

BIG2050 ACTION ROADMAP

DRIVERS OF CHANGE

- Policy tools
- Social and technological innovation
- Supply chains (value chains)
- Behavioral change
- Business models
- Infrastructure

CURRENT TRENDS

LIFESTYLE IMPACT PRIORITIES:

- Growing middle class
- Increasing number of motorized vehicles
- Increasing number of households
- Consumption of meat is either increasing or already high
- Growing energy consumption and waste generation by households
- Growing use rate of electronic devices
- Education system is not systematically oriented towards sustainability
- GDP growth has had none or minor positive impact on employment generation

ONGOING APPROACH

- Lack of coherence between economic and environmental policies and agendas
- Poor networking among stakeholders
- Greater focus on resource efficiency that on overall resource use reduction
- Social status is associated to material possession
- Promising practices are isolated endeavors

STRATEGIC CONDITIONS FOR LIVING SUSTAINABLY

1. Brand sustainable living as an aspirational and affordable purpose
 - Prioritize quality over quantity
 - Perceive as the preferred choice the solutions that sustainably satisfy human needs
 - