Visual material presenting emerging best practices and emerging visions on sustainable lifestyles

THE EMERGING VISIONS
- Part 2 -

DELIVERABLE 3.1
Deliverable coordinated by POLIMI (Politecnico di Milano):
Marta Corubolo, Françoise Jégou, Anna Meroni, Francesca Piredda, Zhang Zhang
**Coordinator**

UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)
Hagenauer Straße 30. 42107 Wuppertal. Germany
Tel + 49 . 202 . 45 95 8 - 17
Fax + 49 . 202 . 45 95 8 - 30
www.scp-centre.org

Cheryl Hicks, Project Director: cheryl.hicks@scp-centre.org
Nora Brüggemann, Project Manager: nora.brueggemann@scp-centre.org

**Consortium**

Ashoka, France
Demos Helsinki (Demos), Finland
Ecoinstitut Barcelona (ECOI), Spain
EuroHealthNet, Belgium
Energy Research Centre of the Netherlands (ECN)
Politecnico Milano (Polimi), Italy
Regional Environmental Center for CEE countries (REC), Hungary
The International Institute for Industrial Environmental Economics at Lund University (ULUND), Sweden
The Northern Alliance for Sustainability (ANPED), Belgium

**EC Desk Officer**

Perla Srour-Gandon

**Duration**

1 January 2011 to 31 December 2012

**Funding scheme**

European Commission’s Seventh Framework Programme (Coordination and Support Action): Socio-economic Sciences and Humanities

The research leading to these results has received funding from the European Union's Seventh Framework Programme (FP7 SSH-2010-4) under grant agreement n° 263962.

**Budget**

EU contribution 1,423,082 €

**Website**

www.sustainable-lifestyles.eu

**Online community**

www.sustainable-lifestyles.eu/community
INDEX

PART 1: Introduction
1.1 Aim of the deliverable
1.2 Method and process of work
1.3 Bibliography

PART 2: The emerging visions
2.1 "The convenience of trust"
2.2 "Happy sharing communities"
2.3 "Alternative economies for dense communities"
2.4 "Entrepreneurial and self-aware society. Connected wealth"

PART 3: The ideas cards on sustainable consuming, living, moving, health & society
3.1 Consuming
3.2 Living
3.3 Moving
3.4 Health & Society

PART 4: The promising practice cards: consuming, living, moving, health & society
4.1 Sustainable Consuming
4.2 Sustainable Living
4.3 Sustainable Moving
4.4 Sustainable Health & Society
4.5 Additional Cases
The emerging visions

The SPREAD consortium partners together with 20 European experts have created four emerging visions of sustainable lifestyles for 2050. This visioning process used the idea cards (outlined in the previous section) as a tool for thinking about the future and engaged project partners and external experts from the fields of futures planning, scenario planning, urban planning, design and sustainability at a workshop held in Milan on September 22nd and 23rd 2011. As a result, four emerging visions, possible futures of more sustainable ways of living, have been developed. These emerging visions are conceptual images of what the future could be and take a cross-cutting approach by looking across aspects of our lifestyles: consuming, living, moving and health and society related issues.

The four visions of possible sustainable lifestyle future are:

- “The convenience of trust”
- “Happy sharing communities”
- “Alternative economies for dense communities”
- “Entrepreneurial and self-aware society. Connected wealth”

Each emerging vision is presented here through a short description, a day-in-the-life narrative, a visualized depiction image and a selection of the ideas cards that inspired the vision narratives.

The research leading to these results has received funding from the European Union's Seventh Framework Programme (FP7 SSH-2010-4) under grant agreement n° 263962.
The vision is built upon the value of community/network as key social driver and principle. It aims to turn the concept of community into a long-term value by 2050, one that informs the structure of everyday life and society, effectively supporting people’s lives and becoming a pillar of public and private initiatives. It seeks to enable communities to become self-sufficient, aware and resilient in terms of resources, health and well-being, social equity skills and competence. It is based upon the following three pillars.

By COMMUNITY we mean a group of people with a mix of strong and weak ties who create a supporting network of people and places around the individual that s/he can really rely on. A community can be made up of family and friends, but it can also be a group of people with weaker connections, such as shared interests, purposes and initiatives (i.e. a community of action and interest).

The vision is based on two key concepts: convenience and trust.

CONVENIENCE. The organisational principle of the community must be perceived as advantageous in various ways, if it is to be attractive and relevant to everyday life. Infrastructure. The needs and desires of the community must inform the design and organisation of community services, which will be based on collaborative and participatory principles.

Wellbeing and mutual support. Personal relationships and a feeling of belonging to the community can be facilitated by innovative contexts and solutions that make it easy and convenient to connect with other community members.

New business models. Innovation is needed to make communities more cost-effective and capable to interact conveniently. For example, household economies, collaborative economies and “support” economies all require new business models that mix profit and non-profit, private and public, small and big. They also require new forms of non-monetary exchange, such as reward and credit systems, with local rules (alternative currencies).

TRUST. The glue of the community system (even more when based on collaboration) is trust. It is the result of closer personal relationships and it is therefore based on practical behaviours. Engagement is the individual involvement in community activities, in collaboration with others that builds trust between strangers.

Reciprocity is the positively reinforced cycle of contributing to the community and seeing members of the community contribute equally in return, or in parallel. Regulatory frameworks can support this.

