

EUROPEAN LIFESTYLES

The Future Issue



**THE NEXT BIG IDEA –
REDEFINING THE GOOD LIFE**
From collaborative consumption to siesta cities
– see what's happening where you live

**WHAT DO YOU WANT TO BE
WHEN YOU GROW UP?**
Test your personal material footprint today

LIGHTEN UP YOUR LIFE
From 2012 to 2050 – a roadmap for change

**JOURNEY TO THE FUTURE –
CHOOSE THE FUTURE YOU WANT**
Four scenarios for Europe in 2050 –
From global champions to local loops

ABOUT THE SPREAD SUSTAINABLE LIFESTYLES 2050 PROJECT

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LETTER FROM THE EUROPEAN COMMISSION

Dear stakeholders,

the SPREAD Sustainable Lifestyles 2050 European Social Platform project represents a new type of research being tested by the European Commission's Directorate General for Research and Innovation under the Socio-economic Sciences and Humanities programme. It is the fourth such Social Platform project where we seek to demonstrate the benefits of new applied research methods and to foster new thinking through the engagement of wide groups of stakeholders.

The SPREAD project is also a pioneer in exploring the topic of sustainable lifestyles. The European Commission recognises the importance of the transition to more sustainable ways of living to achieve the Europe 2020 Strategy by reversing negative environmental trends, fostering new business models, green growth and new jobs in Europe.

At the global level future environmental pressures and impacts will be exacerbated by an increasing population. The continuation of current consumption and production patterns will increase the use of natural resources (fossil fuels, water, forests, etc), accelerate environmental degradation and climate change.

Technology is an important part of the transition to a more sustainable society but is not the only element that needs to change. To meet these global challenges also requires an economic paradigm shift and changes in individual lifestyles. Therefore, key research areas need to address the demand side, re-evaluate current growth models, find ways to account for major uncertainties and examine in what ways new paradigms and new consumer behaviours are likely to develop.

The Europe 2020 Strategy calls for a smart, sustainable and inclusive growth. It aims to transform the EU into a knowledge-based, resource efficient and low-carbon economy. In line with the "20/20/20" climate/energy targets and the roadmap for a competitive low carbon economy in 2050, Europe needs to develop an economy that can secure growth and development while at the same time improving human well-being, providing decent jobs, reducing inequalities, tackling poverty and preserving the natural environment. Such a green economy means making use of low-carbon and resource efficient solutions and stepping up efforts to promote sustainable consumption and production. Enabling this will require a better understanding of the role and impacts of changes in consumption behaviour and consumer culture.

We would like to thank all of the contributors to this work from the European Social Platform on Sustainable Lifestyles, and to congratulate the SPREAD consortium for their valuable efforts in providing the European Commission with a vision, scenarios and action roadmap to more sustainable lifestyles in Europe by 2050.

Sincerely,



Perla Srour-Gandon
Scientific Officer, European Commission
DG Research and Innovation
Socio-economic Sciences and Humanities Programme



LETTER FROM THE EDITOR & PROJECT COORDINATOR

The Future Issue – Redefining the good life to 2050

In 2050 we want to be living healthy, happy and meaningful lives which are within the boundaries of our planet. Whether this life will be in dense communities or close to nature; with a strong emphasis on community or highly competitive structures; with technological solutions to reduce our resource consumption or social innovations to share and consume less... This will be decided by you and the people around you in the coming years. This issue will give you an idea of what your future could look like.

The Future Issue is your guide redefining the good life and enabling the future you want. This issue takes you on a journey to the future and seeks to inspire the change agents in all of us. In the SPREAD Sustainable Lifestyles 2050 European Social Platform project we have worked with experts from the scientific and research communities, as well as practitioners from around Europe, to define the current impacts of our European lifestyles in order to understand the most urgent areas to address. We have quantified targets for the material footprint of a sustainable lifestyle to help us on our journey and to set milestones for success. We have asked citizens from around Europe to help us redefine our vision of the good life. We share their stories in this issue as a source of inspiration. We have observed movements of change currently underway and we have projected these promising living practices, which respect people and planet, to 2050 to present alternative future societies that support more sustainable and desirable ways of living. And finally, we have compiled all of this content, contributed through our European Social Platform on sustainable lifestyles, into an EU Roadmap for Sustainable Lifestyles 2012 – 2050 which provides pathways of opportunity spaces for different actors in society to help us get on track to more sustainable ways of living – from social innovation, products, service and business model innovation, skills for jobs of the future, policy and governance recommendations.

In 2011 – 2012, the SPREAD Sustainable Lifestyles 2050 project, together with its consortium partners and social platform contributors has been on an extraordinary journey to the future, to redefine the good life in order to get on track to more sustainable ways of living in Europe in this decade. This magazine is our final report of findings and aims to bring together different actors, different disciplines, and different ideas, in order to inspire change and action to create the future we want. We have learned in the course of this project that the magnitude of the issues facing us – if we want to create sustainable living, moving, consuming and society – are huge. This magazine is a tool through which we can enter possible futures, discuss possibilities for change and re-evaluate our current lifestyles.

Activate the future you want today!

Welcome, Willkommen, Bienvenue, Bienvenido, Benvenuto, Velkommen, Bem-vindo, Welkom, Välkommen, , Tele Tulemast, Tervetuola, , Bun-venit, Dobro došli, Vítáme vás, Kalós ílthate, Üdvözlet, Laipni lūdzam, Sveiki atvykę, Merhba, Bun venit, Vitaj, Dobro došli, Fáilte go dtí, Benvinguts,

Sincerely,



Cheryl Hicks
Project Director,
SPREAD Sustainable Lifestyles 2050



Many, many people contributed to the SPREAD project through their time, energy and endless ideas. The depth and diversity of the pool of resources we have been able to draw upon through this project cannot be understated and we owe a debt of gratitude to all who made a contribution. Interdisciplinary input has been provided by universities, research organisations, policy makers, the business sector, government and non-government organisations, civil society, media and citizens from all over the world.



Presented below are some of the faces from behind the scenes. Find out what they think about sustainable lifestyles!

Project Coordinator



CHERYL HICKS // Project Director
cheryl.hicks@scp-centre.org

»It is important to first understand your lifestyle impacts, and then to identify where you can make the biggest improvements. Inspire others through action!«

NORA BRÜGGEMANN // Project Manager
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»Every path to a sustainable lifestyle is unique, as living circumstances, impacts but also references differ. Enjoy finding your personal way of living more sustainably by combining efficient traditions with new social and technological innovations.«



COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION
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ROSA GROEZINGER
Project Manager
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»Most things are so much more fun when doing them with others. Try using more stuff together and find out that it's not necessary to own nearly as much as you might have thought.«

SARAH THORNE
Student Assistant
sarah.thorne@scp-centre.org

»Don't underestimate the power of imagination and generosity. We need inner images of the future we want, otherwise we won't get there!«



Project Consortium



www.anped.org

LEIDA RIJNHOUT // Executive Director
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»Stop the ridiculous rat race, which destroys people and planet and exchange that for more time for friends, families and culture!«



SYLVIA LOREK // Researcher
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»The world has enough for everyone's needs but not everyone's greed. Be the change you like to see in the world.«

SONIA GOICOECHEA // Assistant
sonia@anped.org

»Make the choice to live in harmony with yourself and the planet while respecting the needs of 9 billion people (by 2050). Each step in the right direction counts!«





www.ashoka.asso.fr

ARNAUD MOUROT // Director Ashoka FR, BE, CH
amourot@ashoka.org

»Don't be the king of the hill, be the hill.«



www.demos.fi

ALEKSI NEUVONEN // Researcher
aleksi.neuvonen@demos.fi

»Urban planning needs to adopt a backcasting approach. Planning should focus on the goal of designing cities, neighbourhoods and villages that enable sustainable, energy smart living within few decades. Planners and designers, are you ready to accept the challenge?«



SATU LÄHTEENOJA // Researcher
satu.lahteenoja@demos.fi

»It is crucial to analyse sustainable lifestyles systemically in order to map all the relevant gatekeepers of sustainable lifestyles. This has proved to be a great way to create energy-smart business opportunities with actors such as hardware stores, catering firms and travel agencies.«



www.ecn.nl

KOEN STRAVER // Researcher
straver@ecn.nl

»There is still a world of opportunities to gain when it comes to insights and actions on sustainable lifestyles; where will you start?«



CASPER TIGCHELAAR // Researcher
tigchelaar@ecn.nl

»Change starts with little steps you hardly notice. But all of a sudden a tipping point has been reached and irreversible change comes as a surprise. So don't underestimate the effect of today's small sustainable initiatives.«



MATTHIJS UYTERLINDE // Researcher
j.uyterlinde@ecn.nl

»Sustainable lifestyles start with reflection on our everyday routines: little things can make a big difference. It's an exciting challenge for practice-oriented research to find out what works best.«



www.ecoinstitut.es

BETTINA SCHAEFER // Co-Founder
bettina.schaefer@ecoinstitut.es

»Shared services will transform traditional housing typologies and current uses of public spaces. Create the future that you desire in your own neighbourhood!!«





GEMMA SALVADOR OBIOLS // Researcher
gemma.salvador@ecoinstitut.es

»Now there is still time to change, so we should be acting now to realise significant change in our habits. This will be best done step by step and by applying the values of precaution, integrity and generosity.«



EuroHealthNet

www.eurohealthnet.eu



CRISTINA CHIOTAN // Senior Public Health Officer
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»What are you prepared to change in your lifestyle to make sure it is both healthy and sustainable?«



CAROLINE COSTONGS // Deputy Director
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»Sustainable lifestyles can only be considered successful if the proposed lifestyle contributes to social equity, health and wellbeing for all.«



LUND
UNIVERSITY

www.iiiee.lu.se



OKSANA MONT // Professor in SCP at IIIIE
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»Sustainable lifestyles are as much about changing social norms and values as institutions and infrastructures. Ask yourself whether a new dress you want has to be newly made or if it has to be just new to you.«



ANNA MERONI // Researcher
anna.meroni@polimi.it

»Think about what you really, really desire and need to live well. In the end, it is probably less than you first believed, but better in quality. And it is likely to be something you yourself can contribute towards creating.«

MARTA CORUBOLO // Contract Researcher
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»It is possible for collaboration and empathy between communities and individuals to become key values for sustainable future lifestyles.«



POLITECNICO DI MILANO



**DIPARTIMENTO
INDACO**
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FRANCESCA PIREDDA
Researcher
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»Technologies can help us, but people come first. We need visions to create and share powerful stories about the future.«



FRANÇOIS JÉGOU
Head of Strategic Design Scenarios
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»Sustainable living is not less of what you have now but more of something else... so we should better hurry to envision what that might be!«



PÉTER SZUPPINGER // Expert
PSzuppinger@rec.org

»There are already so many promising practices all around us. Check these out in this booklet, choose some and try out a new sustainable lifestyle. It is worth it.«



EVA CSOBOD
Senior Expert of Environment and Health // ECsobod@rec.org

»Do you find your lifestyle sustainable? If yes, share with us. If not, take some tips from this magazine. It might be easier and more rewarding than you think.«



REGIONAL ENVIRONMENTAL CENTER

www.rec.org



"The SPREAD project puts people at the centre of sustainable growth, which will provide very important learnings for creating sustainable change and futures in Turkey."

Engin Guvenç, Executive Director, Turkish Business Council for Sustainable Development (TBCSD)

"We must work together to better understand, educate and empower young people worldwide so they can become actors of change. The SPREAD project is clearly contributing to the work that is needed to advance sustainable lifestyles."

Fabienne Pierre, Programme Officer, UNEP

"The unsustainable consumption patterns and lifestyles are since many years a challenge and a contributor to climate change, resource depletion and biodiversity losses. Addressing these issues is becoming the new aspirations of emerging economies. Europe has the responsibility to show the world that we can live and live very well within environmental limits."

Gunilla Blomquist, Swedish Ministry of Environment

"To unlearn unsustainable habits and mindsets to transition to different ways living, doing and being, the SPREAD project can add value by delivering insights and deeper understanding of individual motivations and triggers to behaviour change."

Kerstin Ochs, Head Laundry & Home-care, International Governmental Relations & Public Affairs, HENKEL

"The SPREAD project's multi-stakeholder engagement and involvement of entrepreneurs provides a unique opportunity to question business as usual and scale new solutions."

Kirsi Sormunen, Vice President, Sustainability, Nokia

"We need to bring entrepreneurs and policy makers together to design and implement the policies that foster the technological and societal innovations needed to achieve more sustainable lifestyles. The SPREAD project can provide such a platform. Feeding these insights into the implementation of the resource efficiency roadmap and the revision of the EU SCP Action Plan would be a great step."

Lars Fogh Mortensen, Head of Sustainable Consumption and Production Group, European Environment Agency

"The SPREAD project provides an important space for dialogue and thinking about how to meet the needs and desires of all citizens, while addressing the global megatrends. SPREAD will add tremendous value if it can highlight the "must have" actions that we need to take in this decade, to get us on track to more sustainable lifestyles for all by 2050."

Per Sandberg, Senior Manager, Accenture Management Consulting, Accenture Sustainability Services

"Motivating people starts from the heart. Understanding what people feel and desire will help us provide options that deliver what is desired more sustainably. The SPREAD project's human-centered approach will provide important insights for companies to develop sustainable product options that people also desire."

Per Stoltz, Deputy Sustainability Manager, IKEA Sweden

"Creating the conditions that makes a sustainable lifestyle the easy choice is critical. To accomplish this we need to go beyond the middle class bias to understand the living conditions, needs and desires of all citizens."

Prof. Dr. Kim-Patrick Sable, University of Vechta

"The SPREAD project is an important European effort that can take the new consuming concepts of sharing, aggregation, openness, and cooperation forward through supportive policy innovation, business model innovation and social transformation."

Rachel Botsman, Author and Founder, Collaborative Consumption

"The SPREAD project provides an important platform for organisations such as ours to share knowledge, understanding and ideas as well as to learn from others, in order that together we can accelerate the transition to sustainable living for everyone."

Thomas Lingard, Global Advocacy Director, Unilever

"We need to make healthier lifestyle choices the easiest ones. The SPREAD project's consideration of health as a cross-cutting issue, linking healthy lifestyle knowledge to the way we live in our homes, move around and what we eat, will be important in order to promote or deliver holistic sustainable lifestyle options enabled through new partnerships."

Ursel Broesskamp-Stone, Dr.PH, MPH, Health Promotion Switzerland, IUHPE Vice-President for Europe



CONTRIBUTORS: THE SPREAD SOCIAL PLATFORM

Our project has benefitted enormously from the many people from across Europe and beyond who became part of our social platform. These people have supported our work by sharing their ideas and knowledge during our conferences and workshops, both online and offline. Below is a summary of their contributions.

2011

May 2011 

Launch conference: The Future of Sustainable Lifestyles and Entrepreneurship, Hürth, Germany

"People with similar interests are banding together to share and exchange less tangible assets such as time, space, skills and money." Lauren Anderson, Collaborative Consumption



September 2011 

Working Group Workshop Series II: Envisioning the potential for new sustainable lifestyles and their enabling factors, Milano, Italy



"I think that the real challenge and possibility is to imagine a sustainable idea of welfare that we can define as active welfare, a welfare where the people are not individual and passive, but are capable to be active and to collaborate. It's a way to be part of the solution. I think that the sustainable services and the sustainable welfare is a welfare that is built by the same people with the help of experts, with the help of the organizations". Ezio Manzini – Politecnico di Milano.

November 2011 

Future Scenarios and backcasting stakeholder workshop, Helsinki, Finland



"Creating scenarios with the backcasting methodology proved to be a very fruitful way of working. We started out drafting a vision for 2050. Then counted the time backwards step by step, working all the time on a very concrete level covering themes such as infrastructure and education without forgetting our vision of sustainable future for 2050." Workshop participant



 June 2011

Workshop: The Future of Low-Energy Lifestyles, Brussels, Belgium



 November 2011

Sustainable Lifestyles 2050, Visions and Policy Actions, Brussels, Belgium



"We can't solve problems by using the same kind of thinking we used when we created them." : Martijn van der Linden, Platform DSE, quoting Albert Einstein in his presentation

 Ongoing



SPREAD Sustainable Lifestyles 2050 online community
<http://www.sustainable-lifestyles.eu/community>

"In today's local paper, there was a very creative job ad: Finnish sw company Bitwise is looking for an OFFICE GRANNY (or grandpa) with 'old-time's working morale' to take care of watering the plants, tidying, shopping, coffee making and most of all: taking care of BAKING for office visitors and workers. Job may include occasional child minding too :-). What a creative way of employing and mixing different generations in one workplace and at the same time making the office a bit more humane! This is how we could facilitate dialogue and appreciation between generations." Community Member Satu on September 22, 2011



January/ February 2012

Ongoing

**Facebook page "Future of Sustainable Lifestyles & Entrepreneurship"**

"The policy makers might have fine plans, but what I see around me is that (...) most companies only make a turn towards sustainability if there is profit in it... so policy makers: out of the ivory tower and into reality" Ivo, on July 23, 2012 on Facebook

SPREAD People's Forum iFuture Workshops in Finland, Germany, Spain and Hungary

"I will be taking the aspect of collective consumption more into account. I hope to start right away with my family and give away everything I can to promote responsible consumption." Nuria, iFuture participant, Spain.



June 2012

March – July 2012

**Roadmap Expert Workshop Series: 13 workshops across the EU-27**

- PERL Conference "Beyond Consumption, Pathways to Responsible Living" in Berlin, Germany (March 2012)
- Geneva Health Forum in Geneva, Switzerland (April 2012)
- "Action for future Sustainable Societies", Brussels, Belgium (April 2012)
- WBCSD Sustainable Consumption Working Group Meeting in Montreux, Switzerland (April 2012)
- Global e-Sustainability Initiative in Berlin, Germany (April 2012)
- Sustainable Future Workshop Design Bauhaus University Weimar in Weimar, Germany (May 2012)
- Conscious consumption seminar at the University Cologne, Cologne, Germany, (May 2012)
- Barcelona in transition workshop series in Barcelona, Spain (May 2012)
- CUMULUS conference in Helsinki, Finland (May 2012)
- Federal public administration on SD in Brussels, Belgium (May 2012)
- Karma Konsum Conference in Frankfurt, Germany (June 2012)
- SCORAI conference in Rio de Janeiro, Brazil (June 2012)
- Deutsche Welle Global Media Forum in Bonn, Germany (June 2012)

"People spend 50% of today's working time with income generating work, and 50% privately where they exchange services." – Participant of Roadmap workshop during the KarmaKonsum conference 2012 on the future of work.

**RIO+20**

United Nations Conference on Sustainable Development

„SPREAD Sustainable Lifestyles 2050. The Future of Sustainable living, an European perspective“ - Side Event at Rio+20, Rio de Janeiro, Brazil

"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." Cheryl Hicks, SPREAD Project Director



October 2012

Policy Workshop on the Research Agenda in Brussels, Belgium

"Design and visualisation tools for devising future practices play an important role in demonstrating, communicating and connecting sustainable lifestyle solutions." Oksana Mont, Professor, International Institute for Industrial Environmental Economics at Lund University



November 2012

SPREAD 
Sustainable Lifestyles 2050

Final Conference "Catalyzing Action: EU Sustainable Lifestyles Roadmap & Action Plan to 2050" in Brussels, Belgium

The highly interactive conference will bring together policy makers, business, civil society, researchers, designers and many others in Brussels. For the first time, the SPREAD Sustainable Lifestyles 2050 European Social Platform project will present the roadmap and action plan for sustainable lifestyles from today until 2050.

