to motivate them for adopting certain behaviors.

Beispiel "Personen" – Grad der Unterschiedlichkeit



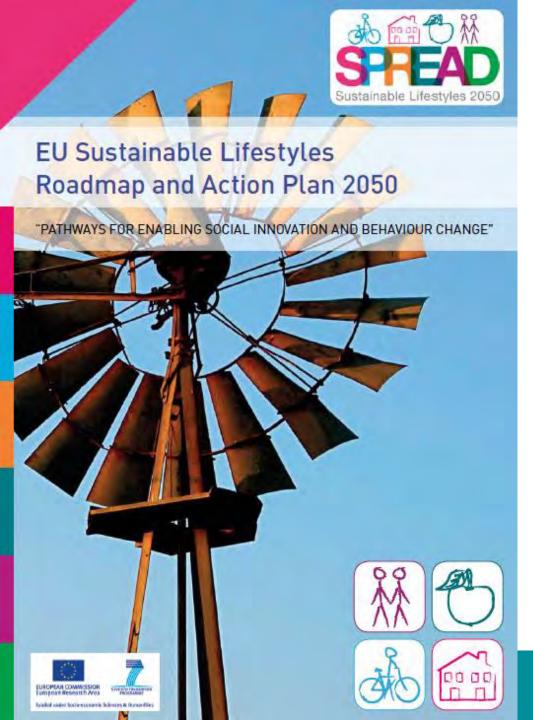


Schritt 5

Roadmap & Wege zu nachhaltigerem Leben in Europa in 2050

Notwendigkeiten & Meilensteine für verschiedene gesellschaftliche Akteure, um nachhaltige Lebensstile zu ermöglichen

Politik-Informationen



Der Übergang zu nachhaltigen Lebensstilen: Notwendigkeiten & Meilensteine 2012-2050

POLICY & GOVERNANCE PATHWAY Systemic inclusive and participatory governance and policy decision-making

ECONOMY PATHWAY Economies and monetary systems support people and enable sustainable living

SOCIAL INNOVATION & BEHAVIOUR CHANGE PATHWAY

Opportunities in understanding sustainable lifestyle diversity & rethinking the good life





Key pathway themes at a glance

- \checkmark Human centred, systemic and participatory approaches to policy making to promote sustainable living
- ✓ Individual resource consumption targets incentives and rewards (towards 8000 kg lifestyle footprint)
- ✓ Improvements in policy assessment tools to identify milestones of achievements towards more sustainable living
- ✓ National ombudspersons for future generations and parliamentary committee on "protecting the future"

actual trend

2012-2015

2020

2025

2050

Key messages from scenarios 2050

Governance: Systemic inclusive and participatory governance and policy decision-making

Policy-making structures are silo-ed vs. systemic which has caused a lack of coherence in policies that might support and foster more sustainable living

Policy assessment tools lack provisions for understanding the systemic risks of sustainability, early warning signals, stress testing and allowance for dynamic change mechanisms. Health and social equity impacts have not been adequately considered

Policy decision-making has been "top-down" which is becoming less relevant and representative of EU society as a whole. It has been lacking provisions for "bottom-up" inclusive decision-making processes

Policies are based on what we want in terms of economic growth, not on what is available in terms of ecological and social capital.

Centralized energy supply dependence on fossil fuels and nuclear energy Renewed European Strategy for Sustainable Development, includes a chapter on sustainable lifestyles - and the provision for personal footprint budgets (8 000 kg).

Cross-sectoral, human-centred approaches to policy-making for sustainable living should include health, agriculture, education, finance, urban planning, social affairs, welfare, trade and transport, energy, environmental protection and climate change.