Conviviality is the creation of pleasurable and collaborative relationships (and situations) in every aspect of life. Food is an example of conviviality: pleasure, taking care of the others, loving and being loved. Conviviality is about connecting people, and providing meaning for the rituals related to everyday life. Conviviality is also about the sustainability of sociality and openness to the contribution of diverse groups of individuals.

People can contribute to the creation of this community-based organisation according to their capacities, motivations and lifestyles. Everyone is required and enabled to contribute in different forms and means.
THE CONVENIENCE OF TRUST

Carmen, 14 years old, at the 5th year of apprenticeship

“I live in a beautiful condominium, which is renowned in the town for being one of the best in the production of energy, food and water. We are not only self-sufficient, but we also actually produce for the entire neighbourhood. Well, this is great, but it makes me feel so responsible when attending the farming classes. At least I can enjoy the best roof-garden of the town with my friends, which is managed by us with the help of Paolo, our super-block gatekeeper. He used to be an engineer and now he takes care of all the maintenance and technical tasks of our condominium to make smart use of our resources. I am used to moving around using public transportation and cycling: in doing so, I can collect a lot of credits from the reward system and I use them to spoil myself with leisure and sport. I have been educated to help the elderly and I have this activity in my weekly duties: at the beginning it was quite an effort to visit Bettina once a week, but now I love her as if she were my grandma. In the end, it makes me really happy to feel partially responsible for her happiness. I love cooking and I’m particularly good at preparing gorgeous appetizers: the food facility near my home is, in fact, the best place for me to meet my friends when we prepare food for a party. And I love fashion: I spend hours in the re-fashion lab inventing new styles and elaborating new collections out of vintage stuff. Well, in my desired future, I will be a super cool dressmaker!”
**Sustainable Companionship**

Jenny, 9-year-old, primary school pupil

"...The curriculum for sustainable education in our school is based on 25 more-intensifs per year consisting in day or half-day trips to organic farms, re-design and recycling companies, new traditional craftsmen workshops, wildlife protection projects, humanitarian programs... Where we get in touch and learn the basics about growing food, providing goods and service, self-production, nature preservation..."

How does it work?
- Sustainability education is embedded in daily living in the form of active education; project-based learning...
- Friendly periods spent in contact with the real world form the basis for learning through observation and impact...
- Learning for SPCs meaning acquiring basic knowledge on natural cycles, the other side, regeneration processes, self-production...
- Experiences on the field, in contact with communities, families, professionals...
- Many public and private institutions dealing with sustainable issues provide basic education on top of their main activities.

**Self Sufficient Condominium**

François, 65-year-old, retired

"...It is almost incredible today how condominiums are built: looking around in my afternoon stroll, I love to observe the green walls. Walking with flowers, the pump cleaning the water, the solar panels slowly turning to the sun... You know that we are almost self-sufficient! That is, we produce the energy we use, we capture the water, we grow food... When I was in my forties, all this would have appeared unbelievable!"

How does it work?
- New collective buildings are designed to become self-sufficient in terms of energy production, vegetables and fruit production, water supply, heating and cooling systems;
- Indoor and outdoor spaces are designed with this purpose, and technology allows us to get the results;
- Old buildings are renewed aiming at similar performances.

**Active Farming Classes**

Hana, 15-year-old, middle school student

"...In our school there is a vegetable garden where I have been attending farming classes since primary school, and I've always done very well. I know lots of local crops and farming knowledge. The teachers teach us how to plant and harvest, we have regular farming work in the vegetable garden, and our generation feels therefore perfectly comfortable with taking part in urban farming to produce on the spot part of the fruits and veggies we consume..."

How does it work?
- Sustainable active education goes through the formal education circle, action-based learning projects have become part of the formal education method;
- Farming classes and other basic knowledge around sustainable food are mandatory at every education level to prepare awareness citizens able to take part actively in production of the food they eat;
- The classroom is no longer the only place to learn. School campuses are developed with farming, food transformation and preparation facilities;
- School canteens are supplied with vegetables cultivated in the garden.

**Self Empowerment Circles**

Lil, 25

"I moved yesterday, everything seems fresh to me, sadly again, my desk lamp was broken this morning, I should change the light bulb immediately, come on, fast! I have commitments to fulfill before tomorrow. Where can I buy a bulb nearby? I joined the community network when I moved here. Maybe I can ask for help there..."

How does it work?
- Find help from those around you who are where and available to do what;
- Local boards are strengthened by means of communication tools, intelligent sensors and geo-localization devices;
- Activate instant support and close help in case of need;
- District personal networks are established.
**URBAN FARMING UNITS**

Elena, 70, urban farming agronomist

"...when I studied agronomy it was focusing mainly on extensive agriculture and I had to return to school to learn principles of urban food production that go far beyond fruit and vegetable orchards. It's first about town planning: to get as much public space turned into food production; coordination with progress of car-free zones and food control; engagement and teaching the population to share gardens and available land, growing tasks, preservation techniques to maintain food after harvest... These urban farming plots are also a way for cities to ensure a maximum food production capacity in case of food crisis, so as not to repeat the errors of our recent past."

How does it work?

- All urban gardens and public spaces are turned into vegetable and fruit production, so that every neighborhood has its own cultivation according to local conditions;
- As a consequence, every neighborhood has its own farmer that assists its inhabitants in outrusting persuasive agriculture in town;
- Less car-intensive cities guarantee a reasonably good quality of food produced in an urban context;
- Urban farming units represent, additionally, a needed safety strategy against food crisis, food market regulations and hazardous transformation processes. People consider having access to a minimum farming garden as a basic requirement for a household.

