



WS 1 My sustainable lifestyles: Global multi-stakeholder perspectives

Plenary

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SUSTAINABLE FASHION, COSMETICS AND BIODIVERSITY

The Future of Sustainable Lifestyles and
Entrepreneurship

24 May 2011 – Hürth, Germany

INTRODUCTION



UNCTAD is the UN agency responsible for addressing the interface between the international trade regime and the sustainable development agenda.



Contribute to the conservation and sustainable use of biodiversity through the promotion of trade and investment in products and services derived of biodiversity in line with the objectives and principles of the CBD

Multi-stakeholder Approaches from the Biodiversity Perspective

WHAT IS BIODIVERSITY?

Biodiversity is the variety of life on Earth

**Ecosystems
Species
Genes**

A CHANGE IN MINDSET IS NEEDED...



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Balaraman / FreeDigitalPhotos.net

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BIODIVERSITY HOTSPOTS???





Image: Karen Shaw / FreeDigitalPhotos.net



BIODIVERSITY IS ALL AROUND US



University of Nebraska
Department of Entomology



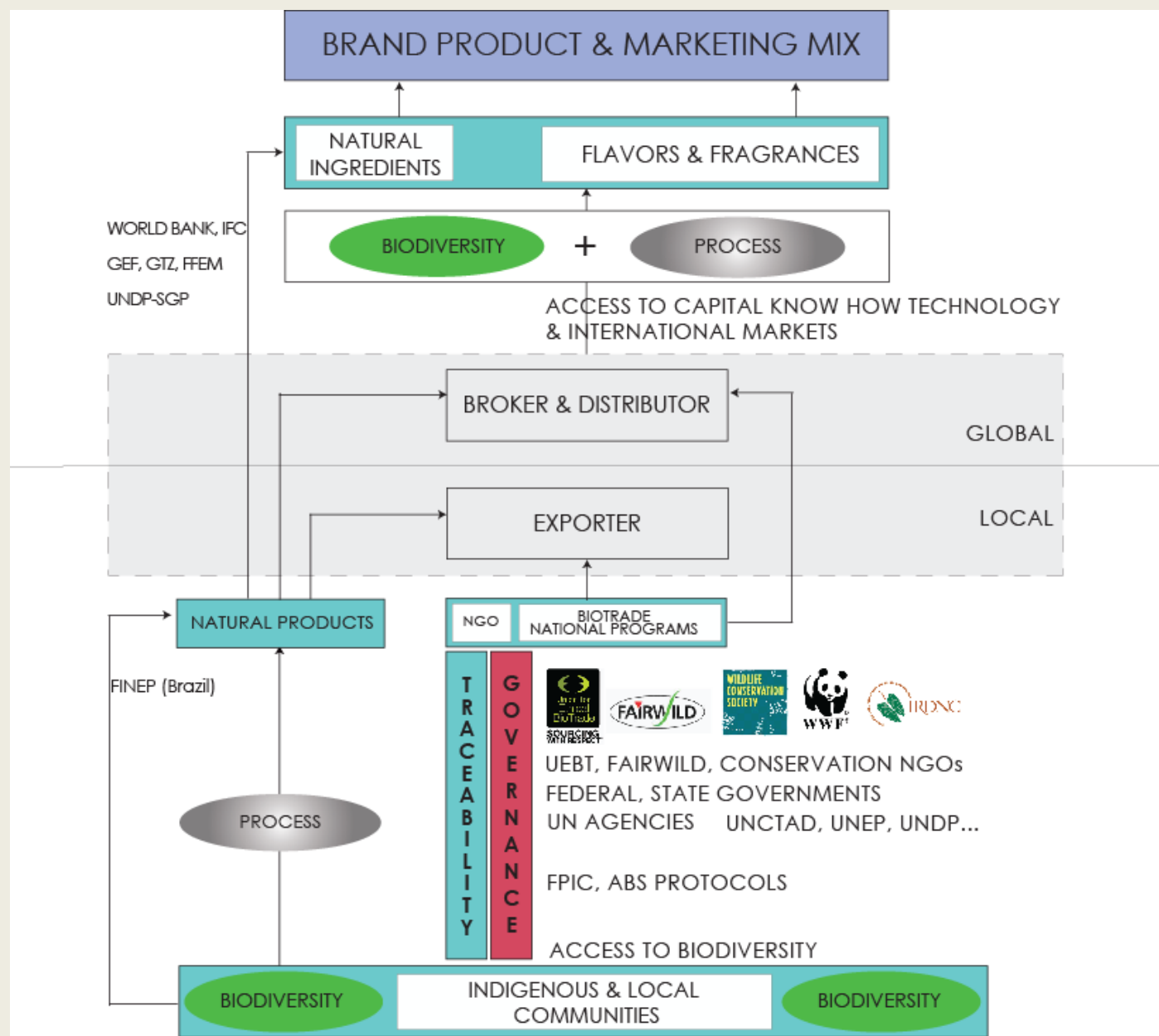
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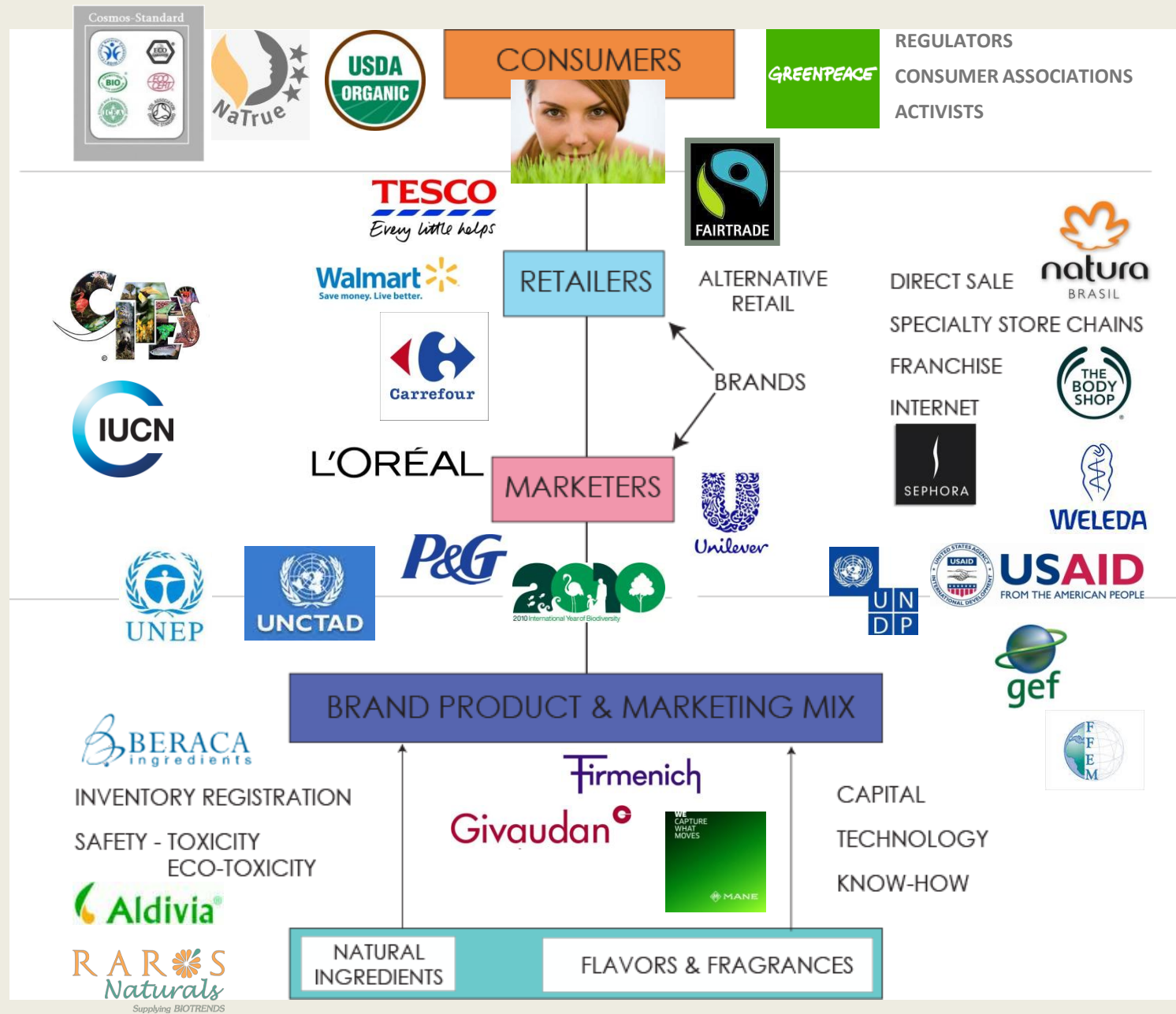


Image: Julie A. Wenskoski /









MULTI-STAKEHOLDER ENDEAVOUR



- ✓ 300+ SMEs in 15 countries
- ✓ 50+ MNCs in the two industries

THANK YOU!



Working
together for
a better
world

BioTRADE
initiative

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VISIONS FOR CHANGE

*The Global Survey on
Sustainable Lifestyles (GSSL)*

**Fabienne Pierre (PhD)
UNEP DTIE – SCP Branch**



United Nations Environment Programme





CONTENTS

- 1 SUSTAINABLE LIFESTYLES
- 2 THE SURVEY
- 3 INSPIRING NEW VISIONS OF PROGRESS
- 4 EMPOWERING BEHAVIORAL ALTERNATIVES
- 5 BUILDING TRUST & LINKAGES
- 6 PROMOTING RESEARCH AND EDUCATION

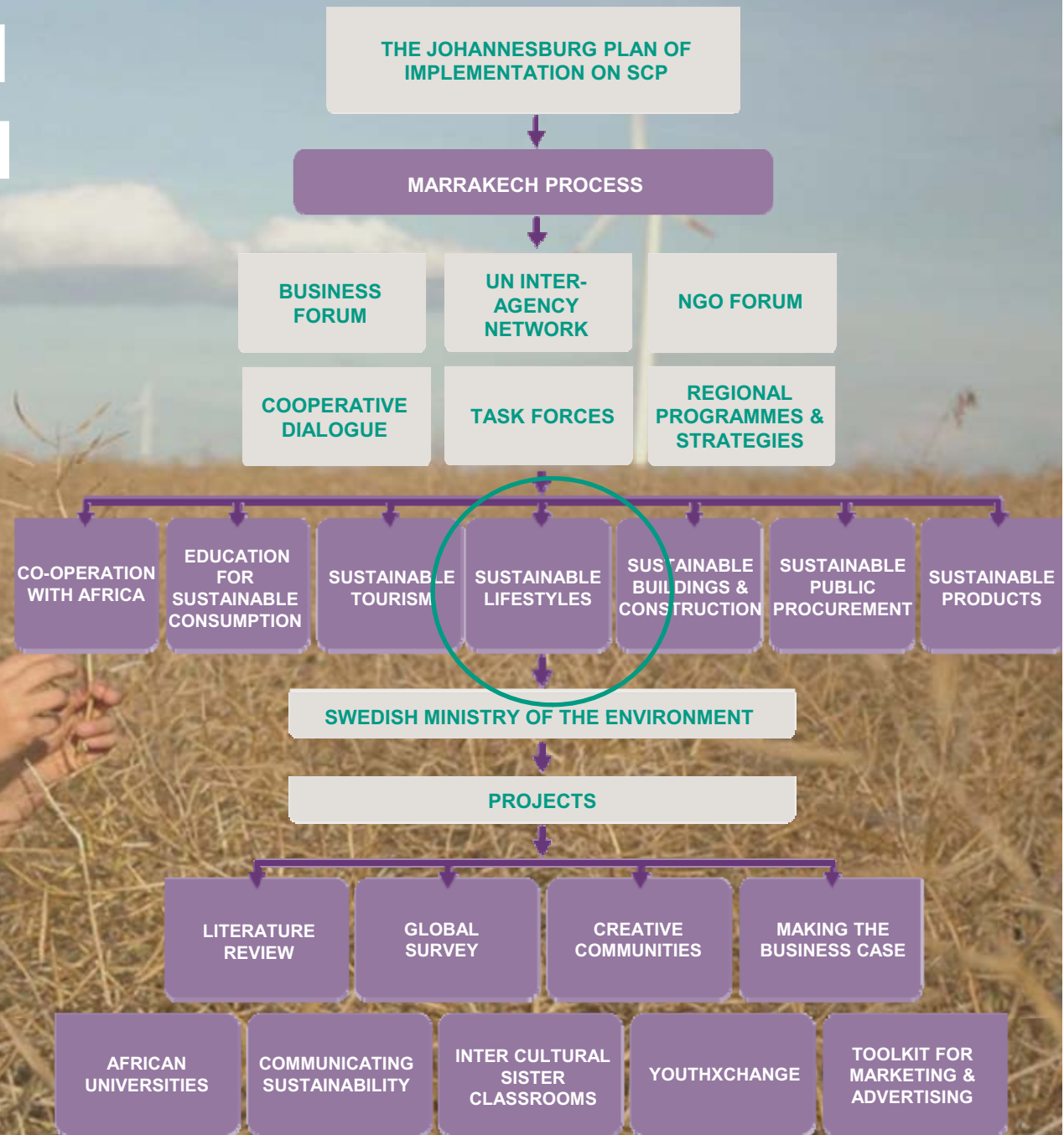


1. SUSTAINABLE LIFESTYLES?

- Sustainable lifestyles are enabled by both efficient infrastructures and individual actions or choices to minimize tremendous impacts on our global environment (resource scarcity, pollution, loss of biodiversity, climate change, etc.) while supporting equitable socio-economic development and no systemic or sufficient answer to poverty and inequalities.
- Our lifestyles and consumption choices strongly impact our environment, livelihoods and societies.



MARRAKECH PROCESS ON SCP



2. THE GLOBAL SURVEY ON SUSTAINABLE LIFESTYLES (GSSL)

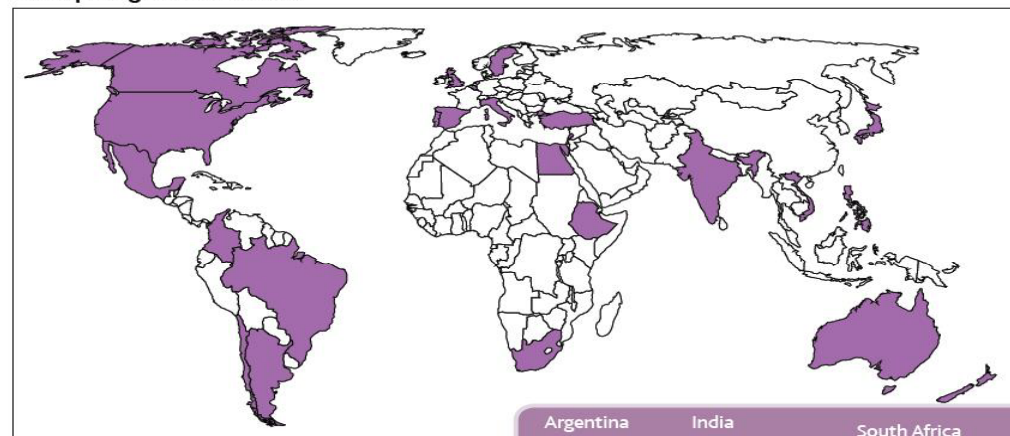
8000 young urban adults
(18-35 year olds)

20 countries from all regions

10 languages

45 participating organizations
– NGOs, universities and
teachers, research centers, etc.
(dissemination,
implementation, analysis)

Participating GSSL Countries



Argentina	India	South Africa
Australia	Japan	Sweden
Brazil	Lebanon	Turkey
Canada	Mexico	United Kingdom
Colombia	New Zealand	United States of America
Egypt	Philippines	Vietnam
Ethiopia	Portugal	



United Nations Environment Programme

GSSL OBJECTIVES & METHODOLOGY



Explore

How do young adults (18-35) from different cultures perceive, picture and shape sustainable lifestyles?

Look in-depth

Listen, value perceptions and aspirations, adopt a collaborative approach

Inspire

Promote initiatives and cooperation
New networks

Advice

Foster policy-making and communications on sustainable lifestyles

4 Modules, 35 questions

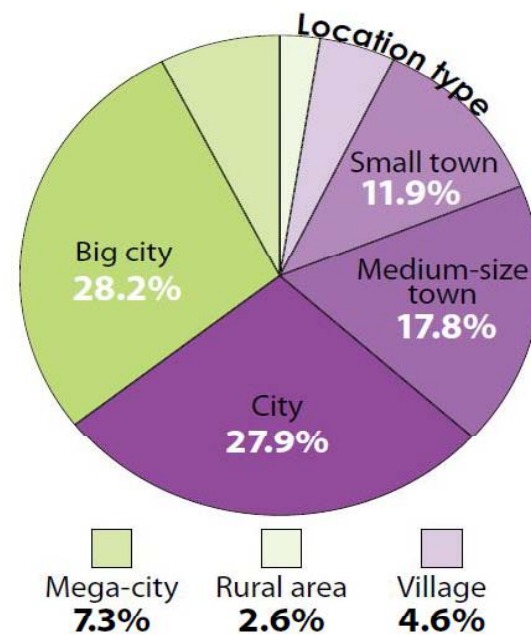
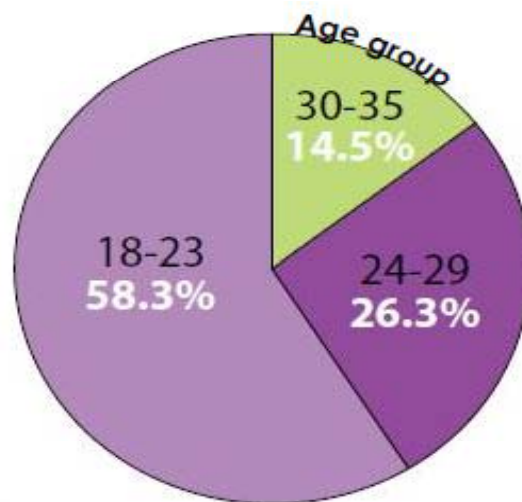
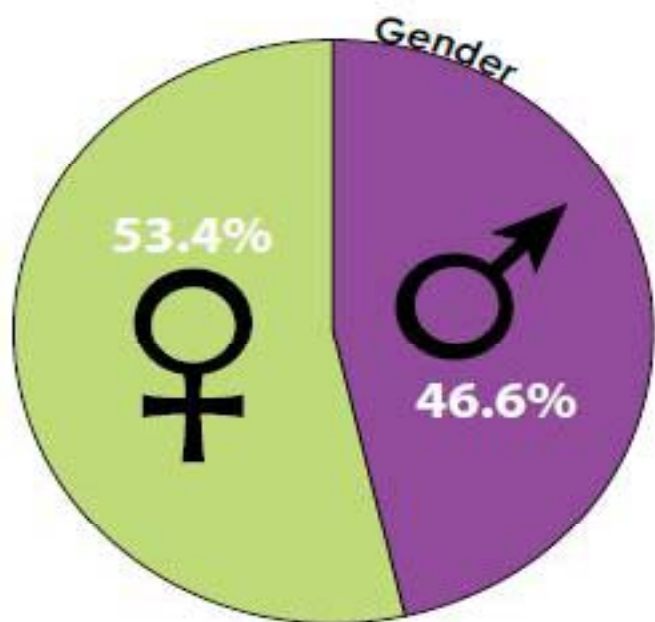
To know you better... builds a participant profile (gender, age, socioeconomic ranking, vocation, etc), and identifies levels of environmental awareness.

Your everyday life gathers information about opinions and lifestyles, present and future, with a focus on mobility, food and housekeeping.

Other scenarios invites commentary on visions of sustainable lifestyles through a series of nine 'scenarios' on mobility, food and housekeeping (1-minute animations).

What does it change? introduces sustainability and sustainable lifestyles into the questionnaire to examine the perceptions and reactions to these concepts.

GSSL PARTICIPANTS



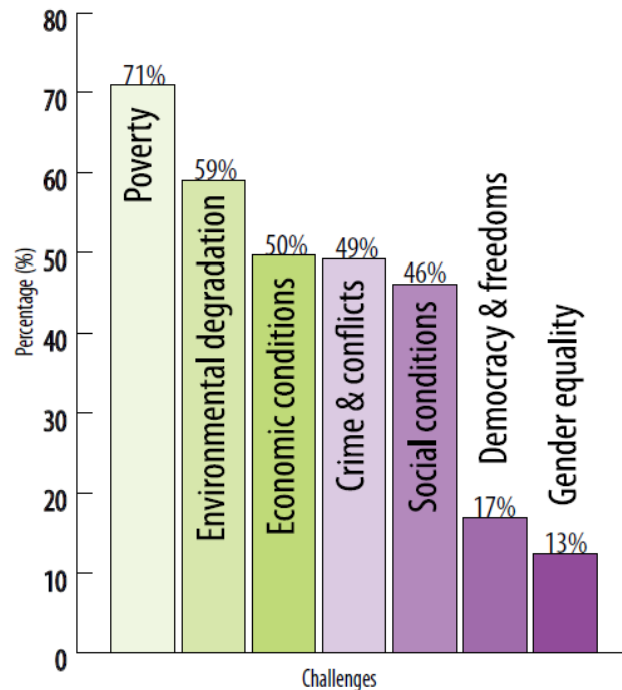
A photograph of a person with long hair, wearing a white t-shirt, standing in a lush green forest. Their arms are raised high, reaching towards the canopy of tall trees. The scene is bright and vibrant, with sunlight filtering through the leaves.

3. INSPIRING NEW VISIONS OF PROGRESS

- A great need for information on global challenges, the way they relate to lifestyles and individual actions: a holistic, compelling and pragmatic vision of what a sustainable society can be and how it can be translated at the local level.
- Attractive and positive visions of sustainability, building on people's values and expectations for the future
- Communication efforts to illustrate concretely the integrated environmental, economic and social benefits of sustainable solutions

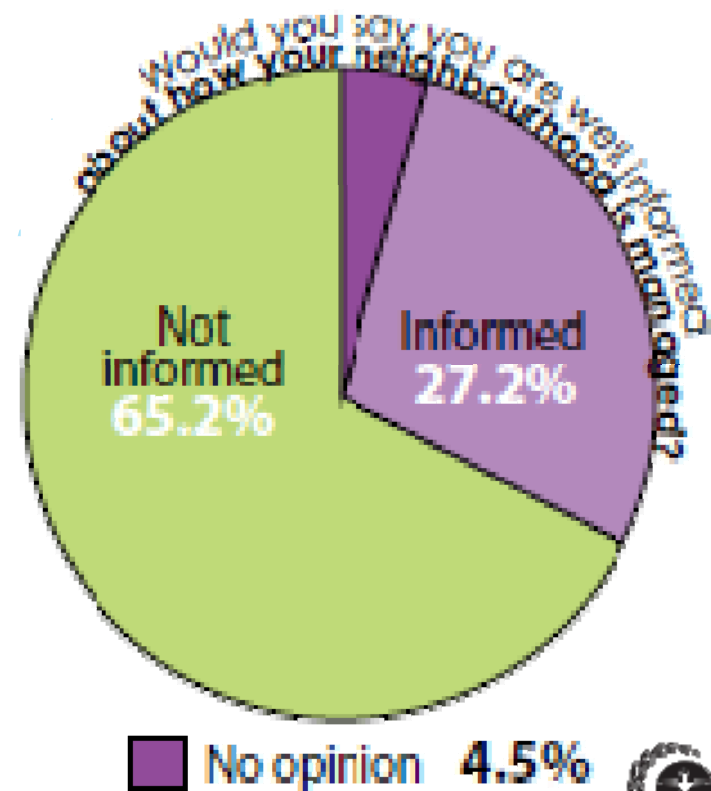
Identifying Global Challenges

Percentage of respondents who ranked the listed challenges among their 3 top priorities



- A majority of young people recognize poverty and environmental degradation as the most important global challenge today.

- A striking lack of information at the local level: most GSSL participants think they are not well or not informed at all about the way their local area is managed economically, socially, environmentally or culturally.



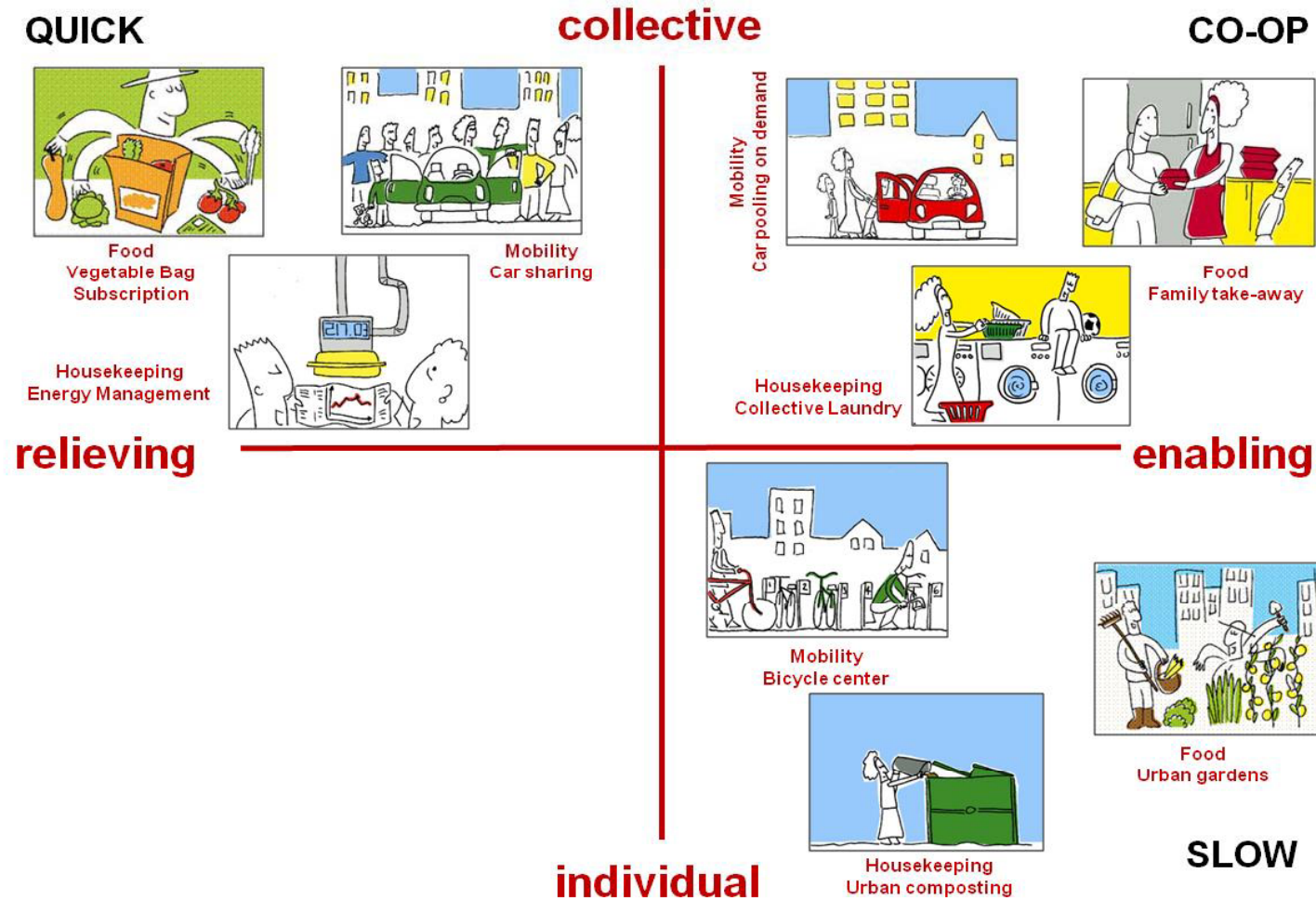
- Young adults are **very satisfied with their lives**, describing themselves as fulfilled with their activities (studies, jobs) and human relationships (family, friends).
- Living in a complex and instable world, moreover hit by several major crises, they nonetheless express **strong concerns and seek more security at all levels: financial, social, personal and environmental**.
- **Well-being, agency and meaning** are the cornerstones of their ideal future.
- If environmental damages and degradation are part of the worst vision most of them can think about, **sustainability is still not spontaneously considered as a factor for progress**



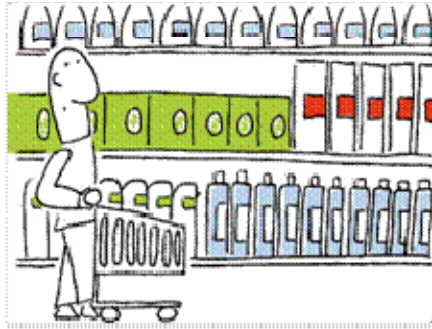


4. EMPOWERING BEHAVIORAL ALTERNATIVES

Scenarios for Sustainable Living



VEGETABLE BAG SUBSCRIPTION



Supermarket chains are about to dominate the food distribution industry around the world.



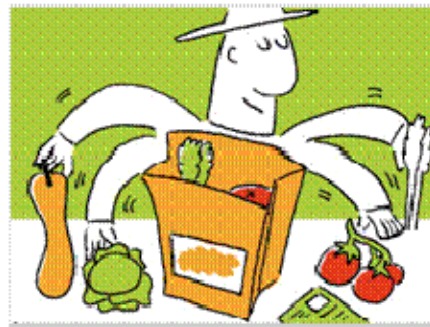
How to do easy and convenient shopping with local farmers?



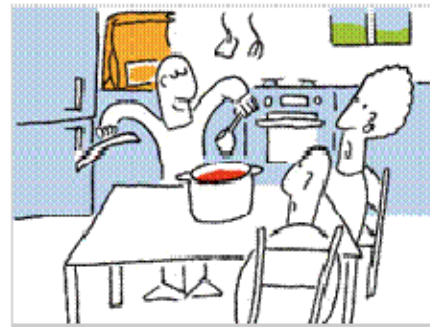
Local food producers propose a subscription to a Vegetable Bag delivered at the corner shop.



They compose each week fixed portions of vegetables depending on what is seasonally available.



Varieties of old local vegetables are reintroduced together with accompanying cooking recipes.

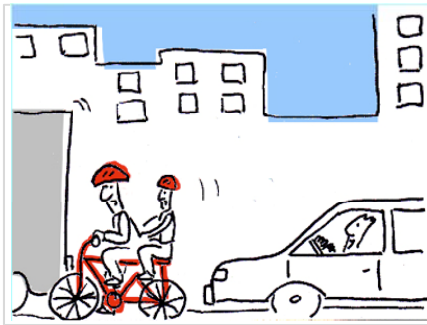


The bags are arranged according to the families' needs for a low meat diet.

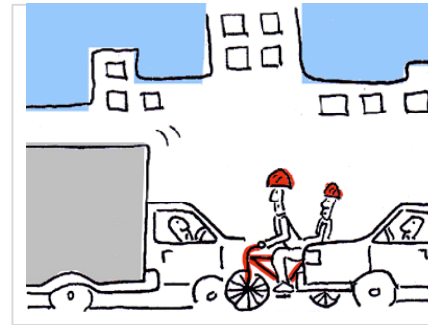


Subscribing to a "Vegetable Bag" scheme is an easy and environmentally friendly way to have local and seasonal organic vegetables.

