



THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

*Forum for Action on Sustainability,
Intrapreneurship and Innovation*

CONFERENCE REPORT

June 2011



Sustainable Lifestyles 2050



EUROPEAN COMMISSION
European Research Area



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Launch of the European Social Platform SPREAD Sustainable Lifestyles 2050



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*The Future of Sustainable Lifestyles and Entrepreneurship
Forum for Action on Sustainability Intrapreneurship and Innovation
Launch of the European Social Platform · SPREAD Sustainable Lifestyles 2050
24th - 25th May 2011 · Cologne (Hürth) · Germany*

Conference Supporters:



Conference Organiser:



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



ABOUT THE CONFERENCE

Linking Sustainable Lifestyles, Sustainable Entrepreneurship and Policy

*Launch of the European Social Platform
SPREAD Sustainable Lifestyles 2050*

On May 24 & 25 at a historical venue in Huerth Germany, The Future of Sustainable Lifestyles & Entrepreneurship un-conference brought together a diverse group of about 400 experts, practitioners, and innovators from research, policy, civil society, business, media, design, and the arts all interested in advancing more sustainable lifestyles and entrepreneurship across Europe. The event launched the European Social Platform project, SPREAD Sustainable Lifestyles 2050, a platform to envision different scenarios of more sustainable living models, and co-create a roadmap for change strategies that will enable more sustainable lifestyles across Europe by 2050. The meeting put innovation and entrepreneurship at the centre of the dialogue with the belief that radical new thinking will be required to directly address the current urgency for new solutions within new cultural and policy frameworks that will drive more sustainable lifestyles and entrepreneurship into the future.

This gathering aimed to facilitate new thinking, co-creation, networking and new partnerships that will accelerate progress towards more sustainable lifestyles, entrepreneurship and innovation. Emphasis was put

on interaction, input and idea exchange and provided a space for participants to sample the latest and greatest thinking on sustainable lifestyles, entrepreneurship and policy. Entrepreneurs & innovators, researchers & experts working on solutions addressing sustainable lifestyles were invited to share the current state of the art thinking and promising practices revealing more sustainable ways of living, working and playing. Workshop discussions explored the next agendas for research, policy and action to promote, incubate and enable sustainability-driven lifestyles and entrepreneurship. A marketplace, networking spaces, and match-making facilitated engagement with “learning by doing” activities demonstrating tangible impacts today and for future planning. Working groups covering themes of: Living, Consuming, Moving, Health & Well-being, Entrepreneurship, Visualisation and Policy were launched, whose work will continue beyond this conference, in 2011 and 2012.

This work builds on previous work in the area of sustainable consumption, production and demand-side management. A background document, which provides the starting point for the gathering of the current state of the art of work done to date on sustainable lifestyles, was produced in advance of the meeting to stimulate discussion at the event. Available here: http://www.sustainable-lifestyles.eu/fileadmin/images/content/DRAFT_SPREAD_Conference_Baseline_100518.pdf

ABOUT SUSTAINABLE LIFESTYLES

Launch of the European Social Platform, SPREAD Sustainable Lifestyles 2050



SPREAD Sustainable Lifestyles 2050 Project Partners

The conference launched the EU FP7 project, SPREAD Sustainable Lifestyle 2050 European Social Platform (www.sustainable-lifestyles.eu), and was the first event to link the existing knowledge on sustainable lifestyles, with the creativity and innovation of entrepreneurship needed to overcome current barriers to sustainable moving, consuming, living and the creation of a sustainable society. Current knowledge on sustainable lifestyles is scattered and so are sustainable project initiatives. This project aims to bring together current knowledge, experience and relevant stakeholders in a dialogue process, and network that will deliver action strategies for all stakeholders to mainstream, or SPREAD, sustainable lifestyles now and into the future.

The concept of sustainable lifestyles refers to patterns of behaviour shaped by personal needs, desires, motivations and social interactions, conditioned by environmental and socio-economic contexts that aim at improving well-being and health of present and future generations. This project addresses the challenge of maintaining or improving quality of life of an ageing European society while at the same time reducing current levels of energy, transport and resource use. Societal innovation and significant changes in behaviours and lifestyles are vital to achieve long-term economic prosperity for all within the bio-capacity of our planet.

SPREAD Sustainable Lifestyles 2050 is a European social platform project running from January 2011 to December 2012. Different societal stakeholders – from business, research, policy and civil society – are invited to participate in the development of a vision for sustainable ways of living in 2050. This process will result in a roadmap for strategic action for policy makers and will deliver innovative ideas for business, research and society, regarding the enabling of sustainable lifestyles in European society. The SPREAD project will formulate a research agenda outlining research needs in the field of sustainable lifestyles based on outcomes of the social platform process.

For more information, please visit our project website: www.sustainable-lifestyles.eu



ABOUT SUSTAINABLE ENTREPRENEURSHIP

SMART Start-up Initiative



Sustainable Entrepreneurship is becoming a powerful tool that entrepreneurs can seize to meet their social, environmental and economic objectives. Sustainable entrepreneurs are critical actors for changing existing sustainable consumption and production patterns on the basis of individual initiatives. They introduce new, sustainable products and services into existing markets, open opportunities for sustainability conscious consumers and in general support societal efforts to enable sustainable lifestyles.

Since 2007, the CSCP has been working to promote sustainable entrepreneurship by positioning sustainable consumption and production (SCP) as a field of opportunity to advance creativity, drive innovation and facilitate entrepreneurship. The Centre has consolidated its activities and initiatives under the overarching SMART Start up initiative. Within the SMART Start-up framework the CSCP has provided training programs and developed tools to sensitise the academic community and young people towards sustainable entrepreneurship concepts in addition to working to develop the capacity of entrepreneurs. SMART Start-up ICT is the outgrowth of the CSCP experience that began with the "Introducing Sustainable Lifestyles and Sustainable Entrepreneurship into African Universities and Colleges" trainings from 2007 through 2010.

STAY INVOLVED

Join the Online Dialogue – Stay up to date on most recent developments...

SPREAD Sustainable Lifestyles 2050 community: <http://spread2050.ning.com>

CSCP Network Facility for sustainable entrepreneurship & innovation: <http://cscpnet.ning.com>

For German speakers, please continue to discuss your ideas and insights on visualising sustainable lifestyles, capacity building and networking in the German context at <http://nachhaltig-leben.ning.com/>



JOIN OUR WORKING GROUPS

Continue the dialogue you have begun in the workshops at the conference. For more details or to sign up, please contact the working group leaders:



WG Living: Julia Backhaus, backhaus@ecn.nl
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<http://www.ecn.nl/>



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Cross-cutting topics: <http://spread2050.ning.com/group/general>

To stay in touch with the CSCP's Sustainable Entrepreneurship team please contact:
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SUMMARY OF THE DISCUSSIONS

BUDDING BIG IDEAS

The conference brought together very diverse groups of people, expertise and practice, and spanned many different topics, disciplines and roles in society. Our hope was that such a dynamic may just trigger some fresh thinking and new ideas about how we can go further, faster, together to enable more sustainable lifestyles and entrepreneurship. When analyzing the contents of this report, there were indeed some themes that felt fresh and of particular importance for further exploration in our collective work going forward.

We list below some “BUDDING BIG IDEAS” that we have captured.

We also want to know what you thought –

Tell us what impacted you the most at the unconference that you would consider a budding big idea – go to: <http://spread2050.ning.com/forum/topics/share-your-launch-conference>

● **Visualisation techniques are already helping us to imagine what more sustainable living looks like**

Coming into this meeting, most of us agreed that a visual picture of what more sustainable lifestyles look like still eluded us. The complexities of any one lifestyle, the diversity of needs and desires that drive how we lead our lives across Europe, and the resulting impacts our actions are having have added to the difficulty. At the same time, it is acknowledged that an impressive amount of work has been done to address many different aspects of lifestyles, their impacts, and their sustainability. However, results have remained scattered and therefore difficult to synthesize and provide comprehensive analysis of what a sustainable lifestyle would look like and what economic and social relations as well as business models would underpin that.

During the conference various visualisation techniques – from video, to city models, to personal scenarios of lifestyles of the future (Family YOU), to actors and artists and learning by doing simulations – all demonstrated that we do in fact have ideas already existing that provide a picture of sustainable lifestyles, the core issues and promising practices that underpin them.

Visualisation is an important tool to make abstract ideas more tangible; to stimulate visions of the realm of possibility; and a tool to orient mindsets towards more sustainable ways of living.

Please find examples of visualisation techniques presented on page 37, the summary of Workshop 3.

● **Entrepreneurs & Intrapreneurs bring a fresh spirit and value add to the voice of business on this agenda**

Businesses have articulated in recent years that there is a clear business case and role for business to address critical consumption issues, through their competencies in innovation, choice-influencing and choice-editing. This voice has been driven in large part by big business, and progress is being made. The large group of entrepreneurs in attendance at this conference demonstrated that there is also a growing ground-swell of new business models that are playing an important role in driving the innovation needed to address urgent consumption and lifestyles issues – and that the creation of new markets that address sustainable consumption and lifestyles are already emerging (in the case of Collaborative Consumption for example – See Rachel Botsman’s keynote address summary on page 18). Sustainable entrepreneurs are mission-driven, but also seek to prove that sustainable business models can be profitable. These entrepreneurs have often been described as individuals that have extreme levels of motivation and will not stop until their goals are achieved. This entrepreneurial spirit, impatience and openness to new partnerships changed many a conversation at this meeting from challenge to opportunity.



It should also be said that many of the individuals at this meeting representing big business tended to be intrapreneurs in their companies with similar levels of ambition to make change from within – this added to the value of fresh business perspectives. We were also told by the entrepreneurs that they welcomed the opportunity to engage in this dialogue with peers also working on sustainable business models as well as the organisations that can promote and scale their ideas. Linking entrepreneurs and intrapreneurs as important actors in these policy debates will add new value and new urgency towards tangible action. More match-making should be fostered to connect courageous entrepreneurs to big business, finance, policy and to each other. Find more examples in the summaries of Workshops 2, 10 and 11 on Sustainable Entrepreneurship and a list of promising sustainable business models and practices on page 49.

Future Generations have important insights to more sustainable living, today

A group of very wise young people were invited to join this meeting, to join the conversations, and to provide insights into more sustainable living models from their teen and young adult points of view. This unconference aimed to explore the future of more sustainable lifestyles, however, we found that these young people were able to highlight how more sustainable living is already being practiced by young people today and that their ideas about what they foresee for their common future were surprisingly clear. The advice from the young people was profound and should be considered throughout our work and processes. Please find examples of what the next generations suggested on page 22.

Current Trends in Activating Networks and Communities have important implications for future infrastructure needs

Our current learnings from the evolution of social networks and the role of community in influencing behaviour change should be leveraged to understand the infrastructure that will enable access to more sustainable living models. This conference brought together a diverse group of individuals that represented many aspects of the “ecosystem” that will support more sustainable lifestyles and entrepreneurship. We noted a tremendous interest on behalf of participants to meet as many different actors as possible, and many conversations bringing together different disciplines of thinking were observed. The European Social Platform & Network that we have launched at this conference will be important as a facilitator to link all actors that will form the system and infrastructure to enable more sustainable lifestyles and entrepreneurship in Europe.

21st Century Techno-Lifestyles have new, intrinsic and game-changing relationships with society and social innovation

In observing the promising practices enabling more sustainable lifestyles for the future demonstrated at this conference, a red line can be drawn to the harnessing of new technologies for social innovation. The role of new social technologies has risen up as an important feature of our 21st century lifestyles today – and seems to be expected to continue to be a game-changer in how our lifestyles need to evolve, and become more sustainable in the future. Many examples showed old world sustainable solutions reinvented for our fast-paced lifestyles through technology; creating new markets and societal innovation impacting the ways that we live today, and will live tomorrow. The possibilities that arise from ICT are just beginning to be understood, and one can see that in the growing trend of collaborative consumption: communities sharing, swapping, reusing, and recycling over the internet as the new business models and markets that address consumption & lifestyles issues by harnessing the power of new technologies for the 21st century.



WHAT PARTICIPANTS SAID ABOUT THE CONFERENCE

A SYNTHESIS OF THE CONFERENCE EVALUATION SURVEY ANSWERED BY PARTICIPANTS FOLLOWING THE CONFERENCE

// Diversity! //

'The diversity of expertise in the room stimulated new thinking', participant

The Future of Sustainable Lifestyles and Entrepreneurship underscored diversity and the offering of a variety of stakeholder perspectives. 'Diversity of expertise', 'the variety of stakeholders involved' and 'meeting people from different fields with similar way of thinking' were all mentioned as valuable aspects of the conference to participants. The "Dragons Den" (of investors in sustainable business) for example, offered insights into what investors need to know from entrepreneurs to make the investment decision to help scale their promising sustainable business. "Understanding what investors want, and how they work", was indicated as of lasting benefit to other stakeholder groups. 'Inspiring presentations on different sustainable lifestyles related issues': The TED-Style presentations also showed the diversity of important topics that need to be understood to enable sustainable lifestyles, as well as promising practice in these areas starting be revealed. Some participants also stressed the importance of engaging more policy-makers in the discussions as a priority for future work.

// Platform for discussion and networking //

'We even started to grow a European Network of Green Incubators', participant

'I met lots of interesting people and made lots of contacts', participant

The conference aimed to provide a platform for discussion, which bridged gaps between disciplines; three quarters of respondents were fully satisfied that the conference successfully linked sustainable lifestyles, entrepreneurship and policy making. Participants enlarged and broadened their professional contact base and made contacts from a variety of fields; this interaction with a diverse stakeholder base was especially motivating for many.

The interactive format of the workshops was also mentioned on a number of occasions as the most engaging part of the conference and that the workshop structure facilitated the aim to provide forum for discussion. More „speed-dating“ and „match-making“ should be continued at future events and gatherings.

// Living more sustainably //

'I will try to be well informed about all the good best practice examples and see what I can apply in my daily life. I think changing food habits is a good start', participant

A central theme of the marketplace was to provide participants with the opportunity to not only reflect but self assess how sustainably they live their days. In keeping with this, we asked participants in our online survey to share one thing they would change. Answers ranged from practical ideas gained throughout the day such as monitoring shower temperature, using an e-bike, less travelling, more exercise, creating utility borrowing lists to more philosophical perspectives including meditating, questioning oneself, considering the happiness of others as a daily goal and focusing on solutions instead of problems.

// Understanding how to trigger change //

'A lot is being phrased in terms of 'what needs to be changed', but much less is said about how, who, by what means', participant. 'Trade offs between sustainability choices need more attention', participant.

Comments received stressed a central point of our common work on sustainable lifestyles and entrepreneurship: We need to understand what needs to be changed in order to realise a sustainable future, however more ideas and concrete action planning are also needed regarding how to actually mainstream sustainable practices in the field of living, moving, housing and society. This also includes the need to show where the really difficult choices need to be made. These questions will be central to the SPREAD Sustainable Lifestyles 2050 European Platform plans to work through 2012.



WHAT WE AIMED TO ACHIEVE

REVIEW OF CONFERENCE OBJECTIVES & GUIDING QUESTIONS

This conference aimed to bring together current practitioners, experts, and unusual suspects to meet each other and to form new networks that think differently about what is needed to enable more sustainable lifestyles and entrepreneurship across Europe:

- European initiatives working on various aspects of enabling more sustainable lifestyles – particularly from the areas of the built environment, mobility, consumer goods and services, health, well-being and equity.
- Enablers of more sustainable ways of living – from entrepreneurs and big business to investors, policy-makers, designers, and futurists.

The conference sought to explore and address the following questions:

- What are sustainable lifestyles, associated sustainability trends and the current best practice already being revealed?
- What are the drivers of unsustainable consumption and lifestyles, in order to understand individual needs, influencers, motivators and triggers to more sustainable living practices?
- Who are the entrepreneurs, intrapreneurs and innovators working in this space and what business models will be the sign-posts to the future businesses that enable sustainable lifestyles?
- How can businesses foster continuous innovation to address consumer needs as they shift to more sustainable lifestyles, cultural and social mindsets?
- What kind of mechanisms could help us to better visualise what sustainable lifestyles could look like?
- How can investors interested in societal impacts and returns access the deal flow of investible sustainable businesses addressing urgent consumption and lifestyles needs?
- What are the most relevant research topics to inform policy and promote sustainability driven entrepreneurship and intrapreneurship that achieves more sustainable living?
- How can promising ideas and initiatives be successfully implemented and upscaled through the support by communities, policy, business, etc.?
- What are the challenges and opportunities for sustainable living, moving, consuming, health & well-being?



