



Current lifestyle impacts

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We need to have vision...

“We need clarity about our goals. We need to know where we are going. We need to have vision. And that vision has to be articulated.”

Donella Meadows in 1994 urged us to imagine what we want, not simply what we think is possible.

<http://www.worldwatch-europe.org/node/106>

The sense of urgency...

“We have most of the knowledge we need in order to create sustainable societies, and yet there are no real experts. We are the first generation to design a whole new planet and a more sustainable lifestyle, and we may well be the last generation to have a choice. Why isn’t it happening much faster and what does the future we want look like?”

Gitte Larsen, Director, House of Futures, 2012

<http://www.worldwatch-europe.org/node/106>

TODAY'S FACTS & TRENDS



The Global Challenges of Sustainable Development



Shifting demographics



Interdependent world



Valuing social & env. impacts



Resource scarcity



Environmental degradation



Poverty and inequity



Inadequate policy framework



Material-based consumption



Energy security



Climate change



Source: WBCSD Vision 2050

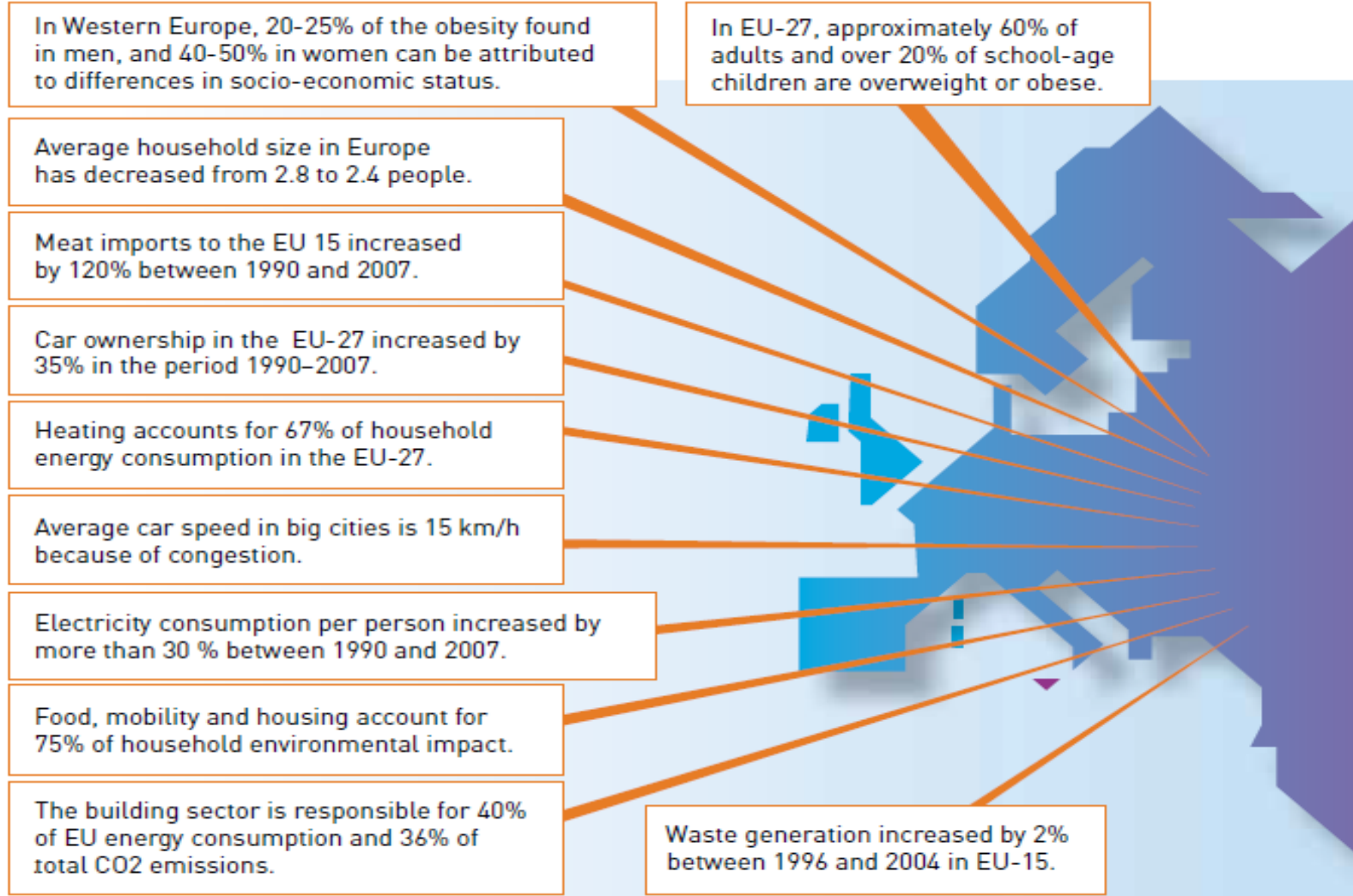
**“technological advancement
will not be enough
to achieve sustainable
development,**

**changes will also be required
to people’s lifestyles”**

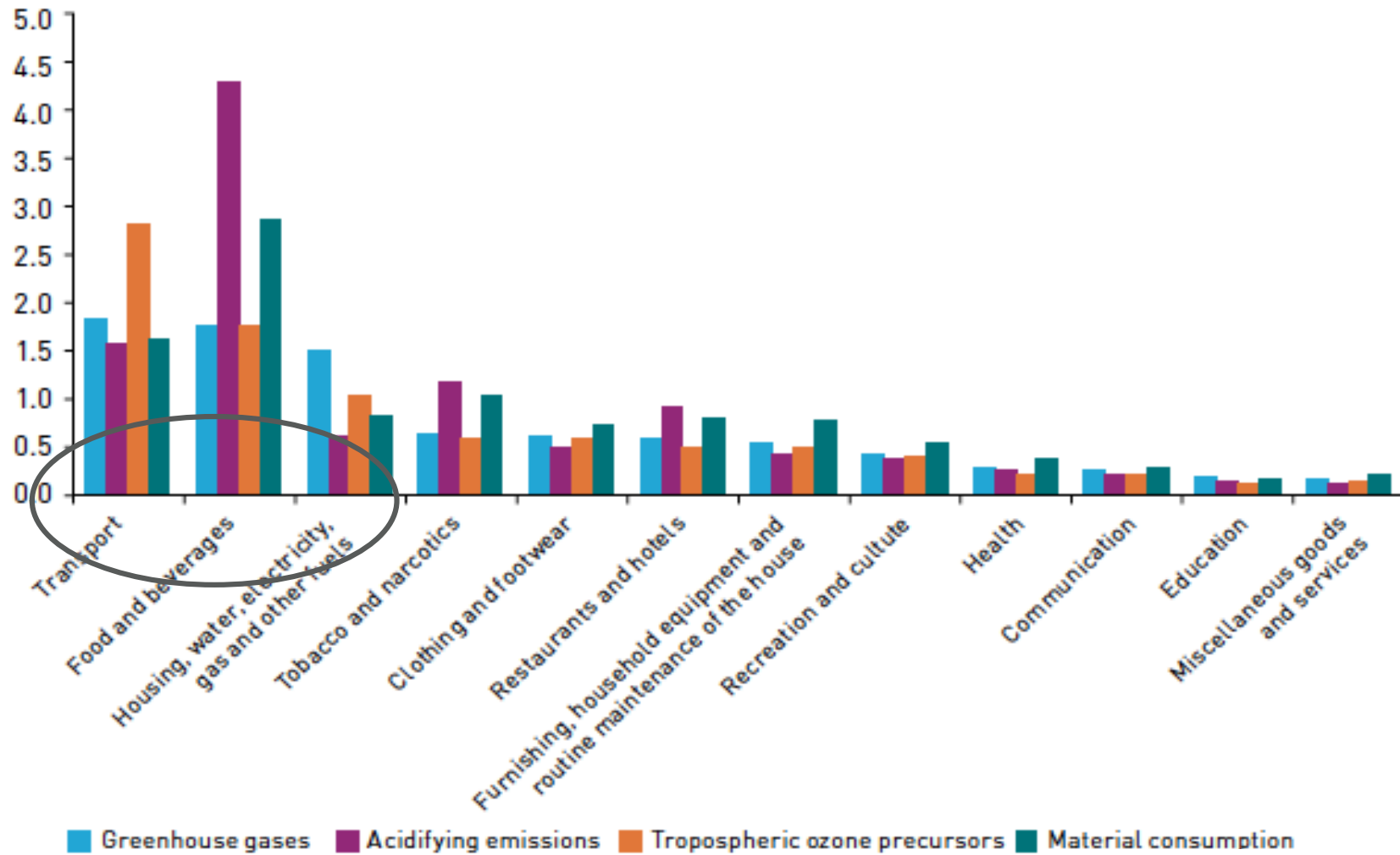
Source: WBCSD 2008

People need to activate the changes needed

Unsustainable consumption in Europe



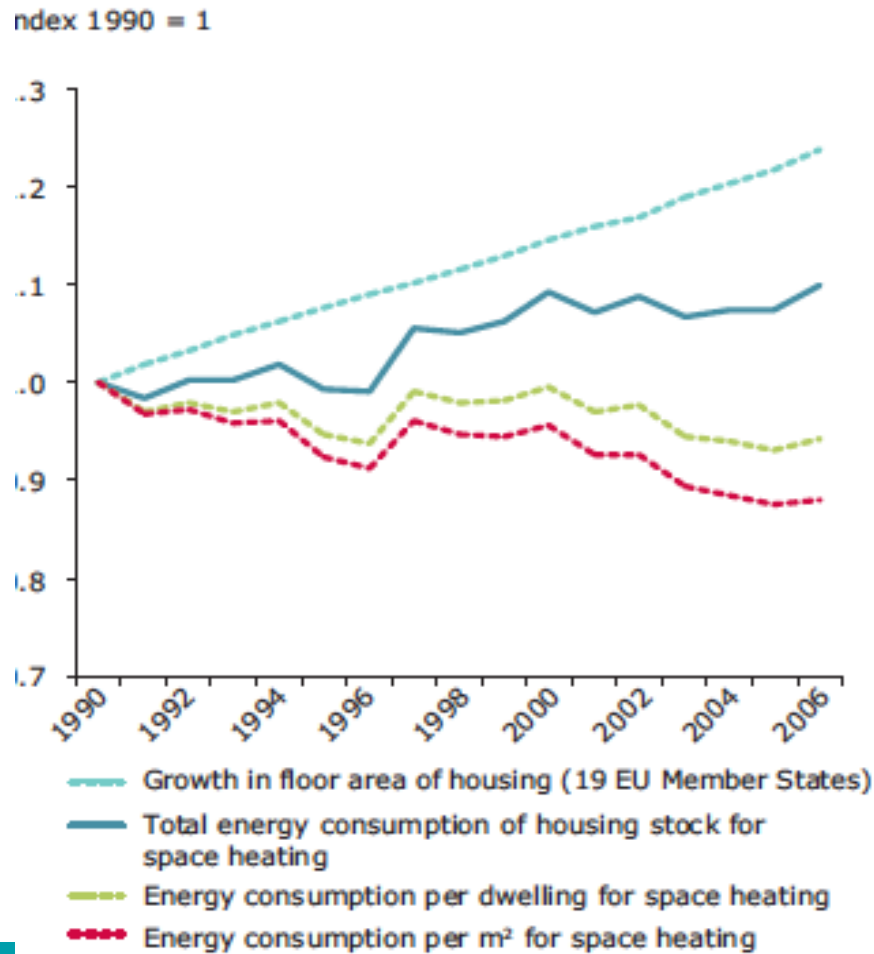
