

Catalyzing Action: EU Sustainable Lifestyles Roadmap & Action Plan 2012-2050

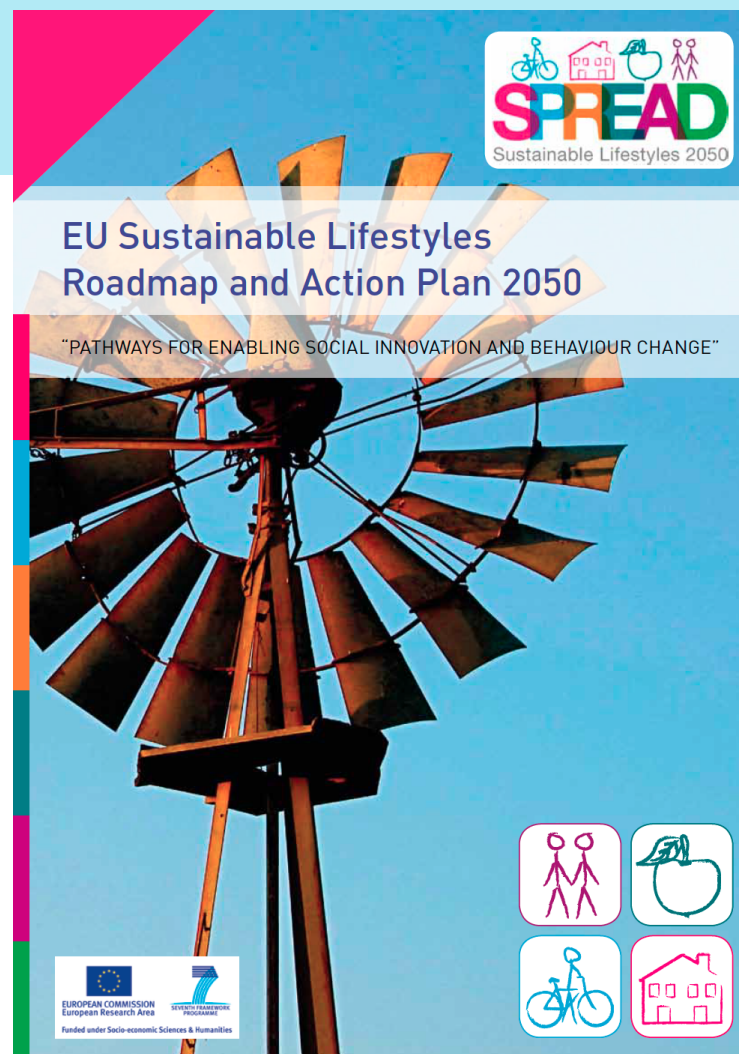
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EU Sustainable Lifestyles Roadmap and Action Plan 2050

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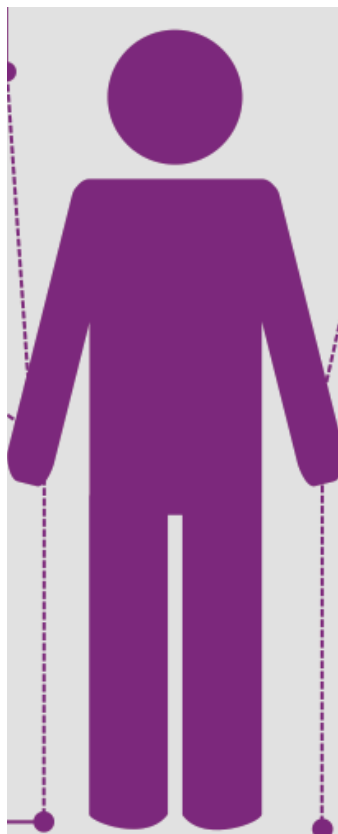
“Pathways for Enabling Social Innovation and Behaviour Change”

This is the last result of our 2 year project : Roadmap and Action Plan with concrete policy proposals, that will help to achieve an individual 8000 kg material footprint lifestyle in 2050.