VISIONS FOR MORE SUSTAINABLE LIFESTYLES & ENTREPRENEURSHIP



We have been very pleased to gather an inspiring group of experts and practitioners well known for their important work on sustainability, consumption, lifestyles and entrepreneurship. We asked our keynote speakers to provide their visions for what more sustainable lifestyles and entrepreneurship could look like, as well as their views on what is needed to get there.

Michael Kuhndt, UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP) provided a brief introduction to our journey from sustainable consumption & production to sustainable lifestyles as well as the important links between enabling more sustainable ways of living and the need to foster, support and scale more social innovation and entrepreneurship across Europe to break the current trajectories of business as usual outcomes.



Minister Johannes Remmel, Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia (Germany) provided a welcome address and stressed the importance of re-balancing our current focus on securing supply of resources to changing current patterns of demand for resources. He highlighted the need to look not only closer into resource efficiency but to also pay special attention to demand-side management. Minister Remmel expressed his Ministry's interest to continue supporting the important work initiated by this conference.

In the next pages we provide highlights from our keynotes (in the order they appeared):

- **Domenico Rossetti di Valdalbero**, European Commission DG Research and Innovation (Socio-Economic Science and Humanities) – Launching SPREAD Sustainable Lifestyles 2050
- **Alan AtKisson**, CEO, The AtKisson Group
- **Rachel Botsman**, Author and Social Innovator – Collaborative Consumption
- **Dasho Karma Ura**, President, Centre for Bhutan Studies – Gross National Happiness Index
- **Lord Richard Layard**, London School of Economics – Action for Happiness





THINKING

HOW CAN A COMPANY CONTRIBUTE TO SUSTAINABILITY?

MUST START WITH THE INDIVIDUAL

RULE OF LAW

MA PR OF SW

POLI PRIOR

MULTI-STAKEHOLDER VALUE



TARGET FATIGUE

WHAT IS THE PURPOSE OF A COMPANY IN THE 21STC?

CLOSE THE LOOP

THINK OF EFFECTIVENESS BEYOND EFFICIENCY

11 OF THE MOST POLLUTED CITIES

2.5 ENERGY IN US. PR OF OUTA

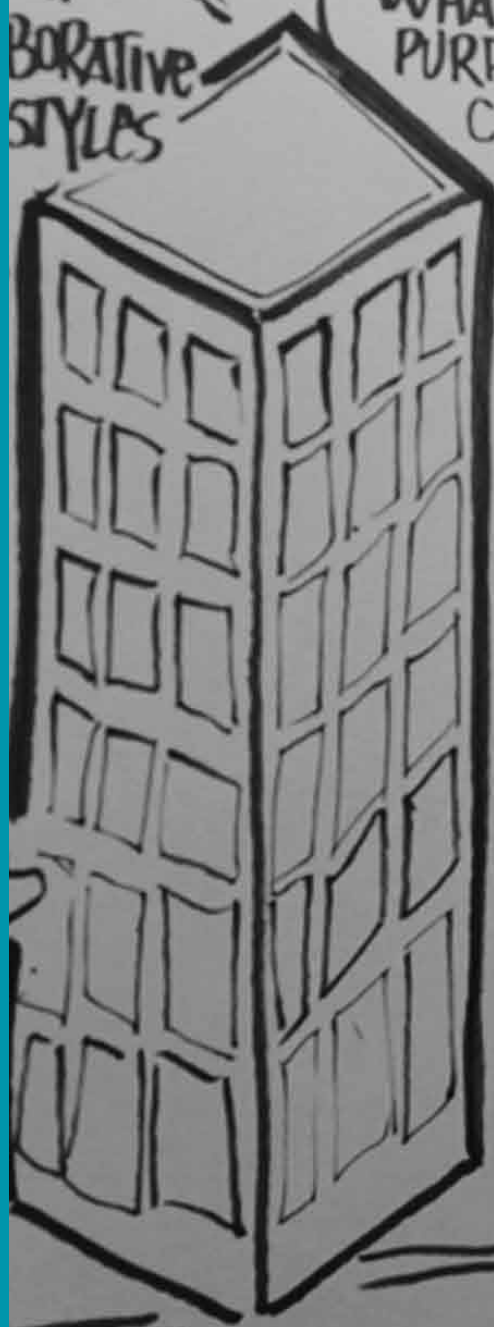
DON'T JUST MAKE IT LESS BAD

DESERTIFICATION

中国

ION

COOPERATIVE STYLES





ANTICIPATES OUR DREAMS

LUXURY

SO WHAT DO WE DREAM OF NOW?

LUXURY SUSTAINABILITY

CONFUSION & SUSPICION

CONSUMERS

CAN'T JUST BE GREEN-WASHING

THE BIGGEST LUXURY IS A HEALTHY PLANET

UNMAKING

PUSHING THE ENVIRONMENT RE-MAKING; SLOWING OUR SERIES DOWN

A CRISIS OF MAKING

- UNDERSTAND THE CONNECTIONS
- HAVE A STRONG VISION
- USE THE POWER OF NUMBERS
- GOOD EXAMPLES

INTERFACE

SERVICE SHARING

DESIGN FOR REFRESHMENT

DESIGN FOR RECYCLING

DESIGN FOR MULTIPLE USES

1/3 OF EARTH'S LAND MASS

60 BILLION ANIMALS

ONE VEGETARIAN DRY A WEEK

5

EMMISSIONS

100 YEAR FOOD NEEDED

100 MILLION PEOPLE

WASTE SPAIN

THE MOST POWERFUL WEAPON WE HAVE

THE POWER OF NARRATIVE

USE STRONG VISUAL METAPHORS

Design



DOMENICO ROSSETTI DI VALDALBERO

European Commission DG Research and Innovation
(Socio-Economic Science and Humanities)

EUROPEAN FORWARD-LOOKING ACTIVITIES & LAUNCH OF THE SPREAD SUSTAINABLE LIFESTYLES 2050 EU FP7 PROJECT

Dr. Rossetti di Valdalbero officially launched the new EU FP7 project, SPREAD Sustainable Lifestyles 2050, European Social Platform and provided a view into the Commission's vision for more sustainable lifestyles across Europe.

Dr. Rossetti stressed the importance of innovation looking to the future, using a combination of qualitative and quantitative methods. He summarized the Commission's forward-looking activities as "a sensitive exercise oriented towards the future at the junction of dream and reality aimed at shaping a more sustainable world."

Forward looking initiatives in the EU cover: foresight activities, forecasting, horizon scanning, technology assessment, impact assessment and perspectives – and have a long history in the EU.

Some examples:

- European Council: Gonzalez Report "Europe 2030"
- EP: Scientific Technology Options Assessment (STOA)
- Council and Member States: Joint Programming (JPI)
- European Commission:
 - FAST and Cellule de Prospective
 - Multiannual Financial Perspectives and long-term planning
 - Europe 2020, Roadmap to a low carbon economy in 2050,
 - Transports 2050

The Gonzalez Report "Europe2030" says that Europe is at a crossroads: either we keep and strengthen the role as one of the main global actors, or we become an "increasingly irrelevant outgrowth of the Asian continent". Rossetti added that the case for innovation is steeped in global competitiveness, but not a single European country is in the list of the expected largest countries by 2025 (100million+). The Europe 2020 Strategy calls for "Smart sustainable and inclusive growth" and launched seven flagship initiatives including Innovation Union – COM(2010)546, and Resource Efficient Europe – COM(2011)21.

Rossetti underlined that the EU promotes both innovation and values. There are different aspects we must consider when speaking of innovation: technological, social and demand-side innovation, open innovation (firms do not develop innovation within a closed system) and global innovation (not only production, but also the innovation networks are now globalized). Concerning values, on the one hand, the importance of biospheric and altruistic values needs to be stressed, as they are positively related to environmental beliefs and to the conviction that we can do something to combat climate change, and are negatively related to energy use. In this case an effective policy message should focus on personal responsibilities, indicating effective ways to save energy. On the other hand, it has also to be recognized that large parts of the European populations also exercise hedonic and egoistic values, which, for example, lead them to eat more meat and shower more, therefore having a less energy efficient driving style. An effective policy message addressing this second group of people would be cost-savings.

Rossetti closed with the thought that we are in an age of EU binomial rethinking: on the roles of men and women; professional and private life; individual freedoms and collective responsibilities; economic growth and social well-being (beyond GDP); public and private sectors; manufacturing and services; man-technology/society-science; ethics and progress; faith and reason.



ALAN ATKISSON

CEO, The AtKisson Group

HOW TO BE CHANGE AGENTS FOR A SUSTAINABLE WAY OF LIFE

Alan AtKisson enlivened the atmosphere with a series of “sung” lectures about the dangers of exponential growth and the need to think in interconnected systems.

AtKisson presents the view that the world has been in denial about the limits to growth since the book was published by the Club of Rome in 1972. But he is pleased by the rise of happiness economics – as of 2010 now measuring happiness as a matter of national policy – as happiness, he says, is essential to sustainability. AtKisson then went on to present a 5-Minute Intensive Training in Sustainability Change Agency to spread happiness.

In closing, AtKisson presented a provocative challenge – To use half of everything, as a solution for sustainable consumption, sustainable lifestyles, happiness, and as a driver of innovation and entrepreneurship. The benefits of half: time, money, health and happiness = happy planet. www.ChooseHalf.net.

AtKisson explained the idea:

The word „lagom“ in Swedish means “just enough of everything”. When it comes to thinking about responses to over-consumption and consumerism, we are stuck, in English, with far less pleasing words. We need a concept for thinking about how much, in terms of stuff, is the right amount—and the Swedes have given us a word for it.

The concept of „lagom“ can be applied to everything from cake to carbon dioxide emissions. What is „lagom“ for chocolate cake? For me, it’s usually a little bit more than „enough.“ But what’s „lagom“ for CO2? Only as much as the ecosystems of the Earth can reabsorb, and no more. „Lagom“ allows for more than enough—but it still sets limits.

What if our society were organised around the concept of „lagom.“ (Not that Sweden is organised that way). Most people in the world do not want enough. They want more. They certainly want more than the bare minimum, and research suggests they want more than those around them. This desire for more seems to be deeply wired in the human organism. We developed over millennia in hostile environments, both natural and social. To have more than we need has always been our first defense against the vagaries of an uncertain future. Hoarding is the first act of those who believe themselves to be in the path of a storm.

So while there will always be those of us who love the idea of „enoughness“ and „voluntary simplicity,“ it seems likely that such concepts will never quite be ... well ... enough to transform the masses of humanity (or the marauding army of corporations vying to fill their houses with stuff, in a kind of reverse-plunder operation). But it does seem possible to promote a sensible Swedish sense of „lagom“ worldwide—if we can find other good words for it—because it speaks more to what people actually want.. „Lagom“ acknowledges that people have varying needs and desires at different times. They want nice things, and comfort, and security. They want more than the bare minimum, and they might even need it. If their desire for more than enough is accepted, even supported, perhaps they would be more willing to consider how much is too much.

Nobody really needs too much, and in fact, most people don’t really want it. But nobody wants too little. Perhaps our vision for a sustainable world should include not just enough for all, but „lagom“ for all, with fewer temptations to take too much.



RACHEL BOTSMAN

Collaborative Consumption (video presentation)

COLLABORATIVE LIFESTYLES FOR THE 21ST CENTURY

The theme of Rachel's talk was her concept, "Collaborative Consumption – Consumption for the 21st Century".

Rachel describes that a „big shift“ from the 20th century, a time defined by 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 top-heavy, centralized, and controlled forms of consumerism toward one of sharing, aggregation, openness, and cooperation.

We now live in a global village where we can mimic the exchanges that used to take place face-to-face but on a scale and in ways that never been possible before. The inherent efficiency of the internet, combined with its ability to create trust between strangers (two qualities the likes of eBay and Freecycle have proven on steroids), has created an unbound marketplace for efficient exchanges between producer and consumer, lender and borrower, and neighbor and neighbor, with no middlemen in between.

Rachel explains that the collaboration at the heart of Collaborative Consumption may be local and face-to-face, or it may use the internet to connect, combine, form groups, and find something or someone to create „many to many“ peer-to-peer interactions. Simply put, people are sharing again with their community – be it an office, a neighborhood, an apartment building, a school, or a Facebook network. But this sharing and collaboration is happening in ways and at a scale never before possible, creating a culture and economy of what's mine is yours. *What's Mine Is Yours: The Rise of Collaborative Consumption*.

Every day people are using Collaborative Consumption – traditional sharing, bartering, lending, trading, renting, gifting, and swapping, redefined through technology and peer communities. Collaborative Consumption is enabling people to realize the enormous benefits of access to products and services over ownership, and at the same time save money, space, and time; make new friends; and become active citizens once again. So how big and far-reaching is this emerging socioeconomic groundswell? Watch this. <http://vimeo.com/11924774>

The recent changes in our economic landscape have only exposed and intensified a phenomenon: an explosion in sharing, bartering, lending, trading, renting, gifting, and swapping. From enormous marketplaces such as eBay and Craigslist, to emerging sectors such as peer-to-peer lending (Zopa), 'swap trading' (Swaptree) and car sharing (Zipcar), Collaborative Consumption is disrupting outdated modes of business and reinventing not only what we consume but how we consume.

While ranging enormously in scale and purpose, these companies and organisations are redefining how goods and services are exchanged, valued, and created — in areas as diverse as finance and travel, agriculture and technology, education and retail. Traveling among global entrepreneurs and revolutionaries, and exploring rising ventures as well as established companies adapting to these opportunities, the authors outline in bold and imaginative ways how Collaborative Consumption may very well change the world.

Rachel outlined 3 types of collaborative consumption:

1. **Product Service Systems:** Paying for the benefit of using something without needing to own it outright. People may have resources that they may not use to their fullest capacity, (that sit "idle") and that could be used by other people to earn an income for the resource owner.
2. **Collaborative Lifestyles:** Using networking technologies to support peoples' lifestyles and to help people connect with their peers and strangers to build friendships and communities.
3. **Redistribution Markets:** These markets enable people to have an opportunity to "sell to earn", swap goods and services and to provide "gifted services" where you simply give stuff away for free that you no longer need.



DASHO KARMA URA

President, Centre for Bhutan Studies

HAPPINESS AND ECONOMY: WHAT GETS MEASURED GETS MANAGED

Karma Ura outlined the origins of Gross National Happiness (GNH) in Bhutan, the development of the Happiness Index, and most recent findings about the links between happiness and economy.

The origins of GNH go back to the 4th King of Bhutan, HM Jigme Singye Wangchuck, since the beginning of his reign in 1972. Happiness of the people was made the guiding goal of development. The exact phrase "Gross National Happiness is more important than Gross Domestic Product" was coined by His Majesty the 4th King of Bhutan, who is the author of GNH. The fact that he said GDP needed to be channelled towards happiness in 1970s and 1980s was quite new. Since then, GNH has attracted attention, and opinion around the world has started to converge on happiness as a collective goal.

In the reign of the 4th King, the actual road map for good development in terms of laws and policies consistent with GNH were developed. He believed that happiness is an indicator of good development and good society.

The GNH index was inaugurated and launched by Lyonchhen Jigmi Y. Thinley, Prime Minister of Bhutan, on 24.11.2008. The purpose of the GNH index is to reflect GNH values, set benchmarks, and track policies and performances of the country. The GNH index was developed by the Centre for Bhutan Studies, a non-aligned and non-profit research institution based in Thimphu, Bhutan. His Majesty the King has said that a GNH society means the creation of an enlightened society in which happiness and well-being of all people and sentient beings is the ultimate purpose of governance. The Gross National Happiness index is generated to reflect the happiness and general well-being of the Bhutanese population more accurately and profoundly than a monetary measure. The measure will both inform Bhutanese people and the wider world about the current levels of human fulfillment in Bhutan and how these vary across districts and across time, and will also inform government policy.

Indicators determine policies. The almost universal use of GDP-based indicators to measure progress has helped justify policies around the world that are based on rapid material progress at the expense of environmental preservation, cultures, and community cohesion.

Indicators embody values. In general, policy makers tend to implement policies or programmes based on current international development trends, without taking into consideration the values that lie behind such trends. One way to overcome this tendency is by recognizing the fact that between values and policy implementation stand indicators. The GNH indicators have been designed to include nine core dimensions that are regarded as components of happiness and well-being in Bhutan.

