

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

26-27 November 2012

Welcome!



Proposals for Action Activating Sustainable Living I

11:00 – 12:30

- WS 4** The importance of localization – Food, culture and community systems
Room: **SALLE ROI BAUDOUIN (Main building)**
- WS 5** The importance of infrastructure - Housing, mobility, energy & food systems
Room: **STEVIN (Main Building)**
- WS 6** The importance of health, well-being and social equity
Room: **OCKEHM**

Proposals for Action Activating Sustainable Living II

13:30 – 15:00

- WS 7** Linking sustainable living globally- Europe and the global context
Room: **STEVIN (Main Building)**
- WS 8** Choice influencing – The role of media, marketing, communications & design
Room: **SALLE ROI BAUDOUIN (Main building)**
- WS 9** Economics for sustainable living – New value creation (business) models, complementary currency systems, jobs & skills
Room: **OCKEHM**

Rooms have changed!

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Workshop 4: The importance of localisation

Moderator: Bettina Schafer (EcolInstitut Barcelona), SPREAD
Partner

Speakers: Trevor Graham, City of Malmo, Sweden
Erik Gerritsen , WWF, LiveWell for Life FP7 project
Christian Schrefel, Eco Counselling Europe

Setting the scene

- Sustainable Lifestyle Practices emerge as **small-scale niche initiatives at local level**
- Successful mainstreaming is based on **many small social and technical innovations**
- The configuration of our **cities, infrastructure, supply systems and housing designs** limits the scope for individual choice
- Transition towards sustainable lifestyles needs **participatory policy making** and instrument planning at all levels





Per Euro spent, **food** accounts for some 20-30% of impacts, the greatest single impact share of any product group

Europe's ecological consumption footprint

- 23% food
- 10 % recreation and culture
- 5 % alcoholic beverages
- 4% hotels and restaurants
- 2% clothing
- 1% communication

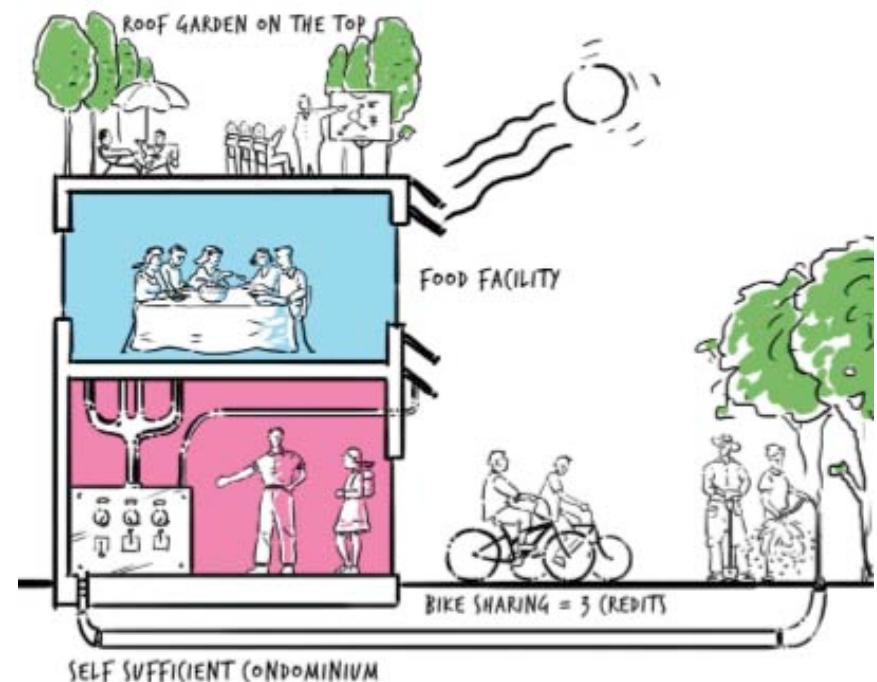
Source: SPREAD Baseline Research 2011, WWF 2006

Infrastructure Enablers and Behaviour Drivers

- **People-centered community planning:** Neighborhoods, communities and cities are taking common responsibility and action to enable more sustainable ways of living (Local Agenda 21, Transition Towns, Ecovillages..)