BICYCLE CENTER



Urban infrastructures often seem more adapted to cars than to bicycles.



How to facilitate the use of bicycles in a city?



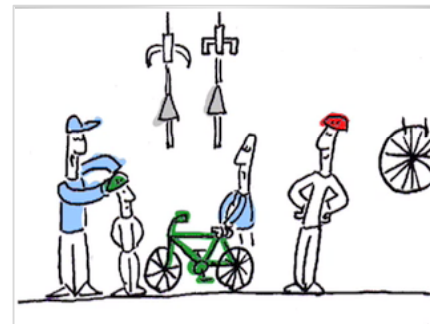
A Bicycle Center is composed of a group of people offering a wide range of services for bikers.



They manage a pool of bicycles for rent and make them accessible for temporary or long term rental.



Bicycles are parked at different places in the city and accessible to members who can unlock and use them for the time needed.



The Center provides tools, spare parts and a platform for members to exchange knowledge on how to maintain bicycles.



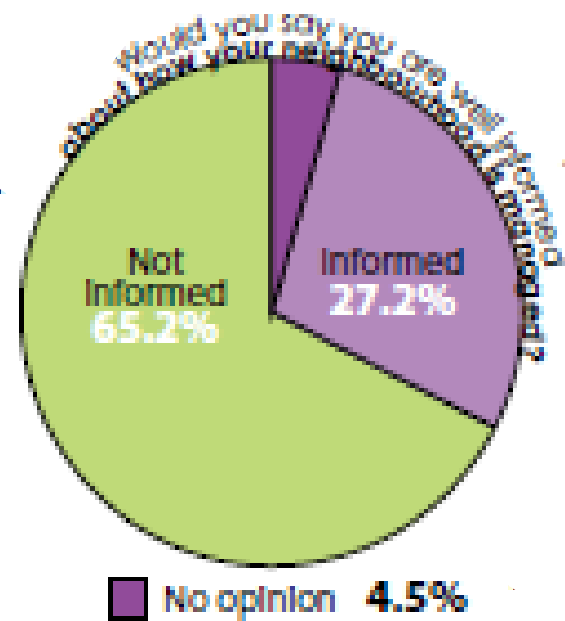
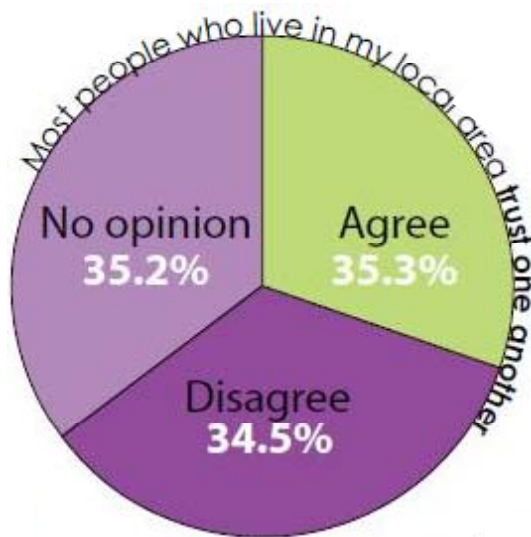
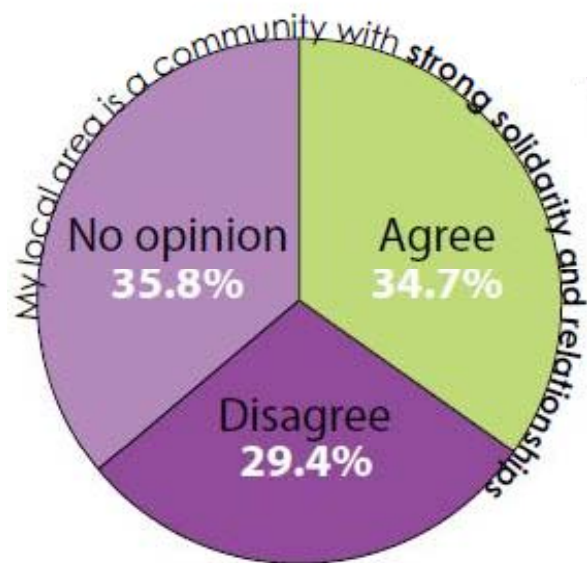
Bicycle Centers facilitate cycling in the city and encourage people to use bikes in their daily life.



7 recommendations for sustainable scenarios

- Explore both **habits and aspirations**, which can be contradictory, to better understand motivations and barriers
- Develop **infrastructures and policies adapted** to specific needs and local environments
- Encourage young people to **participate and interact**
- Develop scenarios that demonstrate **responsibility and exemplarity** from public authorities and the business sector.
- Show improvement and opportunities through a **mix of environmental, social and economic benefits**.
- Communicate on sustainability in everyday life, building on **values and aspirations**
- Communicate on **close-by success stories and maintain information flow**

5. BUILDING TRUST & LINKAGES



"Living sustainably doesn't mean you need to change your everyday life. To me, conserving and lowering consumption is so important. Simply taking a look at what you're overusing, and reducing that to the necessary consumption can reduce waste and exploitation"



"I don't like having to buy food from supermarkets, even though I live in a rural area. I would prefer buying from local stores, but they are very few and none are close enough for buying from them to be cost effective compared to the supermarkets"



"I think we're in a transition period. People are finally aware that they can and must change things from day to day and that has a global impact... if they don't change we'll continue to walk towards a slowdown of the planet"



"I think it [the future] can go two ways. One way is a slower, more natural, symbiotic way of thinking combined with enjoying many aspects of the modern lifestyle. The other is an individual life with the more electrified experience of the virtual world . . . I think I would rather take the first way"

"In future I see myself working from home, living in a house that provides its own energy and leaves a small foot print. Working from home reduces my fuel bill, reduces pollution and road rage, stress and car maintenance fees. I hope my country will devise plans to be sustainable and independent from the rest of the world"

"I would change the way humans think about environmental preservation; if man has respect for nature he has respect for himself"



"We need to establish a new framework of priorities"



"Central and municipal resources must be redirected to improve the standard of living and to meet the essential needs of the unprivileged groups particularly"

"My grandparents' life when they were young was better than my life in terms of getting good nutrition and breathing pure air but my education is better"

"In the future, I will be driving an electric car. I will have a house with solar panels and no waste. I will lead a very healthy lifestyle eating fruit and vegetables and exercise frequently. I will also be involved in charity work to help less fortunate people"

"I will be driving an electric car. I will have a house with solar panels and no waste. I will lead a very healthy lifestyle eating fruit and vegetables and exercise frequently. I will also be involved in charity work to help less fortunate people"

"There will be a loss of my culture or my way of life, secluded from other people, a job that doesn't satisfy me, not living up to my potential. I am very worried about how I affect the world around me, but unable to do anything about it"



"The local grocer is good because I get a 'hey buddy' and they know me and I know them and it's nice"



United Nations Environment Programme

A photograph of a woman and two children sitting on a porch in Lebanon, 2010. The woman, wearing a green patterned cardigan and a white patterned skirt, is sitting in the middle. To her left is a young girl with long dark hair, wearing a dark patterned dress. To her right is a young boy wearing a light-colored short-sleeved shirt and shorts. They are all smiling and looking towards each other. The porch has a yellow door and a window with a yellow frame. The ground is paved with light-colored tiles.