What might a Europe that has overcome current lifestyle challenges look like?

The key to our journey to the future begins now by understanding the current lifestyle conditions and impacts that we need to overcome. What impacts do current European lifestyles impose on sustainability at local, regional and global scales? How do global issues and megatrends influence European lifestyles? What are the opportunities to promote more sustainable ways of living – and to redefine the “good life”?

5 TRENDS THAT WILL CHANGE OUR LIVES

SECTION

GLOBAL TRENDS

EU TRENDS

CHALLENGES for more healthy and sustainable ways of living

OPPORTUNITIES for more healthy and sustainable ways of living

1

Population trends and urbanisation



- global population growth
- growing middle class
- urbanisation

- aging societies
- shrinking household size
- increasing number of households

- increased demand for health and social services because of aging population and increasing pollution
- stress on public finances in Europe

- dense living in cities can support more efficient living (e.g. smaller living spaces, less car use)
- collaborative forms of housing can emerge as a solution to extend the living space and to support social interactions

2

Climate change and health



- extreme weather events
- climate migration and conflict
- increased CO₂ and emissions of fine particulate
- increased health risks related to diseases
- traffic injuries, noise, pollution
- heat waves, extreme cold weather, urban thermal insulation

- rising health risks, e.g. obesity, cardiovascular diseases, diabetes, cancer deterioration in mental health (burn out and stress, leading to increased depression and suicidal rates)
- extreme temperatures, floods, desertification

- environmental conditions that impose a negative impact on mental and physical health
- people with lower incomes are at higher risk
- unhealthy and unsustainable lifestyles (lack of physical activity, unhealthy diets)

- growing awareness of health issues and exercise becoming a status factor in some parts of population
- healthy urban planning and transport
- healthy eating and emerging physical activity promotion programmes

3

Economic growth, jobs, time and well-being



- economic growth as both cure and cause of poverty and disease
- growing resource scarcity
- decoupling of economic growth and subjective well-being in many European countries
- increasing unemployment, especially among youth
- higher incomes coupled with less free time can drive consumption-intensive lifestyles and higher stress levels
- lower incomes coupled with high consumption of unhealthy and unsustainable food
- sustainable economy that operates within the carrying capacity of the planet
- “green” and decent jobs
- alternatives to “consumer culture” are available
- value of free time spent on social relations
- household based economies can develop new value production models

4

Accumulation of “stuff” and marketing



- household consumption is encouraged to drive economic growth
- debt levels are increasing
- labour costs are increasing, while product cost are decreasing
- short term gratification from consumption with long term consequences, such as indebtedness
- sustainable and durable design, repair and reuse are not economical
- advertising instils desires for new products and services
- “green-washing” proliferation of eco-labels is confusing
- need to rethink social costs of using personal credit to stimulate consumption
- green and sustainability marketing is a growing field
- reuse of “stuff”, access to stuff through services can relieve from ownership and provide more satisfaction

5

Technological and social innovation



- technological innovation at an unprecedented speed and level
- social innovation emerge as a reaction to the crisis of production, consumption and welfare models
- rapid technological innovation, contrasted with a slow speed of and low financial support for social innovation
- technological innovation drives consumer culture
- limited financial power and business support for social innovation
- tackling rebound effects
- technological innovation drives energy efficiency and sustainability
- sustainable value creation models and social innovation support more sustainable ways of living
- the economies of barter, gift and sharing offer viable alternatives to conventional business models

1 POPULATION TRENDS AND URBANISATION

Why is population growth relevant for everyone?

A key driver of increasing macro level consumption is population growth. The world's population reached 7 billion people in 2010 (Eurostat and European Commission 2011) and is expected to reach some 9 billion people by 2050. All of these people will need to meet their basic needs, and a growing middle class will aspire to higher standards of living and improved quality of life.

How will these trends affect consumption?

In addition to population growth, changes in the demographic structure also affect consumption levels and patterns. The ageing population in Europe, for example, which is a consequence of lower birth rates and increased life expectancy, shapes consumption (Eurostat and European Commission 2009). The ageing population is and will continue to place considerable stress on public finances in Europe (European Commis-



sion 2009) as more and more people will need to be supported by a smaller number of people that are of working age. We are facing the major unemployment challenge, particularly among young people that are entering the labour market (Eurostat 2011). An ageing population has consequences for consumption, with increased demand for health and/or social services, retirement homes, health-care, and improved technologies.

What are the effects of urbanisation?

Over 86% of the population in developed regions is expected to live in cities by 2050 (UN DESA 2010). This figure is driven by population growth, migration, and employment opportunities. Increasingly dense cities are expected



to impose significant impacts on our future health and well-being. On the other hand, dense living can reduce environmental impact because of opportunities to support efficient multi-family dwellings, smaller living spaces, less private automobile use and improved community cohesion.

2 CLIMATE CHANGE AND HEALTH



How is our health connected to climate change?

Projections suggest temperature increases in some European regions could be as high as 6.0 °C by the end of this century (IPCC 2007). This will bring serious consequences for water, air, soil, food, ecosystems, agriculture and economic productivity. Population health is strongly dependent on the stability, productivity and resilience of

the natural environment (McMichael et al. 2009). Climate change-related impacts due to extreme weather events in Europe will likely include increased respiratory diseases caused by changes in air quality and pollen distribution, displacement of populations because of shoreline erosion, coastal flooding and agricultural disruption (WHO Fifth Ministerial Conference on Environment and Health, 2010).

Who is most at risk?

Most at risk are children, the elderly and low income groups. These groups are most vulnerable and affected by unsustainable environmental conditions (IPCC 2007). Children, for example, are more vulnerable to environmental hazards than adults. This is due to a range of factors including different

and unique exposures, developmental physiology, lower awareness of risk and less control over their environment. Climate change will also increase health inequalities between and within countries. Deprivation increases vulnerability to climate change and climate change increases deprivation (SDC 2010).



3 ECONOMIC GROWTH, JOBS, TIME AND WELL-BEING

Money = Happiness?

Recent studies that correlate economic growth expressed in GDP values with the subjective level of happiness articulated by people, or with the so-called Index of Sustainable Economic

Welfare, for example – are no longer linked. Furthermore social as well as health and environment related costs tend to increase faster than economic growth (Beça and Santos 2010).



copuella.de//Alexander Dieker



copuella.de//Cornelia Baumant

Welfare, demonstrate that while GDP growth continued across Europe in recent years, levels of happiness have either stagnated or even fallen (Marks, Abdallah et al. 2006). Economic growth – up to a certain GDP threshold – is an opportunity to invest resources toward improving people’s lives (Marks, Abdallah et al. 2006). But once that threshold is passed, economic growth and subjective well-being – as expressed by the

Index of Sustainable Economic Welfare, for example – are no longer linked. Furthermore social as well as health and environment related costs tend to increase faster than economic growth (Beça and Santos 2010). A global survey of young adults on their visions for sustainable lifestyles was published by UNEP in 2011 (UNEP 2011). First findings show that very few young people cited dreams of luxury and unlimited material comfort. The UNEP survey indicated that young adults are seeking security: financial, social, environmental and personal.

What are the positive trends?

A trend towards a sustainable economy that can be observed in the developed world today is the emergence of employment in the sectors that have been identified as addressing critical sustainability issues; so called “green jobs”. UNEP estimates that the number of people employed in the renewable energy sector alone at 2.3 million worldwide.

In economically advanced countries, awareness of health and environmental impacts of products is growing with a consequent growth in demand for organic and local food. A small, but increasing fraction of the affluent population is demonstrating post-materialistic values. People are searching for ways to break free from the consequences of excess consumption such as the increasing pace of life, stress created by the treadmill of the “work and spend” cycle, an overflow of information and abundance of commodities, and the sheer lack of time to enjoy life.

4 ACCUMULATION OF “STUFF” AND MARKETING

Spending invisible money

Household consumption has been encouraged by the availability of attractive credit. Research shows a direct correlation between residential home prices and consumption growth, with more and more people living on borrowed money using the value of their homes as collateral (Barata and Pacheco 2003; Iacoviello 2004). In recent decades, savings ratios have fallen in many European countries, with people preferring to spend rather than save for future needs.

of consumer debt in many countries (Cohen 2007), as became painfully clear in the recent credit crisis that led to the second wave of the international financial crisis. This highlights the need to rethink the social costs of the function of financial systems and the use of personal credit as a means of stimulating consumption (Michaelis 2000).



copuella.de//Janine Prantuch

Despite accelerating consumption levels, retailers and lenders have developed a wide range of payment methods providing consumers a high degree of flexibility to make purchases (Eurostat and European Commission 2009). This has led to an enormous accumulation

of consumer debt in many countries (Cohen 2007), as became painfully clear in the recent credit crisis that led to the second wave of the international financial crisis. This highlights the need to rethink the social costs of the function of financial systems and the use of personal credit as a means of stimulating consumption (Michaelis 2000). There is a general trend to accumulate “stuff”. It is not uncommon for EU households to own between 20 to 30 technological items (IEA 2009). Often, the purchase of a product requires or leads to the purchase of another set of items.

Planned obsolescence

While the number of products on the market is increasing, their useful lifetime is decreasing (Cooper 2010). Sustainable and durable design, repair and

reuse are not economical because of labour costs in developed countries while the comparative cost of new products is relatively low.

What is the role of the media?

Media, marketing and advertising play an increasingly important role in shaping consumer preferences and lifestyles (Worldwatch Institute 2010), and people’s needs and wants (Mont and Power 2009). The advertising industry has been criticised for its messaging to

children (Barber 2007) and for emphasizing gender difference to sell products customised to different target audiences. The media has become a key tool for translating and dictating trends and spreading information which many rely upon for orientation in the consumer landscape. This means that the influence of media on lifestyles is critical. For a socially responsible media to emerge we need socially responsible media companies which means that a trend for the future must also include developing "social marketing".

"Green revolution" or "green washing"? Green and sustainability marketing is a growing field (Belz and Peattie 2009) that aims to green the market by promoting environmentally and socially sound products and services. An impor-

tant aspect of sustainability marketing is the provision of sustainability-related information to consumers, typically through eco- and social labels. These aim to create trust among consumers in the environmental and social attributes of products, devices and appliances.



However, concerns about so-called "green washing" are increasing and examples abound of companies using

questionable green claims to sell products. A further challenge is the sheer number of eco- and other sustainability labels. The total number of food labels linked to quality claims exceeds 90 separate labels in Europe alone (Tuncer 2001). Rather than help consumers with decision making, the sheer number of labels can serve rather to confuse.

5 TECHNOLOGICAL AND SOCIAL INNOVATION

Technological solutions? Technology has been and remains among the primary drivers of consumption. While technology has led to significant improvements in living standards it has also increased consumption levels and environmental problems linked to consumption. At the same time, technological development provides many of the necessary tools to support sustainable lifestyles such as energy efficient products and housing. Technology also supports communication and information services that promote more sustainable behaviour such as on-line trading platforms and public transport information services.

What is the relationship between technological and social innovations?

The sale of new products and infrastructure shapes social practice, institutions and even entire cultures. The increasing number of cars, for example, has influenced infrastructure development and town planning, creating car-dependent societies that require road networks



and traffic administrations, police, driving schools, and so forth (Sachs 1992). By improving consumer access to information and expanding markets across the globe technology also has been instrumental in spreading western lifestyle habits through the Internet and other media and through travel (Huesemann and Huesemann 2008). Changes in the use of technology are driven by social innovation like systems of collaborative consumption (Botsman and Rogers 2010). This increasingly popular approach means that people share their possessions with other people while not in use through various types of (mostly informal) social networks.

The future of business?

New and innovative sustainable business models are emerging with the potential to realign technological development with sustainable consumption



and practice (Mont 2004). Experts, supported by an increasing number of businesses (e.g. Xerox, DuPont, Interface), advocate a closed-loop economy and greater design for durability and recycling (Wells and Seitz 2005; Stahel 2006).



UNSUSTAINABLE CONSUMING 2012

Did you know that...?

- Per Euro spent, **food accounts for some 20-30% of impacts**, the greatest single impact share of any product group (Scholl et al. 2010).
- **Meat and dairy** alone account for almost **one quarter** of final consumption impacts (Weidema et al. 2008).
- An average EU household owns between **20 and 30 technological devices** (IEA 2009).
- **Consumer goods account for 14%** of individual ecological footprints (Bio-Regional and CAFE 2008).
- **UK households waste 25%** of all the food they buy (Tristram Stuart 2009).



UNSUSTAINABLE LIVING 2012



- ↑ Living space in the EU is on average **37 m² per capita** (National Board of Housing, Building and Planning, Sweden 2005).



- ↓ Number of people living in a typical European household is between **2.4 and 2.8** (ODYSSEE database 2011).

- ↑ Since 1998 electricity consumption for home appliances and lighting has **increased by 1.2%** annually in almost every European country (Eurobarometer 2011).



- ↑ The number of people working in the energy efficient building sector is **expected to reach 2.5 million** by 2030 (UNEP 2008).

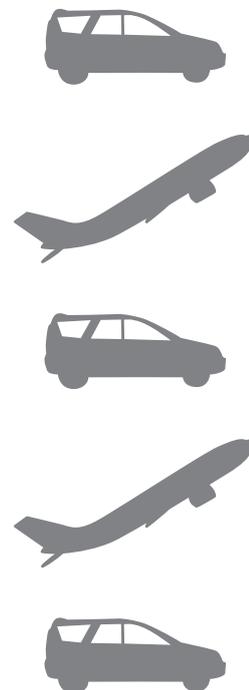


- **40%** of EU energy consumption and **36%** of total CO₂ emissions is created by the building sector (Holl 2010).
- **67%** of total household energy consumption in Europe is for domestic heating (EEA 2010).
- **40%** of Europe's energy demand is for domestic heating, water consumption, appliances and electronics (EEA 2010).



UNSUSTAINABLE MOVING 2012

- Globally, the number of international air passengers increased from **88 million** in 1972 to **760 million** in 2006 (ICAO 2007).
- Over one third of the world's **750 million** automobiles are owned by drivers in the EU (IEA 2010).
- The number of kilometres travelled by members of the 32 EEA countries increased by **20%** between 1995 and 2007 (EEA 2010).
- A closer look reveals that public transportation by road and rail **fell**, while private car use **increased** by over one third (36%) and air transport **doubled** (Radanne 2011).
- In the EU-27 Car ownership increased by **more than one third** (35%) between 1990 and 2007 (EEA 2010b).
- In big cities the average road speed for cars has levelled off at around **15 km/h** due to congestion (Radanne 2011).



UNSUSTAINABLE HEALTH AND SOCIETY 2012



- The annual cost of cardiovascular diseases to the EU economy is estimated at **€192 billion**. To put this figure in perspective, the total EU budget in 2008 was **€129 billion** (EC joint Programme Initiative 2010).
- Europeans spend between **60 and 90%** of their lives indoors – be it at home or in other public or private indoor environments such as schools, cafes and restaurants (IAIAQ 2011).
- **Over 50%** of the adult population in the EU is currently overweight or obese, and about **20%** of children are overweight (WHO and CSDH 2008).
- In Western Europe, the poorest are those most affected by obesity. Between **20 and 25%** of low income men and **40 to 50%** of low income women suffer from obesity (Robertson, Lobstein and Knai 2007).
- Obesity has **more than doubled** globally since 1980 (WHO 2011).
- Coronary heart diseases are the **single most common** cause of death in the EU. These diseases are associated with fatty foods and smoking (WHO 2011).
- As many as **56 million** people in the largest European cities are exposed to long-term average road traffic noise levels exceeding 55 dB (SOER 2010 Urban Environment assessment EEA).



REDEFINING THE GOOD LIFE

TRENDS TOWARDS SUSTAINABILITY: PROMISING PRACTICES AND SOCIAL INNOVATION

The current state of consumption in Europe, intensifying climate change and other environmental problems can make for an uninviting picture of the future. But this future is by no means inevitable. It is within our means to build a very different future by redefining our lifestyles. In fact, current trends show us that many of these changes are already underway. Europeans today are beginning to challenge the destructive patterns of the past. Taken together, leading examples of promising and sustainable ways of living from across Europe provide us with an early indication of pathways to a positive, innovative and more sustainable future. Business, policymakers, cooperatives and individuals are all taking elements of new models of living and working to become agents of change in their respective spheres of influence.

Everyone can be the change!

Some inspiring trends today:

- Shifts towards efficient consumption (wasting less), different consumption (shifts to high quality goods and services), and sufficient consumption (reducing material consumption)
- Collaborative consumption (sharing, swapping, trading, etc.) that reveals a shift in preferences away from 'ownership' of goods to 'access' to goods and services, and from being passive consumers to becoming co-producers of goods and services (e.g. urban farming, growing your own food, member co-ops)
- Household behaviour is changing to conserve energy and toward investments in energy efficiency
- Cities and municipalities are supporting shifts in transportation options in favour of walking, cycling and public transport as well as supporting new technologies, such as electric vehicles
- Community and city action demonstrates the success of participatory approaches that enable sustainable, long-term living and mobility through options like eco-towns, sustainable city initiatives and Transition Towns
- Promising synergies are emerging for health, equity and well-being through a re-examination of the way we live, eat and move

Below are some of the most influential and promising trends taken from the SPREAD baseline report (<http://www.sustainable-lifestyles.eu/publications/publications.html>), the SPREAD online platform (<http://www.sustainable-lifestyles.eu/community>) and the various SPREAD meetings.





INDIVIDUAL MOBILITY AND TRANSPORT

"Looking 40 years ahead, it is clear that transport cannot develop along the same path. If we stick to the business as usual approach, the oil dependence of transport might still be little below 90%, with renewable energy sources only marginally exceeding the 10% target set for 2020. CO2 emissions from transport would remain one third higher than their 1990 level by 2050. Congestion costs will increase by about 50% by 2050. The accessibility gap between central and peripheral areas will widen. The social costs of accidents and noise would continue to increase." (EC 2011)

Luckily there are already many initiatives, incentives and ideas that support sustainable mobility in the future. The general trends can be summarised under three key areas of change:

EFFICIENCY

Several initiatives are already in place to improve the efficiency of transportation systems. Examples with potential to influence current unsustainable trends include the Single European Transport Area, multimodal transportation for goods, vehicle labelling systems, intelligent transport systems and urban mobility plans. A big challenge, however, is to break the transport system's dependence on oil.

EQUITY AND ACCESSIBILITY

Equity and accessibility can be defined as "ease of access or reach" for all. The goal is to increase the ability of people to get where they want to go by using different types of transportation to reach different types of locations. Urban planning has a great role to play to ensure the possibility of this inter-modality and the spread of Sustainable Urban Transport Plans could help this process along.

SAFETY AND SECURITY

Safety and security initiatives are high on the EU transport agenda. This theme deals with aspects such as the level of danger or risk that is socially acceptable, as well as the systems, rules and procedures for improving safety including facilities for children and the elderly.