**FOOD FACILITY**

Eduardo, 41, single parent with a daughter

"...tortillas are the only food I really like, and luckily, they are quite versatile. Today I have prepared stewed vegetables as filling and... walnuts, a perfect dish!... Philip prepared the salad, and Maria the dessert. A full dinner is really ready for me and my little family. I just need to pick it up from the food facility and lay the table."

How does it work?

- Collective kitchens open to food group members are diffused all over the city. Food facilities are in fact centers that allow people to save time in preparing food while increasing the quality of food prepared;
- Every food facility gathers a food group that agrees on a weekly food scheme, each member is in charge of preparing a specific course of the meal, and cooks it for all the members. In return, he/she receives the portions of the other courses prepared by the other members.

**ALTERNATIVE MOBILITY REWARD SCHEME**

Helena, 36, mother of two children

"...Yesterday I changed our Mobile-Miles against a bonus. You know since I'm walking and cycling to work and Henry and Elise use the 'walking bus' regularly to get to school we collected quite a lot of credits, so I get an E-Rox Premium offer for my grandmother."

How does it work?

- Alternative mobility reward scheme: citizens get credits when fulfilling sustainable activities for walking and cycling, pedibus, mini-bus, and carry out other sustainable everyday activities;
- The credit system fosters energy saving, non-polluting mobility schemes, city public spaces, etc.;
- Measuring based on a balance of substitution cards and an on trust building system;
- Credit exchange at key-points in the city through online services of mobility providers.

**SUPERBLOCK GATEKEEPERS**

Janvier, 43, superblock gatekeeper

"...30 years ago, neighborhoods were considered as public space nobody was caring for. Now groups of 5-6 blocks have been linked together under the supervision of a gatekeeper, and that's my job! It's a little bit like an urban village where I organize projects between inhabitants. These are mainly social and sustainable activities, from co-organizing the installation of solar production to e-car services for the elderly or spotting opportunities for collective water harvesting..."

How does it work?

- The superblock development model transforms dense urban car-dominated urban areas into car low-carbon pedestrian and bicycle friendly space;
- Sensory building features, such as 'superblock doors' and fountain sculptures with smart sensors, provide info and affective feedback about social and sustainable initiatives and behaviors within the superblock;
- Gatekeepers act as 'social hubs' in charge of the social and sustainable development of the superblock area, from organizing collaborative solutions between inhabitants to driving the energy efficiency production of the place;
- Improvement of quality of public spaces in the public space.
HAPPY SHARING COMMUNITIES

Vision for Sustainable Lifestyles in 2050
A work in progress from the SPREAD Vision Workshop
Milano, 21-23 September 2011
Politecnico di Milano - Indaco Dept.

The vision deliberately conjures up a positive and desirable (perhaps somewhat idealistic) viewpoint based on the following five key-concepts.

SHARING COMMUNITIES. Emphasis on the sharing of assets and infrastructure, and access to culture. This change in daily practices is facilitated by good design of collaborative services and high connectivity between people. The sharing focuses on infrastructures such as pooling roofs for energy production or exchanging heat between houses, sharing places such as co-working spaces or collective community infrastructures.

SLOW / MORE TIME. Slow is intended in the sense of the Slow movement and general down-shifting of society. Fewer working hours leaves more time available and allows people to get involved in organizing the sharing between communities. Lower incomes are compensated by the direct benefits in terms of mutual help and shared goods. Slow is also intended as more time for education, for personal experience and personal development in the spirit of lifelong learning.

REASONABLY COMPACT. The necessary compactness of urban space is modulated between too packed for quality of life and compact enough to have most of all daily living facilities at a walkable or cyclable distance: a so-called 10 min city. Quality is also to be found in the open space for nature and agriculture that is available between ‘vertical villages’. Density is also intended in a positive way as social intensity or local density of relationships.

COMMUNITY CENTERED. The concept of user-centred is here extended to the community: products and services are developed to be used collectively and to facilitate sharing and collaboration within the community. Here also the community-orientation is modulated to optimise advantages (e.g. equity, solidarity, mutual support, etc.) without the disadvantages of promiscuity and social inequalities and disparities.

PARTICIPATIVE / ENABLING. Engagement and participation is encouraged at each level. More than opposing bottom-up and top-down, a co-evolution between both approaches is preferred.

On top of these five key-concepts, a "Toolbox for change makers" is proposed to enable the transition towards happy sharing communities. It uses three sets of tools:
- local indicators of wellbeing and happiness show disconnection with owning material goods. The evolution of wellbeing in a neighbourhood or the average level of happiness are displayed in public space to enhance the social conversation;
- local or alternative currencies and reward schemes, such as a bank account based on energy megawatts to encourage behaviour change, incentives for healthy lifestyles or a system of credits linked to the use of alternative mobility;
- feedback systems that allow users to follow the consumption of water or energy at individual or community level and facilitate regulation and reduction of resource consumption.
**Family Zhang: Mary, 41 years old, Lang, 43 years old and Jack and Ling, both going to secondary school.**

