



Catalyzing Action:

EU SUSTAINABLE LIFESTYLES ROADMAP AND ACTION PLAN TO 2050

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Elinor Blair develops sustainable consumption policy in the UK's Department for Environment, Food and Rural Affairs (Defra) where she leads a number of innovative research projects on behaviour change. A former member of the Department's Centre of Expertise in Influencing Behaviours, she also led the government /industry sustainable clothing roadmap bringing policy makers, retailers and recyclers together to help shape change. She has a background in communications and is a former press officer and media planner. Prior to working in Defra she was a Brussels based journalist for four years covering health, justice and social affairs.