- **Infrastructures, facilities and incentives** to “Close the Cycle”, reduce environmental impacts and increase quality of life: Self Sufficiency, local + decentralized production of food, energy....

- **Social Innovations:** shared services and peer-to-peer exchange networks in local communities



Emergent Promising Practice - EU



URBAN FARMING UNITS

Elizabeth, 70, urban farming agronomist

"...when I studied agronomy it was focussing mainly on extensive agriculture and I had to return to school to learn principles of urban food production that go far beyond fruit and veggies orchards. It's first about town planning: to get as much public space turned into food production; coordination with progress of car free zones and food control; engagement and teaching the population to share gardens and available land, growing tasks, preservation techniques to maintain food after harvest... These urban farming plots are also a way for cities to ensure a minimum food production capacity in case of food crisis, so as not to repeat the errors of our recent past!"



FOOD FACILITY

Eduardo, 41, designer, single parent with a daughter

"...tortillas are the only food I'm really quite good at and, luckily, they are quite versatile. Today I have prepared stewed vegetables as filling and ...voilà.. a perfect dish!.. Philip prepared the salad, and Maria the dessert. A full dinner is finally ready for me and my little Jody: I just need to pick it up from the food facility and lay the table."



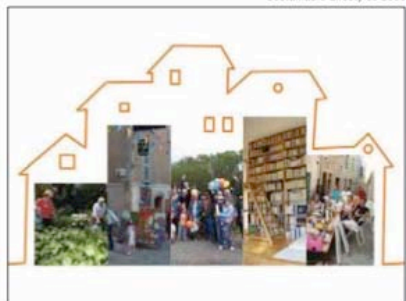
REST: IMMOBILITY LIVING

Alberto, 37 years, employee and married

"...This year with my wife we decided to take part in REST, the REDuced and Sustainable Transport training program. The idea is simple: make your life better where you are instead of striving to escape for leisure and holidays. We did not change our life a lot in fact but our mindset: I began to read the books I piled-up for years on the shelves of my library and my wife started art research instead of seeking for week-ends and mini-trips! and we have been saving up our allocated mobility carbon credits for the last 3 years for a slow trip in China!..."

How does it work?

- mobility
- pro
- pro
- limi
- urb
- dev



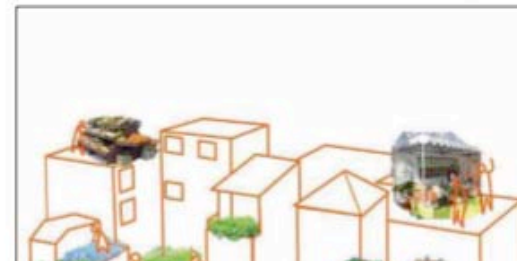
Comments



URBAN FOOD DISTRICT PLANNING

Martha, 36, mother of a 3 children family

"...we have the chance to live in a city where the municipality has decided to introduce the food district planning initiative. Our food mix must be at least nearly 50% locally produced and 10% self-produced among neighbours: garlic is growing on the balcony, cucumbers in the garden, and neighbours' vegetable garden products from suburban supermarkets, once in a while..."



10-MILES FOOD CO-OP

Alexander, 38, blog journalist and suburban dairy producer

"I am what you call nowadays a micro-producer, putting everyday 30-40 litres of goat milk on the local co-op network. Most of the time it is sold out just before the families around: that's the best part of the network enlarge the offer to the local market or change or supplies other suburban micro-cheese factories..."