The nine dimensions are:

1. Psychological Well-being
 2. Time Use
 3. Community Vitality
 4. Culture
 5. Health
 6. Education
 7. Environmental Diversity
 8. Living Standard
 9. Governance.
- In this perspective 'happiness' comprises having sufficient achievements in each of the nine dimensions.

In conclusion Karma Ura presents a vision to increase chances for happiness: Cultivate positive emotions and decrease negative emotions; Try to flatten the curve of mid life dip in happiness; Take care of yourself to be healthy and practise meditation; Equip with certain machineries and household wares useful for saving labour in households works; Socialize regularly with your family members and neighbours; Be generous to give unpaid voluntary help; Be responsible for the environment.



PROF. LORD RICHARD LAYARD

London School of Economics

ACTION FOR HAPPINESS PRIORITISING THE THINGS THAT REALLY MATTER

Professor Layard presented a new political philosophy and culture for the 21st century: A happy society vs. happy 'selves'; when we are nicer to other people and care about other people it benefits others and makes us happier. We need to change the conversation from what we shouldn't do, to what we should do. Happiness is a pleasurable vision for better lifestyles.

Professor Layard is one of the founders, Action for Happiness (www.actionforhappiness.org) – a new mass movement for social change. It is focused on one simple idea – that if we want a happier society, we've got to approach our lives in a way that prioritises the things that really matter, especially the happiness of those around us.

With many families and communities facing difficult economic times, uncertain job security and savage spending cuts, it may seem counter-intuitive to talk about happiness. But on the contrary, now more than ever we need to help people build their emotional resilience and create a culture where we are less preoccupied with material wealth and more focused on each other's wellbeing; where people from all walks of life come together to make positive changes in their personal lives, homes, schools, workplaces and neighbourhoods.

Our growing focus on self-centred materialism has also contributed to wider social problems. We've seen huge increases in anxiety and depression in young people, greater inequality, more family breakdown, longer working hours, growing environmental problems and crippling levels of debt.

But it doesn't have to be like this. The good news is that by focusing our time and energy instead on things that have been shown to consistently bring happiness, we can live truly rewarding lives. These things include loving families, close friendships, good self-awareness, strong communities, doing things for others, and having some kind of greater purpose to our lives.

These ideas are not new and we instinctively know their importance. But this „wisdom of the ages“ is now also backed up by a significant body of research which confirms that our relationships and mental health have a much greater impact on our overall wellbeing than our beauty, possessions or income. The evidence linking positive emotion to increased longevity is actually stronger than the evidence linking obesity to reduced longevity. And our happiness in turn influences the happiness of others through our relationships and social networks.

Following the findings from the international commission set by Nicolas Sarkozy in 2008, an increasing array of governments are planning to introduce new measurements of well-being to complement existing financial indicators of progress such as GDP. This is a huge step forward, but we need much more than just measurement. In truth we need a fundamental cultural shift away from self-obsessed, materialistic behaviour towards a more balanced society which values well-being, trust and positive relationships.

When people do good, they feel good. By choosing to live in a way that prioritises the happiness of those around us, we can create this vital shift in societal values. So let's stop aiming for lives filled with riches and focus instead on helping people lead richer, happier lives.



THE FAMILY YOU – VISUALISING SUSTAINABLE LIFESTYLES 2050

A family living in Europe in the year 2050, The Family YOU, joined us at our un-conference. Introduced in a short video and then also presented on stage (by young actors from the Alanus University), the Family YOU was meant to help us visualise people and possible sustainable life-style futures.



The short video gave us an idea how Gigi, Patience, Max and his wife Marianne, their children Jia and Jin as well as the young couple John and Adrian live their lives in 2050. This set of constructed personas – fictitious characters or archetypes – allow us to explore the ways in which possible futures will intersect with the needs, desires, and actions of differing individuals.

The family members have been chosen to represent diversity of age, gender, origin, socio-economic status, and sexual orientation. The family itself consists of three family units in which all but two members are living together in a purpose built co-housing facility (for more information see page 51).

We have seen that individual factors for different family members may also affect the lives of others in the family. No one makes choices, or faces challenges that are his or hers alone. So what is the future that YOU want? And: what is the future YOU are creating today?



NEXT GENERATION – ADVICE FROM MILLENNIALS AND NEXTERS

A group of young people – from teens to young adults and involved in the Generation Europe Foundation, knowmads, Young Global Changemakers and a school based in Wuppertal, Germany – were invited to observe the 2-day meeting and provide their observations, views and visions for more sustainable lifestyles and entrepreneurship. We were interested in the views of the generations that will actually live in the future we are discussing.

Representing Generation Y, the Millennials & Nexters were asked to not only participate actively in different workshops, but also to give feedback on what they felt were important session results, what has been different to what they expected, and what was missing in the discussions from their personal perspective.

Kindly facilitated by Elise Bouvy from Generation Europe Foundation, the group came together twice during the conference to discuss what they experienced, and to prepare a presentation of their findings to be delivered to the audience during the final panel.

Here is what they had to say:

Advice from the next generations:

Liked:

- from consuming to contributing to adding value
- invest in people not just projects
- don't just conquer also seduce
- visioning is important
- welcoming / openness to have young people involved in the debate

Suggest:

- use social media to solve problems
- more speed dating and match making interactions in future events
- involve more developing countries

Observed:

- sustainability as a concept remains vague in terms of how to apply it to personal lives
- education as a theme was missing
- more obvious connectedness to nature (impacts) were expected, but not explicit
- need to find a common language – or a language understood by all – terminology is confusing



WHAT HAVE WE LEARNED?

SUMMARY OF CHALLENGES, OPPORTUNITIES AND PROMISING PRACTICES FOR MORE SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

If we were to come away from the conference with a snapshot about what we have learned, we could say...

PLEASE NOTE: The concepts listed here are further elaborated in the Workshop Summaries that follow.

What are the top challenges to enabling more sustainable lifestyles?



Living (built environment): Enabling and facilitating long-lasting behavioural change (energy efficiency is not appealing to many); reaching consumers with their variety in needs, desires and consumption patterns; financing and other support for renovations; the trend towards more living space; slow changes in the building design, construction and maintenance sectors towards a focus on efficiency and sustainability; 'smart meters' need improved data and performance management



Moving: Public mobility infrastructure; behaviour change regarding current desires to travel (mobility needs); car dependency (convenience and individual travel); pricing (internalizing externalities)



Consuming: Contradictory business models (managing sustainability issues in some areas of the business and not in others; selling less vs. selling sustainable value); supply chain management (more transparency needed); information and education about impact (for consumers); perverse subsidies (especially food/agriculture); from supply to demand/use phase management; addressing waste (household and industrial-especially electronics); consumer will not compromise on price, performance, quality, convenience or "cool"



Society: Infrastructure (for active/healthy travel options-walking/biking); habits (change current individual culture of travel); vested interests from big companies; marketing unhealthy options and availability/access to healthy options; policy for community development (well-being)



Visualisation: Need for personal emotional experience to display complex systems; reaching diverse target groups such as men, the elderly and the poor



Entrepreneurship: Education (teaching entrepreneurship), co-creation; proof of concept financing; proving the profit model for social and sustainable business models



Policy: Role for policy in influencing values is unclear; need linked-up (EU-National-Local) / holistic policy; perverse subsidies promote unsustainable consumption patterns; supporting policy for large-scale 'deep renovations' and large-scale roll-out of 'smart meters' needed



What are the opportunity spaces for further development?



Living (built environment): ‘Nudging’ people towards change (step-by-step approach), making changes fun and easy; developing localized strategies for change (aligned to people’s needs); building renovation and associated savings, (education, choice-editing); supporting partnerships and communities, (new services, infrastructural change, changing norms and values); people can be motivated – not only with financial benefits; combine top-down/bottom-up approaches; smart meters as part of the energy emancipation (providing transparency and control)



Moving: New ways of travelling (collaborative-community based); reduced travelling (values/habits), health benefits of active travel; new policies (subsidies, tax, tolls); urban planning (resource efficiency, technological and social change)



Consuming: Get pricing right (internalising externalities); balance the market-place-access to sustainable products and alternative consuming models; effective marketing/communications; use communities/social networks to promote alternative consumption models; BOP market leapfrogging; making sustainable consuming desirable “cool/trendy/feel good/gadgets”; green public procurement strengthened; values-based society vs. consumer-based society



Society: Healthier diets; travel/fitness habits; engagement with community(happiness/well-being in groups); infrastructure development (healthy lifestyles); education (fun & easy)



Visualisation: Tell personal stories that people can relate to; empower people to develop their own visions; reach more diverse audiences (less language/literacy barriers with picture based communication)



Entrepreneurship: Business incubators; mentoring (senior entrepreneurs / investment advisors); match-making; proof of concept grants and competitions



Policy: Database of policies that promote sustainable lifestyles and entrepreneurship; happiness indicators; invest in infrastructure (cities)

What are promising practices starting to be revealed?



Living (built environment): Transition Towns; action groups and communities for urban farming; car-sharing, carbon rationing, etc; deep renovations of multi-apartment buildings in Central and Eastern Europe through engaging and involving residents/tenants; online platforms to share or swap stuff; agenda 21 cities/communities; eco-quarters



Moving: Flexible work (tele-working), new slow/active travel products, ICT enabled sharing, car-free cities



Consuming: Sharing, swapping, reusing and recycling goods (collaborative consumption models); products designed for efficiency in use phase and end of life; increased availability and access to more sustainable products, services, and choice

Society: Biking, vegetarianism, governments invest in infrastructure to encourage



active travel, programmes for promoting health behaviours in schools, more information and facilities to support physical activity in everyday life, business support for moving more healthy and sustainable, making healthy eating choices by regulating prices and accessibility



Visualisation: Public announcements (advertising), scenarios providing personalized solutions, simulations (online games)



Entrepreneurship: Impact investing networks allow more investors investing smaller amounts, proof of concept funding competitions and matching by mentoring firms and incubators



Policy: Czech 'Green Light for Savings' programme; Finnish subsidy programme for geothermal heating; new collaboration models between different actors, transparency for defining targets

INTERACTIVE IDEAS PANELS



Over 40 participants were chosen to share their unique story about a promising practice or innovation that has great potential to improve the way we live, move, consume, or promote societies that enable health and well-being for all.

These entrepreneurs, intrapreneurs and thought leaders kicked off the conference on the morning of the first day with their inspiring 10 minute stories of innovation that are already addressing sustainable lifestyles issues today.



SPEAKERS OF INTERACTIVE IDEAS PANELS

Speaker bios online at: http://www.future-lifestyles-entrepreneurship.org/images/stories/Speakerslist_CSCPCConf_Web.pdf

SPEAKER, Organisation: Promising Practice / Innovation for Sustainable Lifestyles

- **LAUREN ANDERSON, Collaborative Consumption (Australia):** Collaborative consumption – alternative consumption model, „Access trumps Ownership“ (sharing, swapping, reuse)
- **ALAIN BAUWENS, Henkel (Germany):** Innovation and mindset change for sustainable lifestyles
- **TIMOTHY BEARDSON, China Oxford Scholarship Fund (UK):** Lifestyles in China: Impact & Sustainability
- **FERNANDO CASCADO, Laboratory of the Base of the Pyramid (Spain):**
New business models that serve low-income consumers
- **MARTIN CHARTER, The Centre for Sustainable Design University College (UK):**
Design and innovation for sustainability
- **CYNTHIA ECHAVE, Agency for Urban Ecology Barcelona (Spain):**
Sustainable cities: Open spaces & Superblocks
- **JÉRÉMIE FOSSE, eco-union.org (Spain)**
- **MARIA EUGENIA GIRON, Inside Luxury (Spain):** The power of luxury as an influencer of behaviour
- **ANDREA KOLB, The Club of Marrakesh (Germany):** The power of networks of societal leaders for change
- **JAAP KOOT, Netherlands Institute for Health Promotion (Netherlands):**
Sustainable, healthy children = Sustainable future
- **JUHA KOPONEN, Netycycler (Germany):**
Online sharing or swapping system for household goods no longer in use
- **TOBIAS LEENAERT, EVA – Ethical Vegetarian Alternative (Belgium):** Promoting vegetarianism in France (health, environment, land productivity)
- **MERIEL LENFESTEY, Ecomodo (UK):** Fashion/clothes sharing community
- **REINHARD MANN, Federal Centre for Health Education (Germany):** Health for youth
- **JOHN MANOOCHERI, KTH Architecture School Stockholm (Sweden):**
“Un-making” today for a sustainable future
- **JESSE METHER, Rautakesko Ltd (Finland):** Energy efficiency business products and services
- **CHARLOTTE MILLAR, WWF-UK/Tasting the Future Sustainable Food Lab (UK):**
Network of the food system, exploring the future of food
- **MICHAEL NARBERHAUS, WWF-UK (UK):** Resilient change = systemic change involving all stakeholders
- **REED PAGET, Belu Water (UK):** Biodegradable packaging & services for the BoP
- **ILARIA PASQUINELLI, Ethical Fashion Network (UK):**
Network of ethical/sustainable fashion designers and suppliers
- **ROBERTA SASSATELLI, UNIMI (Italy):** Consumer Culture
- **CINZIA SCAFFIDI, Slow Food Study Center (Italy):** Sustainable food alternative
- **JÖRG SCHÄFER, Gesamtverband der Aluminiumindustrie (Germany):**
Sustainable living & family coffee culture
- **UWE SCHNEIDEWIND, Wuppertal Institute for Climate Environment and Energy (Germany):**
Science & Stories for a clear vision & mission for Sustainable lifestyles
- **IGNACE SCHOPS, RLKM (Belgium):** Eco-tourism / conservation development business
- **JEANINE SCHREURS, ICIS / Maastricht University Netherlands:** Living with less
- **DORTHEA SEEBODE, Philips Corporate Technologies & Research (Netherlands/Germany):**
Sustainability-driven innovation for well-being approach
- **NADIA SHEVCHENKO, Green Dossier (Ukraine):**
Demonstrating “how” to change lifestyles is critical for Eastern European lifestyles
- **LUCY SHEA, Futerra (UK):** Communicating sustainability
- **VANESSA TIMMER, One Earth (Canada):** The power of visualisation techniques for behaviour change
- **STEPHAN VAN DEN BROUCKE, Université Catholique de Louvain (Belgium):** Positive health
- **JAN-KEES VIS, Unilever / Sustainable Food Lab (Netherlands):**
Organising stakeholders of the food system for new thinking
- **STEVEN VROMMAN, Low Impact Man (Belgium):** Living on 1 kWh/day
- **PIETER WEIJNEN, FARO (Netherlands):** Sustainable buildings and shelters



MARKETPLACE - PROMISING PRACTICES

Sustainable Days of our Lives Marketplace & Demonstration Centre

We challenged all participants to live a day in the future more sustainably! Participants arrived at the conference and first encountered a simulation marketplace of a day in their lives in the future. They were guided through stations that simulated different experiences they may have in one day – from morning activities in the home, their commute to work, work/home life, meals, after work, evening activities, and entertainment. The overall idea was to stretch our thinking to the realm of possibility for what our lives could be like in a sustainable future. This concept aimed to translate what sustainability means for our everyday lives and the decisions and trade-offs that we make at every instant – the way we live, move, consume, as well as our health and well-being.

Each “station” simulated different parts of a day in our sustainable lives and displayed creative ideas and promising practises for how would we could live more sustainably - a portfolio of more sustainable options for participants to choose depending on their individual needs, desires, motivations and influences. At each station participants had the opportunity to make choices and provide input on what they liked, (or didn't like).

PERSONAL SCORECARD A more Sustainable Day in your Life in the Future



INSTRUCTIONS

As you walk around the “Future Sustainable Days of our Lives” Marketplace, get inspired about the possibilities for more sustainable living in the future! Then record on this scorecard your personal choices of today and imagine more sustainable ways of living in the future. Back home, your personal scorecard can help you to shape your sustainable future...

