

Scenarios for Sustainable Lifestyles

2050:

From Global Champions to Local Loops



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2015

2020

2030

2040

2050

Objectives and activities

Objectives

- Develop a Vision and **Scenarios of possible sustainable living futures**
- Translate sustainability into meaning for our diverse daily lifestyle options and choice
- Develop an Action Roadmap and suggest a Future Research Agenda

Project WP Elements

Baseline Research & Primary Household Research

Promising Practice via Social Platform & Online Community

Vision & Scenarios for SL

Roadmap of Actions for SL

Moving



Living



Consuming



Society



Entrepreneurship



Visualisation



Policy



Advisors



Online Community Platform

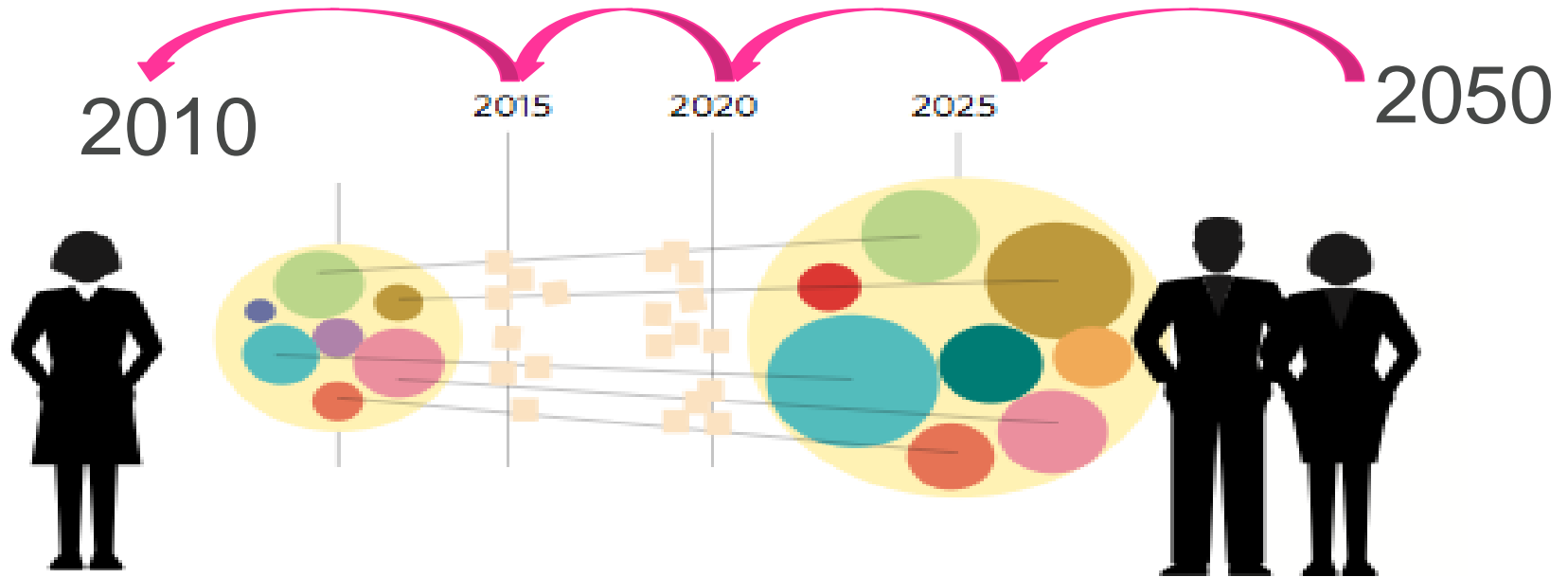


Building the scenarios

Must haves 2010-2020: Existing knowledge & work already underway

Milestones 2020-2050: What are current efforts expected to deliver?

Wild Cards that could throw us off track: Threats, conflicts, unintended consequences