How does it work?

collaborative platforms managed by very local basis; retail services are fully managed by the structured Local Cooperative Network



GREEN GYM

Bob, 28-year-old, architect

"...we took part this week-end in the Patagonia harvesting rally: I ran so much carrying wheat sheaves, oh my god I was exhausted. I am accustomed to one hour of gym-plotting here in the agricultural public park nearby. It's a classic orchard gym organized with all Decathlon sets that provide us with a third of our fresh veggies in summer. But here, the whole city was taking part in the rally, carrying the wheat to the mill. And this way, city bakeries make bread all year... In winter, or when it rains, I go to a regular fitness centre instead, where I exercise to produce energy or to purify water."

How does it work?



Comments



SELF SUFFICIENT CONDOMINIUM

François, 85-year-old, retired

"...It is almost incredible today how condominiums are built:



Emergent Promising Practice - EU



Continous Productive Urban Landscape
Bohn&Viljoen Architects



© 2009 BLAKE KURASEK

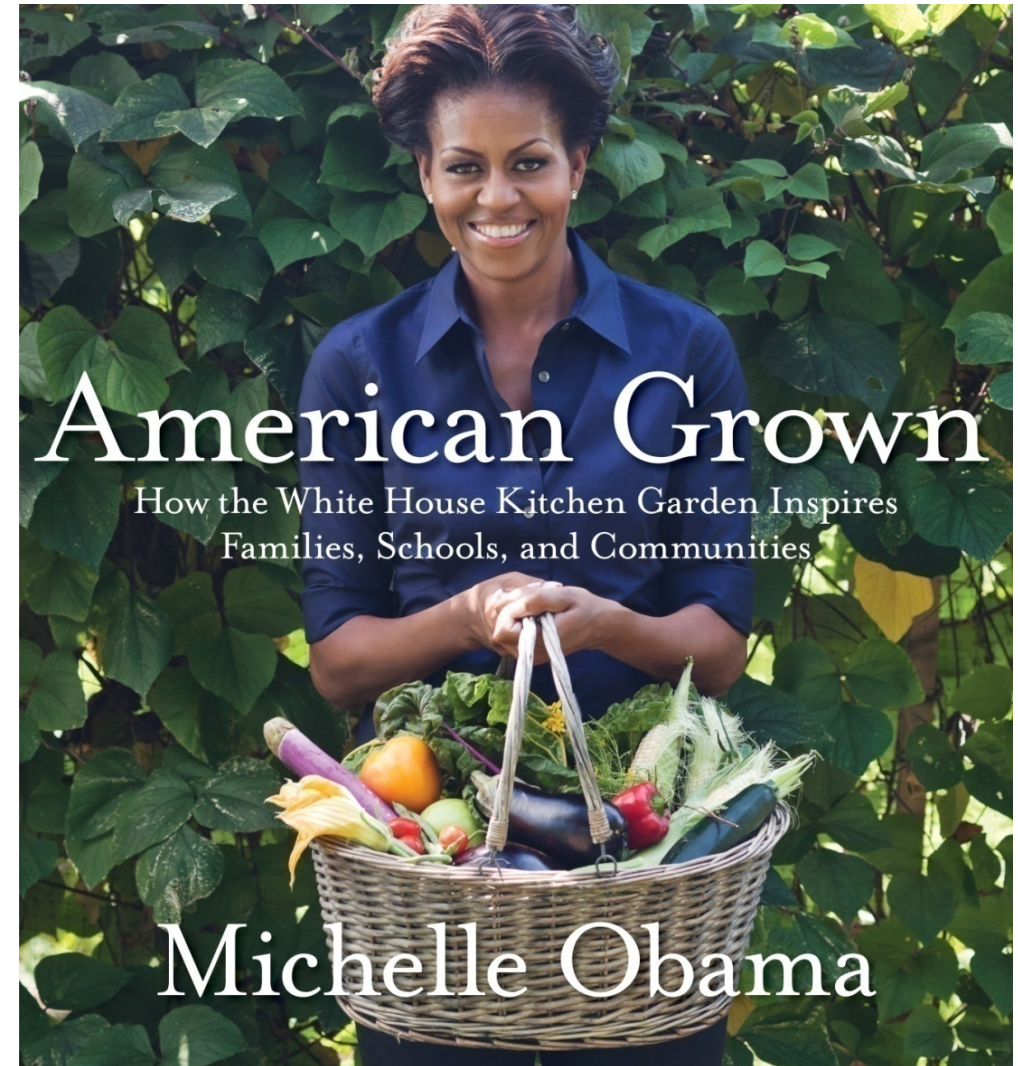
Vertical Farming
Blake Kurasek

Local Actions for Sustainable Lifestyles

The transformation to sustainable lifestyle patterns **starts in our local community**