Our family lives in a pretty dense and logistically well-organized city, with enough green spots for leisure and weekend visits. Our apartment block collectively owns the photo-voltaic panels on the roof top to produce our own energy. In addition, we own a windmill outside the city. This makes us an electricity-producing group of families. Heating is provided by heat from the nearby organic supermarket, where lots of heat is produced through the cooling system, or from the city’s vegetable, fruit and toilet waste digesting system. We usually buy food in the organic supermarket. It partly comes from the cooperative farms situated outside the city. ICT-technology really helps us in the maintenance of these relationships with the local producers (of energy and goods) and the neighbourhood. Lang, my husband, is a middle manager at a bank providing green funds to green projects that are often initiated by the citizens themselves. He works according to a bonus/malus system. He has responsibility towards the citizens when not reaching positive figures. Of course he will not receive his bonus in such a situation. Unlike Lang, I am often free to choose where I want to work. Usually I take my laptop to the local hot-spot hub where I can meet other people and discuss interesting financial stocks during lunchtime. Sometimes I just work at home and have meetings with colleagues through a video system. Time spent travelling is not an issue for us: important services are 10 min away and, if needed, we can choose among different sustainable collective means of transportation. But we do not really need to move so much. Both of us have decided to work 4 days a week, like almost everyone in town. In our free time we can contribute to the local services in our neighbourhood, help young people in their sustainable service (also our children will do this!), contribute in the food-coop and spend more time with our children. And even holidays are great. Since we work only 4 days a week, holidays are more spread out, but when the moment is there, we go on a long-long holiday visiting places during the trip.
HIGH EFFICIENCY INTER-MODALITY

Jimmy, 54, manager

"...this week was busy. From Boston to Washington DC with the high-speed train, then to Jacksonville and back. It didn't really feel like changing from one city to the other. In Washington I directly went with an e-bike from the platform to the hotel. I had to make an important call and so I left the bike on autopilot. In the afternoon I had to make it to Jacksonville, but my meeting went on endlessly. Fortunately the taxi operator organized me a car-pooling for the train. I missed which took me right in front of the office..."

How does it work?
- Upgraded mobility hubs: sustainable transportation possibilities for people and goods.
- Switch from public transport to personal rental services (bikes, e-cars).
- Compatibility between city and country side.
- Clear communication solutions combined with multi-transport apps guiding people with geolocation.
- Posting complete trips including all local mobility services via mobile.
- Train stations are sustainable mobility hubs where bikes and e-cars rental, riding train tickets, etc. are integrated.
- Private and public operators offer饱满 demands of solutions for user journeys (i.e. taking the train, switching to an electric bike and to an e-car...)

THE SUSTAINABLE SERVICE

Jim, 38, sustainable service volunteer

"My preferences for what I wanted to do for my sustainable service after finishing high school were not really clear... At the moment I am working in a mobility project for elderly people in a neighborhood of Lisbon. Sometimes it can be difficult but in general it's fun and I got new ideas for the time after the service!"

How does it work?
- Former military service. In Europe opened up to compulsory sustainable service for all young adults from 18 year old before or after they finish their studies.
- It's a one year service in a sustainable field in any of the participating countries in the world.
- Main work activities are environmental programs, sustainable community planning, work in elderly communities, disabled people, street work, etc.
- Confronting young people with real life experiences, helping them to learn about the diversity of society and non-military activities.
- Being part of a useful and sustainable activity is a valuable experience for themselves, a way of training sustainability awareness in future professional activities and also a resource to support sustainable transition where mostly needed.

HIGH-RISE VILLAGES

Mihiku, 31, physician

...I am living in a high-rise village in the forest, it looks a bit like you've taken some blocks of high-rise buildings and settled them deep in the forest in Cornwall. At the beginning I did not believe that this "zero density" breathing zones planing would be respected. Now I have the offer of a real city in terms of work opportunities and cultural life at a walking distance and surrounded by real woods or wheat fields. And if I take the speed train if really I have to go to the next high-rise village..."

How does it work?
- Dsification of cities and new urbanization models (mini-megacities and urban sprawl).
- Promotion of medium size dense urban environments with dense public transport systems infrastructure inside the city and high-speed train connections between cities.
- Urban planning standards based on successions of high density living and zero density green areas.
- New architecture movements following ideas like "town in the forest" or "high-rise villages".
- Changing the relationship between parks and green areas within urban planning as a pattern made of high-rise blocks and forests.

BANK OF HAPPINESS

Dina, 76-year-old, urbanist

...I am one of the active agents of the bank of happiness in my neighborhood. People exchange storytelling with music lessons, nature discovery, tai-chi training or any activity that may generate happiness disconnected from belongings. But beyond developing people's non material life, it's a good selfesa as a personal question: It seems incredible but so many people never explore the simple question: what makes me happy?..."

How does it work?
- Promote non-monetary value, transfer the physical value into mental well-being.
- Exchange system of cultural/philosophical activities and non directly functional knowledge on the basis of the time spent by participants.
- Digital platform (social or social networks based).
- Beyond the exchange system is an attempt to refer people on non-material or consumption-oriented sources of happiness.
**URBAN WELLBEING INDICATORS**

Ulla, 22, student

"I have the privilege of studying in a town that is day-by-day more shining for its wellbeing! On my way home, today, I was astonished by the brightness of the urban sculpture in the square: wow! It seems that our capability of using resources is dramatically increasing as well as overall domestic happiness. This is the town where I want to live and work in my future: it is so beautiful and makes me so proud!"

