

Scenarios for Sustainable Lifestyles 2050

Catalyzing Action: EU Sustainable Lifestyles Roadmap and Action Plan to 2050. SPREAD 2050 26-27 November 2012

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Scenarios for Sustainable Lifestyles

2050:

From Global Champions to Local Loops



http://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1_FourFutureScenarios.pdf

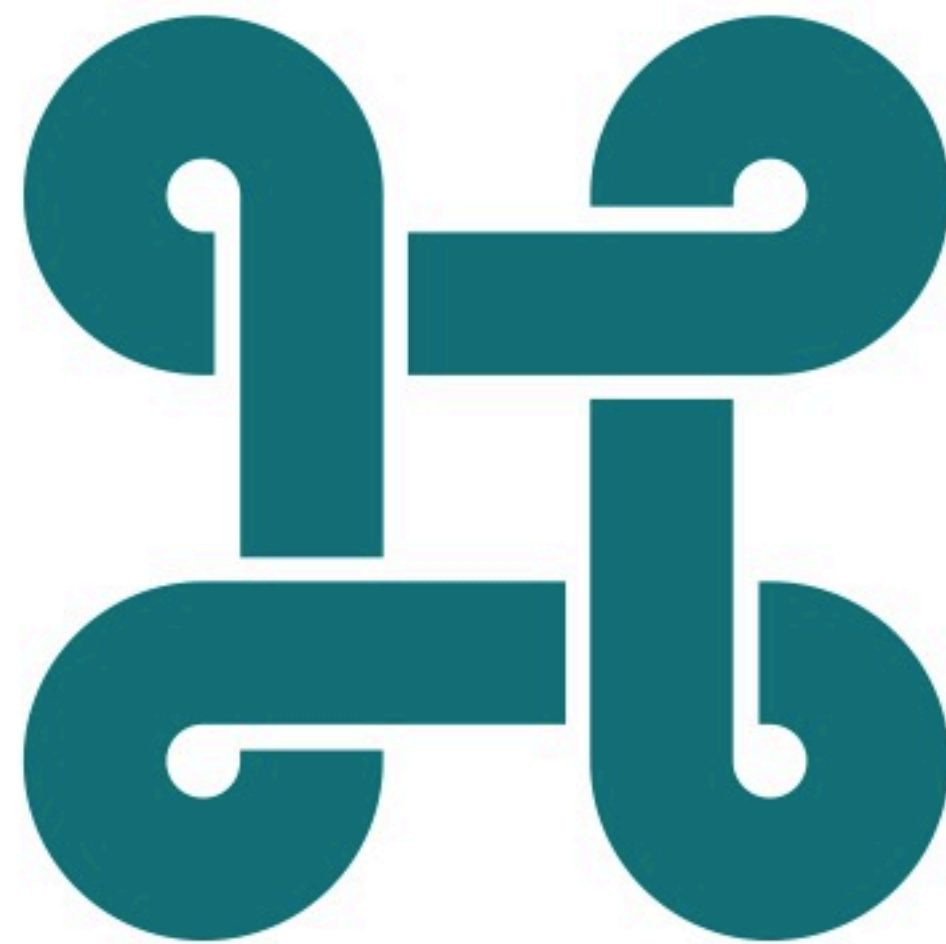
2015

2020

2030

2040

2050



Local Loops

Local Loops is a scenario in which a radical energy crisis forces societies to re-evaluate fundamentally the foundations of their well-being.

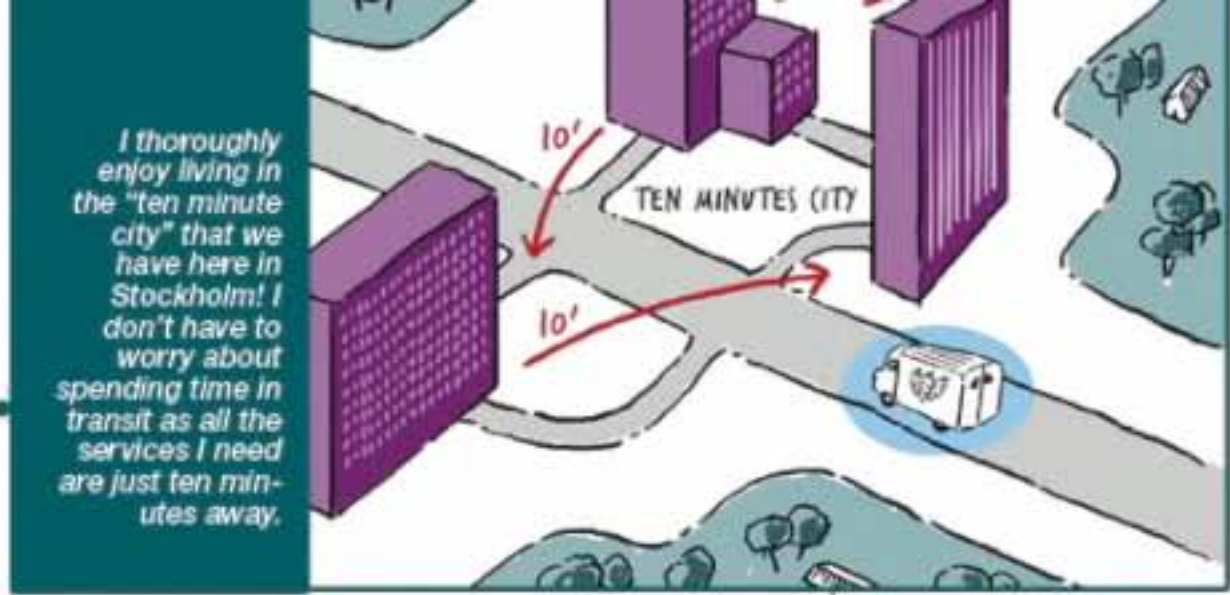
Peak-oil game-changer

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Rediscovery of local resources

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Local turn

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Craftsman attitude

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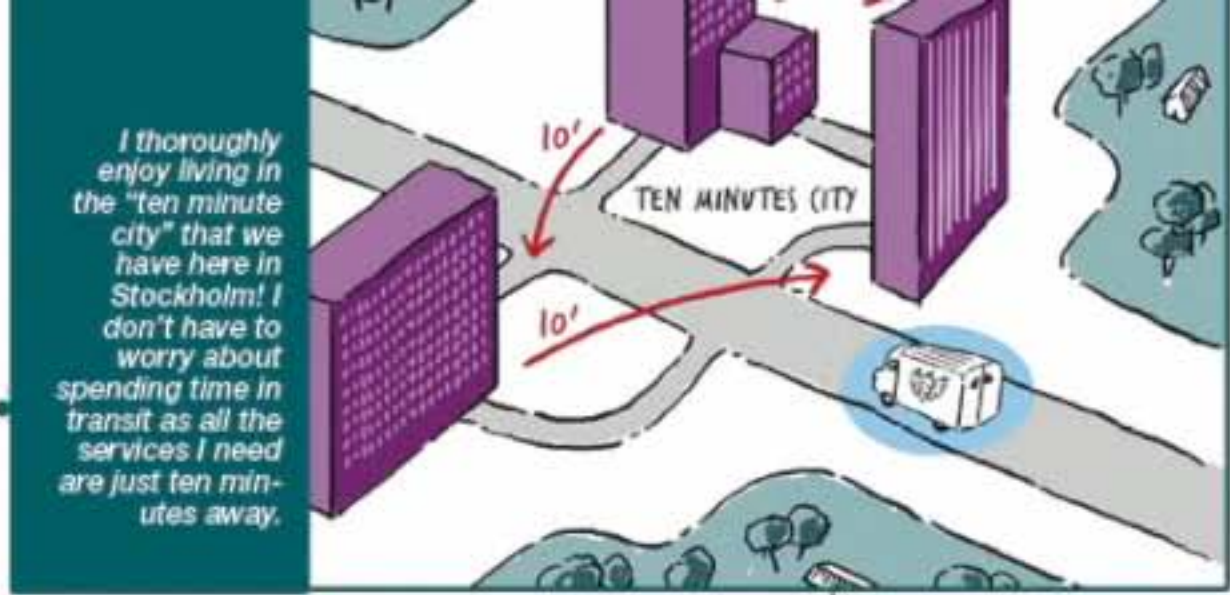
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Open kitchens promoting local gastronomy

Food lessons of green cooking

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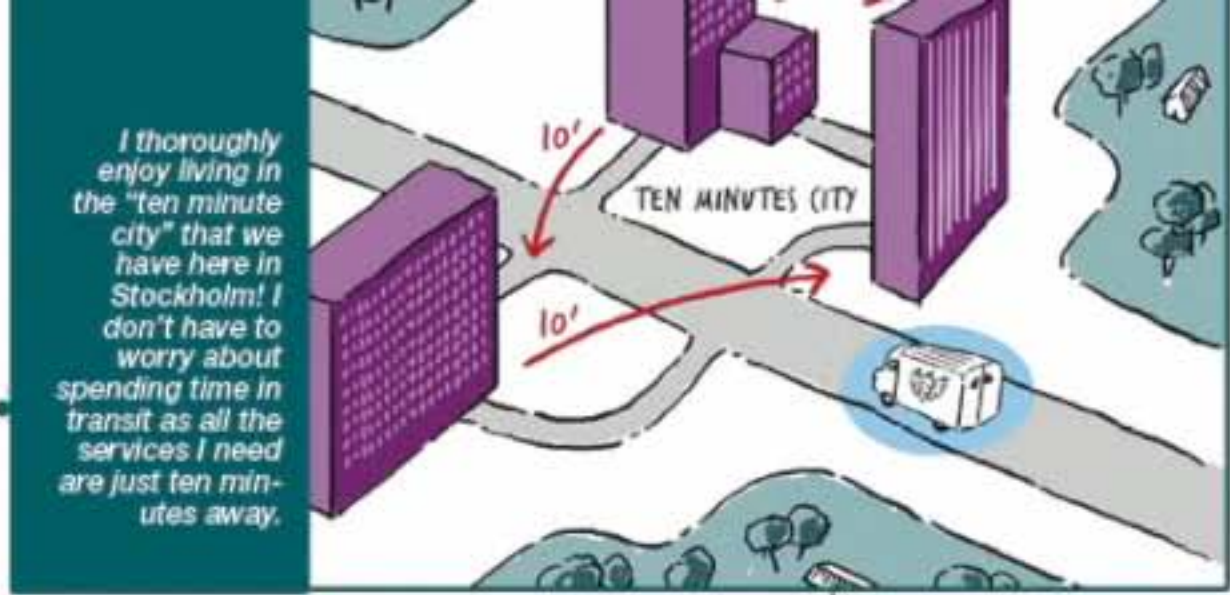
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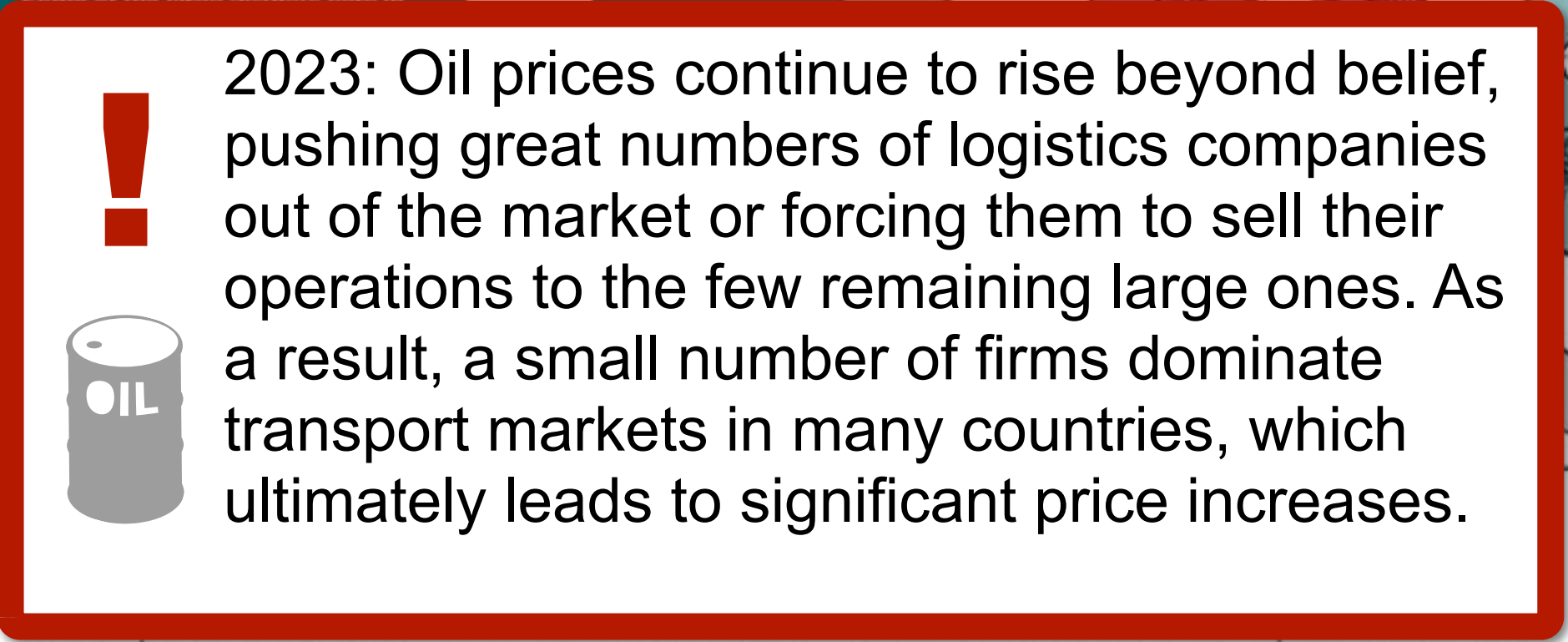
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OIL

2023: Oil prices continue to rise beyond belief, pushing great numbers of logistics companies out of the market or forcing them to sell their operations to the few remaining large ones. As a result, a small number of firms dominate transport markets in many countries, which ultimately leads to significant price increases.

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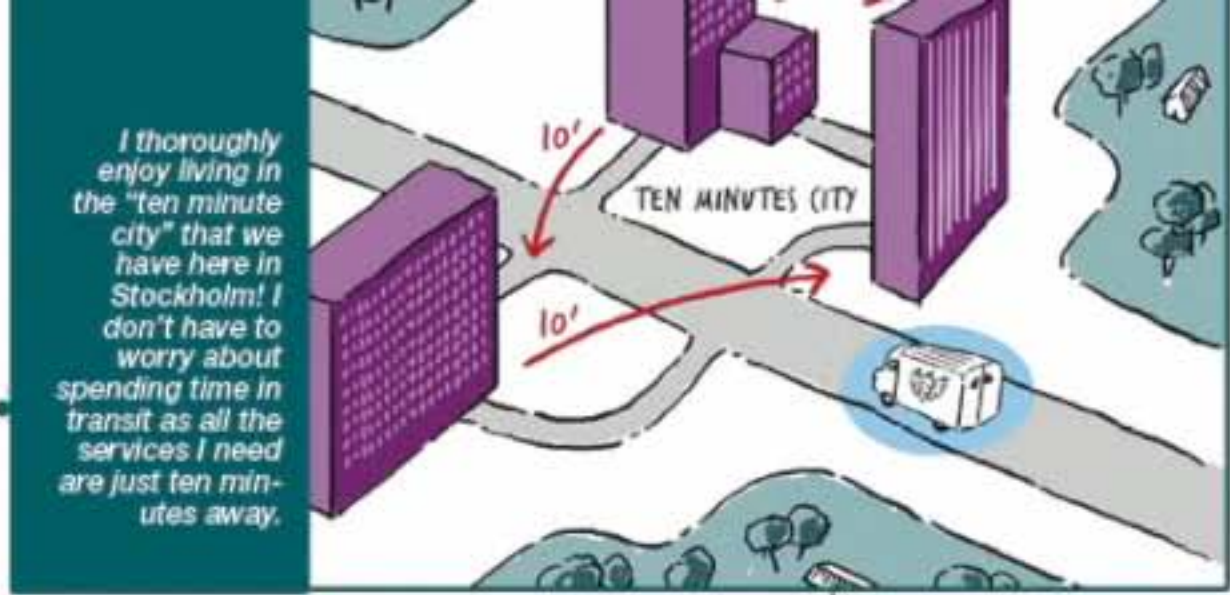
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Rediscovery
of local resources

Local turn

Craftsman attitude

I love living in my Danish town. We haven't had to worry about buying energy in ages. I know lots of other towns that enjoy the same situation.



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2021: A new management method in various sectors...