	My Personal Preference – Today	My Sustainable Living Choice – in the Future	My Notes: Ideas, Inspiration, Questions
<i>EXAMPLE: Sustainable Mobility: Car sharing</i>	<i>I drive my own car (most convenient)</i>	<i>Car sharing if convenient and near my house</i>	
CONSUMING			
Product Labelling: Inspiring Sustainable Lifestyles			
Impact Measurement: Consumption without Remorse			
Eco-Scanning Tech: Mobile Transparency for Green Products			
Local Food: Restaurant Cena			
Sustainable Marketing: Tap Water			
Sustainable Fashion: Swishing			
Sustainable Fashion: Biotrade			
Zero-Waste: Bar			
LIVING			
Re-Useful Products: attractive and green			
Sustainable Furniture: Concepts for Future Living			
Sustainable Consumption and Production in Asia			
Models for Sustainable Living			
Sustainable Furniture: Olchewski Design			
Sustainable Showering & Laundry: Clean & Fresh: Smart Choices			
MOBILITY			
Sustainable Mobility: Megacities on the Move			
E-Bikes: Experience the Future of Sustainable Mobility Today			
SOCIETY			
Policies for Sustainable Lifestyles			
European Sustainable Entrepreneurship Initiatives: Map			
Creative Ideas for a Sustainable Society: Ideasproject			
Culture and Environment: Germany & Turkey			
Culture and Sustainability: India			
Sustainability and Gaming: ECO CAMP			
Ecological Backpack of your Lifestyle			



At the end of the journey through the Sustainable Days of our Lives SCORECARD participants could take away immediate feedback on the choices they have made, insights into the trade-offs that have occurred and resulting impacts on the overall sustainability of a day in their life...





OUT OF THE BOX - SUSTAINABLE *YOU SURPRISE* DINNER PARTY

YOU Family Theatre – Alanus University & Collective Invention

Sustainable Art Exhibit – Deutsche Bundesstiftung Umwelt

Sustainable Fashion Exhibit – UNCTAD & Redress

Sustainable Dance Floor – Cultural Development



HOW WOULD YOU UPDATE YOUR LIFESTYLE TO LIVE MORE SUSTAINABLY *CHALLENGE*

DEADLINE: 30 August 2011

As part of the welcome to the conference, you were asked “how would you live this weekend more sustainably”. At the conclusion of the conference you were asked to reflect on this again, after two full days discussing the topic with your peers, experts, practitioners and unusual suspects.

We believe that there is still a lot of learning to be done by doing. WE WANT YOU!

We challenge each of you, as important voices in our European Platform on Sustainable Lifestyles, to attempt to live a lifestyle that you would consider to be more sustainable than the one you are living now, for one week this summer.

GETTING STARTED: Document by pen, keyboard, photos or video:

What did you aspire to change and why?

What was easy? What was difficult and why?

Will you update your lifestyle to this more sustainable one going forward? Why or why not?

Post your findings online at : <http://spread2050.ning.com/> by the 30 August – to win paid travel to Visioning workshop in September in Milan



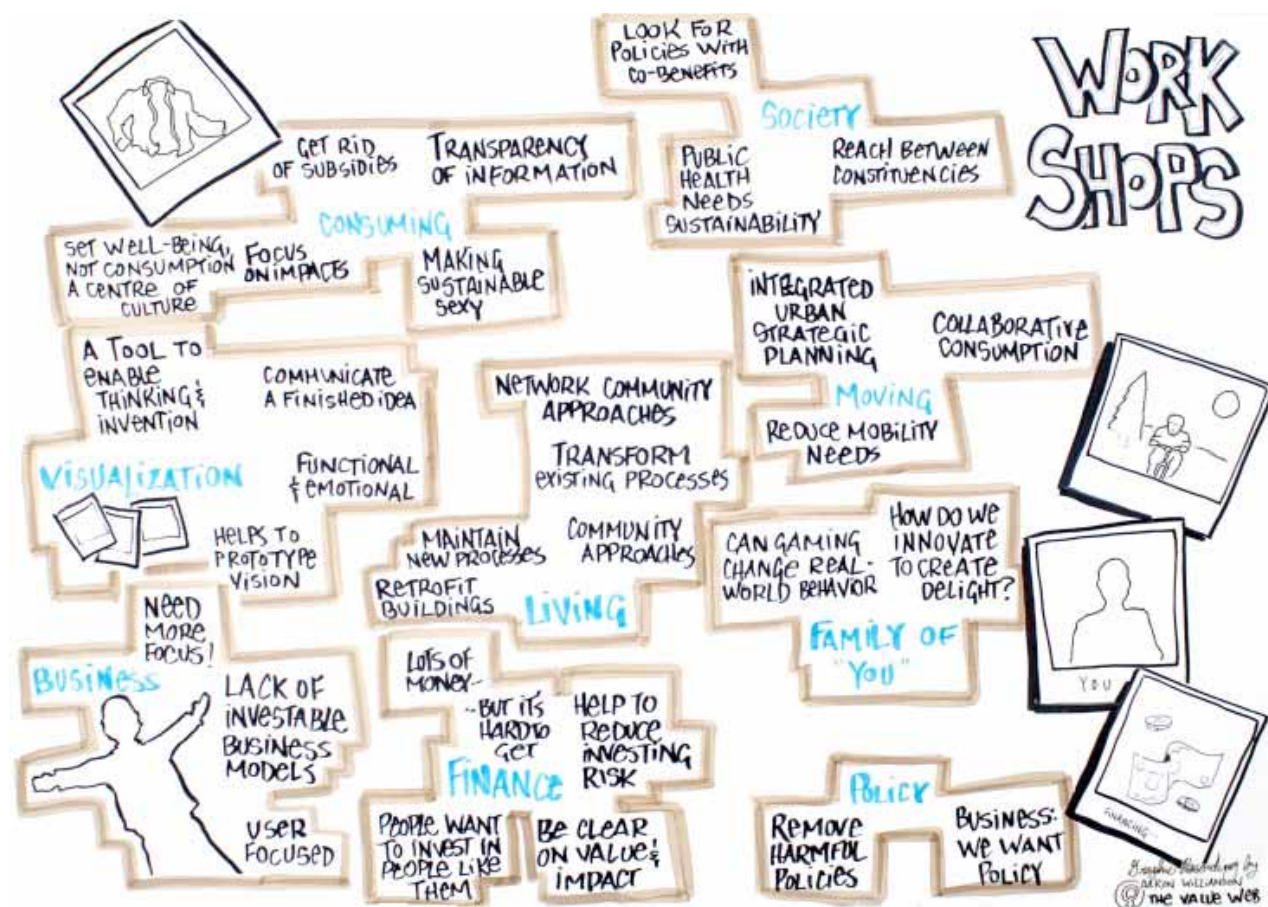




SUMMARY OF THE WORKSHOPS

SUSTAINABLE LIFESTYLES & ENTREPRENEURSHIP

SNAP-SHOTS OF WHAT WE KNOW AND WHAT WE DON'T KNOW



WORKSHOP 1: MY SUSTAINABLE LIFESTYLES: GLOBAL MULTI-STAKEHOLDER PERSPECTIVES

Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners // UNEP // UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP)

Speakers:

- Eduardo Escobedo – UNCTAD – Sustainable Fashion, Cosmetics and Biodiversity
- Carolin Baedeker – Wuppertal Institute for Climate, Environment and Energy – Living Labs
- Fabienne Pierre – UNEP – Global Survey on Sustainable Lifestyles, voices of youth from around the world
- Olivier Vilaca – World Business Council for Sustainable Development (WBCSD) – Vision for Sustainable Consuming, a business perspective



This workshop showcased four of the most recent studies and initiatives on sustainable lifestyles from the multistakeholder perspectives of youth, business, intergovernmental organisations, research and design.

Global Youth Perspective: A global survey of over 8000 young people from around the world by UNEP in 2009 recommends that to advance to scenarios of more sustainably living globally we need to:

- Explore both habits and aspirations that can be contradictory in order to better understand motivations and barriers for adopting sustainable scenarios.
- Develop infrastructures and policies that are adapted to people's needs and local environments through integrated urban planning and effective management systems.

- Encourage young people to participate and interact based on their cultural specificity and social norms.
- Develop scenarios that demonstrate responsibility and exemplarity from public authorities and the business sector.
- Show the improvement and the opportunities through a mix of environmental, social and economic benefits.
- Communicate on sustainability as a factor of improvement in everyday life building on values and aspirations.
- Communicate on close-by success stories and maintain information flow.

Business Perspective: The World Business Council for Sustainable Development has recently translated its Vision 2050 work on the business vision for a sustainable future to what it means for sustainable consumption and the role of business. Its findings included:

- Vision for 2050: Products are smarter; Consumers are smarter; Constant dialogue between consumers & producers; Measures of success related to consumption redefined
- Measure of success 2030 - 2040: Consumer satisfaction; lower impact on the environment; behavioural gap filled; Trust in business; consumer loyalty; product and marketing failures; sustainability is core to all measures of success at national, company and individual levels
- Transformation time 2020 - 2030: Products are designed to make sustainable lifestyle easier; consumers drive sustainability through their behaviours; companies are more trusted sources of information; global policy for sustainable measures
- Turbulent teens 2010 - 2020: comprehensive collaboration across the value chain; consumers are empowered and incentivized; constant dialogue emerging; engagement with governments on re-directing the growth paradigm to the value paradigm
- Must-haves 2010 - 2020: co-driven innovation; deeper & earlier understanding of consumption patterns for product design; greater understanding of the value chain; more transparency for decision making; greater role of ICT; more "open source"; trusted information brokers; catalysis for closed loop; value sustainable behaviours & strategies; role models & leadership

Fashion, Cosmetics & Biodiversity Perspective: UNCTAD presented their Fashion & Cosmetics Biodiversity Platform of Luxury Goods Companies committed to protecting critical biodiversity. Its BioTrade Initiative, launched in 1996 has been promoting sustainable BioTrade, and contributing to the conservation and sustainable use of biodiversity through the promotion of trade and investment in products and services derived of biodiversity in line with the objectives and principles of the Convention on Biological Diversity . Since 2003 the BioTrade Facilitation Programme (BTFP), currently in its second phase (BTFP II), is working with various partners implementing its objectives throughout the value chains of luxury fashion and cosmetics goods companies. A key message from this work is that biodiversity is not just found in the forest or far away countries (such as Brazil), biodiversity is also all around us - in urban areas, in the clothes we wear and products we use.

User-centred Design Approach Perspective: The **Wuppertal Institute's** Living Labs initiative tells us that a user centred approach is needed to better predict commercial value and sustainable impact. A living lab is a combined lab-/household system, analysing existing product-service-systems aiming at the development of integrated technical and social innovations. Users should be actively integrated in research for the best sustainability solution.

Research questions: How to integrate technical and social innovations? How to estimate the consumer product specific – lifestyle? How to optimize the producer and consumer interaction?

The concept: To do a Design Study for the LIVING LAB Research Infrastructure, to research human interaction with, and stimulate the adoption of sustainable, smart and healthy innovations around the home; To develop a design of one centralized lab, where European scientists come together to do specific household research – technical, social, environmental, quality & security, economical; and to make a design for some decentralized mobile labs, where European countries can do specific culture-related research.

The LIVING LAB will (co-)develop, test and evaluate sustainable and quality-of-life innovations integrating: 1. Generating insights in the field 2. Developing & Experiencing 3. Evaluating prototypes in the field.

Existing initiatives: Living Tomorrow, InHaus Fraunhofer, Homelab-Philips, House_n-MIT, Aware Home-GeorgiaTechUS.

WORKSHOP 2: MY SUSTAINABLE BUSINESS MODELS: ENHANCING, INCUBATING AND FOSTERING SUSTAINABLE ENTREPRENEURSHIP

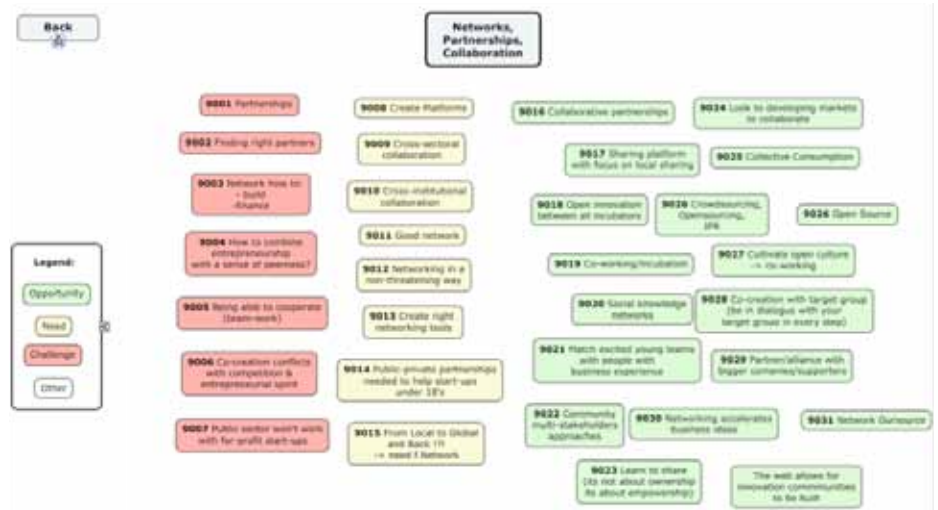


Workshop Hosts: UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP) // Enviu

Speakers:

- Moderator: Piotr Magnuszewski – Centre for Systems Solutions
- Moderator: Oriol Pascual – ENVIU
- Paola Cirillo – Aidos
- Klaus Fichter – Borderstep
- Rainer Höll – Ashoka
- Arjen van Klink – Rabobank
- Helen Marquard – SEED / UNEP
- Catie Thorburn – Generation Europe Foundation

This session aimed to explore current trends and mechanisms that are enhancing the capacity of entrepreneurs. The questions at the centre of this dialogue were: How can sustainable business models address current consumption issues and enable more sustainable lifestyles; and how can more sustainable entrepreneurship (SE) be fostered and supported?



The speakers presented critical success factors for successful entrepreneurs and trends in capacity building. Helen Marquard 's research through the **UNEP / SEED** Initiative identified 8 critical success factors for sustainable entrepreneurship: Leadership, Partnerships, Proof & clarity of innovative concept, Business Planning & marketing, Triple bottom line planning, Short & long term benefits management, Community engagement, and Risk management.

Ashoka, outlined its unique approach of investing in a person, not in a project/business, and fostering the co-creation of social links and offers training for entrepreneurs to enhance business skills.

Borderstep finds that entrepreneurship education and co-creation of innovations are two success factors for sustainable entrepreneurship. There are many programmes for entrepreneurship, but not many that include sustainability. Finding a good idea is very different from implementing it. The development of innovation communities and networks of supporters, champions and promoters is needed.

Aidos highlighted the emergence of business incubators as important as they reduce costs and provide real market exposure. They are appropriate for specific target groups like rural women households, who combine family care, farming tasks and business activities.

Generation Europe Foundation advocates that it is important to give entrepreneurial spirit to children from a very young age. There is a need to show children that they are full of creativity and potential. We need young people to become sustainable entrepreneurs. For this we should re-think current education systems.

Rabobank provides some insights into why are banks so critical to financing sustainable business models? Often the reason is a lack of market research as well as a lack of focus concrete clients, concrete demands. A success factor observed is capacity building. It is important for the entrepreneur to get coaching from practitioners i.e. senior entrepreneurs/ institutional advisors. Rabobank also provided insights into what makes a sustainable business case bankable? He suggests: a transparent business model, well-tested technology or concept, a strong credibility to the market, defensible intellectual property and a simple earning model are key to convince bankers. One of the main obstacles for sustainable business is often a long time to become profitable, that is an impediment for liquidity.

Piotr Magnuszewski facilitated the creation of a "living map of challenges, opportunities and needs for sustainable entrepreneurship". A sample of the results can be seen above.

View the full map at: <http://goo.gl/Q625P>

WORKSHOP 3: VISUALISING SUSTAINABLE LIFESTYLES



Workshop Host: Deutsche Bundesstiftung Umwelt (DBU)

Speakers:

- *Moderator:* Vanessa Timmer – **OneEarth**
- *Laila Abdullatif* – **Emirates Wildlife Society / WWF**
- *Francois Jegou* – **Strategic Design Scenarios**
- *Ida Tillisch* – **Emirates Wildlife Society / WWF**
- *Mark Fleischhauer* – **TU Dortmund University**

“People are hungry for images to understand the shape of problems and what the solutions can be” - (DBU) Visualisations provide a first step to change mindsets and reach sustainable lifestyles: telling people a personal story sets an impulse to change behaviour (based on this personal experience, on emotions and on information on alternative options). Visualisations can be video, drawings, models, exhibitions, photographs, and maps. Different visualisation techniques and messages in combination need to be employed to ensure a wider reach to different target audiences.

The group discussed what a sustainable lifestyle could look like and how visualisation can be used as a tool to facilitate the discussion and elaboration of what sustainable lifestyles are.