Review mechanisms implemented

Installation of (inter)national Ombudspersons for future generations. Establishment of parliamentary committee with the specific remit of "protecting the future"

Launch of International Panel on Sustainable Resource Use (IPSRU) which has the mandate to account for and fairly distribute natural resources per country/region

A broadening of the energy supply markets to be inclusive of renewables and cooperatives

- National Strategies on Sustainable Development in all EU countries include a specific chapter on sustainable lifestyles
- Binding resource consumption targets and legal frameworks
- Economic incentives (production & consumption) for sufficiency and quality consumption

Assessment tools are extended to parliament (National and European)

- Participation of civil society in local budget and policies to monitor public investments and support more sustainable lifestyles
- Voluntary code and guidelines for green procurement extended to become legally binding.
- The Future Generations Act is established guaranteeing constitutional rights

IPSRU proposes national quotas and targets for resource use

Energy mix moves towards the phase out of fossil fuels and nuclear energy

Sustainable development and lifestyles strategies form an overarching framework for all policies

European sustainable assessment tools become audited by external organisations to ensure transparency and accountability

A Congress of the Future is established, convened by parliament to provide direction on long-term strategies

Political decision on national resource use quota systems at International Resource Use Summit 2020

Launch of personal carbon and resource card test phases

50% decentralization and democratization (cooperative system) for renewable energy production and diversification of energy sources Political and societal decisionmaking is systemic, inclusive, long term and visionary

All policy decisions consider systemic risks and warning signals related to sustainability, health and equity through the ubiquitous use of sustainability assessment tools.

National guotas established for

worldwide

National policies for sustainable lifestyles are based on those quotas

the use of resources and energy

European network of renewable energy providers is established as renewable energy comes online in all EU countries Governing the Commons: New political movements have gained power and show resilience in systemic approaches - "wikidemocracy", digital interest networks.

Local Loops: Global networks link local loops

Governing the Commons: Abandon 20th century institutions and top-down governance systems in favour of new bottom up collaborations.

Empathetic communities: Communities, cities and towns govern vs. nation states. Shared and active use / care for public spaces.



actual trend

Speculation and privatisation of

Unbalanced distribution of

labour: Widening gaps between

the employed and unemployed

Few examples of ownership of

workers in management and

GDP focused growth based

economies. Momentum starts

to build for the internalisation of

externalised costs not previously

considered, including the true

value of environmental and

Limited investment in the

infrastructure and sectors

needed to drive sustainable

development and sustainable

Business models that foster and

enable more sustainable living

societal services

lifestyles

basic needs

production

Key pathway themes at a glance

- ✓ Sustainable economy commission ensures systemic policies and beyond GDP indicators that promote economic development competitiveness and socio-ecological benefits ✓ From a debt based economy to an economy that encourages savings to fund long-term investments in green economy sectors and
- ✓ Testing new financial instruments and facilitating open dialogue between financiers and the public to restore trust
- ✓ Support for alternative economies, currencies, and new business models that support sustainable living
- 2020 2025

Economy and monetary systems: Support People & Sustainable Living

corporate labour reforms.

-Labour reforms in public institutions show

and growth in alternative currency systems

Treaties established for the management of

environmental and social externalities

50% reductions in GHG achieved through

investments to realize a 100% sustainable energy

New business models that enable sustainable living are

rewarde: Access to goods and services are supported and

incentivized as an alternative to ownership: cradle to cradle

business models connect production to consumption; new

technologies enable more sustainable communities; and

sustainable supply chains foster SME infrastructure

system by 2030 together with global trading

partners

- Creation of a Sustainable Monetary Systems - 25% of all monetary transactions are in complementary - 50% of all monetary transactions are in

Unsustainable monetary system. Commission to support national governments New evidence of distributed economies. Promising practice

- in creating systemic policies combining economic development with socio-ecological emerging in complementary benefits regional currencies
 - unmet needs such as personal skills, assets
 - EU establishes a legal framework in which regional complementary money systems can scale to connect underused resources with community resources, and local authority
- EC position paper outlines plans to Debt based monetary system
 - move from a debt based economy towards a common based economy New economic models established
 - based on savings (vs. debt) to fund long term investment
 - Tax on financial speculation. Review of privatisation of basic needs, (i.e. water, healthcare, education) Labour market reforms bolstered by
 - public sector commitments to reduced hour work weeks (i.e. 25h/ week). and communicated broadly
 - Benefits and improvements to quality of life and well-being are monitored movements in all cities
 - The EU actively promotes cooperative A rethinking of the GDP-based value system to include externalised indicators such as environment, well-
 - being and quality of life.

2012-2015

innovations for sustainable living

- currencies, linked to services and local models in the EU complementary currencies linked to services and - Provisions to pay local taxes in regional currencies; pay local markets in the EU percentage of salaries in local currencies; pay utilities and - Provisions include systems of cash substitute services in local currencies smartcards, mutual credit accounting system, and community banks
 - -Evidence of redistributed wealth creation from scaling of local currencies becomes evident and accepted as dual currency systems through wide-spread improvements in quality of life
 - through the promotion of trading in closer proximities of communities - European households save more and borrow less - Responsible lending institutions are proliferated -Peer to peer lending structures are formalised
 - The European economy has transitioned away from a debt based economy - in terms of both financial and natural capital Legal frameworks established to deter financial
 - speculation on basic needs (i.e. water, health, education, energy) and to ensure access for all - 25h work week established as a standard for Income distribution reforms in public governmental institutions and starts to influence institutions explore maximum income caps across the EU and reductions in the gap evidence of stimulating employment, creativity,
 - between the lowest and highest salary ranges EU support of cooperative models through policies
 - that stimulate social entrepreneurship by default Establishment of an Environmental Limits Act
 - investments in green economy sectors. Targeted
 - Environmental and social externalities internalised into economic systems at 80% - 80% reductions in GHG achieved through investments in green economy sectors -Subsidies on fuel removed and inefficiencies

environmental and social impacts.

supports sustainable lifestyles.

-Incentives are introduced to foster innovation into

-Government frameworks support inclusive business

solutions. Incentives for rural populations and the

informal sector reduces costs for governments and

new materials and production chains that address

disincentivised

- 25% of businesses are trading in complementary

Evidence of local currencies' ability to reduce CO2

Environmental and social externalities internalised into economic systems at 100%

- for all job categories. The gap between lowest and highest salary ranges capped at a factor of ten
- Income distribution reforms establish maximum income levels

- Regional and locally focused companies

become just as competitive in the

- Production-on-demand becomes a

viable business model and addresses

issues associated with overproduction

- Cradle to cradle value chain business

strategies become a minimum standard

Businesses create and distribute value.

Consumers acquire, preserve and share

value. Governments formalize market

business (value / inclusive). Civil society

spots and address market failures. Eco

Top 10 - use of stock exchanges

frameworks that support new role of

market as multinationals

2050

- Tax reporting requirements

currencies to transfer credits

- Acceptance of the state with

internal controls

detailed agreements on accounts

for complementary currencies and

include converting existing local

- financial speculation phased out
- The European economy is fully connected with the global commons Access to basic needs for all (food, housing, water, energy) considered a human right -
 - Governing the commons: Control and management of the global commons.
 - Local Loops: Meritocracy -

Key messages from

scenarios 2050

- Craftsmanship and professional communities Governing the Commons: 3D
- printing Consumers control their consumption to self-creation -
- own production From mass
- Alteration of lifestyles by molding and recreating identities - Peer to
- peer service economy has
- disrupted globalized world of multinational corporations
- Local Loops: Rise of logistics
- costs stimulates focus on
- local production Local
- resources have new value

- Governing the Commons: DIY Local Loops: Technical

- manufacturing
- concept of local and regional
- production systems



Key pathway themes at a glance

- √ Community re-design for the people by the people through collaborative innovation
- ✓ Skills for sustainable living become intrinsic elements of formal & informal education
- \checkmark Understanding individual lifestyle behaviour diversity and making sustainable living easy becomes the innovation opportunity of the century
- \checkmark Smart ICT accelerates the transition to 8000 kg sustainable lifestyle footprints

actual trend 2012-2015 2020 2025 2050 scenarios 2050 Social Innovation & Behavior change:

Opportunities in Understanding Diversity and Re-thinking the Good Life

Citizen movements towards community initiatives gain momentum across the EU

The power of people's engagement: Non-governmental and civil society organisations foster debate on the need for meaningful change in values and norms in society to promote sustainable consumption values and encourage citizen engagement

Skills for sustainable living have not been adequately considered in formal and informal education systems

