



Interactive Ideas Panel

Plenary

Moderator Aleksi Neuvonen, *DEMOS*

Speakers Andrea Kolb, *The Club of Marrakesh*
Ignace Schops, *RKLM*
Alain Bauwens, *Henkel*
Cynthia Echave, *Agency for Urban Ecology*
Michael Narberhaus, *WWF-UK*
Nadia Shevchenko, *Green Dossier*
Jaap Koot, *Institute for Health Promotion*

THE FUTURE
OF SUSTAINABLE
LIFESTYLES AND
ENTREPRENEURSHIP

Forum for Action on Sustainability,
Intrapreneurship and Innovation



UNIVERSITY OF LEICESTER COLLABORATING
CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION



EUROPEAN COMMISSION
European Research Area

Funded under Socio-economic Sciences & Humanities



SEVENTH FRAMEWORK
PROGRAMME



Sustainable Lifestyles 2050

Ministry for Climate Protection, Environment,
Agriculture, Nature Conservation and Consumer
Protection of the State of North Rhine-Westphalia



Deutsche Bundesstiftung Umwelt



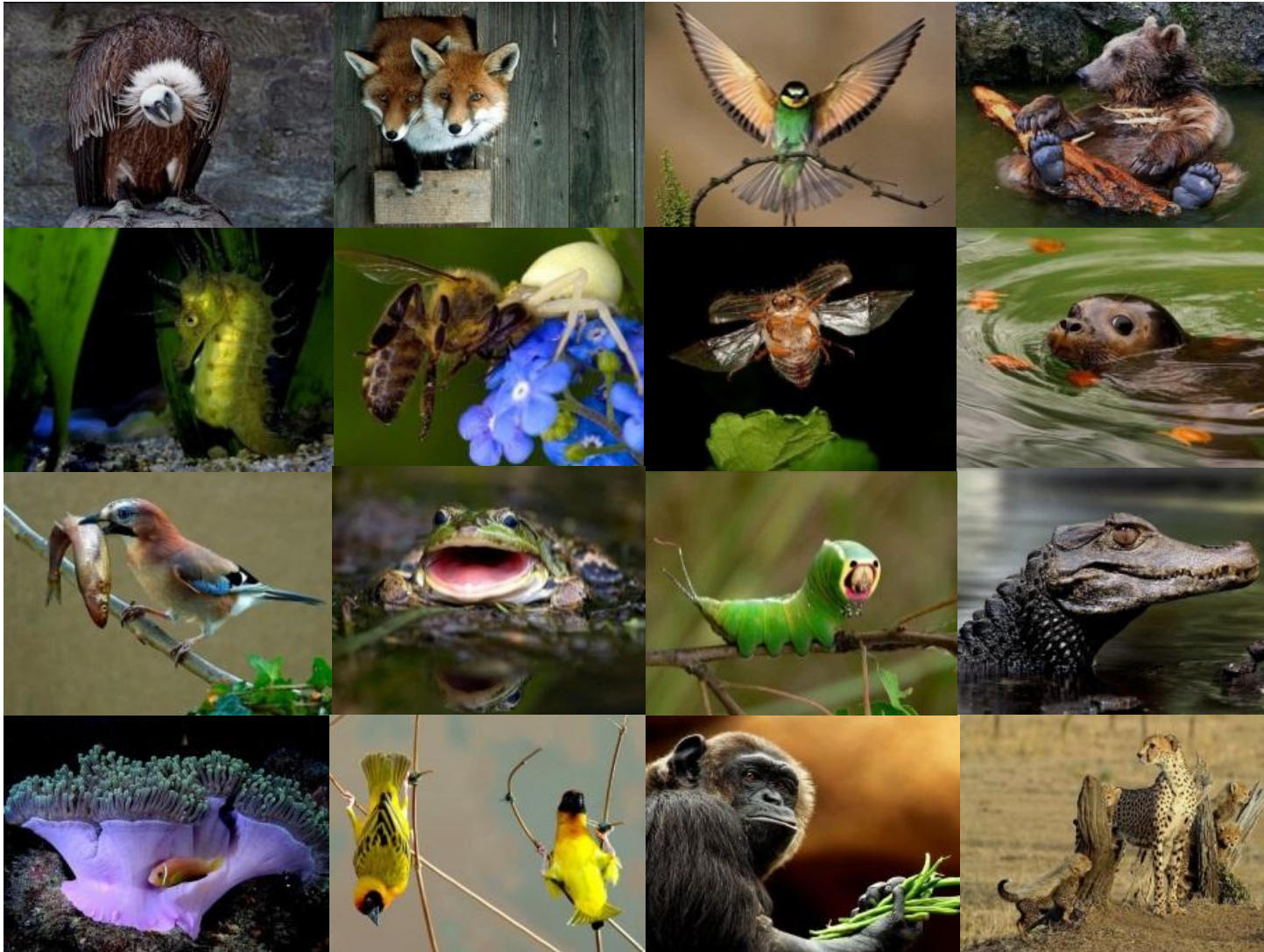
Ignace Schops

Regionaal Landschap
Kempen en Maasland
Belgium



Biodiversity a tool for sustainable development ...
From NIMBY to PIMBY!





