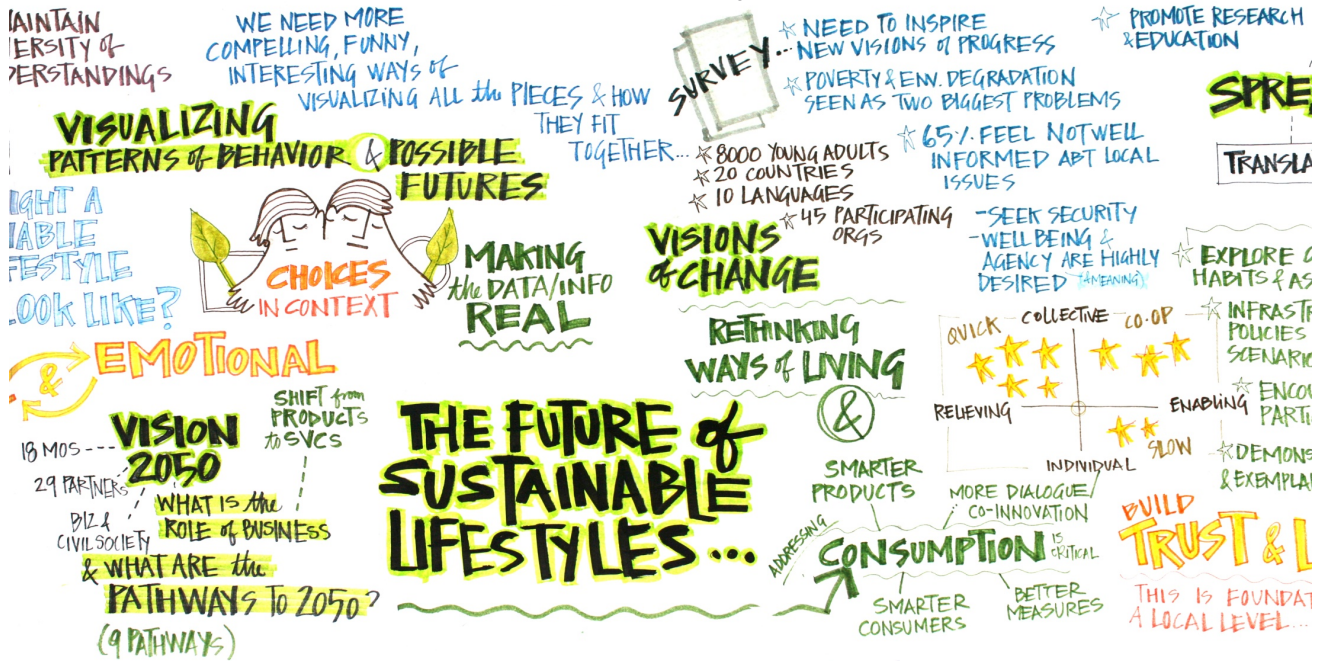




SPREAD

Sustainable Lifestyles 2050



European Commission
European Research Area
Funded under Socio-economic Sciences & Humanities



SPREAD
Sustainable Lifestyles 2050

Cheryl Hicks, Team Leader



Sustainable Lifestyles 2050



UNIVERSITÄT SÜDOSTSCHWEIZ
CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION



ecoinstitut
ESCHOLN



DIPARTIMENTO
INISACO



EUROPEAN COMMISSION
European Research Area

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Objectives

- Develop a Future Vision and possible futures scenarios for SL
- Suggest a Research Agenda on Sustainable Lifestyles
- Translate sustainability for daily lives