Collaborative consumption models and the sharing economy emerge in a perfect storm of increased use of technologically enabled social networks, environmental awareness and the negative impacts of the financial crisis on households

-Deeper understanding of individual lifestyle diversity is required to develop a broad range of solutions and option that support changing behaviour -Addressing / overcoming unsustainable status symbols

Models of community self-sufficiency are explored and supported -- in terms of resources and new publicprivate linkages

- Proactive mechanisms for behaviour change that support more sustainable living lead to a more participative society (i.e. through immediate feedback and monitoring systems)
- Support for coalition building amongst stakeholders and the academic community to foster the practical applications of scientific knowledge
- -Advocacy for alternative ways to measure societal development and economic progress rise on the political agenda
- Schools become multi-functional community centers and sharing platforms that promote healthy and sustainable lifestyles
- -Knowledge, learning and promising practice for sustainable living starts to be disseminated through the education systems
- -The sharing economy gains momentum across the EU and fosters increased awareness and interest in 'sharing' or having access to goods and services vs. owning
- Increased visibility of individual lifestyle footprints (consumption levels and resource use) kick-starts pro-active individual initiatives to bring lifestyle footprints to more sustainable levels
- Increased awareness of health, well-being and equity is a societal leader for change

projects"

- Media, communications and public campaigns are supported by policy to spotlight sustainable living experiments and "light house

Innovative urban and community planning processes are supported by policies - - with focus on participatory processes, equity and sustainability

Assessment tools are extended to parliament (National and European)

Smart ICT/technological innovation (web and mobile) play a critical role in building the infrastructure for large-scale, sharing communities of the future

- Sustainability and skills for sustainable living become an intrinsic element of formal and informal education
- Community based skills and education projects for sustainable living fostered and supported -New business and trades skills - that will be needed in future sustainable societies - are explored at higher education and secondary education levels
- -Most neighbourhoods have now established sharing centers & design
- -Products are built to last und can be repaired
- -Global best practice examples of sustainable living SPREAD to Europe (communicated via social network channels) and become fashionable and desirable - from food, to personal mobility homes, fashion and
- -Communications and advertising laws are updated to consider sustainable living practice and minimise the promotion of harmful

- Products and services are designed for collective use and collaboration -Sharing centres are common in communities across the EU

- 80% of all European cities establish an inclusive and participatory budget commission open to all stakeholders -New indicators are implemented at the city level to measure societal development and overall wellbeing
- -Education systems shift to active learning & cross curriculum learning -Teacher training promotes creativity -Students are encouraged to be curious, challenge, be creative
- -Co-creation of dynamic curricula based on dialogue between different actors in society and teachers Political decision on national resource use quota systems at International Resource Use Summit 2020
- Most of goods are shared or leased and not owned -10 years of warranty on consumer
- goods
- -Sustainable living is the new normal -Public and private communications campaigns only promote sustainable living on a daily basis and through all media and communication channels

Local Loops: Solutions and life improvements are focused locally vs global

Local Loops: Energy crisis and scarcity

has been a catalyst to re-evaluate

lifestyles and wellbeing needs

Key messages from

European cities support sustainable living through strong social networks and pro-active, participatory decision-making open to all stakeholders

Students think critically, creatively, innovatively and are responsible citizens. Active learning is promoted and supported

achieving, and self mastery. Universal access to education. Moral agreement for continuous development of skills for sustainable societies

Singular Super Champions: Learning,

Former shopping malls are repurposed into community cultural centres

Global Footprint Overshoot Day = 31 December (Europeans are living within the resource limits of one planet)



POLICYBRIEF



Emerging Visions for Future Sustainable Lifestyles.

Preliminary policy considerations from the SPREAD Sustainable Lifestyles 2050 European Social Platform project. Developing pathways to more sustainable living.

First Policy Brief, February 2012

INTRODUCTION

Societal innovation is vital to drive significant changes in the ways that we currently live if we are to increase quality of life for all while reducing the negative environmental and social impacts of human activity. Creativity is needed to achieve the widespread changes that will shift current unsustainable lifestyle trends, and that will provide resilient support systems and infrastructure to make difficult changes easier.

