

Sustainable Lifestyles 2050

A New Way of Learning and Creating Together

Today We'll Step Into the Future



Innovation for the
Common Good™



UNEP/WUPPERTAL INSTITUTE COLLABORATING
CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION

The Family of You

A Look at Life in 2050



For more information about the Family of You simulation, contact

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Who are YOU in the future?

Understanding the interdependent lives of the



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Personas

Fictitious characters or archetypes

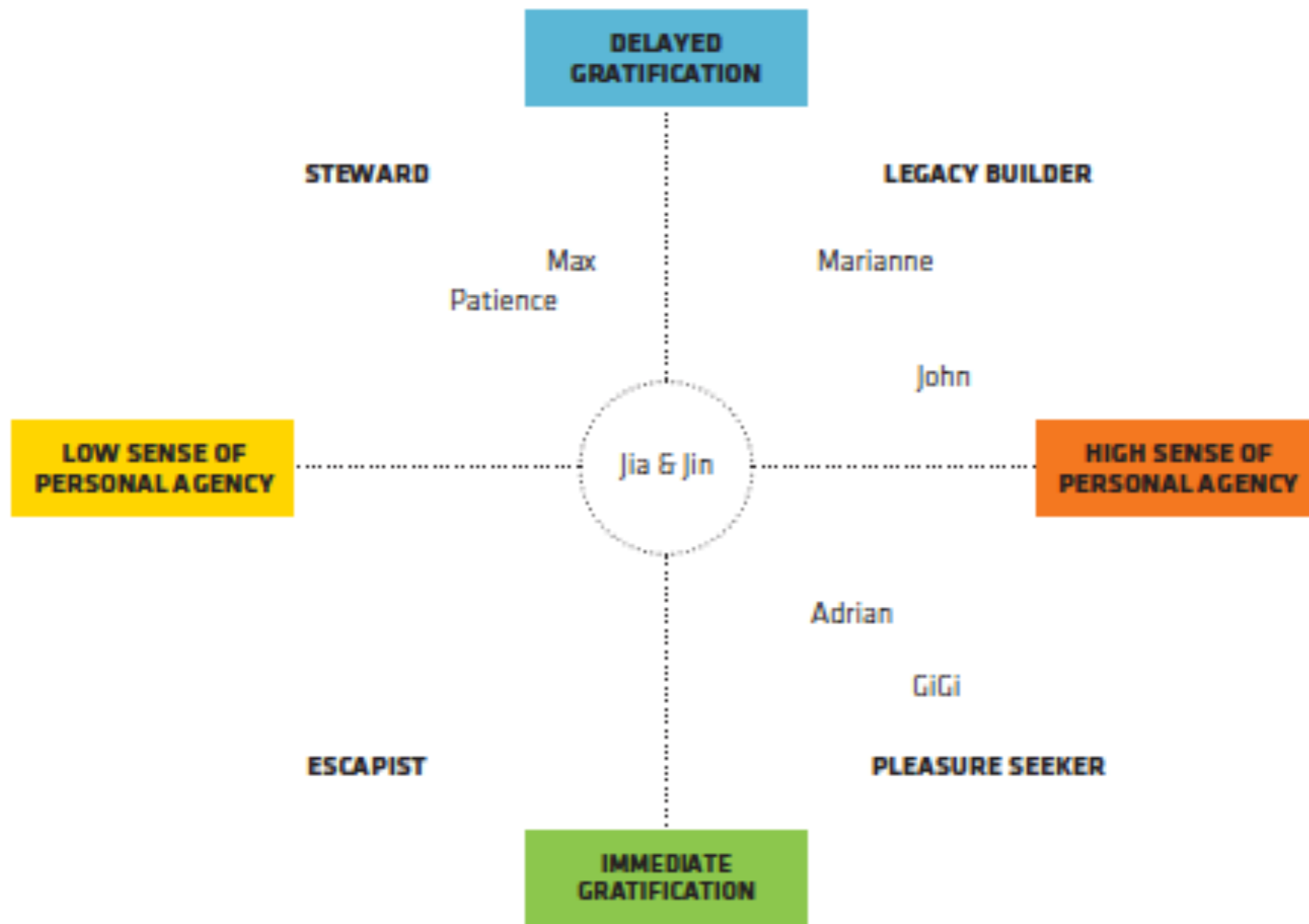
Derived from research into the different values, motivations and behaviors of people around the world

Key Questions

Am I someone who
can commit to
delaying gratification
based on
environmental or
economic concerns?

