



**Sustainable Lifestyles 2050 - Visions and Policy Actions**  
A high-level roundtable for policy-makers, experts and practitioners

## Snapshots of the future...(?)

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# EURO High-Speed TRAIN

PASSENGERS Adult 1 Child (5-15) 0

Vegetarian

Non Vegetarian

Hindu

Muslim

Casher

Child portion 18

Other

Vegetarian meals are proposed as a default option for public catering services

ignore if single



Tax and warnings on unhealthy or health damaging foods...



Promotion and sale of junk food is limited around schools and areas frequented by kids...



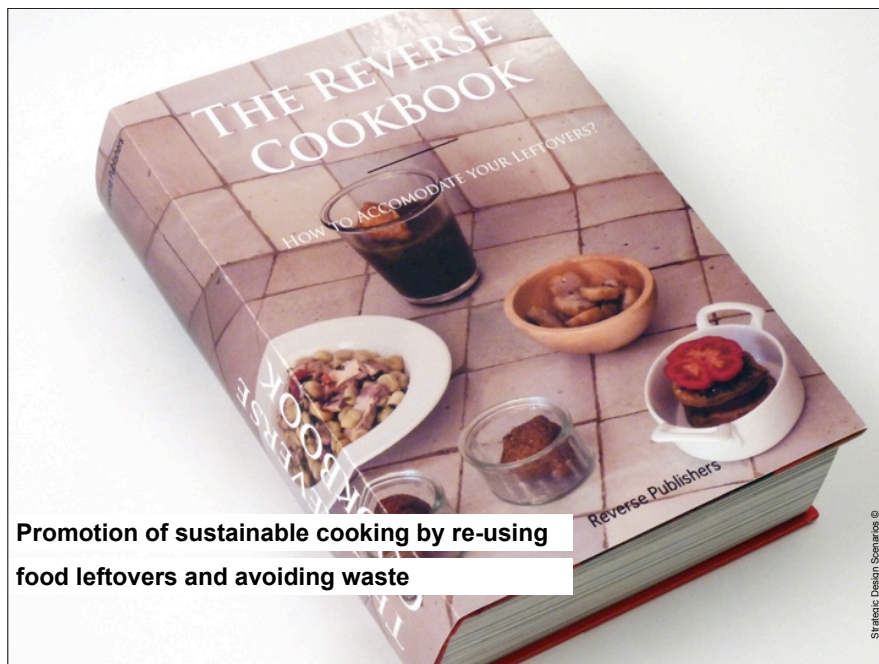
Mobile phone users are able to access a unified consumer database when shopping...

Strategic Design Scenarios ©



Generalisation of vegetarian and low meat diets. Meat becomes a delicacy...

Strategic Design Scenarios ©



Promotion of sustainable cooking by re-using food leftovers and avoiding waste

Strategic Design Scenarios ©



Supermarkets indicate greenhouse gas emission statistics for each shopping basket...

Strategic Design Scenarios ©

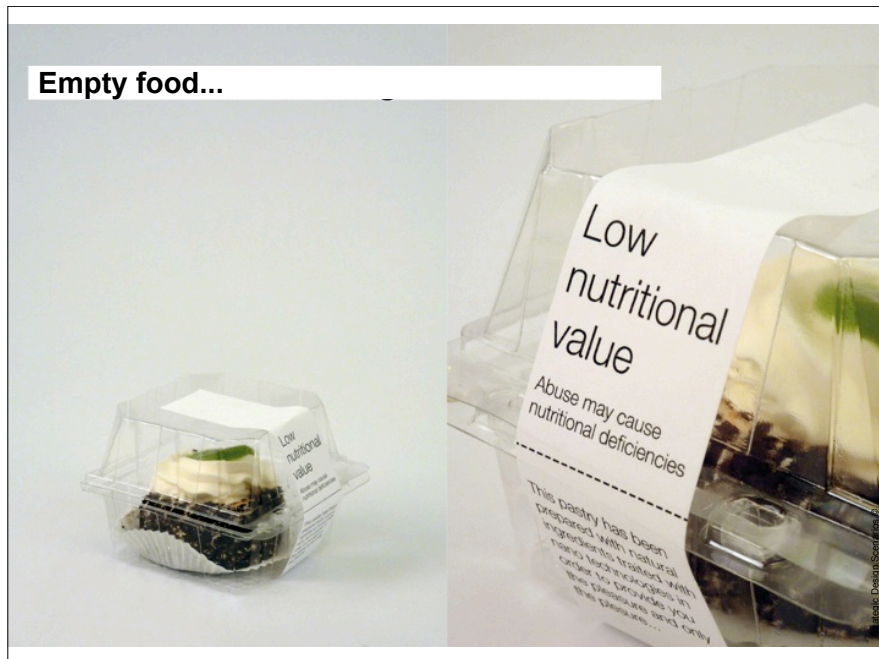
etc...