Consumption pressure per EUR spent



Source: EEA 2010

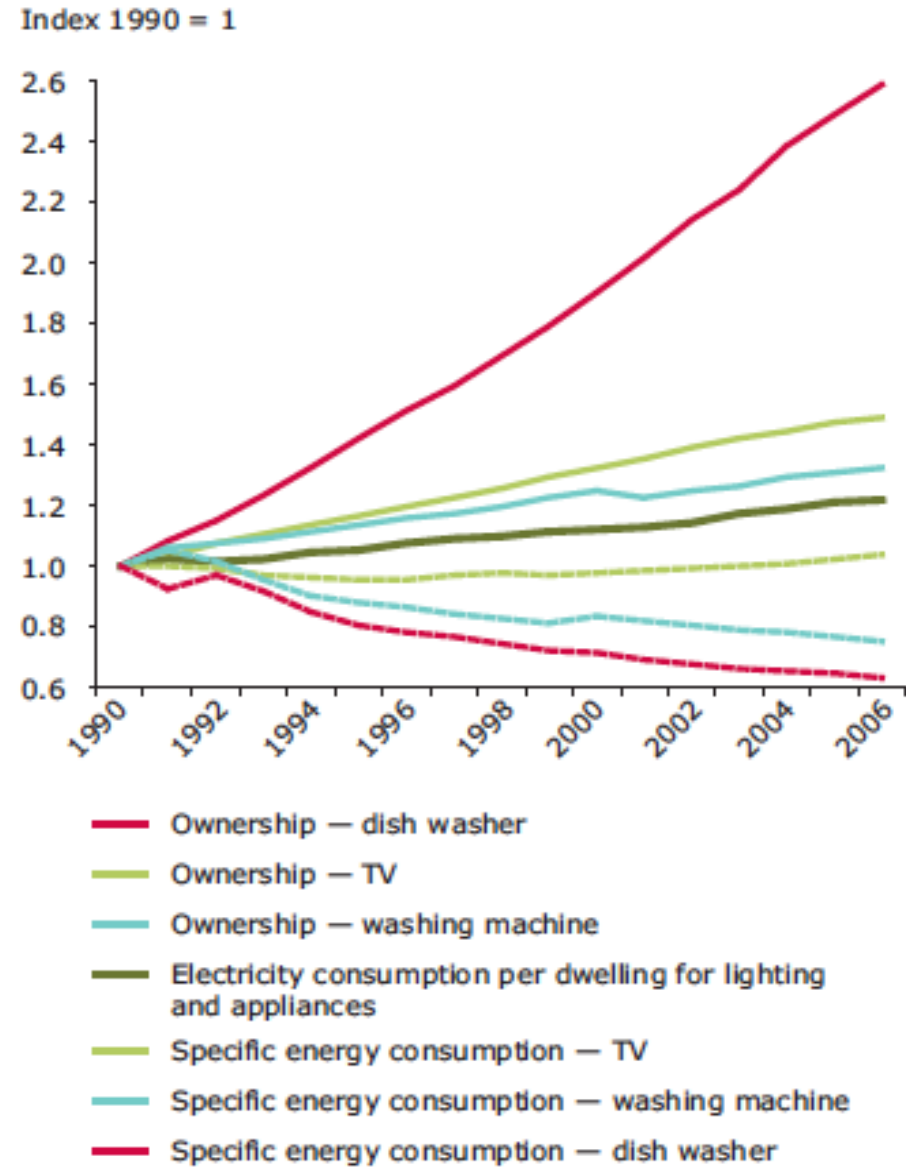
Housing – energy use

Trends in heating energy consumption and energy efficiency of housing, EU-27



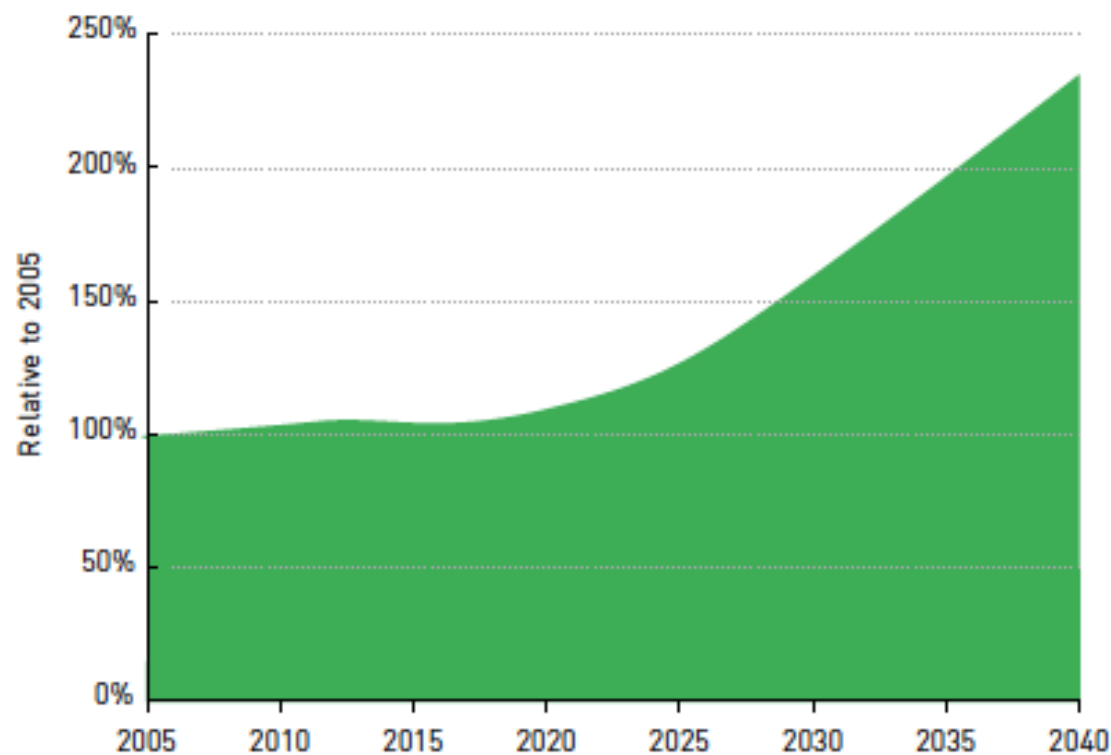