Do I believe that my
actions have
enough impact
to maintain
sustainable
lifestyles?

Values, Motivators, Triggers



The Family Members

Example: Gigi

The Family: GiGi

Age: 86 | Year of Birth: 1964 | Gender: F



Hi, I'm Gigi and I'm 86 years young! I was born in the East, but moved South as a young adult for work, and the lifestyle. As the economic crisis hit I was a single mother, so I moved again to look for work. At that time people were beginning to talk about co-housing, and I found a group to share a house with—this was before anyone was building the kind of eco-optimum housing we have now. But it was fun then, company for me as a single parent, and really the only way I could afford to pay my bills.

I met Patience sometime around 2025 at an urban farming conference. We were planning on setting up a zero waste fish farming system in our housing complex, and she had set a couple up already in places she had lived. She was also looking for somewhere to live, so she helped us out and we invited her to move in with us.

When Max and Marianne got together, and started to think about a family, Patience had also just brought her orphaned grandson, John, to live with us, so we decided to look for a slightly bigger place. Marianne found this development that was just being built, from the ground up to be the most advanced eco-friendly co-housing complex ever. It was a collaboration between an Indonesian architectural firm, and European engineers, and it's pretty impressive.

I feel that my home environment is so good that I can Indulge myself a bit elsewhere.

I probably buy too much stuff, and Max and Marianne think I spoil Jia and Jin, but really I was never born to be a saint. Good enough is good enough. When I'm annoyed with Marianne I call her the 'eco-nun'. It's fine if she wants to be eco-perfect, but she can't force those values on the rest of us. Jia, particularly, is just a young girl. She needs to be exploring the world, and her identity—shopping isn't the only way to do that for sure, but it does help. I'm lucky really that Marianne is a kind person, and into 'learning from the elders'—I get away with a lot more than I should ...

Patience and I used to go out a lot. We liked trying new restaurants and seeing old films. But Patience is not feeling so good these days so we stay in a bit more. We have lots of friends here, 60% of the population of Europe is over 70 now, so a lot of entertainment is geared to our interests. We host old school dance parties, and talks on health and fitness. Max complains that he's living a life designed for someone twice his age.

Health & Well-Being Index

Basis: Global Declaration of Human Happiness (2025)

Agreement across nations on a range of positive, non-monetary values

Some satisfaction measures are subjective: social connectedness, community vitality, time use

Health portion of index is based on age, with a bonus for people born in the Golden Decade of Infant Health (2000-2010)

Also comprises scores for geography, chronic conditions, genetic markers, and lifestyle choices

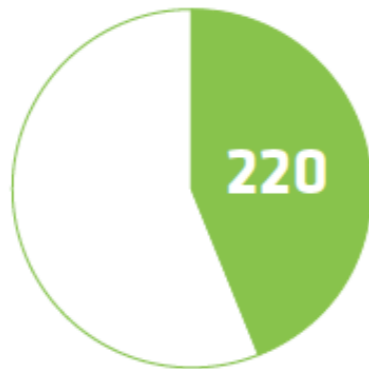
Health & Well-Being Index

Example: Gigi

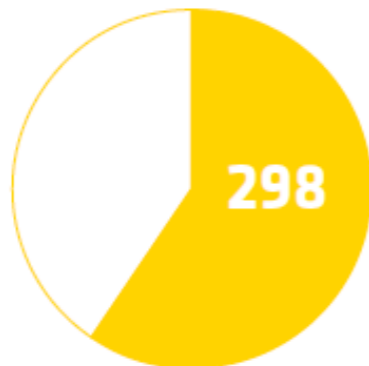
The Family: GiGi

Score Overview

Eco Score
Maximum Possible: 500
Low = Good



Health + Well-being Score
Maximum Possible: 500
Low = Good



Eco Score (Scores out of 100)