Making **commitment for actions** that will reflect in the **common good of society** has become a number one priority

Producing and growing food locally, spreading information, taking concrete actions that result with success will **trigger social transformation** on a local level and increase more sustainable lifestyles



Local Action: Trevor Graham (City of Malmö)



Ecoquarter Malmö – Augustenborg greenroofmalmo.wordpress.com/

Local Action: Christian Schrefel (Eco Counselling Europe)



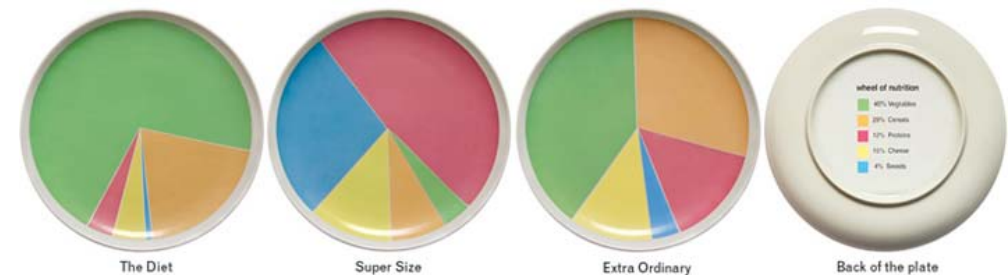
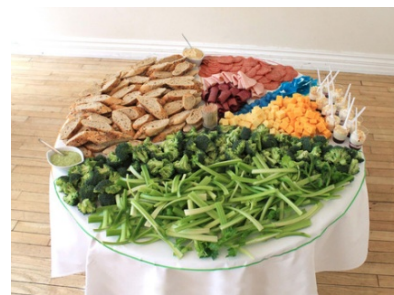
Neighborhood lunch - iFuture WS Barcelona 2012



Local Action: Erik Gerritsen (LiveWell for LIFE)



Peter Menzel: Hungry Planet; What the World eats <http://www.time.com/time/photogallery/0,29307,1626519,00.html>



<http://www.rui-pereira.com/index.php?/news1/wheel-of-nutrition/>

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**Join Trevor, Christian and Erik
at Workshop 4:
The importance of localisation!!!**



Workshop 5: The importance of infrastructure - Housing, mobility, energy & food systems

Organized by:

Eva Csobode – REC

Peter Szuppinger - REC

Casper Tigchelaar -ECN



REGIONAL ENVIRONMENTAL CENTER



Workshop 5: Infrastructure

- Societal challenge:
 - Infrastructure can either support sustainable behaviour, or it can lock people into unsustainable lifestyles.
 - Which planning schemes, models and concepts can support and accommodate sustainable behaviour?
- 4 domains: housing, mobility energy & food systems

How do we make infrastructure Green?

