

Catalyzing Action: EU SUSTAINABLE LIFESTYLES ROADMAP AND ACTION PLAN TO 2050

Findings of the SPREAD Sustainable Lifestyles 2050 European Social Platform Project

26 – 27 November 2012

Brussels

Day 1 morning (At the Flemish Parliament) ¹	
9:00-9:30	Arrival & Registration & Welcome drink
9:30-9:40	“What is Sustainable Living in Europe?” - Welcome & Introduction to the SPREAD Sustainable Lifestyles 2050 project – <i>Cheryl Hicks (CSCP)</i>
9:40-10:30	Opening Keynotes from the European Commission • <i>Máire Geoghegan-Quinn, European Commissioner for Research, Innovation and Science</i> • <i>Domenico Rossetti di Valdalbero, Principal Administrator at the EC, Social Sciences and Humanities Programme, Directorate General for Research and Innovation</i> • <i>Carina Törnblom, Head of Unit Consumer Strategy, Representation and International Relations, Directorate-General for Health and Consumers</i>
10:30-12:50	“EU Sustainable Lifestyles Roadmap and Action Plan to 2050” - Presentation of the Key Findings of the SPREAD Sustainable Lifestyles EU Social Platform project • Current lifestyle impacts – <i>Oksana Mont (Lund University)</i> • Reaction panelists and audience: <i>Victoria Thoresen (PERL) and Lars Mortensen (EEA)</i> • What is a sustainable lifestyle in the EU? – <i>Michael Lettenmeier (D-mat and Wuppertal Institute)</i> • Reaction panelists and audience: <i>Richard Spencer (ICAEW) and Per Stoltz (IKEA)</i> • Roadmap from current lifestyles 2012 to future sustainable lifestyles 2050 – <i>Leida Rijnhout (ANPED)</i> • Reaction panelists and audience: <i>Fanny Demassieux (UNEP) and Bart Martens (Flemish Parliament)</i>
12:50-13:00	Final remarks and logistics for next sessions • <i>Perla Srour-Gandon, Research Programme Officer, European Commission, Social Sciences and Humanities Programme, Directorate General for Research and Innovation</i> • <i>Cheryl Hicks (CSCP)</i>

¹ Flemish Parliament, entrance: Hertogsstraat 6 (in French: Rue Ducale 6), 1000 Brussels

Day 1 afternoon (At the Royal Flemish Academy of Belgium for Science and the Arts (KVAB)) ²			
13:15-14:30	Lunch & Marketplace of Promising Sustainable Living Practices from the European Social Platform		
14:30-15:00	“Scenarios for Sustainable Lifestyles in 2050” – Interactive presentation of four visualized future scenarios of sustainable societies – <i>Aleksi Neuvonen (Demos)</i> . Room: AUDITORIUM		
15:00-15:15	Introduction to afternoon workshops - <i>Cheryl Hicks (CSCP)</i> Room: AUDITORIUM		
15:15-15:30	Coffee break & Marketplace		
15:30-17:30	“Catalyzing Actions for Sustainable Lifestyles” – 3 parallel workshops exploring the EU Sustainable Lifestyles Roadmap, Action Plan & Future Scenarios		
	WS 1: Governance & Policy	WS 2: Economy & Finance	WS 3: Social Innovation & Behavior change
	Room: ESPACE ROI BAUDOUIN Moderation: <i>Leida Rijnhout (ANPED)</i> Speakers: <i>Gunilla Blomquist (Swedish Ministry of the Environment)</i> <i>Jan Juffermans (Footprint NL)</i> <i>Mathijs Buts (Federal Planning Bureau)</i>	Room: PRIGOGINE Moderation: <i>Cheryl Hicks (CSCP)</i> Speakers: <i>Paul Metz (INTEGER)</i> <i>André Schneider (André Schneider Global Advisory)</i> <i>John Rogers (Value for people)</i> <i>Richard Spencer (ICAEW)</i>	Room: OCKEHM Moderation: <i>Maria Ritola (Demos)</i> Speakers: <i>Marlieke Kieboom (Kennisland)</i> <i>Laura Storm (SUSTAINIA)</i> <i>Elinor Blair (DEFRA)</i>
17:30-18:00	Workshop spotlights – <i>Cheryl Hicks (CSCP)</i> . Room: ESPACE ROI BAUDOUIN		
18:30	Evening event: Journey to the future. (The HUB-Brussels ³) Dinner, Music & Première of SPREAD short movies on promising practices and scenarios 2050!		