Threatened with extinction:

1 **bird** out of 8 - 1 **mammal** out of 4 - 1 **conifer** out of 4 -
 1 **amphibian** out of 3 - 6 **marine turtles** out of 7





Awaress

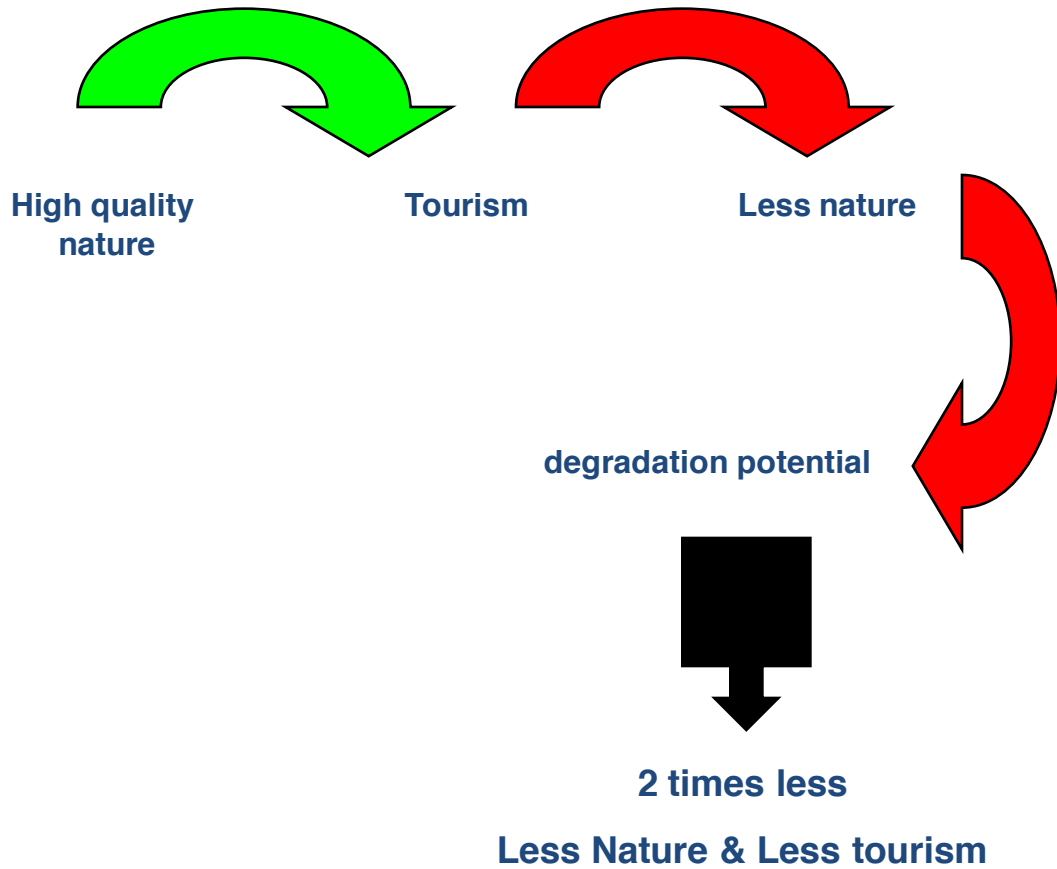






**Die Last mit
dem Tourismus**

~ Classical Tourism



Sustainable Tourism



New models to save biodiversity



(Re)Connection Model



(Re)connection Model (Re)connect society

- (Re)connect nature with nature
- (Re)connect people with nature
- (Re)connect business with biodiversity
- (Re)connect policy with practice

International success



Concept: © RLKM

Development Cycling network (1995)

12 municipalities in the Nord-East of Flanders

The advertisement features a woman in a white tank top with the Dutch text "Een toerist komt niets te kort in Limburg" (A tourist is never short in Limburg). To the left of the woman is a list of activities and attractions in Limburg, including art cities, hiking, farms, rural holidays, cycling, forests, museums, sailing, events, hotels, theater, water, and green spaces. The background is a soft-focus green field with yellow and white flowers in the foreground.

