



WS 3: Visualising Sustainable Lifestyles

Host Deutsche Bundesstiftung Umwelt (DBU)

Moderator Vanessa Timmer – One Earth

Speakers Laila Abdullatif – Emirates Wildlife Society / WWF

Francois Jegou – *Strategic Design Scenarios*

Ida Tillisch – *Emirates Wildlife Society / WWF*

THE FUTURE
OF SUSTAINABLE
LIFESTYLES AND
ENTREPRENEURSHIP



Forum for Action on Sustainability,
Intrapreneurship and Innovation



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



Deutsche Bundesstiftung Umwelt Federal Environmental Foundation



www.dbu.de

Guidelines

- Sustainable Development according to Agenda 21

Departments

- Environmental Technology
- Environmental Research and Nature Conservation
- Environmental Communication and Protection of Cultural Assets

Essential Funding Criteria

- Innovation
- Exemplary Character
- Environmental Relief



Deutsche Bundesstiftung Umwelt

Project

“Consuming and living sustainably”

- It looks into the best ways to strengthen and implement sustainable consumption and future lifestyles.
- It aims to identify new promising ideas for activities in the three strategy areas visualisation, capacity building and networking.
- The project “Consuming and living sustainably” is carried out by the CSCP and supported by the DBU



Website: <http://nachhaltig-leben.ning.com> (German only)



Deutsche Bundesstiftung Umwelt

Aim of this workshop

- **Present three inspiring cases from around the world**
- **Learnt about your experiences on fostering sustainable lifestyles and consumption through visualisation and discuss with you**
- **Collect ideas for new actions**



ECOLOGICAL FOOTPRINT ANIMATION



OVERVIEW



1. EWS-WWF
2. The issue – UAE's Ecological Footprint
3. Creating the animation
4. Awareness



EWS-WWF MISSION



To work with people and institutions within the UAE and the region, to conserve biodiversity and promote sustainable living through education and conservation initiatives.

Scope of Work:

- Research & Policy
- Education & Capacity Building
- Awareness, Outreach, Business Development & Marketing

Themes:

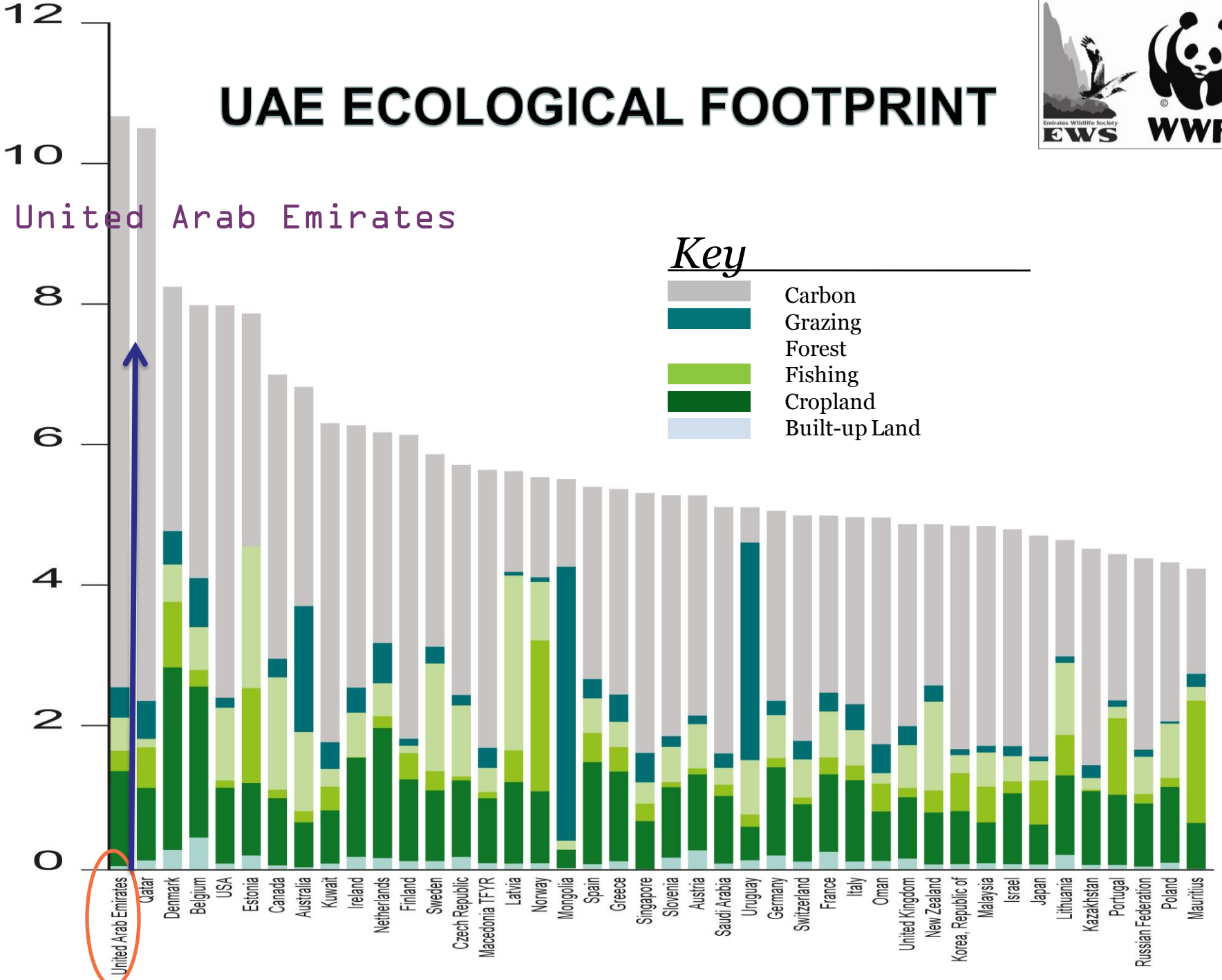
- Species
- Habitats
- Climate Change
- Ecological Footprint