Source: Odyssee database, 2010.

Trends in appliance energy efficiency and ownership, EU-27



Source: Odyssee database, 2010.

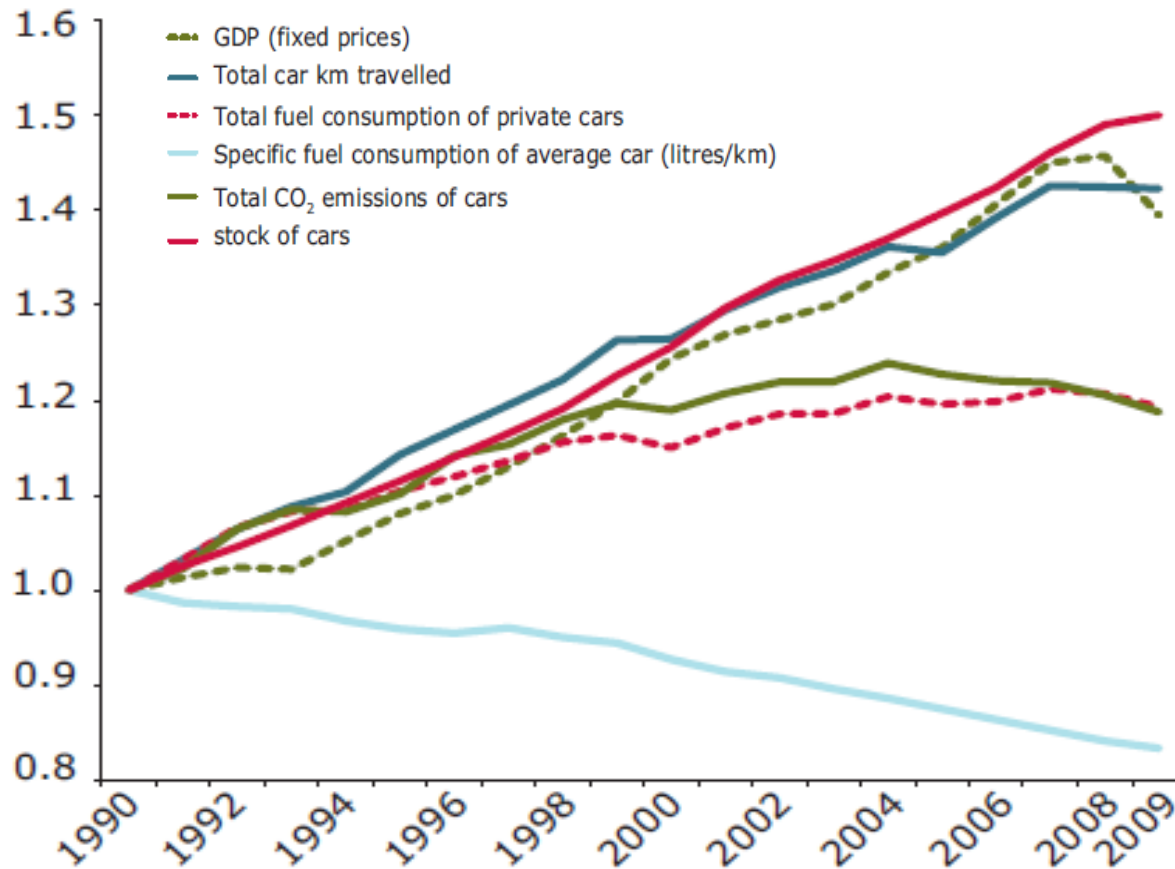
Housing – projected surface area of housing for the elderly 2005-2040