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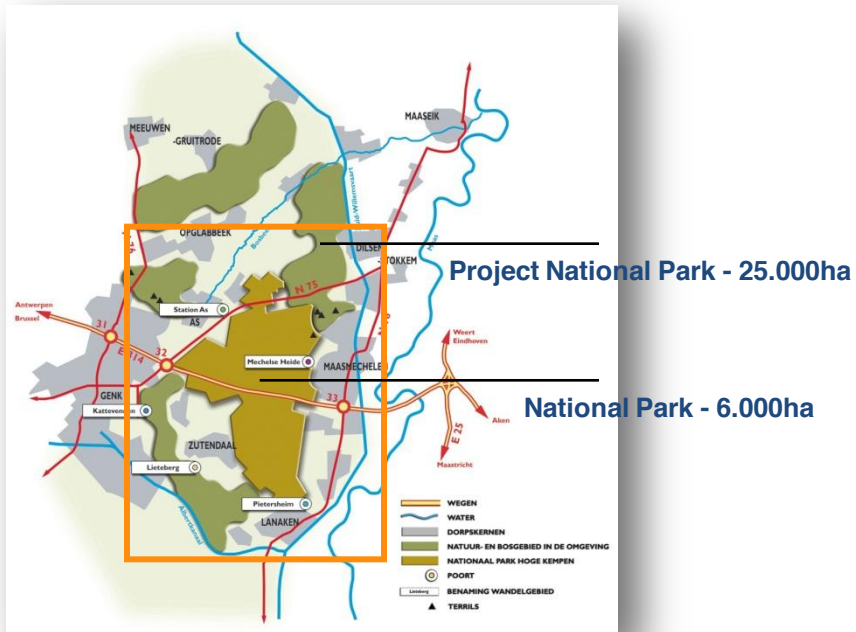
year!

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KUNSTSTEDEN
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PLATTELANDS-
VAKANTIES
FIETSEN
BOSSEN
MUSEA
ZEILEN
EVENEMENTEN
HOTELS
THEATER
WATER
GROEN

Hoge Kempen National Park

(Re)connection Model to help other regions in the world



Why Hoge Kempen National Park?

- Example to save biodiversity in the world
- Sustainable Regional development
- Responsibility of crowded, prosperous regions
- (Re)connecting society
- High Economic benefit





Hoge Kempen National Park

Opportunities for sustainable economic development



Benefits

- extra awareness for biodiversity
- species action plans – species saved
- annual amount of visitors: ~ 750.000
- employment (direct & indirect): 400
- annual economic benefit: 24.000.000 euro

From NIMBY to PIMBY

Be the change you want to see in the future!



Think globally,
Act locally &
Change personally!