Sustainable Lifestyle Material Footprint

8 000 kg lifestyle in 2050
(total resource use)



Main challenge:
*to reduce individual Material Footprint from the actual
27.000 – 40.000 kg towards 8.000 kg.*



SINGULAR SUPER CHAMPIONS

Alternative Sustainable Society 1: Supporting 8 000 kg Sustainable Lifestyles

In the scenario Singular Super Champions Europe has made the leap to a new type of sustainable, competitive and equitable economy: a result of numerous treaties, declarations and official goals starting from 2035. The leap is achieved with the deployment of market instruments that also radically reform many conditions that have shaped European lifestyles over the past decades. Cleantech and upcycling businesses flourish as sustainability has become the business opportunity of the century. Europe of Singular Super Champions is a society that celebrates an ethos of learning, achieving and selfmastery.

2015

Learning, not earning

"Would you like to learn something new" asks the new computer program I just bought. All around Europe we learn the same things from state-of-the-art software.



2025

Transparency gets the prices right

I eat only food that's hyperefficient in terms of nutrition levels. Cabbages, lentils and berries are key elements in my diet. It just makes sense!



2040

The upcycling economy

The No-Waste World Cup contest has been one of the most popular leisure time activities in recent years



PANDEMIC TECHNOLOGY

GOVERNING THE COMMONS



Alternative Sustainable Society 2: Supporting 8 000 kg Sustainable Lifestyles

Governing the Commons is a scenario mostly in digital reality that helps people to break free from many cultural constraints and, eventually, to reach sustainability. Ubiquitous computing enables the smart use of resources and, at the same time, redirects people's behaviour and focus of attention from material consumption and their physical surroundings to interaction in the digital realm. People abandon many institutions of the 20th century, liberate themselves in order to lead more meaningful lives and engage in new forms of collaboration.

2015

The 3rd industrial revolution

My son Never buys anything that is mass-produced. He wants to customise it all by himself. I think all of his clothes are custom made.



2030

Better work creates well-being

My friend who's been partially disabled or the past 10 years is an active participant in society, as digital tools have empowered him to access information and services as efficiently as anyone could imagine.



2045

Better work creates well-being

The Domestic Feedback Service allows seniors in households to use user friendly smart home solutions to control and educate their families on sustainable living.



How
**SUSTAINABLE
LIFESTYLES**

MERITOCRACY

HUMAN-CENTRISM

MERITOCRACY

LIFESTYLES

can help reduce
ressource use

Four scenarios for sustainable lifestyles
2012 – 2050

HUMAN-CENTRISM



LOCAL LOOPS

Alternative Sustainable Society 3:
Supporting 8 000 kg Sustainable Lifestyles

Local Loops is a scenario in which a radical energy crisis forces societies to re-evaluate fundamentally the foundations of their well-being. Energy and resource systems are increasingly seen through "Local Loops", which is a technical concept that can be applied in the context of local and regional production cycles. People build their lifestyle and ways of belonging around their work, while technology is better adapted through local design solutions, which create room for new kinds of professionalism. A new ethos of craftsmanship and professional communities shape the way people live, organize their work and spend their leisure time.



EMPATHIC COMMUNITIES

Alternative Sustainable Society 4:
Supporting 8 000 kg Sustainable Lifestyles

Empathetic Communities is a scenario where Western societies faced a crisis they had long dreaded, and how the change turned out to be easier and more fruitful than anyone had expected. It is a story in which the global economy as we knew it in 2012 fails, followed by paralysis of nation states and their political decision-making structures. By 2050 this all leads to lifestyles in which the community and neighbourhoods have an important role in everyday life. In Empathetic Communities the many fruits of global culture and advancements in latest technological innovation are enjoyed, although people in general focus on communicating and developing solutions on the local level.

2020

Local turn

"Local food only" towns attract plenty of attention with their vibrant markets and rich food culture.



2035

Local turn

At 78, I still work 4 hours a day at our office. Most of my work there is evaluating projects and talking with my colleagues. Training programmes, diets and different types of medicine have helped me retain my mental vitality.



2050

Craftsman attitude

Tomorrow, our guild will set up guidelines for zero net energy in construction. Our guild has the most expertise in this issue and our guidelines are expected to become the basis of legislation to be passed later this year.



ENDEMIC TECHNOLOGY

2015

The system breaks down

Together with my family, I participate in huge demonstrations to support energy efficient policies and protest against the inability of government to provide people with a decent livelihood in this era of expensive oil.



2030

Public, private and people – the new welfare model

Health is of the highest importance in local administration and in every municipality here in the Netherlands, as it is in all other European countries.



2045

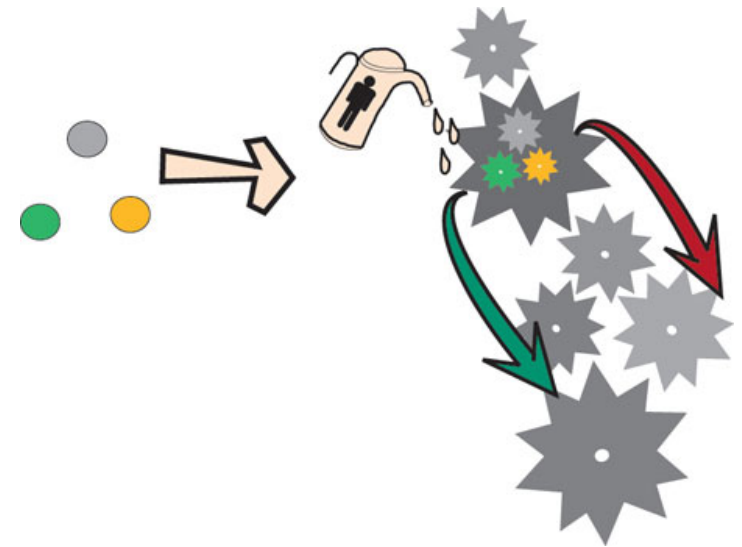
Communitisation of urban planning

My grandparents are still active members of society and their efforts in taking care of community wellbeing are very much valued. They take care of children in the street park outside our building.



4 Key Enablers

- Policy and Governance
- Economy and monetary systems
- Social Innovation
- Individual Behaviour Change



Policy and Governance

The way forward:

- Responsible leadership (accountability)
- Assessment tools
- Subsidiarity principle
- Active Participation



General recommendations:

- Focus on well being, social equity, and healthy lifestyles
- Institutionalisation of Sustainable Lifestyles in all kind of decision levels
- Assessment and accountability
- Active participation in decisionmaking



Economy and monetary systems

The way forward:

- Monetary system connected with natural capital
- Recognising limits: supply oriented economy
- Paradigm shift in economic theories



General recommendations:

- Decentralisation of banks and diversity in sustainable investments
- Promotion of local currencies
- Deterrents and bans for speculation (money and global commons)
- Alternative indicators
- Debt-based-economy -> common based economy
- Get the prices right (tax, stop perverse subsidies,..)
- Integration of ecological economics in all levels of education
- New business models

Social innovation

The way forward:

- Communicate the gaps where social innovation can play a role
- Regulations, economic incentives and public participation
- Diversity in solutions
- Continuous learning



General recommendations:

- Up scaling promising practices
- Provide institutional support for social entrepreneurs
- Promote sharing platforms (cars, tools, equipment, ..)
- Facilitate breakthrough and creative thinking (Design Labs)
- Provide opportunities for societal actors, business and policymakers to leave comfort zone
- Partnerships with other sectors, like health sector, to change current obesogenic environments

Individual Behaviour Change

The way forward:

- a shift in perception: consider individuals as citizens not merely as consumers
- Transition will involve changes across age and life stages, socio-economic groups, levels of awareness and cultural back grounds
- Use the existing trends as voluntary downshifting, conscious consumerism, social networking, need for more free time to spend with family and friends



General recommendations:

- Focus on “being” instead of “having”
- Mass communication and press: give space for positive examples and new narratives
- Criteria for advertisements
- Influential new status symbols
- Education focus on “be” instead of “to know”: critical and creative thinkers
- (local) governments facilitate community rooms
- Provision to employers to mandate 5 days for training on sustainable living

Complementing current EU-Roadmaps

Nearly all EU roadmaps refer to the Europe 2020 Strategy and intend to make it more precise in its respective field (energy, transport, low carbon, resources). Using technological innovation and financial instruments.

The EU Sustainable Lifestyles Roadmap explicitly takes a different starting point: focus on the wellbeing in their own context, as opposed to the economy. Social innovation is main tool. It also sets an absolute target for 2050: 8000 kg material footprint, instead of the current 27.000-40.000 kg.



Thank you !!

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“EU Sustainable Lifestyles Roadmap and Action Plan to 2050” – Key Findings of the **SPREAD** Sustainable Lifestyles EU Social Platform project

Roadmap from current lifestyles 2012 to future sustainable lifestyles 2050

- **Leida Rijnhout** (ANPED)
- Reaction panelists and audience:
- **Fanny Demassieux** (UNEP) and **Bart Martens** (Flemish Parliament)