# Catalyzing Action: EU Sustainable Lifestyles Roadmap & Action Plan 2012-2050

26-27 November 2012

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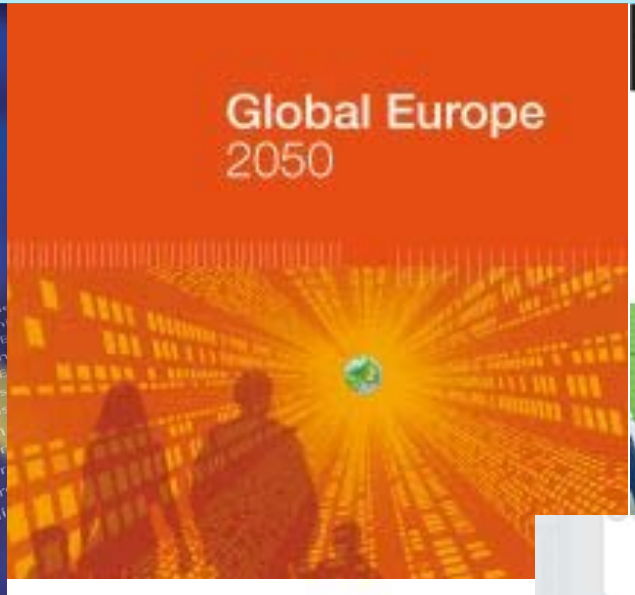
**Team Leader, Sustainable Lifestyles**

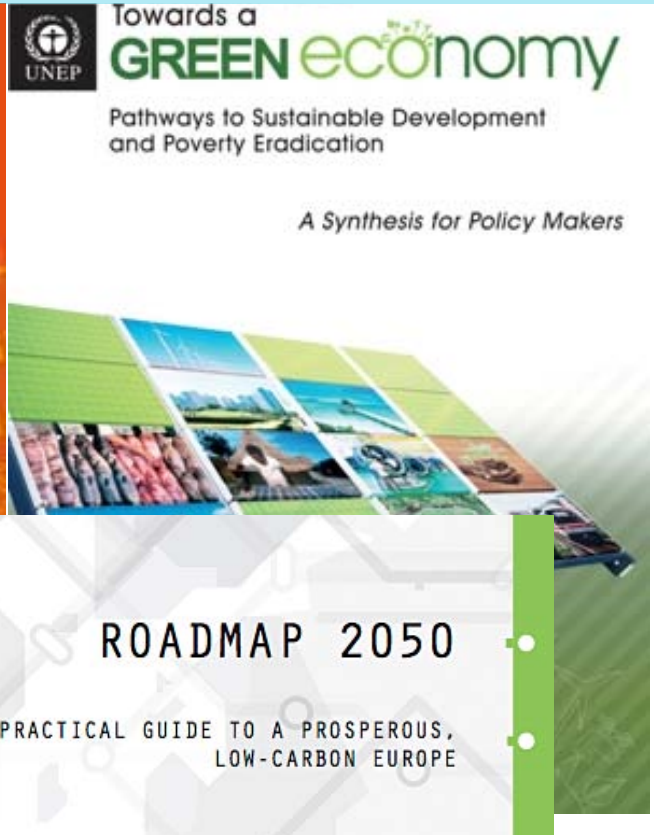
**CSCP - Centre on Sustainable Consumption and Production**

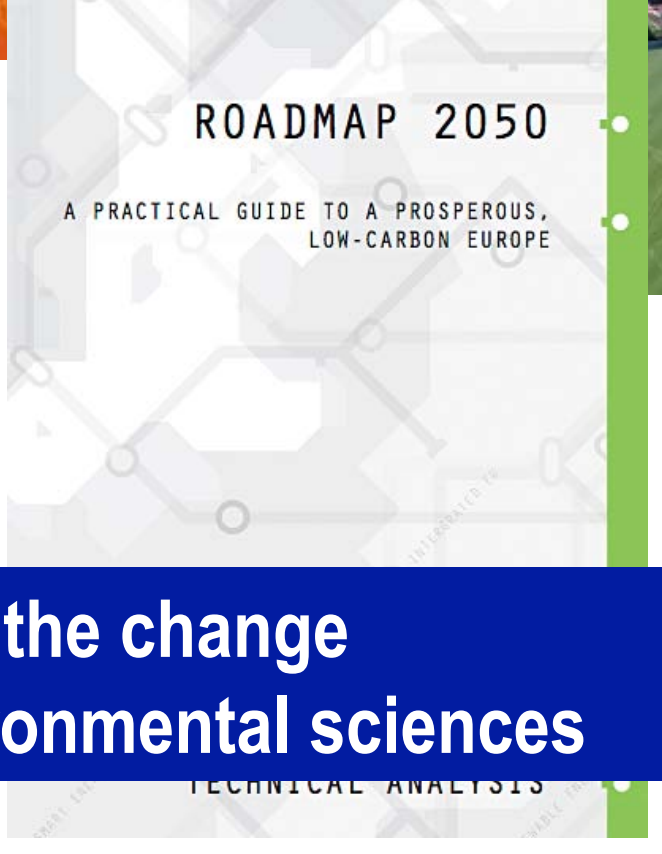
# Re-designing The Good Life – Sustainable Living

**Disrupt unsustainable patterns to have the future we want**

# Translating Sustainability Goals into Daily Lives






**Citizens need to activate the change**

**Connect social sciences to environmental sciences**

# Innovation Opportunity Spaces for Societal Actors

## POLICY & GOVERNANCE PATHWAY
2012 – 2050

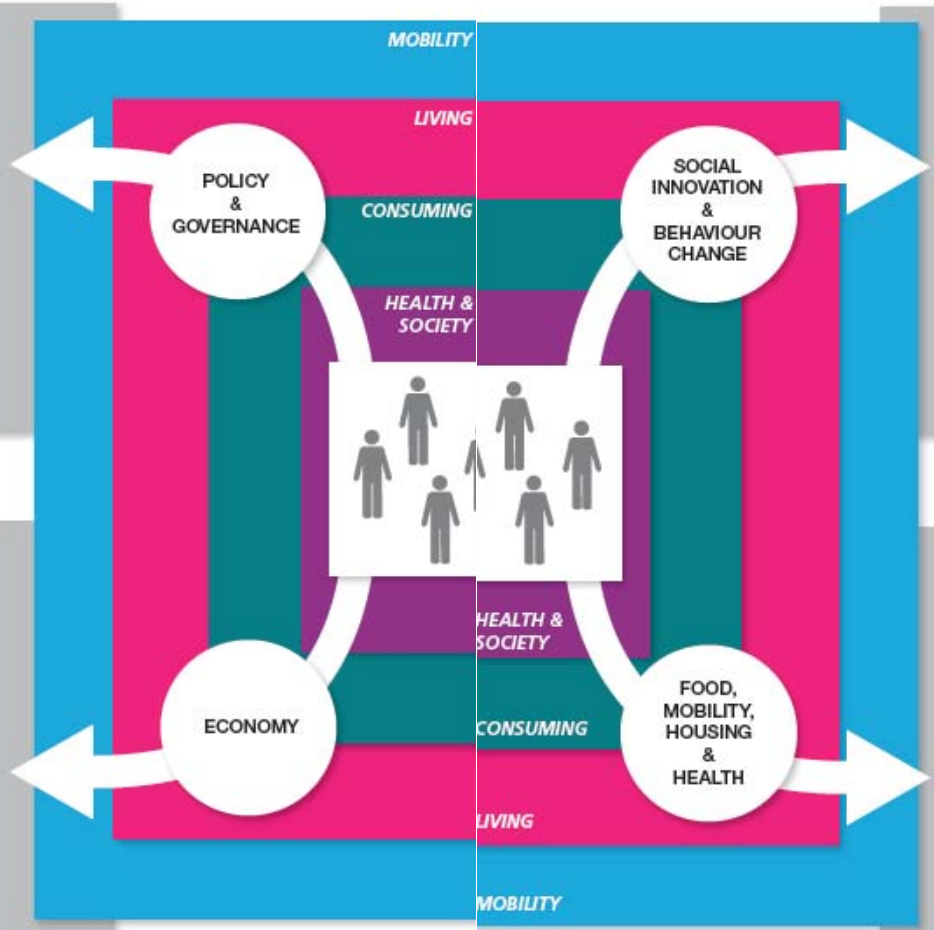
Systemic inclusive and participatory governance and policy decision-making

- Human centred, systemic and participatory approaches to policy making to promote sustainable living
- Individual resource consumption targets incentives and rewards (towards 8 000 kg lifestyle 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
2012 – 2050

Economies and monetary systems support people and enable sustainable living

- 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 innovation for sustainable living
- 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 lifestyle diversity & re-thinking the good life

- Community re-design for the people by the people through collaborative innovation
- 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 footprints