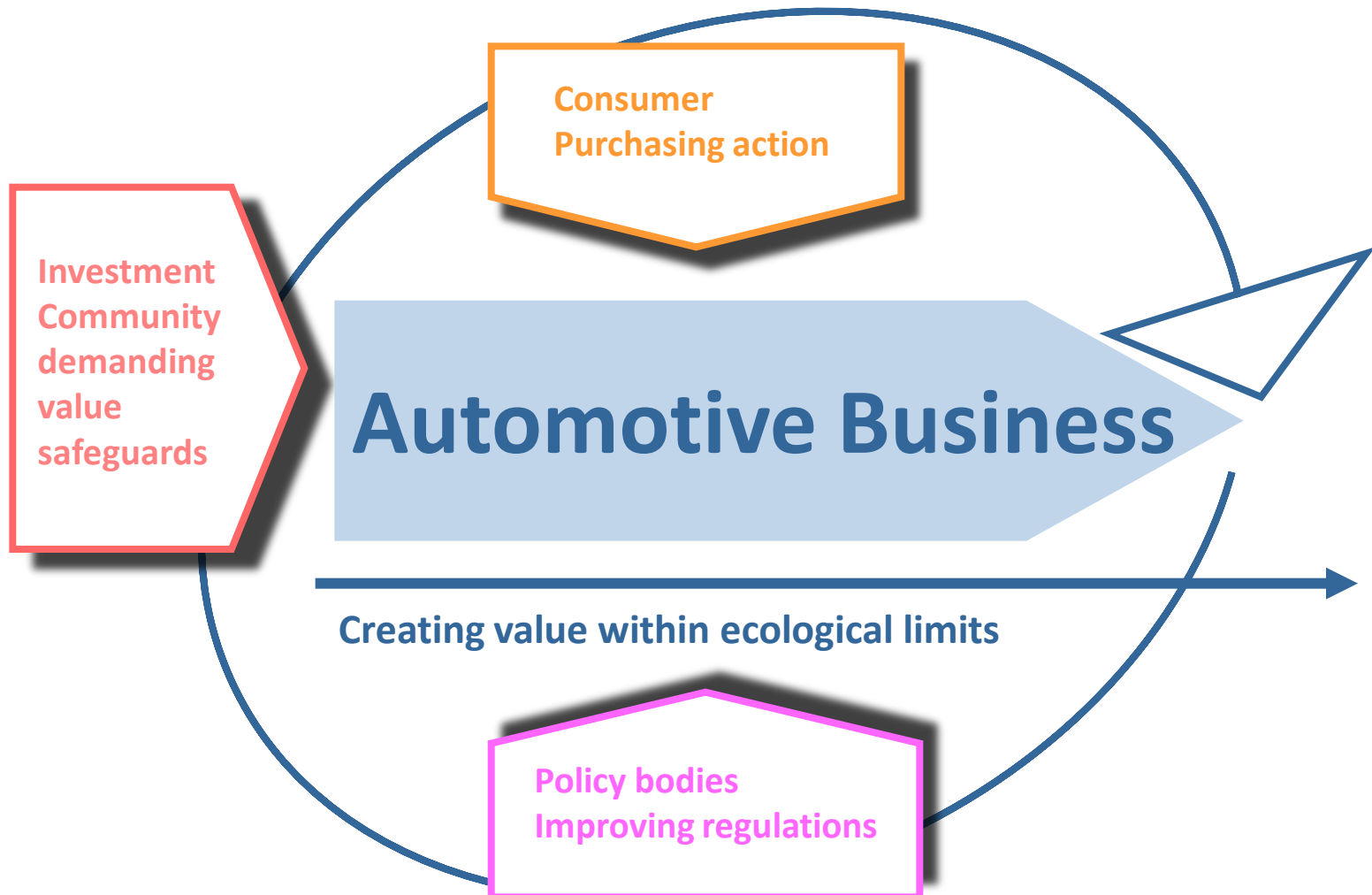


SMART CSOs

A personal story of
inquiring change

Michael Narberhaus
24th May 2011, Cologne

Can I transform the automotive sector??



“Collective action for system change in a resources and emissions constrained world”

How does change happen? 1.0

- Traditional: Build NGO campaigns around a particular policy goal?
- The triangle of change (SDC) – bring all stakeholders into a room and work it out together?
- The global level – global CO2 agreement?
- The local level – community groups on footprint?
- Inspiring examples of sustainable life styles?
- Celebrity role models (Angelina Jolie...)?
- The foot-in-the-door-approach?
- Are nudges the answer?

My inspiring moments

- Gus Speth – The Bridge at the Edge of the World: “We have won many victories, but we are losing the planet. It is important to ask why.”
- Tom Crompton – Weathercocks and Signposts: Rethinking behaviour change...



Three fundamental questions

What?

How?

Who?



WHAT KIND OF CHANGE?

Sustainability requires more than EVs...





...or organic meat!



Premium organic beef

DIRECT FROM THE FARMER TO YOUR DOOR -
FREE FROM CHEMICALS AND ETHICALLY
PRODUCED FROM CONTENTED ANIMALS

(02) 6238 0203



The advertisement features a background image of several cows (black and brown) in a green field under a blue sky with white clouds. In the foreground, there is a semi-transparent white box containing text and images. On the left, the text reads 'Premium organic beef' in bold, followed by 'DIRECT FROM THE FARMER TO YOUR DOOR - FREE FROM CHEMICALS AND ETHICALLY PRODUCED FROM CONTENTED ANIMALS' in smaller text, and the phone number '(02) 6238 0203' in large bold letters. To the right of the text is an image of a piece of raw beef with a small herb garnish. Further right is the Demeter bio-dynamic logo, which consists of a circular emblem with a stylized plant and the word 'DEMETER' above it, and the text 'bio-dynamic' written in a script font below it.

Stuck in the iron cage of consumerism!



Current sustainability strategies

- Short term / pragmatic / symptoms focus / “make the system work”
- Technological fix
- Green products
- Relying on markets
- Not tackling the underlying system drivers

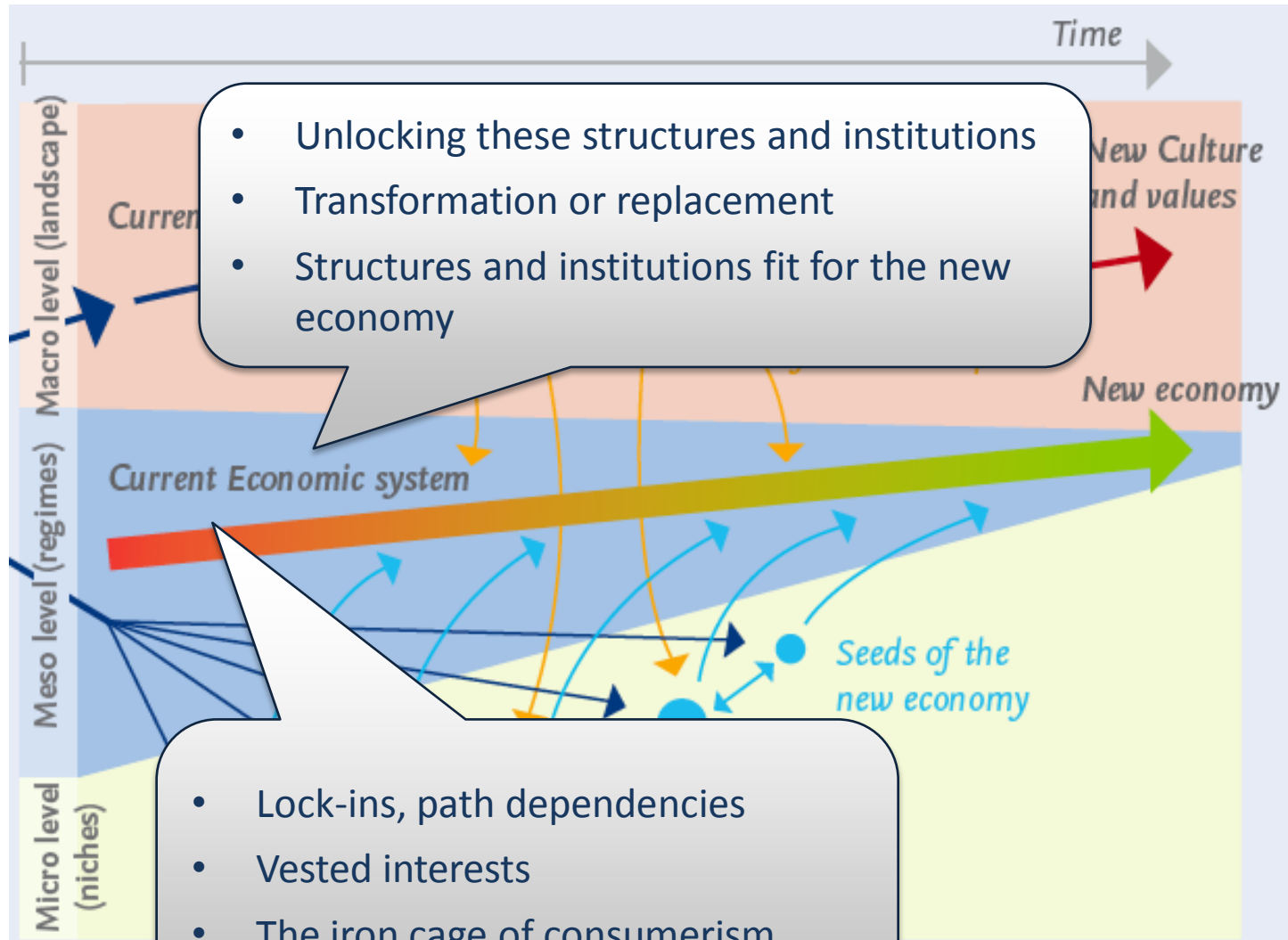


Something bigger than fixing a problem

- Deep systemic change is needed: Shift in cultural values, life styles and economic structures
- An economy beyond material growth and consumerism is desirable, necessary and achievable
- An economic system beyond GDP is possible
- A culture beyond consumerism is possible