UAE ECOLOGICAL FOOTPRINT

Number of global hectares demanded per person



United Arab Emirates



GOALS OF THE AL BASMA AL BEEIYA

- Understand what the Footprint is;
- Identify what factors are driving our high Footprint.
- Develop strategies to help us manage it responsibly.

• *Data collection and verification*

• *Science and research*

• *Policy analysis*

• *Capacity building*

• *Awareness and outreach*



ECOLOGICAL FOOTPRINT ANIMATION GOALS



- Goal:
 - highlight to the general public the scarcity of natural resources and the need to live within our resource means
 - drive residents in the UAE to think about the environment and think about future generations.



CREATING THE ANIMATION



- Asylum films & Aya
- Non stop-motion animation made up of 2500 stills
- Over 150 hours of set building,
- 300 newspapers,
- 200 hours of shooting

www.ecologicalfootprint.heroesoftheuae.ae



AWARENESS



- Awareness:
 - Featured across cinemas in the UAE for the period of one month
 - Featured online – approximately 60% of all the views stemmed from people posting the animation as an embedded video on their blogs, websites, twitter feeds and e-mail – over 15,000 views on youtube
 - Featured at various community events and on CNN
- Awards:
 - Gold at Dubai Lynx awards
 - Best Promotional Animation at the Ottawa International Animation Festival (OIAF)
 - Gold at Bradford Film Festival UK
 - Entry for Cannes Film Festival