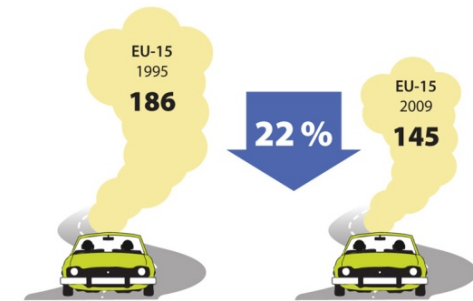
Source: ECN⁵

Fuel efficiency of an average car alongside trends in private car ownership and GHG emissions

Index 1990 = 1.0



Average CO₂ emissions from personal cars
Gram CO₂ per kilometre

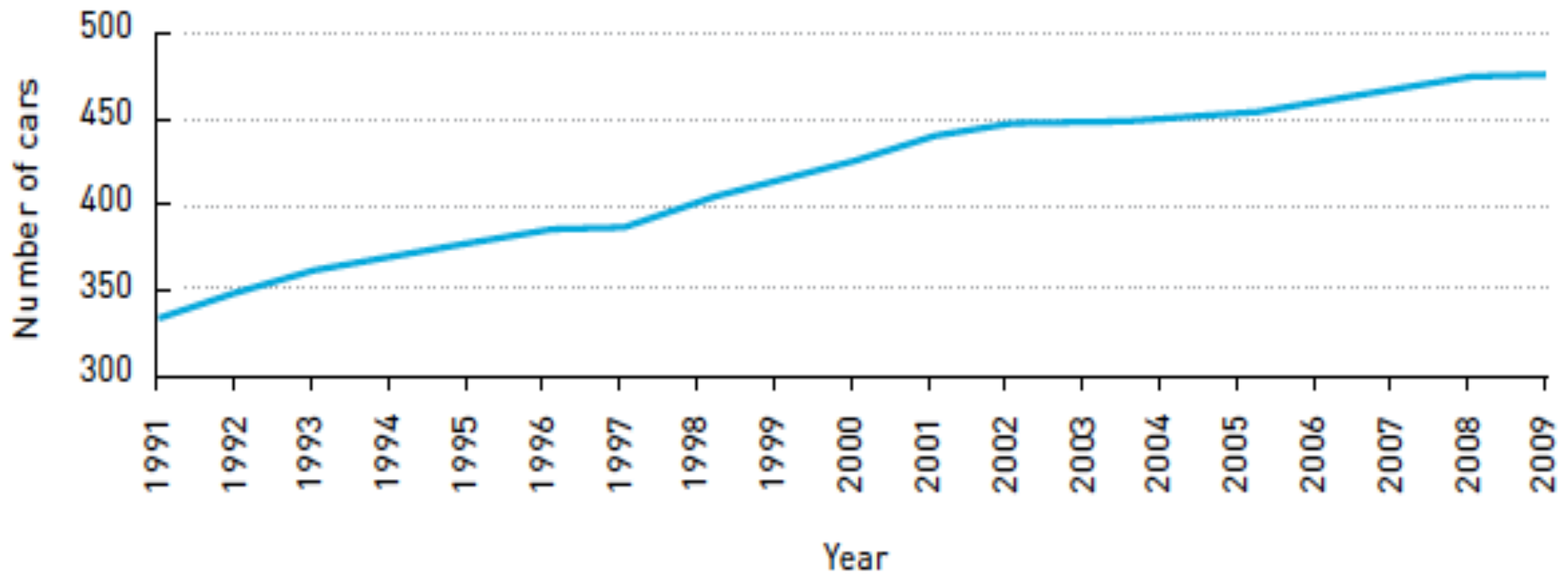


Source: Eurostat (internetkod: [tsdtr450](#))

CO₂/km from new cars have been reducing mostly due to shifting from gasoline to diesel and more fuel efficient technology

