Interactive Ideas Panel
Phosphor / Carbid

Moderator
Neil Coles, CSCP

Speakers
Vanessa Timmer, One Earth
Jan-Kees Vis, Unilever/Sustainable Food Lab
Meriel Lenfestey, Ecomodo
Reed Paget, Belu Water
Reinhard Mann, Federal Centre for Health Education
Jesse Mether, Rautakesko
Vanessa Timmer, Executive Director, One Earth
Future of Sustainable Lifestyles and Entrepreneurship
Hürth, Germany – 24 May 2011

The Power of Visualizing
participatory GIS mapping
making the invisible visible
Så meget fylder 1 TON CO₂
Grib udfordringen – prøv selv at spare et ton i år
www.1tonmindre.dk
depicts 426,000 cell phones
equal to the number of cell phones retired in the US every day.

Chris Jordan
The average price of a cellphone was about $4,000 in 1984 — and only a few people could afford one. Sales of home phones fell as cellphones got less expensive, averaging about $200 in 2000. Sales of standard cellphones began to fall as smartphones added features beyond calls and text messaging.
Germany: The Melander family of Bargteheide
Food expenditure for one week: 375.39 Euros or $500.07
United States: The Revis family of North Carolina
Food expenditure for one week: $341.98

Photo: Peter Menzel
Egypt: The Ahmed family of Cairo

Food expenditure for one week: 387.85 Egyptian Pounds or $68.53
Chad: The Aboubakar family of Breidjing Camp
Food expenditure for one week: 685 CFA Francs or $1.23

Photo: Peter Menzel
3 cutting edge themes for visualizations
1. lifestyles in context
Pulse Energy

measuring the vital signs of a building

http://www.smallenergygroup.com/
THE STORY OF
STUFF
WITH ANNIE LEONARD
2. changing social norms
car free day

buy nothing day
3. positive future visions
Future visualization – decision-support
www.sustainablefood.org

Cologne
Jan Kees Vis
Unilever
Origin

- 2003: Global Leadership Initiative formed
- Experience in finding solutions to complex problems
- Looked for complex challenges in corporate sector
- Global Food System: complex
- Organise stakeholder engagement to generate new thinking
Lab members are encouraged to go deep to look for new solutions.

let go and observe

retreat & reflect

U Theory
Senge
Scharmer
Jaworski
Flowers

act with new understanding
U process

• Avoid down loading blue prints
• Co-observe reality
• Look at parts to understand the whole
• Reflect, create shared energy
• Co-create the future
• Scenario thinking
• Leverage points
Learning journeys allow multi-sector groups to see food systems from new perspectives.
Learning journeys

- To understand the whole by observing the parts (Brazil)
- Brief and debrief
- Suspend judgement (blueprints)
- Listen to other perspectives
- Grape farm, co-operative, midwives, sisal factory, landless farmers, wine maker
- Immersion
The Food Lab is bringing producers and buyers together to develop supply chains that meet the needs of both.
Workstreams

• Commodities
• Healthy value chains
• Food and health
• School lunches
• Fisheries
• Framing
and turn small change....

....into big change.
SFL

- Think tank
- Multi-stakeholder
- Link to SAI Platform
- Innovators/incubators
- Conveners
Client wants ...

User wants ...

What’s possible...
Get communities to make better use of the resources they already have by creating a new market in lending and borrowing each other's everyday objects, skills and spaces.
We want ...

- Financial
- Social
- Environmental
- Fun!
Save & make £££

User wants ...

Live richer lives

Do a good turn

(Be green)

Confidence
What’s possible...
Create a sustainable business in every sense of the word.

Design service around a deep understanding of our users, their desires and concerns and the world in which they are living.
welcome to ecomodo, the marketplace of good returns..
Lend and borrow each other's everyday objects, skills and spaces with confidence.

need something but don't want to splash out?
Save money, time and space by borrowing stuff you don't use often.

return to lender
Browse items to borrow

get stuff collecting dust in your shed?
Lend stuff for free, make money for yourself or fundraise for charity.

Add an item to lend

take a look around..

use ecomodo to lend with confidence..
• Use lending circles to control who can borrow your stuff.
• Take deposits and insurance for extra peace of mind.
• Leave feedback.
And there's more... read this

use lending circles to pool your assets..
Create a circle for your street, village, town, workplace, club, school, university, charity, faith centre or local interest group and invite people to join you.