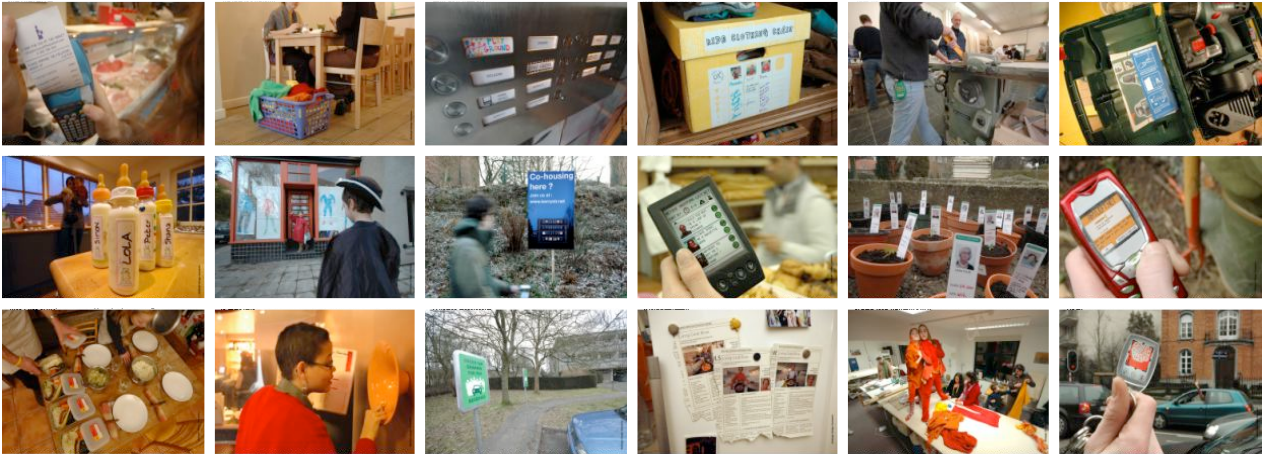
THANK YOU!

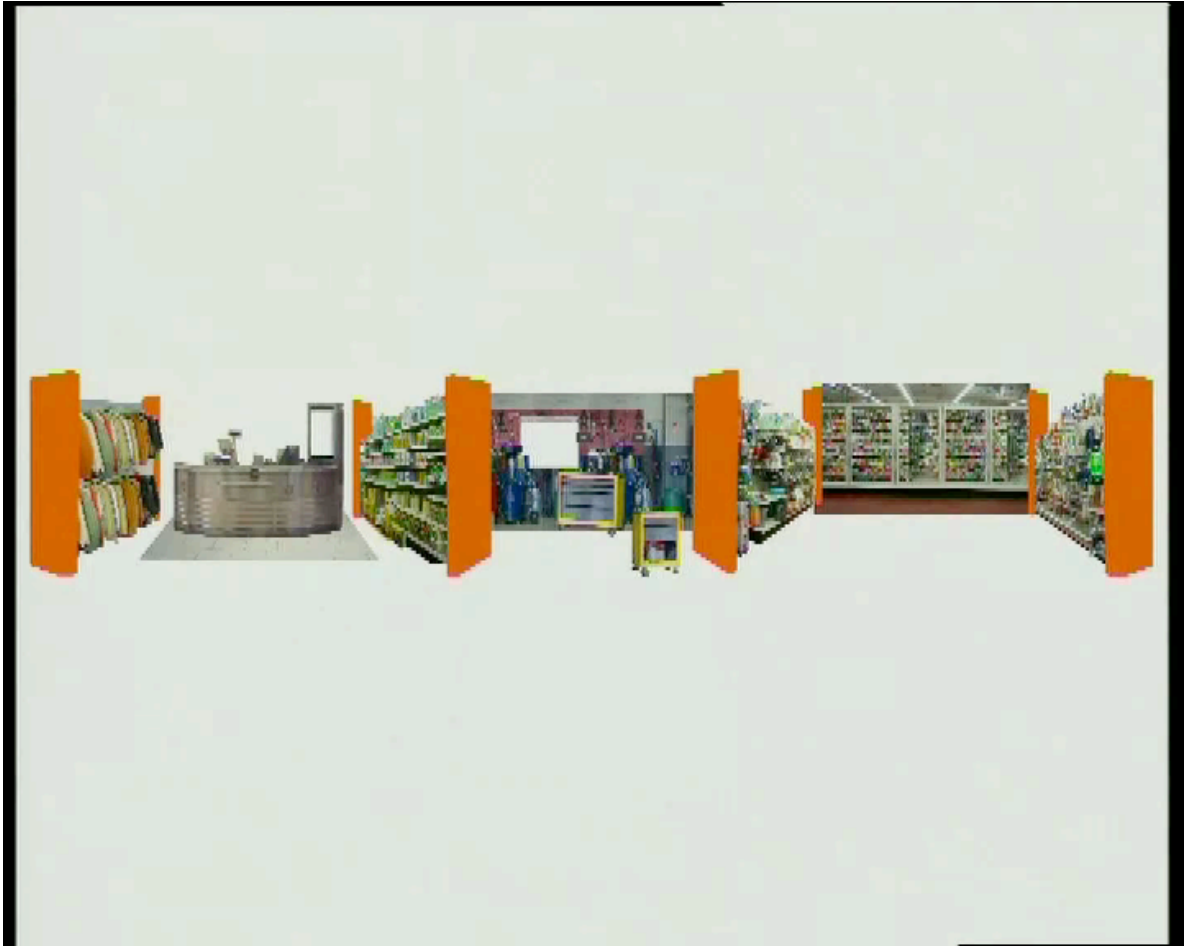




Sustainable Everyday Visualisations
François Jégou
Politecnico di Milano/SDS

www.solutioning-design.net
www.sustainable-everyday.net







Quick Slow Coop

Food ?
Food Atelier...

Things ?
Handyman Shop...

Work ?
Connectivity Club...

Energy ?
Energy Workshop...

Travel ?
Mobility Agency...

Green ?
Microclimatic Greenhouse...



7

SustEveryday Triennale di Milano...

...“solution basket”

	Quick	Slow	Co-op
<p>L'atelier alimentare L'atelier alimentare è dotato di una cucina professionale aperta a tutti i clienti.</p>			
<p>Il negozio tutto-fare Il negozio tutto-fare offre servizi "chiavi in mano" per l'esecuzione dei lavori domestici.</p>			
<p>Il club della connettività Il club della connettività comprende una zona dedicata a postazioni per il lavoro a distanza.</p>			
<p>L'agenzia della mobilità L'agenzia della mobilità dispone di un chiosco in cui si possono comprare i differenti servizi per la mobilità.</p>			
<p>Il laboratorio energetico Il laboratorio energetico permette di effettuare il check-up energetico di un'abitazione.</p>			
<p>La serra abitabile La serra abitabile è un piccolo giardino coperto, ospitato dai tetti degli edifici.</p>			



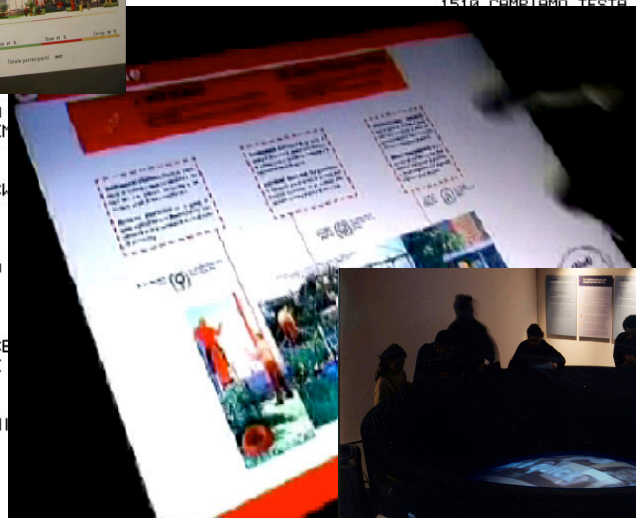


976 CI EDWI TEMPI DI VITA
 981 UN MIGLIORAMENTO
 984 PER L AMBIENTE E LE PERSONE
 989 UM
 991 C
 999
 1001
 1011
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1453
 1457
 1458 MIGLIORARE IL MONDO
 1460 FAVORIRE IL QUOTIDIANO AOSTENIBILE
 1465
 1473 GFFFF
 1485
 1489
 1491 SEMPLIFICARE LA VITA
 1492 AUMENTARE LA CIVILTA
 1493
 1507 CAMBIARE IL SISTEMA
 1505
 1510 CAMBIAMO TESTO