**How does it work?**

- the overall resource consumption and happiness factor is calculated and shown in real time in the public spaces of the city; thanks to urban sculptures and installations that raise public awareness about the collective sustainable performance and capability to produce well-being.
- sensible buildings or surfaces display web contents (texts, pictures, videos) according to a semantic search engine. People can ask questions and the city tells and shows how it's feeling or it gives glimpses about life today.
- the more a city performs well, the more it is made beautiful and enriching by its sculptures and sensitive places in public space. This engages citizens in healthy competitions.

**REMOTE CO-WORKING SPACES**

Wong Yong, 24, agent in a call center

"...where am I going to work today? It's a question I ask myself nearly every morning: we have plenty of co-working options at a working distance from the house. I used to go to one of the startup spaces when I started my first job: a messy environment, lots of people to meet! Now I prefer to cycle to the park to change atmosphere or stay on the first floor of the condominium where my old mum lives 2 blocks away."

**How does it work?**

- Jobs are designed as far as possible to allow remote working and reduce commuting in cities.
- Neighbourhoods are equipped with different types of distant working facilities.
- Socialization is a mix of local and remote connections with distant working partners and neighbours employed by different companies.
- Where you work is more and more personalized as completely detached from where you work live.
- People enjoy changing social/physical environments especially for better work.

**BANK OF ENERGY**

Fabio, 22 year old, university student

"... my energy bank account grows both according to my energy saving and reducing. I can use my energy credits for energy saving investments such as home insulation or alternative energy production installations. It is like a downy that I store during my life. Since I have a sustainable lifestyle, I have kept a good credit record..."

**How does it work?**

- Energy banks and energy accounts have been established to raise people's awareness on the critical issue of energy.
- Personal energy accounts give an overview of all energy spent or saved all along life.
- Energy trade places the rate of an alternative currency including more responsible behavior.
- Energy trade gives the key to savings, conversion to money only for sustainable expenditures...

**THE MEAT FEAST**

Lily, 60 year old, primary school girl, describing Sunday meat feast at grandmother's house

"...the family gathers together in grandmother's house on Sunday morning, to celebrate the meal feast. Grandma cooks some traditional meat dishes that I don't eat often. Usually at home we do not eat meat at all, so this is quite a treat. For me, the best part is in the white, fluffy rice to eat as today..."
The vision identifies four key concepts: reward systems, rationing, distributed systems and liveable density as important strategies to enable sustainable change in 2050. One concept, and relating strategies, cuts across the other four concepts and is central to this scenario: strategies must take into account the persistent sustainability challenges that we cannot escape from. There are some common goods that are limited and we will need to ration them.

**REWARD SYSTEMS** for lifestyle changes. The Reward System is an incentive scheme to promote sustainable living: sustainable mobility, physical activity, healthy and sustainable eating habits and social support. The proliferated reward system is possible thanks to a credit system that allows people to pay city services by credits gained, as a form of alternative currency, not only by cash. This idea is supported by alternative banks - banks of credits other than cash - and enabled by policies that foster the creation of alternative money systems.

**RATIONING.** The lack of resources has to be managed not only through individual, voluntary behavioural change but also through top-down approaches that edit our choices and availability of products. For example, individuals decrease their impact, reducing the average square meter per person, which means less space in the houses. Mobility prices are entirely based on resource use intensity and there is an individual contingent amount of miles for distance travelling, which is personal and fixed by the government. Taxation, and the control of common services by governments, depends entirely on resource impact.

**DISTRIBUTED SYSTEMS.** As much as possible, people strive for local production and consumption. The idea of community goes much further and includes sharing between communities. Until a community can be completely self-sufficient, it is embedded in a larger system and whatever is lacking is still traded on a larger scale. If you over-produce energy it can be used by another community, if you under-produce food you can buy it from another. In many cases there is still need of experts to help you acquire and manage basic needs such as energy or food (via farming). It is vital to be able to provide services locally (e.g. availability in the vicinity of special skills and competences, doctors etc.). This leads to social cohesion which brings diverse people together and allows them to live together in spaces that are now designed to be complex: combining production, consumption and service provision (e.g. co-working).

**LIVEABLE DENSITY.** We expect eleven billion people on our one earth in the future! If we want to leave most of the territory open for farming or more sustainable activities (such as green energy), we have to compact the way we live. The idea of distributed systems is not contrary to density, but complementary. People are now concentrated in dense nodes, where private spaces are reduced and where common services and spaces emerge with their multi-function qualities. For example, common neighbourhood rooms are part of every building, in order to facilitate the management of daily tasks (shared kitchens, co-working – living rooms) and the creation of links between generations. The dense presence of local services and competences increases mutual and micro support, e.g. in the health sector: more responsible patients and home hospitals.
Steve, 28 years old, superblock gatekeeper

It is just three years since I moved to my first house in a car-free district. The building has been renovated with the help of the municipality and we are now mostly self-sufficient in the consumption/production of energy. As gatekeeper, I’m in charge of the social and sustainable development of the superblock: from organising collaborative solutions between inhabitants to driving the energy efficiency/production of the place.

It happens that sometimes we even over-produce! But thanks to our neighbourhood resources’ management system, the condominiums can share and trade energy with other buildings. Mine is a really small flat, but it is very comfortable: there is enough space for all my stuff and me and for some friends if I’d like to invite some people. All the furniture I own comes from a swapping system where I could choose among lot of different styles.