Green buildings



Green food



Green energy

Green mobility





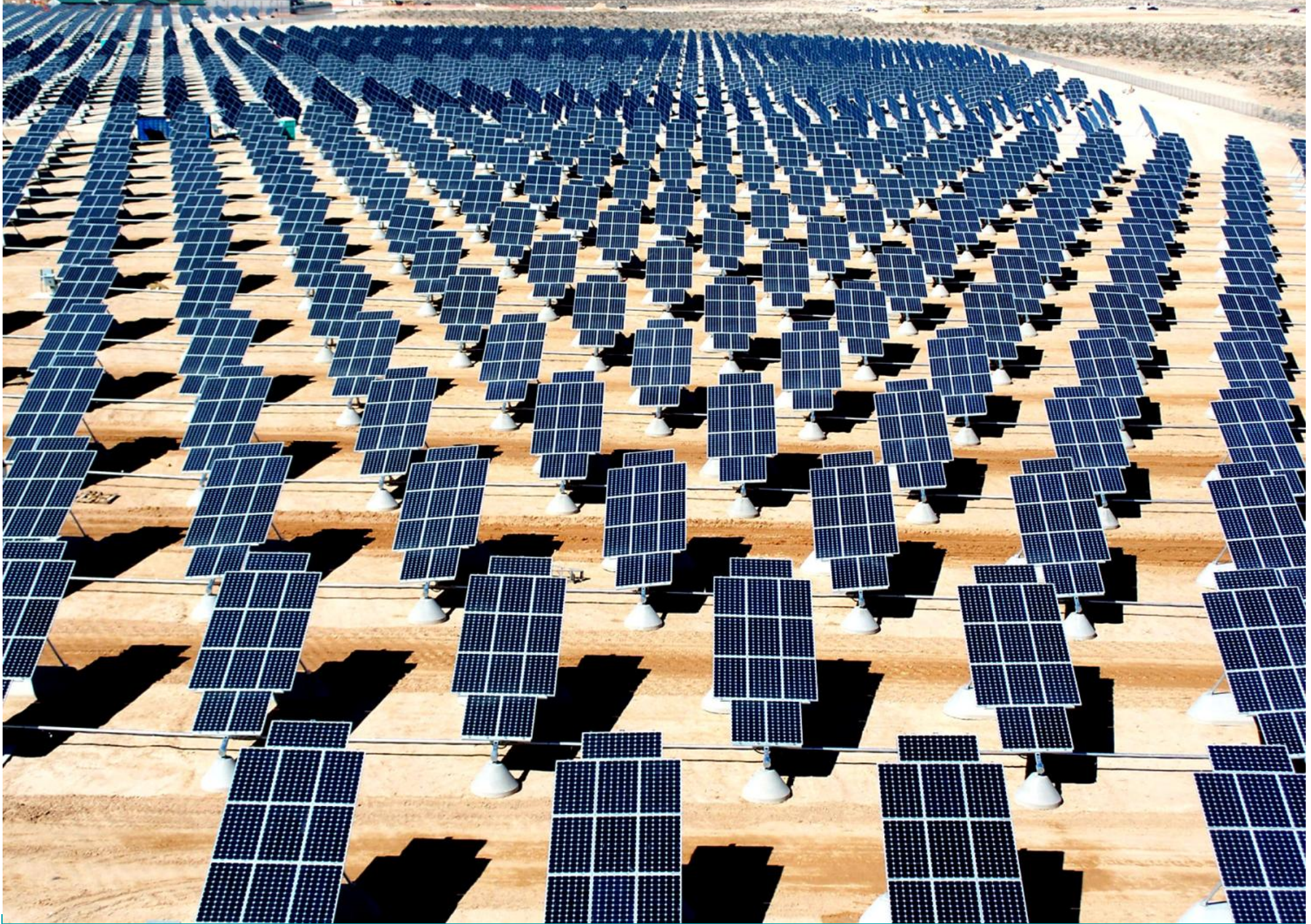


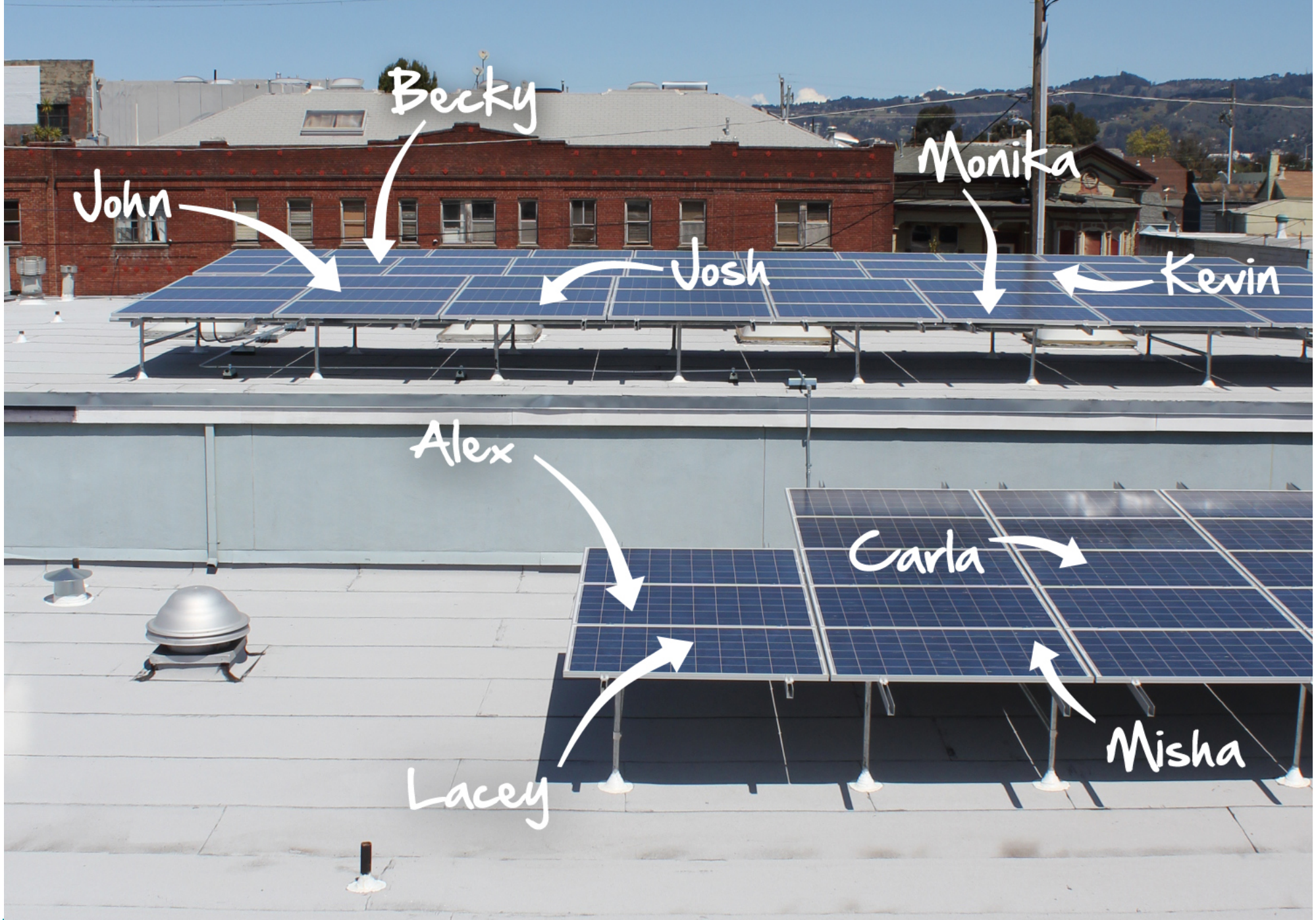
Mobility

- Modal shift from car to public transport depends on the availability of high-public transport networks and hubs.
- Upscaling electric vehicle use requires ample charging points
- Functional, safe and attractive walking paths, cycling lanes and bike park facilities can reduce auto mobility

Mobility

- Speaker: Andre Schneider, Global Advisory SA
- Global SNCF Mobility Index.
 1. Setting the context
 2. Introduction to the index, some trends that we need to look at, the objectives, what we look at in detail
 3. Detailed presentation of the index elements
 4. Results and Insights







Energy

- Opportunities for developing decentralized energy systems depend on distribution networks.
- Smart grid infrastructure – persuasive information technology – sustainable behaviour?