Platform for diverse stakeholders

Roadmap of strategic actions

Information and outreach

Online Platform for Discussions

Moving



Living



Consuming



Society



Entrepreneurship



Visualisation



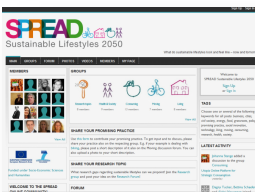
Policy



Business advisors



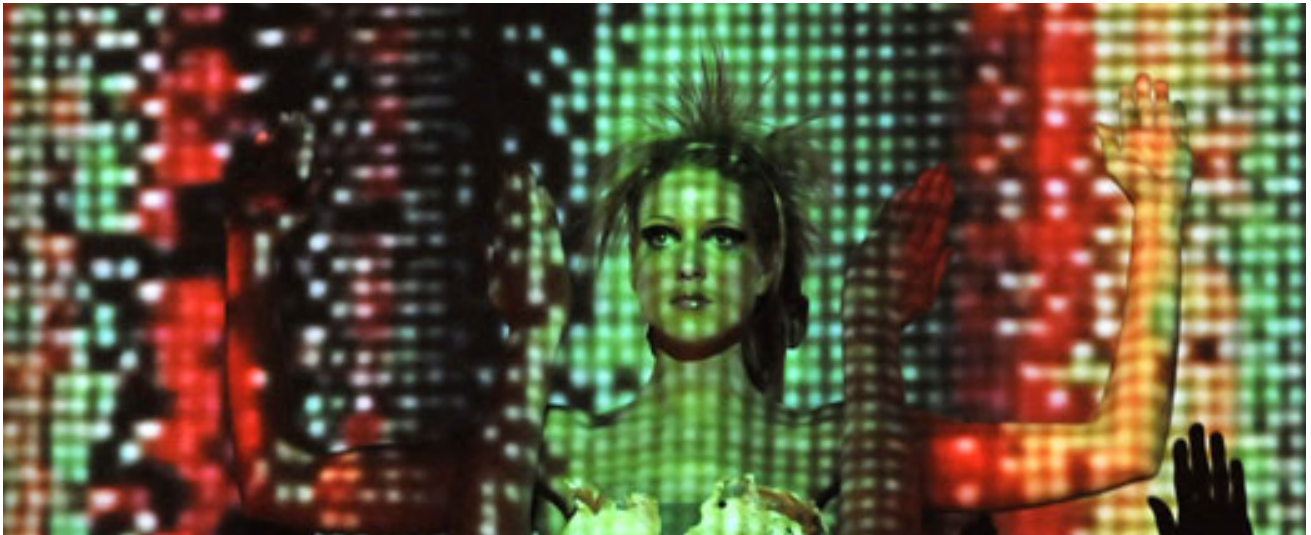
Online Community Platform



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Human-centred innovation approach

What are the lifestyles that we want?

What is the future we want?

Sustainably?

3

Addressing current disconnects to enabling the future we want



1. Visions for sustainable futures → Visions for sustainable lifestyles & people
2. Consumer insights by household → what motivates, influences, and enables sustainable behaviour
3. Infrastructure & innovation - enabling promising practice

4

1 Visualising sustainable living futures

OUR PROCESS

CHALLENGES – FACTS & TRENDS (Nov.2011)

- Current challenges to sustainable living
> **hot spots** of lifestyle impacts across EU
- Promising sustainable living practice emerging across the EU

BASELINE REPORT Nov. 2011

CHANGES - SCENARIO BUILDING (Mar.2012)

- Envisioning > promising practice projected into the future > Family YOU
- Scenarios > Possible SL futures

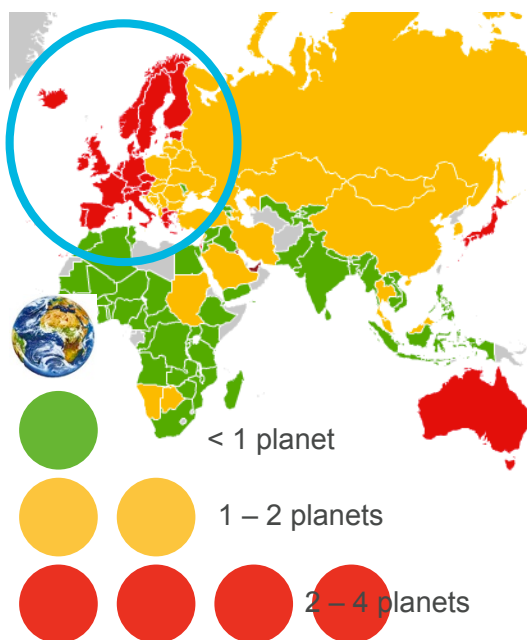
SOLUTIONS/OPPORTUNITY MAP (Dec.2012)

- Roadmap/Pathways of change 2012-2050
- Opportunity spaces & recommendations for policy, business, civil society



5

Challenges - Current Lifestyle impacts



Current European lifestyles are unsustainable

- **Food:** Meat & dairy - *24% of all food impacts acidification emissions and material use*
- **Consuming:** Household / consumer goods - *14% of individual footprints - material use and packaging – mining (jewelry)*
- **Living:** Heating our homes, water use, appliance and electronics use - *40% of total energy consumption*
- **Moving:** Air travel (*9% increase*) & single car use *35% (1990–2007)*
- **Health:** Lifestyle health impacts - obesity (*increased intake of sugars*), heart disease (*fatty foods and smoking*) and cancers (*exposure to hazardous chemicals*)