1067 RISPARMIO TEMPO OTTIMIZZA
 1068 ARIA PULITA RISPARMIO TEM
 1071
 1074
 1078 A HEALTHIER LLIVING SPAC
 1080 VIVA IL PROF. MANZINI
 1081 EZIO SEI TUTTI NOI
 1084
 1085 RISPARMIARE TEMPO DENARO
 1091 CURARE LE COSE,ME
 1097
 1105 ALL SHARING
 1107 MANGIARE MEGLIO E CONOSCE
 1110 RISPARMIARE I MATERIALI E
 1111
 1113
 1118 NIENTE. ROMO DELLE MINCH
 1125
 1147 MIGLIORARE L AMBIENTE
 1178
 1183
 1186 RISPARMIO ENERGETICO
 1188 CONSUMARE MEGLIO
 1189 O INQUINAMENTO
 1201
 1202
 1203 EVITARE SPRECHI DI CIBO E ENERGIA
 1205 RENDERE LA CITTA PIU VIVIBILE
 1206 RENDERE LW CITTA PIU FACILE DA VIVERE



TRAFFICO
 RO
 RIMENTO ATMOSFERIO



AD ALTRO

CIUTI.

1660
 1661
 1662 NOIA

Scenarios des Possibles PASS Brussels... ... "self-interview"



COMMENTAIRE

ADOPTER CETTE PROPOSITION DANS VOTRE VIE DE TOUS LES JOURS, CE SERAIT

- UN CHANGEMENT TRÈS IMPORTANT.
- PEU IMPORTANT.
- OU CELA NE REPRÉSENTERAIT PAS DE CHANGEMENT ?

RÉPONDEZ À LA QUESTION EN VOUS DÉPLAÇANT GRÂCE AUX BOUTONS BLEU ET VERT, PUIS VALIDEZ AVEC LE BOUTON ROUGE.

UN CHANGEMENT TRÈS IMPORTANT

PEU IMPORT.