Sustainable lifestyles refer to patterns of behaviour shaped by personal and social interactions that are influenced by environmental, cultural technological and socio-economic contexts. Lifestyles that support future sustainable societies will need to accommodate human diversity and reflect different approaches to work-life balance and personal wellbeing. Future sustainable lifestyles support equity, efficiency and sufficiency in order to live within global resource limits. People are supported by systems and infrastructure that enable, maintain and sustain more sustainable ways of living.

The SPREAD Sustainable Lifestyles 2050, European Social Platform project fills a gap in current research by consolidating knowledge, identifying trends and promising practices, and envisioning possible sustainable lifestyle futures. A roadmap of action strategies for different societal actors will be developed, including 2012-2050 pathways to enabling sustainable living across Europe by 2050. This roadmap will support future research and policy agendas on the EU and national levels.

This document presents the project's preliminary findings. It provides policy considerations from our review of existing knowledge and examples of current promising practice. It presents four alternative and emerging visions of future sustainable lifestyles, and it explores the drivers, barriers and gatekeepers that may help or hinder the proliferation of more sustainable living options.

A final policy brief will be delivered at the conclusion of the project, in December 2012, and will include concrete policy recommendations.

SOCIO-ECONOMIC SCIENCES AND HUMANITIES RESEARCH



POLICYBRIEF



SPREAD Sustainable Lifestyles 2050

Roadmap: The Transition to Future Sustainable Lifestyles.

Polloy recommendations for the development of politicate to more suctainable living in Europe from today to 2068.

Final Policy Brief, November 2012

INTRODUCTION

The SPREAD Sustainable Lifestyles 2050 European social platform project has been a two-year inquity that has engaged stateholders from across Europe – from business, research, design, policy, chill society and citizens – who have perticipated in the development of a vision and scenarios of future sustainable societies. The social platform has identified inspiring examples of more sustainable living practices around Europe and has developed a EU Action Roadmap of possible actions to enable the transition to more sustainable ways of fluing by 2050.

The EU Sustainable Lifestyles Roadmap & Aotion Plan 2060 is the finel deliverable of the SPREAD project.

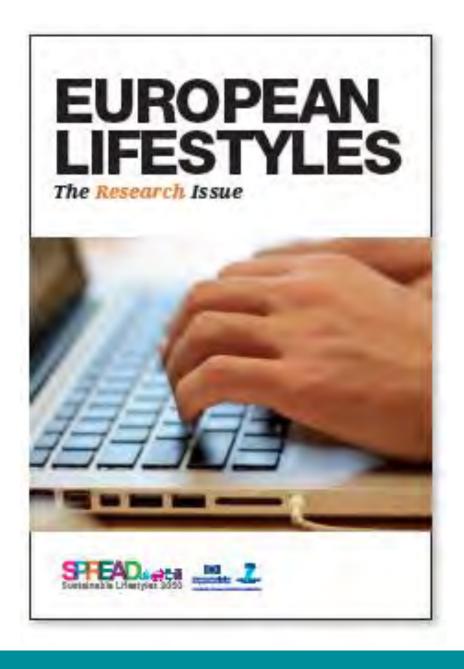
The Roadmap integrates the following SPREAD project research and deliverables:

- > Qualitative and quantitative indicators and drivers of current unsustainable European lifestyle impacts on the environment, society and individual wellbeing.
- Examples of current initiatives and ways of living that reveal promising solutions to current lifestyle impacts.
- > Four scenarios of future societies where current challenges to sustainable living have been overcome, sustainable lifestyles are the norm, and supported by society.

The SPREAD EU Action Roadmap towards sustainable lifestyles aims to complement the suite of needmaps that have been prescribed by the European Commission as of 2011 in the fields of energy, transport, low carbon, and resources. The SPREAD roadmap focuses on individual citizens and how they live in their homes, use different means of transport, consume, or spend their leisure time.

