

The logo for 'SPREAD' features the word in a bold, sans-serif font. Each letter is filled with a different color and has a semi-transparent, overlapping effect. The 'S' is pink, 'P' is light blue, 'R' is orange, 'E' is teal, 'A' is purple, and 'D' is green. The letters are arranged horizontally and overlap slightly, creating a sense of depth and movement.

SPREAD

Sustainable Lifestyles 2050



# Envision...

a sustainable future in 2050 and support the SPREAD Sustainable Lifestyles 2050 Project!

*What is a sustainable lifestyle? // What will a sustainable future mean for the way we live, move, and consume? // How do we know if our lifestyles are sustainable or not? // What is your vision for your life in the future? // How can our aspirations for continuous life improvements be enabled sustainably (within one planet)? // How can sustainable lifestyles be spread across society?*

These and others are the underlying questions driving the SPREAD Sustainable Lifestyles 2050 project.

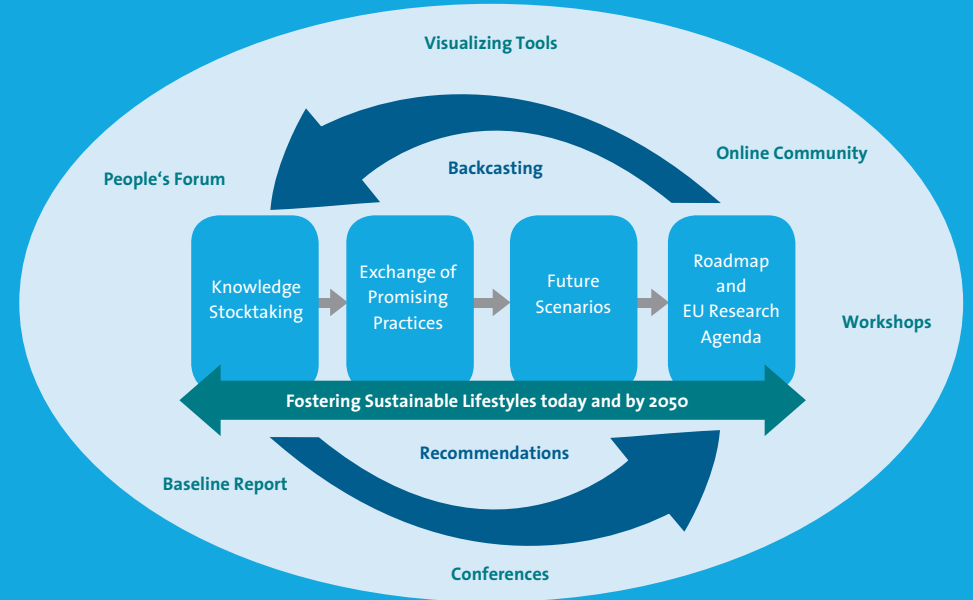
Come and join our interactive multi-stakeholder process to collaboratively find answers to these questions...

## What is SPREAD Sustainable Lifestyles 2050?

SPREAD Sustainable Lifestyles 2050 is a social platform project running from January 2011 to December 2012. Different societal stakeholders – from business, research, policy and civil society – are invited to participate in the development of a vision for sustainable lifestyles in 2050. This process will result in a roadmap for strategic action for policy makers and will deliver innovative ideas for business, research and society, regarding the enabling of sustainable lifestyles in European society.

## Why SPREAD Sustainable Lifestyles 2050?

Our project addresses the challenge of maintaining or improving quality of life of an ageing European society while at the same time reducing current levels of energy, transport and resource use. Societal innovation and significant changes in behaviours and lifestyles are vital to achieve long-term economic prosperity for all within the bio-capacity of our planet. Knowledge on sustainable lifestyles is scattered and so are sustainable project initiatives. We aim to bring together current knowledge, experience and relevant stakeholders in a dialogue process, in order to articulate and clarify the main societal challenges that we face in our attempts to reach more sustainable lifestyles.