HEALTH, WELL-BEING, AGEING, AND EQUITY

"The conditions, in which people are born, grow, live and age and the social, political and economic conditions within our communities are determinants of our health and well-being." (WHO, Commission on Social Determinants of Health, 2007)

As indicated by the WHO Commission on Social Determinants of Health, there are a number of important social, political and economic factors that directly influence our health and sense of well-being. The following are a few of the most important determinants in the EU today.

FOOD & EATING HABITS

A healthy diet is one that maintains or improves health. Healthy diets are characterised by modest amounts of animal and dairy products and more sustainably harvested fish, seasonal, field-grown and locally produced fruits and vegetables. There is a clear social gradient in eating habits, with more affluent people being more likely to have healthier diets. Food labelling can help provide information on health and sustainability issues.

CLIMATE CHANGE

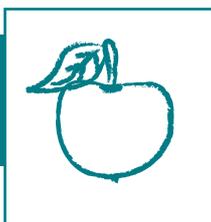
Changing water levels, increasing water temperatures and flow will in turn affect food supply, health, industry, transport and ecosystem integrity. Climate change will lead to significant economic and social impacts with some regions and sectors likely to bear greater adverse effects. Certain sections of society (the elderly, disabled, low-income households) are also expected to suffer more (EC 2009).

BUILT ENVIRONMENT

Buildings play an important role in our society and are an important determinant of health and well-being. The exposure to particulate matter and chemicals, combustion by-products, and damp or mould is associated with asthma and allergies, lung cancer, and other respiratory and cardiovascular diseases. Improved standards, new building design and developments in materials technologies in recent years are contributing to better health. New materials and technological innovations arising out of climate change mitigation strategies (e.g. thermal envelope improvements) have immediate co-benefits for health and the environment.

ACTIVE TRANSPORTATION

Active travel refers to the use of physical activity, like cycling or walking rather than motorised means. Active travel reduces road traffic, noise, greenhouse gas (GHG) emissions, and improves air quality in general, on top of providing significant health benefits. Low income families tend to have less mobility, a lower environmental impact, and are more exposed to and impacted by negative environmental aspects of transportation. Projects have been initiated by local governments to provide information aimed at improving awareness and knowledge of environmentally friendly mobility options. Examples include the WHO Healthy cities Initiatives that engage local governments through a process of political commitment, institutional change, capacity-building, partnership based planning and other innovative projects.



FOOD, HOUSEHOLD AND LEISURE CONSUMER PRODUCTS

"A big shift from the 20th century hyper-consumption, to a 21st-century age of collaborative consumption is underway. The convergence of social technologies, a renewed belief in the importance of community, pressing environmental concerns, and cost consciousness are moving us away from the old forms of consumerism toward one of sharing, aggregation, openness, and cooperation."

— Rachel Botsman, Author and Founder, Collaborative Consumption, SPREAD project advisor

Overall, the largest environmental impacts in the consumption domain are linked to the consumption of meat and dairy products, jewellery and air travel (EEA 2010). Broader impacts of consumption include increased resource consumption product manufacturing, increased household waste, low levels of recycling, long distance transportation for non-seasonal and exotic foods and energy intensive food processing. Emerging solutions and promising sustainable consumption practices can be clustered into the general categories of efficient, diverse and sufficient consumption.

EFFICIENT USE OF PRODUCTS AND SERVICES

Efficiency offers potential to reduce both waste and the exploitation of non-renewable resources. Today, as an example, use-phase efficiency is an increasingly important factor in the marketing of white goods and appliances with water and electricity being most prominent. The availability of household paper products that are 100% free of chlorine-bleach is another successful example.

There are, however, significant barriers to a widespread up-scaling of consumer product efficiency in general. Upgrading and repairing, for example, are rarely economically viable given the cost of human labour often exceeds that of virgin raw materials. Green tax reform offers potential to begin to overcome such challenges.

FROM QUANTITY TO ACCESS AND QUALITY

Consuming differently implies several shifts. The first is a shift away from ownership to having access to products. Rather than owning goods that are only rarely used, having access to products can be organised on the basis of collaborative consumption – an emerging global trend (Botsman and Rogers 2010).

Sharing systems can be established by users directly through peer-to-peer networks and sharing can be mediated by entrepreneurs and businesses. The growth of such schemes is facilitated by the emergence of new technologies that connect suppliers and users (Kuhndt and Groezinger 2011).

SUFFICIENT CONSUMING: FOCUSING ON IMPROVING QUALITY OF LIFE

There is a promising trend toward collective efforts among people who are interested in alternative and sustainable models of living (Power and Mont 2010). These include eco-villages or Transition Towns. They help reduce dependence on the market economic system and reduces ecological footprints.

The voluntary simplicity movement – where people leave their business-as-usual jobs to focus on local, small-scale activities – is also gaining momentum in the United States and Western Europe (Alexander 2011). New low impact lifestyle trends are emerging, including the Slow Living and LOHAS (Lifestyles of Health and Sustainability) movements. There is also a resurgence of public campaigns opposing materialistic ways of life, including the “Buy Nothing Day” campaign.



BUILT ENVIRONMENT AND HOMES

„For the first time in history it is now possible to take care of everybody at a higher standard of living than any have ever known. Only ten years ago the ‚more with less‘ technology reached the point where this could be done. All humanity now has the option of becoming enduringly successful.“ – Buckminster Fuller

Housing accounts for almost 30% of environmental impacts in the EU (EEA 2012). Sustainable living encompasses considerations such as building design, materials and construction, (household) energy consumption, appliances and services related to the passive use, as well as the (inter)active design of the building, and associated products and services. It also addresses issues of shared community spaces, sustainable quarters, local air quality, neighbourhood and community projects that aim to enhance the quality of living (together) and reduce overall consumption levels (i.e. social cohesion and inclusion). Waste management strategies, such as source separation, waste reduction and recycling are also vital.

EFFICIENT BUILDINGS

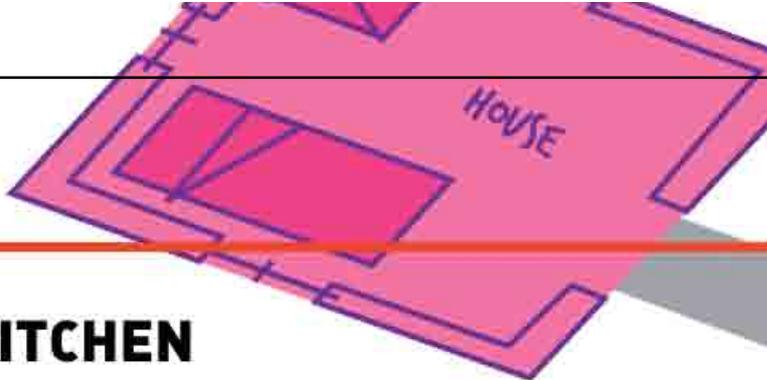
Much is being done in the area of efficient housing. Areas of particular progress are in the field of labelling and energy efficiency improvements of appliances. Information, incentive schemes and support help homeowners from all socio-economic groups and owner-occupier constellations and building types carry out home energy efficiency renovations. New building designs aimed at a nearly-zero or positive energy balance are at the centre of much attention and research.

EFFICIENT BUILDING OCCUPANTS

One of the main emerging trends in housing efficiency is to enable users to tailor their use of housing amenities through demand-side management systems and the development of smart consumption feedback technologies. The increased awareness of the potential for savings and environmental effects triggers and motivates long-term behavioural changes for many people.

EFFICIENT INFRASTRUCTURE

Collective multi-stakeholder and participatory approaches to urban planning and the design of transport systems are a growing trend in many cities.



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SHARED FOOD
FACILITIES.**



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ON ROOF OF THE MUNICIPALITY.*



Whether you shop at an independent supermarket, use renewable energy, buy second hand clothes, cycle to work or keep your money in a community bank – you are contributing to a more sustainable future. Many people are starting to make these small shifts in their lifestyles but on a larger scale, these small changes are not enough. These practices need to be SPREAD to wider communities, made accessible to groups with different abilities and needs, and effectively marketed, monitored and mainstreamed.

We have travelled from Bornholm to Barcelona and Oxford to Oslo to bring you the most promising practices. Many of these examples are Pan-European, cross-cultural, international and global. Anyone can get involved in practicing them.

Find out how you can be part of the up-cycling, up-scaling and up-lifting uprising!

MOBILITY



1

The Big Lemon Bus Company

The Big Lemon is a Community Interest Company founded in 2007 with the aim of providing a new kind of bus service that is fun, friendly, affordable and sustainable. All vehicles run on recycled waste cooking oil from local restaurants, reducing emissions compared to the use of fossil fuels as well as waste.

<http://thebiglemon.com>



The Little Lemon



2

Cycle to work-Initiative



'Mit dem Rad zur Arbeit' (Cycle to work) is an example of an initiative that addresses health (social) concerns and environmental problems associated with traffic congestion. This was a joint initiative of a large German cycling association and AOK, Germany's biggest health insurance organisation. The programme required people to cycle to work for a minimum of 20 days during the summer months of each year with the main incentive being regular prize draws.

<http://www.mit-dem-rad-zur-arbeit.de/bundesweit/index.php>

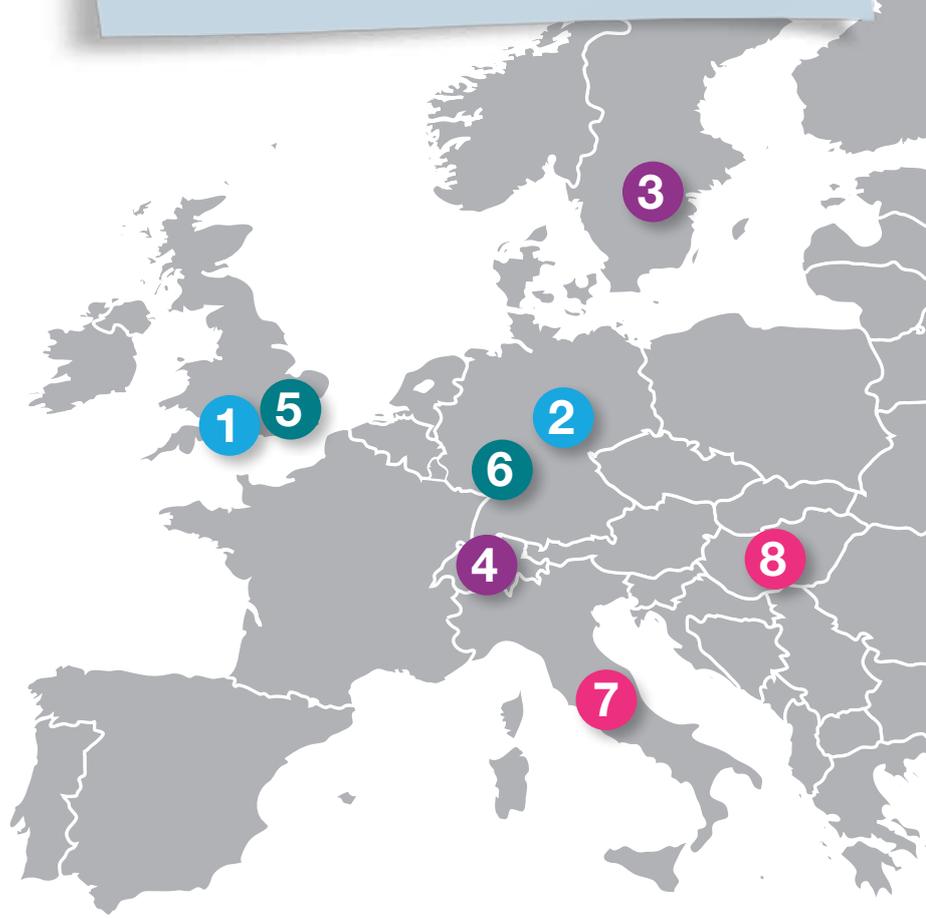
Bike-to-work campaigns have also been established in other countries, like Hungary:

www.eltis.org/index.php?id=13&lang1=en&study_id=3173

HOW DID WE GET THERE?

Promising Practices

Many people all over Europe are already actively making sustainable lifestyles a reality. The initiatives shown here have been presented on our SPREAD online community by members of the European Social Platform on Sustainable Lifestyles, by participants of our conference and workshops. The examples shown here can inspire, point to ways of changing behaviour and demonstrate different sustainable living solutions for individuals and institutions. To ensure that the promising practices presented here really increase sustainability their impact and the potential rebound effects will need to be monitored over time.



HEALTH AND SOCIETY

3

Time Bank Helsinki



An online market where people can offer their time and help to others and receive time and help for themselves in return. Everyday tasks are exchanged: Babysitting, help with moving, sewing etc. Rather than money as the medium of exchange it is time that forms the currency. One hour is one time credit. Everybody's time and work are treated as being of equal value. The credits are collected and members can create service change circles.

<http://www.urbandreammanagement.com/2011/11/12-years-of-time-banking/>

4

Programme for a healthy body weight



©Gesundheitsförderung Schweiz/ Suisse Balance

The Cantonal Intervention Programmes in Switzerland aims to promote health and primary prevention of obesity in children and adults. Activities include modules for age-specific interventions for children, young people and their peers, families, schools and others. Policy recommendations for living conditions, networking and media relations and campaigns are also available.

http://www.gesundheitsfoerderung.ch/pages/Gesundes_Koerpergewicht/Programme_Projektel/index.php?lang=e

CONSUMING

5

The People's Supermarket



For a yearly membership fee and four hours of voluntary work in the "People's Supermarket" shop, the members receive a 20% discount on all prices.

<http://www.thepeoplesupermarket.org/home/>

6

EcoScan



A mobile technology that enables an exploration of the stories behind products by making use of a barcode. EcoScan aims to provide an overview of the social and ecological background of the products we use in our day to day lives.

<http://www.ecoscan.info/en.html>



LIVING

7

Co-housing in Italy



In Italy the first co-housing initiative was developed by the Politecnico di Milano - INDACO Department in partnership with Innosense (a social innovation agency). The initial goal was to design solutions that facilitate and replicate co-housing communities in Milan and across Italy by promoting the two initiatives developed by co-housing.it, which is an online community of people interested in co-living.

<http://cohousing.it/>



8

Behaviour change for families



The Hungarian energy intermediary GreenDependent implemented a nationwide behaviour change programme between May 2010 and April 2011. The focus was on developing a sense of community achievement among 500 participating families. The leading 21 families reduced their carbon footprint by 3.5 tonne/capita/year, which is greater than 60% of the Hungarian average.

www.greendependent.org



MOBILITY

Happy Bus

The “Happy Bus” project was implemented by the public transport company of Parma Tep in collaboration with the municipality of Parma, Italy. The scholastic service collects young students of elementary and middle school ages at their homes and gives them a lift to their schools. The buses operate on methane gas and are equipped with technologies to project films. During the drive, lessons on environmental issues are given to the students and educational films are also shown. http://www.eltis.org/index.php?id=13&study_id=2005

Superblocks in Vitoria Gasteiz

Vitoria-Gasteiz in the Basque Country, Spain, envisages a new structure of mobility and urban space in which city blocks create a network for different modes of urban mobility. The intention is to reclaim urban space for the citizen and avert the negative impacts of excessive car traffic. http://www.civitas-initiative.org/index.php?id=79&sel_menu=134&measure_id=567

Redesign of public space

The project “Public space, mobility and accessibility in the district of Gràcia (Barcelona)” increased space for pedestrians, restricted access to private vehicles, introduced collective parking for cars, motorcycles and bicycles, and established multi-functional, pedestrian-friendly areas. <http://www.bcnecologia.net/en/projects/public-space-mobility-and-accessibility-district-gracia-barcelona>

Car free living

Several platforms promote life without individual car use. They offer practical tips on alternatives to owning a car, give access to research on the topic and lobby in support of car-free living.

Global network - www.worldcarfree.net/,

In UK - <http://www.carfree.org.uk/>,

In Germany - www.autofrei.de,

In CH - www.clubderautofreien.ch

Mobility for an ageing society

Europe is facing the challenge of ageing societies. Besides all the technical innovations and high-speed services, the opposite also needs to be also cultivated: neighbourhood mobility planning, focus on short distances, and the availability of human assistance. As part of the AENEAS project a number of such innovations were tested, such as the assistant service for older tram passengers in Krakow, Poland. <http://www.aeneas-project.eu/?page=krakowmobilityassistance>

Acceleration meter for eco-driving and increasing passenger comfort

The local public transport company of Pécs, Hungary installed gadgets in 91 buses to measure the level of breaking, accelerating and taking curves of their buses. Coupled with a training programme and financial incentives for drivers, the technology fosters smoother bus drives, increased passenger safety and comfort, as well as savings in fuel costs.

http://www.eltis.org/index.php?id=13&lang1=en&study_id=3340

The world's first triple bicycle-hybrid vehicle: and solar hybrid car in one

The boundaries between various forms of mobility gradually dissolve. An excellent example: the Solo-Duo demonstration vehicle from Hungary is a four-wheel car, which is driven by the passengers themselves (by pedaling), by electricity derived from its roof-mounted photovoltaic panels, as well as a tiny internal-combustion engine. What's more, if only 1 or 2 passengers use it, it can be taken apart into two smaller vehicles! www.solo-duo.hu/

Car and bike sharing

A large number of commercial or peer-to-peer car and bike sharing initiatives are available all over Europe.

- **Cambio:** car sharing company in Belgium (and elsewhere) www.cambio.be
- **Zen car:** E-cars in Brussels http://www.zencar.eu/en/about_concept.cfm
- **Tamyca:** peer-to-peer car sharing in Germany www.tamyca.de
- **Hangzhou:** the largest bike sharing scheme in the world with 50 000 bikes <http://www.universalsubtitles.org/en/videos/xwp1xmWSCu7SI/>
- **Villo:** public bike sharing scheme in Brussels <http://www.villo.be>
- **Sarecar:** a public renting service for shared electric vehicles in Atun, Basque Country www.sarecar.net

Domestic travel

Nopsa Travels is a new kind of travel agency that promotes domestic travelling and experiencing local luxury. -

<http://www.nopsatravels.com/en/routes/>



HEALTH AND SOCIETY



Measurements beyond GDP

The New Economics Foundation has developed a new approach to measure well-being that goes beyond GDP. The progress is measured using three main spheres – goals: universally high levels of well-being, resources: sustainable use of environmental resources and human systems: activities that achieve intermediate objectives such as a stable and productive economy, a cohesive society and good housing.