**WE NEED A FEW THINGS TO BE HAPPY IN
LIFE RATHER THAN HAVING EVERYTHING
AND NO TIME TO ENJOY LIFE**

LEBANON, GSSL 2010

RAY WITLIN / WORLD BANK



THANK YOU

For more information, please contact:

Fabienne Pierre
UNEP DTIE
Sustainable Consumption &
Production Branch

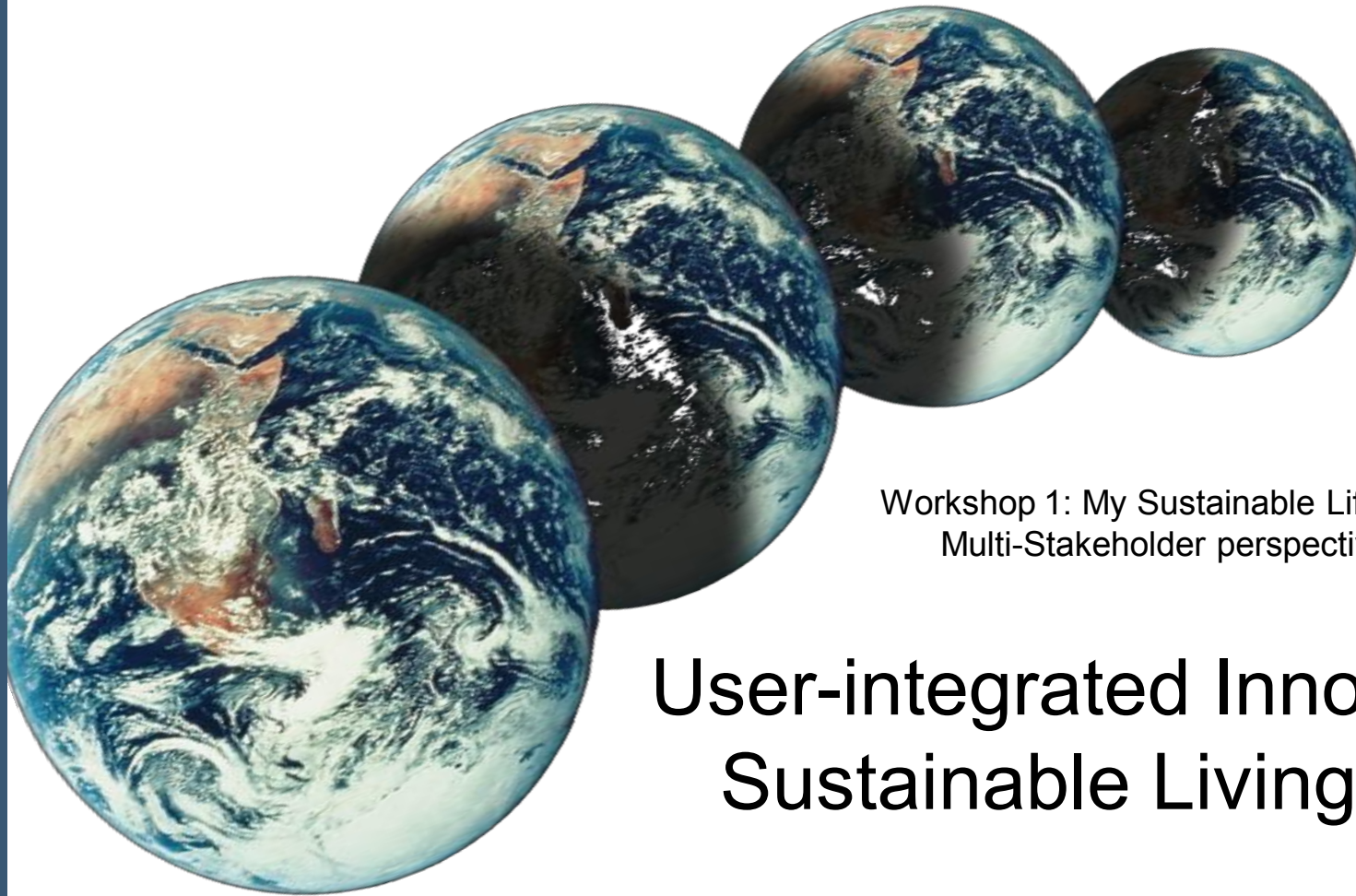
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To download the report, please visit:

www.unep.fr/scp/publications

The Future of Sustainable Lifestyles and Entrepreneurship



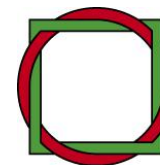
Workshop 1: My Sustainable Lifestyle
Multi-Stakeholder perspective

User-integrated Innovation: Sustainable LivingLabs

Carolyn Baedeker

Co-Director

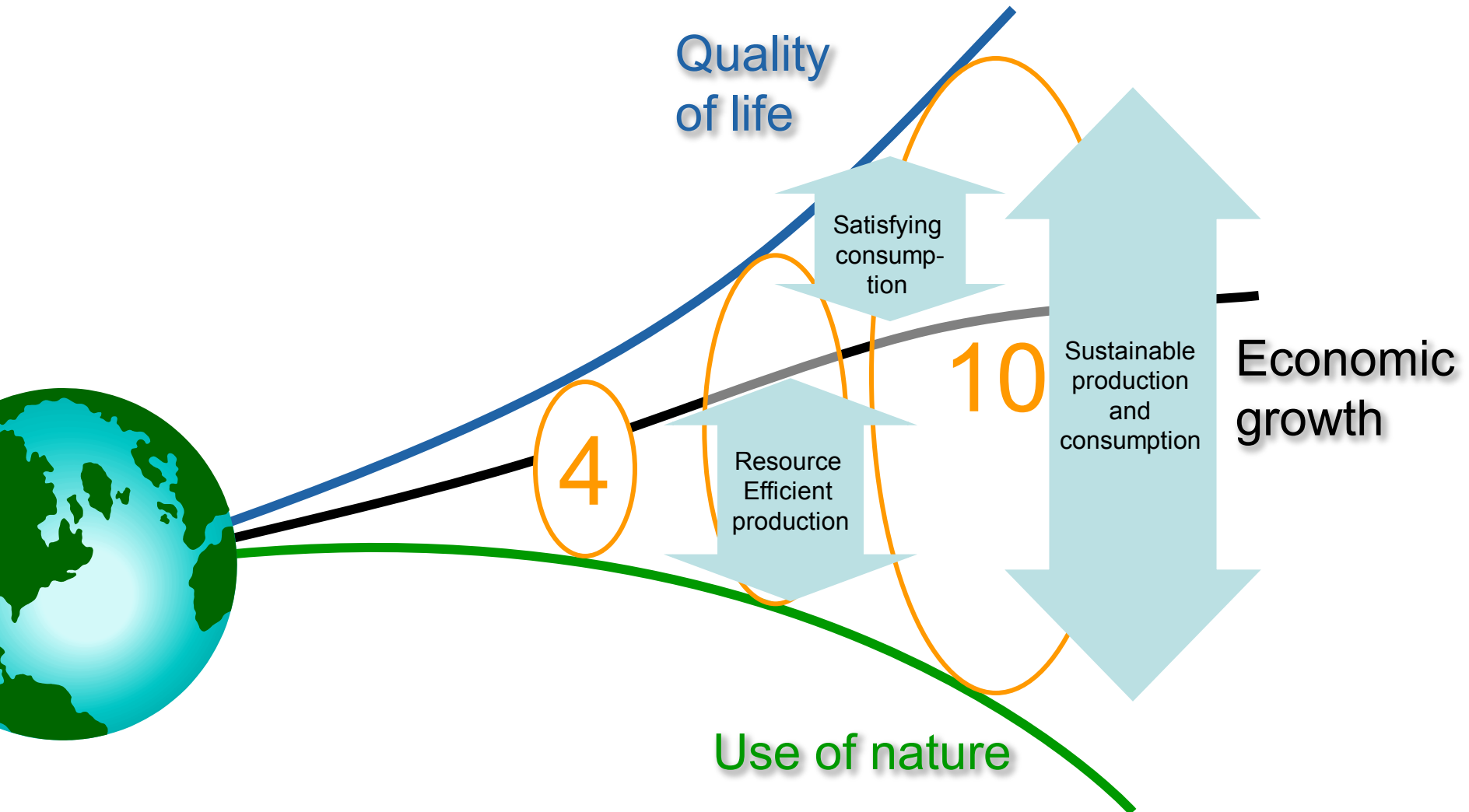
RG4 Sustainable Production and Consumption



Wuppertal Institute
for Climate, Environment
and Energy

Introduction

Vision Sustainable Production and Consumption



Need for a user-centred approach

Sustainable innovations often fail in the market

- technology push
 - lack of user understanding
- > rebound effects
- > mismatch between societal & individual benefits



A **user centred approach** is needed to better predict commercial value and sustainable impact

Living Lab



LIVING
LAB.