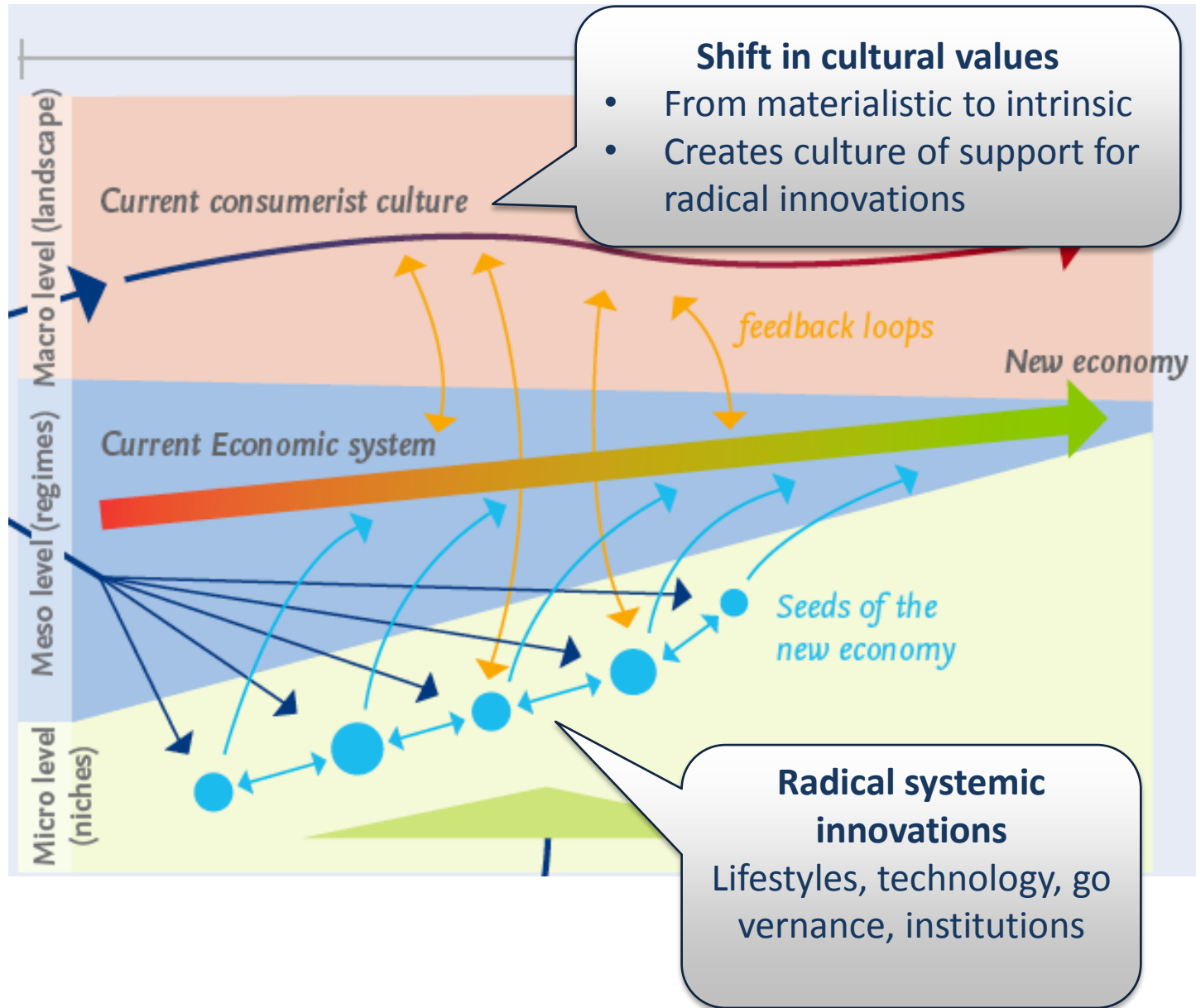


HOW DOES CHANGE HAPPEN? 2.0



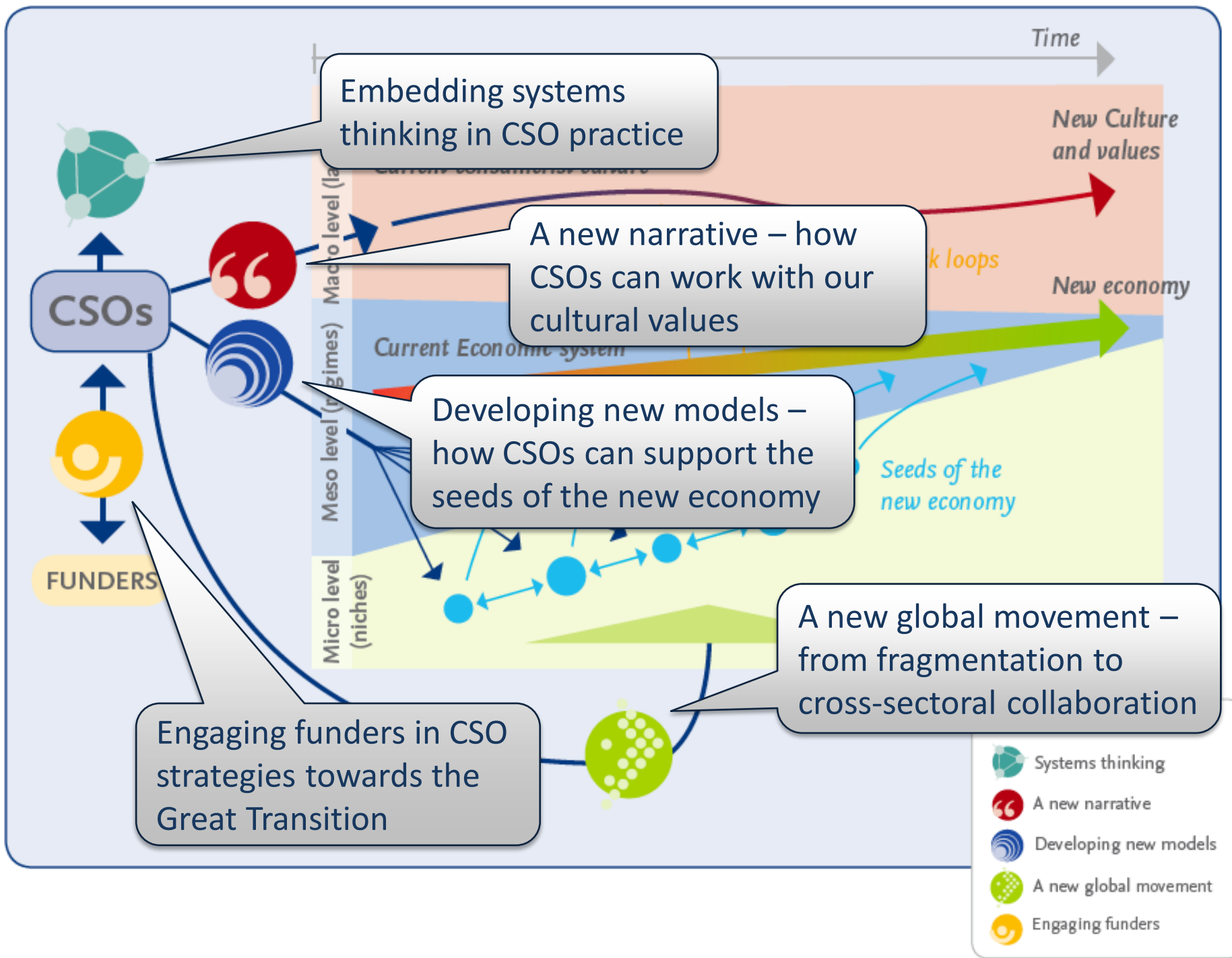
- Unlocking these structures and institutions
- Transformation or replacement
- Structures and institutions fit for the new economy