A few examples given in the course of the discussion were:

Strategic Design Scenarios specialise in designing scenarios that integrate different solutions and possibilities to show different ideas and perspective that will appeal to different audiences. There are different ways of being sustainable, we should be able to compose and combine various solutions that are individual and based on our individual needs and preferences. For example, city planners considering adding bike lanes need to see different models of how and where bike lanes can be added. Visualising different solutions often helps to overcome conceptual barriers.

Emirates Wildlife Society / WWF developed a short animation to show what sustainable lifestyles in the Emirates could look like. The goal of the animation video was to trigger a change in consumption habits in the Emirates by showing visually how individuals can reduce their individual ecological footprint. Some examples in the animation highlighted use of public transport, reducing waste, etc. The animation drove viewers to a website with more detailed “how to” information.

The Living Vision 2020 project of the **TU Dortmund University** visualizes future forms of living. Students create furniture out of old waste wood or old items and provide ideas for future concepts of living like shared rooms and flexible furniture.

Critical issues that emerged from this discussion include:

- Participants emphasized the opportunity that visualisations can create a space where people can transform their own ideas, people can be empowered to develop their own visions and learn about ways to change their individual lifestyles
- Visualisations can be a key tool to spread information and visions for more sustainable ways of living to wider audience. Visualisations offer possibilities for personal experience and tap into emotional experience, therefore going much beyond mere information and awareness raising campaigns. Visualisations allow for direct participation and interaction and display complex systems in an easy-understandable manner.
- Some barriers to be overcome include reaching different audiences in order to fully utilise the potential of visualisations. For example, visualisations such as movies are often addressed only at younger generations (who are used to new media), it has been harder to reach certain groups (such as men, the elderly or the poor)





WORKSHOP 4: BRIDGING TO A GREEN ECONOMY: WHICH POLICIES CAN MAKE IT HAPPEN?

Workshop Hosts: European Environment Agency (EEA) // ETC / SCP

Speakers:

- *Moderator: Lars Fogh Mortensen* – **European Environment Agency (EEA)**
- *Beata Adamczyk* – **Polish Ministry of Economy**
- *Juliane Albjerg* – **Danish Ministry of Environment**
- *Pavel Misiga* – **European Commission, DG Environment**
- *Ignace Schops* – **Hoge Kempen National Park**
- *Per Stoltz* – **IKEA**

This session explored, which policies are needed to enable sustainable lifestyles and sustainable entrepreneurship – on European, national and local levels? What support can business provide to policy-makers to bring innovation policies to life? How can sustainable entrepreneurship support the shift to a green economy?

The workshop aimed to provide a platform for exchange of ideas and experiences between policy makers, entrepreneurs and intrapreneurs with regard to the framework conditions that are needed to create the sustainable businesses that enable more sustainable lifestyles.

Participants focused on three particular themes: That there is a key role for policy makers to address the urgent needs for more appropriate infrastructure to foster the shift to a Green Economy; that there is also a need to strengthen platforms that can stimulate more communication between policy makers and entrepreneurs on sustainability issues; and that the global policies and goals such as the Millennium Development Goals, EU-policy goals such as the SCP Action Plan and Europe 2020 strategies, and national policy goals need to be better integrated to increase effectiveness and harmonisation across scales. This will address current contradiction between competing policies at different levels.

In the area of sustainable lifestyles enabling infrastructure it was discussed that market instruments also need to be adjusted in order to stimulate more sustainable production and consumption at the industry level, as well as the individual level (for example in the area of transport – accessible public transport service options (policy/investment) are needed but also sustainable transport systems (industry), and willingness on behalf of consumers (will not compromise on quality, convenience or price). To look at infrastructure needs systemically would benefit from more direct communication and dialogue between policy, business and entrepreneurs.

In the area of developing more consistency across global, EU-level and national policy, it was agreed that harmful and contradictory subsidies should be removed across the board. This suggests important work in first identifying those subsidies, and then a process to remove and then agree on what policies should take their place. There was also a call for more taxes for example shifting taxes from labour to resource efficiency in order to incentivise more efficiency and perhaps to shift behaviours. On the global level there was a proposal that to develop a key message on Sustainable Lifestyles and Entrepreneurship enabling policy to be put forward as a building block of the UN Global Roadmap on Green Economy to be consulted in the preparatory process towards UNCSD 20 in 2012 (Rio +20). Entrepreneurs and Intrapreneurs representing the business voice reminded that resource efficiency is well accepted by the business community as a very important and lucrative economic driver. Policy that incentivizes and enforces increased resource efficiency and shifts to more efficient household behaviours would also be welcomed by entrepreneurs and big business alike. An open question remained regarding the role of policy in influencing values and behaviours vs. a provider of framework conditions and infrastructure that enable individual shifts.



Recommendations included:

- to create a policy guidebook with good practices for sustainable lifestyles, based on an open-source database model with quality check
- to develop happiness indicators based on collective actions
- to found a European Sustainability Contest/ a European Sustainability Award
- to invest in infrastructure regarding allotments, public transport, waste management schemes, green spaces & urban healthy environment, spatial planning, community centres, collective infrastructure and tools sharing, etc.
- to explore new collaboration models to direct/motivate pioneers regarding SE&SL
- to develop a consistent and concrete vision on sustainable lifestyles and entrepreneurship



WORKSHOP 5: SETTING THE AGENDA FOR SUSTAINABLE LIVING

Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners // Energy Research Centre (ECN) // Ecoinstitut Barcelona (ECOI) // supported by DEMOS Helsinki (DEMOS) // Ruth Mourik Consultancy (RMC)

Speakers:

- Edina Vadovics – **GreenDependent Sustainable Solutions Association**
- Silvia Hesse – **Agenda 21 Hannover**
- Eleonora Gaydarova – **Bulgarian Housing Association**
- Werner Korte – **empirica Gesellschaft für Kommunikations- und Technologieforschung mbH**



Four themes were addressed in presentations and discussions:

- behavioural change at the level of individuals and households,
- collective approaches in neighbourhoods and cities,
- energy efficiency in buildings
- smart living

This session provided an introduction to the topic of sustainable living (referring to the built environment) and aimed to clarify, what are the relevant questions and challenges for each of these four themes and sustainable living at large?

Regarding behaviour change, it was stressed that one should differentiate between habitual/routine and less-frequent, one-shot behaviours (e.g. cooking and buying a car, respectively). Also, people are more than individual consumers, they are workers, employers, political agents, community members and in those different roles they react to sustainability and need to be addressed differently. Different generations and different socio-economic groups also need to be addressed differently. Success depends on approaching and involving people and tailoring approaches, technologies, policies, communications and interventions to their needs, wants and ambitions. We will also need to address how spaces and places enable, facilitate or impede behavioural change: the physical environment (e.g. infrastructures) frames behaviour. In addition, we need to address how norms and values influence behaviour and how they can be changed: social structures can be just as solid as physical structures. Generally, a practice-centred approach is necessary. Living is complicated and it should become easier to perform sustainable practices than unsustainable ones.

Regarding collective approaches in neighbourhoods, we need to focus on developing Eco-quarters and similar approaches in already existing neighbourhoods, rather than creating new ones (i.e. building new eco-quarters from scratch). An open question remained how could one involve more people and develop more structures (public consultation; Neighbour Associations) to promote collective approaches? Is it possible to reconcile the interests of various groups in such processes?

On energy efficient buildings, participants identified numerous obstacles, such as split incentives due to ownership structures, lacking financial models to stimulate renovation and conservatism in the building sector. It was mentioned that living on holidays is an important aspect as well, e.g. in Finland, where people's summer cottages used to be simple huts for rent, now more and more people own a summer cottage and they invest in comfort which in turn leads to rising energy consumption.

Finally, on SMART living the integration of ICT with sustainable lifestyles was explored. It was mentioned that increased data availability is critical (which means upgrading measurement and management, which can lead to relevant comparison and benchmarking). Regarding engaging with people, an exciting interaction between people and technology could be used, e.g. gamification.



WORKSHOP 6: SUSTAINABLE LIVING – OPPORTUNITIES AND CHALLENGES



Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners // Energy Research Centre (ECN) // Ecoinstitut Barcelona (ECOI) // supported by DEMOS Helsinki // Ruth Mourik Consultancy (RMC)

Building on Workshop 5 on the first conference day, this workshop focused on: What are important challenges – what are encouraging opportunities? Which challenges and opportunities are relevant now – which may become relevant in the future?

Subgroups	Challenges:	Opportunities:
Behavioural change – individual and household level	<ul style="list-style-type: none"> - Current infrastructures, norms and values that need to change alongside to bring about long-lasting behavioural change - The growth paradigm - Significant improvement of urban planning at the municipal and national level to frame more sustainable behaviours - Long-term approaches for long-lasting change - Policy needs to connect with people, e.g. through better communication and support by civil society organisations 	<ul style="list-style-type: none"> - Choice-editing: policy-makers can significantly help consumers to make sustainable choices - A more effective code of conduct for the marketing sector. - Focus on current unsustainable consumption and production patterns and solutions in Education - ‘Small steps approach’ (‘nudging’) - Behavioural change helps to reduce household running costs - Some behavioural changes can create more relaxation and activities that improve (family) well-being
Collective and community initiatives	<ul style="list-style-type: none"> - For community approaches people need to give up some of their individuality/autonomy. How can this be achieved? - How to include people in the planning process of community approaches to reflect their needs and demands? Related to this is an issue of time: who is ready to invest the time in such a process, involving meetings, etc.? - Financial and policy support for community initiatives - Such approaches are still niches at this point. How can they be connected and scaled up? What could be the role of municipalities in this? 	<ul style="list-style-type: none"> - Community approaches are holistic in nature and do not only address ‘head & wallet’ - Participatory community approaches are good for democracy: active, engaged, self-determined citizens - The social dimension is crucial: caring, feeling responsible, supporting.
(New and existing) Buildings	<ul style="list-style-type: none"> - How can retrofitting be achieved on larger scales (neighbourhoods, cities, countries)? - How to make renovation easy? currently people are often faced with lack of skilled professionals, know-how, DIY skills - Models need to be developed to show how large-scale retrofit of residential houses and public building should be done - Large-scale investments are needed, and financial incentives need to be made available, also for the less wealthy 	<ul style="list-style-type: none"> - No approaches to sharing products and infrastructures, e.g. cars, washing machines, heating systems - Large potential for energy savings in the residential sector - District heating has potential to reduce energy consumption - Public programmes need to help structure the market - Diversity of households & incomes —> financial models need to be flexible (financial engineering) - Political commitment on all levels - Difference between home owners and tenants —> how to address both?
SMART living	<ul style="list-style-type: none"> - Make selection of best suited meter and its use easy for consumers - Agreeing on a carbon measurement system/standard that makes things comparable - The technology is under development: current systems still create annoyance and practical problems - Data collection and sharing (privacy issues consumer organisations lobby against) 	<ul style="list-style-type: none"> - Engage households and make visible action for a low carbon society - Smart meters as part of the energy emancipation - Business opportunities in developing new appliances and services that will help people managing their energy efficiency in a more sustainable way - Becoming part of the ISO quality management system - Connect small scale energy generation to the smart home grid

WORKSHOP 7: SUSTAINABLE MOVING



Workshop Hosts: **SPREAD Sustainable Lifestyles 2050 Partners // Regional Environment Centre (REC) // Ecoinstitut Barcelona (ECOI) // Forum for the Future**

Speakers:

- *Facilitator:* **Ilka Weissbrod – Forum for the Future**
- *Cynthia Echave – Agency for Urban Ecology Barcelona*
- *Eva Csobod – REC Hungary*
- *Bettina Schaefer – Ecoinstitut Barcelona*
- *Peter Szuppinger – REC Hungary*

Three main topics were discussed in this workshop on sustainable moving (mobility):

- Equity & accessibility
- Safety & security
- Efficiency in sustainable mobility

The workshop provided insights into the understanding of individual needs, influencers, motivators and triggers to more sustainable moving practices and identified mechanisms that could help us to better visualise what sustainable lifestyles could look like. Some of the main innovation findings discussed: collaborative / community based consumption; the integration of individual mobility concepts; new technology and infrastructures; new qualities of urban space and new services for all user groups. Sustainable mobility for 2050 should be based on resource efficiency, new values and technologies and social change. Urban planning has a great role in helping the spread of sustainable lifestyles; this is a cross-cutting issue for living and moving. Economic instruments (subsidies, taxes, tolls, ...) have a major influence on sustainable mobility models.

The most important short-term challenge, which was identified, the necessity to reduce the mobility needs of the society. It includes several aspects, like workplaces closer to home, telework, video-conferences etc. In parallel the car dependency of the society should be reduced, e.g. better public transport system or making public transport more attractive; promotion of cycling to work or to school. A slightly less important issue, would be the opportunity of using IT applications in transport systems. SMART transport could help for example making public transport more attractive. Other short term challenges mentioned were investments for the future in the European Train network and the necessary energy supply, which have to be decided today; as well as the need to guarantee social inclusion: new services for old or handicapped people should be developed; green standards like the authorisation of only low-emission cars to enter the city center or the requirement of technical skills and/or internet access can further contribute to social exclusion.

In the mid-term, putting the prices right is seen as a challenge but also an opportunity. It is very important, but possible in mid-term scale. Subsidies make sustainable choices more expensive (plane versus train); price tariffs should also distinguish among social groups (older people, students, ..). In parallel, collaborative/ community based consumption is a good opportunity to help the implementation of sustainable consumption. A major challenge is the connection of the city centre and the periphery with equal and accessible services and/or how to move people's living place back to the city; how to guarantee the sustainability of public transport while facing reduced population.

In the longer term, challenges will need to be overcome in the field of urban planning, green technologies and value change. Land use and transport planning should go together, e.g. working and living space close to each other etc.; integrated strategic urban planning should be used. Concepts for suburbs with decreased population must be developed. Regarding green technologies one will need to look into new types of fuels; more efficient vehicles new modes of mobility and necessary infrastructures for new technologies etc. These could help a lot, although the group indicated this only as a longer term opportunity. According to the group, changing the values of our society is a key challenge, although this should be managed only on longer term. Regarding mobility these means e.g. car is not a status symbol, using public transport is respectful; respect each other during travelling etc. Education and awareness raising are critical in this regard.

Some of the promising practices identified were IT applications, new technologies and SMART transport; collaborative consumption possibilities (car sharing, public bicycle schemes), teleworking, car-free cities example (Freiburg, Geneva, Vitoria, Barcelona); congestion charge, limited parking places, pedestrian zones, intermodality etc..

The groups identified also several important questions for further exploration:

- Concept of mixing of different types of moving/transport (e.g. cycling lanes incorporated to car lanes): the idea is to convince and persuade people the respect each other;
- Municipalities have an important role to play in organising the mobility system in towns / townships: example of car free cities and city zones (Venice, Freiburg, Geneva); congestion charge (London), limited parking places, pedestrian zones, intermodality etc.
- Social justice has been raised as a major item for mobility concepts: pricing, subsidies and taxes might lead to social exclusion
- Need to increase the quality, attractiveness and safety of public spaces (and transport) in order to promote sustainable mobility (walking, biking to school or work, ...)
- EU and national level legislation should provide an appropriate legal background, however local level policy decisions have a key role.



WORKSHOP 8: SUSTAINABLE CONSUMING



Workshop Hosts: **SPREAD Sustainable Lifestyles 2050 Partners // CSCP // International Institute for Industrial Environmental Economics at LUND University (ULUND) // One Earth**

Speakers:

- *Moderator:* **Vanessa Timmer – One Earth**
- **Bjarne Pedersen – Consumers International**

Discussion Leaders:

- **Charlotte Millar – Tasting the Future Innovation Lab, WWF-UK**
- **Eduardo Escobedo – Sustainable Fashion, Cosmetics & Biodiversity, UNCTAD**
- **Satu Kalliokulju – Nokia**
- **John Manoochehri – Resource Vision, Architecture School of Stockholm**
- **Christine Schnieder – Henkel**

This workshop aimed to understand: What are the complexities and trade-offs when it comes to social, ethical and sustainable consuming choices? What is current evidence that we start to become more demanding of sustainable food, clothing and household product choices in Europe? What is promising practice from entrepreneurs, food, household goods, luxury, and consumer electronics sectors? What are the trends in sustainable consuming?

Trends presented by Consumers International

- Increased recognition that distinction is needed between targets: Consume less (developed world), consume more (part of the) developing world – to consume differently
- Increased recognition that our aim should be to move from consumption based society to value / well-being based society focused on citizenship, moving our main identification within society from consumer to citizen
- Booming use of social media, especially by the youth / the consumers of tomorrow – also changing consuming patterns from peer-to-peer influencing and peer-to-peer sharing, swapping etc.