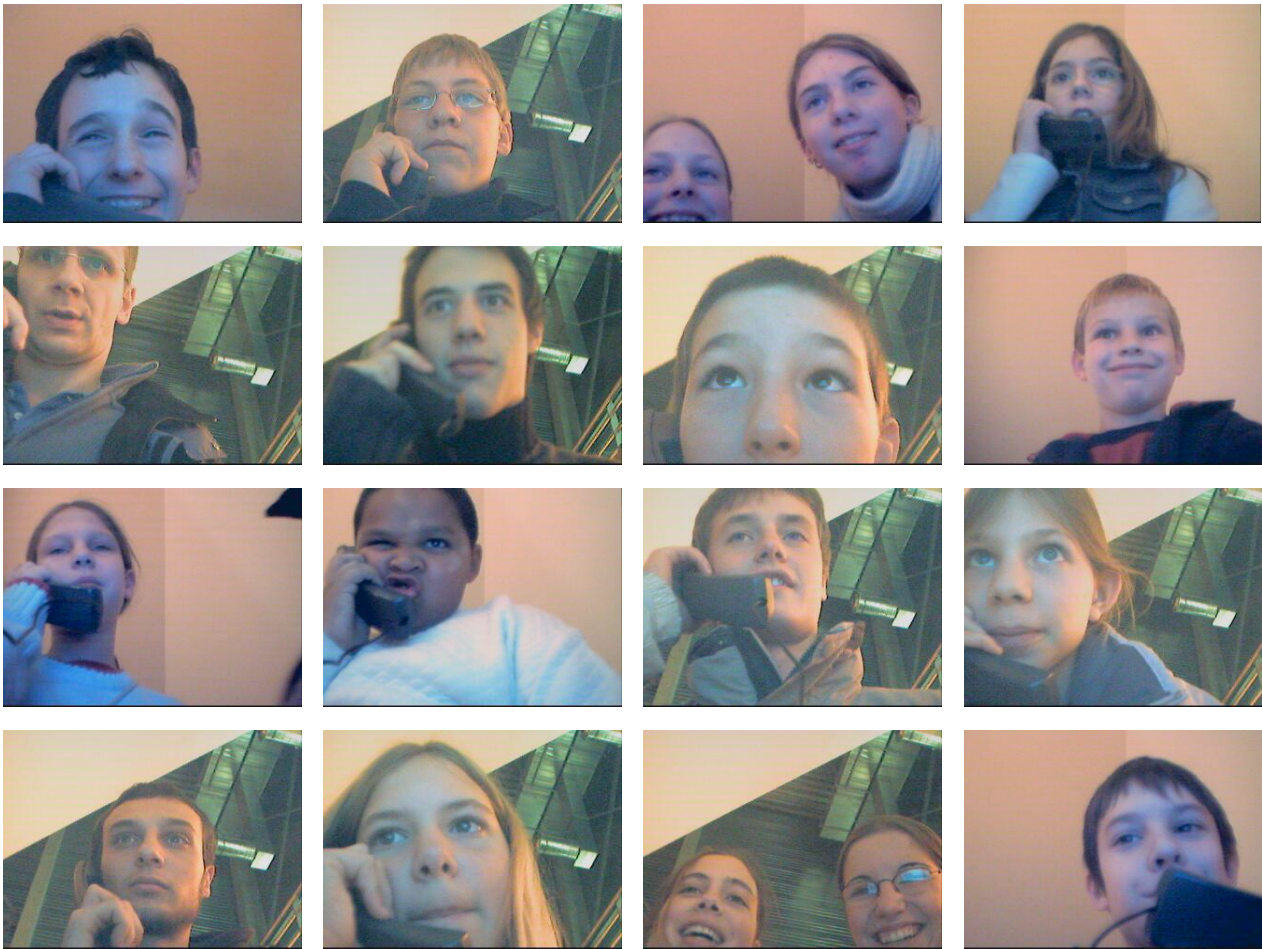
GAUCHE **DROITE** **VALIDER**

COMMENTAIRE

VOUS AVEZ CHOISI DE COMMENTER LE SCENARIO.

ÉQUIPEMENTS PARTAGÉS

SUITE



Sustainable Everyday Project Beaubourg Paris...
...“digital guestbook”





Thank you !

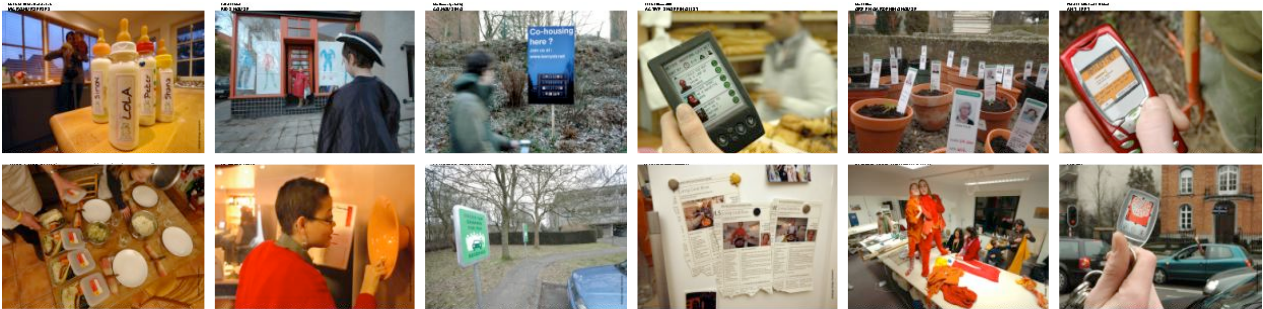
f.jegou@gmail.com

www.solutioning-design.net

www.sustainable-everyday.net

www.desis-network.org

www.SustainableEverydayExplorations.net



Wohn-Vision-2020

Visualising sustainable lifestyles by recycling design concepts

Mark Fleischhauer
Institute for Environmental Research, TU Dortmund

ZWEITSINN
WOHN-VISION-2020

The Future of Sustainable Lifestyles and Entrepreneurship
Workshop „Visualizing Sustainable Lifestyles“
Hürth, 24 May 2011

7 million tons of used furniture are sorted out every year in Germany



From waste to a product

Winner of the 2nd
RecyclingDesign Award 2008,
table „Mikado“, designer:
Fabian Achterberg



Conversation content defines „in-design“



Nothing is impossible!