Food

- Local food production
- Urban farming
- Less meat



Housing

- Flexible housing concepts that can accommodate innovative energy saving technology.
- Transformation of existing housing stock to improve energy efficiency.
- Promising practices all over Europe of sustainable neighbourhood communities, e.g. voluntary simplicity movement, Transition Towns.

Spatial planning

- Speaker: Cynthia Echave, Agencia Ecologica Urbana, Barcelona
- Innovation and sustainable solutions;
Urban Space Plan
 1. ECOLOGICAL URBANISM OBJECTIVES
Liveability and efficiency in urban systems
 2. METHOD AND ESTRATEGIES
Instruments for urban planning and evaluation
 3. APPLICATIONS
Cases and examples

facebook
Zoek naar mensen, plaatsen en dingen
Casper Tigchelaar
Vrienden zoeken

OPPOWER

in partnership with: facebook NRDC

Save energy with your friends.

See how your energy use stacks up against friends and homes across the US. Join groups and discover how you can save even more.

750 kWh

480 kWh

310 kWh

Green on Facebook

137.152 personen vinden dit leuk · 817 praten hierover

Vind ik leuk

Internet/Software

This Page is a resource for people interested in learning more about Facebook's commitment to environmental stewardship.

Info

Foto's

Facilities

Our Story

Carbon & Energy



Communities

- Speaker: Sue Riddlestone,
Bioregional



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Workshop 6: The importance of health, wellbeing and social equity

Moderator: Caroline Costongs, Deputy Director, EuroHealthNet

Speakers: Malcolm Ward (Public Health Wales)
Anne Juliette Serry (INPES France)
Birger Forsberg (Stockholm City Council)

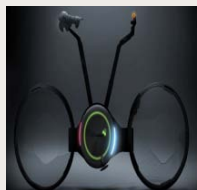
Why is this of interest to you?



→ There are win-win situations in working with the health promotion sector; there are common goals like active travel.



→ Health benefits of sustainable solutions can be calculated and added as extra argumentation for change



→ Not all innovative solutions are available for everyone; beware of social equity impacts!

What is healthy and sustainable living?

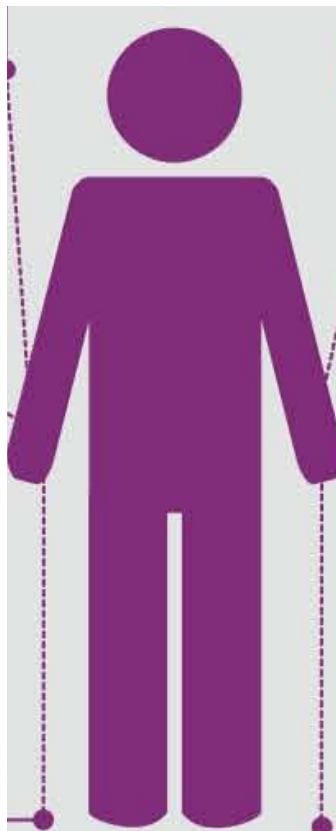


What is not healthy and sustainable today?