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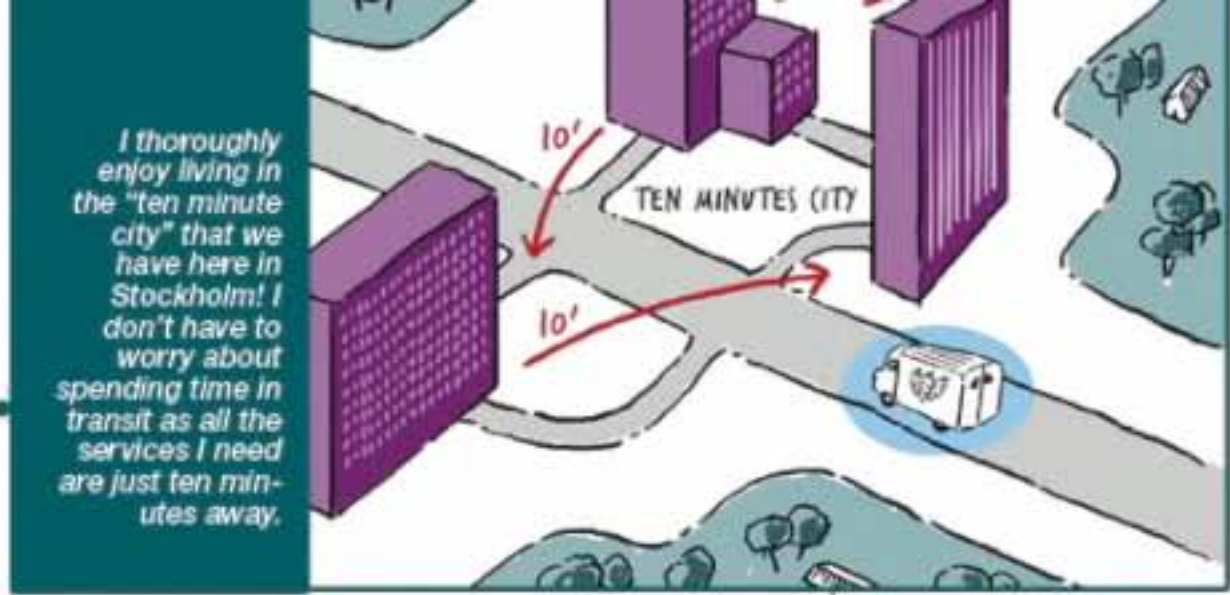
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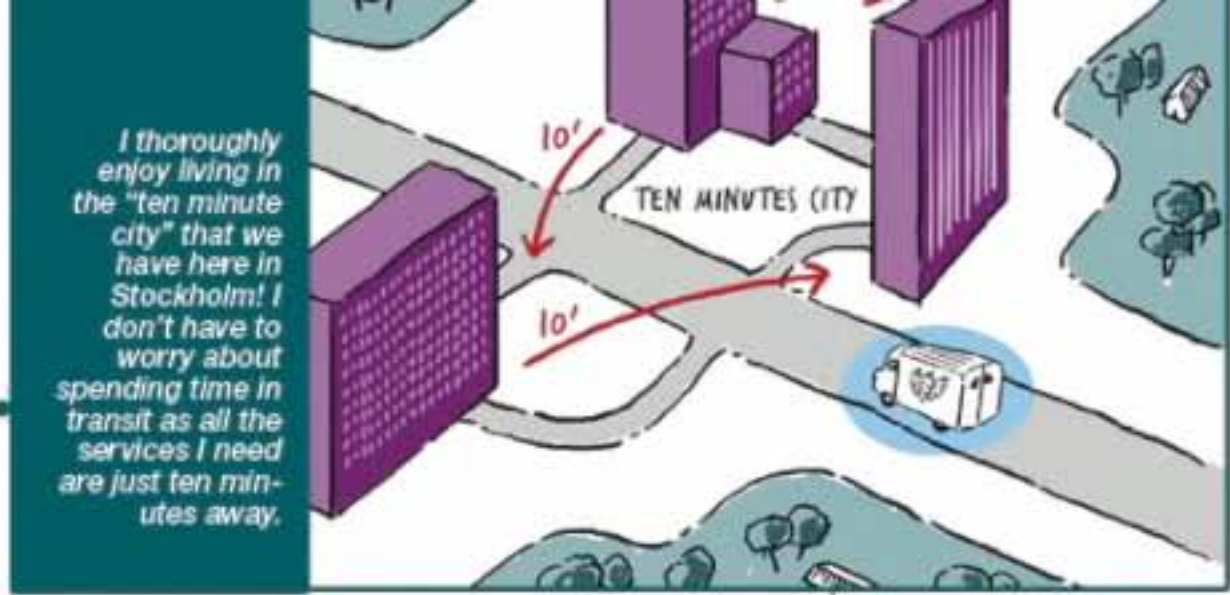
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"For my Guilds are"

2015



Green doorkeepers are a specialized guild that controls, monitors and ensures the energy efficiency of buildings and blocks. They serve as links between the neighbourhoods.