## 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 lifestyle approach to urban planning and the transition to ubiquitous zero-net energy homes
- 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

**Participatory approaches – Growth alternatives – Diversity**

# Competitiveness starts with People

## CURRICULUM VITAE

**NAME**
*Juha Mirvonen*

**PAY**
*A solid salary and all veggies 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 overwhelming. However, I enjoy 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*

*accommodate with my time. This means that I sometimes get home*

## CURRICULUM VITAE

**NAME**
*Ilan 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 always 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*

**WORST THING**
*Being a musician requires a lot of time practicing, but also to develop*

## 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*

*without moving. I have very deliberately integrated exercise and*

**Skills for sustainable societies that support sustainable living**

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**Coordinating Partner:**

cscp
COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION

ASHOKA · DEMOS HELSINKI · ecoinstitut BARCELONA · POLITECNICO DI MILANO DIPARTIMENTO INDACO · EuroHealthNet · LUND UNIVERSITY · ANPED Northern Alliance for Sustainability · ECN · REGIONAL ENVIRONMENTAL CENTER

**Funding Scheme:**

EUROPEAN COMMISSION
European Research Area
SEVENTH FRAMEWORK PROGRAMME
Funded under Socio-economic Sciences & Humanities

## Objectives

- Develop a **Vision** and **Scenarios** of possible sustainable living **futures**
- **Translate sustainability** into meaning for our diverse daily lifestyle options and choice
- Develop an **Action Roadmap** and suggest a **Future Research Agenda**

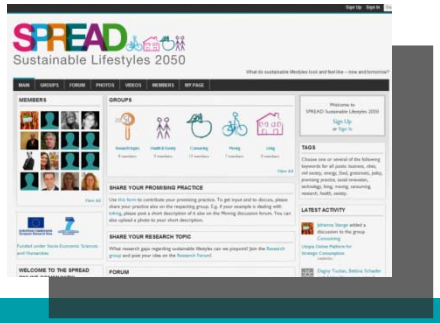
## Advisors

ETC/SCP · T · ecosign · European Environment Agency · IKEA · GDA · Henkel · EBN · NOKIA Connecting People · one earth · Ministry of the Environment Sweden · Business Council for Sustainable Development Turkey · INSTITUTO akatu · Unilever · Bordersteg Institut

## Project WP Elements

- Baseline Research & Primary Household Research
- Promising Practice via Social Platform & Online Community
- Vision & Scenarios for SL
- Roadmap of Actions for SL

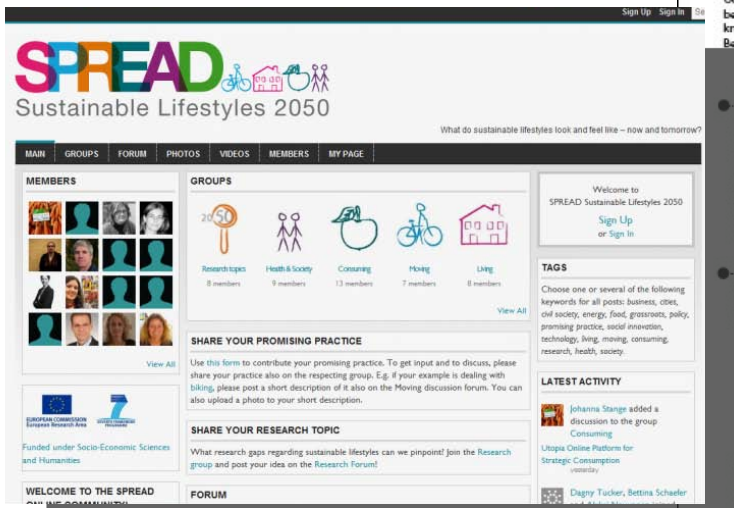
## Online Community Platform

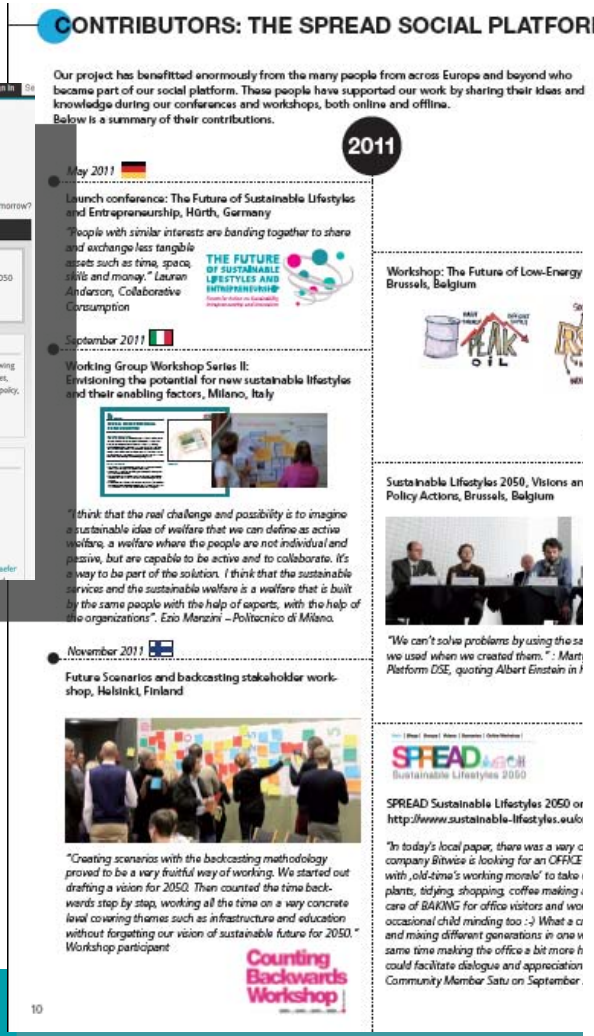



- Moving
- Living
- Consuming
- Society
- Entrepreneurship
- Visualisation
- Policy

# Human-Centered, Systemic & Participatory Approach

## European Social Platform on Sustainable Lifestyles

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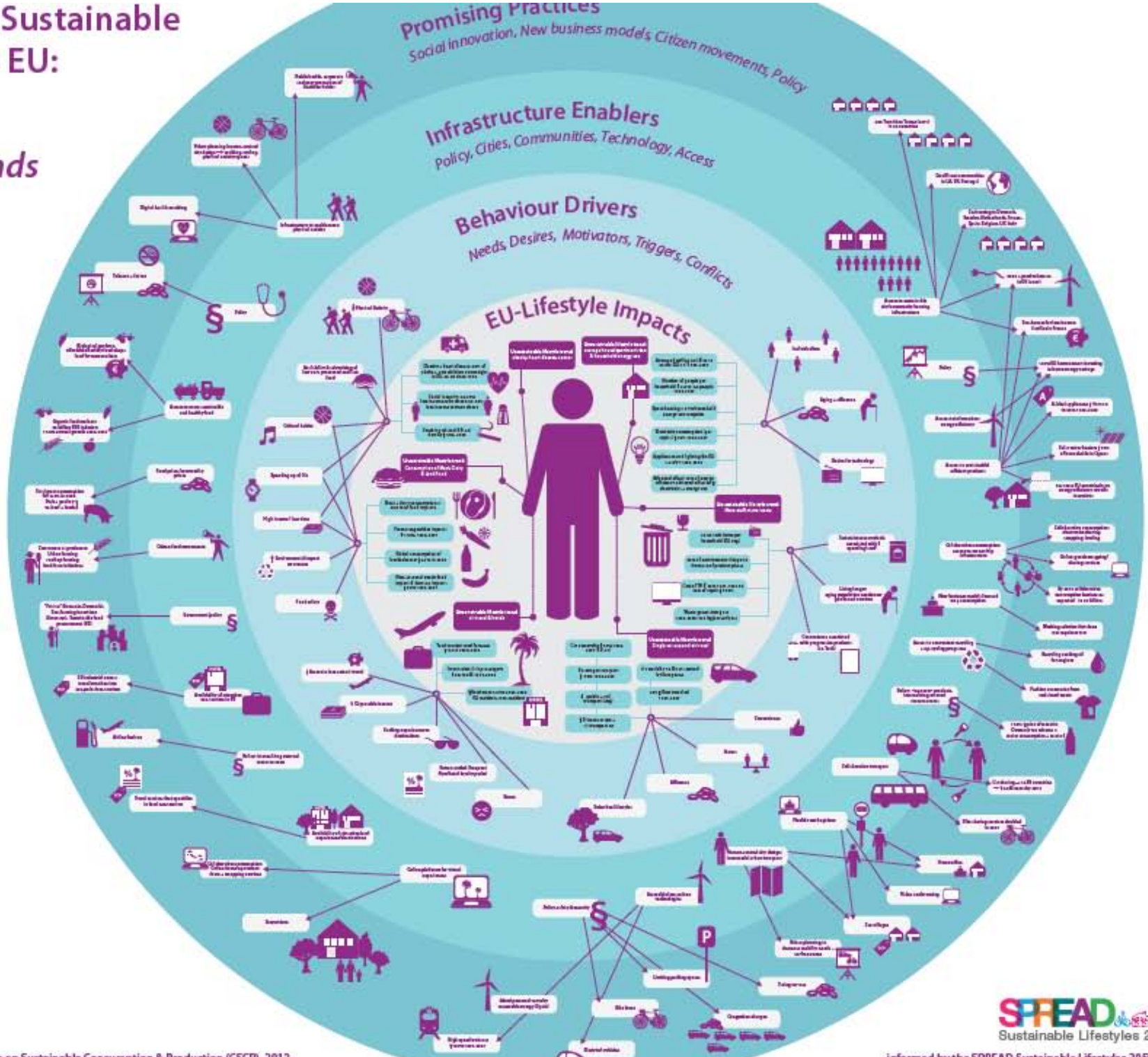
# Understanding Sustainable Lifestyles in the EU:

## *Today's Facts & Tomorrow's Trends*





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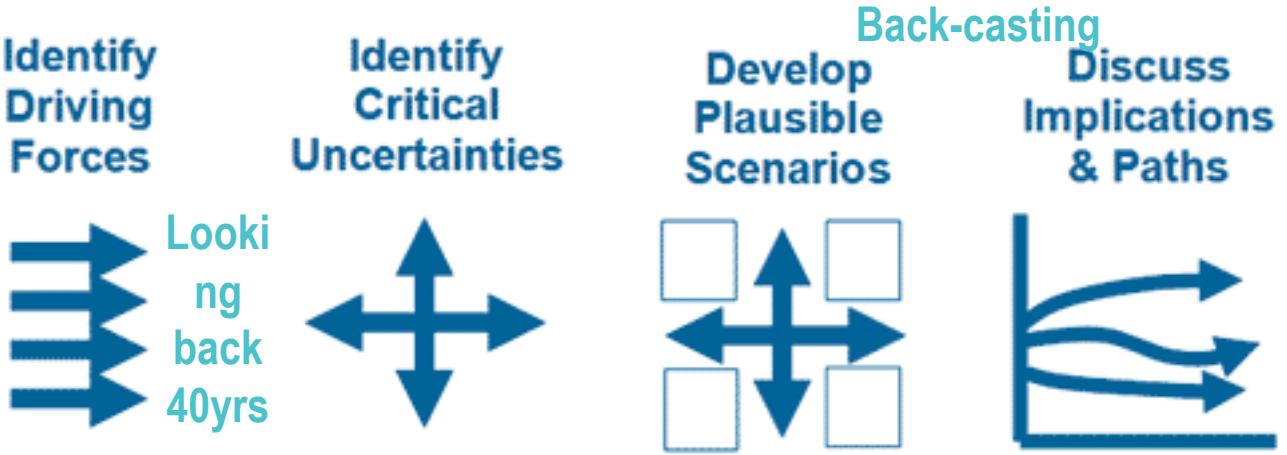
# SPREAD Scenario & Roadmap Development Process

Scenario Process



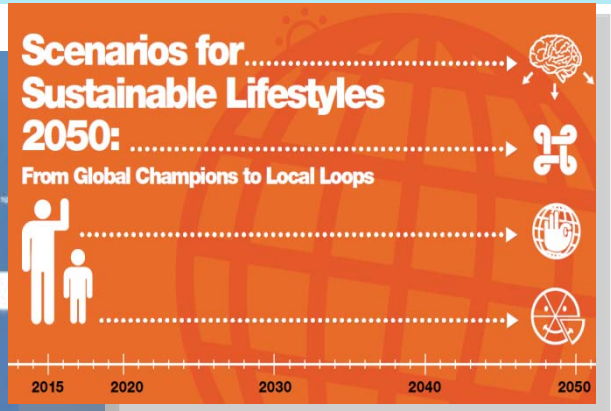

**IDENTIFYING CURRENT CHALLENGES**
What we know & don't know,
Forces driving change

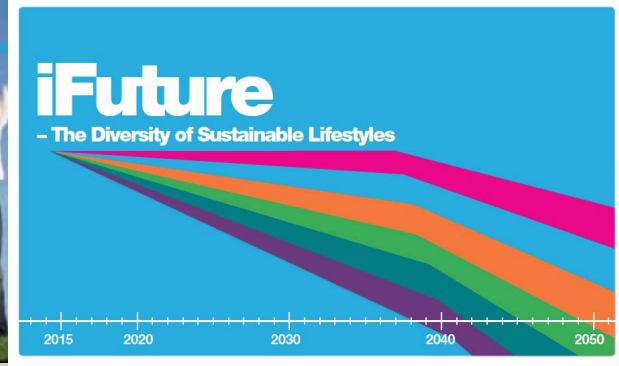
**EXPLORING CHANGES EXPECTED / NEEDED**
Tensions with largest degrees of difference

**WORLD WHERE CHALLENGES ARE OVERCOME**
Blend of reality & uncertainty

**CONNECTING**
Visions to Current Realities – How to get from here to there

# Findings of the project



# Deliverable 1

## Understanding the impacts of c
## current lifestyles

# Food, Mobility, Housing, Health, Tourism HOT SPOTS

In Western Europe, 20-25% of the obesity found in men, and 40-50% in women can be attributed to differences in socio-economic status.

In EU-27, approximately 60% of adults and over 20% of school-age 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.

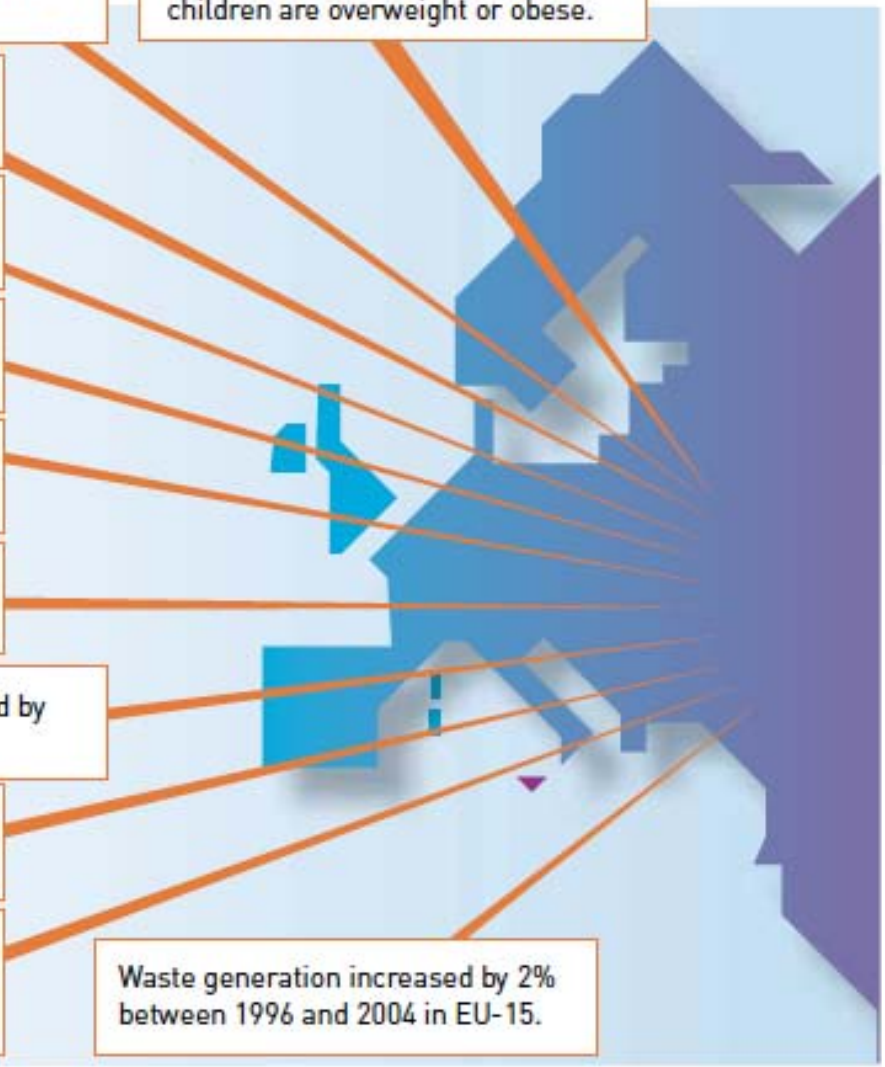
Heating accounts for 67% of household energy consumption in the EU-27.

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% of EU energy consumption and 36% of total CO2 emissions.



Waste generation increased by 2% between 1996 and 2004 in EU-15.