Clear message
Fuzzy Locations
school
neighbours
interest groups
clubs
friends
co-workers

Lending Circles
### Hire fees, Fundraising, Insurance & Deposits

#### Costs, Deposit and Insurance

<table>
<thead>
<tr>
<th>Item Type</th>
<th>Cost to Borrow</th>
<th>Your Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>£2.53</td>
<td>£1.25</td>
</tr>
<tr>
<td>Weekend</td>
<td>£3.82</td>
<td>£2.50</td>
</tr>
<tr>
<td>Week</td>
<td>£6.40</td>
<td>£5.00</td>
</tr>
</tbody>
</table>

**Insurance:**
- Insurance cover is only available for items valued between £50 and £1500.

**For a good cause:**
- Add deposit
- Add insurance

**What is your favourite good cause?**
- Your favourite good causes
Lend tracking, handholding & reminders
Meriel Lenfestey

Apart from being one of the team who created ecomodo... I’m a mother, a designer (professional), a vegetable grower, a cook, a keen (but pretty unskilled) watersports enthusiast, and generally someone who wants to have a go at lots but rarely has the time.

Recent feedback

- on Mon 11 Oct 10 AntoninaWaski said ... Super nice people, very helpful.
- on Thu 9 Sep 10 tamara said ... I still need my refund though :(
- on Sat 12 Jun 10 TOF said ... excellent as always
- on Fri 11 Jun 10 GavinHayman said ... Lender was very flexible with the collection and drop-off.
- on Mon 24 May 10 PhotoToasty said ... Lovely cup of tea and a chat on return! We must do it again soon
- on Fri 14 May 10 Helen27 said ... Very helpful as usual
- on Thu 18 Mar 10 topcat said ... thanks for returning it on time + glad to help
Thanks!
meriel@ecomodo.com
www.ecomodo.com
developing a sustainable economy
Tiananmen Square
a finite resource

a new economy
capitalism to save the world
psychographics of eco-ethical consumerism

- Do What I Can: 50%
- Light Green: 20%
- My Backyard: 20%
- Dark Green: 5%
- Trendy: 5%

values-based market segmentation
NEURO-PHYSIOLOGY OF MOTIVATION

primate
mammalian
reptilian

green thoughts
social emotions
survival instincts
tipping point dynamics

creating a green trend
Sustainable materials
Recyclable or biodegradable
Low energy, emissions & toxins

Closed Loop Eco-Design

Preferred materials
Recyclable or biodegradable
Low energy, emissions & toxins

Sustainable materials
Recyclable or biodegradable
Low energy, emissions & toxins
The Independent

First ‘green’ container goes on sale in British stores
Leading firms opt for biodegradable packaging
Development could help cut nation’s waste mountain

The bottle that heralds a plastic revolution

Biodegradable bottle offers hope of cutting Britain’s mountain of waste

Monday 29 May 2006 THE INDEPENDENT

WaterAid

The UK’s most eco-friendly bottled water

Penguin Approved

No Global Warming

PVC free

Our caps are PVC free!
sustainable economy

innovation

marketing

greener products

greener lifestyles
one earth innovation
business for a sustainable future
Guidelines to health education for young people

The youth campaign “GUT DRAUF” (well being) of the Federal Centre for Health Education

Reinhard Mann (BZgA), 24.05.2011 Köln
- Federal Centre for Health Education

» Specialist authority within the portfolio of the Federal Ministry of Health

» Topics: health education, prevention and health promotion

» Different Target groups: specially in my unit: children

» Methods: campaings, publications, cooperations with experts

» Head of the unit „Prevention of nutritional Deseases and Health Promotion“
GUT DRAUF - the central elements

» Holistic goal of health promotion: nutrition, exercise, stress management

» Target group: young people aged between 12 and 18

» Use of multipliers: institutions, intermediaries

» Focus on behaviour and environmental conditions

» Five fields of activity: school, sport, youth travel, youth facilities, companies

» Connecting various social spaces together
GUT DRAUF – equitable health promotion at a glance

» Offering young people incentives to adopt health-conscious behaviour by catering to their needs
» Picking up on current youth cultures
» Putting health under the spotlight
» Enabling participation
» Ensuring sustainability
» Having fun
Interplay between Nutrition, Exercise & Stress

**Nutrition**
- Regulates motivation levels
- Provides nutrients for day-to-day needs, leisure and sport

**Exercise**
- Burns energy
- Increases basic metabolic rate
- Influences hunger and satiety mechanism

**Stress**
- Reduces basic metabolic rate
- Triggers binge eating

**Exercise**
- Reduces stress
- Reduces susceptibility to stress
- Increases stress tolerance

**Stress**
- Creates pressure to perform
- Can lead to an overactive or passive lifestyle

**Nutrition**
- Poor nutrition increases susceptibility to stress. For example, diets cause physical and/or psychological stress
Nutrition