Source: European Environment Agency, Global Footprint Network, Water Footprint,

Changes – Envisioning emerging practice of the future



Main Themes SPREAD Baseline Report

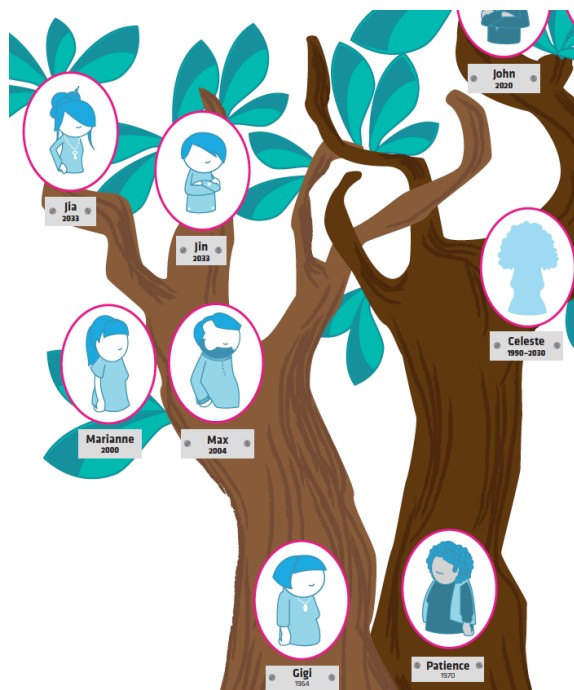
1. European unsustainable lifestyle trends – lifestyle impact hot spots
2. Promising practices for more sustainable ways of living
3. Understanding diversity of individual needs and desires
4. Technical social and business innovation as key enabler of SL
5. Our aspirations for prosperity are intrinsically linked to current unsustainable economic growth patterns
6. Policy solutions that foster prosperity and quality of life



FAMILY YOU

Understanding individual needs, desires, influencers & motivators...

**needs
& wants**



**More
Sustainable
Lifestyles**

**motivators
& triggers**

People's Forum

Primary Research – Citizen groups
October 2011 – March 2012

Understanding the needs, desires and sustainable futures of fellow Europeans



- Finland
- Germany
- Hungary
- Spain



Day in the life experiences



3

Infrastructure & Innovation that enable more sustainable living

For example...

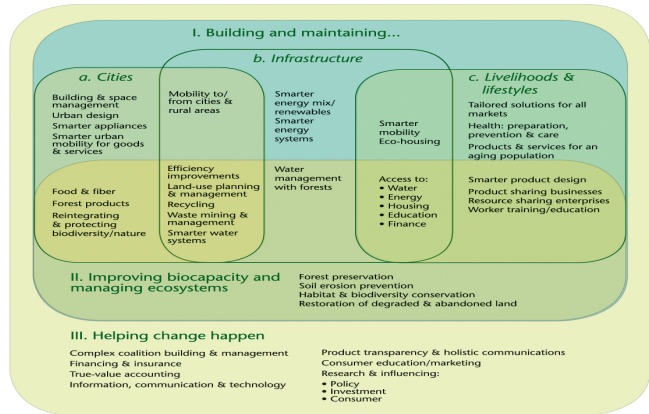
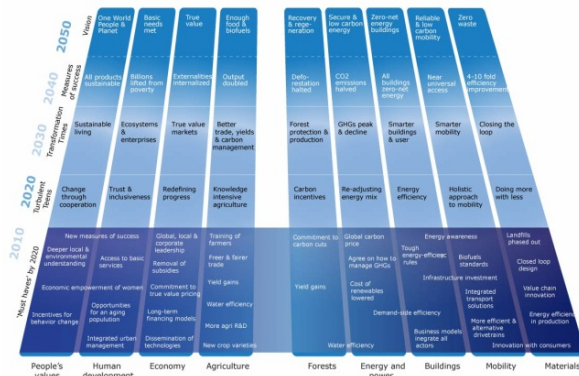
- Smart, efficient homes
- Easy access to convenient sustainable transport
- Widespread availability of sustainable food options
- Policies that enable access vs. ownership