- Lock-ins, path dependencies
- Vested interests
- The iron cage of consumerism
- Self-stabilising around status quo





WHO HAS THE AGENCY?





Smart CSOs Initiative

- Community of CSO leaders and funders, academics, researchers from different countries
- Understand better what kind of cultural, political and economic transition is required for true sustainability
- What can CSOs do to fulfil their full potential and become truly effective change agents?



SMARTCSOs 

The SMART logo consists of five colored circles (yellow, light green, dark green, red, and blue) arranged in a circular pattern.

THANK YOU !

mnarberhaus@wwf.org.uk

www.smart-csos.org



ЗЕЛЕНЕ

ДОСЬЕ

**The Future of Sustainable Lifestyles and Entrepreneurship
24th - 25th May, 2011 Cologne, Germany**

Ecolabelling for Sustainable Tourism: Changing Our Lifestyles

Nadia Shevchenko

Charity Information Centre "Green Dossier"



Господа шанує
природу
The host respects nature



ЗЕЛЕНЕ



ДОСЪЕ

**We have had enough warnings on the
environmental crisis over the last
few decades...**

Why weren't they heard?



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The host respects nature



ЗЕЛЕНЕ

ДОСЪЕ

Transferring a negative message?

Offer a solution!

● Global ● National ● Communal ● Personal



**Господа шанує
природу**
The host respects nature



ЗЕЛЕНЕ



ДОСЪЕ

Showing people **HOW** to change rather
then telling them what to do.

**Tourism is a great stage for it:
while travelling, we learn.**



Господа шануе
природу
The host respects nature

ЗЕЛЕНЕ



ДОСЪЕ

ECOLABELLING: we learn from each other

Let's see how it works



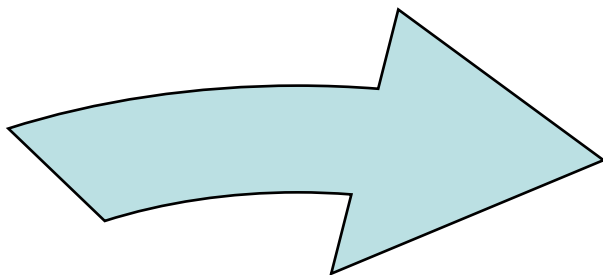
Господа шанує
природу
The host respects nature