Source: EEA, 2012

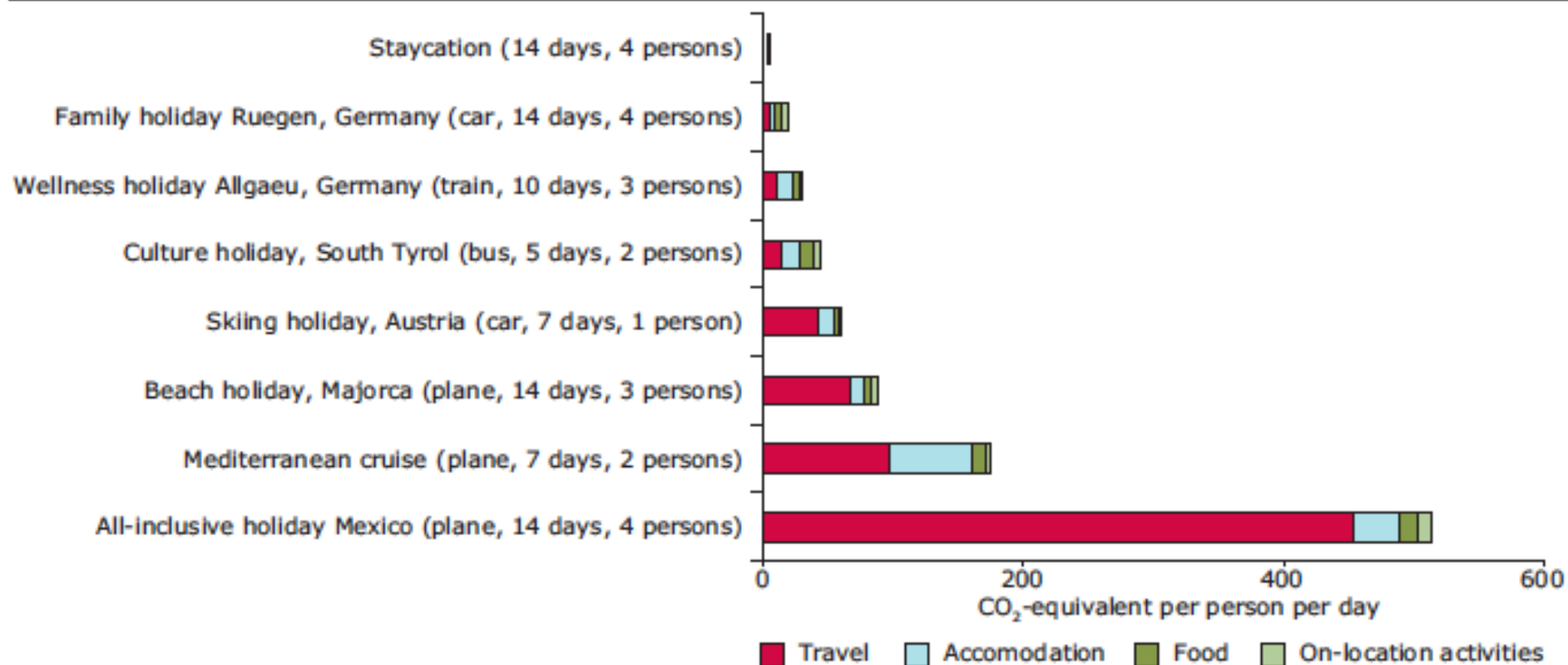
Mobility: N of passenger cars per 1000 inhabitants in the EU 27



Source: EUROSTAT

Mobility & Tourism – air travel

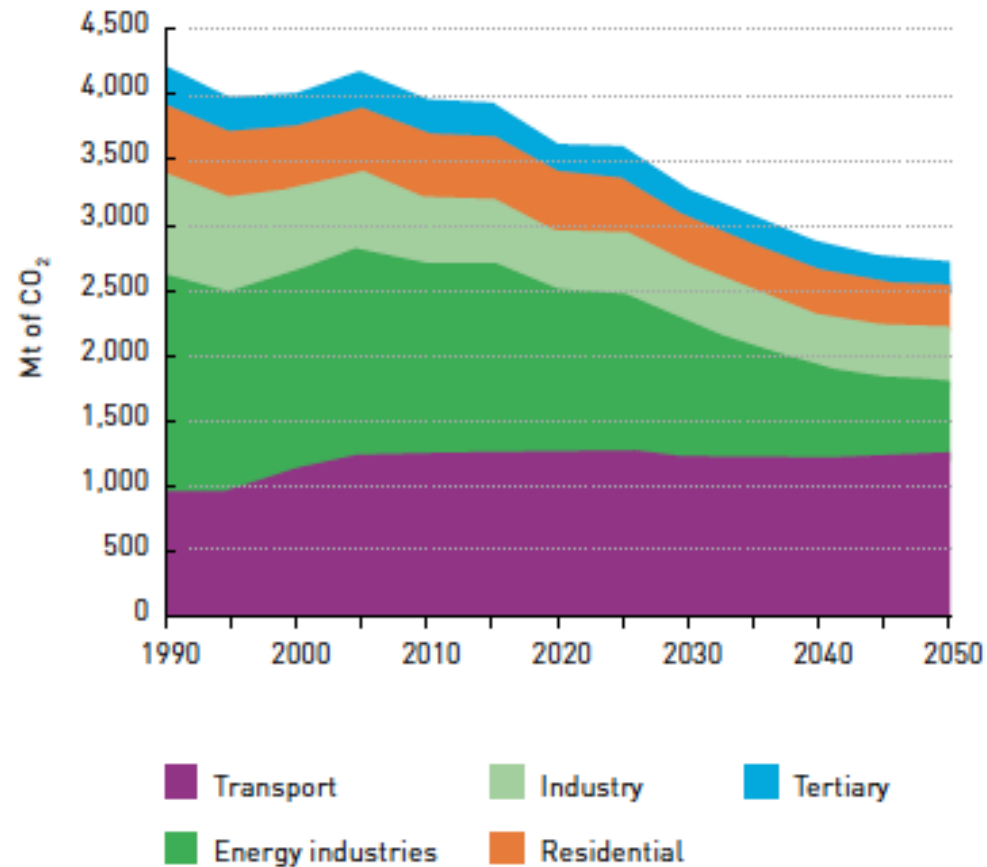
Figure 7.2 GHG emissions for some types of holiday trips from Germany, CO₂-equivalent per person per day



