

# THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

*Forum for Action on Sustainability,  
Intrapreneurship and Innovation*

*Launch of the European Social Platform  
SPREAD Sustainable Lifestyles 20501*



UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION



EUROPEAN COMMISSION  
European Research Area

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Ministry for Climate Protection, Environment,  
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Deutsche Bundesstiftung Umwelt

# The Future of Sustainable Lifestyles and Entrepreneurship, Cologne, 24-25 May 2011

## SUSTAINABLE MOVING WORKSHOP Trend and challenges of sustainable moving in Europe

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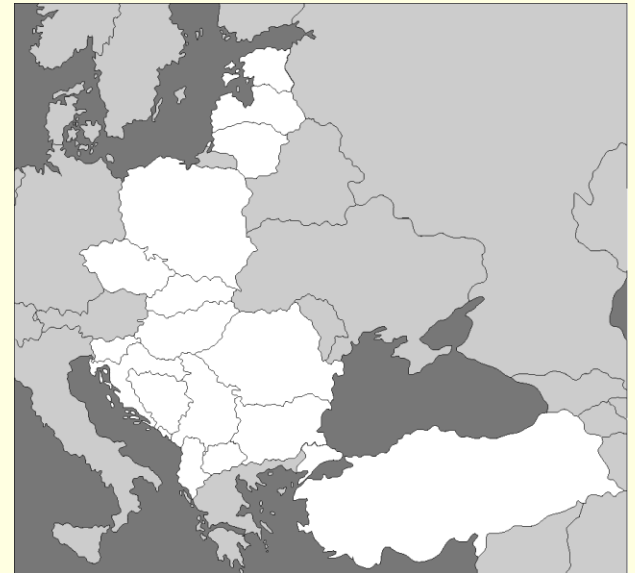


REGIONAL ENVIRONMENTAL CENTER



# REC's Mission

- The REC is an international organisation with a mission to assist in solving environmental problems
- The REC is legally based on a charter signed by the governments of 31 countries and the European Commission
  - Established in 1990 (USA, EU, Hungary)
  - Head office in Hungary
  - 16 country offices & 3 field offices
  - 200+ staff (some 30 nationalities)
  - Over 300 running projects
  - 10 million Euro annual turnover
  - Operations beyond CEE



# SPREAD Sustainable Lifestyles 2050

## introduction of the project

- FP-7 research project for 2 years 2011/2012
- Visions for sustainable lifestyles in 2050
- Multi-stakeholder and process oriented research involve business, policy makers, civil society
- Roadmap for innovation /researchers/ and strategic actions /policy makers/ towards sustainable lifestyles in Europe



# SPREAD Sustainable Lifestyles 2050- sustainable moving /mobility

- Focus on social values and limits
- Address current patterns of every mobility – on personal, family and community level /using public transport, cars, walking and cycling, etc /
- Discuss the impact of every day mobility on environment, society, health and economy today and in the future –in the coming 40 years
  - > Greenhouse gas emission and global warming, air pollution and health,
  - > Transport services, road systems, time management, information and safety transport,
  - > Technological innovation and resource efficiency



# SPREAD Sustainable Lifestyles 2050- sustainable moving /mobility links to

- Living/housing
- Consuming/fooding
- Health and wellbeing/health promotion and quality of life



# Some overall topics for discussion in the workshop

## **in the moving workshop**

- Equity and accessibility
- Safety and security
- Efficiency and sustainable mobility

## **in the sustainable health and society workshop**

- Leisure and moving/mobility
- Health and moving/mobility





# Some overall topics for discussion in small groups at the tables

- **Equity and accessibility** > easy to reach and use, equal distribution of moving possibilities
- **Safety and security** > reduced danger of mobility, rules and procedures, facilities for children and old people, etc.
- **Efficiency and sustainable mobility** > optimising mobility, reduced and efficient resource use, integrated systems





# Good practices, cases: posters

- Safety and security

**Case study: City of Parma: Happy bus (Italy)**

- Equity and accessibility

**Case study: Older people and road safety, Donostia, San Sebastián (Spain)**

- Efficiency and sustainable mobility

***Case study: Mobility Management for Hospitals (Belgium, Namur)***



# Group work on the selected topics-facilitation by Forum for the Future

- Equity and accessibility
- Safety and security
- Efficiency and sustainable mobility



**Thank you! ☺**

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