40-60 ton lifestyle

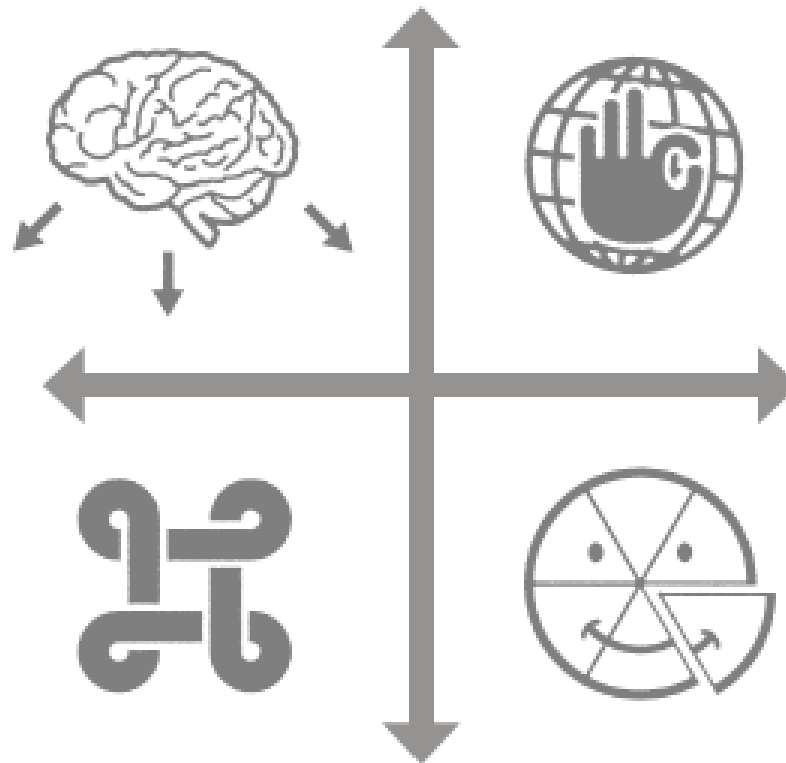
7-10 ton lifestyle

Critical uncertainties

Pandemic technology

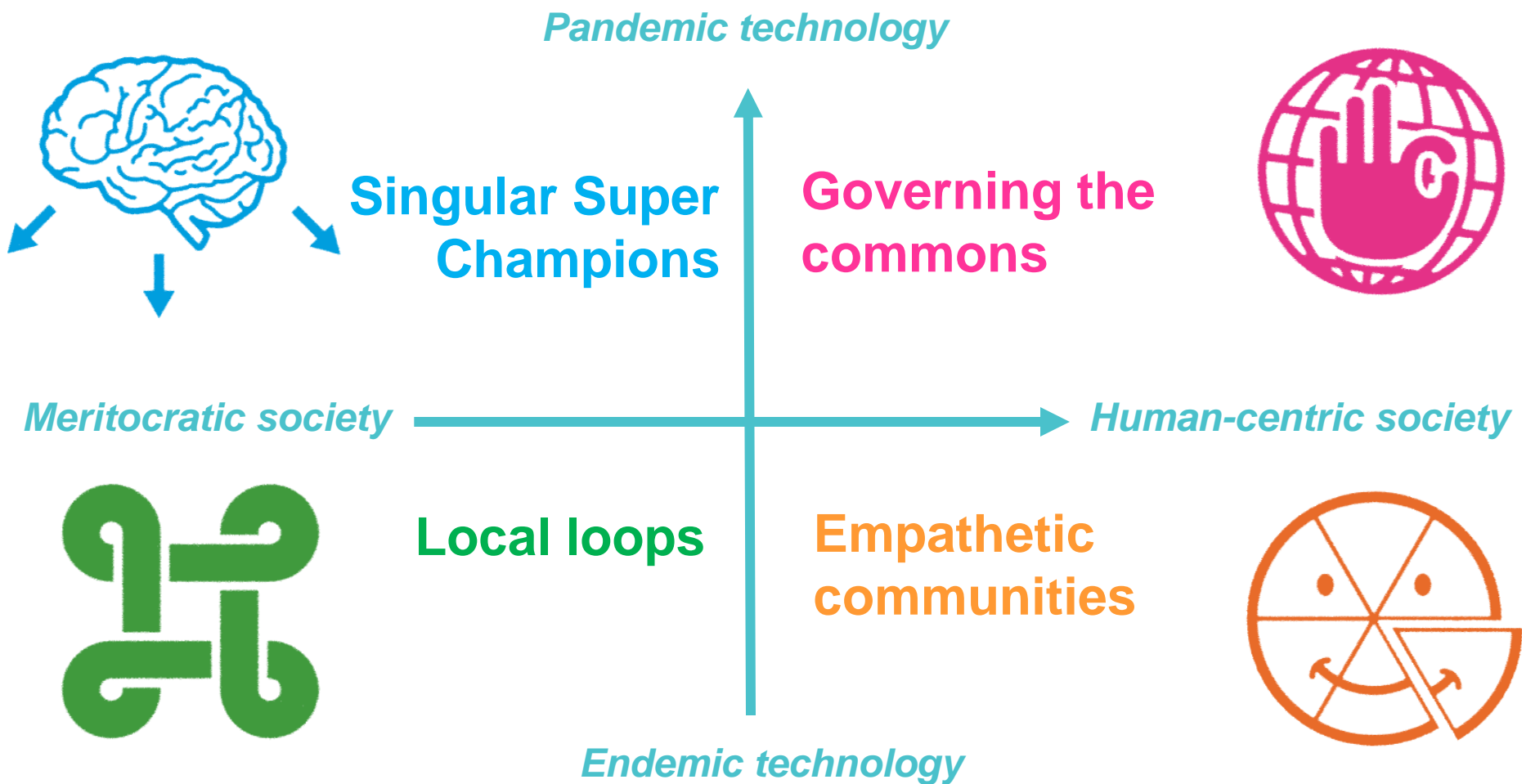
**Meritocratic
society**

**Human-centric
society**

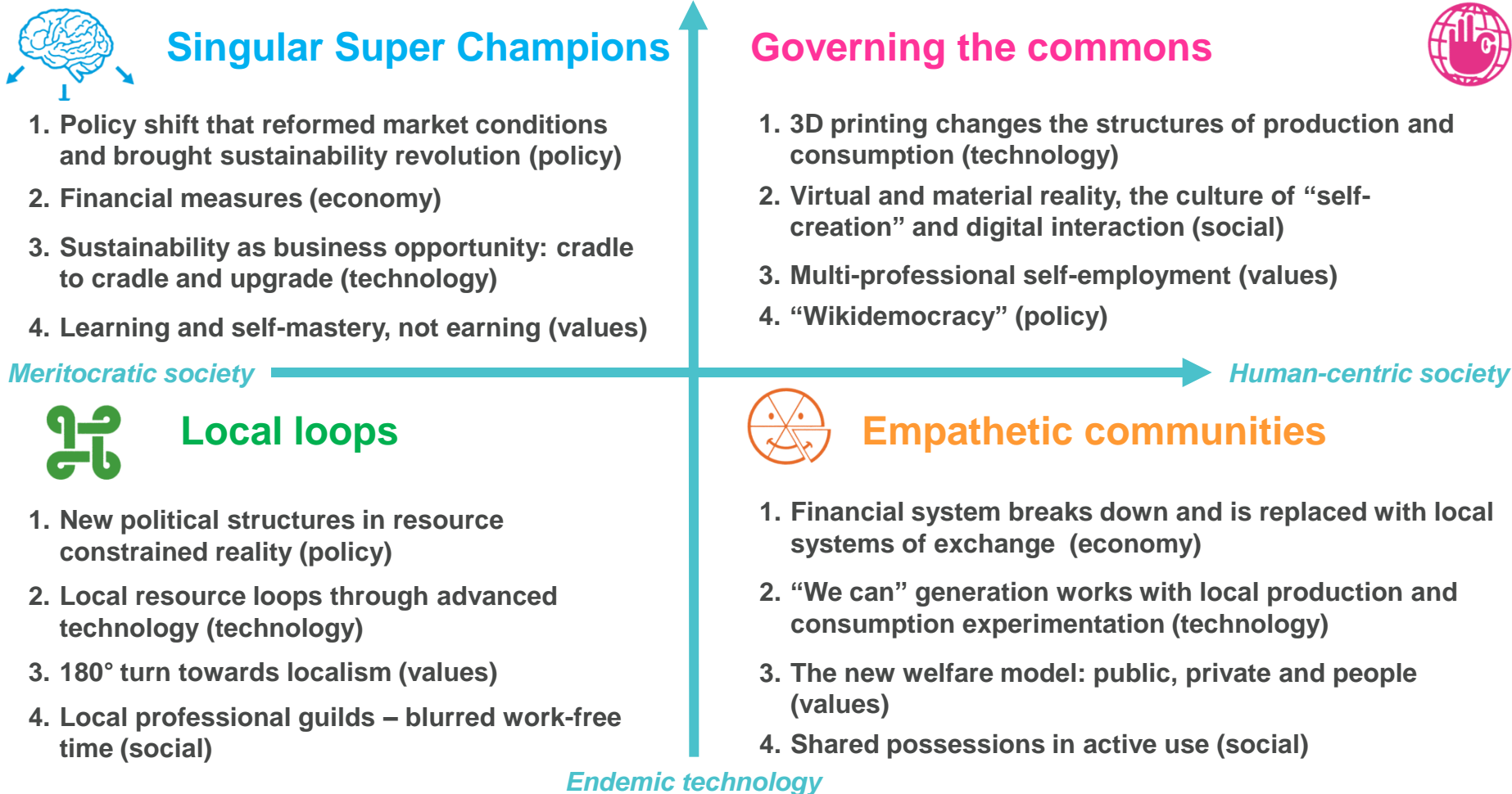


Endemic technology

Four scenario landscapes



Four scenarios



Singular Super Champions

Durability

Function sales

Closed loop entrepreneurship

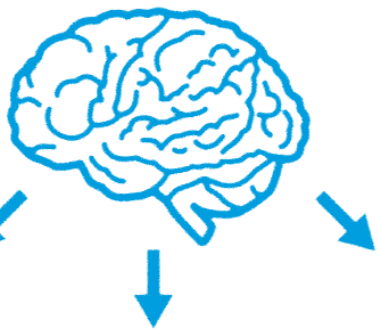
Product-service systems

Cradle-to-cradle

Transparency and traceability

Up-cycling

Revolution in production technologies





Governing the commons



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

3D printing

DIY manufacturing

Self co-creation

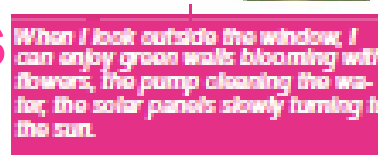


Mould and recreate



Multi-professional self-employment

Feedback loops



Personalized digital services



Embedded knowledge



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SEVENTH FRAMEWORK PROGRAMME



Sustainable Lifestyles 2050

Gaming industry

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



Centralised household services