- What are the main challenges to be overcome and opportunities to overcome them in the areas of global trends, youth, consumer electronics, household goods, design, and food?

Subgroups	Challenges:	Opportunities:
<p>Global Consuming Trends: Consumption patterns increasing exponentially especially in emerging markets.</p>	<ul style="list-style-type: none"> - Need to further mainstream sustainable consuming – go more and more from product and service level to societal level > paradigm shift - Need to strengthen the empowerment or agency of consumers to consume differently - education & information are helpful but also through increased availability of sustainable consuming options; easier access to more sustainable products, services and practices; visualisation - Policies and infrastructure that promote unsustainable consuming - Contradictory (with regard to sustainability) business models – a shift is needed from increased volume and shareholder revenues towards increased value to consumers and society 	<ul style="list-style-type: none"> - Nudging in the case of changing the defaults of products and services to more sustainable starting points. This can be done with policies and in product design for the use and end-of-life phases - Internalising external costs of resources in products and systems – the market can play a role in deterring consumption of scarce resources and harmful substances - Scaling collaborative consumption (sharing, swapping, reusing, recycling) business models
<p>Youth: How to enable youth to embrace consuming differently, and more sustainably</p>	<ul style="list-style-type: none"> - Culture of consumerism is strong - Education for alternative consuming culture is weak - Lack of role models in society for youth to follow (resustainable consuming) 	<ul style="list-style-type: none"> - Focus (besides addressing youth via families / personal networks) also on formal education: start addressing SC already at the primary and secondary school systems; - Use more efficient marketing and advertisement to address youth – use role models that are appealing for them, demonstrate more sustainable consuming options through inspiring visualisations - Use the strength of communities networks and the booming social networks to influence youth consuming patterns (scale current trends for sharing, swapping etc.)
<p>Consumer Electronics: Techno-waste has become one of the fastest growing sources of household waste in society in addition to the impact of harmful substances on the environment</p>	<ul style="list-style-type: none"> - Business models need to be changed to address current production where producers produce too much for the short term / planned obsolescence - Global supply / value chains are difficult to manage, because of lack of communication and policy that extends through the whole chain - Dependency on individual responsibility campaigns (bring back technology). More creative infrastructure and actions needed; 	<ul style="list-style-type: none"> - Leapfrogging and experimenting new business models in BoP-markets - massive changes could be made if we start differently – based on experiences gained in other markets – and facilitate leapfrogging
<p>Luxury Goods and Fashion: Particular impacts on biodiversity, however also insights to be gained from consumer loyalty and quality in the luxury goods industries</p>	<ul style="list-style-type: none"> - Current lack of transparency and traceability in the value chain – working towards effective certification schemes 	<ul style="list-style-type: none"> - Sustainability should not only seek to conquer, but should also seek to seduce– through use of role models / celebrities; “clothes can be the most sustainable, but if you are not happy with how you look (performance of the clothes) you will not buy it” - Messaging should focus on “feeling good” it works!



<p>Food: A contributor to top 3 most significant ecological impacts (carbon, land use) but also social issues such as health and supply of basic needs</p>	<ul style="list-style-type: none"> - Perceived as one of the largest and most complex segment ENVIRONMENT - Climate Change, Energy Efficiency, Organic Produce, Soil Fertiliser Use, Pesticide Use, Fish, Biodiversity, Water, Food Waste SOCIAL - Fair Trade, Social Audit, Ethical Local Sourcing ECONOMIC - Internal Operations, Supply Chain Innovation, SAFETY - Hormones, Antibiotics, Additives HEALTH - Hygiene, Health & Nutrition, Animal Welfare 	<ul style="list-style-type: none"> - Perverse subsidies have to be removed; True Cost of Food - Green public procurement has to be strengthened; Supply Chain Innovation - Reduction of food waste through recycling/ reuse – Roule ma Frite in France recycles food waste and converts to fuel (biodiesel) - The mindset / behaviour has to be addressed - Taking sustainable food to consumers: Test, don't ask!
<p>Services and Design:</p>	<ul style="list-style-type: none"> - Designers often disconnected from broader system decision-making 	<ul style="list-style-type: none"> - Attention should be given to new business models, especially the (new) financing mechanisms in (new) business models - Attention should be given to consumer culture / habit – continuously new hypes and gadgets;
<p>Household Goods:</p>	<ul style="list-style-type: none"> - Consumer will not compromise on price, performance, quality, convenience or “cool” 	<ul style="list-style-type: none"> - (Globally) priority/focus is energy/global warming - emphasise consumer awareness related to the user phase (importance of energy usage during use phase of washing cycle); - (Regional) priority/focus is water – understanding of water footprint to determine the full water usage in the supply/value chain - (Local) priority/focus is waste – work on reducing/reusing (highest priority), refill, closed-loop systems, recycling, biodegradability



WORKSHOP 9: SUSTAINABLE HEALTH & SOCIETY

Workshop Hosts: **SPREAD Sustainable Lifestyles 2050 Partners // EuroHealthNet // Regional Environment Centre Hungary (REC)**

Speaker: **Caroline Costongs – EuroHealthNet**

Chair: **George Morris – Environmental Health Consultant**

(former Science Policy Advisor to Scottish Government Health Directorate)

Facilitators:

- **Cristina Chiotan – EuroHealthNet**
- **Jaap Koote – NIGZ**
- **Dorothea Seebode – Philips Corporate Technologies & Philips Research**
- **Stephan van den Broucke – University Louvain la Neuve**



Participants sought to understand what we know about the impact of the built environment, transport, and food policies on health and vice versa? Which promising healthy lifestyle approaches can add value to promoting sustainable behaviour?

The presentation of the health, well-being and equity approaches in sustainable lifestyles highlighted the win-win situation and direct link between sustainable development and improved health and well-being for all. There is common ground between sustainable lifestyles and health promotion, highlighting health promotion experience and lessons learned in addressing personal behaviours and structural policies towards more healthy and sustainable lifestyles.

Four group discussions took place on the topics of 1) Active Travel, 2) Housing, sustainability, and health, 3) Health, food and eating habits and 4) Innovation.

1. On active travel, there is a need for infrastructure development, that is adapted to the local environment, that makes it easier to walk and bike. The availability of bikes is critical, as well as changing the cultures of travelling, i.e. make it cool to ride a bike. Employers can encourage employees to bike to work, and businesses can provide opportunities to rent bikes.

2. With regard to housing, a constraining factor is the split of competences across ministries with regard to regulations. Equally most of the housing stock is already built in Europe. There is a need to develop new financing models to create incentives to renovate and focus on ensuring accessibility for more disadvantaged groups“;” Support neighbourhood/community development, including green spaces, walking and cycling, safety and access to services – focus on urban disadvantaged areas.

3. On the aspect of food, participants observed that more money is spent on marketing for unhealthy food, but that there is a shift towards more healthy options. Making clear the benefits of a healthy diet as well as avoiding radicalisation of recommendations, i.e. less meat vs. no meat, is critical to accelerate the shift. Education can help as well, for example by showing where food comes from. “Ensure availability and affordability of healthy products to ensure equal access for all”.

4. On Innovation, the real challenge is social innovation, not technological innovation. Health education should start in schools, but teachers are overloaded and health experts don't speak language of teachers, which are the arguments to convince schools. Policy intervention should make it fun for schools to participate and engage in health education for example with school gardens. Current promising practices include: self training services, use of different and customised languages, link to emotions, appreciative language. “Develop health responsibility and social equity (get rid of the social stigma) as key parts of innovative society”.

In conclusion, it was suggested that multi-sectoral work is needed; different sectors working together (such as health promotion and sustainable development); stronger collaboration between business and policy-makers (for example on understanding individual needs, influencers, motivators and triggers to more sustainable living practices; advocate for the inclusion of health and well-being issues across all policies; and shift life-style mindsets from a consumer society to a happiness and well-being society.

WORKSHOP 10: FINANCING SUSTAINABLE INNOVATION & ENTREPRENEURSHIP



Workshop Hosts: **Business for Social Responsibility // CSCP // Adelphi**

Speakers:

- *Moderator: Rainer Agster – Adelphi*
- *Giuseppe van der Helm – EUROSIF*
- *Guy Morgan – BSR*
- *Oriol Pascual – ENVIU*
- *Bert Reyno – Association of Development Financing Institutions in Asia and the Pacific (ADFIAP)*
- *Rebecca Szrama – Endeava*
- *Marc Verhaeren – Luxemburg Bank / Fund for Good*

What is the market for investing in sustainable innovation and entrepreneurship that addresses urgent consumption and lifestyles? Where is the funding needed? What is the business case? What financial products are needed for different asset classes?

This workshop explored current socially responsible investment trends, and the financing of social and sustainable entrepreneurs and business models. Some themes in focus: the market for investing in sustainable innovation and entrepreneurship, sources of finance for entrepreneurs, financial models for sustainable entrepreneurship, and impact investing networks.

EUROSIF, the European Social Investment Forum opened the session by outlining current trends in socially responsible investment in Europe – including insights into, why investors are interested in sustainability. Van der Helm summarized that investors are interested in the long term, competitive advantage of sustainable companies, lower risk as companies managing their material sustainability issues also tend to be better managed, better governance etc. Van der Helm also points out that investors are also being driven to more SRI due to pressure from NGOs, UNPRI (Principles for Responsible Investment) and demand from retail investors. A new trend is that of social banking with a small number of new banks coming on the scene which focus solely on SRI and impact investing. One example is Globalance based in Zurich, and co-founded by the founder of pioneering Sustainable Asset Management (SAM). Social entrepreneurs and sustainable business models are becoming increasingly popular with private equity and venture capital firms. One example of a venture capital approach to investing in sustainable business entrepreneurs is IGNIA, an impact investment fund, funding sustainable businesses whose business models address the bottom of the pyramid (BoP) market in Mexico. Sustainable businesses in the fund include an organic farming business, low-cost sustainable housing business, a clean water access business and various businesses using mobile telephony to provide access to services. Van der Helm concluded that there is money looking for projects, and the SRI market in Europe is expected to grow 18-20% over the next 3 years, but improvements still need to be made in terms of access to information, mitigating risks and diversifying size of investments available.

BSR, Business for Social Responsibility, outlined the opportunities for investment in entrepreneurship in the Middle East region where he pointed to sustainable entrepreneurship investment opportunities in social development (catalysing majority youth population) and environmental business opportunities in the areas of energy and water (cleantech and private equity funds).

The Association of Development Financing Institutions spoke about their promotion of sustainable entrepreneurs and SMEs through their member banks. Reyno pointed to major needs for training in management and entrepreneurial spirit as well as international partnerships. ADFIAP provided the example of a program they are running in the Philippines that aims to promote sustainable entrepreneurship in the countryside in order to help establish micro enterprises which account for 90% of business establishments.

ENDEVA spoke about the opportunities to invest in entrepreneurs addressing the bottom of the pyramid markets or BOP. There is a current trend and interest in impact investing that address the BOP markets, providing value for the entrepreneurs living in poverty (increasing productivity), as well as consumers at the BOP, providing goods and services to meet basic needs. A win-win for investors, entrepreneurs, and consumers at the BOP.

Funds for Good, launched in 2009, at the Bank of Luxemburg promotes sustainable investment strategies to its institutional clients. Funds for Good combines financial profitability and philanthropy by donating 50 of its profit to charitable organisations. The product is a new business model created by social entrepreneurs in the fund promotion sector.

The Institute for Social Banking underscored that “money is a tool and not an end in itself”; that money is a means to serve real needs and banks are service providers for human needs. Beck went on to describe what drives people to invest in a project (successful crowd funding project) and outlined financing mechanisms for different stages of entrepreneurship (grants, loans, investments – start-up, early-stage, later-stage). Beck’s final statement challenged the audience to consider, “how much profit is enough?”

In conclusion, there is money available for sustainable entrepreneurs, but investors still have trouble finding sustainable business models that are investible. Sustainable entrepreneurs need to build their business skills and learn how to raise funds/develop investible business models. There is also a need for research and capacity building at financial and investment institutions to help meet the needs of sustainable entrepreneurs.



WORKSHOP 11: MATCH-MAKING – ENTREPRENEUR - COMPANY - INVESTOR



Workshop Hosts: **World Economic Forum // Schwab Foundation for Social Entrepreneurship**

Speakers:

- *James Miners* – **DOW**
- *Jason Mollring* – **UnLtd**
- *Guillaume Taylor* – **Quadia Impact Investors**

In this high energy session, entrepreneurs addressing consumption and lifestyles issues were invited to pitch their business models to a “Dragon’s Den” of companies, investors, and incubators who are interested in innovations that drive more sustainable consumption and lifestyles.

In an opening panel two sustainable businesses, Belu Water and Netcyclor pitched their businesses to investors and entrepreneurship coaches from DOW, UnLtd, and Quadia Impact Finance.

The investor panel wanted to know: how are you different? What is your exit strategy? What is your market strategy? Who are your other investors? People want to invest in people that are like or look like themselves. Sustainable business entrepreneurs need to understand what kind of people their prospective investors are, find like minded investors, or be prepared to show the investors what they want to see.

The sustainable businesses also had some advice for the investor panel: We (the entrepreneurs) need to bring our business models to as many investors as possible to help investors understand our space (sustainable business investment opportunities); Founders and employees of sustainable businesses have to be motivated, therefore they will not be interested in less than 17% share of their own business (commonly offered by Venture Capitalists); The added value of sustainable businesses is the key to the investment opportunity; competition is high, it is important to highlight originality.

Following the opening panel, investor and business participants had the opportunity to visit a variety of sustainable businesses in a "speed-dating" session which allowed investor participants to hear four more sustainable business pitches. (See list of sustainable businesses below).

In conclusion, it was clear that entrepreneurs and small business owners whose business models address urgent consumption and sustainable living issues need more exposure to larger corporations and investors who may be interested to bring these initiatives to scale. It was said that this type of "match-making" session bringing investors, big business and entrepreneurs together was valuable and has opportunity to build to have an impact on connecting these "buyers and sellers".

LIST OF PROMISING SUSTAINABLE BUSINESS MODELS AND PRACTICES

Business and Practice	Entrepreneur	Business and Practice Description
Belu Water	Reed Paget	Compostable packaging (bottles) PVC- free and donates profits to clean water projects in low income markets. Influenced drinks industry to address its environmental footprint.
Netcyclcr	Juha Koponen	Free online service to swap, give away and receive second-hand goods - matches several people to create rings of people that trade together. Available in England, Germany, Finland.
Eco Huellas	Pilar Piana	Using media to influence consumption and lifestyles in Latin America
Reseau Andes	Guillaume Bapst	Shops for low income to promote good food - food made from food waste – seller of healthy food at a much lower cost. 150 shops in France.
Groupe SOS	Nicolas Hazard	Provides means to enable social entrepreneurship in France. Implements new business models in every field of exclusion. Builds a bridge between social and classical businesses - Medical, education, sustainable development.
RLKM	Ignace Schops	Urban development of old industrial zone into eco-tourism and natural spaces. Network of conservation centres that connect citizens, provide access to nature, businesses can service tourists, private-public partnerships for power - extend across Europe.
EVA - Ethical Vegetarian Alternative	Tobias Leenaert	Campaign - don't eat meat once a week - Thursdays as Veggie days in many cities. Addressing overconsumption of meat, impact on environment, animal welfare and human health.
Roule Ma Frite 17	Gregory Gendre	Recycling cooking oil for use for fuel. Developing similar system to recycle other household waste. France recycles only 15-20% of household waste. Need network and organisation of recycling.
Brand New Day	Claudia Put	Develops innovative programs that generate behavioural change within the areas of health and well-being. Uses behavioural science techniques to build digital platforms that provide standardised yet very personalised online coaching. Researches and analyses its own approaches in order to map its effects and to prove its effectiveness.
Yesil Cember" / Green Circle	Gülcan Nitsch	Cultural migration, community building, environmental education. Recruits Germany's largest minority group, Turkish immigrants, to environmental protection efforts. Training women to be environmental consultants in their communities. Diversifying and broadening the base of the country's environmental movement, while creating a healthier environment and helping foster better integrated communities.
Rankabrand (Dein Eco-Ranking)	Mario Dziamski	„Your eco-ranking“ is an interactive online platform enabling consumers to rank / analyse the sustainability of their own consumption behaviour.
Ecomodo	Meriel Lenfestey	A peer-to-peer online rental platform - website facilitates neighbourhood sharing, creates visibility of community resources that would otherwise remain hidden. It makes connections between people who have and people who want; hand-holds through the lend; provides loan agreements; manages fees; and checks customer satisfaction.