» Nutrition is not just about food intake

» Social aspects of eating have to be considered
Exercise

» Not sports-oriented or competition-oriented
» Part of day-to-day life
» Should provide incentives for active body awareness
Successful stress regulation

» Being able to cope with demands

» Recognising, categorising and dealing with one’s own needs

» Awareness of physical and psychological sensitivities
Tiered quality concept

Three quality strands

- Procedures relating to training and certification
- Organisational structure
- Evaluation
Procedures towards certification

- GUT DRAUF general principles
- GUT DRAUF criteria
- GUT DRAUF quality standards for the various spheres of activity
- Training for multipliers
- Auditing and certification according to GUT DRAUF standards
Organisational structure

Scientific advisory board

BZgA

National Advisory body

GUT DRAUF Coordination team

Representatives of schools

Prof. Methfessel

Prof. Lohaus

Dr. Seidel

‘European Institute for Social Research’

Düsseldorf Uni. of Applied Sciences

Institute for Professional Practice

Representatives of sport

Representatives of youth facilities

LK Baden Württemberg

LK Bavaria

LK Bremen/Lower Saxony

LK Mecklenburg Western-Pomerania

LK Rheinland

LK Saxony Anhalt

Model region Rhein-Sieg-Kreis

GUT DRAUF – a youth campaign of the Federal Centre for Health Education
Evaluation concept

- Structure and Process evaluation
- Self evaluation
- Effectiveness evaluation
Partners and regional structures in 8 German states

- 800 partner-institutions
- One Mio. young people a year
Thank you for listening!

www.gutdrauf.net
Energy efficiency business at a home improvement retailer

Rautakesko Ltd

Jesse Mether
Sustainability manager
jesse.mether@kesko.fi

KESKO
Rautakesko in brief

- Part of Kesko Group
- Stores in Finland, Norway, Sweden, Baltic countries, Russia (St. Pete & Moscow) & Belarus
- Year 2010
  - Total sales 3 314 M € (VAT 0%)
  - Market leader in its operating area
  - Europe’s 5th biggest operator in its field
  - Six retail store chains
  - 330 stores in building and home improvement + 88 stores for agricultural trade
  - 13.6 M customers in Finland; every Finn visits our store 2.5 times / year
People worry about the climate change...

58% of Finns are worried about the climate change

Finland has the 12th biggest CO₂ footprint

Picture source: whataretheywaitingfor.com
...energy reserves will not meet the demand...

Demand
Energy deficit
Bio fuels
Oil from coal and natural gas
Current oil (crude oil and bitumen)

Source: Demos Helsinki / Peloton

Jesse Mether Rautakesko Ltd 24.5.2011
... this means prices are going up...

Source: Finnish Energy Market Authority

Jesse Mether Rautakesko Ltd 24.5.2011
...and public administration is acting

- Energy taxes have been raised
- Building codes concerning energy efficiency have been (and will be) tightened

→ Radical shift in energy efficiency from new buildings to renovation

- Foresight Report on Climate and Energy Policy 2009:
  - *at least* 80 percent reduction in greenhouse gas emissions by 2050
  - In 2050 the energy consumption of buildings will generate no more than 1% of emissions
950 000 one-family houses built in the 1980s or earlier in the catchment area of K-rauta and Rautia stores. Abt 500 000 as customers. 28 000 of these houses renovated/year. Total renovation cost 800 M€/year (average 30 t€/house).
Background study

Customers
found it very difficult to get neutral information and make the "right decision"

Suppliers
suffer from the lack of reliability

All the players
are playing their own game and crying for co-operation

Rautakesko’s strategic objective
The best expert and seller of energy efficiency services

Government officials
are frustrated as they don’t have the access to the customer

Nobody
is able to understand what the customer really needs

We
have “the historic mission” to gather all the players to play together
Engagement idea: What we can promise

– When you sense no draught, floors don’t feel cold, air you breathe is pure and energy consumption is low, then you’re living in an energy efficient house!

• Improving your house’s energy efficiency means we help you
  … live more comfortably
  … save money
  … improve the value of your property
  … do good for the environment

EE = Comfort * € * Environment
Key ideas

- *We make it simple*
- From supplier to *service provider*
- From occasional steps to *understanding the big picture*
- *All from the same desk*: Background analysis, the product & its installation +funding, after sales etc
Store concept

• Piloting at 2 * K-rauta stores stared 3/2011
• Roll out in Finnish stores by 1/2012
  – Flexible shop-in-shop: same basic concept that can be scaled to suit every store
  – Every store has at least one trained and qualified energy efficiency expert
• Background study in other operating countries in 2011-2012
Thank you!