## How we work

An interactive multi-stakeholder dialogue will bring together people from civil society organisations, business, research and policy to collaboratively work towards a better understanding of how to enable more sustainable lifestyles. Interactive scenario-building, backcasting and roadmapping are techniques we use.

The following components are part of our work flow:

- Mobilisation and analysis of current knowledge, experiences, and promising practices for environmentally, socially and economically sustainable lifestyles - including issues related to health, welfare, equity and ageing;
- Visualisation of concepts, visions, ideas and actions for new models of sustainable ways of living;
- Development of scenarios for sustainable living in 2050
- Backcasting from our future vision of sustainable living in order to develop a roadmap of action strategies for individuals, businesses, civil society, research and policy makers that aims to mainstream/ or 'spread' sustainable lifestyles across Europe now and into the future.
- Preparation of policy recommendations and a research agenda that addresses the main challenges society faces in the pursuit of more sustainable lifestyles.



The social platform allows stakeholder groups from policy, research, business and society to come together several times during the project to support the knowledge-gathering, scenario-building and back-casting. A people's forum and an online community are key project features, facilitating citizen engagement and fostering open stakeholder dialogue.

Select representatives from government, education and civil society organisations, as well as private sector organisations (Auststadt, Ferrero, Henkel, IKEA, Kraft Foods Europe GmbH, NOKIA, Turkish Business Council for Sustainable Development, Unilever) fulfill the role of external advisors throughout the project.

# JOIN SPREAD SUSTAINABLE LIFESTYLES 2050

## Join “SPREAD Sustainable Lifestyles 2050”

Share your knowledge and exchange experiences. Participate in an open online dialogue on sustainable lifestyles in our online community at

[www.sustainable-lifestyles.eu/community](http://www.sustainable-lifestyles.eu/community)

and during our project events (Launch conference, Stakeholder workshops, Closing Conference).

- Network with stakeholders and peers in the fields of sustainable living, moving & consuming, and healthy lifestyles
- Share visions and experiences of sustainable living from a personal perspective - what is your vision for sustainable living?
- Discuss current trends and insights, motivators and triggers to behaviour change across European household segments
- Support European and national policy makers in their work on sustainable lifestyles
- Provide input and shape a roadmap of action strategies and future research agenda – the project’s results will be directly communicated to the European Commission



## Who are the SPREAD Sustainable Lifestyles 2050 project partners?

### Coordinator



UNEP/Wuppertal Institute Collaborating Centre  
on Sustainable Consumption and Production  
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[www.scp-centre.org](http://www.scp-centre.org)

### Partners



Ashoka, France  
[www.ashoka.asso.fr](http://www.ashoka.asso.fr)



International Institute for Industrial  
Environmental Economics at Lund  
University (ULUND), Sweden  
[www.iiee.lu.se](http://www.iiee.lu.se)



Demos Helsinki, Finland  
[www.demos.fi/english](http://www.demos.fi/english)



The Northern Alliance for  
Sustainability (ANPED), Belgium  
[www.anped.org](http://www.anped.org)



Ecoinstitut Barcelona (ECO),  
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Politecnico di Milano (Polimi),  
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Energy Research Centre of the  
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Regional Environmental Center  
for CEE Countries (REC), Hungary  
[www.rec.hu/e\\_index.html](http://www.rec.hu/e_index.html)



EuroHealthNet, Belgium  
[www.eurohealthnet.eu](http://www.eurohealthnet.eu)

## How to learn more about SPREAD Sustainable Lifestyles 2050 and how to engage with us:

Visit our website:

[www.sustainable-lifestyles.eu](http://www.sustainable-lifestyles.eu)

Participate in our online platform:

[www.sustainable-lifestyles.eu/community](http://www.sustainable-lifestyles.eu/community)

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Sustainable Lifestyles 2050