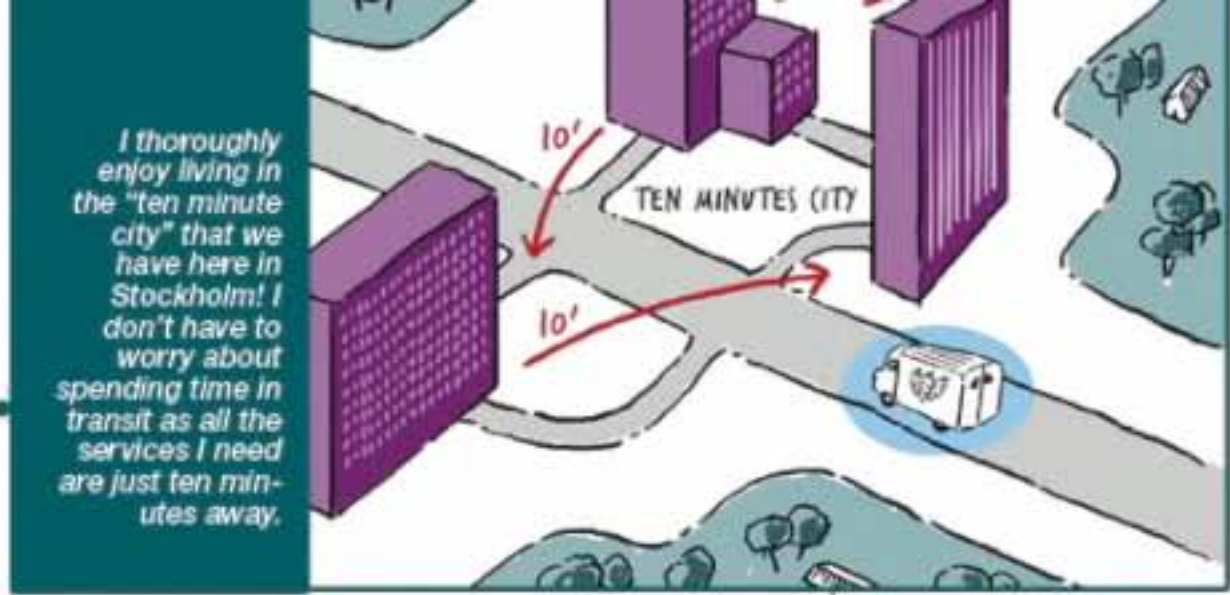
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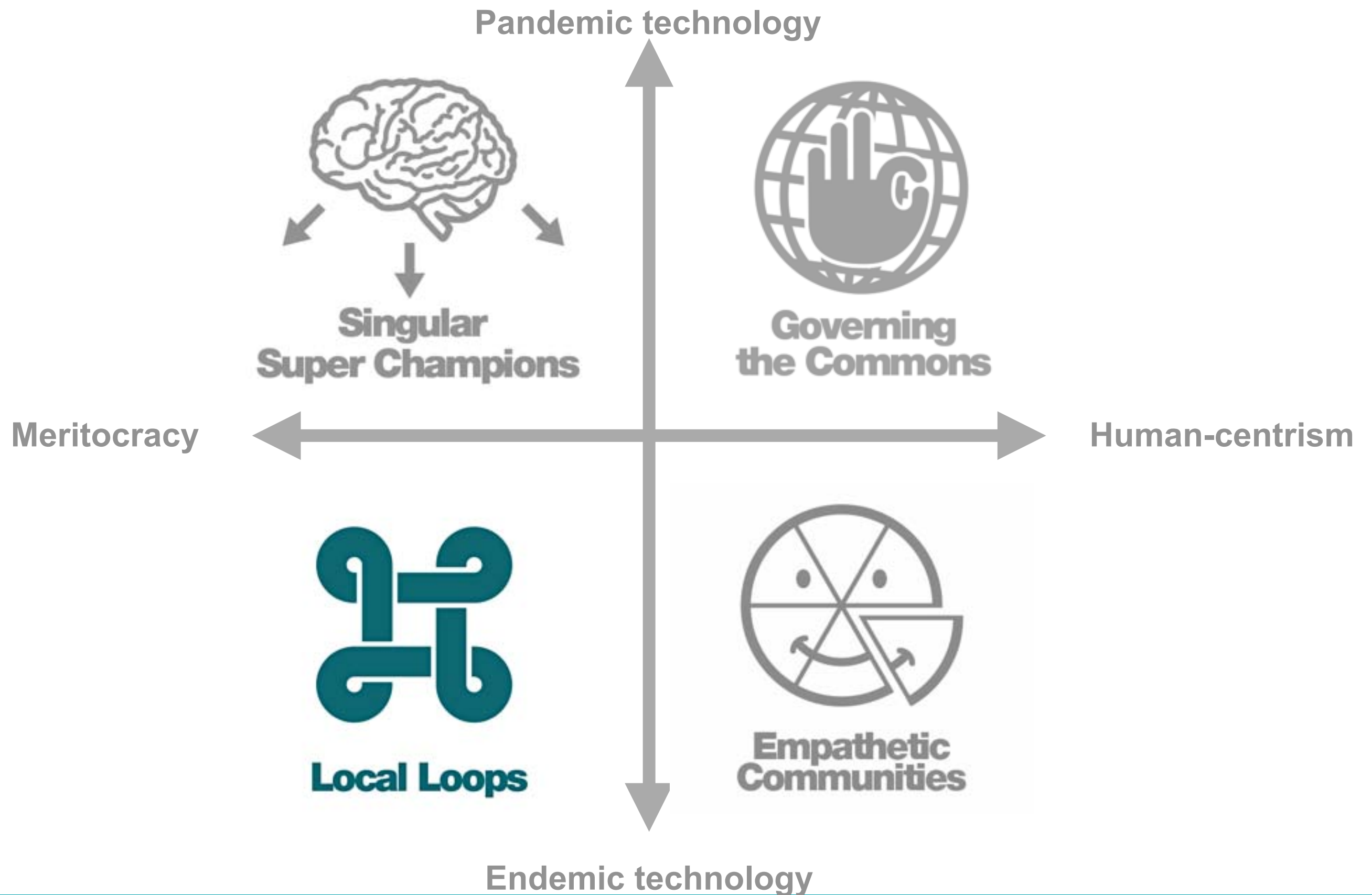
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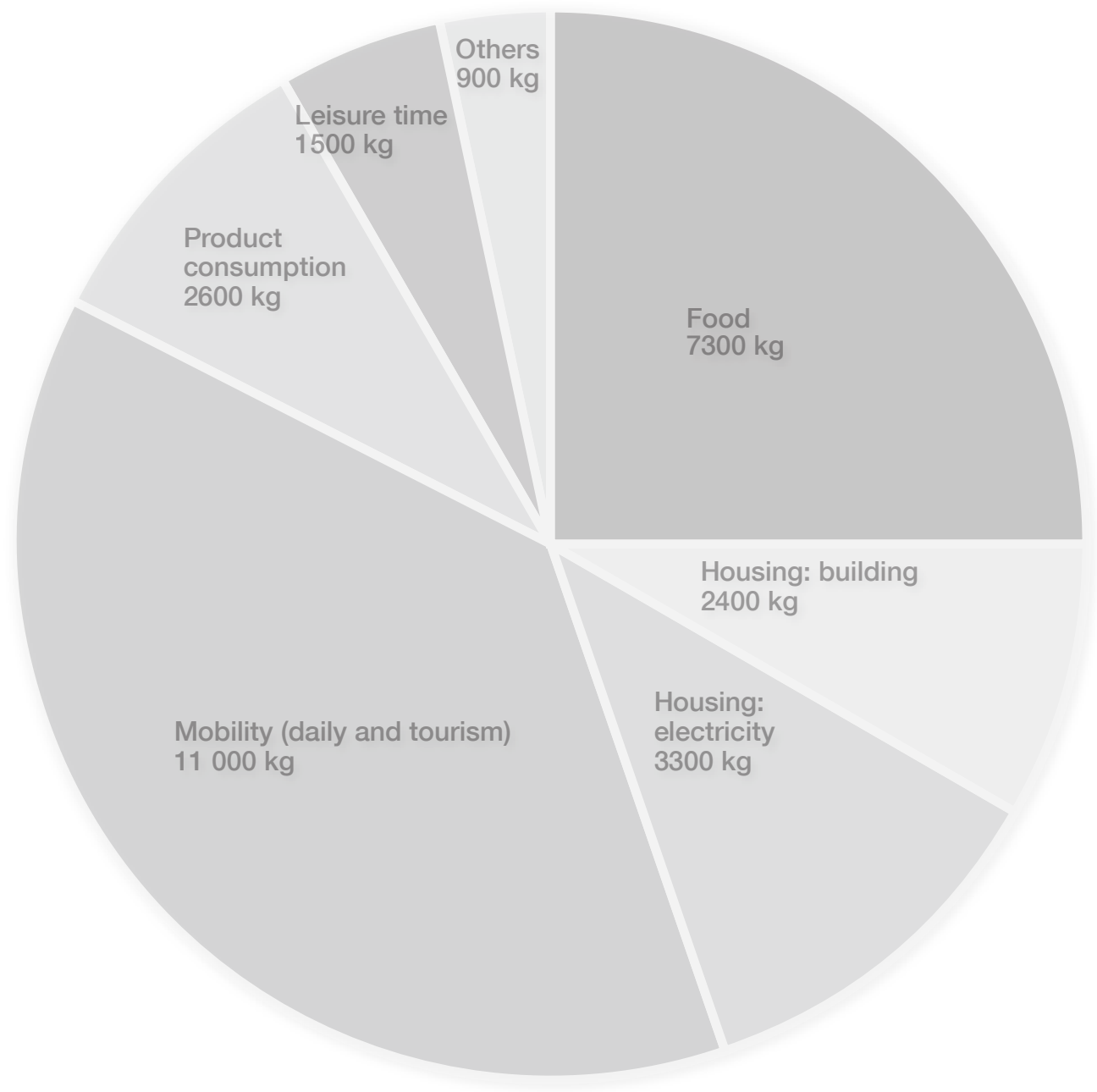
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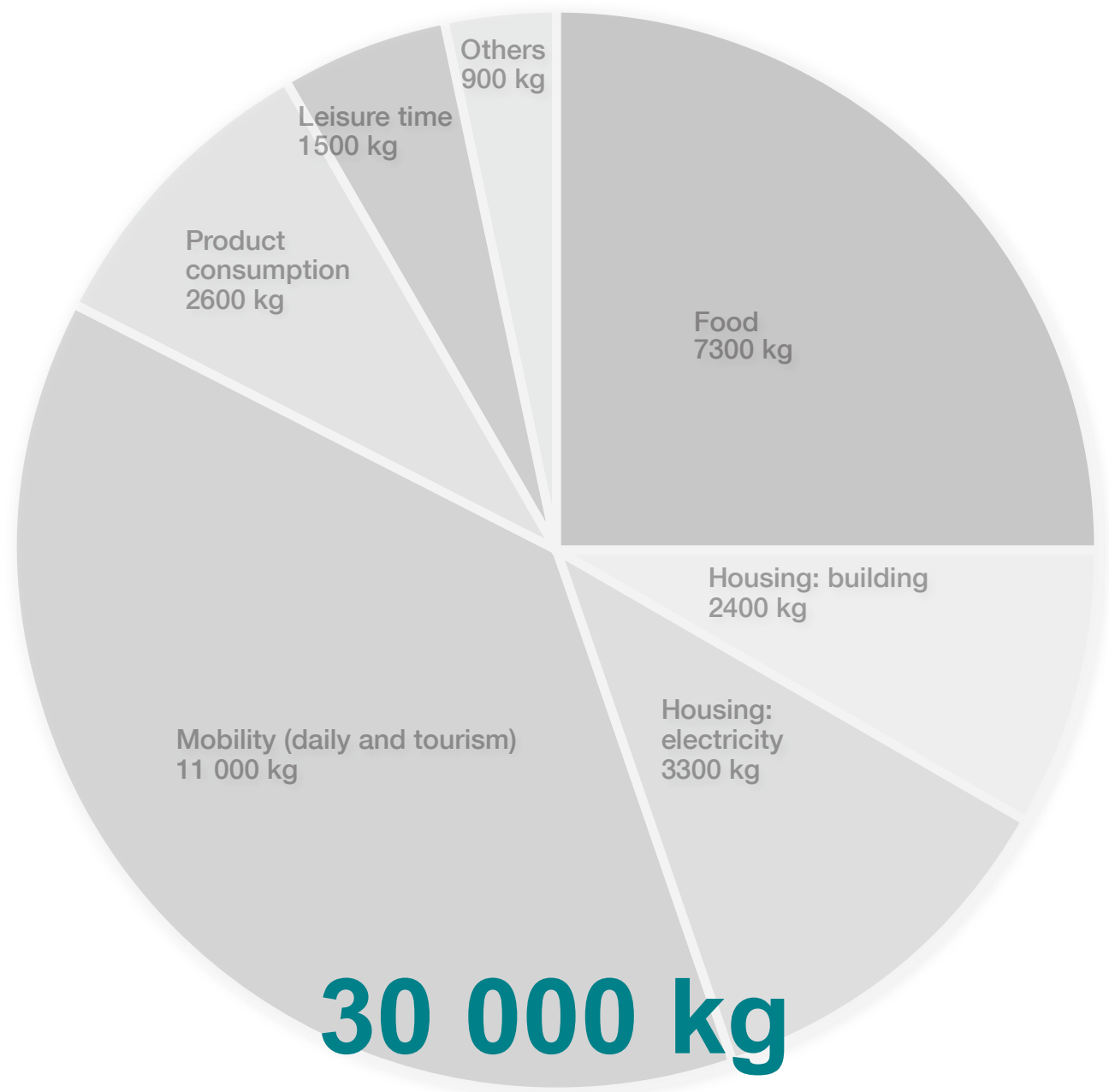
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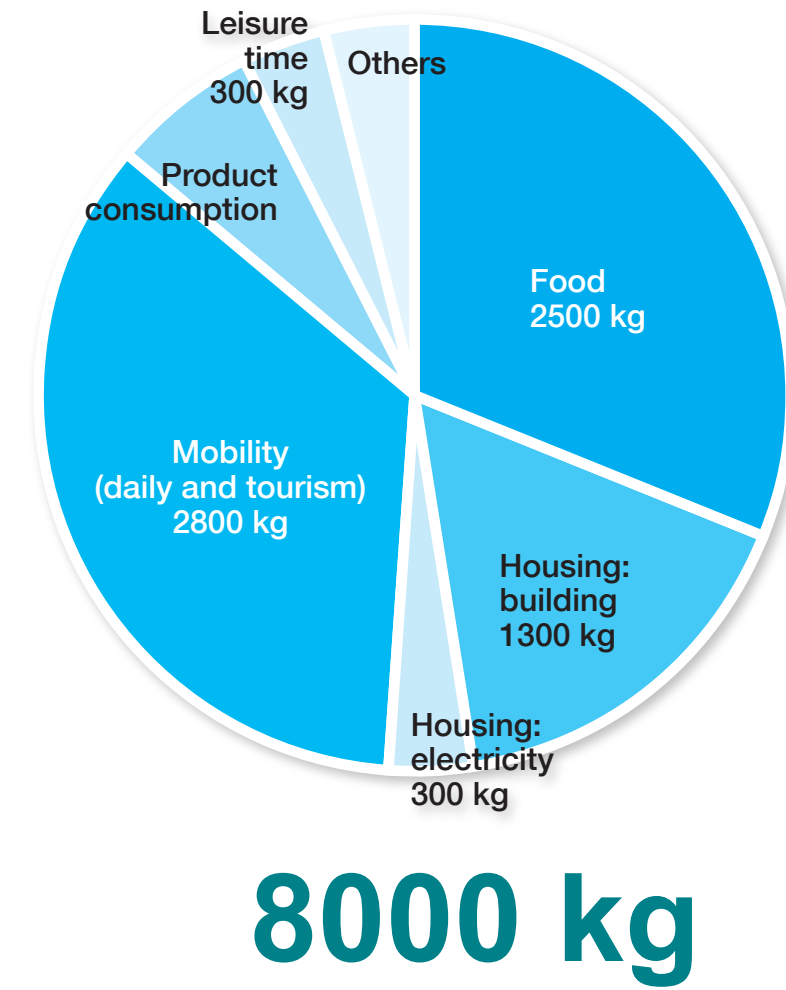
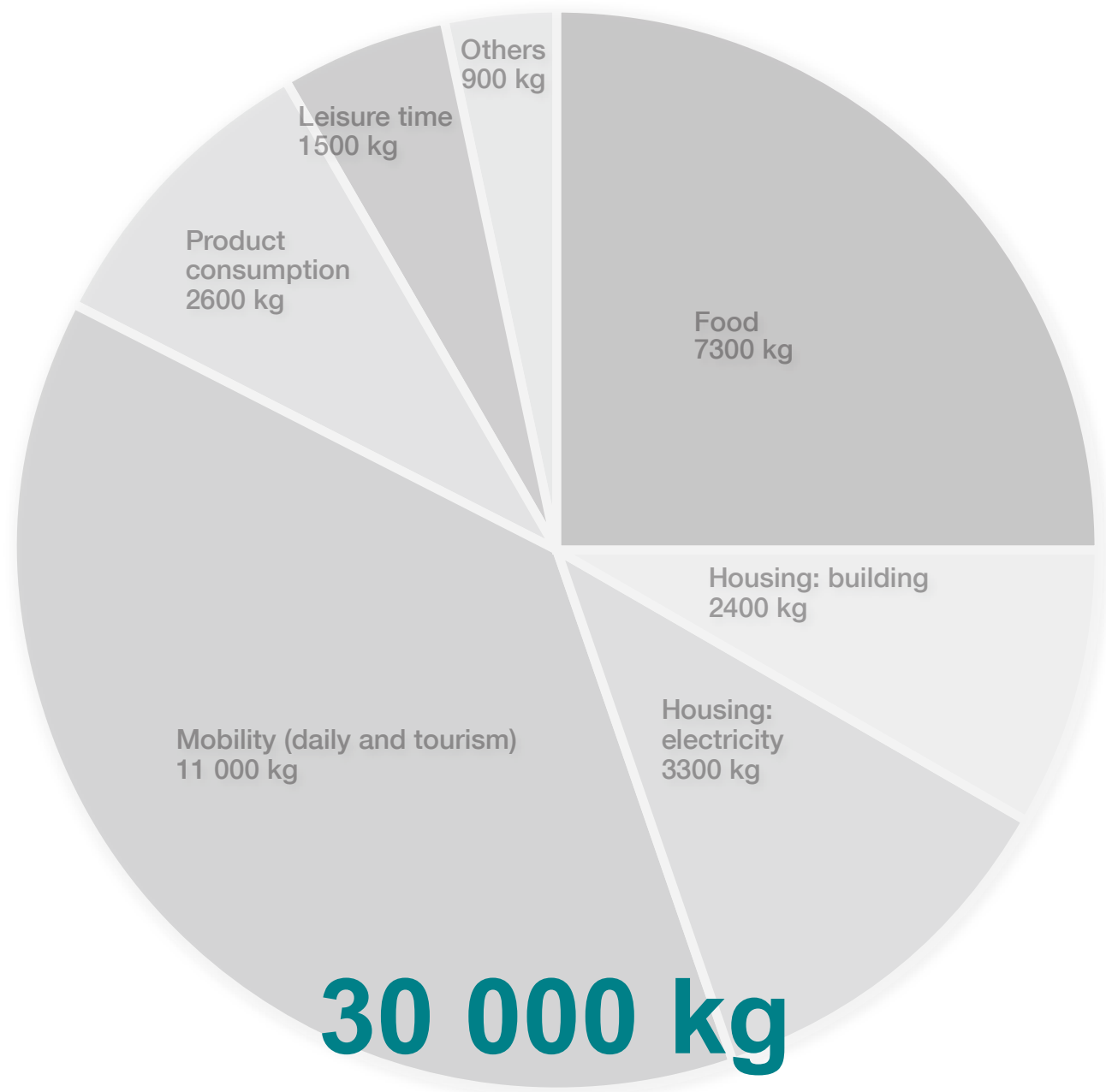
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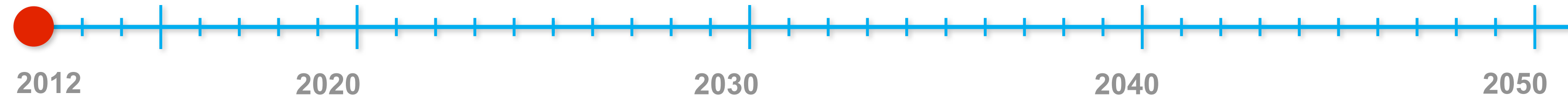
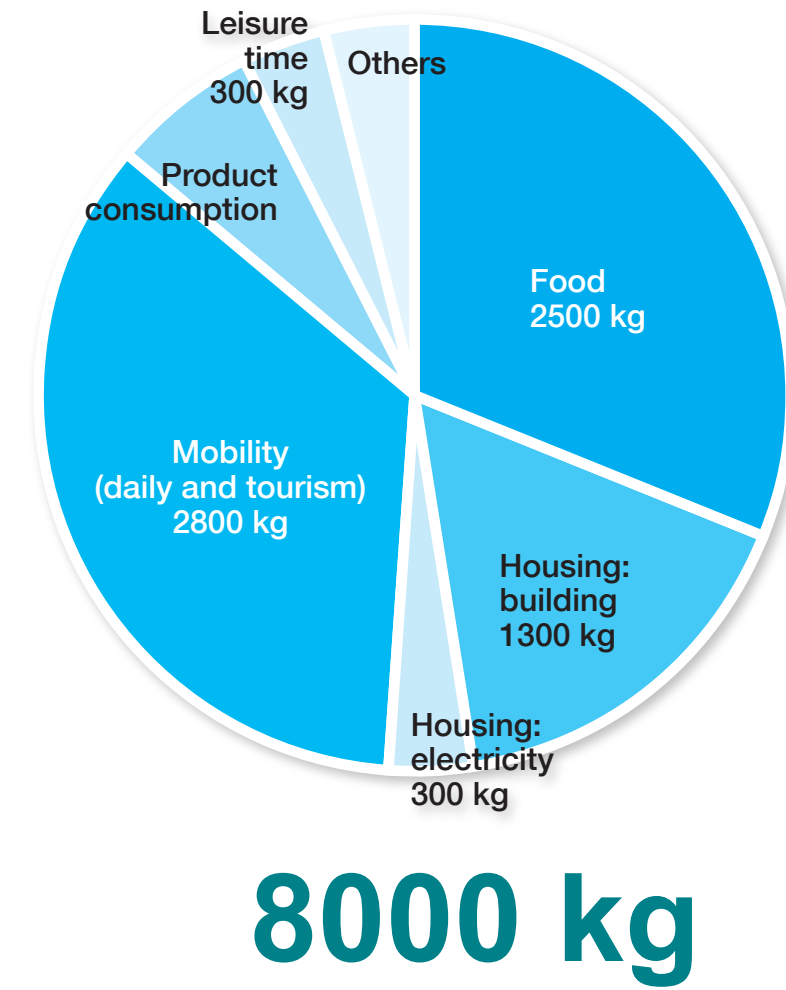
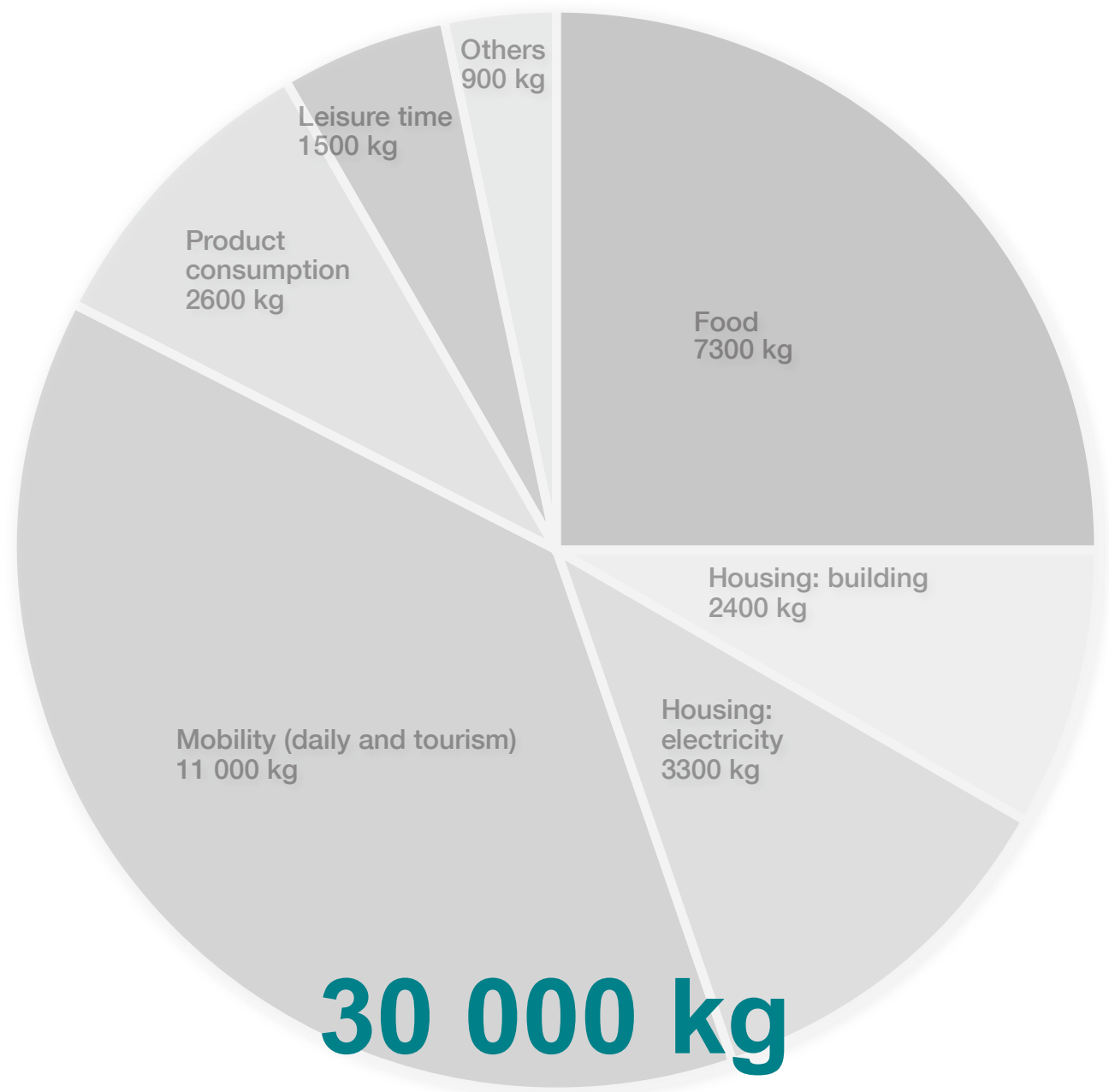


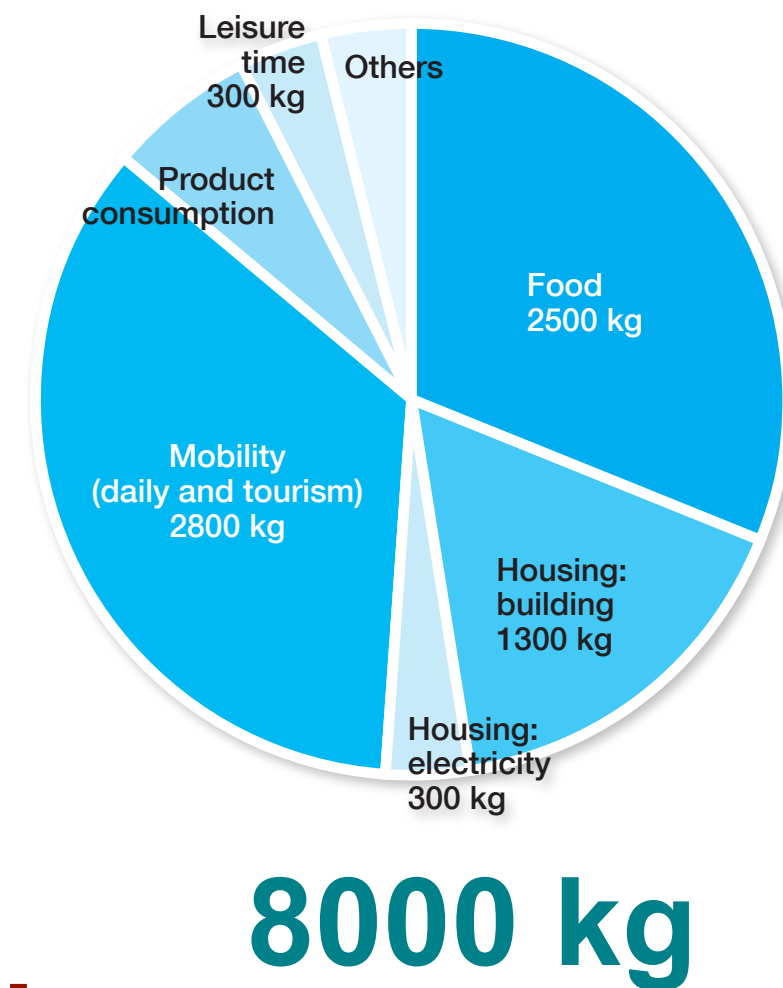
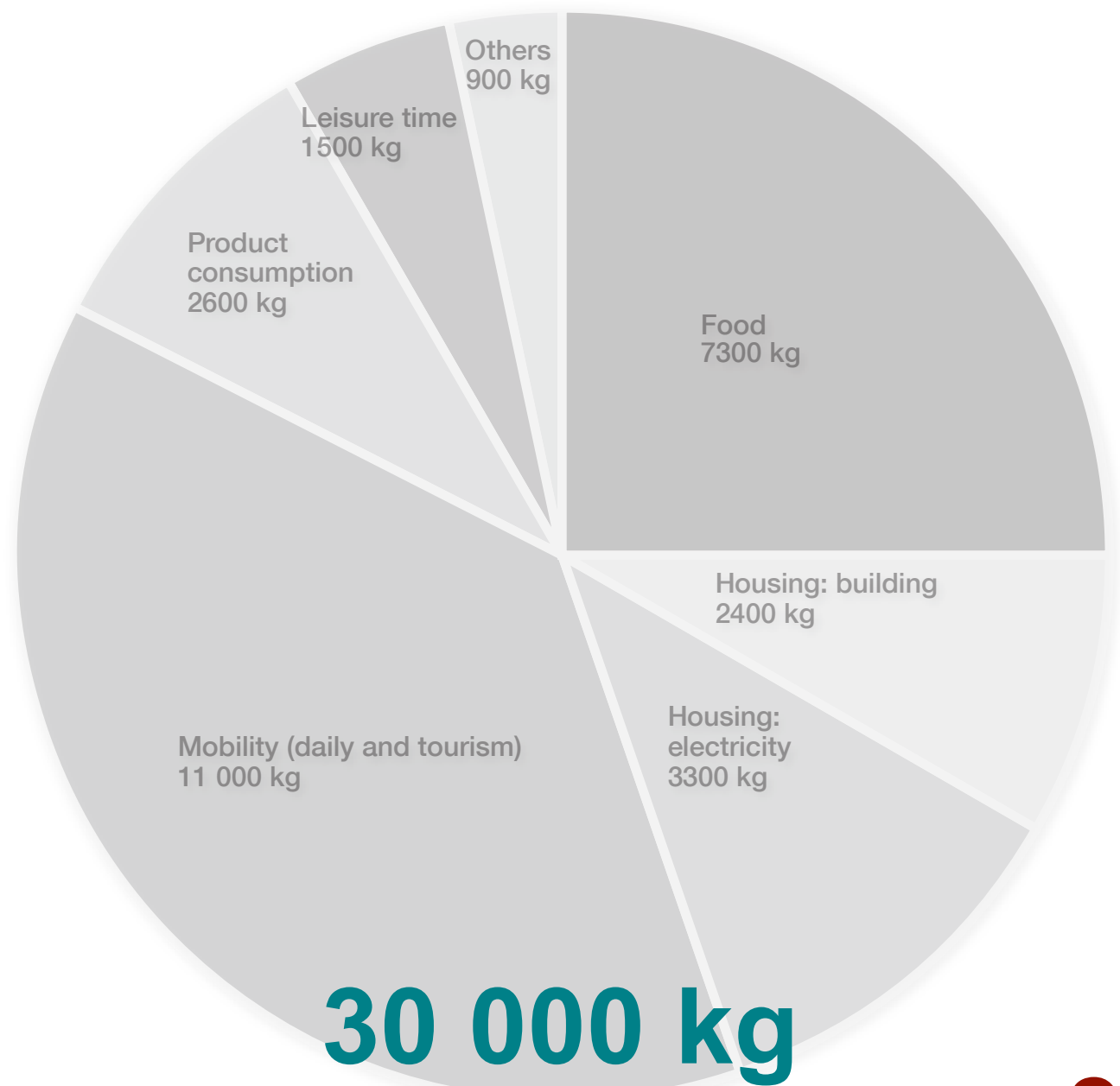
Why backcasting scenarios?



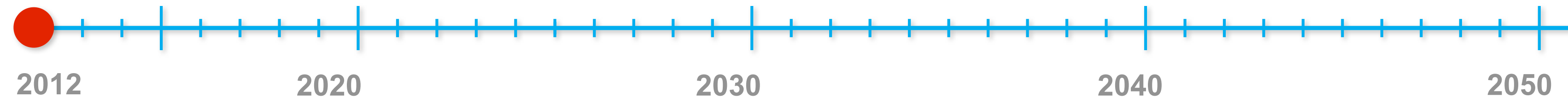


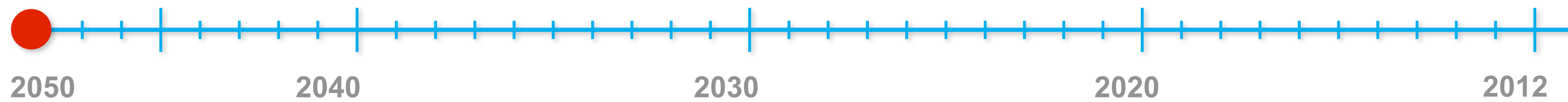
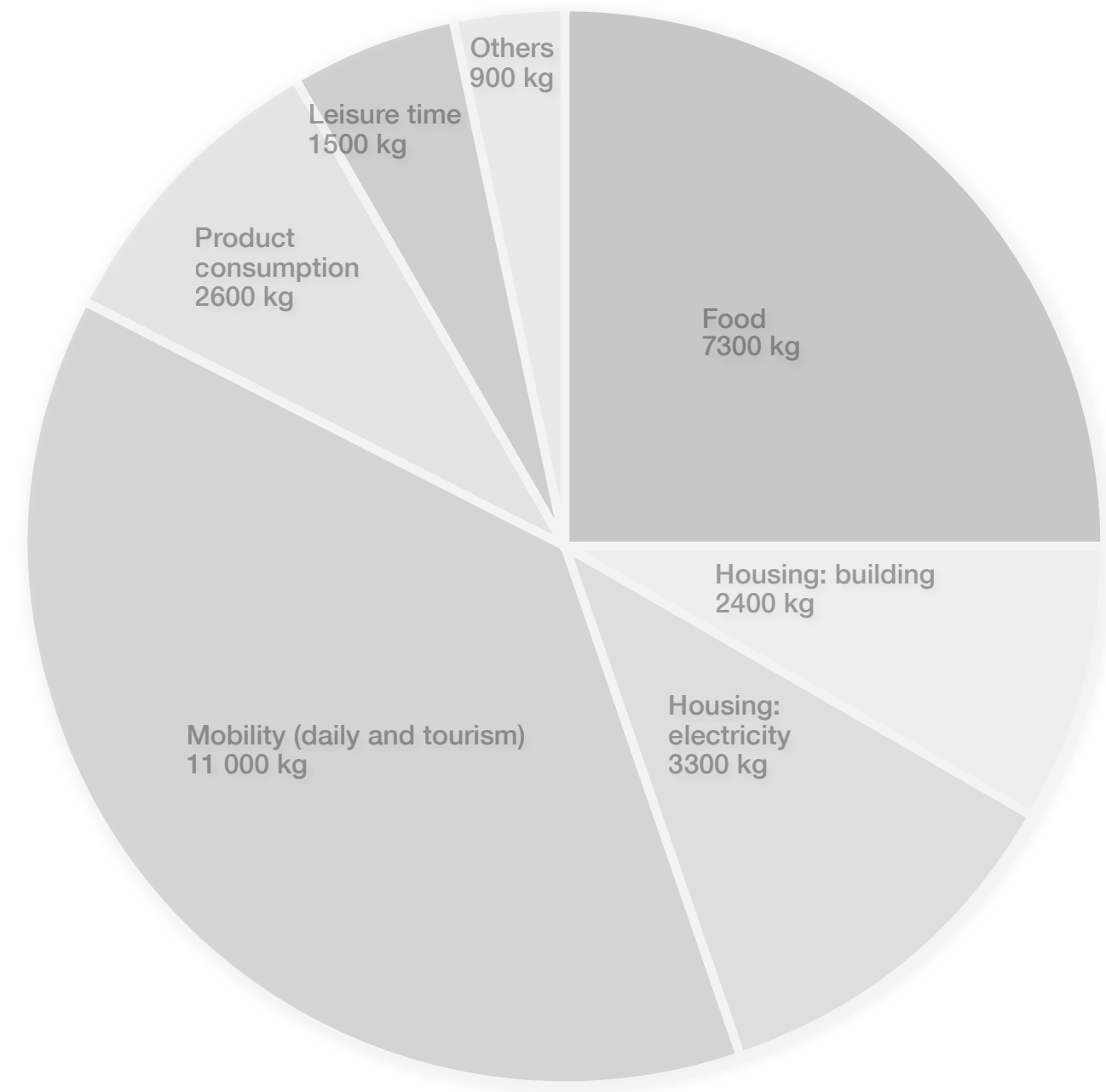
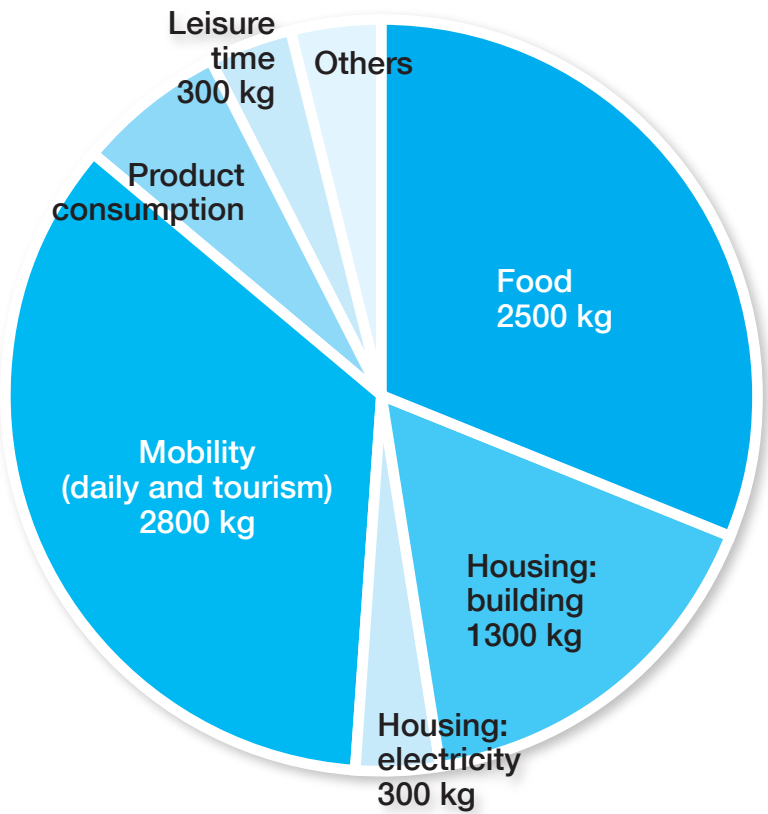


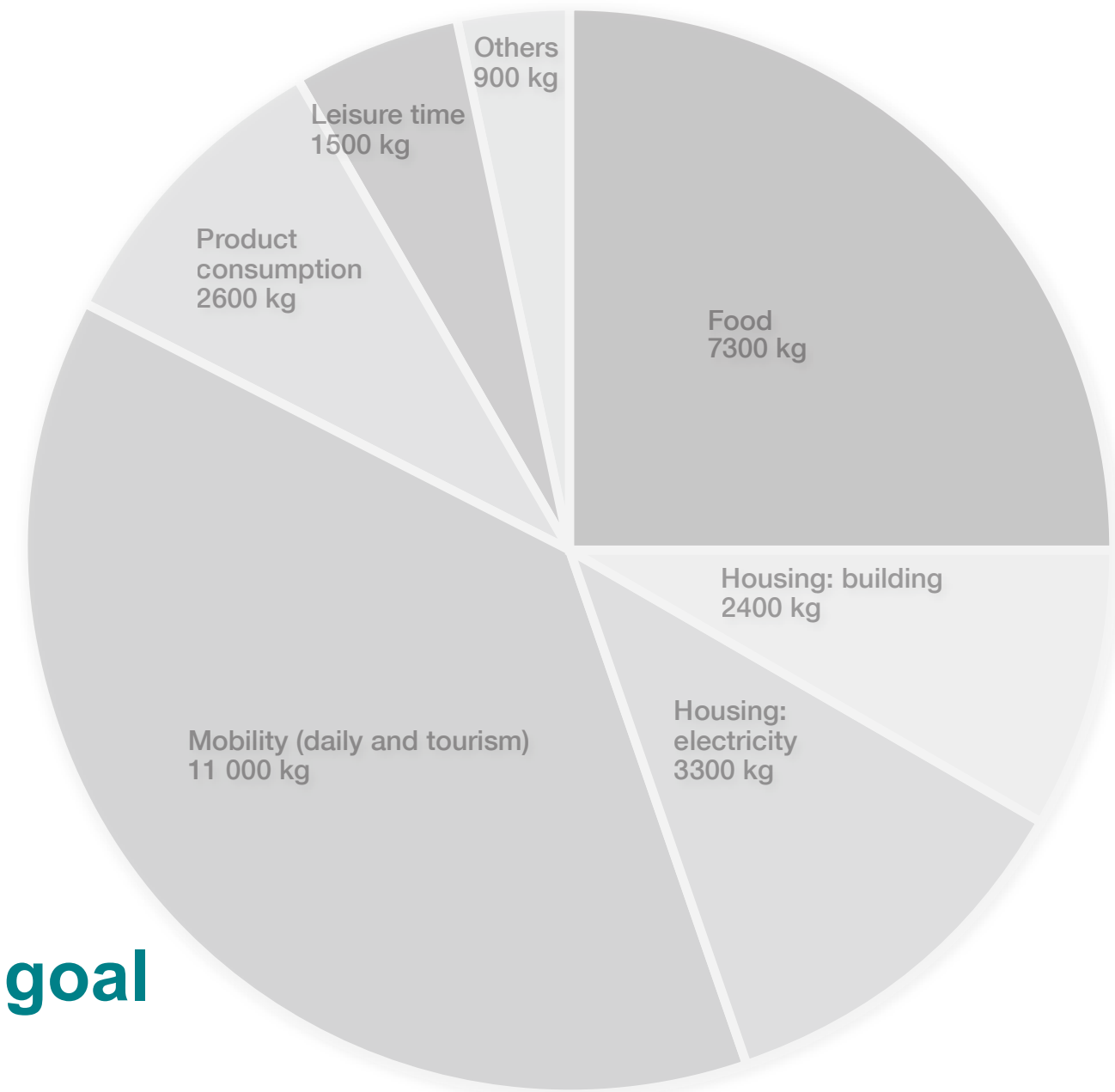
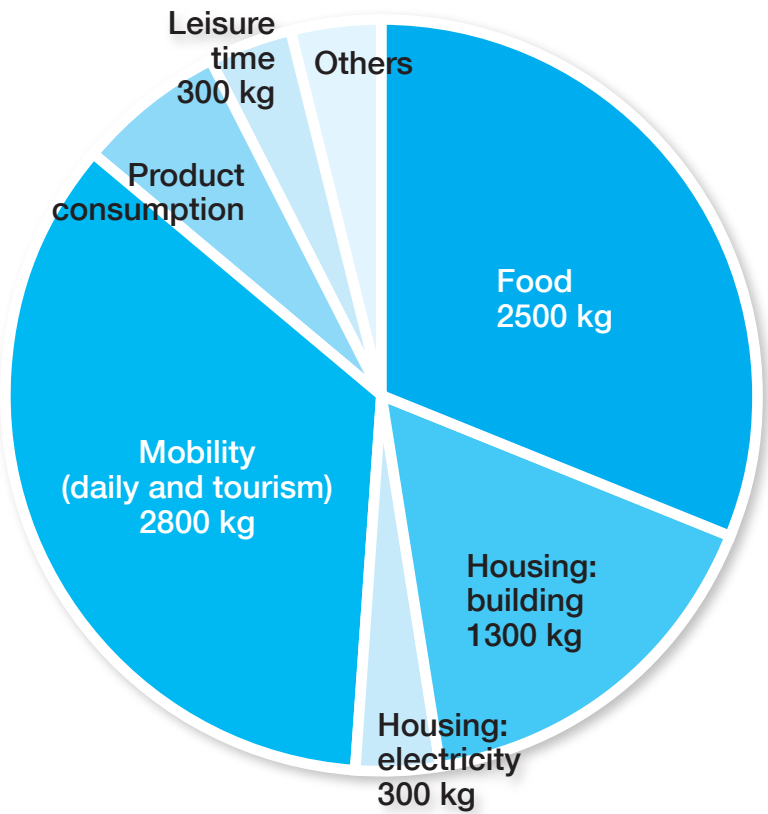




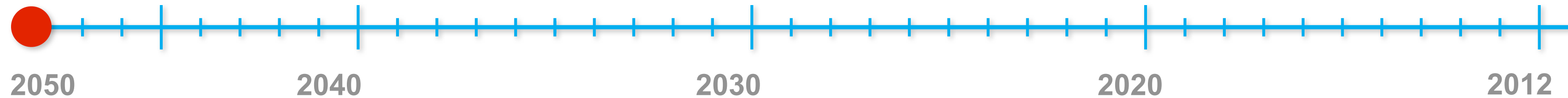
37 years = one generation

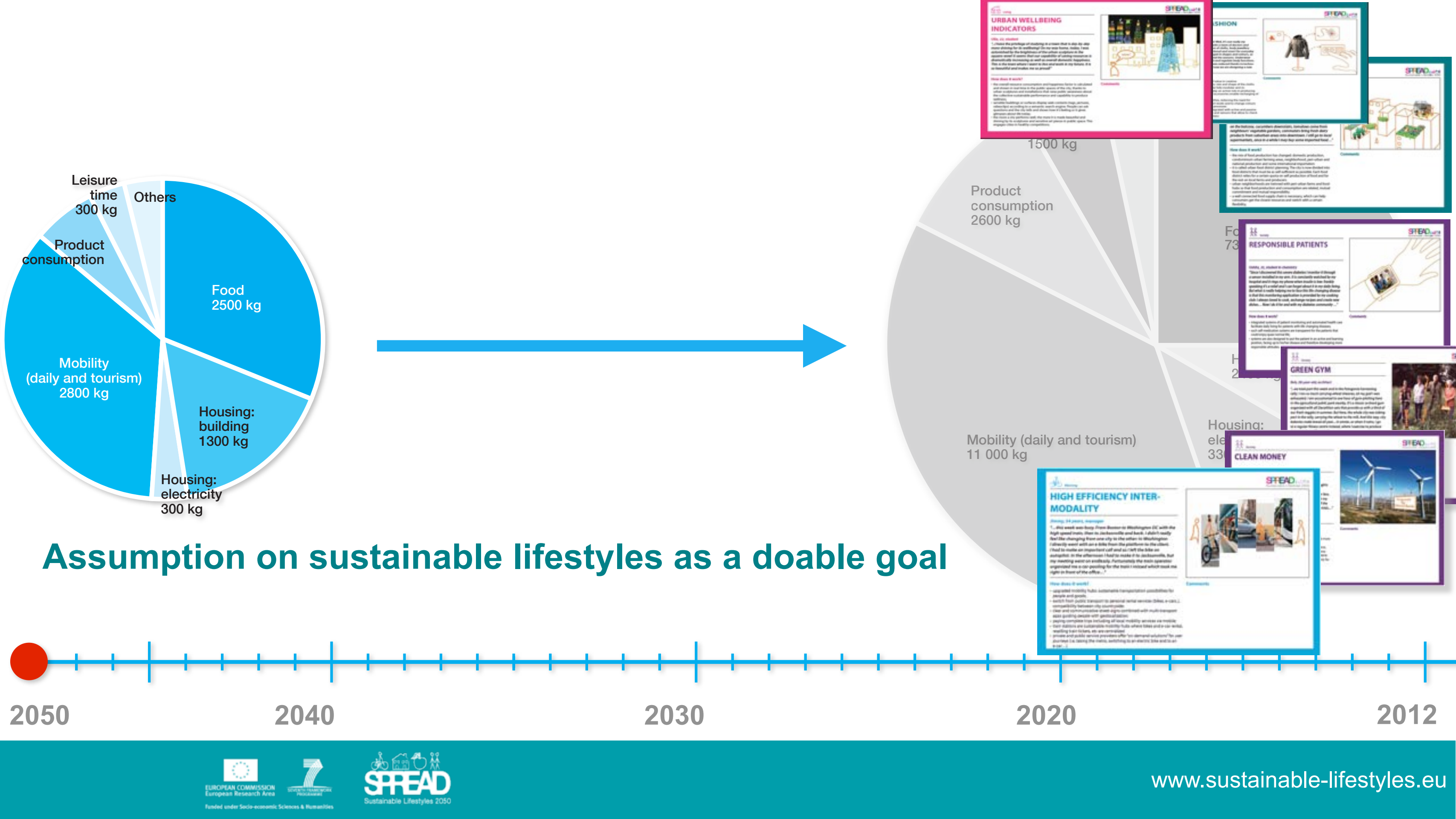




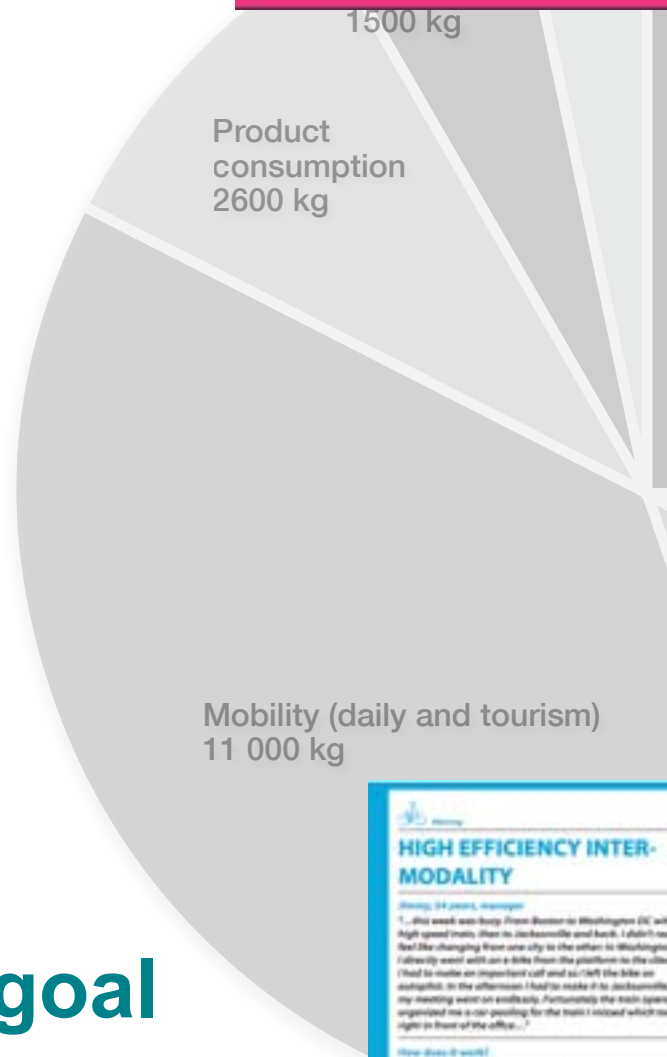
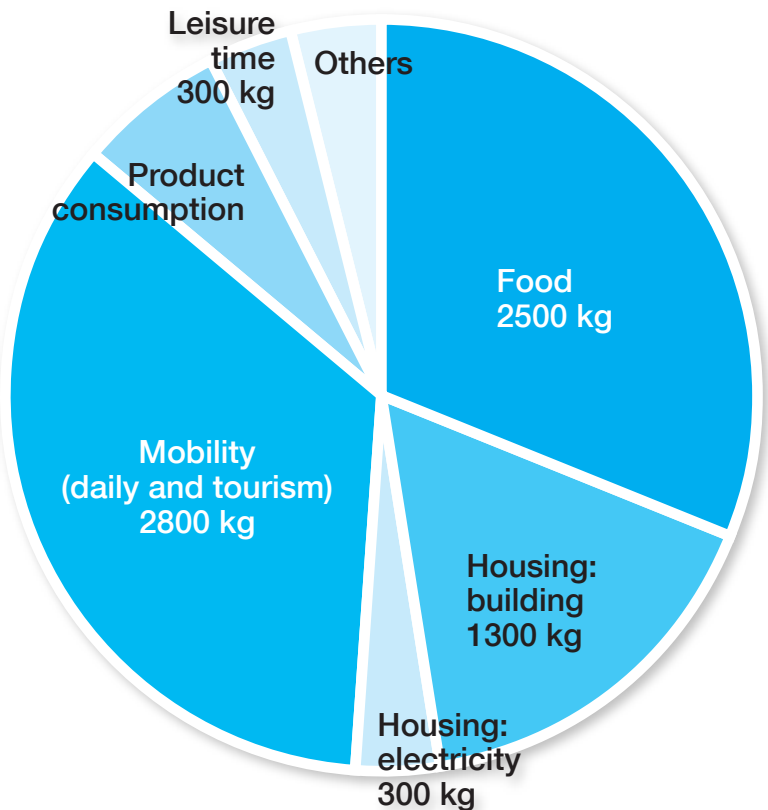


Assumption on sustainable lifestyles as a doable goal

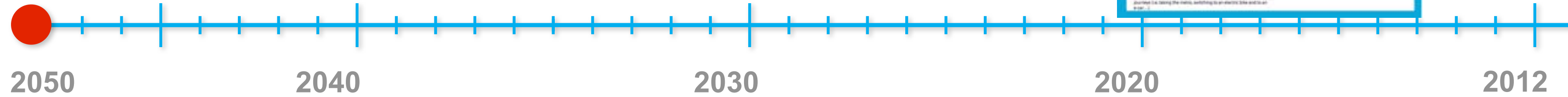




Elements of disruptive change



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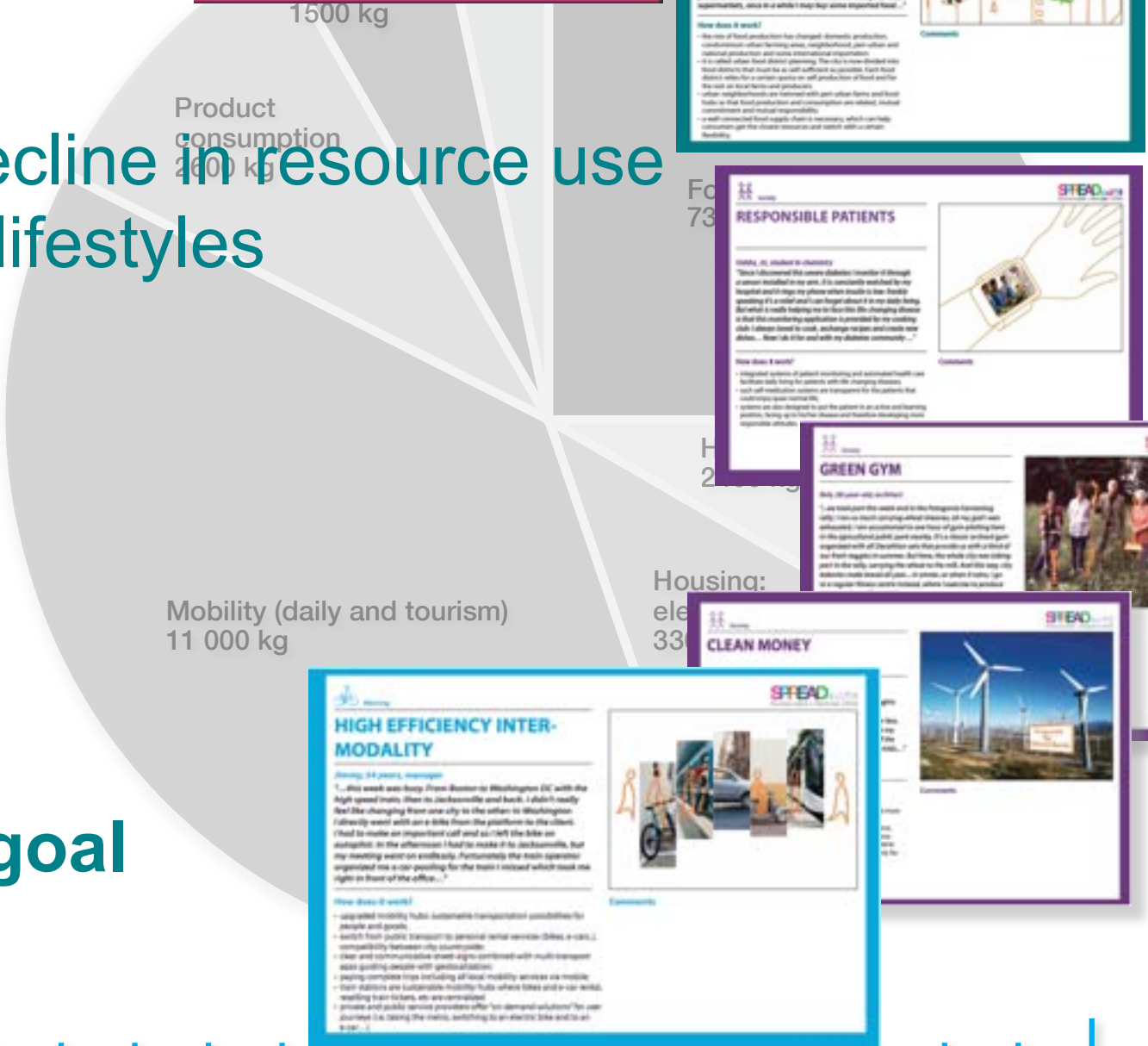
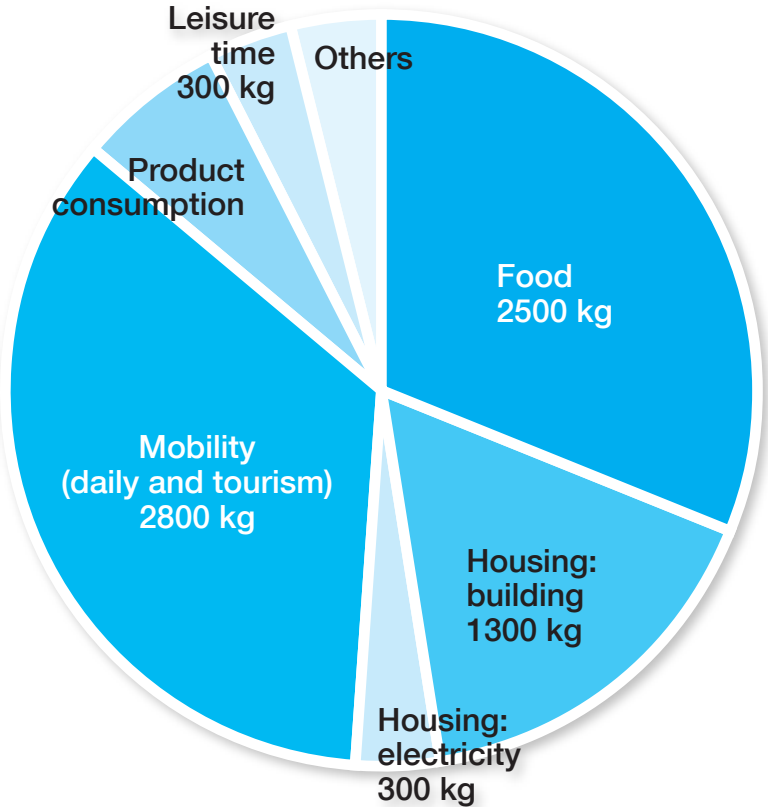


Collage of STEAD project posters for various urban wellbeing indicators:

- URBAN WELLBEING INDICATORS**: Focuses on the privilege of staying in areas that stay by the water, aiming for a 'wellbeing' in the long term.
- SHOON**: Discusses the role of food production in changing domestic production and consumption patterns.
- RESPONSIBLE PATIENTS**: Focuses on the role of patient monitoring and extended health care in the digital age.
- GREEN GYM**: Focuses on the role of green spaces in promoting health and well-being.
- CLEAN MONEY**: Focuses on the role of clean energy in promoting sustainable lifestyles.
- HIGH EFFICIENCY INTER-MODALITY**: Focuses on the role of integrated mobility hubs in providing sustainable transportation.