What is Living Lab?



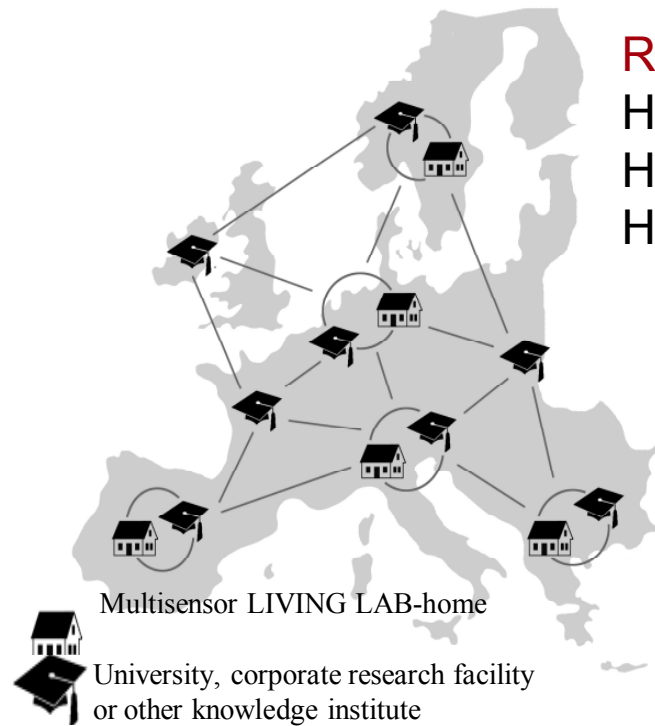
A **Living Lab** is a combined lab-/household system, analysing existing product-service-systems aiming at the development of integrated technical and social innovations. Users should be actively integrated in research for the best sustainability solution.



Source: LivingLab 2010



Living Lab - Design Study



Research questions –

How to integrate technical and social innovations?

How to estimate the consumer productspecific - lifestyle?

How to optimize the producer and consumer interaction?

The concept

To do a Design Study for the LIVING LAB Research Infrastructure, to research human interaction with, and stimulate the adoption of sustainable, smart and healthy innovations around the home,

To develop a design of one centralized lab, where european scientists come together to do specific household research - technical, social, environmental, quality & security, economical

To make a design for some dezentralized mobile labs, where european countries can do specific culture-related research

The partners

- Delft University of Technology (NL; coordinator), Faculty of Industrial Design Engineering (IDE), Faculty of Architecture
- Wuppertal Institute (DE), Research Group 4 (RG4) „Sustainable Production and Consumption“
- ETH Zurich (CH), Chair of Sustainable Construction
- Universidad Politecnica de Madrid (ES), Research Centre on Domotics
- BASF (DE), Polymer Physics Department
- ACCIO - Acciona (ES), Technological Centre
- P&G - Procter & Gamble (BE)

Why Households?



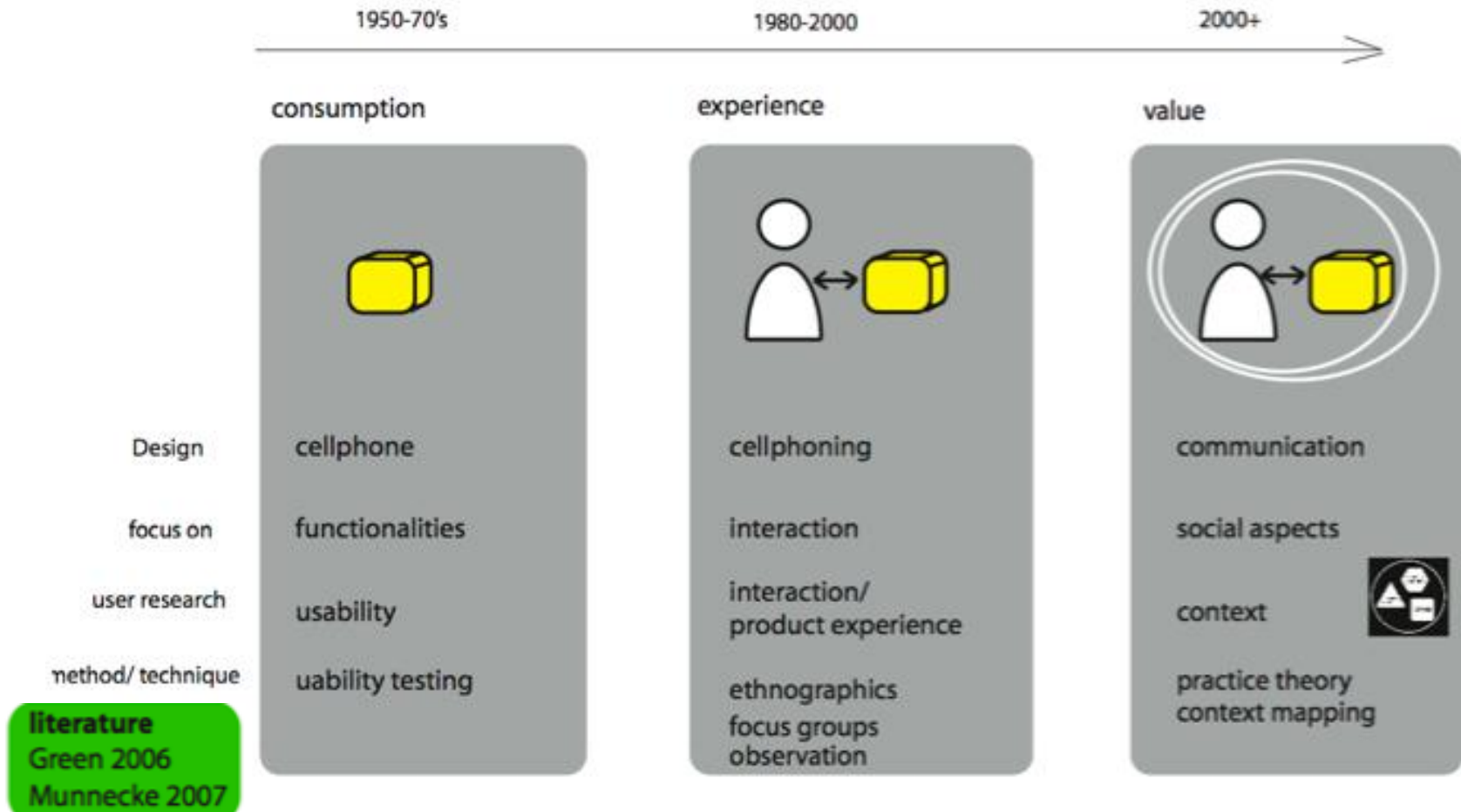
Focus on user's needs and user integration: Potential for social innovation

- Shower: In spite of technical improvements, 30% more water is used for showering due to increased frequency and length of time
- Heating systems: Approx. 80% of all heating systems are set up in an inefficient way; combined with optimising user behaviour, savings of 20-30% of heating energy are possible
- Loss of food: Global losses account for 20-75%, depending on the type of food (total volume: up to 1.2 billion tonnes); losses per capita in industrialised countries mount up to approx. 300 kg per year (estimation).