Source: BioRegional

- Zero Carbon
- Zero Waste
- Sustainable Transport
- Local and Sustainable Materials
- Local and Sustainable Food
- Sustainable Water
- Natural Habitats and Wildlife
- Culture and Heritage
- Equity and Fairtrade
- Health and Happiness

Pathways & Innovation spaces For all societal actors and in partnership



Source: BioRegional

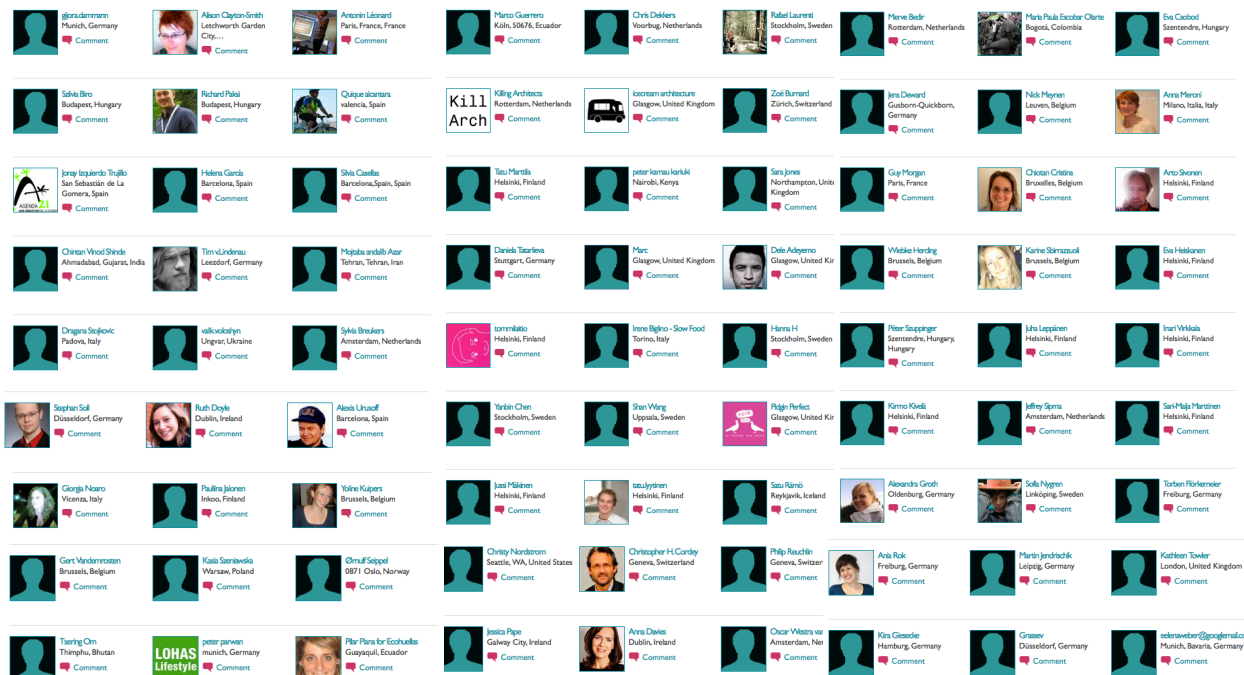
Facilitated match-making Via Social Platform



Business and Practice	Entrepreneur	Business and Practice D
Belu Water	Reed Paget	Compostable packaging water projects in low in its environmental footp
Netcyclier	Juha Koponen	Free online service to sv - matches several peopl Available in England, Gi
Eco Huellas	Pilar Piana	Using media to influenc
Reseau Andes	Guillaume Bapst	Shops for low income b - seller of healthy food
Groupe SOS	Nicolas Hazard	Provides means to enab new business models in cial and classical busine
RLKM	Ignacio Schops	Urban development of spaces. Network of con access to nature, busine for power - extend acro
EVA - Ethical Vegetarian Alternative	Tobias Leenaert	Campaign - don't eat n cities. Addressing overo welfare and human hea
Roule Ma Frite 17	Gregory Gendre	Recycling cooking oil fo other household waste. Need network and orga
Brand New Day	Claudia Put	Develops innovative pro the areas of health and bui



Creating a community of information and knowledge exchange – sustainable lifestyles



Timeline of activities 2011-2012



Therefore: Join our European Social Platform Enabling more Sustainable Lifestyles

Visit our project website:
www.sustainable-lifestyles.eu
Participate in our online platform:
www.sustainable-lifestyles.eu/community