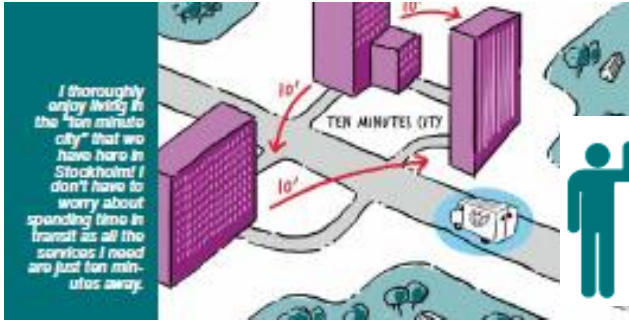
Self-sufficient regions



Service industry



Glocalization



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.

Local adaptations of global technologies



Home waste-management opportunities allow households to turn into suppliers of raw materials for local companies.

Resource mapping



Empathetic communities

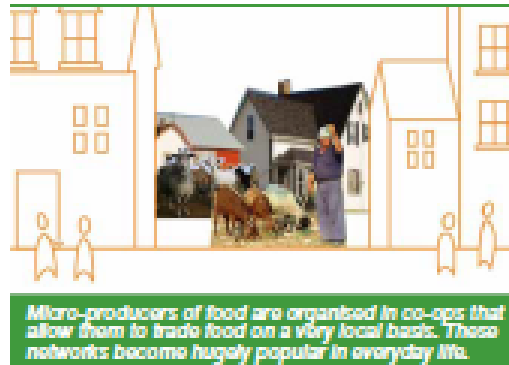
Peer-to-peer
services



Capitalise on idling
capacity



Co-production of value



Retrofit, reuse, resource, recycle



PPP: public, private, people

Urban
village



Co-created
innovation

Cooperative experimentation



Urban
farming



Multi-
functional
shared public
spaces



Collaborative
consumption



Urban
mining



EUROPEAN COMMISSION
European Research Area
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SEVENTH FRAMEWORK
PROGRAMME



Sustainable Lifestyles 2050

Join us! 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



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SPREAD Sustainable Lifestyles 2050 - Social Platform identifying Research and Policy needs for Sustainable Lifestyles

Welcome to SPREAD Sustainable Lifestyles 2050 Project!

What is a sustainable lifestyle? // What will a sustainable future mean for the way we live, move, and consume? // How do we know if our lifestyles are sustainable or not? // How can our aspirations for life and well-being improvements be enabled sustainably (within one planet)?

These are some of the underlying questions driving the SPREAD Sustainable Lifestyles 2050 project. We hope that exploring our website will bring you another small step closer to your own personal vision of a sustainable lifestyle in 2050. We look forward to engaging with you in this project!

Latest News

Monday, 2013-08-18

Monday, 2013-08-03

Sunday, 2013-08-03

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Get engaged here !!!
SPREAD ONLINE PLATFORM!
www.sustainable-lifestyles.eu/community

Key Facts:
Project start: 1 January 2011
Project end: 31 December 2012
Funding Scheme: European Commission's Seventh Framework Programme (Coordination and Support Action)
EU Contribution: 1,423,362 €
Grant Agreement No: 257962

Coordinator: UNEP/Wupertal