LIVING	Housing Purpose built (e)co-housing is the current best environmental option	10
	Energy The family has a lot of electronic entertainment devices, Gigi and her friends spend a lot of time watching old shows and films, and Gigi is a heavy user of the magalog. As she gets older she finds the passive heating isn't sufficient in the winter, and so she is responsible for turning on the extra heating, raising everyone's energy score	80
	Water The steam shower and enzyme based cleansers make personal hygiene fairly efficient. The household also produces a lot of its own food, and although they recycle water 60% of their water use is used for food production.	40
MOVING	All family members use the ANTAR [®] system. All members of the household have the same score. They would score 1/10 based on their use of the transit system, but when the transportation of goods they (particularly Gigi) order is factored in, the score goes up ...	30
CONSUMING	Gigi finds it hard to get out of the habits of the immediate gratification, pleasure-seeking style that she grew up with in the late 20th century. She buys a lot and encourages and advises her granddaughter Jia on her vintage purchases.	60
Total		220

Health & Well-Being Index

Example: Gigi

The Family: GiGi

Health + Well-being Score (Scores out of 100)

HEALTH	Score	WELL-BEING	Score
Age 86 years old	86	Overall Subjective Satisfaction Gigi feels generally positive, and likes having her friends and family around her. She feels a little bit of depression about getting older, but realizes it is much better for her than it was for her parents generation.	80
Location The housing complex was built on reclaimed land in an area that used to be heavily industrialized. The effects of remaining heavy metals and waste products are contentious, but insurance companies, being conservative, give the location a relatively high score	60	Work Satisfaction Gigi worked to put food on the table and to be able to enjoy herself. She always took whatever work was available and didn't really think ahead. Her satisfactions in life came more from her social life than her work.	50
Chronic Conditions Gigi has benefitted from good nutrition, and healthcare throughout her life, as well as information on healthy living.	0	Social Connectedness Gigi sees her local friends all the time, and is always arranging social events. Even though she and Patience don't go out as much as they used to, she hosts a lot of parties at home. She has also been an avid user of social technologies for as long as she can remember, and keeps in touch with a network of friends across the world.	90
Genetic Markers Gigi has markers for heart disease, but through her healthy lifestyle she has avoided any development of disease	30	Time Use Good balance of work and leisure	80
Lifestyle Gigi has a sweet tooth, but is careful about she eats and exercises regularly	30	Community Vitality The co-ho is in a dense, vibrant neighborhood, where people know each other, and engage in cooperative work to take care of each other—from childcare to food exchanges and preventative healthcare. There is a robust barter system which supports this community exchange.	90
Total	206	Total	390
Overall Total (206/500 + 390/500)÷2		298	

Table Work: Step One

Building an Empathy Map (20 mins)



Table Work: Step Two

How Might We Delight Her and Make Her Lifestyle More Sustainable at the Same Time? 20 mins



Gigi's Needs and Motivators

Needs	Motivators
I need to be very socially active	I am motivated by the desire to connect with and learn about all sorts of new people
I need to keep my body in good shape	I am motivated by the idea of living to the age of 125
I need financial stability	I am motivated by feeling autonomous and free to experience new things

Table Work: Step Three

How Might We Address Gigi's Needs? (20 mins)



Implications	
Policy How might we...? How might we...? How might we...?	Business How might we...? How might we...? How might we...?
Research How might we...? How might we...? How might we...?	Civil Society How might we...? How might we...? How might we...?

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