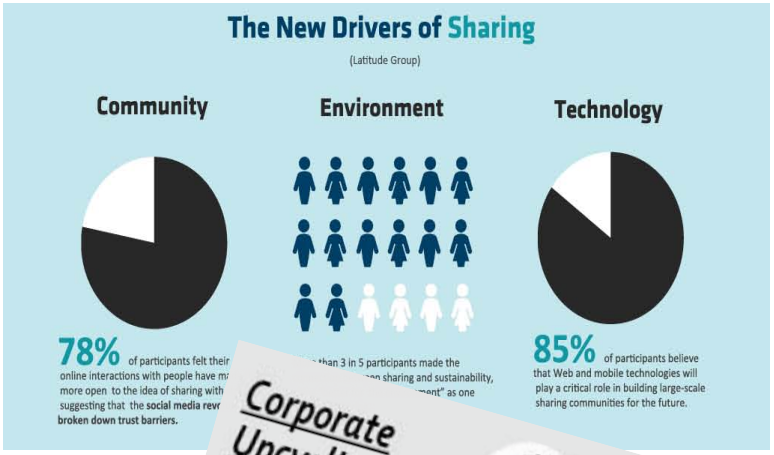
Source: SPREAD Baseline Research 2011

# Deliverable 2

## Recognizing citizen movements & social innovation

## Identifying promising practice

# Social innovation - citizen movement trends



HUME CITY COUNCIL
**WALKING AND CYCLING STRATEGY**
**2010 - 2015**

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# Emergent Promising Practice - EU

Consuming

## INTELLIGENT FASHION COLLECTION

*Chiara, 27, stylist*

*"...I've just launched my third collection! Well, it's not really my collection since I work in close contact with a team of doctors and engineers. It is a stylish fashion collection of cloths, body jewellery and underwear that are extremely functional and smart for everyday life wellness. Clothes can easily be changed in shapes and colours, so to fit with the diverse needs of the day and the seasons. Underwear and body jewellery are thought to check and regulate body functions. The weed of washing and ironing has been reduced thanks to techno-textiles. My clients are enthusiastic and now we are designing a new collection for kids..."*

**How does it work?**

- 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 re-

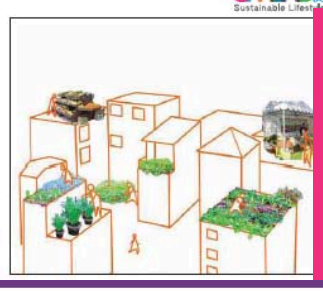
**Comments**

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..."*



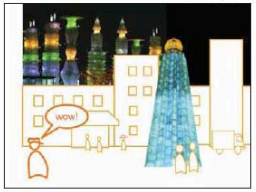
**How does it work?**

Living

## URBAN WELLBEING INDICATORS

*Ulla, 22, student*

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




**How 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
- buildings or surfaces display web contents (tags, pictures, ...) according to a semantic search engine. People can ask ...ns and the city tells and shows how it's feeling or it gives ...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 ...s cities in healthy competitions.

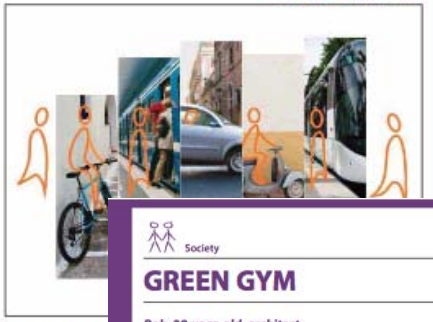
**Comments**

Moving

## 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..."*



Society

## RESPONSIBLE PATIENTS

*Ushita, 25, student in chemistry*

*"Since I discovered this severe diabetes I monitor it through a sensor installed in my arm. It is constantly watched by my hospital and it rings my phone when insulin is low: frankly speaking it's a relief and I can forget about it in my daily living. But what is really helping me to face this life-changing disease is that this monitoring application is provided by my cooking club: I always loved to cook, exchange recipes and create new dishes... Now I do it for and with my diabetes community..."*

**How does it work?**

- integrated systems of patient monitoring and automated health care facilitate daily living for patients with life-changing diseases;
- such self-medication systems are transparent for the patients that could enjoy quasi normal life;
- systems are also designed to put the patient in an active and learning position, facing up to his/her disease and therefore developing more responsible attitudes.

**Comments**

Moving

## REST: IMMOBILTY LIVING

*Liberto, 37 years, employee and married*

*"...This year with my wife we decided to take part in REST, the Reduced and Sustainable Transport training program. The idea is simple: make your life better where you are instead of striving to escape for leisure and holidays. We did not change our life a lot in fact but our mindset: I began to read the books I piled-up for years on the shelves of my library and my wife start art research instead of seeking for week-ends and mini-trips! and we have been saving up our allocated mobility carbon credits for the last 3 years for a slow trip in China!..."*

**How does it work?**

- mobility carbon credits limitation per person and per year;
- promotion of low transport intensive activities and travel dieting programs;
- limitation to campaigns promoting mobility from holiday travel to urban journeys;
- development of slow tourism based on boat travel and bicycle.

**Comments**

Society

## GREEN GYM

*Bob, 28-year-old, architect*

*"...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 energy or to purify water."*

**How does it work?**

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

**Comments**

Society

## 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 prefer 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**



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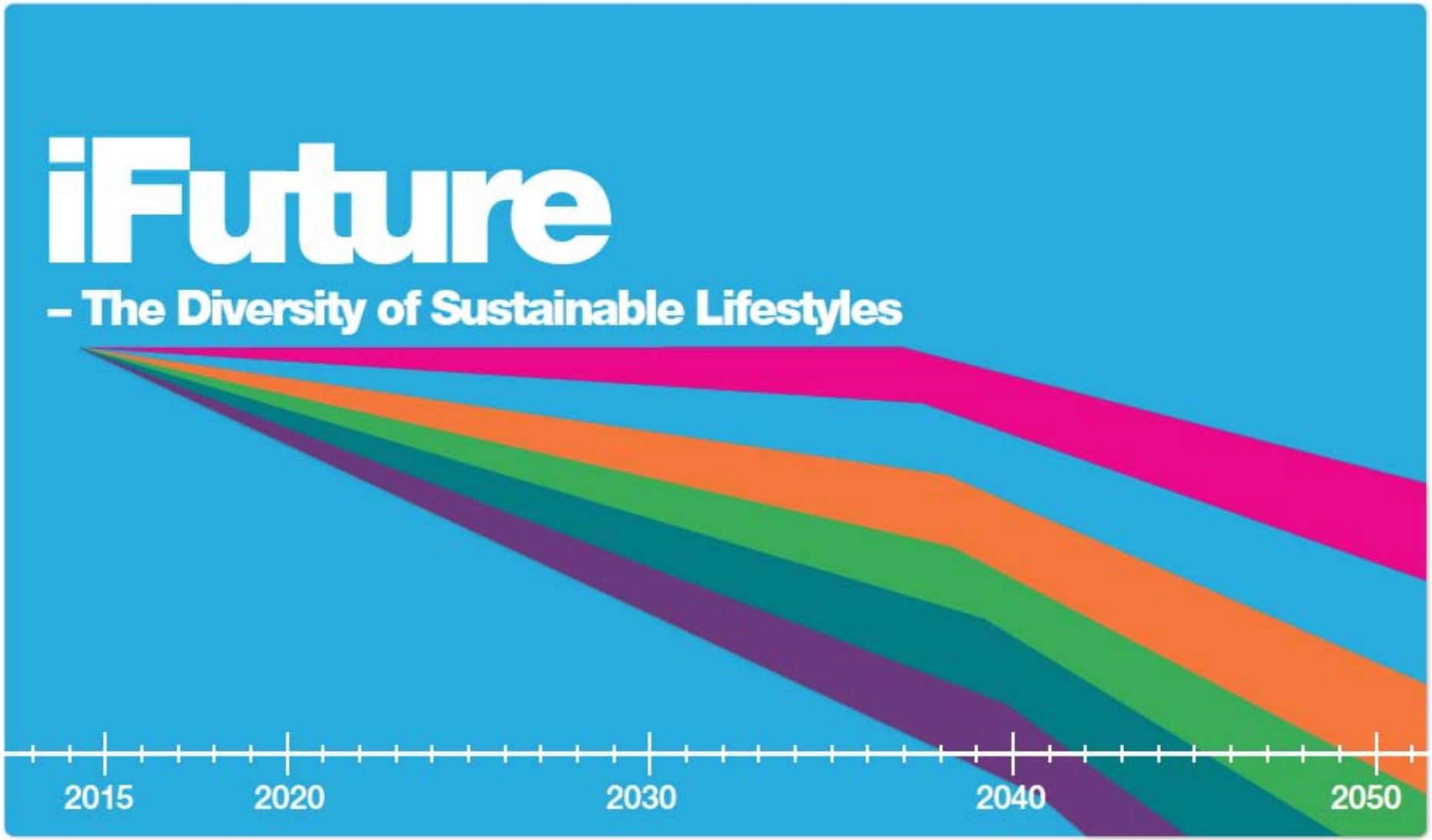
# Deliverable 3

## Understanding behaviour drivers & aspirations

## Defining a sustainable lifestyle in material terms

# iFuture

## – The Diversity of Sustainable Lifestyles




D7.3 People's forum workshop summaries

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# Introducing…

# The Sustainable Lifestyle Material Footprint

## THE AVERAGE EUROPEAN LIFESTYLE,
TODAY (PER YEAR)

- 10 000 km car
- 2 000 km public transport
- 546 kg of food with 19% meat, fish and seafood
- 37 m² person heated living space
- Resources for other consumption items and leisure time

– MATERIAL FOOTPRINT OF ABOUT
29 000 KG

## SUSTAINABLE EUROPEAN LIFESTYLE,
2050 (PER YEAR)

- 10 000 km by means other than private automobile
- 500 kg of mostly vegetarian food
- 20 m²/person in a zero-energy house
- 1000 kWh of wind and solar power
- Fewer but sufficient household appliances and other equipment
- Some resources for leisure time and other purposes

– MATERIAL FOOTPRINT OF ABOUT
8 000 KG

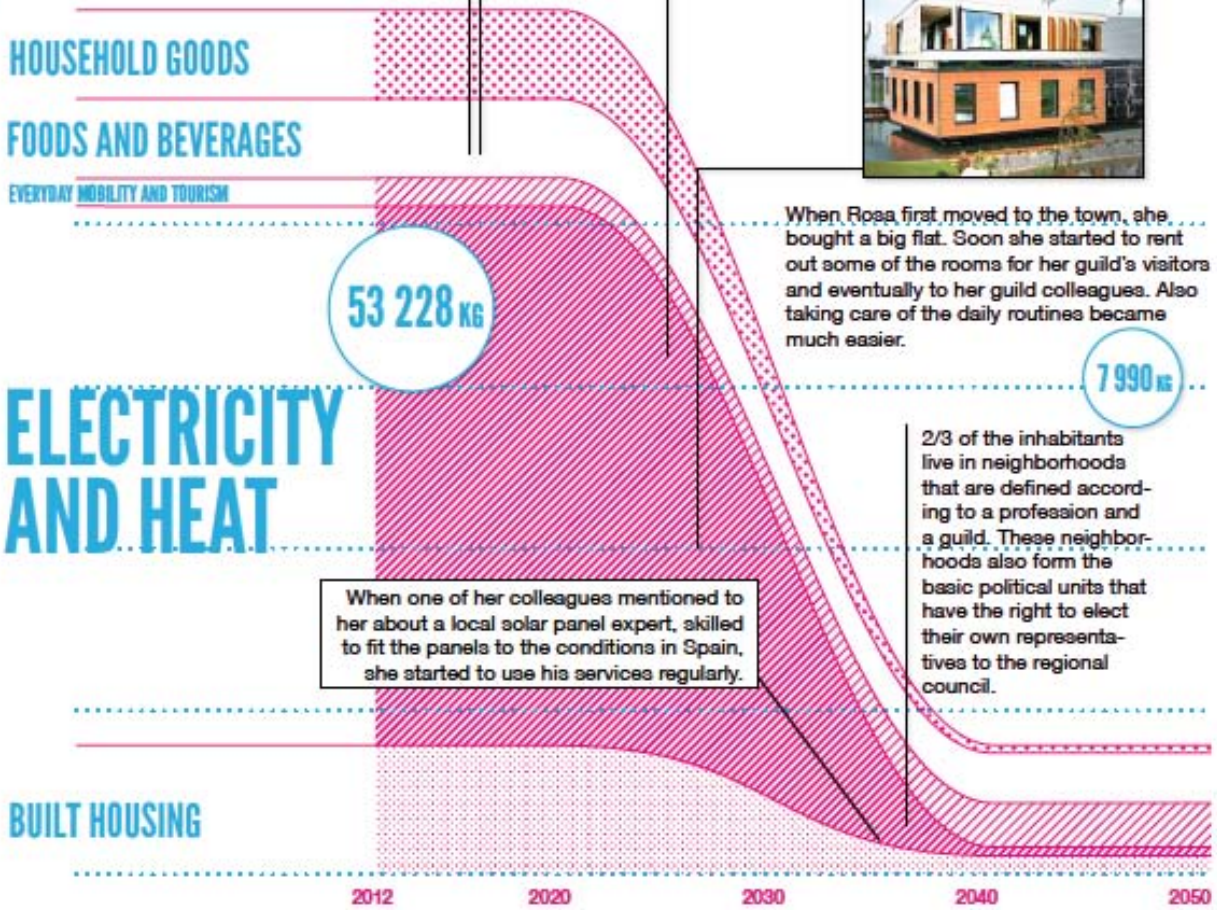
# ROSA

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 with municipalities, real estate owners and inhabitants for access to under-used land for 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."

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.




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.

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# Deliverable 4

**Envisioning more sustainable futures**
**Supporting sustainable living**

**Societies where current challenges to sustainable living have been overcome**

# Scenarios for Sustainable Lifestyles 2050:

## From Global Champions to Local Loops

2015 2020 2030 2040 2050

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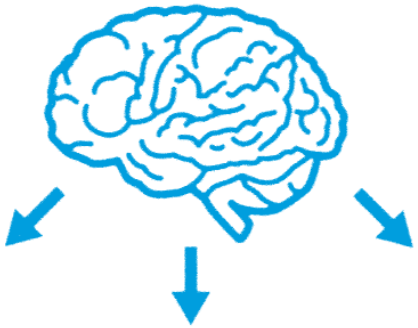
2050?