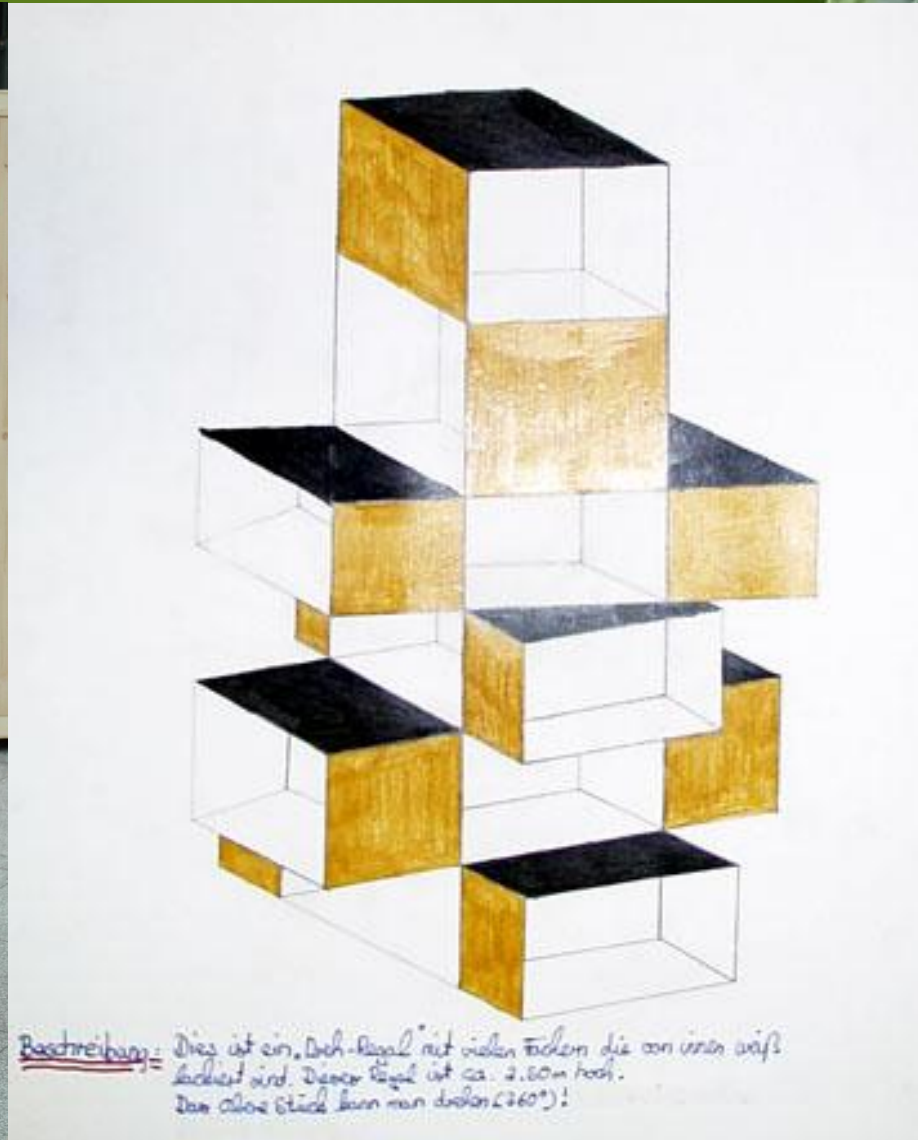
IMM

furniture fair

Cologne, Jan. 2011

Wohn-Vision-2020

RecyclingDesign Competitions transport the idea. Or: When pupils become designers!