Unsustainable = unhealthy Lifestyle Trends

Average EU lifestyle impacts

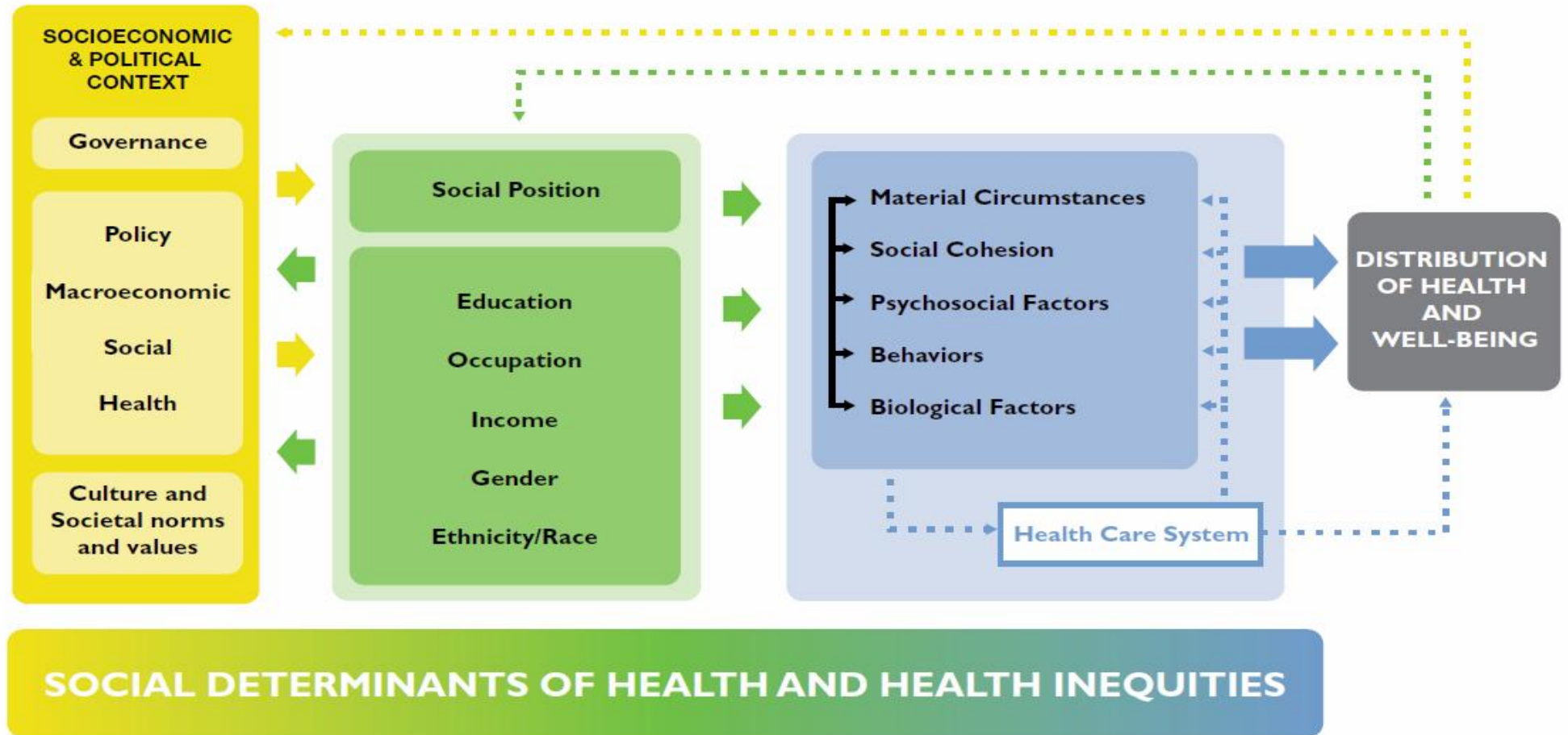


Food:	Meat & dairy - 24% of all food impacts
Mobility:	single car use (35% increase) 1990–2007.
Obesity:	over 50% of adults is overweight and obese and over 20% of children
Heart disease:	most common cause of death in EU
Cancers:	have increased due to exposure hazardous chemicals

“A boy born in the deprived inner city area of Calton, Glasgow, can expect to live to **54 years** compared with a boy born in the nearby suburb of Lenzie, who can expect to live to **82 years**” (WHO 2008)



Act at different levels



Summary pathway and mechanisms of social determinants of health inequalities

Invitation to workshop 6



3 x innovation for healthy and sustainable lifestyles from Wales, Paris & Stockholm



1. What is the social equity impact of emerging innovative solutions?



2. How to get strong (economic) arguments, timely evidence and advocacy for scaling up?



3. Can we design strategies for working better together? Discussion of Action Roadmap.