# Four scenarios 2050
# Societies that support sustainable living

*Pandemic technology*



**Singular Super Champions**

**Governing the commons**

*Meritocratic society*

*Human-centric society*

**Local loops**

**Empathetic communities**

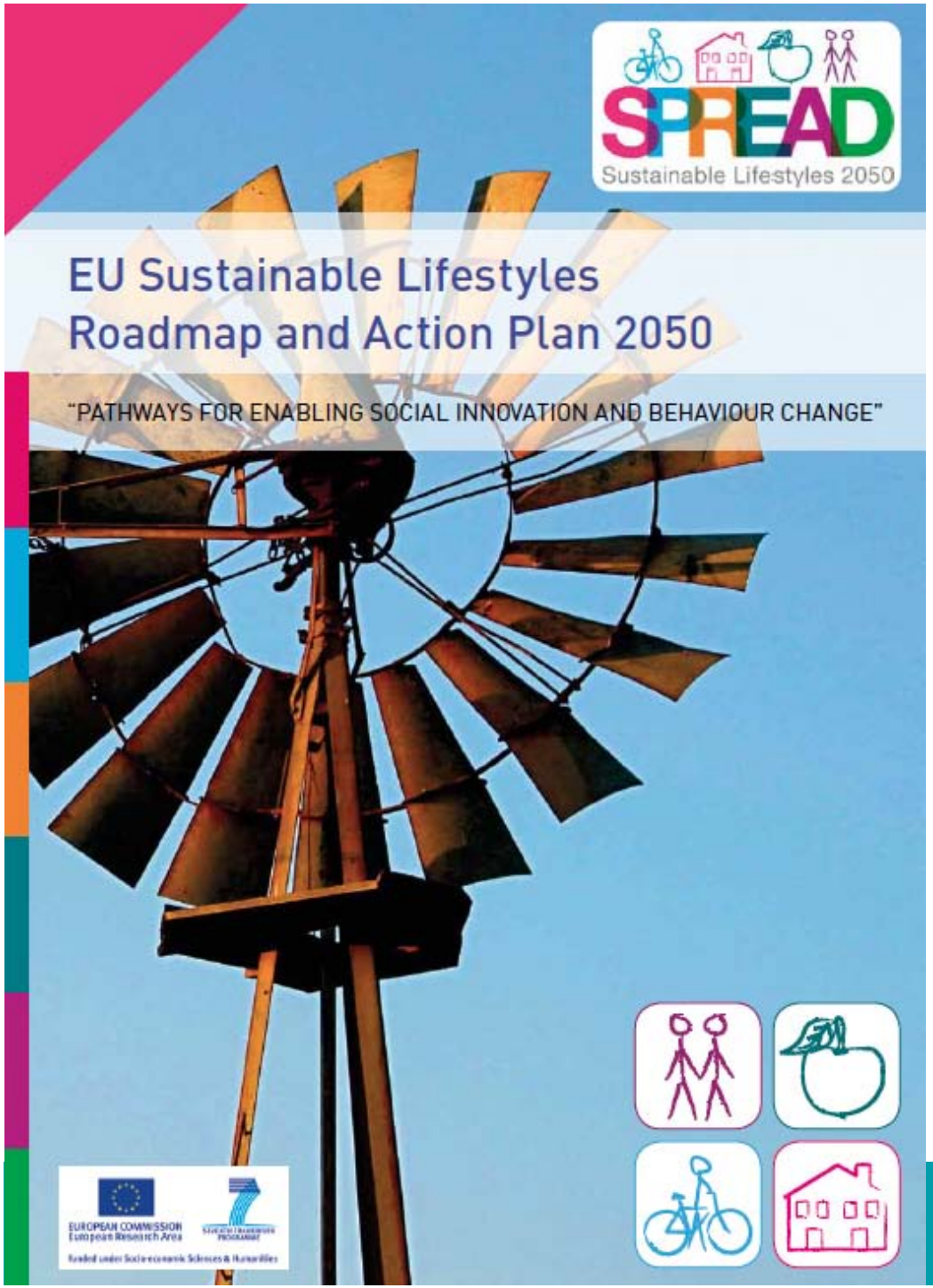
*Endemic technology*

# Deliverable 5

## Roadmap & pathways to more sustainable living in Europe by 2050

## Must haves & milestones for different societal actors to enable sustainable lifestyles

## Policy briefs




# The transition to sustainable lifestyles:

*Must haves & Milestones 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 & re-thinking the good life*

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## Key pathway themes at a glance

- ✓*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"*

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

| actual trend | 2012-2015 | 2020 | 2025 | 2050 | Key messages from scenarios 2050 |
|---|---|---|---|---|---|
| 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<br><br>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<br><br>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<br><br>Policies are based on what we want in terms of economic growth, not on what is available in terms of ecological and social capital.<br><br>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).<br>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.<br><br>Review mechanisms implemented<br><br>Installation of (inter)national Ombudspersons for future generations. Establishment of parliamentary committee with the specific remit of "protecting the future"<br><br>Launch of International Panel on Sustainable Resource Use (IPSRU) which has the mandate to account for and fairly distribute natural resources per country/region<br><br>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<br>- Binding resource consumption targets and legal frameworks<br>- Economic incentives (production & consumption) for sufficiency and quality consumption<br><br>Assessment tools are extended to parliament (National and European)<br><br>- Participation of civil society in local budget and policies to monitor public investments and support more sustainable lifestyles<br>- Voluntary code and guidelines for green procurement extended to become legally binding.<br>- The Future Generations Act is established guaranteeing constitutional rights<br><br>IPSRU proposes national quotas and targets for resource use<br><br>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<br><br>European sustainable assessment tools become audited by external organisations to ensure transparency and accountability<br><br>A Congress of the Future is established, convened by parliament to provide direction on long-term strategies<br><br>Political decision on national resource use quota systems at International Resource Use Summit 2020<br><br>Launch of personal carbon and resource card test phases<br><br>50% decentralization and democratization (cooperative system) for renewable energy production and diversification of energy sources | Political and societal decision-making is systemic, inclusive, long term and visionary<br><br>All policy decisions consider systemic risks and warning signals related to sustainability, health and equity through the ubiquitous use of sustainability assessment tools.<br><br>National quotas established for the use of resources and energy worldwide<br><br>National policies for sustainable lifestyles are based on those quotas<br><br>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.<br><br>Local Loops: Global networks link local loops<br><br>Governing the Commons: Abandon 20th century institutions and top-down governance systems in favour of new bottom up collaborations.<br><br>Empathetic communities: Communities, cities and towns govern vs. nation states. Shared and active use / care for public spaces. |

SPREAD Sustainable Lifestyles 2050

EUROPEAN COMMISSION European Research Area — SEVENTH FRAMEWORK PROGRAMME — Funded under Socio-economic Sciences & Humanities

## 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 innovations for sustainable living
- ✓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

# *Economy and monetary systems: Support People & Sustainable Living*

| actual trend | 2012-2015 | 2020 | 2025 | 2050 | Key messages from scenarios 2050 |
|---|---|---|---|---|---|
| Unsustainable monetary system. New evidence of distributed economies. Promising practice emerging in complementary regional currencies | - Creation of a Sustainable Monetary Systems Commission to support national governments in creating systemic policies combining economic development with socio-ecological benefits<br>- EU establishes a legal framework in which regional complementary money systems can scale to connect underused resources with unmet needs - such as personal skills, community resources, and local authority assets | - 25% of all monetary transactions are in complementary currencies, linked to services and local models in the EU<br>- Provisions to pay local taxes in regional currencies; pay percentage of salaries in local currencies; pay utilities and services in local currencies<br>-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 | - 50% of all monetary transactions are in complementary currencies linked to services and local markets in the EU<br>- Provisions include systems of cash substitute smartcards, mutual credit accounting system, and community banks<br>- 25% of businesses are trading in complementary currencies<br>Evidence of local currencies' ability to reduce CO2 through the promotion of trading in closer proximities of communities | - Tax reporting requirements include converting existing local currencies to transfer credits<br>- Acceptance of the state with detailed agreements on accounts for complementary currencies and internal controls | |
| Debt based monetary system | EC position paper outlines plans to move from a debt based economy towards a common based economy<br>New economic models established based on savings (vs. debt) to fund long term investment | - European households save more and borrow less<br>- Responsible lending institutions are proliferated<br>-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 | The European economy is fully connected with the global commons | Governing the commons: Control and management of the global commons. |
| Speculation and privatisation of basic needs | Tax on financial speculation.<br>Review of privatisation of basic needs, (i.e. water, healthcare, education) | Legal frameworks established to deter financial speculation on basic needs (i.e. water, health, education, energy) and to ensure access for all | | Access to basic needs for all (food, housing, water, energy) considered a human right - financial speculation phased out | |
| Unbalanced distribution of labour: Widening gaps between the employed and unemployed | Labour market reforms bolstered by public sector commitments to reduced hour work weeks (i.e. 25h/ week). Benefits and improvements to quality of life and well-being are monitored and communicated broadly | - 25h work week established as a standard for governmental institutions and starts to influence corporate labour reforms.<br>-Labour reforms in public institutions show evidence of stimulating employment, creativity, and growth in alternative currency systems | Income distribution reforms in public institutions explore maximum income caps across the EU and reductions in the gap between the lowest and highest salary ranges | Income distribution reforms establish maximum income levels for all job categories. The gap between lowest and highest salary ranges capped at a factor of ten | Local Loops: Meritocracy - Craftsmanship and professional communities |
| Few examples of ownership of workers in management and production | The EU actively promotes cooperative movements in all cities | EU support of cooperative models through policies that stimulate social entrepreneurship by default | | - Regional and locally focused companies become just as competitive in the market as multinationals<br>- Production-on-demand becomes a viable business model and addresses issues associated with overproduction<br>- Cradle to cradle value chain business strategies become a minimum standard | Governing the Commons: 3D printing - Consumers control their own production - From mass consumption to self-creation - Alteration of lifestyles by molding and recreating identities - Peer to peer service economy has disrupted globalized world of multinational corporations |
| 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 societal services | A rethinking of the GDP-based value system to include externalised indicators such as environment, well-being and quality of life. | Treaties established for the management of environmental and social externalities<br>Establishment of an Environmental Limits Act | Environmental and social externalities internalised into economic systems at 80% | Environmental and social externalities internalised into economic systems at 100% | Local Loops: Rise of logistics costs stimulates focus on local production - Local resources have new value |
| Limited investment in the infrastructure and sectors needed to drive sustainable development and sustainable lifestyles | | 50% reductions in GHG achieved through investments in green economy sectors. Targeted investments to realize a 100% sustainable energy system by 2030 together with global trading partners | - 80% reductions in GHG achieved through investments in green economy sectors<br>-Subsidies on fuel removed and inefficiencies disincentivised | | |
| Business models that foster and enable more sustainable living are limited | | 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 | -Incentives are introduced to foster innovation into new materials and production chains that address environmental and social impacts.<br>-Government frameworks support inclusive business solutions. Incentives for rural populations and the informal sector reduces costs for governments and supports sustainable lifestyles. | Businesses create and distribute value. Consumers acquire, preserve and share value. Governments formalize market frameworks that support new role of business (value / inclusive). Civil society spots and address market failures. Eco Top 10 - use of stock exchanges | Governing the Commons: DIY manufacturing<br>Local Loops: Technical concept of local and regional production systems |

SPREAD Sustainable Lifestyles 2050

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SEVENTH FRAMEWORK PROGRAMME

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## *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**
**✓Understanding individual lifestyle behaviour diversity and making sustainable living easy becomes the innovation opportunity of the century**
**✓Smart ICT accelerates the transition to 8000 kg sustainable lifestyle footprints**