Living Lab – towards social innovation

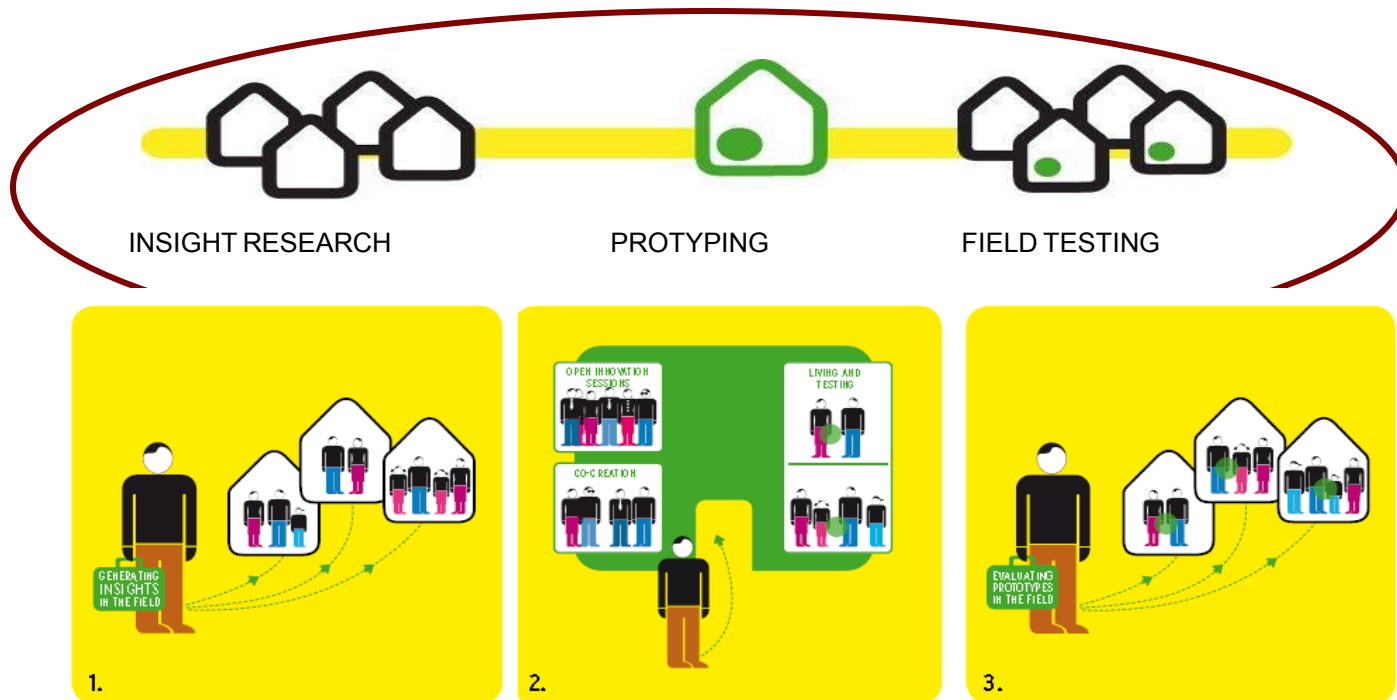
Towards social innovation



Full user-centred innovation portfolio

LIVING LAB will (co-)develop, test and evaluate sustainable and quality-of-life innovations integrating:

1. Generating insights in the field
2. Developing & Experiencing
3. Evaluating prototypes in the field



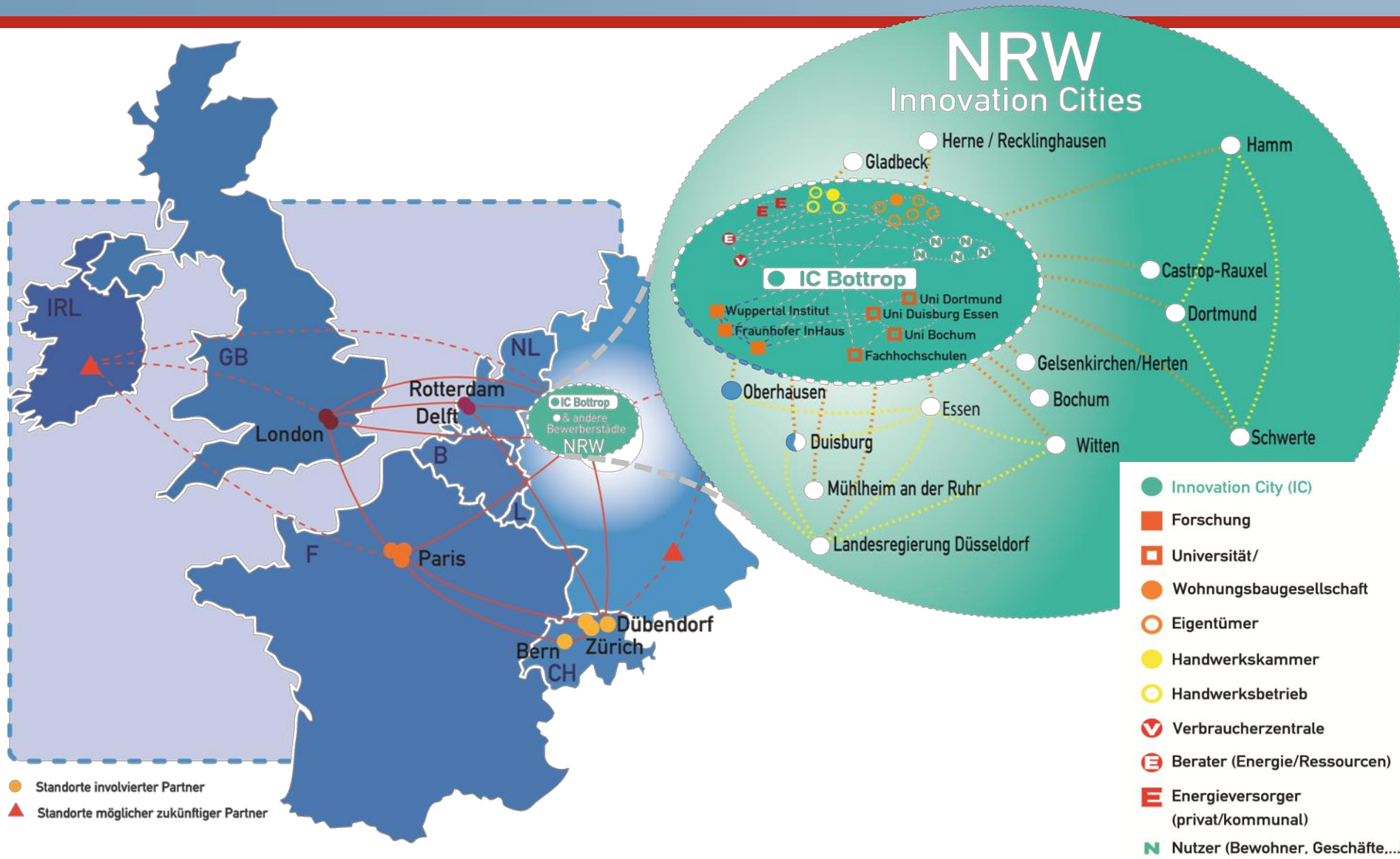
Source: LivingLab 2010

Existing initiatives



Source: LivingLab 2010 based on the related lab information

EU Network Sustainable LivingLabs (EU SusLab): Regional SusLivingLab in Germany (NRW)



Field of action „Heating 2.0“

Increasing energy efficiency by improving use of space heating

Core functions of the (control) system that needs to be developed:

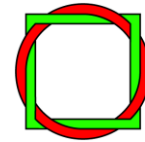
- Check and optimisation of heating system
- Smart-metering of heating energy including a feedback-interface for the user
- Integration of service-systems

Core elements of the system:

- Sensor technology integrated in heating system
- User-interface
- Service-gateway connecting the manufacturer and mechanic with the operations control centre
- Operations control centre



By combining technical improvements with changes in user behaviour, up to 30% of heating energy can be saved.



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and Energy



Thank you for your attention!



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