Note: Staycation means a holiday at home with holiday activities locally.

Source: WWF, 2009.

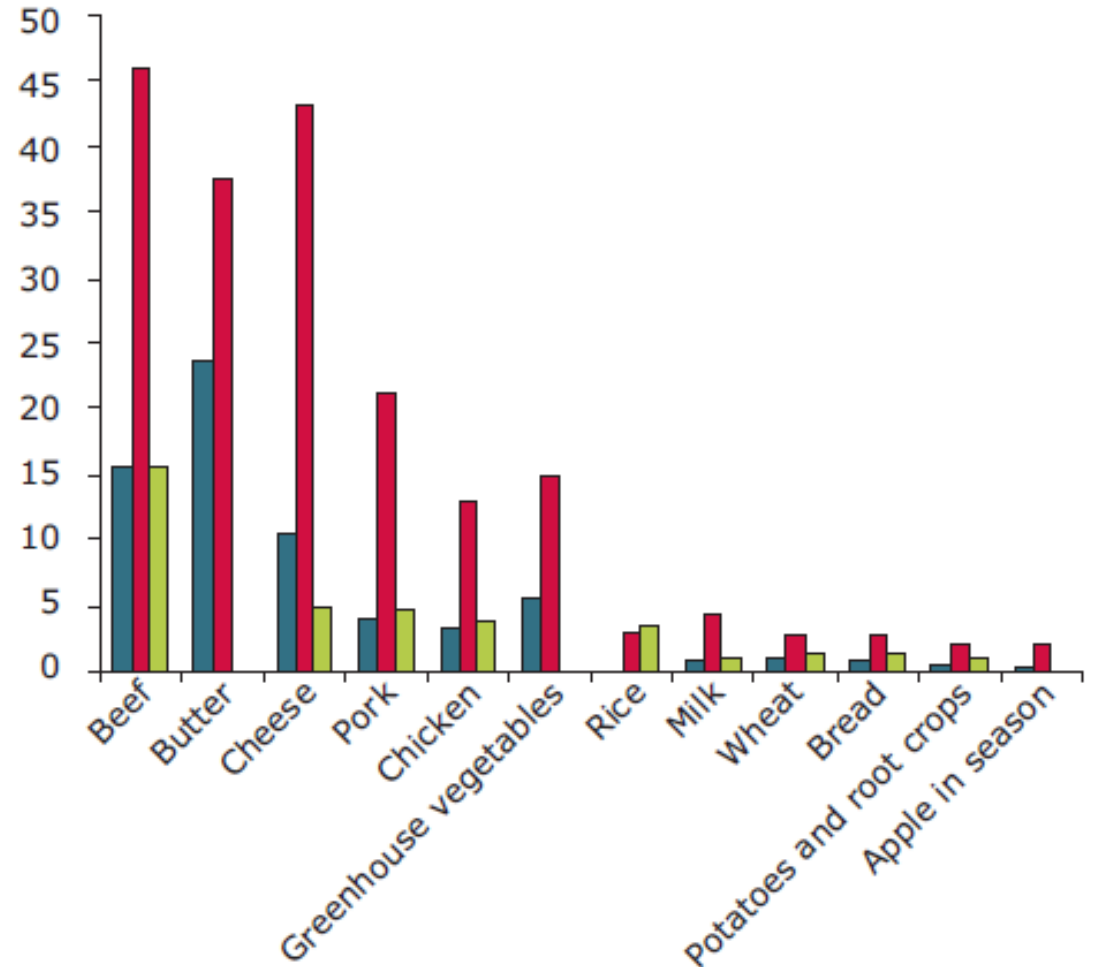
Mobility: CO2 emissions projections for different sectors



Source: PRIMES and projections based on TRANSTOOLS for maritime (EC 2011b)

Food – Carbon, material and water footprint for different types of food

Kg or 1 000 litres respectively



- Carbon footprint (kg CO₂-equivalent/kg)
- Material input (kg/kg)
- Water footprint (1000 litres/kg)