² Royal Flemish Academy of Belgium for Science and the Arts: Hertogsstraat 1(in French: Rue Ducale1) - 1000 Brussels

³ The HUB- Brussels : 37 Rue Prince Royale, 1050 Ixelles

Day 2 (At the Royal Flemish Academy of Belgium for Science and the Arts (KVAB))

9:00-9:30	Arrival		
9:30-10:30	“Proposals for Action – Opportunity Spaces to Activate More Sustainable Living in Europe TODAY” - TED-style impulse presentations from experts on key themes. Room: ESPACE ROI BAUDOUIN		
10:30-11:00	Coffee break & Marketplace		
11:00-12:30	“Proposals for Action – Activating Sustainable Living I” – Parallel Workshops		
	WS 4: The importance of localization – Food, culture and community systems Room: ESPACE ROI BAUDOUIN Moderation: <i>Bettina Schaefer (Ecoinstitut Barcelona)</i> Speakers: <i>Christian Schrefel (ECO-Counselling Europe)</i> <i>Trevor Graham (City of Malmö)</i> <i>Erik Gerritsen (LiveWell for LIFE)</i>	WS 5: The importance of infrastructure - Housing, mobility, energy & food systems Room: PRIGOGINE Moderation: <i>Eva Csobod (REC)</i> Speakers: <i>Sue Riddlestone (Bioregional)</i> <i>Andre Schneider (André Schneider Global Advisory)</i> <i>Cynthia Echave (Agencia d'Ecologia Urbana de Barcelona)</i>	WS 6: The importance of health, well-being and social equity Room: OCKEHM Moderation: <i>Caroline Costongs (EuroHealthNet)</i> Speakers: <i>Malcolm Ward (Public Health Wales)</i> <i>Anne Juliette Serry (INPES France)</i> <i>Birger Forsberg (Stockholm City Council)</i>
12:30-13:30	Lunch time & Marketplace		
13:30-15:00	“Proposals for Action – Activating Sustainable Living II” – Parallel Workshops		
	WS 7: Linking sustainable living globally- Europe and the global context Room: PRIGOGINE Moderation: <i>Leida Rijnhout (ANPED)</i> Speakers: <i>Marta Conde Puigmal (Institute for Environmental Science and Technology)</i> <i>Lars Mortensen (EEA)</i>	WS 8: Choice influencing - The role of media, marketing, communications & design Room: ESPACE ROI BAUDOUIN Moderation: <i>Anna Meroni (Polimi)</i> Speakers: <i>Anna Detheridge (Connecting Cultures)</i> <i>Tapio Nurminen (Open Knowledge Festival)</i>	WS 9: Economics for sustainable living - New value creation (business) models, complementary currency systems, jobs & skills Room: OCKEHM Moderation: <i>Oksana Mont (Lund University)</i> Speakers: <i>Andrea Brown (WBCSD)</i> <i>Victoria Thoresen (PERL)</i>

	<i>Sue Riddlestone (Bio regional)</i> <i>David French (Antinea Foundation)</i>	<i>Leonardo Piras (Grow The Planet)</i>	<i>Eduardo Escobedo (Sustainable Luxury)</i>
15:00-15:30	Coffee break & Marketplace		
15:30-16:30	Commitment Wall of new Proposals & Partnerships for Sustainable Living – Activating the EU Sustainable Lifestyles Roadmap & Action Plan to 2050 Room: ESPACE ROI BAUDOUIN		
16:30-16:45	Close of the conference - Leida Rijnhout (ANPED) Room: ESPACE ROI BAUDOUIN		