# CORPUS

## Enhancing Connectivity Between Research and Policymaking in Sustainable Consumption



Empty food...



Food as prevention medicines...



Everlasting freshness...



Improved sensing tech to help certifying food quality...



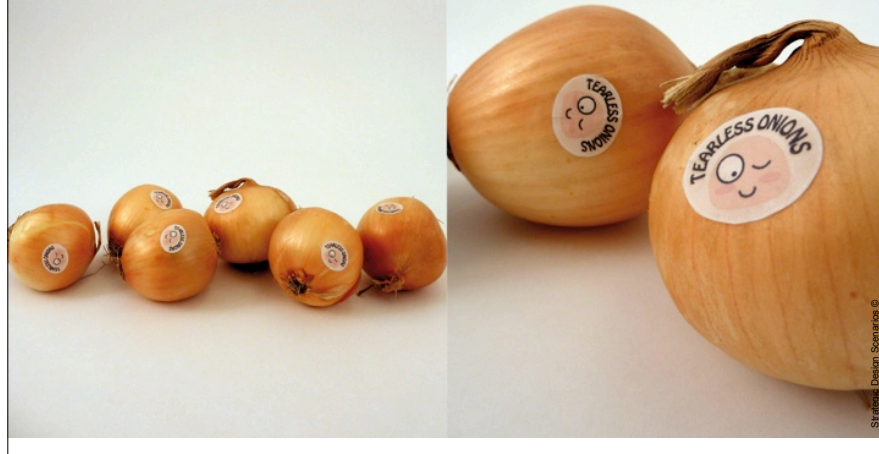
Extended preservative tech to reduce food waste...



Extended preservation will open up new markets...



Extreme cooking convenience...



etc...

### Development of a Platform for Deliberative Processes on Nanotechnology in the European Consumer Market

Grant agreement/ Project number no.: 217778  
Project duration: March 2006 - June 2009

National Institute for Consumer Research (SIFO), Norway  
CRIC, University of Manchester (UNIMAN), UK  
Institut für Ökologische Wirtschaftsforschung (IÖW), Germany  
Central European University (CEU), Hungary  
Sabanci University Competitiveness Forum CF (TUSIAD), Turkey  
University of Bergen (UIB), Norway  
Strategic Design Scenarios (SDS), Belgium



family take-away to share cooking with single around...



software for the organization of books sharing in neighbourhood...



micro-leasing facilities for domestic equipments...



product enhancing collective and shared use...



neighbourhood workshops for do-it-yourself activities...



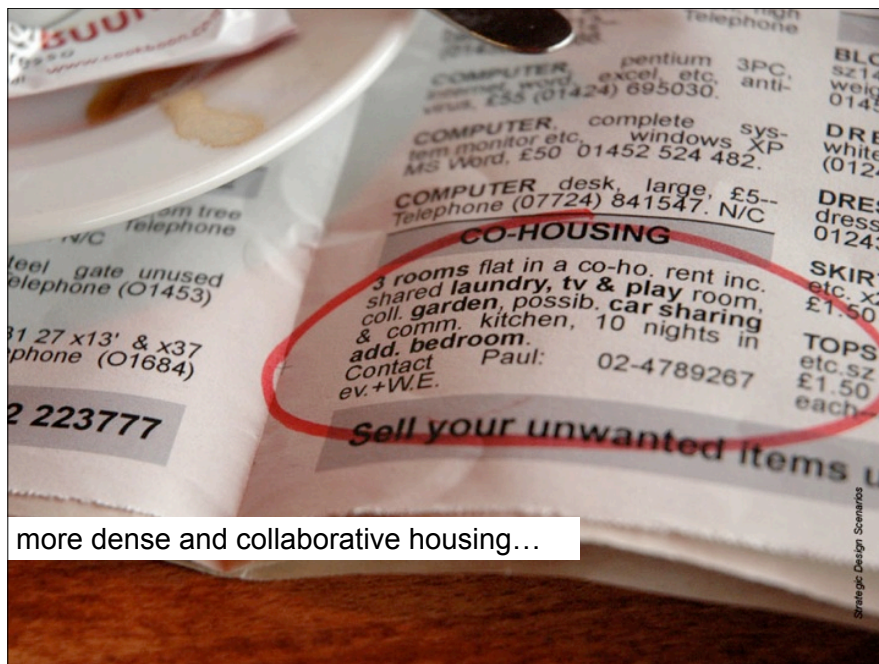
integrated local logistics...