When I was buying the apartment I also decided not to have a kitchen. Every time I would like to have dinner or lunch, I just go down to the first floor where all the common facilities are. Moving into a smaller apartment is now a really positive step, and not just for the money (you can really earn a lot for credits) but also for the social connections you can find there. My condominium can be considered as a hub for the neighbourhood, since it hosts many small, local services for both young and elderly: there are co-working spaces, a green gym, shared living rooms, but also home hospitals and intergenerational initiatives. This was a pretty good year; I really earned a lot of credits on my bank account. Many of them come from my attention on mobility issues, of course, but I have also saved a lot of water on my personal water account and reduced the meat I eat in a week! Let me think how I can use them for my vacations...
**BANK OF ENERGY**

Fabiha, 22-year-old, university student

"...my energy bank account grows both according to my energy saving and reducing. I can use my energy credits for energy saving investments such as home insulation or alternative energy production installations. It is like a down payment I store during my life. Since I have a sustainable lifestyle, I have kept a good credit record..."

How does it work?
- Energy banks and energy accounts have been established to raise people's awareness on the critical issue of energy saving.
- Personal energy accounts give an overview of all energy spent or saved all along life.
- Energy banks promote the role of an alternative currency including more responsible behavior.
- Analogous with money, it involves the transfer of money on saving/conversion to money on buying sustainable products to avoid rebound effects.

**BANK OF HAPPINESS**

Dina, 76-year-old, urbanist

"...I am one of the active agents of the bank of happiness in my neighborhood; people exchange storytelling with music lessons, nature discovery, tai-chi training or any activity that may generate happiness disconnected from belongings. But beyond developing people’s non-material life, it’s a good all-training at all ages, a personal quest: it seems incredible but so many people never explore the simple question: what makes me happy?..."

How does it work?
- Promote non-monetary value, transfer the physical value to mental well-being.
- Exchange section of cultural and spiritual activities and non-directly functional knowledge is based on the time spent by participants.
- Digital platform based or social networks based.
- Beyond the exchange system is an attempt to redefine people on non-material or consumption-oriented sources of happiness.

**FAT TAX**

Peter, 55-year-old, a junk food lover, overweight and diabetic.

"...During my school time, I used to stuff my tummy with fast food, super burgers, fries with plenty of mayonnaise, soft drinks were also my first choice. Now with all the taxes against unhealthy food and incentives for sustainable non-animal proteins, the only food that I can afford are the Indian vegetarian curries that are buying up all the Turkish kebabs and burgers restaurants of my childhood..."

How does it work?
- Taxation of junk food and high-calorie diets is applied like taxes on cigarettes to reduce consumption of unhealthy food and compensate increased diabetes healthcare costs.
- Price increases impact on consumption behaviors, raises individual awareness of health responsibility.
- Fat tax combines with low meat and dairy oriented measures to make fruits and vegetables the most affordable diet.

**PERSONAL WATER ACCOUNT**

Zhang, 25.

"Previously, I took showers as long as I wanted; now I use a key to obtain water. As I plug in the key, the proper 38-degree water comes out; the key automatically deducts litres from my account. If I want to wash clothes, I just press the holding button, the water is stopped, which saves water."

How does it work?
- Everybody can use a daily average amount of water that is calculated according to the place of living. This is related to the personal water account and is regulated by a key. People can spend or save water on their account.
- The key is a device needed to get water from whatever tap, shower, or public water distributor.
**NEIGHBORHOOD LEISURE CAMPS**

**Lili, 30, living with family in an urban environment**

"I used to live in an experimental neighborhood supposed to be a model of new planning concepts aiming at engaging citizens in the re-appropriation of urban space... Hoqu, has tried so many things: a street transformed into a wood with trees; a summer resort terrace with sand on roofs; climbing path on a building; biodiversity on walls... In my kids eyes I was living in an 'urban jungle'!"

How does it work?

- Urban tourism is a way for citizens to enjoy leisure activities in town and to change the atmosphere of living in the street network;
- A part of the urban public space is turned into local leisure spaces, playgrounds, green areas, sports and games;
- Car traffic is banned from many streets that see permanently or temporarily equipped for leisure activities;
- Rethinking of urban life and urban happiness, an enjoyable city is created by people's behaviors, activities...

**SELF-SUPPORTING ELDERLY**

**Giampiero, 86, retired**

"I am 89 and I am last 10 or 20 more years, who knows? I am living near an elderly community where younger people are helping older members together with the support of domestic assistance, robot helpers and medical remote watching. It's more cost effective and more sustainable than those old senior homes where I put my parents in the early 10's, I live in a co-housing right in the middle of the town and spend most of the time gardening in the kinder garden in front of my flat...."

How does it work?

- Actively engaging elderly people's society promoting mutual help and interactions with other generations;
- Human and mechanical aid and (by a robot) combined with mutual help in elderly communities provides about social and economic benefits of care-taking in aging societies;
- Mobile and older communities in central urban areas allows intergenerational support augmented by supporting technology for elderly with reduced mobility and distant health monitoring.

**REST: IMOBILITY LIVING**

**Alberto, 37 years, employee and married**

"...This year with my wife we decided to take part in Rest: the Reduced and Sustainable Transport training program. The idea is simple: make your life better where you are instead of striving to escape for leisure and holidays. We did not change our life at all but our mindset. I began to read the books I picked up for years on the shelves of my library and my wife starts her research instead of looking for weekends and mini-trips and we have been saving up our allocated mobility carbon credits for the last 3 years for a slow trip to China...."

How does it work?

- Mobility carbon credits limitation per person and per year;
- Promotion of lower transport interventions and travel distance programs;
- Initiatives to campaigns promoting mobility from holiday travel to urban journeys;
- Development of slow tourism based on boat travel and bicycles.