<http://neweconomics.org/publications/measuring-our-progress>

Urban health tool

URBAN HEART - Urban Health Equity Assessment and Response Tool (WHO 2010) guides policy makers and communities through a standardised procedure to gather relevant evidence and assist with efficient planning to address identified health inequities. Information that illustrates the gaps between or within cities is a crucial requirement to evaluate and promote health equity. http://www.who.or.jp/urbanheart/j/index_files/UrbanHEART_GUIDE.pdf

Manger Bouger

In France, the national government and the Institut National de prevention et d'éducation pour la santé (INPES) have developed a website to provide information on how to adopt a healthier lifestyle. Information is designed to reach a range of target groups (e.g. infants, children, adolescents, pregnant women and elderly people) to provide information in a friendly, easy to understand way. www.mangerbouger.fr

The School Fruit Scheme

The School Fruit Scheme is an EU-wide programme to encourage good eating habits among young people. As well as providing fruit and vegetables, the scheme requires participating Member States to set up other measures including educational initiatives (such as farm visits, gardening sessions, etc.). http://ec.europa.eu/agriculture/sfs/index_en.htm

Co-operatives

MONDRAGON Corporation in the Basque Country combines the core goals of a business organisation competing on international markets with the use of democratic methods of organising its business. It is composed of many co-operative enterprises in each of which the co-op members (averaging 80-85% of all workers per enterprise) collectively own and direct the enterprise. Through an annual general assembly the workers (owners) choose and employ a managing director and retain the power to make all the basic decisions of the enterprise. <http://www.mondragon-corporation.com/language/en-US/ENG.aspx>

Transition Towns

Transition Towns is a movement that aims to develop and implement sustainability plans to transition local communities away from reliance on fossil fuels. They work with existing community groups, local authorities and interested individuals to set up locally-based solutions to achieve their goals. Activities they undertake include promoting practical skills and training programmes, establishing land allotments, working with local businesses, improving energy efficiency, and establishing local currencies. <http://www.transitionnetwork.org>

Sustainable urban city block

The Low2No project took a multi-disciplinary people-centred approach to designing an urban city block in central Helsinki to house 500 people and the headquarters building for Finland's Sitra Innovation Fund. The project employed a multi-disciplinary team that used a people-centred participative approach to develop an attractive and meaningful sustainable design concept for users, visitors and stakeholders.

www.low2no.org

Housing community for seniors

LOPPUKIRI is a housing community for mid-life and elderly people in urban Helsinki. It is the outcome of a six year project of the Active Seniors Association that aimed to create an ideal, communal home for elderly people. http://www.arch-1design.com/LOPPUKIRI_HOUSING_COMMUNITY.html

Siesta city

The '2020 Siesta Network' for Glasgow seeks to establish a basis for creating a 'Siesta City'. A city which holds the public as protagonist, provides city dwellers with the opportunity to indulge in a daily siesta and improves the quality of urban leisure time and public space.

http://www.architizer.com/en_us/projects/view/siesta-city-re-appropriation-of-public-space-for-public-use-through-a-new-network-of-siesta/2404/



CONSUMING



Slow Food International

Slow Food is a global grassroots organisation comprising 100,000 members in 153 countries around the world. It rests upon a global network of 2,000 food communities practicing small-scale and sustainable production of quality foods.

<http://www.slowfood.com/>

Planting and growing food

To really understand food, it helps to understand where it comes from. Northumberland Care Trust has been working in partnership with Alnwick Garden to deliver a national programme called Roots and Shoots. Children are provided opportunities to learn how to plant and grow food. This knowledge is then used to create 'growing clubs' in schools. These clubs encourage children to eat more fruit and vegetables over time and support physical activity.

<http://www.northumberlandcaretrust.nhs.uk/news/press-releases/new-programmes-to-tackle-obesity>

Urban gardening

Urban gardens are being built all over Europe. People of one neighbourhood work together to harvest food and flowers in the middle of the city. Often, the fruits and vegetables are also organic.

- Prinzessinnengarten, Germany – urban garden in Berlin growing organic food
<http://prinzessinnengarten.net/about/>
- Capital Growth, UK – Initiative in London to support creation of food growing spaces
http://www.capitalgrowth.org/big_idea/
- Jardin partagé, France – a garden sharing initiative in Paris
http://www.paris.fr/loisirs/jardinage-vegetation/jardins-partages/comment-cree-un-jardin-partage/rub_9111_stand_10187_port_22123
- Garden Tram, Finland - urban garden built from plants donated by tram passengers
<http://www.plantram.org/about>
- Grow The Planet, Italy - worldwide – a web based platform that helps people grow their own organic vegetables in a smart, fun and social way.
<http://beta.growtheplanet.com/en/>

Farms at or near supermarkets

BrightFarms design, finance, build and operate hydroponic greenhouse farms at or near supermarkets to eliminate time, distance and cost of the food supply. The aim is to deliver products at equal or higher service levels than the retailer currently requires of its other suppliers. The food can be sold immediately upon harvesting, with no storage or shipping, resulting in fresher and more attractive food.

<http://www.brightfarms.com/>

Outdoor Gym and community work

Green Gym is an alternative fitness program in the outdoor environment that serves people seeking to improve both their health and the environment at the same time. Some Boroughs of London offer this gym free of charge and with refreshments to jointly build green spaces for the community.

http://www2.btcv.org.uk/display/greengym_join

A search engine for sustainability

WeGreen is a search engine, aimed at creating transparency around sustainability of companies and products. It combines sustainability assessments of different stakeholders. The centrepiece is the Sustainability Footprint, which enables a quick and simple visualisation of the ecological, social and transparency performance of a company, a brand or product. In addition, users can rate the sustainability performance of companies themselves, interact with companies and other users and thus actively engage to promote sustainability.

<http://wegreen.de/en/>

Up-cycling

The Fashion Reloaded initiative took place during the Berlin Fashion Week in 2009 and 2010. People were asked to bring and swap their unused clothing. Once swapped, the garments could be redesigned and restyled at a workshop fully equipped with materials, tools, sewing machines and practical assistance. <http://fashionreloaded.com/>

Collaborative consumption

Using instead of owning has a huge potential to reduce the need for products while at the same time offering the same benefits to consumers. It can even be more fun for consumers by engaging with friends or future friends. There are a huge number of online portals aiming to support collaborative consumption.

- International <http://collaborativeconsumption.com>
- Finland and others <http://www.netcyclor.com/>
- Sweden <http://ateranvand.sgnl.se/>
- France <http://consocollaborative.com/>
- Spain <http://www.consumocolaborativo.com>
- Germany <http://kokonsum.org/>
- Clothes swapping, Germany <http://www.kleiderkreisel.de>, Lithuania <http://www.manodrabuziai.lt>, France <http://www.petitsriens.be/>
- Airbnb, peer to peer room and house renting, International www.airbnb.com
- Land share, Connecting growers to people with land to spare, UK www.landshare.net

GLS Bank

GLS is one of the first social and ecological banks. By putting your money in their bank you can invest in ethical individuals and businesses. Their motto is meaning, profit and security

<http://www.gls.de/>

LIVING



Improving energy efficiency and addressing fuel poverty

The Warm Front Programme in the UK works primarily as a grant scheme, providing funding of up to €6,000 to improve heating systems and insulation in private homes. Its purpose is to help fuel-poor households save on their fuel bills by improving energy efficiency. Since 2000, 1.1 million households have received assistance under the Warm Front Programme. CO₂ emissions in the average household were reduced from 7 000 kg to 6 000 kg per year.

http://www.direct.gov.uk/en/Environmentandgreenerliving/Energy-andwatersaving/Energygrants/DG_10018661

Smart grid demonstration on Bornholm

The EcoGrid project is an ambitious smart grid project on the Danish island of Bornholm. Through smart meters and other ICT technologies, consumers can shift flexible energy loads (i.e. electricity demand) to times of the day when more renewable energy, in particular wind energy, is available. The case study can work as a benchmark for other European countries.

www.eu-ecogrid.net

Ecovillage

Vauban in the South of Germany is an ecovillage with the main goal being to implement a city district in a co-operative, participatory way to meet ecological, social, economic and cultural requirements. Features of the village include houses that are built to a low energy consumption standard, some even as “passive houses” with a positive energy balance, a highly efficient co-generation plant, solar collectors and photovoltaic cells, an ecological mobility concept with a reduced number of private cars, good public transport, a convenient car sharing system, a higher quality of living, and joint building projects, among others.

<http://www.vauban.de/info/abstract.html>

Saving Energy in Schools

The 50/50 project is supported by the Intelligent Energy Europe programme. At least 50 schools will get involved using the 50/50 methodology developed in Hamburg, Germany, in 1994. The idea is that 50% of the energy savings achieved in the school will return to the centre as economic transfers, while the other 50% will be a net saving for the manager of the school building.

<http://www.euronet50-50.eu>

Energy expert programme

The Finnish government-owned company Motiva and social housing association VVO together developed the Energy Expert programme in 1993. Since that time over 3,000 volunteers have been trained as “peer to peer advisors” on sustainable energy and water consumption behaviour in their neighbourhoods and communities. On average, 5% energy conservation for heating, 10% for electricity and 20% reduction in water use can be achieved.

www.energychange.info

MECHansims

The MECHANisms toolkit has been designed for project managers working in intermediary organisations promoting change in energy behaviour, primarily at the local level. The tool supports climate action groups, local energy agencies, ESCOs, energy consultants, municipalities or others working with small energy end-users to enable changes in routines and habitual behaviours (energy use patterns) and/or changes in how investments are made (investments in energy efficiency or renewable energy solutions).

<http://mechanisms.energychange.info/home>



TEST YOURSELF

TEST YOURSELF ON SUSTAINABLE LIVING: TRUE OR FALSE

	TRUE	FALSE
1. The organic food market in Western Europe currently enjoys an annual turnover of some 20 billion EUR .	<input type="checkbox"/>	<input type="checkbox"/>
2. Between 1999 and 2007 each person generated an average of 524 kg municipal waste .	<input type="checkbox"/>	<input type="checkbox"/>
3. Overall, the largest environmental impacts in the consumption domain are linked to the consumption of fruit, vegetables and household cleaning products .	<input type="checkbox"/>	<input type="checkbox"/>
4. 40% of the EU population is estimated to be overweight, and the numbers are increasing.	<input type="checkbox"/>	<input type="checkbox"/>
5. One ton of 100 % recycled paper saves the equivalent of 26,500 litres of water.	<input type="checkbox"/>	<input type="checkbox"/>
6. Doing the dishes by hand uses less hot water than an automatic dishwasher.	<input type="checkbox"/>	<input type="checkbox"/>
7. Around 1 million people are employed in the renewable energy sector.	<input type="checkbox"/>	<input type="checkbox"/>



1. true // 2. true // 3. false, the largest environmental impact is caused by the consumption of meat, dairy products, jewellery and air travel // 4. false the answer is 53% and numbers are increasing // 5. true // 6. false, A modern efficient dishwasher saves on average 23 litres of hot water per year // 7. false, Currently there are around 2.3 million employed in the renewable energy sector and a further 2.5 million involved in the construction of energy efficient buildings

Celebrity Quiz

1. Which Hong Kong movie star launched an Environmental Protection Program in Beijing after his name?
2. In 1998 Leonardo DiCaprio started the Leonardo DiCaprio Foundation to promote environmental causes. What is the name of his global warming documentary featuring interviews with global green leaders?
3. George Clooney launched Oil Change, a campaign to eliminate America's dependence on oil. How does he personally support this change?
4. Which US city did Brad Pitt help rebuild in an eco-friendly way?
5. What Hollywood film actors fell victim to a future society run by "time banks" – where time was more valuable than money?

1. Jackie Chan // 2. 11th Hour // 3. He drives an electric car. // 4. New Orleans // Justin Timberlake & Amanda Seyfried

**THINK GLOBAL, ACT LOCAL!
WE CAN SUPPORT YOUR KNOWLEDGE EXCHANGE
WITH OTHER LOCAL COMMUNITIES.**



**WE FIX
YOUR BIKE,
REPAIR YOUR
SMART PHONE
AND WATCH YOUR
PETS. PAY US IN
COMMUNITY
CASH.**

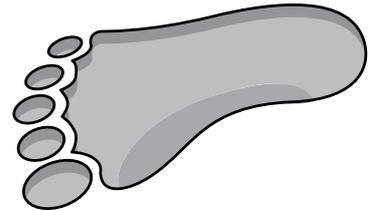
THE MATERIAL BURDEN OF OUR LIFESTYLES

HOW DID WE GET THERE?

What is a material footprint?

The material footprint is a tool to measure, manage or optimize the resource consumption associated with our lifestyles. It includes materials used in the products and production processes that support our consumption, mobility, housing, health.

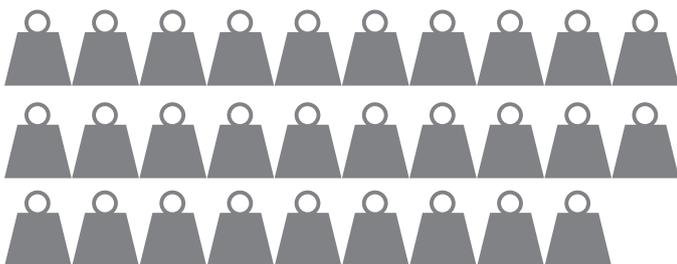
A material footprint means the use of renewable and non-renewable material resources (excl. water and air) plus the erosion caused by agriculture and forestry. It covers the whole lifecycle from the extraction of raw materials to the processing industry, distribution, consumption, recycling and disposal of all extracted materials.



THE AVERAGE EUROPEAN LIFESTYLE, TODAY (PER YEAR)

- 10 000 km car
- 2 000 km public transport
- 546 kg of food with 19% meat, fish and seafood
- 37 m² person heated living space
- Resources for other consumption items and leisure time

= MATERIAL FOOTPRINT OF ABOUT 29 000 KG



SUSTAINABLE EUROPEAN LIFESTYLE, 2050 (PER YEAR)

- 10 000 km by means other than private automobile
- 500 kg of mostly vegetarian food
- 20 m²/person in a zero-energy house
- 1000 kWh of wind and solar power
- Fewer but sufficient household appliances and other equipment
- Some resources for leisure time and other purposes

= MATERIAL FOOTPRINT OF ABOUT 8 000 KG



HOW DID WE GET THERE?

Assumptions for the 8 000 kg

The calculation of 8 000 kg includes household goods, food, everyday mobility and tourism, electricity, heating and housing. The calculations are based on the following technology and lifestyle assumptions:

- virtually zero-emission electricity production becomes mainstream
- radical reduction of energy required for heating and cooling of new and existing buildings
- decreased need for mobility and radically reduced levels of private car use
- reduced consumption of meat

FOUR STORIES OF CHANGE

Meet four individuals who have made the transition from 2012 to 2050 and from an average material footprint of 29 000 kg to 8 000 kg!

Here they show us how it's done...

ALBERT



Today
Name: Albert
Gender: Male
Nationality: Spain

What do you think about your current material footprint, Albert?

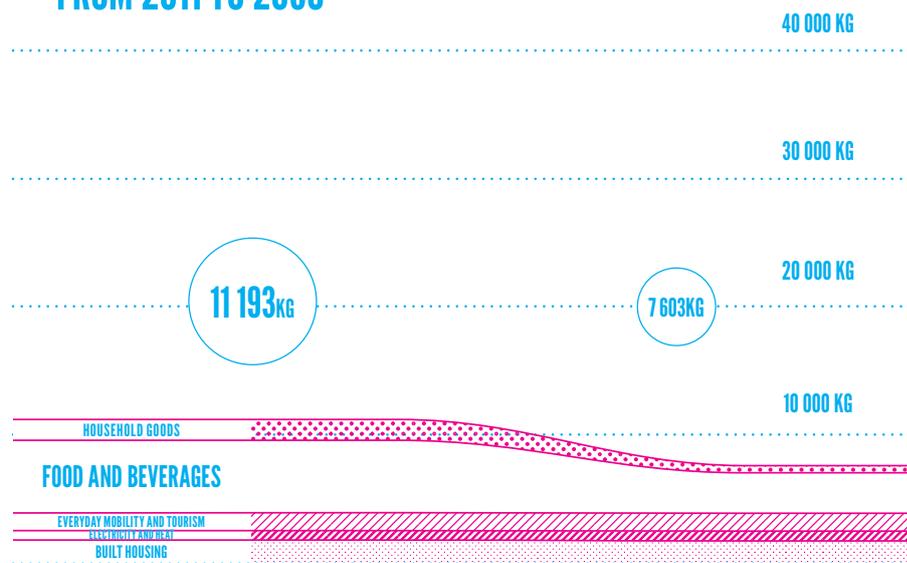
"Although the numbers of kilogrammes emitted may seem high, according to the index, I consider that my material footprint is quite low, so I'm satisfied. Still, one can always improve."

HOW DID WE GET THERE?

Introducing People Forum iFuture

Altogether 75 people from Spain, Germany, Hungary and Finland took part in the "people forum" aspect of this research project. The aim was to reach out to citizens from different generations, at different stages in their lives, with a variety of needs, capabilities and interests to ask them about their visions for the future. The research involved an online questionnaire, a telephone interview and a group workshop in each respective country. During the four workshops in each of the countries, the participants were confronted with scenarios of their lives and everyday activities in the year 2050. Presented below are the individuals and the stories of their sustainable iFutures.

YOUR MATERIAL FOOTPRINT FROM 2011 TO 2050



Albert's life in 2050

"I live with my wife in a lovely small city. My workplace and local amenities are near and my kids live nearby. I seldom have to travel anywhere, which I think is very nice: I can spend a lot of time with my family and our nice neighbours."

Acting on climate change and promoting sustainable and healthy lifestyles is an essential part of my life, not because of status or trends, but because I find them important and necessary. It has become evident that our lifestyles and consumption habits have had to change a lot and the infrastructure I need is well established to make sustainable and healthy living possible for everyone.

I strongly believe that having more time encourages us to invest it towards to common good. This has been highlighted by the many different forms of work and occupations that are emerging alongside or beyond traditional employment choices."

How do you feel about the changes that would need to happen to reach a footprint of 8 000 kg?

"We see very clearly that the section that needs to change is my diet, and I think you can extrapolate that to most people living in developed countries. Public transport consumes much less than the private car, but there are also major differences between different types of public transportation."

Can you see yourself living in 2050 on material footprint of 8 000 kg?

"I recognise myself almost entirely in the profile. I would only disagree in the low frequency of travel, which is one of my passions and if possible, I would not reduce it. I would obviously always look for an efficient method of transportation. Also I do not think that materialistic consumption will be completely obsolete by 2050."

Albert's thoughts on a service that could make his future possible:

"People would see with a simple tool what they actually spend and where water comes from. It would be a measure to encourage saving. The system is easy to apply, no need to wait 50 years."



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 daub soap, 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.



Comments

HOW DID WE GET THERE?

Emerging Idea Cards

The cards are a pack of cards presenting provocative ideas for 2050, built on present time emerging promising practices and solutions. The SPREAD partners developed them in a workshop together with experts from all over Europe and used them among others occasions for iFuture. They are conceived to support and feed the social and technical conversation about the future between experts and civil society. Use them to imagine your future...

We present one idea card for each iFuture participant which helps to make his/her future possible.