Elements of disruptive change

From quantitative decline in resource use to qualitative bits of lifestyles

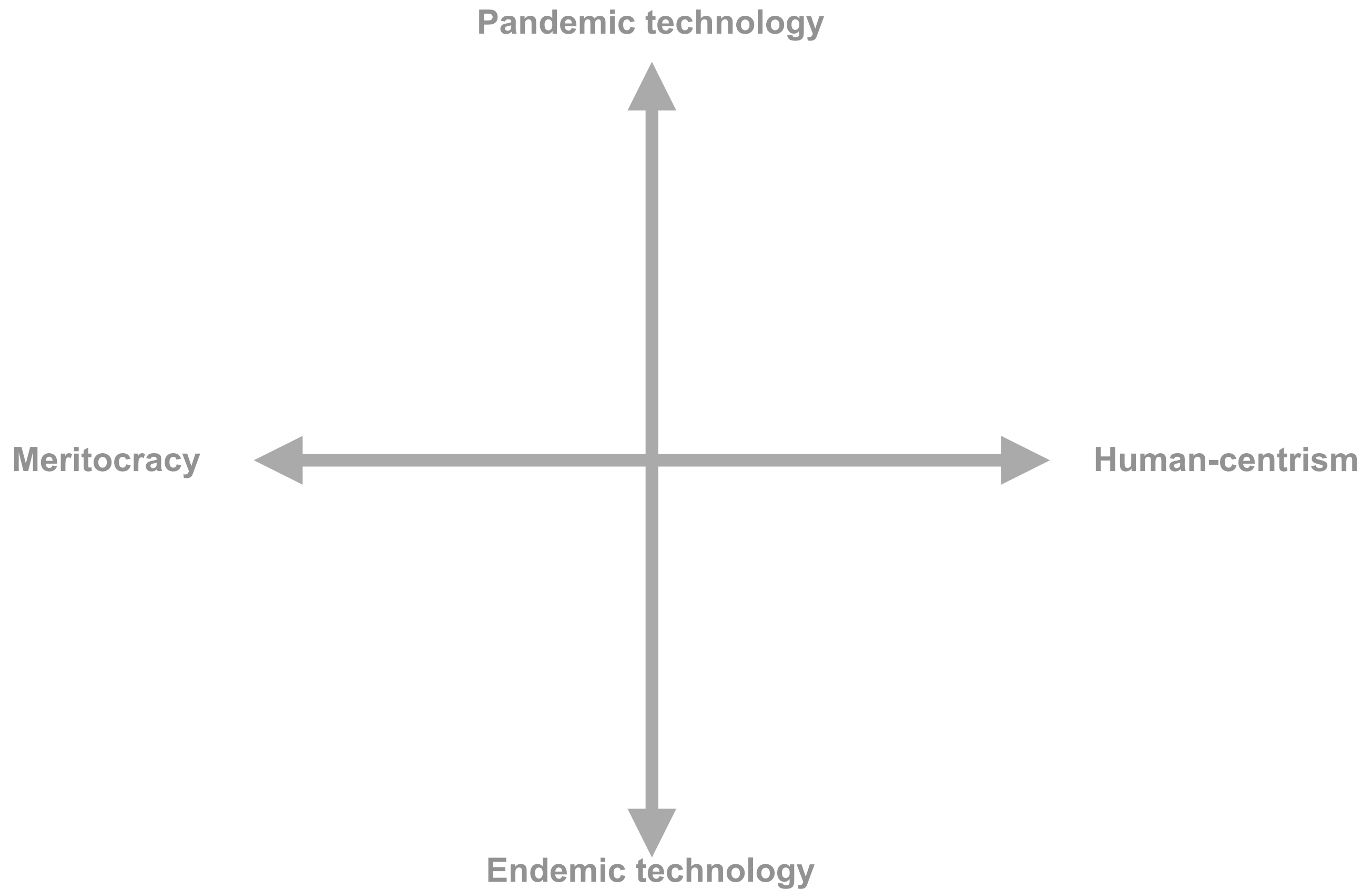


Assumption on sustainable lifestyles as a doable goal



Alternative future for sustainable lifestyles

Alternative futures **s** for sustainable lifestyles



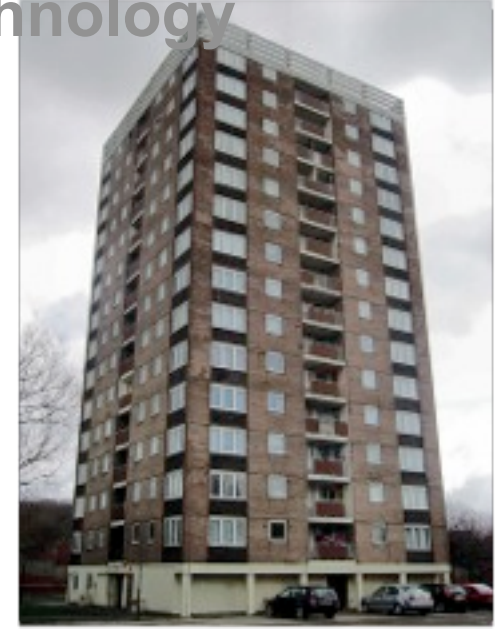


Pandemic technology

Meritocracy

Human-centrism

Endemic technology



Pandemic technology

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Meritocracy

Human-centrism



Pandemic technology



Meritocracy

Human-centrism



Endemic technology



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Meritocracy

Human-centrism



Endemic technology



Pandemic technology



Meritocracy

Human-centrism

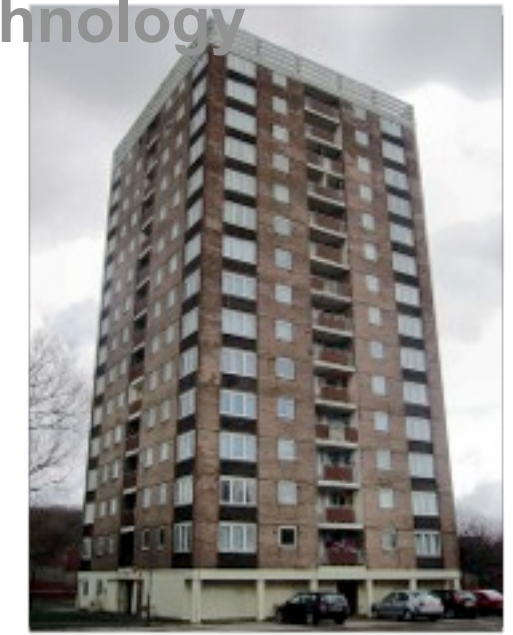


Endemic technology





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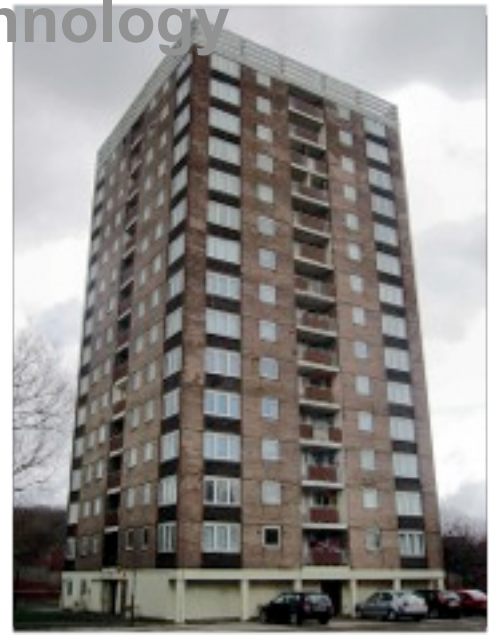


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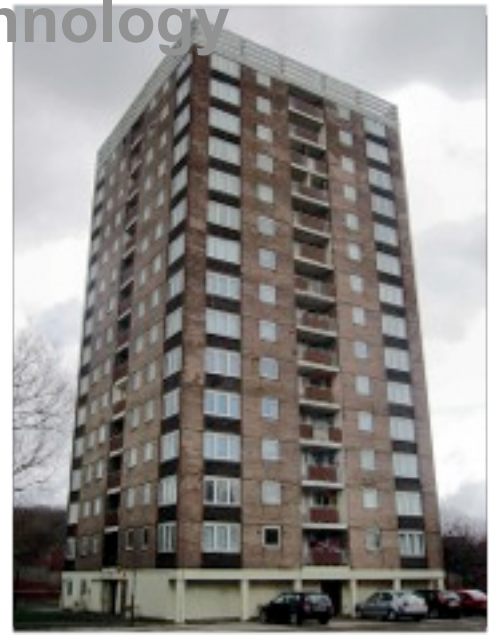


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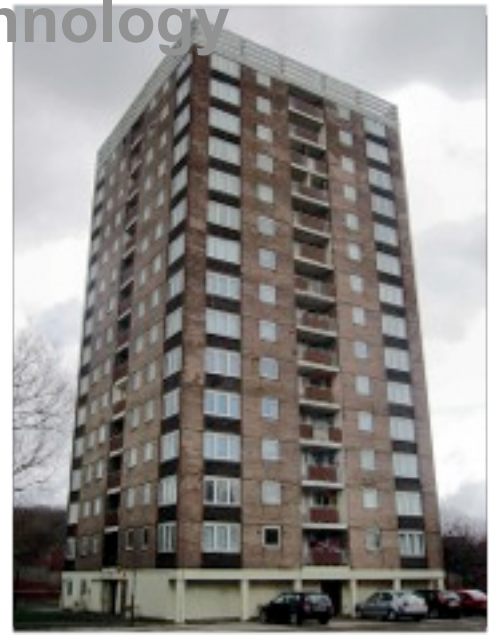


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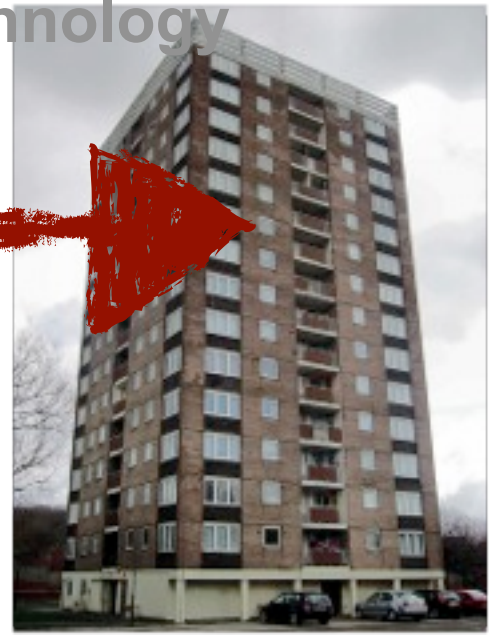


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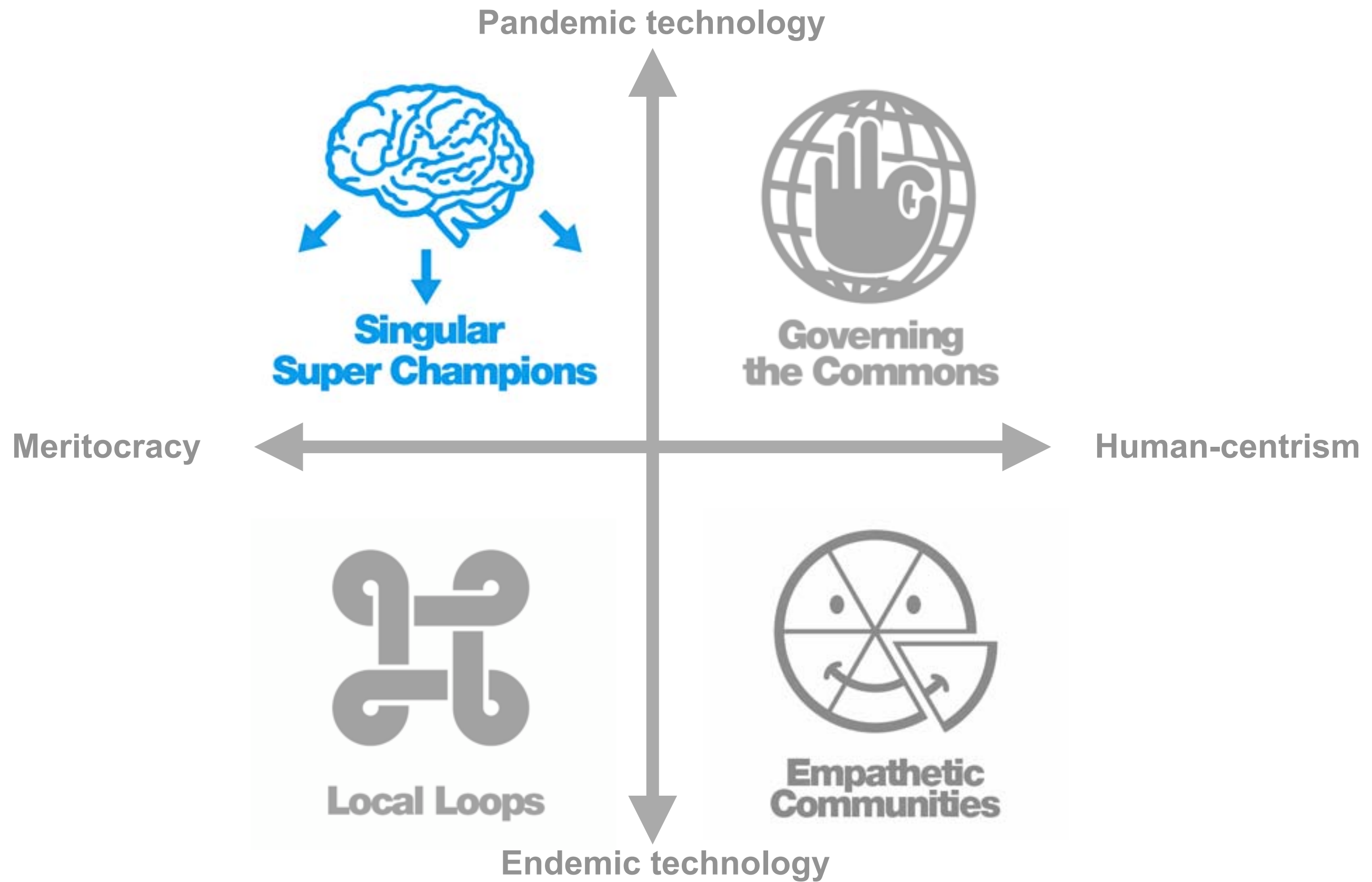


Meritocracy



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Endemic technology



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.