Information on resource savings

Die ZWEITSINN-Einspareffekte:

(Stand 10. KW 2008)



6.240 CO₂-Äquivalente in kg

oder



10.030 kWh Strom

oder



2.000 Liter Heizöl

oder



2.510 m³ Erdgas

oder



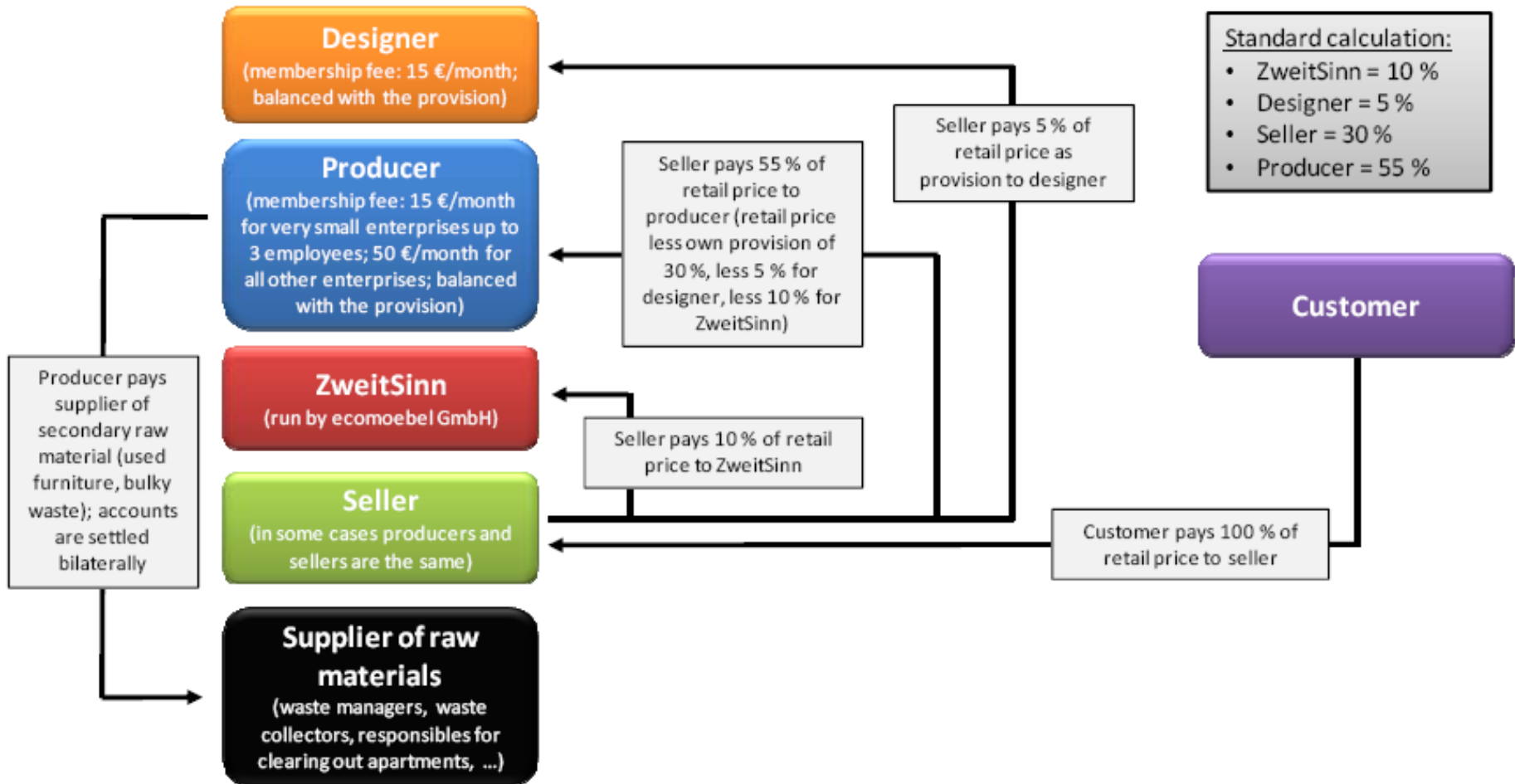
2.140 Liter Benzin

oder dem jährlichen Stromverbrauch von



4 3-Personen-Haushalte

ZweitSinn network



Project overview



ZweitSinn
2007-2009
www.zweitsinn.de



Wohn-Vision-2020
2009-2011
www.oekopro.de/wohn-vision-2020/



Both projects sponsored by
Deutsche Bundesstiftung Umwelt
www.dbu.de





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www.zweitsinn.de
www.oekopro.de/wohn-vision-2020/