EEA 2012

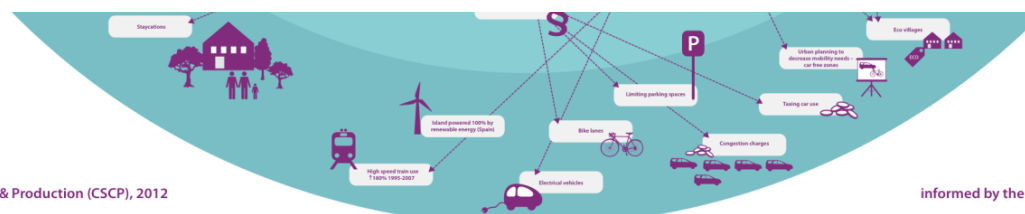


Understanding sustainable lifestyles in the EU: Today's Facts & Tomorrow's Trends



UNEP/WUPPERTAL INSTITUTE COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION

UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP), 2012



informed by the SPREAD Sustainable Lifestyles 2050 European Social Platform project

2011 Unsustainable Lifestyle Trends

40-60 tons EU lifestyle
(total resource use)



Average EU lifestyle impacts

- Food: ↑ Meat & dairy → **24%** of all food impacts
- Housing: ↑ Heating/cooling, water use, appliance & electronics use → **40%** of total energy
- Mobility & Tourism: ↑ Air travel (**9%** increase) & single car use (**35%** increase) 1990–2007
- Health & Well-being: ↑ Lifestyle health impacts – obesity, heart & cancers

TRENDS

The economy, skills and jobs

Current trends:

- **Our aspirations for prosperity** are intrinsically linked to current patterns of economic growth
- Some actors in society start realising the **need to redefine the current economic paradigm** to take into consideration the environment, quality of life and well-being and to balance growth, profits and consumption.

Promising Practice:

Alternative currencies, new business models, new ways of working, new skills requirements

Innovation – technical & social

Current trends:

- **Small-scale initiatives are important signposts and test-beds for large-scale sustainable solutions.** Support to large-scale change comes from connecting relevant stakeholders and groups
- **Social and technical innovation are important drivers for change** that create opportunities for sustainable, healthy and equitable lifestyles. Social innovation can stimulate and sustain lifestyle changes. Social entrepreneurs and designers are important change agents, but still main focus is on technocratic solutions..

Promising Practice:

Access to more sustainable options, community and network action, policy framework support, entrepreneurship

Infrastructure – cities & communities

Current trends:

- **Sustainable neighbourhoods, communities and cities are emerging through co-creation and participation.** Buildings, public space and urban infrastructure need to be created through multi-stakeholder urban planning approaches.
- **Visions, scenarios and roadmaps for future lifestyles** are being developed by a range of actors focused on different sectors, societal actors and approaches.
- **Large divide** between scenarios and praxis, lack of implementation

Promising Practice:

Holistic, people-centred design approach, choice architecture, lock-ins, healthy cities and communities

Policy & governance

Current trends:

- **Effective policy and governance set the framework conditions for business and societal innovation.** Governments lack responsibility for discouraging or limiting unsustainable consumption and lifestyle options. Need for new governance approaches to support effective implementation.
- **The emergence of integrated and cross-sectoral approaches to policy making aims to overcome policy silos,** but still focus on greening consumption rather than sustainable consumption or lifestyles.

Promising Practice:

Nudging, framework conditions, policy innovation: behavioural science as input to policy making

Research

Current trends:

- **Research on the sociology of consumption indicates the need for a paradigm shift in thinking** from a focus on individuals, to a focus on wider communities and social norms and practices; from a focus on changing discrete behaviours to a focus on changing entire lifestyles, cultures and values
- **To date, research priorities have not yet been reconciled with practice:** technocratic approach and economic rational, the efficiency-agenda and the “rational man” dominate

Promising Practice:

Knowledge brokerage, transformational research, interdisciplinary collaborative approaches

ENABLERS, CHALLENGES AND GATEKEEPERS

Enablers

- Community building and empowerment
- Collaborative infrastructure
- Enabling behavior shifts and engagement
- Alternative economy
- New business models

Challenges

- Societal and cultural norms
- Economic system
- Existing infrastructure
- Energy systems & distribution, and increasing energy demand
- Awareness in society

Gatekeepers

- European & local governments
- Businesses
- Public health systems
- Technologies and infrastructure
- Social entrepreneurs
- Educators
- Designers
- NGOs and CSOs

NEW RESEARCH TYPES

Innovation in research

- Bridging the gap between disciplines and between theory, practice and policy: from scientific silos to multi-actor knowledge
- “Knowledge triangle” of research, innovation and education => shared learning in communities of practice for sustainable lifestyles
- Advancing experimentation and collaborative learning: applied research, pilot projects and socio-technical demonstrations
- Scenarios and envisioning alternative pathways to the desired future

“EU Sustainable Lifestyles Roadmap and Action Plan to 2050” – Key Findings of the **SPREAD** Sustainable Lifestyles EU Social Platform project

Current lifestyle impacts

- **Oksana Mont** (Lund University)
- Reaction panelists and audience:
Victoria Thoresen (PERL) and **Lars Mortensen** (EEA)