ЗЕЛЕНЕ

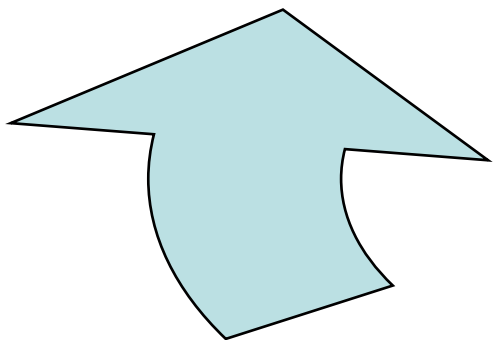


ДОСЪЕ

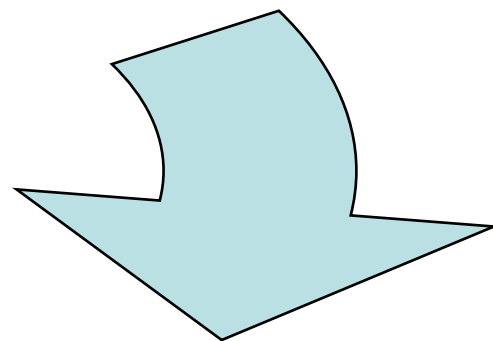
**Environmental
Responsibility**



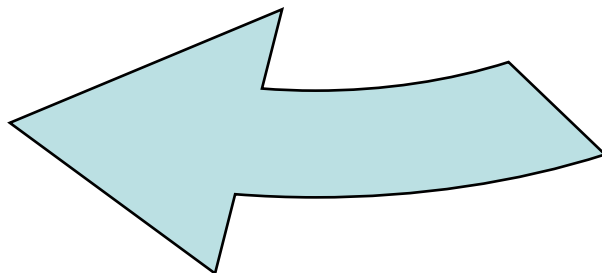
**Economic
Efficiency**



**Educational
Function**



**Company
Profile**



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природу
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ЗЕЛЕНЕ



ДОСЬЄ

Example: hotel “Kovcheg” running on exclusively renewable energy is one of the places for sharing sustainable practices in Ukraine.

Another lifestyle is possible!



ЗЕЛЕНЕ



ДОСЬЄ

Charity Informational Centre
“Green Dossier”

www.dossier.org.ua

Email: nadiyka@mail.ru

Photo: picasaweb.google.ru/ktrmlk



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природу
The host respects nature

2050

Is this the future we dream of?



Healthy environment

Happy children

- In 2050 70% of world population will live in cities
- Adults of 2050 are children now or will be born soon
- Childhood determines adult behaviour



Actual trends in children's life



More time behind computer



More by car to school



More processed food



More stress

What will be the impact of the environment on children?



**Health creates
happiness**

Act now for the future of our children

- Make the healthy choice the easy choice
- Create an environment that brings health



Transport

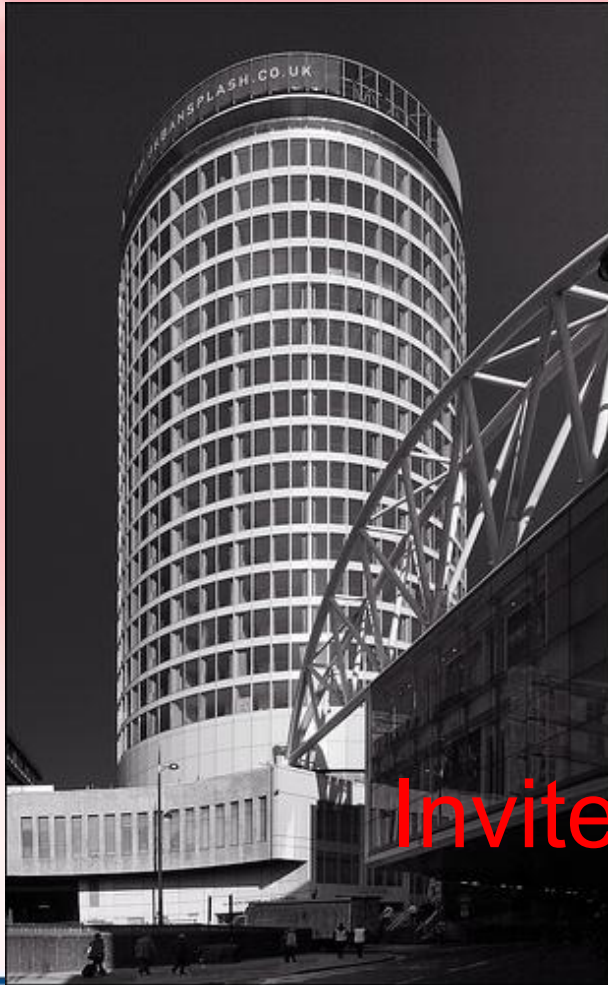


Urban transport planning

Plan for public transport and cycling



Environment in cities



Invite people to move

Food production



Produce and provide
real food products



The future starts now



Nature discovery park



Plants in the classroom



School gardens



By bicycle to school

Creation of Health in 2050



Health is not created in the obesity clinic

Health is created in homes, schools, neighbourhoods, parks, food gardens, restaurants, factories, recreational areas, etc. **by you**



**Plan the future with a vision
on health and happiness!**

NIGZ

Netherlands Institute for Health Promotion

gbuijs@nigz.nl