# *Social Innovation & Behavior change: Opportunities in Understanding Diversity and Re-thinking the Good Life*

| actual trend | 2012-2015 | 2020 | 2025 | 2050 | Key messages from scenarios 2050 |
|---|---|---|---|---|---|
| Citizen movements towards community initiatives gain momentum across the EU | Models of community self-sufficiency are explored and supported - - in terms of resources and new public-private linkages | Innovative urban and community planning processes are supported by policies - - with focus on participatory processes, equity and sustainability<br>Assessment tools are extended to parliament (National and European) | - Products and services are designed for collective use and collaboration<br>-Sharing centres are common in communities across the EU | | Local Loops: Solutions and life improvements are focused locally vs global |
| 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 | - Proactive mechanisms for behaviour change that support more sustainable living lead to a more participative society (i.e. through immediate feedback and monitoring systems)<br>- Support for coalition building amongst stakeholders and the academic community to foster the practical applications of scientific knowledge<br>-Advocacy for alternative ways to measure societal development and economic progress rise on the political agenda | Smart ICT/technological innovation (web and mobile) play a critical role in building the infrastructure for large-scale, sharing communities of the future | - 80% of all European cities establish an inclusive and participatory budget commission open to all stakeholders<br>-New indicators are implemented at the city level to measure societal development and overall wellbeing | European cities support sustainable living through strong social networks and pro-active, participatory decision-making open to all stakeholders | Local Loops: Energy crisis and scarcity has been a catalyst to re-evaluate lifestyles and wellbeing needs |
| Skills for sustainable living have not been adequately considered in formal and informal education systems | - Schools become multi-functional community centers and sharing platforms that promote healthy and sustainable lifestyles<br>-Knowledge, learning and promising practice for sustainable living starts to be disseminated through the education systems | - Sustainability and skills for sustainable living become an intrinsic element of formal and informal education<br>- Community based skills and education projects for sustainable living fostered and supported<br>-New business and trades skills - that will be needed in future sustainable societies - are explored at higher education and secondary education levels | -Education systems shift to active learning & cross curriculum learning<br>-Teacher training promotes creativity<br>-Students are encouraged to be curious, challenge, be creative<br>-Co-creation of dynamic curricula based on dialogue between different actors in society and teachers | Students think critically, creatively, innovatively and are responsible citizens. Active learning is promoted and supported | Singular Super Champions: Learning, achieving, and self mastery. Universal access to education.<br>Moral agreement for continuous development of skills for sustainable societies |
| 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 | -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 them<br>- 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 | -Most neighbourhoods have now established sharing centers & design labs<br>-Products are built to last und can be repaired | Political decision on national resource use quota systems at International Resource Use Summit 2020<br>- Most of goods are shared or leased and not owned<br>-10 years of warranty on consumer goods | Former shopping malls are repurposed into community cultural centres | |
| -Deeper understanding of individual lifestyle diversity is required to develop a broad range of solutions and option that support changing behaviour<br>-Addressing / overcoming unsustainable status symbols | - Increased awareness of health, well-being and equity is a societal leader for change<br>- Media, communications and public campaigns are supported by policy to spotlight sustainable living experiments and "light house | -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 travel<br>-Communications and advertising laws are updated to consider sustainable living practice and minimise the promotion of harmful products, services and substances | -Sustainable living is the new normal<br>-Public and private communications campaigns only promote sustainable living on a daily basis and through all media | Global Footprint Overshoot Day = 31 December (Europeans are living within the resource limits of one planet) | |

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## *Key pathway themes at a glance*

**✓"Re-boot" of individual diets, household food waste and the food production system**
**✓Human-centred lifestyle approach to urban planning and the transition to ubiquitous zero-net energy homes**
**✓Right-sizing individual mobility needs by providing safe, equitable, accessible and sustainable choice**
**✓Sustainable societies that support 8000 kg lifestyles integrate environmental sustainability with health, wellbeing and social equity.**

| actual trend | 2012-2015 | 2020 | 2025 | 2050 | Key messages from the scenarios 2050 |
|---|---|---|---|---|---|
| **Sustainable consuming** | | | | | |
| Food:<br>- Unsustainable diets: Meat and dairy consumption accounts for 24% of total food consumption impacts; consumption of processed foods are increasing; food waste is increasing; and lifestyle-related health risks are rising - obesity, heart disease and cancers<br>- Unsustainable food production systems: Significant increases in food imports to the EU in the last 2 decades (meat 120%, cereals 83%, frozen vegetables 174%, exotic foods); environmental and ecosystems' impacts of intensive agriculture, destructive and over-fishing; and increasing use of chemicals in food production | - EU governments support bio food, local producers and review agro-business subsidies Tax schemes deter unhealthy food (salt, sugar, processed levels) and environmental damaging products (polluter pays principle). Increased visibility of unsustainable products<br>- Sustainable food options become the norm in public procurement<br>- Labels show the origin of food products and make sustainability/health implications clear.<br>- Vegie-days reach the mainstream at work (office canteens), at home, and in communities<br>- Farmers markets become popular as communities see the benefits in easy access to fresh produce and support of local farming businesses<br>Increased awareness of healthy diets and nutrition that reduces environmental impacts and GHG (i.e. the LiveWell plate)<br>- Review of cost/benefit scenarios for the cancellation of external debts of developing countries with the aim to support shifts from | - 30% of fresh vegetables & fruits are locally produced and sold in local markets & supermarkets<br>- New policy mechanisms encourage the "right-sizing" of meat consumption to more sustainable levels - i.e. externalities (environmental degradation, $CO_2$, soil degradation, water use, sewage etc) are internalised to reflect the "real" costs of food, especially of meat<br>- Food waste on the household level is decreasing due to education and public awareness campaigns<br>- Limited import and export of food based on the kilometers the food travelled<br>- Community and urban gardens are popularized<br>-Revised policy controls for increased transparency in regards to GMO foods and information on additives<br>-National consumption quotas are introduced in conjunction with | Tax incentives for locally produced food & services across the EU<br><br>Weekly meat days replace weekly veggie days as more balanced diets (with less meat and dairy) become the societal norm<br><br>Outputs from organic farming and conversion to sustainable farming practices show steady increases since 2012 | - Preference for fresh foods replace processed foods and there is a zero-waste culture as social and technological innovations in the food production system have enabled efficiencies, improvements and easier access for consumers<br>- "Fast food tax" policies have increased awareness of unhealthy foods and catalyzed widespread behaviour change towards healthier diets<br>- 90% of food is produced locally and is organic or sustainably farmed. Food processing becomes regional<br>- here has been a global shift to self-sufficiency in terms of food | **Local Loops**: Solutions and life improvements are focused locally vs globally.<br><br>**Empathic communities**: Widespread unemployment drives experiments to improve living conditions through local energy and food production<br>Peer to peer services grow through social innovation and with strong leadership from entrepreneurs, community leaders, new foundations and local currencies<br>Cooperatives become providers of local education, health and social services, as well as local infrastructure<br>-Active use of public space |
| **Sustainable living** | | | | | |
| - Increasing number of households (e.g. more single-person households)<br><br>- Increasing individual living spaces<br><br>- Increasing consumption of energy and water despite recent energy efficiency gains in household appliances<br><br>- Growing number of electricity consuming appliances and devices in households | -New houses: More ambitious regulations on housing development infrastructure such as renewable energy obligations for private housing<br><br>- Home renovations: Subsidies at the EU level for energy-saving renovations (i.e. insulation)<br>-Public buildings walk the talk with plans to transition all assets to "passive" buildings<br><br>-Optimised performance standards for buildings, homes and appliances - such as individual metering and feedback systems or provisions for shared housing options - increase user efficiency<br>-<br>- Vicinity goes hand in hand with efficient housing, as energy savings achieved through the design and construction of efficient buildings and appliances are preconditions for dense neighbourhoods | -New houses: Public and private building becomes passive as the standard across the EU<br><br>-Home renovations: 20% increase in energy saving home renovations since 2015 creates a flourishing sector. Particular focus and incentives to accelerate renovations for low socio-economic neighbourhoods<br><br>-New forms of co-housing become trendy | All new houses in the EU are passive.<br><br>40% increase in energy saving home renovations coincides with significant increases in new jobs in the building and renovations sectors | | **Single Super Champions:** Tech enables smaller homes, end of single car use dependency<br><br>**Governing the commons:** Built environment - chips and sensors enable smart living<br><br>**Local Loops** Driver - radical rise in resource prices and scarcity. Local regions self sufficient in key resources - builds / scale of Eco vial legs |

SPREAD Sustainable Lifestyles 2050

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## *Key pathway themes at a glance*