ROSA

HOUSEHOLD GOODS

FOODS AND BEVERAGES

EVERYDAY MOBILITY AND TOURISM

ELECTRICITY AND HEAT

BUILT HOUSING

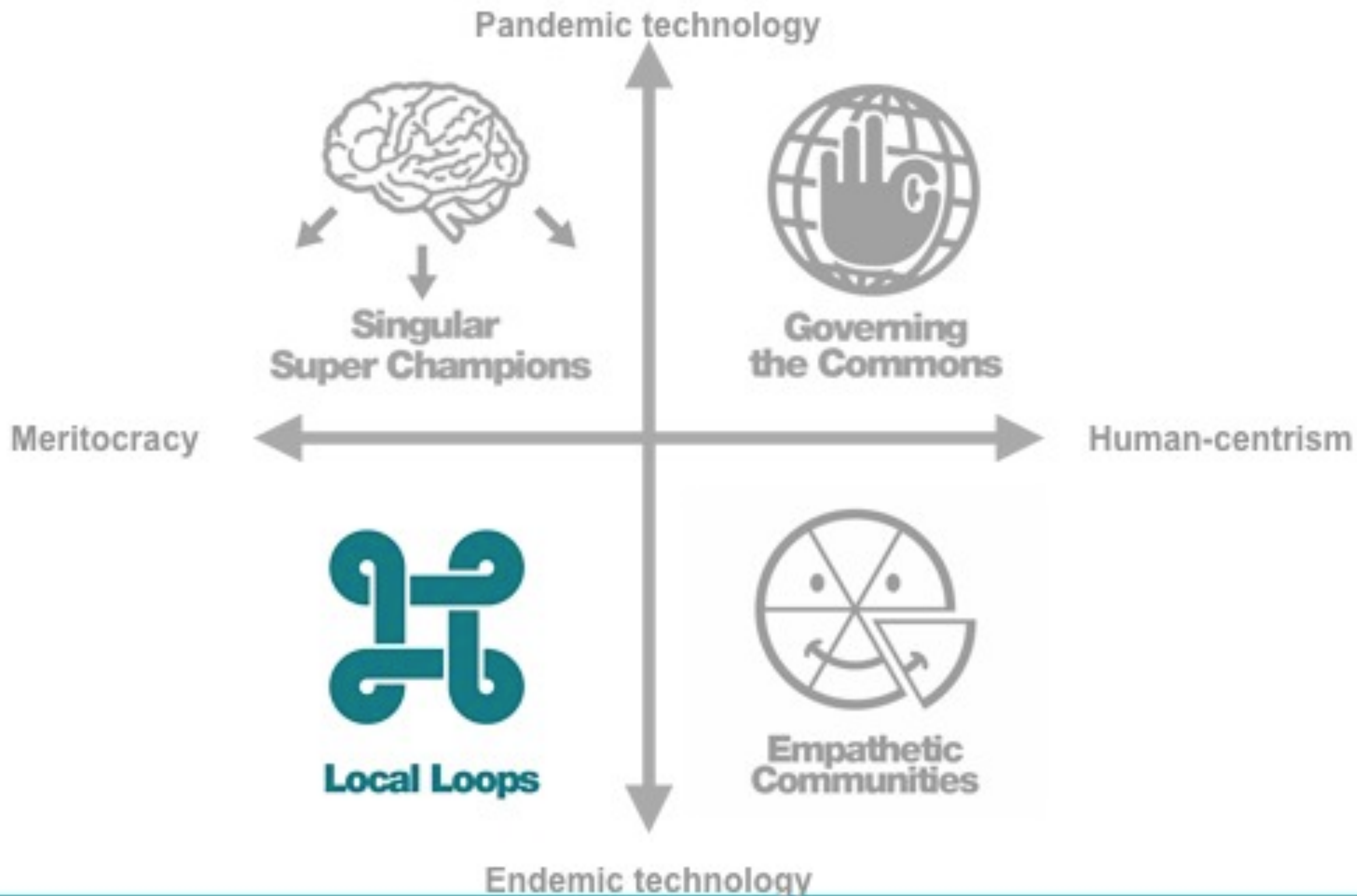
53 228 KG

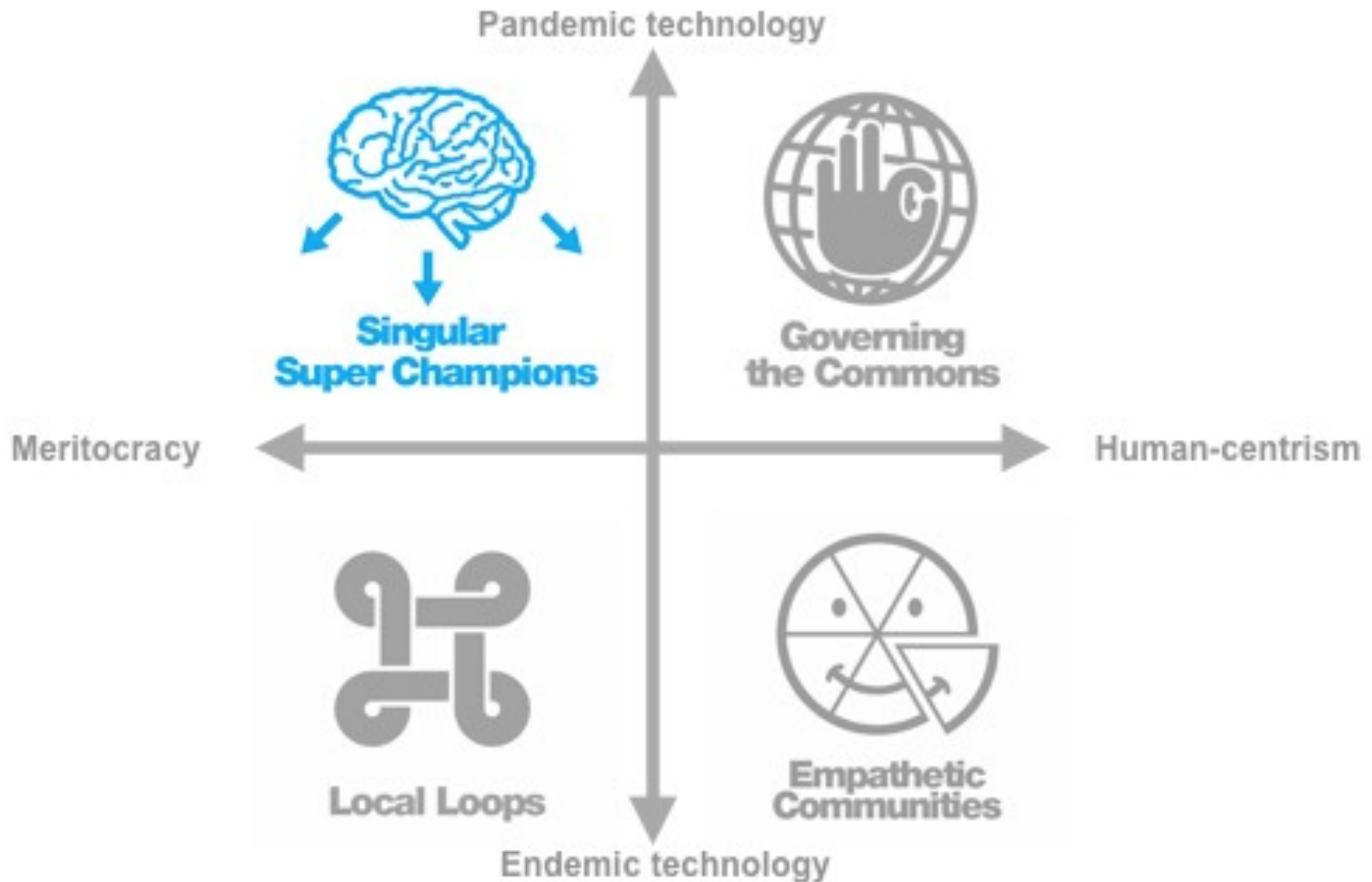
7 990 KG

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.

2012 2020 2030 2040 2050





The European Green New Deal

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Transparency gets the prices right

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I just bought an app that allows me to track my consumption. My personal purchase history is my own property now!



It's so cool that the lunch cafe at our work serves food for healthy and cost-efficient diets. It's the hottest food trend around and now I don't have to visit the coolest areas in town to enjoy it. It's right here, where I work!

2020: There is pressure to revolutionise technologically and ecologically outdated production processes and eliminate expensive and harmful incentives. Economic subsidies (e.g. fuel) will be cut and ecological costs will be internalized in prices.

Some of my employees have to spend 40% on travel as long distance commuting and rising gas prices have really hit their budgets. Most of them have already made the move to public transport and many are considering moving closer to our office.



The upcycling economy

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"Education is everywhere in daily life. Kids can log in to any object and access the so-called 'situated education programmes' and learn flexibly all through the day."

Diffused learning embedded in everyday products

School programs integrating in daily activities

Through transparent information and increased education, I'm very knowledgeable about what is healthy to eat, how much exercise is needed and what are the symptoms of different diseases. Healthcare is more preventative.

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where I wo*



I eat only food that's hyper-efficient in terms of nutrition levels. Cabbages, lentils and berries are key elements in my diet. It just makes sense!

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I returned my old shoes to the shoe store and got my store credit returned by doing so. I can now get brand new shoes and I know that it's great for the environment as well!

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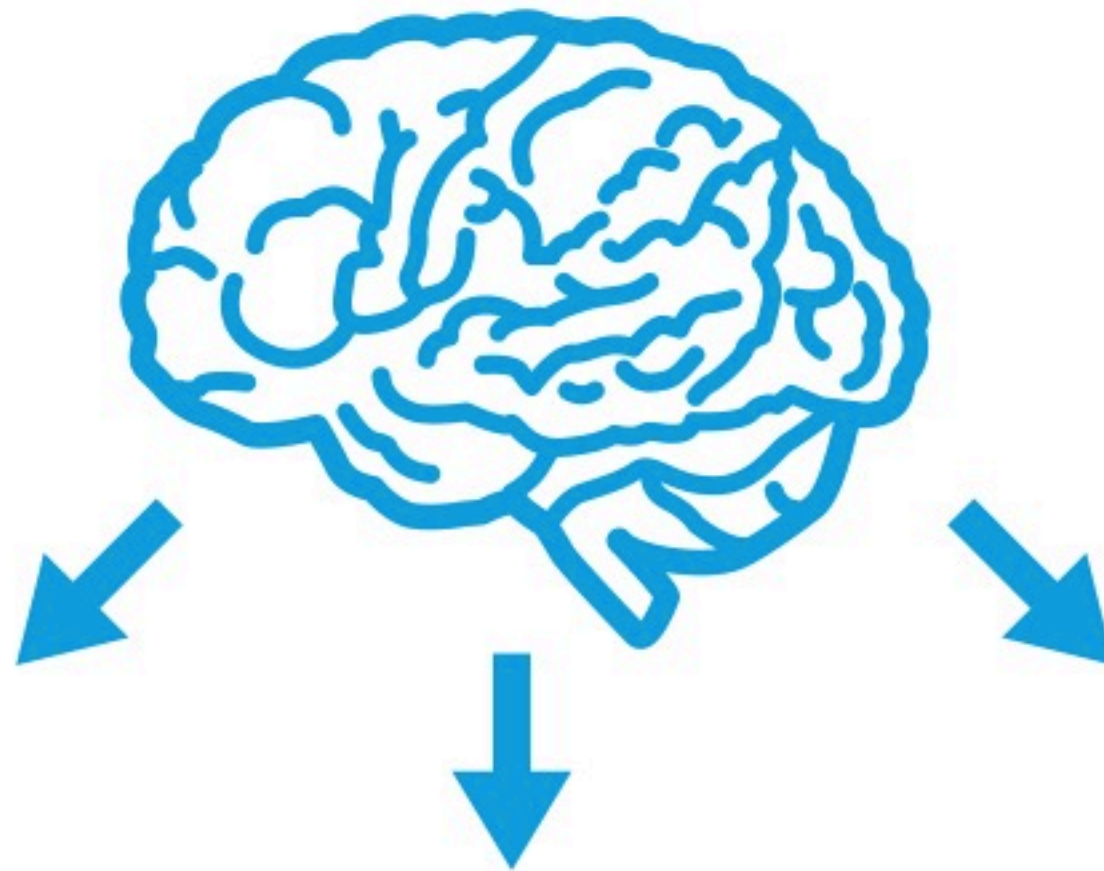
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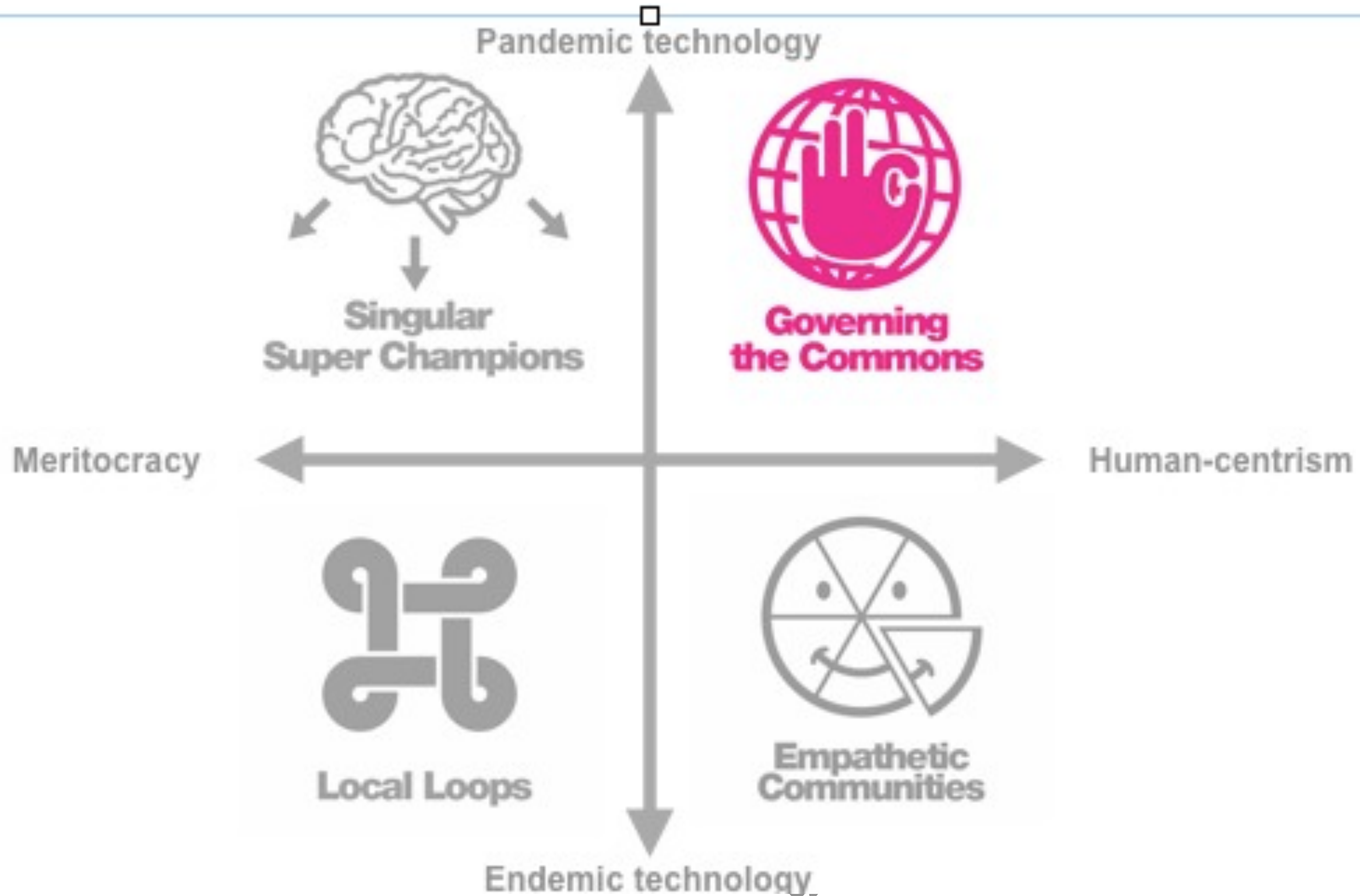
2020





Singular Super Champions

In the scenario Singular Super Champions Europe has made the leap to a new type of sustainable, competitive and equitable economy.



The 3rd industrial revolution

2015: The first 3D printers for the mass market arrive. At first, consumers have to buy specifically packed materials for the printers to work. They are inspired by work at MIT's Fab Labs. Soon consumers start to come up with their own solutions.

2017: The Christmas markets see a flurry of excitement over 3D printing.

My son never buys anything that is mass-produced. He wants to customise it all by himself. I think all of his clothes are custom made.

2018: Customised 3D printers that can use recycled materials start to dominate the markets and more traditional companies struggle to compete with goods produced at home.

Ubitech economy

2014: Social media dominates global narratives. Peer-produced content starts to emerge in the global media. The events of the 2011 Arab Spring highlight the growing importance of accessible global information networks. People get increasingly acclimated to the idea of existing online and building their personal identity through virtual means. Media moderated reality hits new heights as the internet starts to define everyday life and connect communities worldwide, producing more interest-based social groups that only ever connect in the virtual realm.

2017: The use of mesh networks (community data systems) is spreading to recycling and green "interest groups". Initially these sub-networks were developed in Living Labs and were used by the anti-corporate activists of the 2010s economic downturn.

2018: Thanks to crowd-sourcing, we know that the economic impact of nearly everything: Ecopidia is created. Eventually this transforms into GEKS, the Global Exchange and Knowledge System, a tool that connects information and helps support sustainability worldwide.

2019: Thanks to GEKS, diverse data regarding peoples' homes is gathered. Based on this data, inhabitants receive feedback which encourages home repairs that help to maximize energy efficiency.



2020: The program is identifying the best ways to improve your home energy efficiency.

Better work creates well-being

Eventually people's working patterns change across countries.

Fewer and fewer people work permanently for one company. Diversification in work patterns increases.

2016: Companies promoting sustainability begin to dominate the markets: Several technology companies introduce Green Earth policies and sustainability indexes, as they are seen as the only way to gain a position as market leader.

2017: A Europe-wide study reveals that sustainability and ethics are the main motivational drivers for workers.

"I found your flat to be very inefficient in energy use," states an energy repair service that has monitored my apartment.

2019: Companies have embraced sustainable practices in order to increase employee motivation. Step by step this leads to a behaviour change in peoples' lives as well. Work and home behaviours start to overlap with each other.

2020: Companies redesign their human resources strategies as an increasing number of talented individuals start looking for entrepreneurial opportunities.

Wikidemocracy

Global treaties are out of reach, which drives people to express their frustration with governments' and corporations' inability to genuinely intervene in the increasingly apparent effects of climate change and rising resource prices.

2015: A global network of energy-conscious consumers starts openly using electric cars, smart consumption solutions and to monitor their personal everyday climate impact. These early adopters help create growing platforms for emerging technologies and momentum for supportive policies.



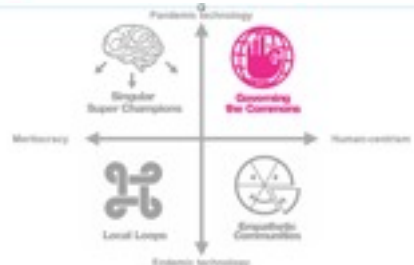
When I look outside the window, I can enjoy green walls blooming with flowers, the pump cleaning the water, the solar panels slowly turning to the sun.

2019: Earth treaty by UN: national democracy has to respect the limits of the earth.



I can use the highly efficient urban mobility system to buy groceries and have them delivered straight to my home.

2021: A new generation of citizens who have information about their behavior and citizen initiatives is to reform consumer behavior.



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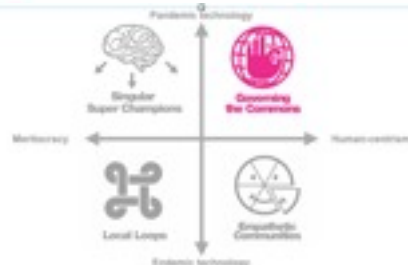


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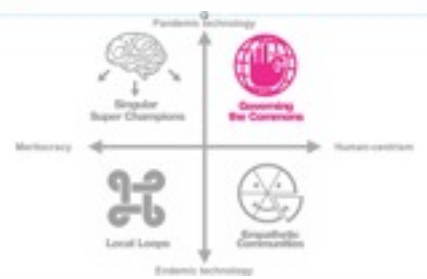
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The 3rd industrial revolution

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Better work creates well-being

Eventually people's working conditions improve in all countries. Fewer and fewer people work permanently for one company. Diversification in work patterns increases.