**INTER GENERATIONAL FURNITURE**

**Lucia, 22, student**

"What an emotion: my new home! This is my first home and I'm about to experience living independently from my parents. Well, actually something that I was given by my parents may turn out to be useful: the furniture! With the re-furniture service I have been assisted in reusing and reassembling my father's furniture to kit it out in my stud. The basic modules were still good, but the style was old-fashioned and the finishing a bit ruined. Now, everything is perfect!"

How does it work?

- Day furniture is designed and made to last and be transformed to suit more than one person's future needs;
- Special modules and finishing for making furniture compact, easy and cheap to re-assemble and transform existing modules, so as to adapt to different contexts;
- Furniture companies transform and adapt the furniture elements and components to the user's needs managing the offering in a leasing system.
The vision connects differing insights, from across societies, for the purpose of building one society. It is based on four principles that influence sustainable lifestyles in 2050. Community; glocal and self-aware of one's role in the broader system that promotes health and well-being. Individual; socially engaged and entrepreneurial. Wealth; generative of values and decoupled from material growth. Technology; systematically empowering at every level of society. Entrepreneurship, in this context, refers to the capacity to take the initiative and make things happen. It includes both communities and individuals, who endorse a culture of mutual improvement and empathy.

Drawing from these four principles, the vision is built upon 5 key concepts.

**SOCIALY ENGAGED & SPATIALLY ORGANIZED FOOD-SYSTEM.** People as consumers, producers, entrepreneurs, and communities directly involve themselves in a socially engaged food system. It is educational and participatory, entrepreneurial and supportive of diverse newcomers. There is openness to rethinking and redesigning the system of food production in terms of scale, actors, roles & responsibilities, and cultural norms. For example, the personal meaning and importance given to the consumption of food has changed in favour of organization and optimization (i.e. delivering improved health). In this future, resource consumption and material flow management are efficient and spatially organized to optimize the food-system. The production and delivery of food has been scrutinized and optimized with the help of enabling technologies. The new production management system allows people to consume, but also produce food according to their preferences, time availability and competences. Multimodality in the consumption of food is mainstreamed.

**SMART PERSONAL MOBILITY < COMMUNITY > SMART GOODS MOBILITY.** The mobility system balances the understanding of people (individual and groups), goods and materials (efficiency and technology). It is a world where the super efficient management of transport can also fulfil personal needs, desires and on-demand requests for mobility. The movement of materials is in accordance with the resources available. This system is empowered and facilitated by a community, which provides the link between people and goods transportation.

**SMART MATERIALS MANAGEMENT.** This vision emphasizes the management of material resources in society. For example, this may be carried out through, personalized production: very small-scale production empowered by technology, which can optimize and control the resource consumption of a business. It enables people to become micro-scale manufacturers. New organizational models have been developed which take into consideration a specified resource input, in terms of material flow, for the creation of "smart products".

**INDICATORS AND INCENTIVES.** A system of "physical fabric" indicators in the city signals performance back to people, whether community or individual, in terms of energy and material consumption but also in terms of well-being, health, equitable distribution of resources and welfare. In addition to the indicators, a system of rewards and incentives encourages people to change and maintain sustainable behaviour.

**COLLABORATIVE and ENTREPRENEURIAL COMMUNITIES.** Empathy is the core value that drives collaboration among people. The key concept of collaboration and entrepreneurship is organized around three categories: Learning, education is embedded in the texture of the daily life of every person and community (from children to adults). It is supported by hands-on learning that encourages a revolution in the educational system and a broader sense of community; Participation, an evolution of the social, where circles of people support each other and where people engage productively in communities; Space, the design of common spaces is a driver for collaboration, developed through the availability and optimization of spaces related to functions.
Alexander, 65 years old, micro-manufacturer

I am an entrepreneur in both my working and free time. And I love it. I have been working in the textile industry for 40 years and I can say it has changed a lot. When I started, this work was made up of standard and repetitive actions: choosing a fashion collection, buying the clothes from a central dealer, waiting for the delivery and selling them again. Everything many times in a year! It was no longer sustainable: either economically or environmentally, and I found it so boring. More or less 15 years ago, I changed completely. Now I produce my own small collection that is designed by local stylists. It is an ICT on-demand fashion collection. Clothes are produced at minimum resource consumption, thanks to the Resource Control System that informs me how to optimize the production. I work within a little community of net-workers: besides the stylists, I work with “remote” tailors and a local transportation community which moves collectively both people and goods with an on-demand approach (the same as me)! Thanks to them and to my micro-factory, I no longer have a warehouse, it was very expensive! During my free-time, I am member of a co-operative for food production. Growing vegetables and fruits is my passion! There I can find people with the same interests and I can both teach and learn a lot while doing things together. The food we produce goes to local supermarkets. There, people can choose among a wide range of options: neighbourhood production, food co-op products, but also global goods.
FOOD FOR HEALTH

Lin Fang, 60-year-old mother of 2 children

"I do care for my family's health, I believe that natural food is fundamental for health. I was born and raised in a culture of my Chinese grandparents, and I have very favorable experiences from those years of fresh and low-quality food... I have a recipe to recover energy after my son's soccer match. Special dish for my daughter before her exam prayer, and even special recipes for my husband who tends to be sometimes lazy in bed..."