BERND

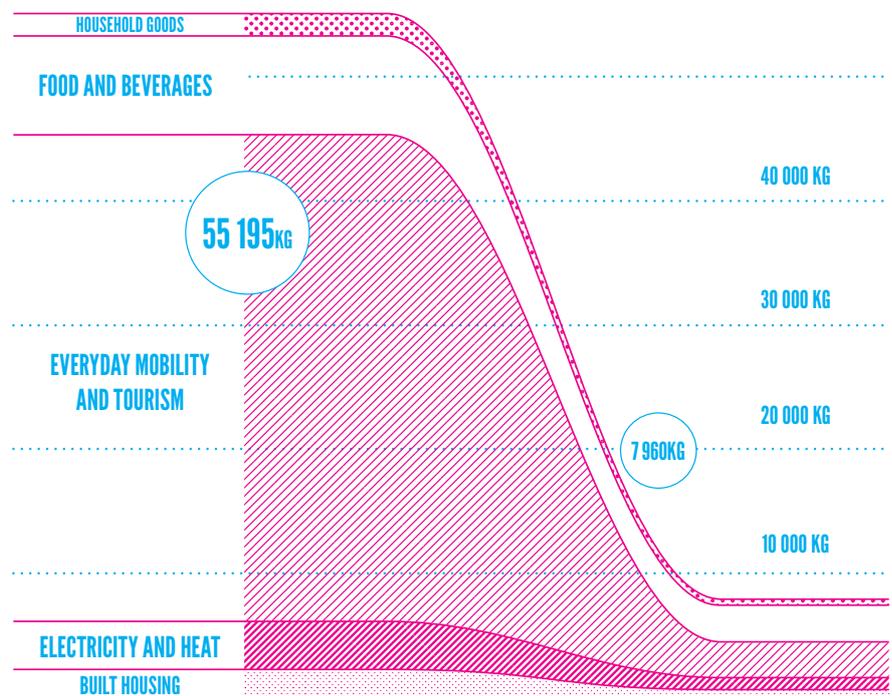


Today
Name: Bernd
Gender: Male
Nationality: German

What do you think about your current material footprint, Bernd?

"Mobility is so high on my chart because we live in the countryside and are dependent on our car. Heating and energy consumption on the other hand is so low, as we heat with wood, which is carbon neutral. Regarding food we try to buy locally, but I have to admit we are mainly driven by comfort."

YOUR MATERIAL FOOTPRINT FROM 2011 TO 2050



Bernd's life in 2050

"In 2050 I travel only by train, and if it's absolutely necessary, I might take the solar-aeroplane. I have given up my own car and exchanged it for a membership in a car-sharing scheme. Occasionally I rent an electric car. Otherwise I get around on my bike or walk to work."

I don't think that everyday decisions have a large impact. Change has to happen systematically on a large scale. The current situation has to change, even if this means cultural traditions will be lost in the process."

I used to travel a lot by car. Luckily I was able to sell my car because of the many car and travel sharing options. If I really need a car I will rent an electric model from the local network. My holidays are spent in local holiday resorts that I can reach by train, and I only rarely travel via solar-aeroplane."

How do you feel about the changes that would need to happen to reach a footprint of 8 000 kg?

"I wonder which technical solutions will be found in the next few years. Some things I find easy to change: Buying less, buying more consciously at the market, from farmers and buying seasonal products. Transportation (travelling by car), costs for heating and electricity consumption are much more difficult to change."

Can you see yourself living in 2050 on material footprint of 8 000 kg?

"The profile fits quite well. I hope to sell my car before 2020 and to use car-sharing services or taxi cabs. Holidays in local destinations are not so attractive, but to travel around Europe will be excellent. We have so many cultures and different environments here that I do not need to travel to other continents."

Bernd's thoughts on a service that could make his future possible:

"With the luxury taxi service I would be mobile and still have the freedom of individual transportation without the need for my own car. I would immediately adopt this system but with my current living situation it is very unlikely."



Moving

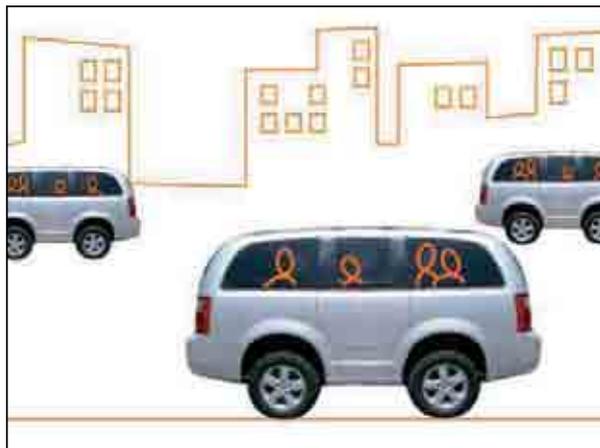
LUXURY TAXI SERVICE

Cinthia, 45, prêt a porter stylist

"..I love my work and I love to have and give all the best I can. I'm used to reaching clients and I love to be efficient and to spend with customers all the time needed to get in tune and in order to establish a pleasant relationship. That's why I usually move around the city by the Luxury taxi service, it is brilliant! My provider offers the service included in the business mobile account: automatic supercars without drivers bring you everywhere according to personalized paths that you can plan and redefine along the way..."

How does it work?

- automatic cars without driver;
- dedicated online and mobile application for fully personalized path;
- market-based service: partnership between telecommunications companies, private taxis and local transport companies



Comments

TAMAS

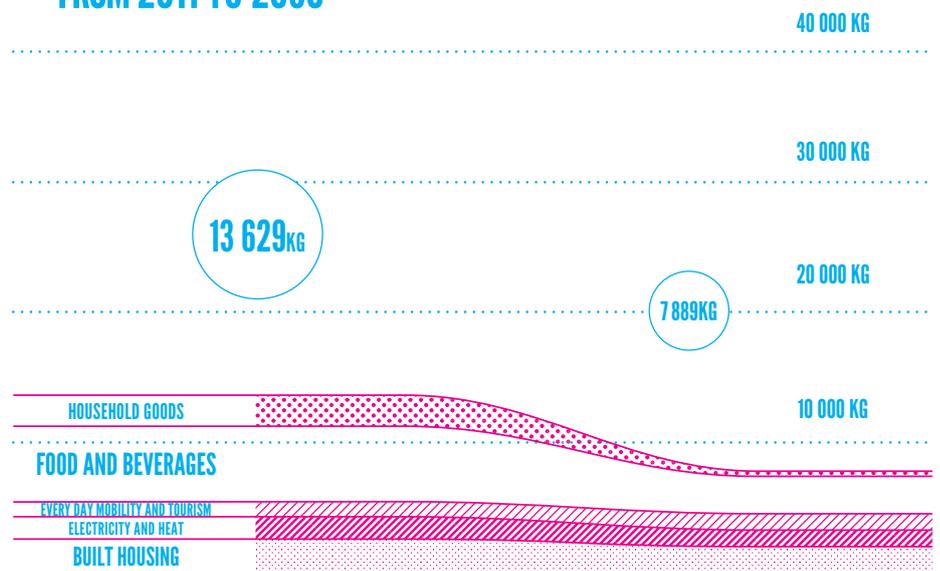


Today
Name: Tamas
Gender: Male
Nationality: Hungary

What do you think about your current material footprint, Tamas?

"It was a conscious decision not to move to a big city and to stay with my wife in my hometown. This way we use the car only at weekends. But even in this case we travel to the forest or to go shopping."

YOUR MATERIAL FOOTPRINT FROM 2011 TO 2050



Tamas' life in 2050

"In the 2010's my life was pretty hectic with work and studies. Since then, I have learned to balance my life better and find more time to take care of myself and my family. I find it much easier to make time for leisure activities and sports. My way of living has changed relatively little since the 2010's, as I have always been interested in ecological issues. I have reduced the amount of household goods I own and I rent what I need in special occasions. All my household waste is recycled efficiently and my condominium is self-sufficient."

Contrary to norm I live quite spaciouly in a row house with my wife. Solar panels and a wind power plant provide energy for our neighbourhood and I am the energy production and distribution director of our local building association."

How do you feel about the changes that would need to happen to reach a footprint of 8 000 kg?

"I think the most important condition is trust if we would like local communities to work. For example, to borrow something or to lend something I need to know if I can trust the person. That is quite hard these days."

Can you see yourself living in 2050 on material footprint of 8 000 kg?

"Yes I recognize myself in the profile. I am glad to see that there are some aspects that are true for my lifestyle today."

Tamas' thoughts on a service that could make his future possible:

"I like the simplicity of it. Clean public transportation to the countryside. It consumes renewable energy, is cheap and therefore it is sustainable in both environmental and economic aspects. It can be integrated with other transportation modes, so it can fully meet individual needs. The system should have an on-line page to make it easy to plan the trip from home. Bicycle storage would be also useful on the trains and/or at the stations."



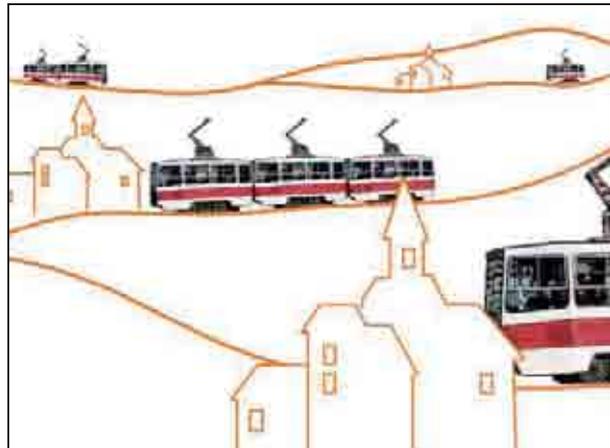
PUBLIC TRANSPORT IN THE COUNTRYSIDE

Peter, 46 years consultant

"...Since I set up my own business I can choose where to work from and so I enjoy returning to live at my parents place in the countryside. To visit friends and family around here the "rural express service" works on-demand: micro-trams start from the village nearby, join other micro-trams to make more energy efficient trains. We pass from one micro-tram to another before they split again and dispatch in all tiny villages..."

How does it work?

- public mobility services for rural areas which are accessible on demand via online and offline platforms;
- small/micro eVehicles joining in small trains and splitting again to reach the different villages using railroads (even old abandoned ones) and also streets;
- transport services for all: adults, young, old, disabled... (the number of people with driving licences has decreased dramatically);
- mobility services are developed locally, create jobs and support the whole region or a certain number of villages around;
- a mix of public services supported by volunteers (occasional drivers, light maintenance, co-mobility organization...), a credit system rewards volunteers with free access to public transport facilities);
- even modern zeppelins facilitate slow freight transport in these rural areas.



Comments

INKE

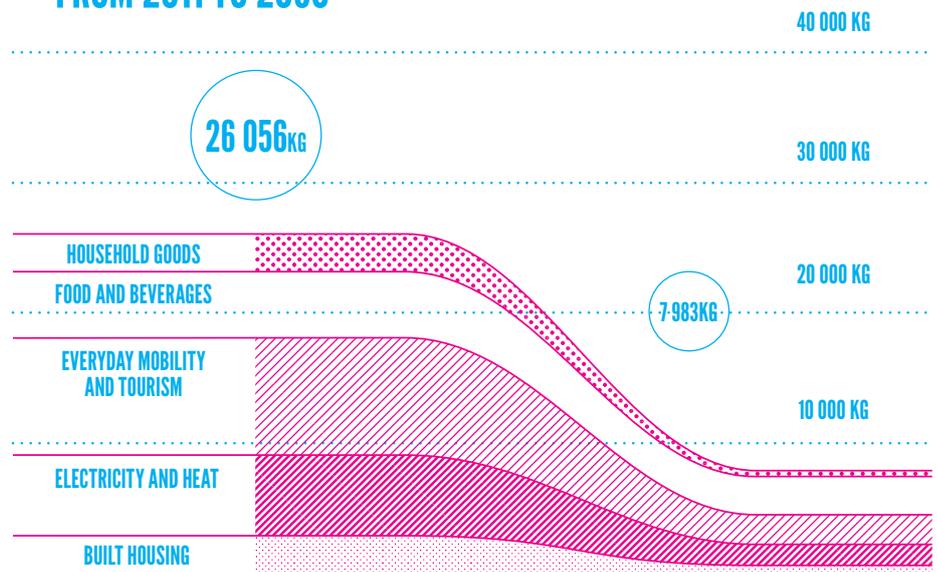


Today
Name: Inke
Gender: Female
Nationality: Finland

What do you think about your current material footprint, Inke?

"I am not surprised by my footprint. I was already aware of what changes needed to be made."

YOUR MATERIAL FOOTPRINT FROM 2011 TO 2050



Inke's life in 2050

"In the 2040's I started to cut back on my working hours to spend more time with my grandchildren and hobbies. I am also an active member of an environmental organization."

Travelling has been the essence of my life since the beginning of the millennium, and still in the 2050's, I keep on exploring the world, sometimes by airplane using solar electricity and often by rail. When I'm at home, however, I prefer to rent a car. Also local travel has been on my agenda for the last forty years. When I have not been able to travel, I have taken computerised virtual trips to other continents. I used to live and travel lavishly. In 2050 however, I have a zero-energy home. I travel with trains and buses, and as a rare luxury, I may fly with a solar-energy plane. My way of life has changed drastically as I have subtenants living in my sizeable apartment."

How do you feel about the changes that would need to happen to reach a footprint of 8 000 kg?

"Reducing my daily material consumption is a change that I look forward to."

Can you see yourself living in 2050 on material footprint of 8 000 kg?

"As children of the Hippie Movement, we have lived communally in the past. We can take advantage of this lifestyle again as we get older."

Inke's services that could make her future possible:



W.P.F.S. WISE PERSONAL FOOD SHOPPER

Elisa, 58-year-old, citizen

"...I have just recovered from surgery and with the mix of drugs for after treatment I can only eat certain kinds of food... The hospital lease me a Wise Personal Food Shopper set to my exact diet and it's a relief when doing my shopping. I feel safe for observing my diet and with combined recipes suggested, cooking lessons and information on food origins it's also much easier to achieve a sustainable diet. I think I will use it also after the end of the therapy as a guide in my daily life..."

How does it work?

- the Wise Personal Food Shopper system can analyze user's genetic data and fit a healthy diet to his/her food choices;
- the system can be accessed from any portable device in every food retail place and restaurant;
- the device displays properties of food the user would like to eat or purchase; includes it in the diet balance; shows quantity needed/ allowed;
- it helps to make smart and right purchase choices, to raise individual awareness of responsible diet, consume less high-calorie food, more local food, organic food... and enhance sustainable lifestyles...



Comments

TEST YOUR PERSONAL MATERIAL FOOTPRINT TODAY

What is the material burden of your lifestyle? Estimate your personal material footprint using these simple questions.

QUESTIONS

1. How large is your home or flat if you divide the total living space by the total number of occupants?

a) *Less than 20 m² / person*

b) *20-30 m² / person*

c) *30-45 m² / person*

d) *45-60 m² / person*

e) *More than 60 m² / person*

2. What are your sources and uses of electricity?

a) *I use sustainable electricity (power from renewable resources such as solar, wind, hydro, etc) and try my best to use energy-saving devices.*

b) *I use sustainable electricity, so I don't need energy-saving devices.*

c) *I use the electricity provided by my power utility (which is not from renewables) however I try to use energy-saving devices as much as possible.*

d) *I am not aware if my electricity is sustainable. I have not sought out energy saving devices specifically.*

3. How is your home heated?

a) *Passive house, ground source heating, wood pellets or waste wood*

b) *Gas or oil*

c) *Wood fuel or district heating*

d) *Coal or electricity*

4. Do you prefer to drive a car? How many kilometres do you travel alone per week?

a) *Less than 20 km*

b) *20-100 km*

c) *100-500 km*

d) *500-1000 km*

e) *More than 1000 km*

5. Do you "car-pool" or use car sharing services? How many kilometres do you travel with a car shared with other people per week?

a) *Less than 20 km*

b) *20-100 km*

c) *100-500 km*

d) *500-1000 km*

e) *More than 1000 km*

6. How many kilometres do you travel with public transport and/or bicycle per week?

a) *Less than 20 km*

b) *20-100 km*

c) *100-500 km*

d) *500-1000 km*

e) *More than 1000 km*

7. Do you travel for leisure each year? How many hours do you fly by plane for leisure in a year?

a) Fly? Why fly? I keep my feet on the ground.

b) Less than 8 hours per year

c) 8-20 hours per year

d) 20-50 hours per year

e) More than 50 hours per year

8. How many times per week do you eat meat?

a) I am vegan

b) I am a vegetarian

c) A couple of times per week

d) Every day

9. How would you consider your consumerism / shopping habits?

a) I only shop for essential or necessary items.

b) I love markets which sell local food and goods

c) I like to refresh my wardrobe regularly and replace old goods with the latest trends

d) Shopping is my hobby and part of my social activities.

10. How sporty are you?

a) Sport? What's that? I find TV series and sofa more interesting.

b) Oh yes, I like to go walking or jogging a couple of times per week.

c) Of course! I go to gym, fitness studio, swimming or a sport hall a couple of times per week.

d) Definitely. I spend my spare time training and playing and I spend a couple of active holidays in a year.

RESULTS

1.

a) 1 500 kg

b) 2 000 kg

c) 3 000 kg

d) 4 000 kg

e) 6 000 kg

2.

a) 1 000 kg

b) 2 000 kg

c) 3 000 kg

d) 4 000 kg

3.

a) 500 kg

b) 2 000 kg

c) 3 000 kg

d) 9 000 kg

4.

a) 0 kg

b) 5 000 kg

c) 20 000 kg

d) 50 000 kg

e) 100 000 kg

5.

a) 0 kg

b) 2 000 kg

c) 8 000 kg

d) 20 000 kg

e) 40 000 kg

6.

a) 0 kg

b) 1 000 kg

c) 5 000 kg

d) 12 000 kg

e) 25 000 kg

7.

a) 0 kg

b) 1 000 kg

c) 2 000 kg

d) 4 000 kg

e) 6 000 kg

8.

- a) 3 000 kg
- b) 5 000 kg
- c) 6 000 kg
- d) 8 000 kg

9.

- a) 2 000 kg
- b) 2 000 kg
- c) 4 000 kg
- d) 6 000 kg

10.

- a) 1 000 kg
- b) 500 kg
- c) 2 000 kg
- d) 7 000 kg

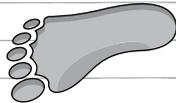
TOTAL SCORES:



12 000 kg or less

FORERUNNER

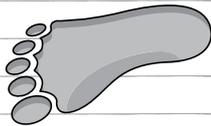
Congratulations, you are living the lifestyle of the future. Your material consumption is at or very near to a sustainable level! Keep it up and inspire others!



12 000 - 25 000 kg

ADVANCED

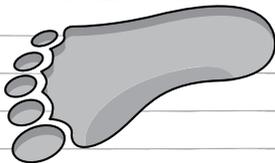
You are making a good effort! You have made many choices that can be considered at sustainable consumption levels. Be brave enough to take just a few more steps and you will be near to a sustainable level of consumption.



25 000 - 35 000 kg

AVERAGE

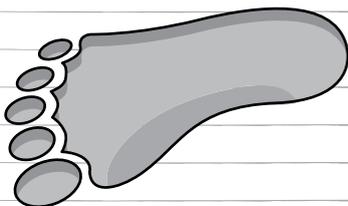
Your lifestyle footprint is the average in Europe. However, Europe needs to reduce its material consumption. What areas do you think you can reduce your lifestyle footprint impact? Start the change today!



35 000 - 60 000 kg

TRAINEE

Your lifestyle footprint is higher than average. This suggests that your consumption patterns in terms of the food you eat, the energy you use in your home, the way you travel and the goods and services you purchase could be reviewed for more sustainable and efficient options that are already available today. There are plenty of opportunities to develop your lifestyle and move toward a sustainable direction. Remember, every tonne matters!



