



Sustainable Lifestyles 2050 - Visions and Policy Actions

A high-level roundtable for policy-makers, experts and practitioners

Thursday, 10 November 2011, 10-16.30h

Representation of the State of North Rhine-Westphalia to the European Union
Rue Montoyer 47, Brussels, Belgium

The SPREAD Sustainable Lifestyles 2050, European Social Platform FP7 project, invites you to experience the future of sustainable lifestyles and the policies that will get us there

Key themes:

- Vision 2050: What will a future where all Europeans are living more sustainably look like? *Experts from policy, business, society and design will present their visions for more sustainable futures*
- Promising practice 2011: What are current learnings and promising practice for sustainable living from across the EU-27? *Entrepreneurs and practitioners addressing more sustainable living models, today and from across Europe, will present their promising practices*
- Policy: What policies will enable more sustainable living options across Europe? *Policy-makers, experts and practitioners will discuss promising policy practice already delivering more sustainable living and co-create policy action pathways to more sustainable lifestyles of the future*

9.30 – 10.00 *Registration*

Sustainable lifestyles: Present and future

10.00 – 10.25

An introduction to the SPREAD project

- Research & Innovation DG aims. By Domenico Rossetti, DG Research & Innovation
- SPREAD project – current findings. By Cheryl Hicks, Project Director & Team Leader CSCP

Visions for more sustainable lifestyles from across the EU

Panel Discussion

10.30 – 12.00

- **Policy:** Jan Philipp Albrecht, Member of the European Parliament
- **Business:** Dick Toet, Vice President European External Affairs Unilever
- **Civil Society:** Martijn van der Linden, Platform DSE
- **Design:** Francois Jegou, Strategic Design Scenarios
- **Regional view:** Jozsef Szlezak, Regional Environmental Centre

- 12.00 – 13.00 *Lunch Break*
Your ticket to the Future: Visualising more Sustainable Lifestyles 2050
- Promising practices of more sustainable lifestyles models and initiatives from across the EU**
 Panel Discussion
- 13.00 – 14.00
- **Current impacts of European Lifestyles**, Lars Mortensen, European Environment Agency
 - **Eco-communities**, Sue Riddlestone, Bio Regional
 - **Nudging & promising policy practice** - Graham Russell, Centre of Expertise on Influencing Behaviours, Defra
 - **Collaborative Consumption / Sharing economy** – Juha Koponen, Netcyclor Oy
 - **Healthy lifestyles**: Tobias Leenaert, EVA - Ethical Vegetarian Alternative
- From vision to action: Policy pathways to sustainable lifestyles 2050.**
- 14.00 – 15.30 Working Group Discussions, led by WG leaders
 Policy mechanisms to enable more sustainable lifestyles visions via Living, Moving, Consuming, Health & Society
- 15.30 -15.45 *Coffee Break*
- 15.45 – 16.30 **Bringing actions on stage: Outcomes of workshop discussions**
 Plenary session

Registration Required

We welcome and appreciate your input. To register for this free-of-charge-event, kindly send the following required information to conferences@scp-centre.org: Name, Title, Organisation.

About SPREAD Sustainable Lifestyles 2050:

SPREAD Sustainable Lifestyles 2050 is a social platform project running from January 2011 to December 2012, financed by the European Commission's 7th Research Framework Programme. 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.

The project has been officially launched in May 2011, at its launch event, "The Future of Sustainable Lifestyles and Entrepreneurship". www.future-lifestyles-entrepreneurship.org

For more information about SPREAD please visit: www.sustainable-lifestyles.eu

SPREAD Project Partners:

Ashoka, Demos Helsinki, Ecoinstitut Barcelona (ECOI), Energy research Centre of the Netherlands (ECN), EuroHealthNet, International Institute for Industrial Environmental Economics at Lund University (ULUND), Northern Alliance for Sustainability (ANPED), Politecnico di Milano (Polimi), Regional Environmental Center for CEE Countries (REC), UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)