How does it work?
- Long-standing traditional culture of using natural food to boost health is complemented by modern trends towards healthy eating.
- Natural foods have a beneficial impact on health and well-being.
- Consumer demand is increasing, and people are more interested in eating healthy.
- The popularity of cooking and eating has been shaped by how food is processed for taste and healthy benefits.
- catchy is now viewed as a novel category rather than just an attraction.

COMMUNITY MOBILITY ORGANIZER

Pan, 36, retired couple

"It's not as interesting as it was before, and it's not the same as it used to be... I used to ride a motorcycle, but now I rely on the COMS. After the worshiping groups became environmentally conscious, we always choose the bus with the kindergarten as we go in the same direction. And to go both carpools and buses, even our younger neighbors pick us up driving back from work in his personal bus! Carpooling becomes the 'socially minded community' application..."

How does it work?
- A Carpooling Community Mobility Organizer (CMO) focuses on mobility solutions for site selection and the promotion of active transportation within the local community.
- The organization creates a culture of community mobility by providing a platform for participants to connect and share their experiences and tips.
- The community is encouraged to embrace efficient sharing and voluntary care of community vehicles.
- Results include increased use of community vehicles and a reduction in overall emissions.
- Development of community-based initiatives for public transportation and public facilities and applications for companies and local administrations.

URBAN FOOD DISTRICT PLANNING

Marina, 35, mother of a 3-year-old family

"I think it's a good idea to move to a city where my municipality has decided to introduce the food district planning initiative. Our food must be at least 50% locally produced and 10% self-sustained among neighbors. Garlic is growing near the flower, cucumbers in the garden, and tomatoes come from the neighbor's vegetable garden. We can offer fresh, healthy products from supermarkets, etc. in the city where I may buy some imported food..."

How does it work?
- The implementation of food districts has changed the way we produce, consume, and distribute food by promoting local production and consumption and reducing transportation and packaging.
- A food district requires that at least 50% of the food consumed in the district is locally produced and consumed.
- Urban agriculture is encouraged, and food waste is reduced, promoting a sustainable and healthy lifestyle.
- People are connected to food supplies in a more personal and direct way, helping to ensure that food is produced sustainably.

URBAN MOBILITY OF GOODS

Tang, 29, single mother of two children

"I usually get my weekly grocery box delivered to our home. I take a little trolley from the delivery van and walk back to the station just below the house, but today we lack the shopping for the party, we need at least a cargo-trolley, the same as we need to deliver food from the farmer's flat to the corner near where we live now..."

How does it work?
- Urban planning focuses on car-accessible neighborhoods mixed-use and mixed-use areas integrating green space and retail.
- Development of parking schemes for diet-oriented terraces that incorporate social goods, behaviors, or communities to shop and share second-hand items at exchanges or moving items of walking or cycling.
- On-street parking, where bicycles can be rented for transportation, and returns are available in all public parking lots in the city.
TAILOR MADE FASHION OF THE FUTURE

Catherine, 23, student

"...I am not sure if I want to wait for new clothes I ordered. They will be adapted just for me, on my body. I was not sure which model was the best for me. I do not try them on the internet."

How does it work?

- on-demand fashion systems produce just what you wear, tailored to your body;
- new 3D-video screens and full body sensors capture your figure and allow you to see what you would look like in a dress you’re really interested in:
- new systems are developed by the scientists who focus on the technology and design;
- production systems are built on the demand for these clothes.

0-MILES FOOD CO-OP

Alexander, 38, blog journalist and sustainable dairy producer

"...I am what you call a small producer, putting everyday 20-40 tons of milk in the local co-op network. Most of the time it is sold out, just like the whey collected by the families around that’s the best test. The local co-op network enlarges the offer to other local neighborhood food stock exchanges or supplies, which subsidizes the restaurants or micro-chose selection..."

How does it work?

- collaborative systems are managed by neighbors for trading food in a local area;
- food systems are fully managed by the community organized in structured Local Cooperatives alliances;
- digital databases and smart labeling of raw materials and supply chain; the increasing transparency and food security;
- the same local businesses, as a collaboration will offer other local services such as cafes, arts, and town-gathering.

LIFE-LONG SUSTAINABILITY LEARNING

Erdal, 44, years old, primary school teacher

"...As we no longer only need schools for their education, but the type of training that students day-to-day life is an essential need to acquire a sustainable lifestyle. The need to address environmental sustainability initiatives is an opportunity to develop the necessary skills and competencies that are required in a changing world. The learning environment should encourage a meaningful experience and provide feedback to stimulate self-directed learning. We place a teaching environment that changes according to the ages and situations.

How does it work?

- a new approach to learning where sustainable lifestyles can be taught through a dynamic learning environment providing opportunities to engage students in real-life activities;
- the system will stimulate technology and good behaviors;
- the system will be designed to foster learning and provide feedback to stimulate self-directed learning within a teaching environment that changes according to the ages and situations;
- distance learning, using the tradition of lifelong education, enables students to learn in different ways and integrates different learning goals in the learning process;
- this learning process starts with primary education and goes on for life.

NEIGHBORHOOD LIVING ROOMS

Denis, 41, married with two 2-year old kids

"...It’s hard for me to get back to the neighborhood, but my neighbor’s house was my favorite spot to hang out, so we used to hang out in the evenings to watch the sunset and play in the park..."

How does it work?

- new range of shared activities space in the neighborhood;
- a space to gather, to play, to cook together, and to celebrate events;
- neighborhood parks and playgrounds;
- neighborhood sports and games.