Siel Bleu	Jean-Michel Ricard	Health prevention for handicapped/elderly people through sport. Adapted physical activities that have an influence on the psyche. An alternative to anxiolytics. 230 employees.
Nature & Découvertes	Francoise Vernet	Corporate brand, shops designed in harmony with nature - sensory marketing - sale of sustainable products - organisation of sustainable cultural events
Kondakis	Nike Kondakis	Responsible fashion company - Based in Kenya - creates garments from recycled materials. Collections are produced locally, local workers paid fair price for their work. Percentage of profits support education of Maasai girls in the Kenyan bush.
The Social Business Start-up Camp (SBSC)	Tobias Martens	Incubator of new social business ventures, provides direct investment opportunities in sustainable social and business innovations for start-up incubators and investors.
BraveNewFriends	Franziska Krüger	Network of young entrepreneurs and freelancers with unique backgrounds, skills, and fields of expertise. Work on projects related to education, communication and innovation to support and engage in change processes and transformation of organisations and cultures.
Lobomob	Mohamed Fezazi	Sustainable architecture/design
Share It	Peter Mayer	Platform for a community to support co-creation. They can use it for their needs: goods, service, any kind of help Platform where people can register their products and the conditions for sharing. They also can register their needs/wishes so that people can finance, own, invest in products together.
WeGreen 2.0	Maurice Stanszus	Searchengine, aimed at creating transparency around the topic of sustainability. Collects all substantial, factual and credible ratings about the Corporate Social Responsibility (CSR) of companies, then concentrate and collate that information objectively in a Sustainability Footprint and present it to our users and partners.
electro kick trike		The electro kick trike is able to move a person and a little load. It supports multimodal transport as it can be folded and thus be taken in public transport or in a car. Its battery pack can be charged with renewable energy.
Future Party	Frank Jirjis	Measurement system for sustainability control loop of products. With improved connectivity of existing information a more comprehensive view on sustainability of products can be generated. Product specific comparability of sustainability of products available for consumers will drive industries competition to provide more sustainable products.
Eco Scan	Pieter van Midwoud and Moriz Vohrer	ecoScan is a mobile technology that assists us to explore the stories behind green products. ecoScan allows us to gain an objective overview on the social and ecological background of our daily products.



WORKSHOP 12: UNDERSTANDING INDIVIDUAL NEEDS, MOTIVATORS & TRIGGERS



Workshop Hosts: **Collective Invention // SPREAD Sustainable Lifestyles 2050 Partners**

Moderator: **Erika Gregory – Collective Invention**

Across Europe today, we all lead a variety of different lifestyles which depend on what is available to us where we live, our family customs and background, and our own personal choices and desires. Similarly, sustainable lifestyles will have many different attributes and possibilities for the same reasons. In this workshop participants had the opportunity to experience a day in the life of a sustainable lifestyle persona in the future.

The “You Family” demonstrates the opportunities for innovation for sustainable lifestyles. Developed by Collective Invention, the members of this family have different attitudes towards sustainable consumption, framed by two dimensions:

- The person’s desire for immediate gratification, or commitment to delay gratification based on environmental, or economic concerns;
- The individual’s sense of personal agency based on a belief that the actions he or she can take on a local level have enough of an impact to maintain sustainable lifestyles.

To illustrate this each person has been given an eco-score based on the ways in which family members interact with products and services in terms of Living - including housing, energy and water use; Moving – including personal travel and transportation of goods; and Consuming – including food, clothing, and entertainment.

Each member of the family also has a Health and Well-being Index in 2050. The integration of these indices is a reflection of the Global Declaration of Human Happiness in 2025, which sought to ratify agreement across nations about a range of positive, non-monetary values. The well-being measures include subjective satisfaction; social connectedness; community vitality; and time use. The health part of the index is based on age – and there is a bonus reduction for people born in the Golden Decade of 2000-2010. Babies born after 2030 are thought to have the possibility of a higher life expectancy, but not beyond 100. Location is important for chronic illness.

The participants of the workshop formed 8 groups, each around one character of the You Family. This was to better understand the different values, motivators, triggers of the fictional characters. Based on the personas of the You Family, the tables discussed and worked on the following issues:

- Creation of an empathy map – what would the persona do, say and feel about certain things?
- What are the personas’ needs and wants?
- What are the roles of civil society, policy, academia and business to enable the personas to live more sustainable lifestyles?

The discussions showed that by putting ourselves in the shoes of a fictional character, personal opinions and convictions can be newly interpreted and new insights be gained. Discussions focused on understanding the links between personal needs, future visions and actions needed from different stakeholder groups to realize those visions.

Some examples:

- Policy: “How to foster and inspire healthy lifestyles, that could support Max?” “How can policy create incentives for local consumption?”
- Economy: “How might we turn Gigi’s preference for purchasing into preferences for experiencing?” “How can we make Gigi give up her “bad habits” relating to mobility and material consumption without giving her the feeling of limiting her personal freedom?”
- Civil Society: “How can civil society foster stronger local connections?” “How to combine individual and social needs?” “How can we help Adrian understand that money doesn’t make him happy?”
- Research: “How might we help Marianne to understand better how she can best influence the people around her towards living sustainable lives?” “How does gaming affects person’s perception of reality?”
- Cross-cutting: “How might we make sustainability more fun?”

Meet the FAMILY YOU, sample sustainable living models

Hi, I'm Gigi and I'm 86 years young! I was born in the East, but moved South as a young adult for work, and the lifestyle. As the economic crisis hit I was a single mother, so I moved again to look for work. At that time people were beginning to talk about co-housing, and I found a group to share a house with—this was before anyone was building the kind of eco-optimum housing we have now. But it was fun then, company for me as a single parent, and really the only way I could afford to pay my bills. I met Patience sometime around 2025 at an urban farming conference. I feel that my home environment is so good that I can indulge myself a bit elsewhere. I probably buy too much stuff, and my children say that I spoil my grandkids, but I never was a saint!



Gigi's information Chart
Date of birth: 1964
Health: Markers of heart disease
Occupation: Dancer. Retired in 2034
Lifestyle Ecological Impact (1/10)
Housing: 3
Transportation: 8
Food & Drink: 5
Leisure activities: 6

Hi I'm Max. I'm 46 years old and I guess my story begins in the Great Recession. I was born right at the beginning of it and in those times everyone had to make adjustments, tighten their spending and be grateful. My mother, Gigi, grew up in different times – times of spending, wasting, and she wanted some of those material things for me but I was happy really. I didn't need much and liked to create my own things to play with. I am living in a co-housing environment together with my mother, her friend Patience, my partner Marianne and our two kids. Today, I have responsibilities and everything is so expensive still, despite alternative value systems. Still life is good.



Max' information Chart
Date of birth: 2004
Health: Diabetes
Occupation: Artisan and barterer
Lifestyle Ecological Impact (1/10)
Housing: 3
Transportation: 2
Food & Drink: 3
Leisure activities: 4

Hi my name is Jia and I'm 17 years old! Oh yeah, and I have a twin brother, Jin. I am looking forward to going to school and creating arts. I would say my favorite things to do are collect old things that no one uses anymore and say something about them with my art. I want a gasoline vehicle so badly but they're incredibly difficult to find around here. I spend most of my time at the ANTAR Hub station a few miles a way. They have the best fresh international food, Patience agrees with me, and I get my bike fixed at a shop I really like. My Assistant also lets me know when recycled pencils and charcoal are in stock so I can mention it offhand to Grandma Gigi. The hologram advertising is kind of fun. My friends and I like to pretend they're real people and overload them by standing around the censor too long.



Jia's information Chart
Date of birth: 2033
Health: Excellent
Occupation: Student and artist
Lifestyle Ecological Impact (1/10)
Housing: 3
Transportation: 4
Food & Drink: 2
Leisure activities: 4

Hi my name is Jin. I'm 17 years old. Life is pretty great right now. They've got some awesome technology coming out these days and I'm a tech person. For instance, POWII has synchronized a 3-D phone technology to simulate real-time play out on the streets! I love figuring out how things work and how to solve problems. I want to be a transport engineer. When John was at school gaming was only just beginning to become a standard in education. Now everything is blended. For example, we find and utilize material goods in a game, and we can apply it to our studies.



Jin's information Chart

Date of birth: 2033
 Health: Excellent
 Occupation: game developer and tester
 Lifestyle Ecological Impact (1/10)
 Housing: 3
 Transportation: 2
 Food & Drink: 5
 Leisure activities: 6

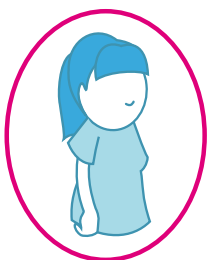
Hello, my name is Patience and I'm 80 years old. I have lived a very long, and full life, and seen the world change so much. I was born in the Southeast and I married in my youth. I lost my husband soon after to a lung cancer and raised John's mother myself. I was there when Chernobyl happened, and it was only until years later that I started to realize something was very wrong with my health. Living in the co-ho with Patience and the others is great. We also grow a lot of our own food here.



Patience's information Chart

Date of birth: 1970
 Health: Susceptible to various diseases due to exposure to nuclear radiation
 Occupation: Manager of a Tourism and Heritage Organisation. Retired in 2025
 Lifestyle Ecological Impact (1/10)
 Housing: 3
 Transportation: 5
 Food & Drink: 2
 Leisure activities: 6

Hi my name is Marianne, and I have reached the half-century mark! I like to think 50 is the new 25, and since my generation was the first only identified as being able to live to 125 I am determined to stay fit and healthy for as long as I can. In the global student movement of '15, '16 and '17, that's were it all started for me, that desire for sustainable participation. With incredibly high tuition, unemployment, and environmental destruction, my generation rose up and demanded a better future! It was a secondary wave of global democracy! It was amazing! Since then, I see myself as eco-advocate, or even eco-activist!



Marianne's information Chart

Date of birth: 2000
 Health: High Cholesterol
 Occupation: Resource efficiency consultant specialized on energy issues
 Lifestyle Ecological Impact (1/10)
 Housing: 3
 Transportation: 1
 Food & Drink: 2
 Leisure activities: 2

Hi my name is John, and I am 30 years old. I feel as though I have reached a turning point in my life. I've moved out of the co-housing property and into a single residence with my husband Adrian on the outskirts of town. Before, I was living with Gigi and my grandmother Patience. Patience took care of me after the epidemic of '30 killed my parents. As a drinking water-filtration specialist I am working in 3-week-cycles, so whenever my off-week comes I take Adrian out. I fell in love with him because he is the life and soul of the party, and believes in having a good time.



John's information Chart

Date of birth: 2020
 Health: Susceptible to air quality conditions
 Occupation: Entrepreneur – water quality management
 Lifestyle Ecological Impact (1/10)
 Housing: 1
 Transportation: 3
 Food & Drink: 7
 Leisure activities: 8

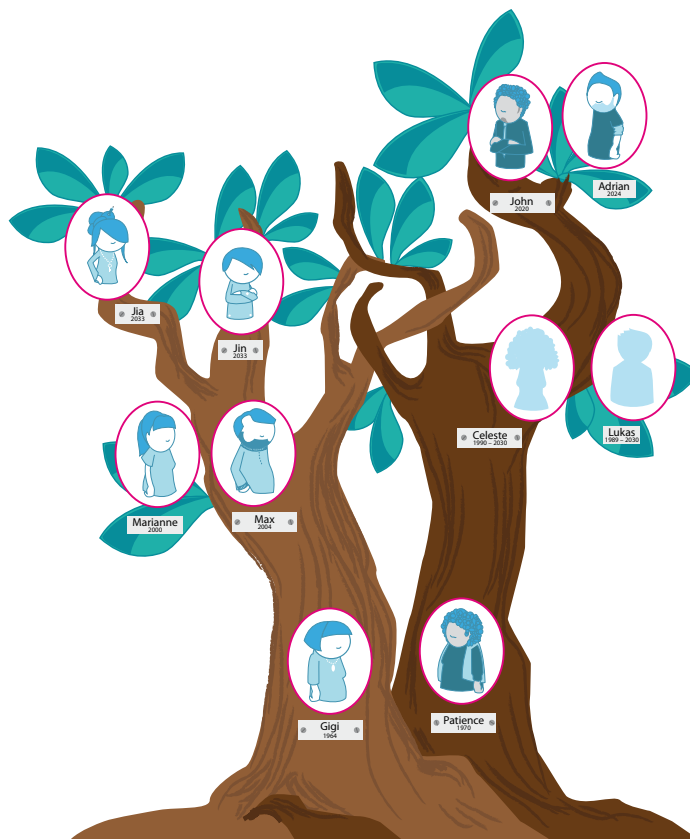


Hi, I'm Adrian and I'm 26 years old. I miss living in the South but I love John. After we met on one of his trips, we had a few hologram dates—I got a good deal because of my work as freelance hologram marketer—and then I decided to move up here for him, which is a first for me! It must be love. I miss living near a community but understand why John wants a little peace.



Adrian's information Chart

Date of birth: 2026
 Health: Genetic markers for alcoholism
 Occupation: Marketer for a hologram producing corporation
 Lifestyle Ecological Impact (1/10)
 Housing: 1
 Transportation: 3
 Food & Drink: 7
 Leisure activities: 8



WORKSHOP 13: SUSTAINABLE LIVING – SPREADING PROMISING PRACTICES

Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners // Energy Research Centre (ECN) // Eco-institut Barcelona (ECOI) // supported by DEMOS Helsinki // Ruth Mourik Consultancy (RMC)



Speakers:

- *Rob Hopkins* – **Transition Town Totnes and the Transition Network (via video)**
- *François Jegou* – **(Sustainable Design Solutions, Design for Social Innovation and Sustainability (DESIS) Network)**

Ideas are silver – Realisation is gold! Efforts at more sustainable living are scattered, effects are small. The session sought to understand what is needed to involve masses and what conditions facilitate or impede the diffusion of sustainable practices?

Participants were introduced to Transition Towns, which already has 350 formal projects in 35 countries. The emphasis is on 'Re-localisation' which decreases oil consumption and emissions and can have economic benefits for producing as well as consuming countries.

Participants were also given an introduction into the role of design schools and their link to social change. One such project, DESIS, supports several independent local projects which are then linked and supported by DESIS framework projects. The local projects are chosen based on the criterion whether they can cause systemic change (comparison to acupuncture: local punctures with 'global' effect, i.e. acupunctural planning). After the two introductions, five discussion groups focused on the questions how promising sustainable practices can be successfully upscaled. The main impediment or challenge to upscaling and mainstreaming was considered the current economic system that is based on growth, social institutions and physical infrastructures that lock-in unsustainable practices.

With regard to policies participants agreed that policy is crucial but not the silver bullet to enable successful diffusion of sustainable practices among the mainstream of society. Clever and effective combinations to top-down and bottom-up approaches are needed. In particular, responsiveness of (local) authority to bottom-up initiatives can help where people are taking action themselves, e.g. by allowing for changes in regulations. A business representative criticised that policy makers may sometimes assume too much and aim to protect business interests without knowing what these interests are.

There are already many examples of locally operating social entrepreneurs and community initiatives. Unfortunately, social entrepreneurs are often too afraid of larger risks involved to upscale their ideas. Ambitious entrepreneurs with courage are needed – they may also help to create bottom-up pressure that forces policy makers towards changes. Also other small-scale or grass-roots initiatives often do not manage the leap from small to large-scale, mostly due to lack of capacity (i.e. people, knowledge, funding). More support and guidance, e.g. in form of enabling kits or networks and partnerships, are needed to help these initiatives grow. In this respect communication and media are important in helping to spread the word, celebrating successes and get more people on board. Opinions strongly diverged whether the mainstream will follow after it has seen that something works in practice, is fun and good (sustainable); some considered this possible, others absolutely impossible.

Regarding neighbourhood and community initiatives focusing on sustainability, it is important to promote associations that are not part of the current power system within cities. These associations could find working solutions for a certain area and (possibly in cooperation with policy makers) scale up to other areas/communities/cities. A community provides support, provides meaning to actions (also to those that feel small but are an important contribution), can create value that may not even be visible or considered important on a national level and ignored in "official" plans for solutions but offer great sustainable local solutions. To win people for a purpose, it is often easier to ask 'to you want to do something?' than 'do you want to be in this community?'. The Transition movement is clever in that respect, because it only provides enabling tools and leaves decisions to people. However, bringing community together requires different tools in different countries or regions. Communities already have a different meaning, action radius and role in different countries and regions. new media can help building e-communities. Community concepts need to be introduced in economic theory, in addition to market and state as organising concepts.