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multiple plastic money to support relocalisation of exchanges...

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more dense and collaborative housing...

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more dense and collaborative housing...

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etc...

Emerging user demands for sustainable solutions



**EMUDE**  
Creative Communities

## EMUDE

### Emerging Users Demands for Sustainable Solutions

Specific Support Actions (SSA) Priority 3

NMP research area: Increasing the "user awareness"

New Production Processes and Devices

Optimising the life-cycle of industrial systems, products and services.  
(NMP-2002-505645)



SIXTH FRAMEWORK  
PROGRAMME



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## ...the Food Atelier



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# Innovation?



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# Innovation supply



Strategic Design Science ©

# Innovation demand

# Innovation supply

Creative Environments  
 Innovation Chain Masters  
 Fab-lab  
 Deliberation processes  
 City Open Data  
 Shared Infrastructures  
 Surplus Ecosystem  
 Innocamps  
 Algorithms  
 Citizen Agency



Strategic Design Science ©

# Innovation demand

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**INNOVATION FUTURES IN EUROPE:**  
 A Foresight Exercise on emerging Patterns of Innovation. Visions, Scenarios and Implications for Policy and Practice

June 2009-January 2011

- Partners:**
- AIT** Austrian Institute of Technology (AIT), Austria  
<http://www.ait.ac.at/>
  - Fraunhofer ISI** Fraunhofer Institute for Systems and Innovation Research (ISI), Germany  
<http://www.fraunhofer.de/>
  - SDS** Strategic Design Scenarios (SDS), Belgium  
<http://www.sustainable-everyday.net>
  - z\_punkt** The Foresight Company (z\_punkt), Germany  
<http://www.z-punkt.de/>

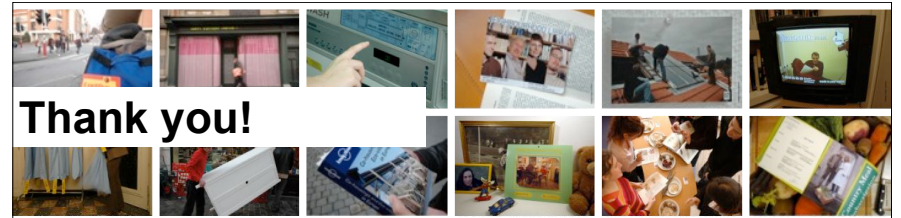
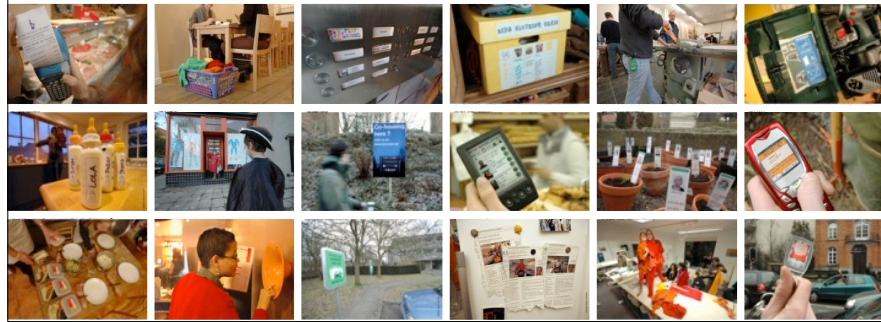
[www.innovation-futures.org](http://www.innovation-futures.org)





Snapshot of the futures...

...a 'mosaic' scenario



Thank you!

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