Over 60 000 kg

BEGINNER

Your lifestyle footprint is at one of the highest levels compared to your fellow citizens in Europe. Your lifestyle should go on a diet. Think positive, there's a lot you can do to improve. Food, housing, mobility – check out where it's easiest and start there!

DESTINATION 2050

Follow Andy Amberton, our time-traveller, and our guide. Meet future citizens and learn about sustainable living in the year 2050.

From the perspective of a traveller from the year 2012 there are many important questions about life in 38 years time. What are the things people can't live without? Where and with whom do they spend time? What does the surrounding environment look like? What do they eat and where are the best places for a cold beer on a hot day? Do people even drink beer any more?

The future is not a fixed place. There are many possibilities and where we land in this sustainable future depends on us. Below are four potential future sustainable lifestyle scenarios. Each scenario is presented as a specific "destination" that suits the needs of Europe's diverse citizens. Each scenario is characterised by different degrees of engagement with technology and resource distribution.

There are four scenarios:

- **Singular Super Champions** which is global in nature with technology playing a major role with education, training and skills as key assets for every member of society
- **Local Loops** where energy and resource systems are traded as local commodities with scientific knowledge being global and evenly distributed. This means that in their hearts people still recognise their dependence on global networks, but they place a higher value on local products and culture that we do today
- **Governing the Commons** has enabled society to break free from many cultural constraints and here many institutions of the 21st century through technological and scientific developments to enable new forms of collaboration and sharing
- **Empathetic Communities** where decision making is happening at the level of cities and towns and goods and knowledge are sourced and distributed locally

We visited each future destination to understand what has become of the megatrends of 2012 such as climate change, rapid technological advancement, and changing demographics. We asked what day to day living was like in these different versions of the year 2050. We also offer potential future travellers useful tips, directions and secrets about popular things to do, the hottest entertainment, the sights to see, the places to shop and how to best relax over dinner or a drink.

Enjoy your journey!



Andy Amberton





Activities



Entertainment



Sights



Tours



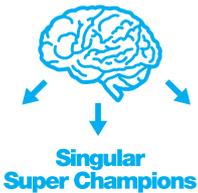
Restaurants



Shopping

THE TRAVEL COMPASS FOR 2050

SCENARIOS 2050



Singular Super Champions

In the scenario Singular Super Champions Europe has made the leap to a new type of sustainable, competitive and equitable economy: a result of numerous treaties, declarations and official goals starting from 2035. The leap is achieved with the deployment of market instruments that also radically reform many conditions that have shaped European lifestyles over the past decades. Cleantech and upcycling businesses flourish as sustainability has become the business opportunity of the century. Europe of Singular Super Champions is a society that celebrates an ethos of learning, achieving and self-mastery.



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. Ubiquitous computing enables the smart use of resources and, at the same time, redirects people's behaviour and focus of attention from material consumption and their physical surroundings to interaction in the digital realm. People abandon many institutions of the 20th century, liberate themselves in order to lead more meaningful lives and engage in new forms of collaboration.



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. Energy and resource systems are increasingly seen through "Local Loops", which is a technical concept that can be applied in the context of local and regional production cycles. People build their lifestyle and ways of belonging around their work, while technology is better adapted through local design solutions, which create room for new kinds of professionalism. A new ethos of craftsmanship and professional communities shape the way people live, organize their work and spend their leisure time.



Empathetic Communities

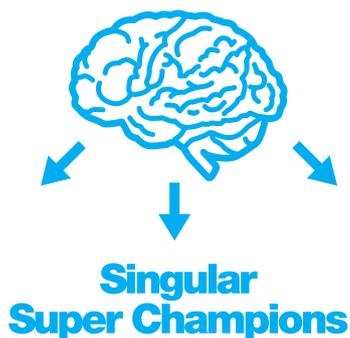
Empathetic Communities is a scenario where Western societies faced a crisis they had long dreaded, and how the change turned out to be easier and more fruitful than anyone had expected. It is a story in which the global economy as we knew it in 2012 fails, followed by paralysis of nation states and their political decision-making structures. By 2050 this all leads to lifestyles in which the community and neighbourhoods have an important role in everyday life. New forms of collaboration and governance grow on the level of cities and towns making them the most powerful level of public decision-making. In Empathetic Communities the many fruits of global culture and advancements in latest technological innovation are enjoyed, although people in general focus on communicating and developing solutions on the local level.

HOW DID WE GET THERE?

Four Scenarios – two critical uncertainties

To develop and distinguish between the scenarios we defined four future "landscapes" and built the scenarios around these potential landscapes. This was done by combining critical variables that define lifestyles and societies. The two uncertainties and assumptions about them underlining our work were that:

- Uniformity of technology development and deployment
- Society's governing principles as either human-centric or meritocratic.



NAME: Tanja Reinboud

AGE: 54

PROFFESION: Adult Education Trainer,

Subject: History of the App

Cleantech house, up-cycled products and five evening courses alongside my teaching job – welcome to my life!

It's hard to imagine what my day would look like without all the real-time smart information I have around me, or what I would do if I lived outside of the megacity where most people live these days. Change has come fast. I still remember the days before the big crisis, before the sustainability reforms and the European Green New Deal that brought us global standards on energy and resource consumption. But my memories of mass consumption and unsustainable lifestyles are rapidly fading and being replaced by our super efficient, super competitive and super technological reality.

The initial effects of the Green New Deal were not easy. Taxes changed dramatically, and the cost of living went up a lot. Many people fell through the social safety net. That was the end of the 20s, beginning of the 30s. Almost all my friends lost their jobs because of the changing structure of the economy and rising prices. I was lucky to have chosen teaching with personal development being so high on the agenda of most people today. I started school at the age of 6. My children started attending classes as early as 4 doing fun things like math with colours or sustainability games. Our youngest daughter was even accepted at one of the first specialised math schools for talented children.

Now these schools exist almost everywhere, but at the time it was very special. The most sought after jobs are in the big corporations because they offer very interesting deals and have the scale to make a real difference in society.

Today I would probably describe my life as transparent, digital and urban. My home has a personalised sensor that constantly monitors energy consumption that makes sure all appliances operate as efficiently as possible. One thing that has really improved my life is the growing trend toward up-cycling. The products we buy come with a refundable deposit that is based on the material resources contained within the product. This encourages people to return used materials to the retailer. Just yesterday I brought my shoes back to the store and got my store credit returned. Also popular are personalised water accounts that regulate warm water and keep it stable around 38°. This saves me a lot of money as resource prices are so high and there is a great water scarcity. In terms of transportation I usually take the train, both for short trips (personal rapid transit, PRT) and long distance (Copenhagen - Barcelona 4.5 hours just opened). I also love to cycle which keeps me fit and healthy.

A day in my life

My mornings usually begin with an update of news on my phone. Next to my bed I have one of my many Info screens that I have set to display my preferred tips for the day ahead as a successful entrepreneur. When my grandchildren come to visit I set the Info screen to fun, educational programs that they love to play on.

On my way to work I stop off at a food store in the High-End Shopping Centre. Everyone who works around here gets their food from these very price efficient and nutritious food bars that are open 24/7. My favourite is the organic deli.

I teach different groups of people through the day. Education is such an important asset these days and this means that everyone spends most of their free time learning. During the day I have groups of small children and students, in the afternoons children come with their friends after school and adults and full time-workers come for classes in the evenings.

Because I love my job I spend most of my day at work. I find it fulfilling to know that I am able to offer people such valuable resources in a time when excellence and personal development are such important values for people.

My Motto:

"Learning before earning."

Tips from those who know:



Technology Museum – 50 years from smart phones to smart lifestyles

An absolute must-see to even begin to understand the massive changes over the last 50 years. The exhibition is set in an old office block that was abandoned following the financial crisis. Some offices have been left untouched as they were when the building was built in 2010. My favourite feature is the **fast-track simulation** room where one can experience the multitude of technological changes through **3D surround screens**. Access is easy via a **high-speed train** from the city.



Games Museum – From Material to Sustainable

The Games Museum offers a really fun and educational day out, especially with kids. This museum shows how games have moved from the board, to online and how they have become **primary drivers for sustainable development and education**.



Zero-Waste HQ

Built in 2030, the Zero-Waste HQ was one of the earliest centres of its kind in Europe. It was inspired by the growing number of **zero waste towns** that were emerging and became an information centre, museum, depot and consultancy all in one. It is still operating today and is one of the biggest employers in the area. This year there will be free guided tours to mark the **20th anniversary**.



My favourite Restaurants:

1. **The Wild Wood** – This excellent vegan restaurant is housed in a large greenhouse surrounded by flowers and foliage and offers an exceptional, colourful and imaginative kitchen.
2. **Breakthrough Bakery** – Although essentially a bakery, Breakthrough also offers a delicious range of warm meals throughout the day. All dishes are available through a touch screen and delivered almost instantly. Great for lunch especially on busy days in the office.
3. **Jake's Organic Deli** – Delicious meals, very friendly waiters and comprehensive information on nutritious value for all ages. The healthy option. Check out three hyper nutritious recipes selected for you by top chef Jake.



Shopping

Tailor made: A middle range boutique which hosts four exceptionally talented designers. Individual but simple and functional clothing.



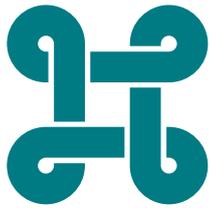
Andy's Top Tips for travelling into the future

What to pack: Nothing, everything is provided upon arrival (personalised info screen, tracking guides, high-speed train pass and interactive camera).

Where to stay: Luxury Pura – Aiming to bring the outdoors indoors, this stylish, 5-star pad, situated on the 36th floor of an office tower has floor to ceiling windows giving every room a stunning view over the city. Crowned with 7 Eco-stars, all mod cons and a seasonally changing décor one feels both in the heart of the city with all the tranquillity of the countryside.

How to travel: With the high-speed travel pass, distance is no problem. Particularly impressive is the new 4.5 hour Copenhagen to Barcelona route.

What to watch for: Open-learning flash-mobs held in different locations around the city. Anyone can participate and you can tell who the instructors are by their red t-shirts. Directions and location are spread via info pads.



Local Loops



NAME: Anna and Dillon May
AGES: 32 & 35
PROFESSION: Combined Heat and Power (CHP)
Researcher (Anna) & Student (Dillon)

Anna: We lead very busy lives, but this is by no means an exception. Life in general is very busy these days. However, the things that make us so busy are very different from a few years ago. For example, we no longer do the things that took up so much time 30 years ago. Lots of everyday things like laundry and cooking are entirely *outsourced*. The time that we free up as a result is dedicated to long hours of work in our jobs. I work as a Combined Heat and Power (CHP) researcher which is valuable work given the *energy shortages* we face today. By working so hard I keep keyed-in to the *latest technological and scientific developments*. Through my work I find ways to best adapt new technologies to local conditions.

What I love about where I work is the enormous diversity of people I meet. *Co-working* spaces enable interesting meetings. Sharing my research findings with graphic designers, agricultural managers and artists has been hugely fruitful for all involved. I am also very grateful that my daughter can grow up in these times. A few years ago, during the big political and financial transitions it was very difficult. Now there are so many new opportunities that are emerging from the *local loops* principle and the *focus on education*, which is very important for us and for our daughter.

Dillon: I have recently decided to return to university to complete course with the support of our *local business association* and *care facilities* at our co-working space. Because of their generosity I have the time and financial resources to follow a real passion. Although I've been working on *Urban Planning* for many years, I am particularly interested in the role of imagination and how the *relationship between the local and the global* plays out in public spaces. These two elements are fundamental to understanding how society works today. I've already been able to contribute toward a regular lecture series in our business association using the results of some of my research.

A day in our life:

The majority of our day is spent at work. That might sound boring to someone from 2012, but in fact the hub of social life in 2050 takes place in the workplace. We are lucky because we can work in the same co-working space right next to our home and our daughter can be next door at home with her grandmother or a child minder. This makes the mornings very easy. Children at work has become a very popular option and this creates an agreeable atmosphere for almost everyone. We all have breakfast together in the "co-wo" before work starts. For meals the food is usually provided by a local food loop, and this year we were lucky enough to have had vegetables from our office garden.

My latest project at work is to establish a CHP system in a nearby neighbourhood that houses many local architects. This is an inspiring project as the architects and urban space developers are interested in how new local energy systems can be made more user-friendly. Space has been allocated for health and sports activities and we share a big garden and leisure field with the neighbouring co-work space. We usually spend evenings with friends from work. These evening meetings are for training programs, social meetings and time to relax. Very often they take place in the "co-wo" spaces. Last week we hosted a big cooking session in honour of our fresh vegetables.

Our Motto:

"Local is beautiful."

Tips from those who know:



Best ways to get around town:

Bikes! The changes in infrastructure to encourage people to walk or use bikes have really worked! I only know two people who have their own cars. The cycle paths are spacious, efficient and are the best way to see the sights of the town and to get around. A new route just opened to link up the bike paths in town to rural bike paths. We haven't been out on it yet but are hoping to take a weekend trip with some friends soon.



Get to know some of the popular professional associations

Urban Planning and the **Local Food Development** professional associations – creating new recipes and cooking for the local canteen.

Clothing and Design associations offer part time and one-day courses for people at all skill and experience levels to provide peer to peer learning opportunities.



Favourite outing:

Local Food Only Town. Just a few miles south of our town is one of the first ever Local Food Only towns. They have an excellent guided tour for people interested in supporting local food production in their towns. There is free food and a drink for all visitors and skill-sharing workshops.



Where to listen to the best live music:

- **Johan's** – An old aeroplane that has been converted into a bar hosts some of the best bands in town. Seating and décor have been left almost untouched from the 2010's, but the old flooring and roof insulation have been replaced to improve the acoustics, which are phenomenal.
- **Lokalitea** – A cosy little tea room with numerous rooms and a stunning garden house for evening events. We have both played here on the open mic nights and love it because of the relaxed atmosphere.



Andy's Top Tips for travelling into the future

What to pack: Comfortable shoes and gardening gloves.

Where to stay: Almost every "Co-Wo" has at least three small guest rooms for friends and family. If this doesn't sound very spectacular check out the "Milli Co-Wo" rooms. Built in an old, rustic, shoelace factory the guest rooms offer spectacular views over the town from the top floor. Each room has a large balcony and local food producers provide a delicious breakfast every day. The sound of bird song during the morning meal is the icing on the cake.

How to travel: Fold-up bicycle, bamboo bike, racer, city bike, tandem, unicycle, electro-bike or three wheeler! Cheap, fast, safe – bikes are the way forward here. Many places are only accessible on bike or foot. It's also a great way to meet people.

What to look out for: Street parties. Lots of shops open their doors and collaborate to organise spontaneous, public festivities on the streets.

Who to know: Whatever your interest you can find a local business or group that shares your interests. There you will meet like-minded people, learn all sorts of new and interesting things and the best thing, it's all free. Some events are invitation only but if you contact the right people in advance you can usually participate.





Governing the Commons



NAME: Vladimir Popovski
AGE: 16
OCCUPATION: Pupil

If I had to describe my life in 2050 in three words it would be; *digital, wiki-democratic, ubiquitous technology* and (can I have one more?) *3D printers!* These are all things that are very much part of life today. They shape almost every move I make. I have never really known a life much different from this. I can't even imagine a one dimensional world without a digital layer of reality – all the objects, the environment and the people around me exist in *both physical and virtual worlds*. Having access to both enables so much choice but also responsibility. That is why we have special courses at school that help us deal with the moral and ethical implications of the enormous individual freedom that comes from a the three dimensional digitalisation of our surroundings and ourselves. I will admit that *ethics of digitalisation* is not my favourite subject but do appreciate that it is important.

Absolutely vital is the *3D printer* that we share in the lobby of my high-rise building. They have been around for a long time but only recently have great printer-sharing schemes been developed. From my grandparents I know that this sharing model has led to a big difference in the whole patterns of *consumerism, waste management and marketing by businesses*. Anything from clothes, school materials or smart phones can all be printed out and *personally designed*. All this is done using recycled materials that are at the end of their lifecycle. This has led to fashion trends that are much more individualised. It's great fun experimenting with different materials, colours and cuts.

Because of my sister I am also very aware of the many developments in health care that make her life much easier. She is in a wheelchair but the *Peer-to-Peer network supports* both preventative and reactive health care. Public funding is provided by *healthcare cooperatives* and *digital feedback tools* are used by everyone. That means the hospitals are always informed about my sister's medical status and can react faster than if they waited for her response. Having a sister with a partial disability has really opened my eyes to the many benefits that a digitalised world can bring if it is used and directed in the right way.

A day in my life:

One of the first things I do when I wake up is check all the *online communities*. I'm in for updates, messages or important information for the day (weather, news, whether the trains are running on time, list of micro tasks, the most efficient way to plan my day, etc.). Because we live in a *smart house* there are a lot of gadgets that help us out. *The Wise Personal Food Shopper* makes sure I have good and nutritious food that perfectly matches my genetic profile and needs. I just check my shelf in the fridge and will know the breakfast that is best for me on that day.

Then digital school – with my *smart travel apps* I know which route will be the fastest. Usually I hop on a train. Even while I'm travelling I can use the time to work off my list of *micro tasks* that are mostly online. I have school for 6 hours a day but I am not bound to a specific space because it's completely digital. My travel plans depend more on the people that I need to meet rather than the courses I am taking. In the afternoons we all hang around our school to finish tasks but also play *virtual games* or design cool new objects for our 3D printers. Also, we are always sure to get enough exercise. This can come in the form of a learning game involving movement or joining one of the many free sport and health clubs available.

The school curriculum includes a big focus on *peer-to-peer learning and interactive learning by doing*. *Ubiquitous technology* enables *instant feedback loops* that accelerate the sharing of knowledge. Unlike the old school system we don't have any class rooms. We learn in groups and there are plenty of opportunities for us to use in the surrounding *co-working offices*.

My Motto:

"Digital networks make my day."

Tips from those who know:



Where to get the best clothing and accessories:

Of course most people design and print out their own clothing but there are still some great shops to go to for inspiration.

- **The Box:** Here you can buy second-hand clothing and accessories at great prices. I have taken some of the clothes that I designed and produced with our 3D printer here and they sold out fast.
- **Belt and Buckle (B&B):** This is one of the biggest retail chains we have. They specialise in gadget clothing, smart accessories and virtual attire. For my last birthday I got a temperature regulating T-shirt and programmed shoes that can memorise running and walking routes.



Top activities with friends:

- **Digital school** that I can attend from anywhere. Usually there is an area for me to use in my Mom's co-working office space
- Together with four friends we are planning a **virtual holiday**. Lots of people travel this way. It's great for kids because they can travel alone, and parents have time for their own trips.
- Ever since I was small I have loved **Augmented Reality Games**. Of course they were very basic to begin with, but now they are so realistic. These games have become very popular and are enjoyed by people of all generations.



Must see sight:

Falcons Peer-led Health Centre. This is the biggest and most well known health centre in our region. My sister is partially disabled and her life has been made so much easier by this **health centre**. The centre is also one of the reasons we choose to live where we do. They have the latest technology that is optimised for people with similar genetic risk profiles. Aside from what they can offer my sister, the building and gardens are architecturally stunning and attract people to visit the gardens for sightseeing and relaxing and spending leisure time.