Schritt 6

Zukünftige Forschungsagenda, um nachhaltige Lebens zu unterstützen



Nachhaltige Lebensstile ermöglichen

Wissenslücken & Herausforderungen für die Forschung

- The economic system
- □ Policy frameworks
- ☐ Infrastructure & spatial planning
- ☐ ICT & social media
- Social institutions
- □ Collective actions
- Individual behaviour
- ☐ Governance processes
- New research approaches

Nachhaltigkeitsziele in den Alltag übersetzen



Bürger müssen den Wandel anstoßen Sozial- mit Umweltwissenschaften verbinden

Innovationsmöglichkeiten für gesellschaftliche Akteure

POLICY & GOVERNANCE PATHWAY 2012 - 2050

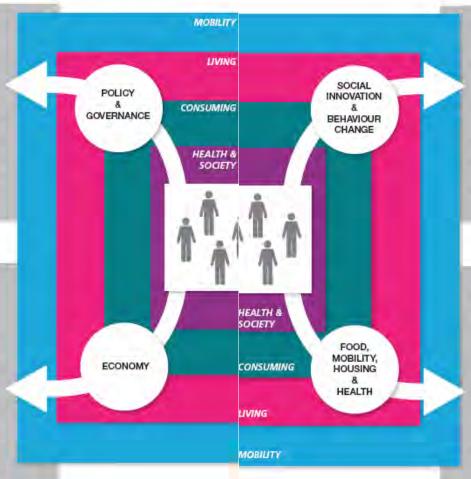
Systemic inclusive and participatory governance and policy decision-making

- Human centred, systemic and participatory approaches to policy making to promote sustainable living
- Individual resource consumption targets incentives and rewards (towards 8 000 kg ilfestyle footprint)
- Improvements in policy assessment tools to identify milestones of achievements towards more sustainable living
- National omnibudspersons for future generations and parliamentary committee on "protecting the future"

ECONOMY PATHWAY

Economies and monetary systems support people and enable sustainable living

- Sustainable economy commission ensures systemic pulicies and beyond GDP indicators that promote economic development, competitiveness and socioecological benefits
- From a debt based economy to an economy that encourages savings to fund long-term investments in green economy sectors and innovation for sustainable library
- Testing new financial instruments and facilitating open dialogue between financiers and the public to restore trust
- Support for alternative economies, currencies, and new business models that support sustainable living



SOCIAL INNOVATION & BEHAVIOUR CHANGE PATHWAY

2012 - 2050

Opportunities in understanding sustainable iffestyle diversity & re-thinking the good life

- Community re-design for the people by the people through collaborative (pnovation)
- Skills for sustainable living become intrinsic elements of formal & informal education
- Understanding individual lifestyle behaviour diversity and making sustainable living easy becomes the innovation opportunity of the century
- Smart ICT accelerates the transition to 8 000 kg sustainable lifestyle footorints

CONSUMING, MOBILITY, LIVING, HEALTH & SOCIETY PATHWAYS

2012 - 2050

Sustainable diets, public mobility, smart housing and healthy living

- "Re-boot" of individual diets, household food waste and the food production system
- Human-centred litestyle approach to urban planning and the transition to ubiquitous zero-net energy tomes.
- Right-sizing individual mobility needs by providing safe, equitable, accessible and sustainable choice
- Sustainable societies that support 8 000 kg lifestyles integrate environmental sustainability with health, wellbeing and social equity.

Partizipative Ansätze – Wachstumsalternativen – Diversität

Wettbewerbsfähigkeit beginnt mit Menschen



CURRICULUM VITAE

NAME

Juna Mirvonen

PAY

A solid salary and all veggles and fruits that i need.

HOURS

Depending on the time of the year, It can be up to 60 hours a week.

WORK-LIFE BALANCE

When the harvesting needs to be done, work can sometimes be overwheiming. However, Lenjoy it a lot to be in the nature, so I don't mind.

BEST THING

The taste of the first ripe tomatoes,

WORST THING



CURRICULUM VITAE

NAME Elain Ho

PAY

Enough to cover my costs!

HOURS

Per week 24 hours for BoE and 20 hours as a voluntary community advisor

WORK-LIFE BALANCE

As I support my local community I can be part of the changes that are taking place. Being part of this change makes me feel like I am not really working!

BEST THING

Being able to help people make difficult but important decisions. This can be very rewarding.