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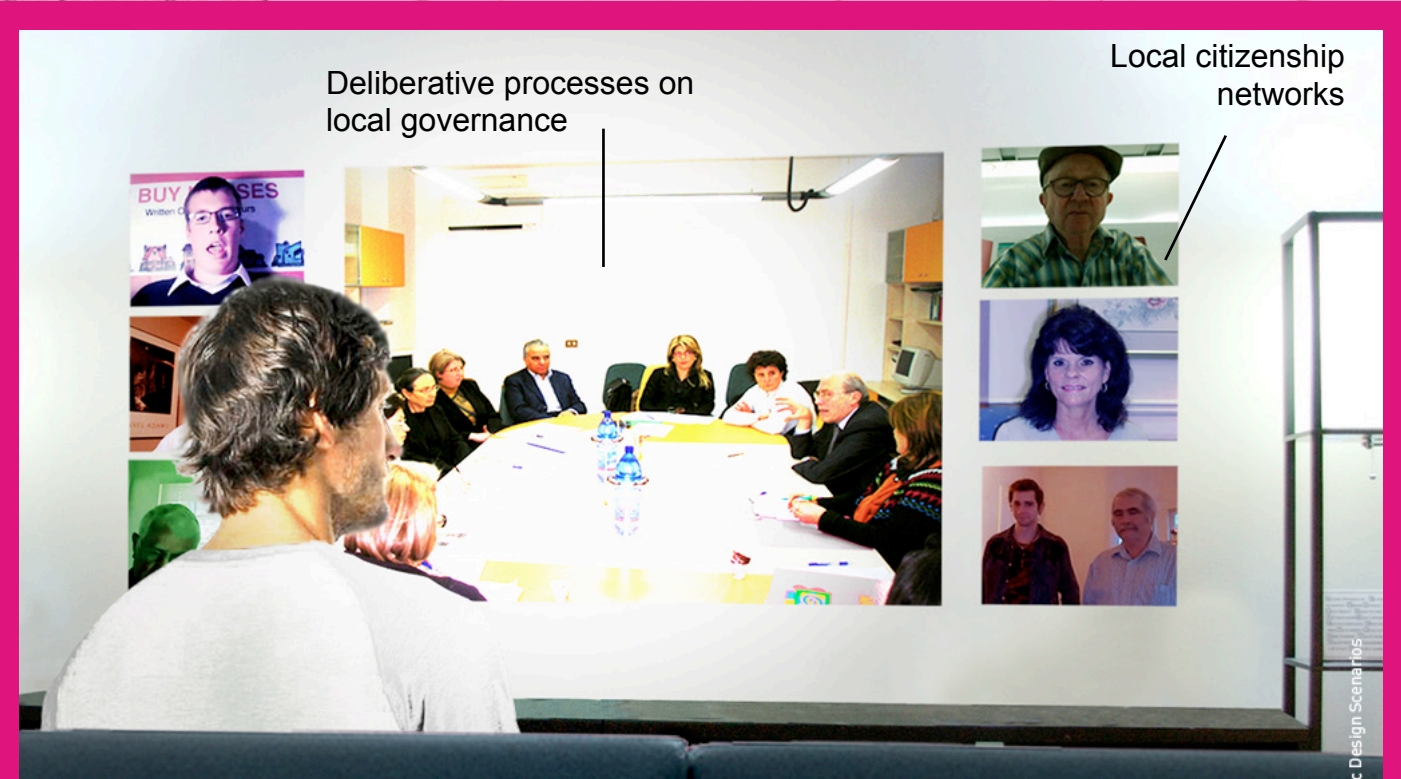
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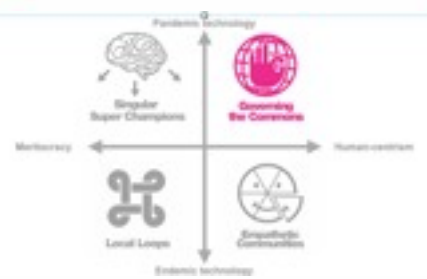
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"I often log on to these participative governance programs in order to meet people with whom I share common interests. We regularly propose initiatives that later become the basis of new policies."



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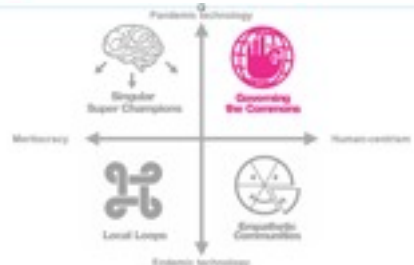
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Sensors and feedback systems

Situated advise on energy consumption



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“Our Active House is constantly optimising the way we live, from suggesting green cooking recipes and automatically preventing food waste to implementing Energy Watcher dieting programs for the family.”

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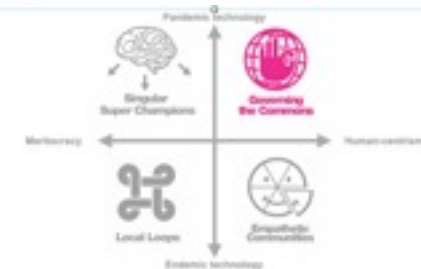
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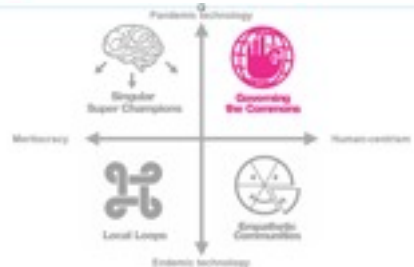
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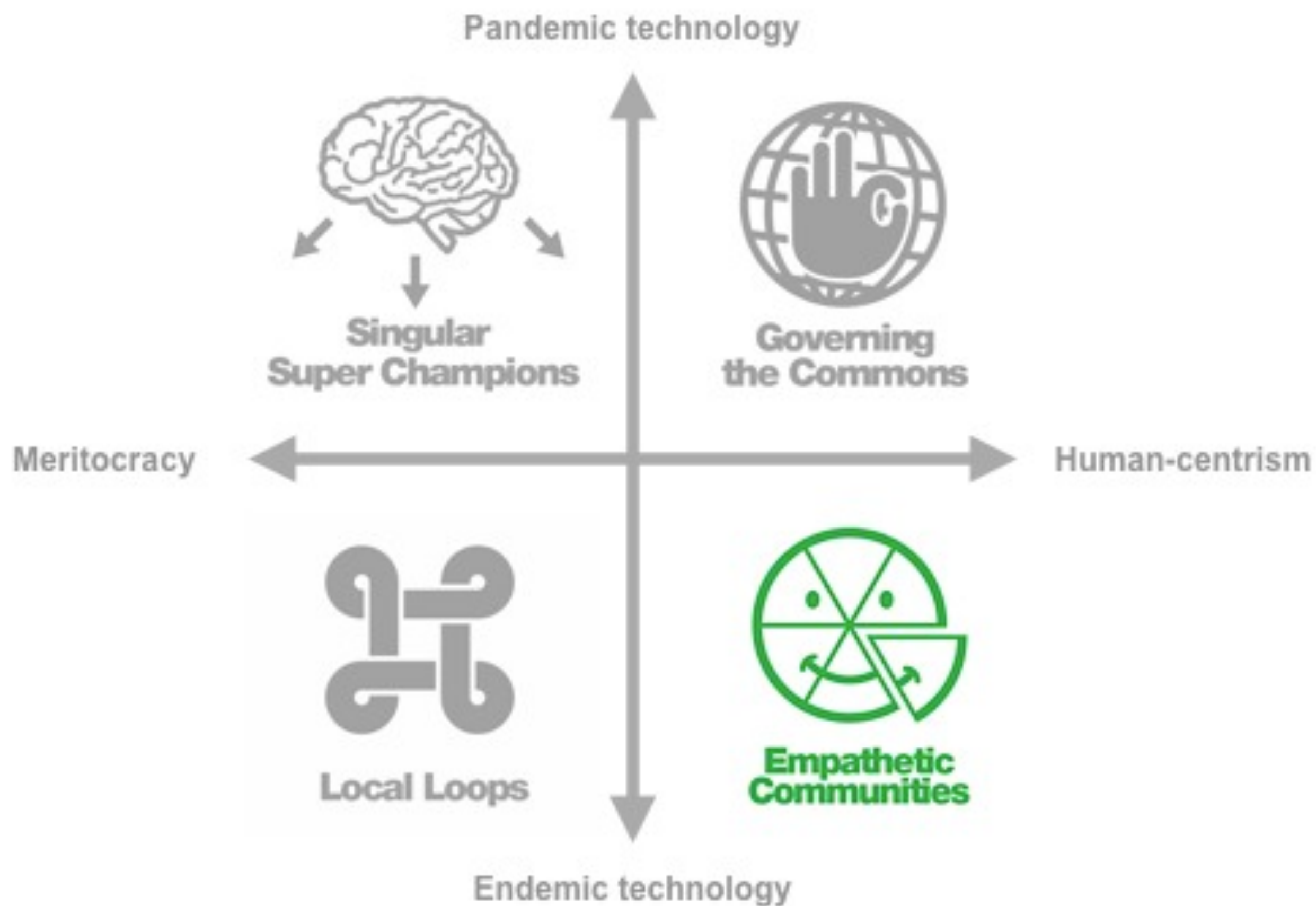
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Governing the Commons

Governing the Commons is a scenario mostly in digital reality that helps people to break free from many cultural constraints and, eventually, to reach sustainability.



The system breaks down

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The "We can" generation works together

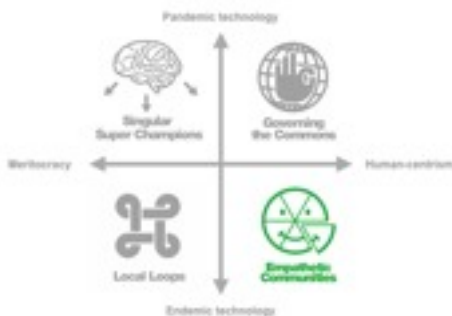
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Public, private and people (PPP) – the new welfare model

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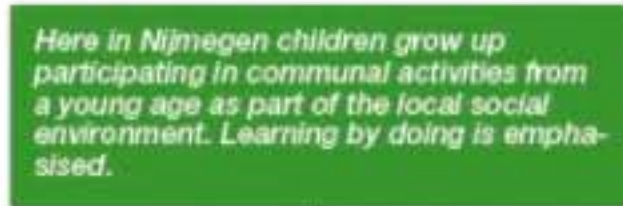
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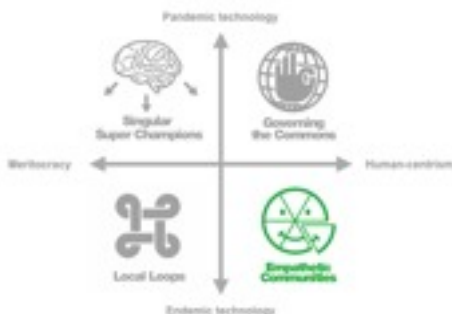
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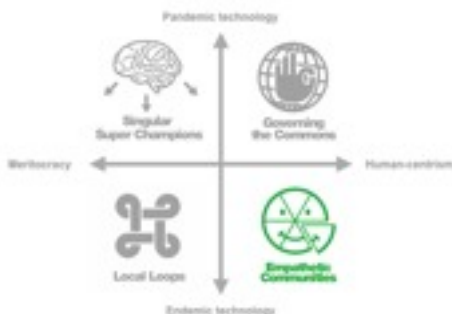
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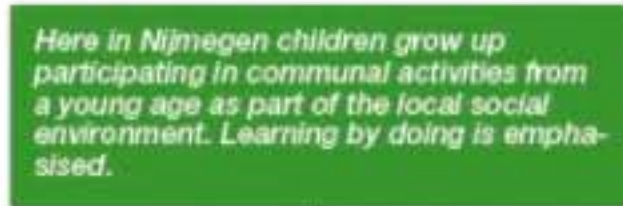
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2026: In many countries governments resign and it turns out to be impossible to form new coalitions, which paralyzes national politics and public investments.

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Mix of new active constructions

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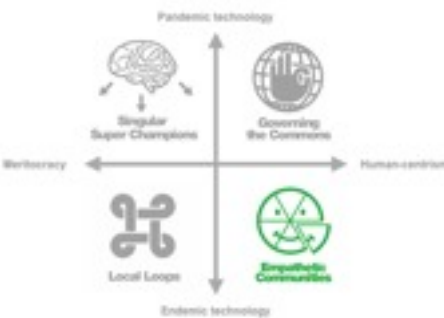
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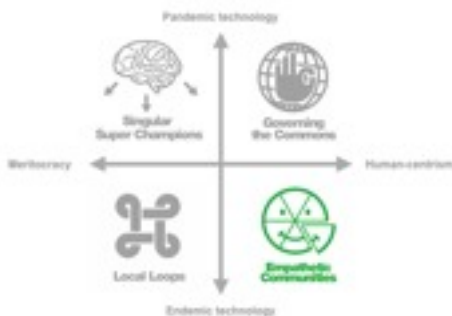
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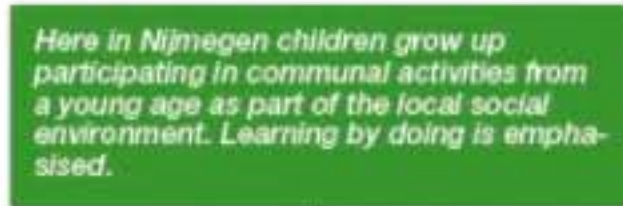
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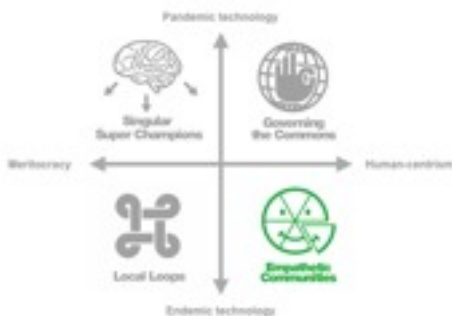
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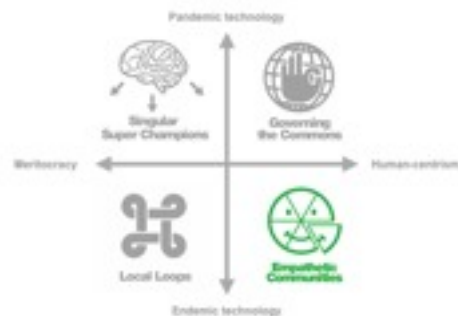
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... and because of a hesitant mood in the busi-
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... continuing decline in manufacturing jobs.

The "We can" generation works together

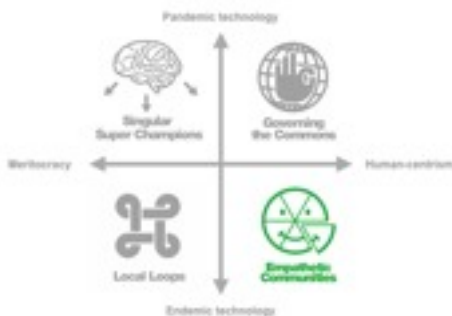
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Public, private and people – the new welfare mod

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Communitisation of urban planning

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I get most of my daily groceries through urban farming pools that exist around the city. Some of the food I receive directly from our neighbourhood garden. I only buy from supermarkets what I cannot get easily get through these channels.

2017: The high price of energy and other natural resources affects household budgets with prices of food, mobility and electricity soaring.

2018: GDP is replaced with more adequate indicators for tracking social development and progress in sustainability. Health, happiness and an individual's ecological footprint are among the aspects measured.

Together with my family, I participate in huge demonstrations to support energy efficient policies and protest against the inability of government to provide people with a decent livelihood in this era of expensive oil.

2020: Due to high unemployment and rising prices, people have time to start experimenting with local production of energy and food.
2021: New models of local collaboration emerge around energy and food safety.

"I know a lot about easy and cost-efficient energy retrofitting jobs such as insulation. Our co-

2018: People's interest in studying examples and experimental projects around the "science of empathy and compassion" grows rapidly.

2020: Applications of the Science of Empathy have had a significant supportive impact on such fields as collaborative consumption and the organisation of work.



Minor streets transformed and divided into local neighbourhood gardens

Provides complementary food resources for houses and apartments nearby

Re-appropriation of public space regenerates local social life

Former sidewalks maintained for local mobility

"I love the fact that the old streets are now turned into urban farming plots while still maintaining plenty of space for walking and cycling."

...ool, kids want to do their work and even exams
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2020

Micro-producers of allow them to trade networks become h

The system breaks down

European countries high due to the effects of austerity measures on public budgets, and because of a hesitant mood in the business world, an ageing pool of consumers and a continuing decline in manufacturing jobs.

The "We can" generation works together

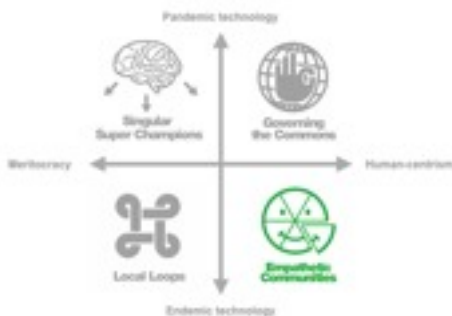
turns out to be a huge success in the Netherlands, but within couple of years it spreads across Europe and becomes localized. Contrary to the hundreds of competitive TV-show formats of the past 50 years, the show celebrates empathy and the capacity for collaboration. For many, this symbolizes a turning point in prevailing thinking about human nature.

Public, private and people (PPP) – the new welfare model

tional companies.

Communitisation of urban planning

2016: A large public stimulus package is announced in support of developing urban habitats. It is aimed at improving public space, basic transportation and energy infrastructure, especially in neighbourhoods built in the second half of the 20th century. The rationale behind it is to enable the creation of local service economies through the creation of more attractive public spaces and employing people to do construction work.



2015

2020



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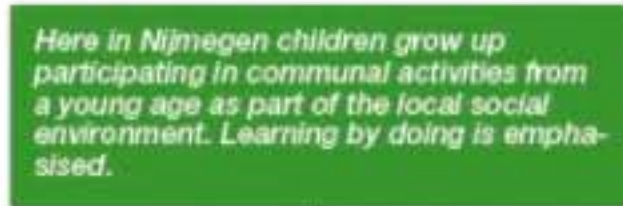
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2018: People's interest in studying examples and experimental projects around the "science of empathy and compassion" grows rapidly.

2018: People in many regions are stimulated to find new ways to secure income, built on mutual help and affordable access to basic resources such as energy and food. The result is a new boom in cooperatives that employ people and help them to create local versions of sustainable lifestyles.

2020: Applications of the Science of Empathy have had a significant supportive impact on such fields as collaborative consumption and the organisation of work.



Micro-producers of allow them to trade networks become h



Empathetic Communities

Empathetic Communities is a scenario where Western societies faced a crisis they had long dreaded, and how the change turned out to be easier and more fruitful than anyonead expected.