All-time favourite hang-out:

The Wise Personal House Tour. At home we have a Wise Personal Food Shopper which proposes the healthiest diet based on our personal genetic data. Next to the head office of this company they have a Wise Personal House which applies the same technology but to all of our household goods and services. As a kid I used to play there while my parents were in the shop. The gadgets, tips and tricks they offer are tailored to individual data, and change with age so it's a great place to visit for everyone.



Most useful websites:

- **Sustainable Apartment Monitoring** – for cutting edge and updated sustainability tips and personalised gadgets to reduce carbon emissions.
- **Construction Agencies** – sampling the best networking homepages.

Andy's top tips for travelling into the future

What to pack: Creative ideas for hours of fun with a 3D printer.

Where to stay: The Cherrie Hotel is the best known celeb hangout and has incredible access to all the newest technology and gadgets. Come to this grand central building for a truly 24 hour digital experience.

How to travel: Virtual Travels – Destination anywhere. All you need is a group of friends, a long weekend and the rest is organised for you. A good travel agent to visit is Fly-in-Time Travel. They have good prices and lots of great added gadgets and apps to make your trip extra special.

What to look out for: Self-designed walking pets. You can spot anything from pink fluffy rabbits, to talking kangaroos.

Who to know: The online communities are vast, open and very accessible. Here you can get tips from specialised tour guides or borrow a bike from someone round the corner.





Empathetic Communities



NAME: Carla da Eira

AGE: 97

OCCUPATION: Politics teacher

It would be infinitely difficult for anyone from the year 2012 to imagine what the world looks like in the year 2050. There have been such radical changes on all levels. Let me paint you a picture... While I used to buy all my groceries from huge supermarkets I now get most of my food through **urban farming pools** that exist around the city. I receive some of the food directly from our **neighbourhood garden**. I only buy things from supermarkets if they are not easily obtained through local channels.

The view outside my window has also changed radically. Most of the space outside our building is used for **farming**. We had to pay a substantial amount of money to get a plot to grow food, but now we produce enough for ourselves and our neighbours. An added benefit is that all I see when I look outside is green space. A major shift has been a very **new understanding of space**. Today courtyards, streets and even indoor spaces are considered **shared possessions**. I particularly enjoy the regular BBQ evenings we have every week on our street. I like when **co-housing communities** get together to cook and eat together. This strengthens our community which is the basis of society today.

Thirty years ago I was working in national politics. The situation became very difficult around 2020 when the financial system collapsed and resource constraints could no longer be ignored. Companies went bankrupt, a lot of people lost their jobs and their savings, and the political system as we knew it collapsed. Out of this situation emerged "Plan B". Local solutions emerged at first by necessity and people began experimenting with new ways of living and supporting themselves and others using **basic, local resources**. Children participated in **communal activities** and from a young age became part

of the local social environment. Many of these children have now grown to young adults who attend my political science classes where they **learn by doing**, which is an essential aspect of learning and living today.

Politics has also changed. The political system operates with very different assumptions and methods. Rather than thinking at national and international levels, **politics is almost exclusively town based**. This allows for a far greater awareness and sensitivity toward basic needs of people in their specific neighbourhoods. This local focus is enhanced by an increased sense of security through a stronger community spirit. As a consequence sharing, collaborating and renting have become major social and economic principals. I now teach, train and coach young people interested in getting involved in local politics in their area. Although I am very old now, I enjoy sharing my experience from a very different time at work in our **co-working spaces** as well as in my home that I share with 15 people of all ages.

A day in my Life:

I have always been a morning person. One of the first things I do in the morning is take a short walk around the **community allotment** just outside my home. On my walk it's great to see people with the flexibility to work at different times of the day so they have time to get to know their neighbours. Several of the early morning regulars greet me on my morning strolls. I love the fact that there's so much **shared space in our neighbourhood** and so much space for kids to play in the **Toy House** some friends recently built. My neighbourhood is one of the best in the area with the highest **happiness index** scores. I believe that this is the result of the **strong and resilient sense of community** we have built.

Because of the **flexible work hours and multi-use work/recreation spaces** I am able to mix my work with relaxation throughout the week. My students come to me in groups or individually. Because of the flexible **communal sense of space** we are usually able to use a free room or courtyard in the shared living/working space where I live. If this is not possible I can take public transportation to get to my students myself. This is available on demand from anywhere in the country to the city. I also like to use our efficient, fast and convenient **modular micro-tram** system.

Most of my meals are prepared by the **local food co-op**. I sometimes help the co-op out for an hour or two during evenings or weekends. It's great to see produce growing so close to home and then be able to enjoy delicious meals together with my local community.

I am also part of five different **co-operatives for hobbies, food and elder care**. When I was younger I helped out a lot with the eldercare co-op but now I mostly benefit from it. In the neighbourhood there is a resource management system so that everyone can share the necessary tasks and appliances efficiently. I check this system every evening and, when I can, I take care of some local children, but at my age it is getting harder to handle the more physical aspects of caring for children.

I spend a good deal of my free time on **self-reflection**. I am an old lady now and I need quiet time to look back on my long life.

My Motto:

"We can" & "Public, Private, People."

Tips from those who know:



Farmhouse bike competition

On bikes people ride to as many farms as possible over a weekend. At each farm the bike riders collect a stamp in a booklet before tasting the food and drink at each farm. The goal is to complete the ride to visit as many local farms as possible. There is a friendly competition among riders to collect as many stamps as possible from the farms. This is particularly popular among families and students. Some farms have fun activities for the cyclists like a competition to solve a riddle or to do something fun like learn to milk a goat. I used to go on these trips all the time but I am too old to cover the distances on my bike now. I still enjoy it as our co-op is part of the circuit for the cyclists.



World Cup of Cities

Every four years there is the **World Cup of Cities** for local football clubs. This is among the most prestigious tournaments that exist today and is very popular among people of all ages. Last year our local club placed third, the highest ranking we have achieved since these tournaments began in the 2030s.



Tips for a night out:

Watch **The Altruist** – A television show that is a huge success across the world. The concept was created in the Netherlands but within a couple of years it spread across Europe and became localized. Contrary to the hundreds of competitive TV-show formats of the past 50 years, the program **celebrates empathy and the capacity for collaboration**. For many, this symbolises a turning point in the prevailing thinking about human nature.



Where to take a holiday:

Holidays are best spent with **host families in farming loops** in the local region. To ride a bike on the many cycling routes and find adventure along the way is an integral part of the experience.



Favourite place to eat:

Make-your-own in the park – Here anyone can contribute fruit, vegetables and other food from the local region. Skilled cooks take what we bring and whip up daring and delicious meals. It's a great way to engage people in the food production chain while at the same time giving them an opportunity to enjoy someone else's cooking.



Andy's top tips for travelling into the future

What to pack: A cooking apron, a "green thumb" for gardening and sunglasses – much of the day is spent outside.

Where to stay: There are lots of beautiful eco hostels both in town and out in the countryside, but the best place to stay is with a host family. This way you get a really authentic experience of the place. You can participate in all the daily activities and very soon you will feel a part of a large family.

How to travel: In fact you will find that you need to travel very little. Everything one needs is close by and within walking or at most within easy cycling distance. This keeps everyone very fit, and means you get to know the origin of almost all the materials you use, which is very refreshing.



What to watch for: Community Garden Parties – Public events in people's gardens. Bring along any vegetables or fruit from your own garden and you will be welcomed with open arms.

Who to know: The gardener.



POLICY & GOVERNANCE PATHWAY 2012 – 2050

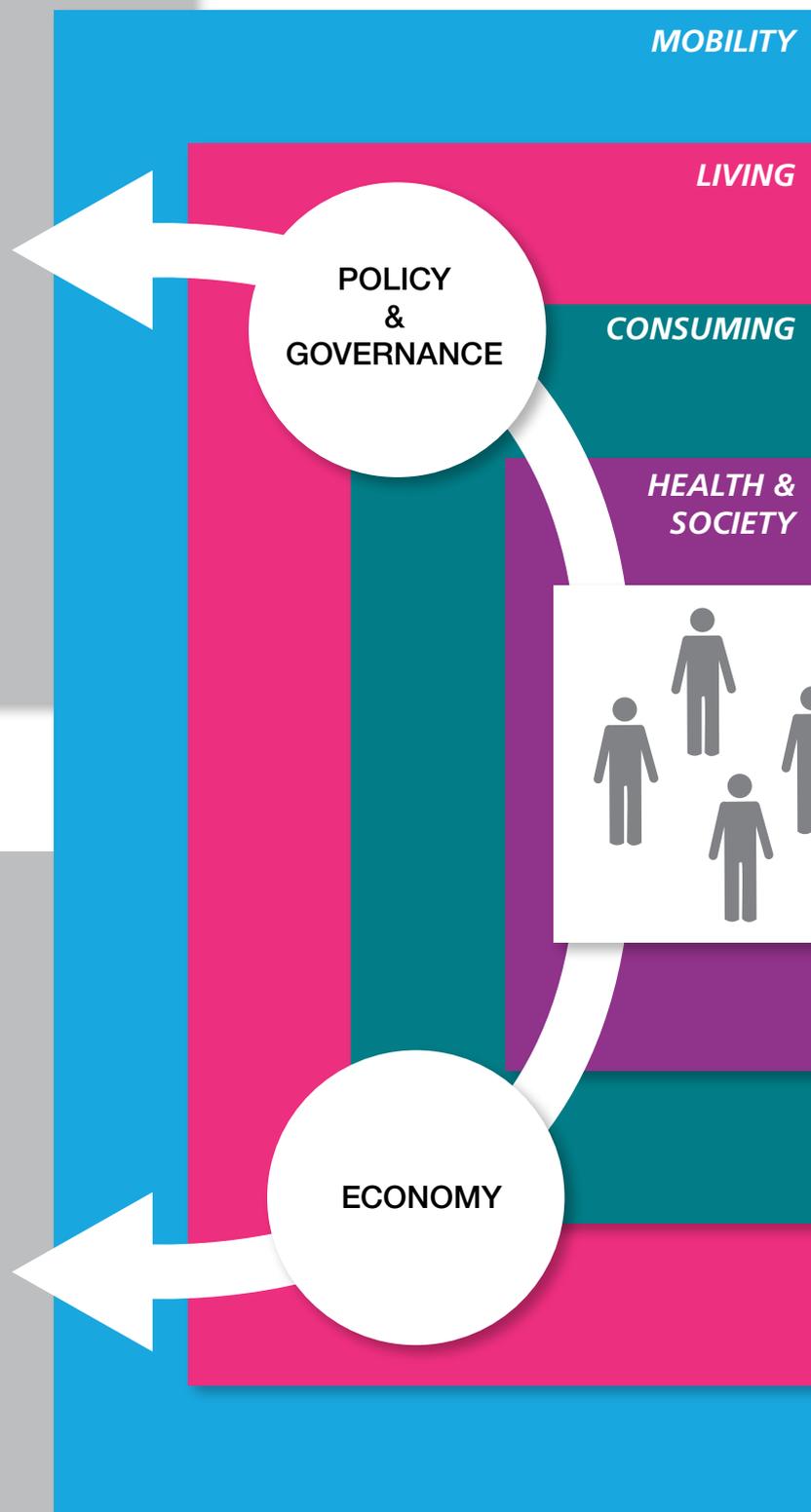
Systemic inclusive and participatory governance and policy decision-making

- Human centred, systemic and participatory approaches to policy making to promote sustainable living
- Individual resource consumption targets incentives and rewards (towards 8 000 kg lifestyle footprint)
- Improvements in policy assessment tools to identify milestones of achievements towards more sustainable living
- National ombudspersons for future generations and parliamentary committee on “protecting the future”

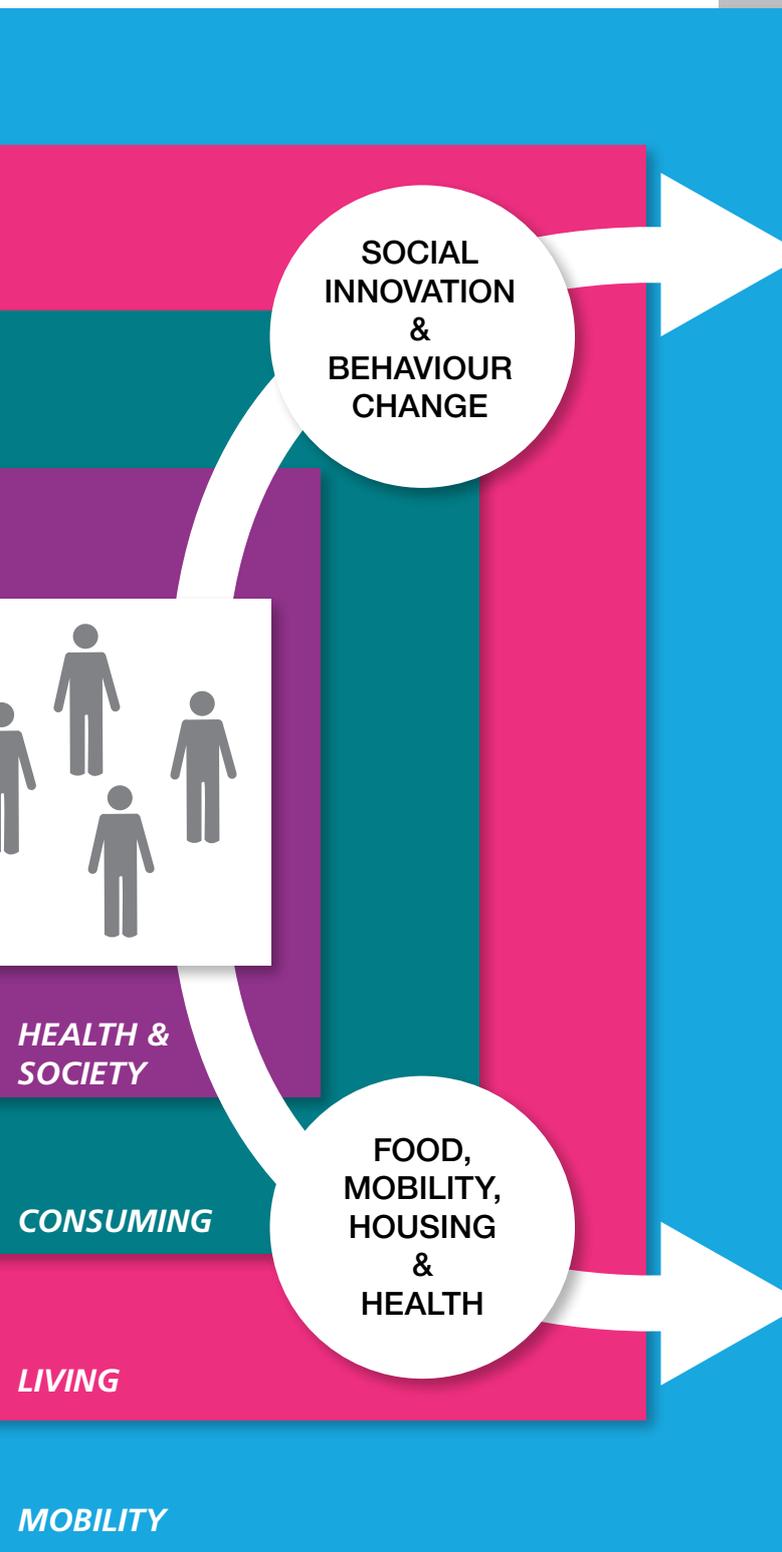
ECONOMY PATHWAY 2012 – 2050

Economies and monetary systems support people and enable sustainable living

- Sustainable economy commission ensures systemic policies and beyond GDP indicators that promote economic development, competitiveness and socio-ecological benefits
- From a debt based economy to an economy that encourages savings to fund long-term investments in green economy sectors and innovation for sustainable living
- Testing new financial instruments and facilitating open dialogue between financiers and the public to restore trust
- Support for alternative economies, currencies, and new business models that support sustainable living



ACTIVATE SUSTAINABLE LIVING !



SOCIAL INNOVATION & BEHAVIOUR CHANGE PATHWAY

2012 – 2050

Opportunities in understanding sustainable lifestyle diversity & re-thinking the good life

- Community re-design for the people by the people through collaborative innovation
- Skills for sustainable living become intrinsic elements of formal & informal education
- Understanding individual lifestyle behaviour diversity and making sustainable living easy becomes the innovation opportunity of the century
- Smart ICT accelerates the transition to 8 000 kg sustainable lifestyle footprints

CONSUMING, MOBILITY, LIVING, HEALTH & SOCIETY PATHWAYS

2012 – 2050

Sustainable diets, public mobility, smart housing and healthy living

- “Re-boot” of individual diets, household food waste and the food production system
- Human-centred lifestyle approach to urban planning and the transition to ubiquitous zero-net energy homes
- Right-sizing individual mobility needs by providing safe, equitable, accessible and sustainable choice
- Sustainable societies that support 8 000 kg lifestyles integrate environmental sustainability with health, wellbeing and social equity

POLICY & GOVERNANCE

MUST HAVES 2012 – 2015

Policy-making becomes systemic, human-centred and participatory supporting citizens towards more sustainable living – Establishment of parliamentary committee for “protecting the future and future generations”.



National governments support sustainable local food systems



Subsidies for efficiency enabling renovations

MILESTONES 2020

Regulatory frameworks now in place in all EU countries incentivize sustainable living and sufficiency in production & consumption – 8 000 kg sustainable lifestyle footprint targets enforced.



Health care systems are supported by human-centric, integrated, systemic policies

ECONOMY

Economic policy supports provisions for alternative economic models, complementary currencies and new business models that support sustainable living – Creation of a Sustainable Monetary Systems Commission



Investments in public inter-modal transport systems

Sustainable investment into essential infrastructure, products and services that enable sustainable living promoted and incentivized through supporting frameworks.



Communications campaigns promote sustainable living experiments



Review of agri-business / meat and dairy subsidies

SOCIAL INNOVATION & BEHAVIOUR CHANGE

Promising and proactive shifts to more lifestyles through social innovation and citizen movements result in policy reforms at the local levels of communities and cities that promote more participatory approaches to policy-making



Health well being and equity as leader for change



Global sustainable living practices spread to Europe via social networks and become fashionable

Smart information communications & technology (ICT) advancements accelerate social innovation and behaviour change for sustainable living – including transformations in formal and informal education to focus on skills for sustainable societies of the future



Products and services are designed for collective use and collaboration



Food waste decreases due to education campaigns



Increased health promotion programmes in schools and at the workplace promote healthy diets and physical activity

MILESTONES

2025

Transparency and continuous improvements in sustainable living through improved policy assessment tools and audits – Launch of personal resource use tracker cards.

 Sustainable food is the norm in public procurement

Transition from debt-based economies to true-value economies that support sustainable living down to the household level.

 Personal footprint credit card

 Car free cities

Transitions from ownership to access to lifestyle needs, goods and services supports new ways of living at the household, community and city levels – The lines between work and personal lives become increasingly blurred.

 Sustainable lifestyles are sexy and desirable

MILESTONES

2050

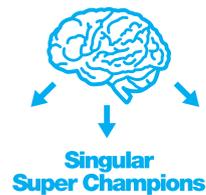
National and EU policies demonstrate the effectiveness of sustainable lifestyle footprint and well-being targets globally - boosting the worldwide competitiveness of the Euro-zone.