CURRICULUM VITAE

NAME Ilian Yale

PAY

From the supermarket, 'Fundme' and donations for my music

HOURS

I work 20 hours in the shop and the rest of the time I concentrate on my music

WORK-LIFE BALANCE

It's a very good balance because I am aiways active and with other people which gives me plenty of energy and ideas.

BEST THING

The freedom to be able to develop my own work, pay my bills with something



CURRICULUM VITAE

NAME

Kelly Newsome

PAY

A lot of the work isn't paid as it involves research and work in communities. In return I get free working spaces and volunteer support

HOURS Flexible

WORK-LIFE BALANCE

In a job like this your life becomes your work and vice-versa

BEST THING

The very broad and diverse network of colleagues and partners ranging from retailers, designers, researchers, engineers and local community members.

Fähigkeiten für nachhaltige Gesellschaften



Einführung in die Globalen Netzwerke



Globale nachhaltige Lebensstile





Finanziert beim Deutschen Ministerium für wirtschaftliche Zusammenarbeit und Kooperation (BMZ), tragen die Projekte zur Identifikation und zum Beitrag globaler Bemühungen zu nachhaltigen Lebensstilen bei:



Sammlung von **100 Big Ideas** für nachhaltiges Leben. Diskussion mit stakeholders in **5 Städten**, Zusammenführung im **Global Network towards Sustainable Lifestyles**



Bildung eines Rahmens für Aufskalierung von Innovationen.

Aufzeigen von 5 Erfolgsfaktoren, die 100 Unternehmen mit nachhaltigen Praktiken aufweisen. Veröffentlichung der Ergebnisse im Global Network for Sustainable Innovation and Entrepreneurship

Globale Pilotstudien







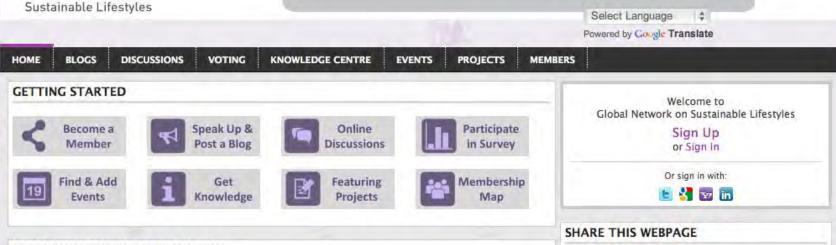
www.vision2050.net



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FEATURING PROJECT PUBLICATION

Outcomes of the workstudio in Bogota, Colombia. December 3, 2012. English version







Exchange Match-making · Dialogue · Knowledge Sharing · Tools · Much more ...







FORUM



Let's get started!

Started by Ginnie Guillen (Network Host) in General Forum. Last reply by eusebio manuel vestias pecurto 17 hours ago.

8 Replies 🚣 1 Like



Request for opinion

Started by Nur Hazirah Agilah Ramli in General Forum. Last reply by Ginnie Guillen (Network Host) Feb 11.

2 Replies 4 3 Likes



Are you living sustainably today? How? if not, what do you need?

Started by Ginnie Guillen (Network Host) in General Forum. Last reply by Nathalie Spittler (GNSL Team) Feb

📮 I Reply 📥 2 Likes



The future of higher education... is it virtual?

Started by Ginnie Guillen (Network Host) in General Forum, Last reply by Ginnie Guillen (Network Host) Mar

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EVEL

EXPR rolen

WHAT IS NEW?

Collaborating towards Sustainable Lifestyles through Innovation Bogota workstudio - 3 December 2012







Click here to download the report (English version)



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LATEST ACTIVITY



Ibrahim Mamma, Christian Schmitt, SLAMA ABDELKADER and 1 more joined Global Network on Sustainable Innovation and Entrepreneurship













SLAMA ABDELKADER updated their profile photo

9 hours ago



Daniel Duarte(Network Assistant) posted an event





Herzlichen Dank für Ihre Aufmerksamkeit!

Cheryl Hicks, Sustainable Lifestyles Team Leader CSCP www.scp-centre.org

Basel Schweiz- 27 November 2013