Businesses, for their part, can find a lot of opportunities in addressing sustainability. For example, they can shift from being the providers of products and services to being the facilitator of people-to-people interactions to create, offer, share, develop etc. products and services themselves. Concerning some products and services, they should also try to “keep out the label”, i.e. don't talk about ‘sustainability’ in contact with consumers but about (co-)benefits it delivers and provides.

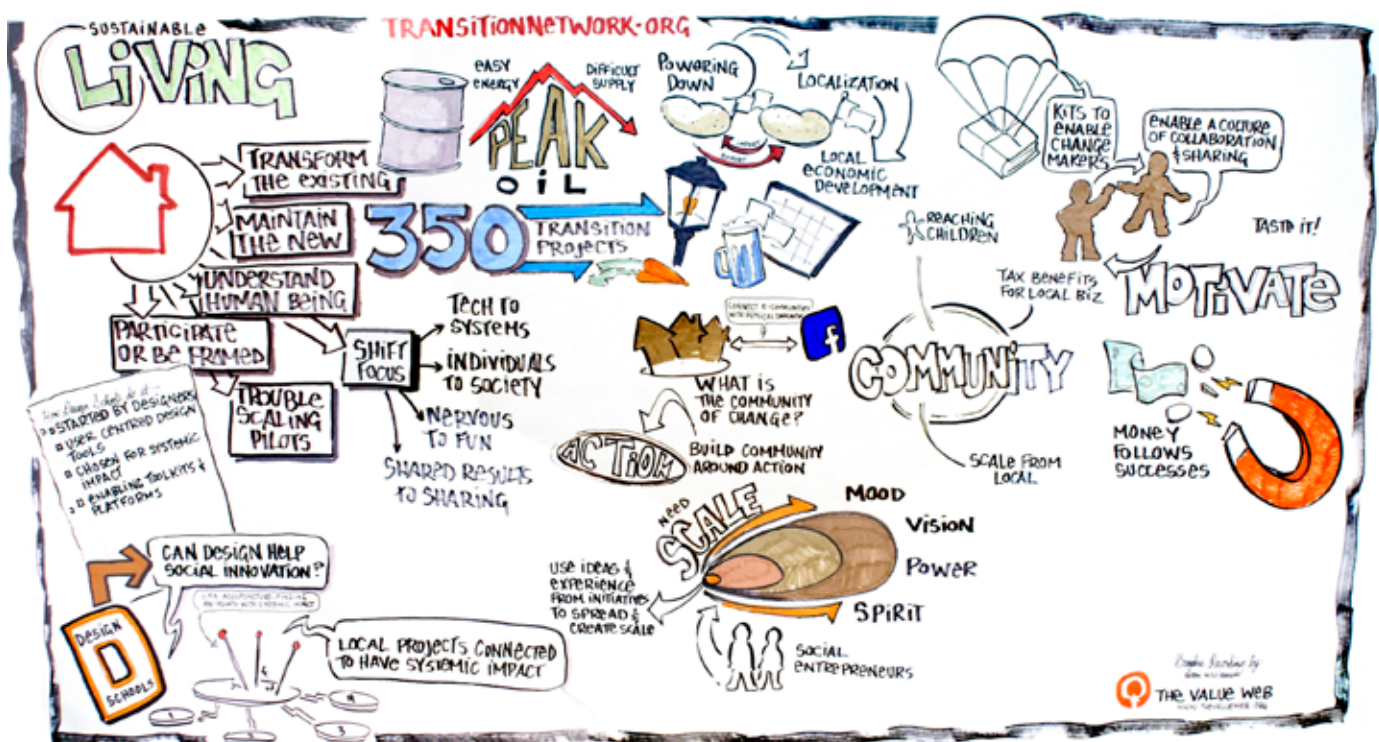
An important leverage point is education. Schools and universities can act as agents of change and children as multipliers to families, friends and their local community. Students can help with design of ideas and technologies. Sustainability should become an important aspect in many educational programmes for people of all ages.

Other relevant issues raised – Opportunities for further exploration

- Consumers need to put pressure on companies, producers and policy makers.
- We miss the mood for epochal change that something needs to be done on a large scale. We need a vision and the spirit of change!
- New collaborative, participative and conflict management tools are needed or existing ones need to be made better use of.
- People also need to learn ‘citizen skills’ for community collaboration and, engagement, beyond age, socio-economic and cultural differences.
- We need to be honest in communication that changes are needed but not encourage by demanding ‘lifestyle changes’. Instead, practical support and advice what to do and how to do it without much ‘sustainability fuzz’ is needed. It helps to show people what they already do or have done in a sustainable way. That creates hope and shows that not everything is new and ‘scary’.
- We need a better understanding of what motivates people and should not assume that ‘money works’ – because it does not.

Challenges that remain:

- What truly motivates people to become engaged and change?
- How can a spirit of community be created where it is needed for change but not present yet?
- Do away with bottom-up/top-down approaches and thinking and look what is beyond: How can people locally become engaged (niche level) and how can policy, infrastructure, companies (landscape level) create supportive, facilitating environments for change?
- How can design play a bigger role in diffusion?
- What could be the role for media in diffusion?
- How can local cultural differences be taken into account?



A HOLISTIC VIEW...

WORKSHOP 14: ACTION PLANNING & FUTURE PROOFING SUSTAINABLE LIFESTYLES 2050

Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners: Ashoka // Demos Helsinki // Ecoinstitut Barcelona (ECOI) // Energy Research Centre (ECN) // EuroHealthNet // International Institute for Industrial Environmental Economics at Lund University (ULUND) // Northern Alliance for Sustainability (ANPED) // Politecnico di Milano (Polimi) // Regional Environmental Center for CEE Countries (REC)

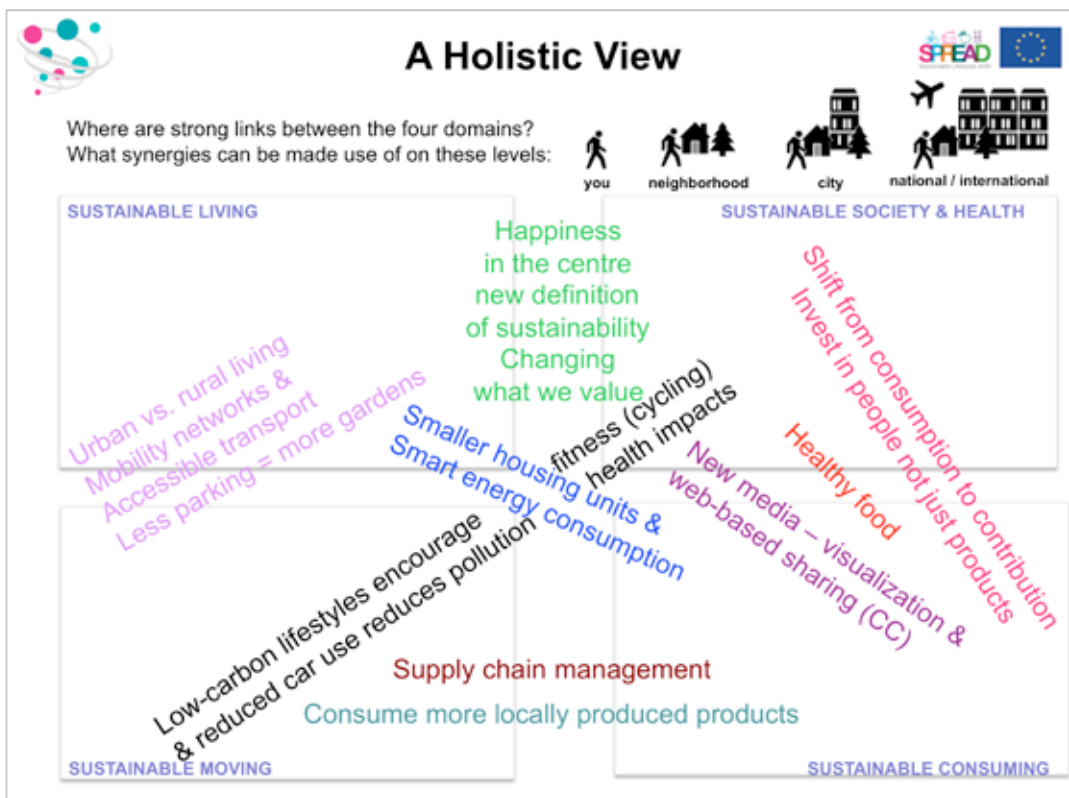
The final workshop of the conference brought all participants together to share learnings from the themed workshops that had been held throughout the 2 days.

In addition, this workshop aimed to understand the cross-cutting issues linking different themes and domains. Special attention was paid to competing priorities, trade-offs and controversial issues.

A sample of ideas discussed are listed below.



SYNERGIES & CROSS-CUTTING ISSUES



When we consider an individual lifestyle, from its holistic point of view, it becomes readily evident that some sustainable living solutions (from the domains of living, moving, consuming, society, entrepreneurship, visualisation and policy) create synergistic benefits across many parts of our lives; while other solutions for one domain area may be inconsistent to another; and our individual needs, desires and preferences will cause us to trade-off one solution for another depending on the priorities that we choose on an individual, daily or circumstantial basis.

Understanding these synergies, inconsistencies, trade-offs and competing priorities will be critical to considering how to enable more sustainable ways of living, sustainability driven-innovation and sustainable entrepreneurship across Europe.

Below we provide a sample of some factors that arose in the course of the workshop discussion.

SYNERGIES

- Sustainable moving elements such as more bikes and less cars are also good for your health (due to more personal exercise and less air pollution for example)
- Collaborative consumption and sharing practices also support neighbourhood/community relations
- New definitions of success and value for our lives can support sustainable lifestyles in all four fields (for example, valuing happiness vs. accumulation of wealth).
- Less production (and emphasis on work) could lead to more time for family and friends.
- Smaller housing units positively influences the amount of products owned/consumption.
- Innovations for smart products can help reduce energy savings at home and at work.

INCONSISTENCIES

- Success measurement across domains – how we measure success in terms of the way we live (housing), the way we move (travel), the way we consume, and the way we interact with society is not consistent or reinforcing.
- All produce cannot be produced locally - there are inconsistencies with local cultures, skills, and availability of resources
- Collective learning / co-creation / multi-stakeholder platforms often require face-to-face meetings – In this case we often trade off social development for the impacts of travel
- Prices do not reflect yet the more sustainable alternative (see plane vs. train tickets) – this is true across many products and services where all costs (externalities) are not yet internalised into the true cost of that item
- Couch surfing as an example for collaborative consumption might increase travel (e.g. spend savings for hotels in travel) – it is a notable occurrence that when we consciously make the decision to alter our lifestyles for the purposes of living more sustainably in one area, we often over-compensate with more impacts in another area.
- Free time (good for your health and relationships) is often used spending with shopping and more material consumption.
- Keeping the economic growth agenda predominant, with the belief that markets and technology will produce a richer world that is more ecologically stable
- Maintaining a good/desired quality of life while reducing consuming patterns (in terms of consumer perception)
- The ability to change business models and food systems without affecting employment and jobs

COMPETING PRIORITIES

- Time and convenience vs. desired outcome – For example we might buy fair trade, organic, local if convenient (available and accessible). This is also true for travel – For example, many executives would like to fly less, however they are also not willing to spend extra time away from their families that would result in more time consuming travel options
- Buy local vs. national competitiveness for exports – Resources and goods for export are critical to the “business models” of many economies. If we prioritize local consumption vs. production for export, we will need to change our economics at national levels.

TRADE-OFFS

- Mass market consumers will not trade off on quality, performance, price or convenience
- Appliance sharing – if older model, trade off resource efficiency
- Co-housing sharing model trades off on personal space, individualism

These are just a few examples to highlight the importance of taking a holistic and systemic view from the point of view of the individual in order to understand what is needed to enable more sustainable lifestyles and entrepreneurship – but also how we can most effectively reach these goals.

This dialogue, exploration, visioning and action planning will continue online - please share more examples for consideration online at: <http://spread2050.ning.com>, <http://cscpn.net.ning.com>, <http://nachhaltig-leben.ning.com>



YOUR SUGGESTIONS FOR ONGOING WORK...

In the final session, participants were asked to suggest what they would like to see in terms of work on sustainable lifestyles and entrepreneurship going forward. We are grateful for this feedback and look forward to co-creating solutions with you through the projects going forward.

A sample of what you have said listed below.

- [Megatrends of the consumer or the individuals role for developing sustainable lifestyles and consumption/ production](#)
- See concrete examples that can lead to a sustainable lifestyle and possibly made experiences, people that have had success
- [Tangible help in building a sustainable start-up, e.g. mentoring](#)
- More attention on sustainable design projects (international design projects)
- [New ideas/ tools for behaviour change/ educational design](#)
- Networking; share expertise from other SPREAD-partners
- [An opportunity to collectively build "The big picture"](#)
- Advice on how to live a more sustainable lifestyle without compromising my quality of life
- [Help to implement radical change in primary and secondary education; means to listen, interact with citizens on their views/ perceptions of how to implement a paradigm shift – sustainable world](#)
- Concrete projects and action groups; network
- [Holistic idea for sustainable lifestyles](#)
- Enhancing the interaction between all sustainability innovators and to promote efforts to improve real communication and interaction
- [Build new policies, networks and learning processes](#)
- Keep on sharing your knowledge and insights
- [Bring to the masses, and policy, the discussion about living with less consumption \(consumption-well being\)](#)
- Strings of debate; ideas for better adoption for sustainable living
- [Future scenarios for lifestyles that fit within our "fair share" of ecological capital and with social equity](#)
- Support for entrepreneurs and innovation through networking with financiers, policy-makers and corporations
- [Help me to establish an organisation of green incubators across Europe](#)
- Platform for access to campaigning capacity with others interested in influencing EU policy to make products and services environmentally safe and healthy
- [Concrete proposals which can be used to influence policy makers](#)
- Learnings also from developing countries and open doors for students that want to support causes like yours
- [To see successful projects and services on eco-efficiency maybe a pool of existing projects from the participants](#)
- Get into the creative process: from quantity to quality
- [Exchange of good practices/ knowledge/ expertise// do projects on sustainability especially well-being, ethics, self-/ community development// network](#)
- Promoting corporate social responsibility activities, in raising awareness in all companies (small, medium, big)
- [Strong lobbying for policy change towards sustainability](#)
- Empowering people to people business and business that helps to interact with people not products
- [Inspiration, challenges, collaboration](#)
- An aligned vision for sustainable lifestyles in the future that leads us to concrete solutions
- [Support for intrapreneurs/ change agents within companies in moving towards more sustainable business models](#)
- Focus on youth as the main target group regarding sustainable lifestyles as they will be the next/ new "leader" of society
- [Link to current research, translating for lifestyles](#)
- Mentorship, support and advice for entrepreneurs looking for ways to grow socially responsible businesses

- Concrete pilot, e.g. carbon budget scheme
- Ongoing sharing of information and networks at European level, sharing best practices, report back to policy makers (smart future)
- Contacts to consumer-oriented sustainability projects
- Community, network
- Network-connection (online), support for projects (concrete realization, expertise, financial, network), knowledge exchange, solutions
- Find people to work on projects
- Submitted plan for action
- Critical values on which the sustainability movement is based
- A centralized platform for staying updated and exchanging new concepts, resources, events etc. in the topic of sustainable living
- To be connected with people and professionals interested in sustainable practices
- New network of researchers working with business on sustainable economy
- A good vision for 2050// good and strong links with policy, entrepreneurs and initiatives start the change
- How to stimulate others in order to make them re-think and change their lifestyles
- New ideas for making local communities more sustainable
- Help emphasize the need for putting well-being in the centre instead of money or material growth
- Inspiration and partners
- The integration of very specific focused issues into the broader sustainability agenda
- Fun networking contacts; platform for open discussion
- A high level understanding of leverage points in the process towards sustainable lifestyles
- How to join existing initiatives for ecotourism, responsible holidays
- Refreshing ideas on sustainable lifestyles, some order in the chaos
- Holistic and quantified scenarios for sustainable lifestyles in 2050 (and how to get there)
- Change individual behaviour and post-war generations
- Empowerment of civil society and a better measurement of economic success



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