**✓"Re-boot" of individual diets, household food waste and the food production system**
**✓Human-centred lifestyle approach to urban planning and the transition to ubiquitous zero-net energy homes**
**✓Right-sizing individual mobility needs by providing safe, equitable, accessible and sustainable choice**
**✓Sustainable societies that support 8000 kg lifestyles integrate environmental sustainability with health, wellbeing and social equity.**

| actual trend | 2012-2015 | 2020 | 2025 | 2050 | Key messages from the scenarios 2050 |
|---|---|---|---|---|---|
| **Sustainable moving** | | | | | |
| • Increasing numbers of passenger cars<br><br>• Oil dependency (a consequence of passenger car use)<br><br>• Increasing mobility needs related to urban sprawl and urban structures that favour car use (e.g. shopping facilities in the urban periphery)<br><br>• Rising air travel and cheaper air fares | -Investments in public transport becomes priority for governments across the EU.<br>-New taxes on cars discourage private transport and incentivize car sharing initiatives<br>-New regulations stipulate the phase out of petrol-based vehicles with phase in of hybrid models by 2015 and renewables / electric by 2020<br>-Investments in future mobility infrastructure (electric vehicle docking stations etc)<br>-Transportation of goods optimized (no empty trucks), accountability (fines) and monitoring systems established<br>- Increased taxation on short-haul flights (i.e. 600 km) | -Smart intermodal transport infrastructure solutions link air, rail, road and personal transport options significantly increasing efficiency and convenience for the user<br>-Communication strategies influence behaviour shifts in users from current transport preferences to widespread use of intermodal options<br>-City and community design integrates future mobility systems thinking to include provisions for short distances between local services to eliminate the need for transport where possible<br>-New systems for transport of goods underground is in its pilot phase around Europe starting with | Car free cities are established as a norm in Europe<br>enabled by intermodal personal transport access for all<br><br>Transport of goods underground, people above ground enabled by new technology and infrastructure tested 2015-2025<br><br>Increased taxation on short- | Public transport becomes the common and preferred transport option across the EU. (by 80%)<br><br>Intercontinental flights reduced significantly (by 80%)<br><br>Cycling becomes the predominant mobility option for inner-city distances | **Singular Super Champions**: Treaties from 2035 provide incentives for new materials and production, the removal of subsidies on fuel, punish inefficiency, and invest in R&D. - Driver - radical rise in resource prices and scarcity.<br>- Transport especially single car use is much more expensive (and often cost prohibitive) than public options<br>- Cradle to cradle bus<br>-Extreme urbanization<br><br>**Empathic communities**: Shared possession and active use of public spaces |
| **Sustainable society** | | | | | |
| **Health**:<br>• Increasing levels of obesity and heart disease associated with poor diets and unhealthy lifestyle choices<br>• Increase in respiratory and heart diseases associated with poor housing conditions<br>• Increased availability and low costs for highly processed, unhealthy food products<br>**Social inequity**:<br>• Per capita environmental impacts are considerably higher in high income groups vs. lower income groups<br>• Low income groups are more affected by adverse sustainability impacts (e.g. climate change, local air pollution, rising energy prices) | Increased health promotion programmes in schools and at the work place promote healthy diets and physical activity<br><br>New investment in outdoors schools and kindergardens;<br><br>Development of local policies and programmes to improve environmental conditions in the most deprived neighbourhoods<br><br>Development of policies and social safety nets for the most vulnerable groups: children and old people from low socio-economic groups<br><br>-Development of policies and programms for public institutions and business that enable "green" workplaces (including green employees) i.e. outdoor working facilities and support for tele working | - New business models and initiatives for "greening" public institutions and workplaces are consolidated<br>- More and more communities across the EU are becoming "green and healthy"<br>- New emphasis on sports in schools as well as the development of social capital in low socio-economic neighbourhoods has led to a decrease in school drop-out rates to below 10%<br>- The efficiency and availability of flexible education allows 40% of 30-34–year-olds to complete third level education<br>- Targeted social capital and sustainable jobs development policies and interventions in deprived communities have resulted in 20 million fewer people in or at risk of poverty and social exclusion | - Health indicators show encouraging results in terms of decreasing incidence and prevalence of non-communicable diseases related to lifestyle factors (obesity, diabetes, cardio-vascular diseases) - less than 30% of the adult population being overweight and obese in adult and less than 10% of children being overweight<br>-Targeted interventions for low socio-economic groups have lead to a decrease in obesity with only 15% of low income men and 25% of low income women being obese<br>-Cost savings in the health care system (due to decreased costs for chronic diseases treatment and long term care), are reinvested in medical technology development and health care insurance support for low income families<br>- Far less respiratory diseases due to housing conditions and indoor air pollution | Health care systems are sustainable through the integrated efforts of policies and programmes across all sectors and stakeholders in the society, ensuring health and well-being for all | **Empathic communities**<br>**Cooperatives become providers of local education, health, social services, and local infrastructure**<br><br>**Shared possession and active use of public spaces** |

European Research Area

# EUROPEAN POLICYBRIEF

SPREAD Sustainable Lifestyles 2050

## 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.



European Research Area

EUROPEAN POLICYBRIEF

SPREAD Sustainable Lifestyles 2050

## SPREAD Sustainable Lifestyles 2050

## Roadmap: The Transition to Future Sustainable Lifestyles.

**Policy recommendations for the development of pathways to more sustainable living in Europe from today to 2050.**

Final Policy Brief, November 2012

### INTRODUCTION

The SPREAD Sustainable Lifestyles 2050 European social platform project has been a two-year inquiry that has engaged stakeholders from across Europe – from business, research, design, policy, civil society and citizens – who have participated 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 living by 2050.

**The EU Sustainable Lifestyles Roadmap & Action Plan 2050** is the final 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 roadmaps that have been presented 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.

SOCIO-ECONOMIC SCIENCES AND HUMANITIES RESEARCH

# Deliverable 6

# Future Research Agenda to accelerate sustainable living

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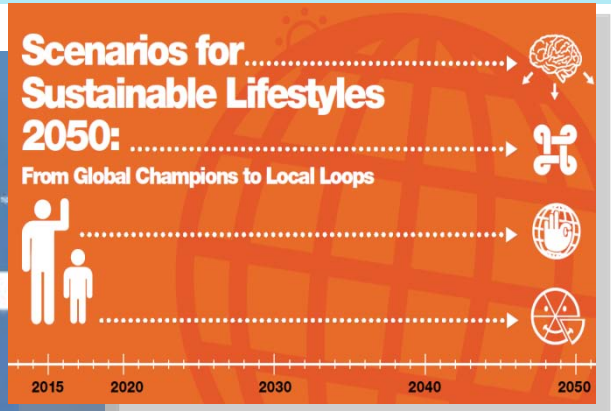
SPREAD
Sustainable Lifestyles 2050

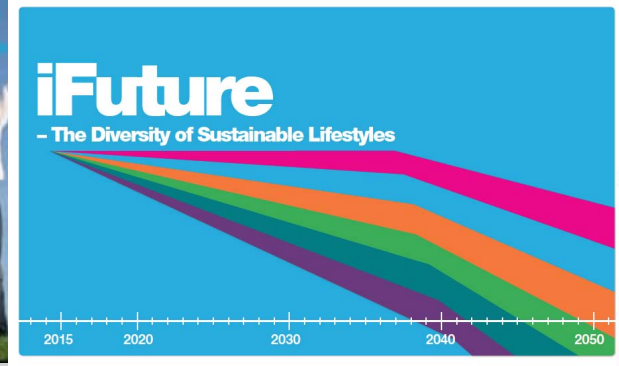
# Enabling sustainable lifestyles:

*Knowledge gaps*
*& Research challenges*

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

# Findings of the project



FORMULATING MESSAGES FOR RIO+20
VISIONS to ACTIONS
FOSTERING NEW BUSINESS MODELS
TO SHAPE MORE SUSTAINABLE WAYS OF CONSUMING AND LIVING
PROACTIVE GOVERNMENT = BUILD TRUST & MEASURE PROGRESS
PUSH TRANSITION INTO GREEN ECONOMY
SME FUNDING
ENABLE ENTRE- & INTRAPRENEURS
FRAME WORK TO SUPPORT MODELS
CREATE A NEW ENVIRONMENT WHERE PEOPLE ARE OPEN TO SHARING -NOT OWNING-
FOCUS ON EDUCATION LEARNING
STRONG DRIVER FOR HEALTH
MORE LOCAL FOOD PRODUCTION
COMMUNICATE CONSEQUENCES OF OUR LIFESTYLE
CLOSED LOOP
WE NEED TO COMMUNICATE
INVOLVE YOUNG PEOPLE
MAKE IT EMOTIONAL
FOCUS ON VALUE CHAIN
SHARING MODELS
GOV.
CIVIL SOCIAL LIFE
BUSI NESS
AND... APPEALING
COLLABORATION - FIND THE DRIVER
SIMPLIFY CURRENT BUSINESS MODELS
PRICE MECHANISM
CHANCE SOCIAL MODELS
SMARTER NETWORK
CREATE A PULL
INNOVATION SUPPORT