

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!

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

26-27 November 2012

Workshop 7: Linking sustainable living globally - Europe and the global context

Moderator: Leida Rijnhout (ANPED), SPREAD Partner

Speakers: Marta Conde Puigmal (Institute for Environmental
Science and Technology)
Lars Mortensen (EEA)
Sue Riddlestone (Bioregional)
David French (Antinea Foundation)

WS 7 : Linking Sustainable Living globally – Europe in global context

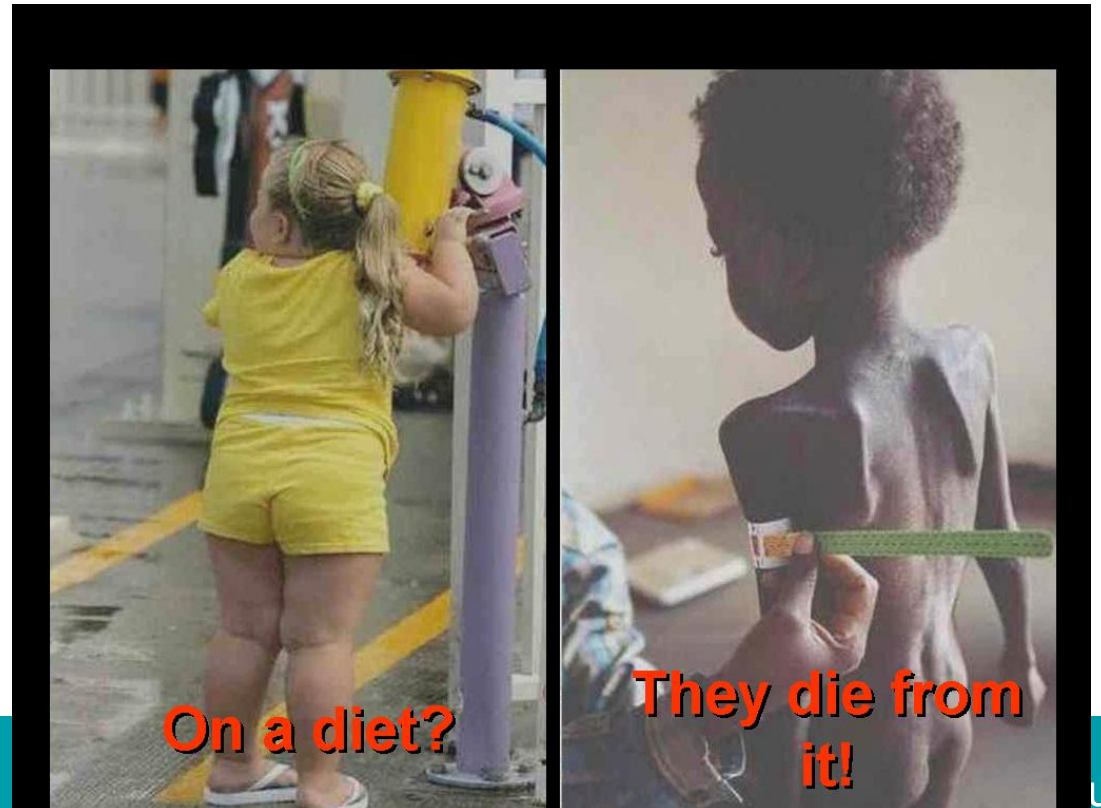
Unsustainable living in Europe is actually based on the account of countries of the South (natural resources, unequal trade, dumping of waste, ...)

What are the drivers ?

Where are the challenges ?

Who are the blockers ?

Who and where are the actors and actions for change ?



SPEAKERS

- **Marta Conde Puigmal** (Institute for Environmental Science and Technology) on “environmental conflicts and degrowth”
- **Lars Mortensen** (EEA) on “How to find the good growth”
- **Sue Riddlestone** (Bioregional) on “initiatives of zero-energy housing”
- **David French** (Antinea Foundation) on Oceans – a barometer for the global impact of lifestyles on the environment

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Workshop 8: Choice influencing - The role of media, marketing, communications & design

Moderator: Anna Meroni (Politecnico di Milano Italy), SPREAD Partner

Speakers: Anna Detheridge , Connecting Cultures, Italy

Tapio Nurminen , Flo Apps, Finland

Daniela Galvani, Andrea Sesta, [Im]possible Living, Italy

What gives shape to our aspirations and culture?

The future needs a shift of values and viewpoints towards a more inclusive cultural perspective.



connecting
cultures

research agency for art and territory

Bridging diversity by art...