Complementary currencies and inclusive economic models legally recognized across the Euro-zone accelerating the pace of change and stimulating innovation for sustainable living.

 New business models address healthy living

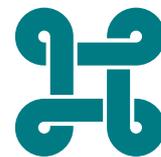
Sustainable living bears fruit as households realize benefits which encourages new thinking and actions for societal organization.

SCENARIOS 2050



Singular Super Champions

Europe has made the leap to a new type of sustainable, competitive and equitable economy through radical market reforms. Sustainability has become the business opportunity of the century. This is a society that celebrates an ethos of learning, achieving and self-mastery.



Local Loops

Society has re-evaluated their ideas of well-being and resource systems are organized through "local loops". People build their lifestyles around their work, while technology is focused on local design solutions. A new ethos of craftsmanship and professional communities shape the way people live, organize their work and spend their leisure time.



Governing the Commons

A new digital reality helps people to break free from many cultural constraints to reach sustainability. Ubiquitous computing enables the smart use of resources and, redirects people's behaviour from material consumption to abandon many institutions of the 20th century, liberate themselves to more meaningful lives driven by new collaborations.



Empathetic Communities

The failure of the global economy leads to new forms of collaboration and governance grow on the level of cities and towns making them the most powerful level of public decision-making. The many fruits of global advancements are enjoyed, although people in general focus on communicating and developing solutions on the local level.

**WE WANT YOU!
ACTIVATE SUSTAINABLE LIVING!**

WHAT DO YOU WANT TO BE WHEN YOU GROW UP WORK IN THE FUTURE

As you know, everyday life in 2050 could be quite different from what we are used to today. Different technology, different diets, different education and monetary systems and of course, different job descriptions. If you want more creativity, more flexibility and more scope for individual development, the future of work and skills is definitely for you!

Here we present four examples of individuals working in 2050. They describe what they like and dislike about their work, what they do, how they do it and what brought them to their current position. This will give a whole new dimension to the question of what we want to be "when we grow up."



WATCHMYSTYLE.COM FASHION WATCHDOG

In the future of clothing everything is possible. That is why it is very important to have sustainability watchdogs in the fashion industry. Fashion concerns everyone and yet fashion watchdogs are relatively new on the job scene. As a fashion watchdog it is my responsibility to check how clothes are produced, where they come from, examine employment conditions and the producing company's interaction with the broader community. My background is in sustainability marketing and management. During my studies Julian Menos, one of the first fashion watchdogs came and gave an inspiring lecture on the importance of this role, especially for young people. At the time she was recruiting graduates to help her develop online games and interactive shopping adventures involving virtual trips to the textile factories and fashion studios. I was lucky enough to get the job and learnt a lot about sustainable clothing from working in schools, universities, trade associations and communities.



I have recently become self-employed with WatchmyStyle.com, one of Europe's most popular fashion and lifestyle blogs. Here you can find important background information on your favourite clothing retailers, contact brand representatives and arrange virtual meetings in groups according to areas of interest. In the future I hope to develop online workshops around sustainable fashion to connect producers and consumers at every level of the fashion industry.

CURRICULUM VITAE

NAME

Kelly Newsome

PAY

A lot of the work isn't paid as it involves research and work in communities. In return I get free working spaces and volunteer support

HOURS

Flexible

WORK-LIFE BALANCE

In a job like this your life becomes your work and vice-versa

BEST THING

The very broad and diverse network of colleagues and partners ranging from retailers, designers, researchers, engineers and local community members

WORST THING

If I'm not careful I can end up for hours in front of the computer without moving. I have very deliberately integrated exercise and movement into my daily routine.

BANK OF ENERGY PERSONAL ADVISOR



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CURRICULUM VITAE

NAME

Elain Ho

PAY

Enough to cover my costs!

HOURS

Per week 24 hours for BoE and 20 hours as a voluntary community advisor

WORK-LIFE BALANCE

As I support my local community I can be part of the changes that are taking place. Being part of this change makes me feel like I am not really working!

BEST THING

Being able to help people make difficult but important decisions. This can be very rewarding.

WORST THING

Sometimes clients can only make appointments in the evenings so I accommodate with my time. This means that I sometimes get home very late.

With renewable energy on the top of the EU business policy agenda the rate of technological innovation toward do-it-yourself appliances has been phenomenal. As a result, many consultancy and advisory positions have been created in recent years to help people navigate their way through the mountains of information and options. It is my job to find the most appropriate and cost efficient solutions to sustainable living. This means I am always at the forefront of the latest developments and this is a very exciting place to be. It is also interesting that this area of work has come out of the banks. We noticed that a large proportion of individual loans were going towards renewable energy solutions in homes so we decided to link funding support with advice on how to optimise the investment in technology. Today there are energy specialists in almost all the major banks.

I initially studied environmental management in the UK, got an administrative job in a bank and was delighted when this new field of work opened up and I was able to help set up the business plan for the Bank of Energy. The majority of our clients are currently individuals but we are hoping to move into commercial energy banking. We have quite a few of our new offices opening participating in the co-working movement. Since last year I have decided to reduce my working hours at the Bank of Energy and am spending half of my time volunteering in my local community, which has proven to be an incredibly rewarding experience.



MULTI-TASKING EXPERT

My official job is a supermarket cashier. That is how I pay my bills and cover most of my expenses. Working in a supermarket used to be something of a disrespected job, long hours, unskilled, low pay and unhealthy working environment. It was never my dream to stack shelves and work at the tills, but food provision is something that is always needed and it covers my costs, for living and for writing my music.

I trained to be a musician in a learning co-op where a few friends and I used to spend time after school. Writing music became my passion and with the support of crowd funding facilities I have been able to give myself an income for my music. 'Fundme' is a great site that enables people with a lot of money to support and engage with people who are not earning money with their work, like me. After five years as a member of this website, I now have 20 regular donors who provide financial support to me as well as advice and contacts, which is critical for me as a musician.

The money I get through 'Fundme' is not enough to survive, but I see it as a token of encouragement and it keeps me writing my music. The work in the supermarket is to pay my bills but also because I can see how valuable it is to provide affordable and healthy food. The supermarket is run by members who all get a discount when they shop there. This makes good value food available to people on low incomes as well as people who are looking for specialized, organic or fair-trade food. I am on the marketing committee which allows me to use my IT skills for a good cause and it's a great way to meet people in the community. We have just started a local football team and can use the space behind the supermarket for regular training sessions.

CURRICULUM VITAE

NAME

Ilian Yale

PAY

From the supermarket, 'Fundme' and donations for my music

HOURS

I work 20 hours in the shop and the rest of the time I concentrate on my music

WORK-LIFE BALANCE

It's a very good balance because I am always active and with other people which gives me plenty of energy and ideas.

BEST THING

The freedom to be able to develop my own work, pay my bills with something I know is useful for others and having a big group of friends in a similar position with which I can share experiences.

WORST THING

Being a musician requires a lot of time practicing, but also to develop and gather ideas. That is the invisible work and I feel that is not recognized enough.

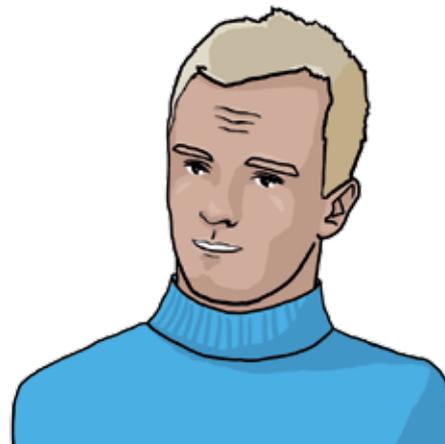


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URBAN FARMER

With locally grown food covering around 50% of the needs of our city, I have a busy schedule planting and harvesting crops. Several public spaces in our city have been converted into urban farming areas. We also have larger plots of land outside the city. My job requires me to constantly improve methods of getting the best fruits and vegetables out of sometimes very limited spaces without resorting to unnecessary use of chemicals. I have started to exchange knowledge with farmers from Latin America, Asia and Africa to learn from traditional and indigenous approaches.

On some days, I have kids from the surrounding schools help me in the fields. They are usually keen to learn about the food they eat and are a great support when it comes to the harvesting. For the "peri-urban" fields I use more machines which almost entirely run on electricity. I left high-school early as I was keen on working with my hands and started a combines apprenticeship that allowed me to get out in the fields while I was gaining practical knowledge on modern and traditional agriculture in the classroom.



CURRICULUM VITAE

NAME

Juha Mirvonen

PAY

A solid salary and all veggies and fruits that I need.

HOURS

Depending on the time of the year, it can be up to 60 hours a week.

WORK-LIFE BALANCE

When the harvesting needs to be done, work can sometimes be overwhelming. However, I enjoy it a lot to be in the nature, so I don't mind.

BEST THING

The taste of the first ripe tomatoes.

WORST THING

Sometimes people don't appreciate the great local and urban food that they are getting.

© pixelio.de/Andreas Riiser



EUROPEAN LIFESTYLES

The Research Issue



EUROPEAN LIFESTYLE: THE RESEARCH ISSUE

Research and policy on sustainable lifestyles – What lies ahead

PREVIEWS...

DEFINING SUSTAINABLE LIFESTYLES

[Deepening the understanding of sustainability and consumer lifestyles](#)

Leading a sustainable lifestyle – what exactly does that mean? It means rethinking our ways of living, how we shop and how we organise our daily lives. It means altering how we socialise, exchange, share, educate and build identities. It means transforming our societies and living in balance with our natural environment. The maximum material intensity of a sustainable lifestyle – the so called material footprint - can be defined as imposing an annual material requirement of 8 000 kg per person. This is a material measure of sustainability. Learn more about how to define, measure and quantify sustainable lifestyles!

LIFESTYLE TRENDS AND RESEARCH NEEDS

[Recognising trends, overcoming barriers and up scaling promising practices](#)

Population growth and urbanisation, climate change or the accumulation of too much stuff... Europe and the world will not be the same in the coming years. Learn more about critical uncertainties and conditions related to macro-trends like digitalization, consumerism, behaviour change, urbanization, and the ageing of society that we need to understand. Have a closer look at unintended social consequences of environmental solutions such as rebound effects. Gain insights into geographical and cultural differentiation of (un)sustainable lifestyle patterns, values and consumer behaviours. Understand research needs to better understand the dynamic processes that shape individual and household consumption patterns, how habits form and then disappear and how everyday practices change over time.

EIGHT SUSTAINABLE LIFESTYLE ENABLERS

[From the economic system to individual behaviour](#)

Snapshots of eight major focus areas for research in the coming years...

1. The economic system

"The principles of the paradigm of economic growth and consumer sovereignty need to be reconsidered, taking new knowledge into consideration about natural limits and sustainability goals. The research challenge lies in the development of viable alternatives to the traditional economic model."

2. Policy frameworks

"The current financial crisis has distracted policymakers from environmental emergencies at the macro- and micro-scales. Politicians rarely participate meaningfully in discussions about environmental goals, leaving it to business alone to solve major societal and environmental problems. Without sustainability political frameworks there will not be sustainable society. Policy strategies for sustainability should also acknowledge the diverse needs, desires and motivations of individual people."

3. Infrastructure and spatial planning

"Infrastructure and spatial planning are major factors that shape the physical environment of individuals and households. Modal shift from private automobiles to public transportation depends on the availability of high quality public transportation networks and an ability to limit transfers and stopovers. The energy efficiency potential of households is limited by urban planning factors such as population density, spatial configuration, mixes of functions and architectural factors concerning flexibility of the housing stock. Physical environments can either promote sustainable lifestyles or they can lock people into unsustainable lifestyles."

4. Information technology and social media

"The rise of consumer-oriented persuasive technology, such as smart metering devices, and consumption schemes offers potential to support shifts to sustainable lifestyles. The popularity of social media also opens a window of opportunity to promote sustainable and healthy lifestyles through information. The challenge for the research community is to gain

insight into the implications of social media on interpersonal relationships and consumption patterns, the conditions under which consumers see engagement with sustainability issues as socially desirable in a social setting, and the extent to which social media can be utilised to promote sustainable lifestyles.”

5. Social institutions

“Social institutions, especially those operating in close proximity to the homes and private lives of citizens can play a crucial role in bridging gaps between the public and the private spheres. However, transferring knowledge about sustainability, establishing sustainable lifestyles and stimulating behavioural change does not belong to the core business of social institutions. Taking up this new role requires a new body of knowledge and new skills for professional institutions, in addition to skills like teaching skills, medical skills or social development skills.”

6. Collective actions

“Successful sustainability initiatives are those that go beyond the “one size fits all” approach and try to understand how to motivate and enable change among different groups. Existing knowledge on collective processes that take place in social groups and contexts needs to be transferred into the policy making field. Together with targeting individuals, government policy should also consider group dynamics and contextual factors that influence individuals in a social setting.”

7. Individual behaviour

“In order to establish sustainable lifestyles at the individual level, the research challenge in the domain of individual behaviour lies in understanding the complex interplay between needs, available resources and technology, economic systems and infrastructure and how these influence everyday behaviour. Sustainability needs to be translated into daily lives as easy and desirable lifestyle options. Therefore, it is not sufficient to understand the influences and motivations behind individual choices and lifestyles. The need is to develop different options to make change happen and to provide mechanisms to stimulate, motivate and support resilient lifestyle change.”

8. Governance processes

“While theoretical work on governance appears to be quite well developed examples of practical examples remain very limited. The research challenge is to better understand how governance for sustainable lifestyles can be shaped and the roles for different stakeholders. The challenge is to better understand how capacity for collaboration and governance can be built and institutionalised at different levels in society. In addition, there is the question of how to change institutions and habits that facilitate unsustainable lifestyles.”

PLUS...

Bridging information gaps...

- Why is it necessary to bring together technological and social science research processes?
- What are the benefits of bringing together theoretical and practical knowledge?
- Why would it be better to align policy and research cycles?
- ... and how can “Horizon 2020” bridge many of these gaps?

THE RESEARCH TOOL KIT FOR UNDERSTANDING AND SHAPING FUTURE LIFESTYLES

Surveys, in-depth open-ended and structured interviews, focus groups, citizen fora, stakeholder dialogue, participative assessment, end-user involvement, co-design, open innovation, scenario and envisioning methodologies, backcasting, crowdsourcing, experimentation with different economic tools, business models and community initiatives, „test, learn and adapt“ approaches – these tools can fruitfully combine insights from issues related to behavioural change as well as infrastructure, technology, rules, institutions and social and cultural norms.

AND MUCH MORE!

The series will be published soon on <http://www.sustainable-lifestyles.eu/publications/publications.html>



LEARN MORE AND GET INSPIRED: SPREAD PROJECT PUBLICATIONS

OUR PROJECT OUTPUTS

All contents presented in this magazine are drawn from the different outputs of the SPREAD project. All of these outputs can be easily accessed via the project website <http://www.sustainable-lifestyles.eu>.

To engage in a discussion on sustainable lifestyles, please visit our online-community <http://www.sustainable-lifestyles.eu/community>.



PROJECT FLYER

The project flyer presents short and concise information on the SPREAD Sustainable Lifestyles 2050 project.

www.sustainable-lifestyles.eu/fileadmin/downloads/spread.brochure110301.pdf



LAUNCH CONFERENCE REPORT

The report of the conference "The Future of Sustainable Lifestyles and Entrepreneurship" presents the content and visual impressions of the SPREAD launch conference held in May 2011.

www.sustainable-lifestyles.eu/fileadmin/images/content/conf_report.pdf



SUSTAINABLE LIFESTYLES BASELINE REPORT

The report "Sustainable Lifestyles: Today's Facts and Tomorrow's Trends" provides a synthesis of research, leading policy and practice, as well as stakeholder views on potential pathways toward sustainable lifestyles. Its purpose was to provide the necessary background information to support SPREAD social platform participants who worked to create a holistic vision and recommendations for a plan of action for sustainable lifestyles in 2050.

www.sustainable-lifestyles.eu/fileadmin/images/content/D1.1_Baseline_Report.pdf



VISUAL MATERIAL PRESENTING EMERGING BEST PRACTICES

This visual material presents emerging best practices and emerging visions of sustainable lifestyles not yet present in Europe. The aim was to help people imagine how the promising practices of today might evolve in the future.

http://www.sustainablelifestyles.eu/fileadmin/images/content/D3.1_EmergingPractices_part2_visions.pdf



EMERGING IDEA CARDS

A pack of cards presenting provocative ideas for the year 2050, built on promising current practices and solutions. The ideas are conceived to support and feed the social and technical conversation about the

future between experts and ordinary people.

http://www.sustainable-lifestyles.eu/fileadmin/images/content/SPREAD_idea_cards_low.pdf



POLICY BRIEF ON SUSTAINABLE LIFESTYLES WITH BARRIERS, DRIVERS AND THE ROLE OF GATEKEEPERS

This document provides policy considerations drawn from a review of existing knowledge and examples of current promising practice. It explores the drivers, barriers and gatekeepers that may help or hinder the proliferation of more sustainable living options.

www.sustainable-lifestyles.eu/fileadmin/images/content/D3.2_PolicyBrief_SustainableLifestyles.pdf



FOUR VISUALISED FUTURE SCENARIOS FOR NEW EUROPEAN SOCIAL MODELS

This nicely designed report "From Global Champions to Local Loops" highlights four different options for more sustainable future ways of living in 2050.

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

FINAL RESEARCH AGENDA

The research agenda presents the most important topics for future research on sustainable lifestyles and methodologies.

<http://www.sustainable-lifestyles.eu/publications/publications.html>

POLICY BRIEF PRESENTING THE ROADMAP FOR SUSTAINABLE LIFESTYLES IN 2050

The policy brief demonstrates pathways to reach sustainable lifestyles in 2050 and gives recommendations on the role of policy.

<http://www.sustainable-lifestyles.eu/publications/publications.html>

PEOPLE'S FORUM WORKSHOP SUMMARIES

The document outlines the outcomes of the people's forum which took place in Finland, Spain, Hungary, Germany and online with participants from many other countries. It gives insights into their current and potential future lifestyles.

<http://www.sustainable-lifestyles.eu/publications/publications.html>

SHORT MOVIES ON EMERGING PROMISING PRACTICES AND THE SCENARIOS

A set of short movies is presenting different promising practices that can enable sustainable lifestyles. One movie demonstrates how the four future scenarios for sustainable living in 2050 might look.

<http://www.sustainable-lifestyles.eu/publications/publications.html>

CLOSING CONFERENCE REPORT

The conference report highlights the outcomes of the final conference Catalyzing Action: EU Sustainable Lifestyles Roadmap & Action Plan to 2050 in November 2012

<http://www.sustainable-lifestyles.eu/publications/publications.html>



ROADMAP

Sustainable Lifestyles 2050

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- Adds & idea cards by Politecnico di Milano: p. 23, 32, 34, 36, 38, 40
- Material Footprint Graphs by Tsto, Finland: p. 33, 35, 37,39
- Scenario Symbols by Kirmo Kivelä / Toiminimi Kirmo: p.45, 46, 47, 50, 52
- Drawings by Ina Schneider (CSCP): p. 4, 5, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 58, 59, 60, 61

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