**What guide us in
understanding complexity
and choosing accordingly?**

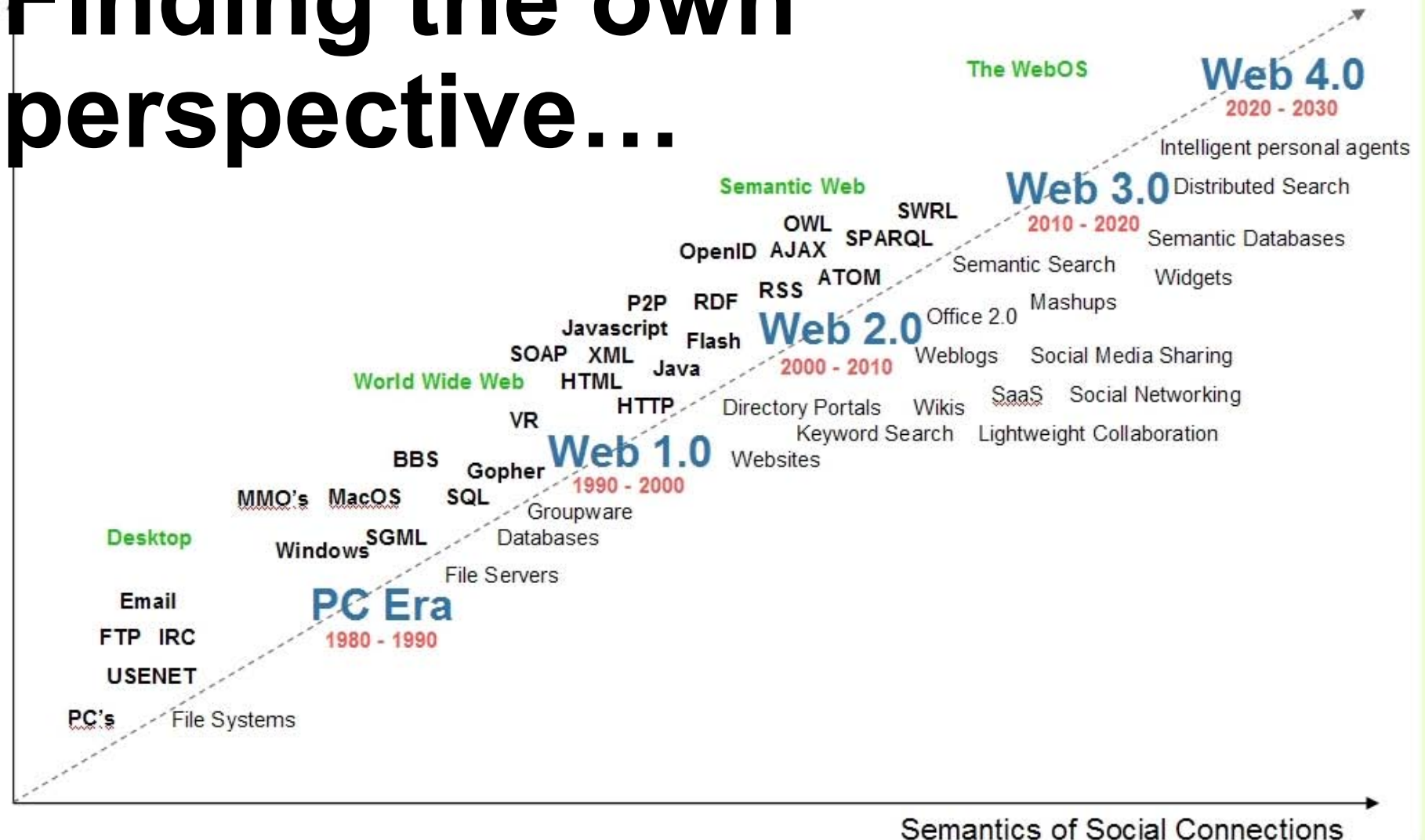
**The future is the result of
choices we take already
today, according to our
capacity to find, interpret and
use information and data.**



FLO APPS

Finding the own perspective...

Semantics of Information Connections



Semantics of Social Connections

What lights up our desires and influence our lifestyles' choices?

The future is likely to be the one we will contribute to designing through our behaviors and actions.



Rethinking by design...



WS 8

**Choice influencing - The role of
media, marketing,
communications & design.**

The workshop to be.

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Workshop 9: Economics for sustainable living - New value creation (business) models

Moderator: Oksana Mont (IIIEE at Lund University, Sweden), SPREAD Partner

Speakers: Andrea Brown (WBCSD)
Eduardo Escobedo (Sustainable Luxury)
Victoria Thoresen (PERL)



Key Trends from across the EU

- 1. Consumption patterns are unsustainable**
- 2. Businesses are key enablers and gatekeepers**

Source: SPREAD Baseline Research 2011

Emerging business models of today

These include:

- User-driven design and co-production
- Efficient use
- Shared use
- Longer use
- Efficient end-of-life

sure fit
slipcovers + home solutions



Interface®



			
SOFT WATER	80ml	120ml	
MEDIUM WATER	120ml	160ml	
HARD WATER	160ml	200ml	280ml

Emerging value creation models of 2050

Pandemic technology



Singular Super Champions

1. Multinationals
2. Omnipresent technology
3. Global value chains
4. Sustainability as business opportunity

Meritocratic values



Local loops

1. Distributed economies
2. Locally-oriented multinationals
3. Local resource loops through advanced technology
4. Local professional guilds



Governing the commons

1. Omnipresent self-manufacturing
2. Radical dematerialisation through digital interaction
3. Virtual and material feedback reality
4. Multi-professional self-employment

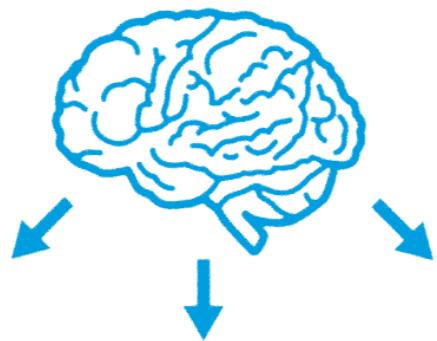
Human-centric values



Empathetic communities

1. Local systems of value creation and exchange: regional and local companies
2. Social and technological innovation
3. Innovation in retrofitting, reuse, resource and recycle
4. Local collaborative models and co-creation

Endemic technology



Singular Super Champions

Cradle-to-cradle



Function sales

Durability



Transparency and traceability



Up-cycling



Closed loop entrepreneurship



Revolution in production technologies



Product-service systems



Governing the commons



Agile marketing agencies
...make use of the peer information available in purchasing decisions.

3D printing

DIY manufacturing

Self co-creation



Mould and recreate



Multi-professional self-employment



Feedback loops



Gaming industry

...grows in significance and turns into a giant crowdsourcing mechanism that combines playing and work.



Personalized digital services

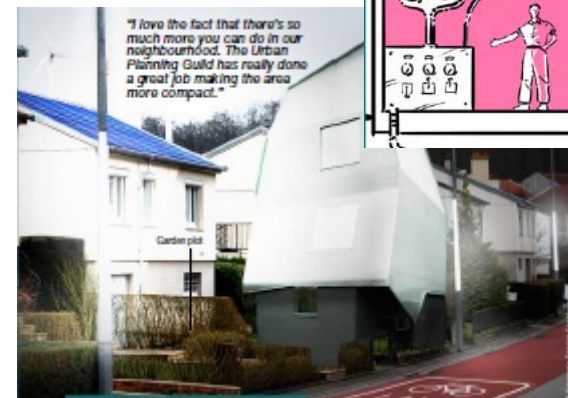
Embedded knowledge



Centralised household services

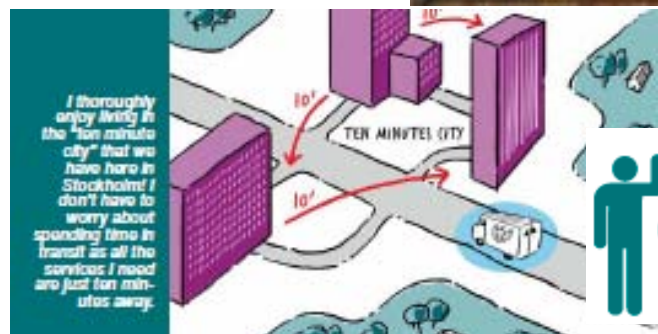
Local loops

Self-sufficient regions



Local adaptations of global technologies

Glocalization



Resource mapping

User-centred design

Local resource loops



Local professional guilds



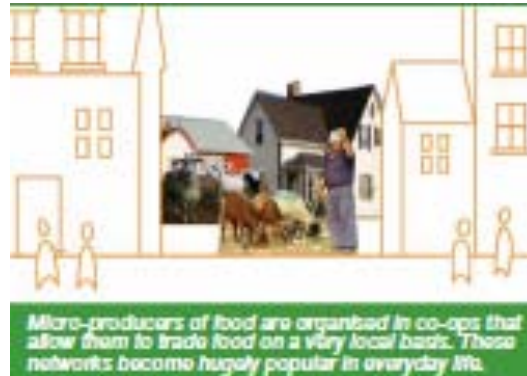
Profession specific networks and associations
...acknowledge their capacity and influence as experts and networks who have a shared responsibility to society.



Empathetic communities

Peer-to-peer
services

Cooperative experimentation



Urban
farming



Capitalise on idling
capacity



Retrofit, reuse, resource, recycle



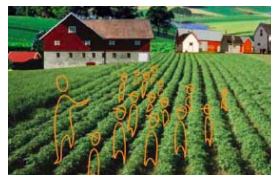
PPP: public, private, people

Multi-
functional
shared public
spaces



Co-production of value

Urban
village



Co-created
innovation



Urban
mining



Collaborative
consumption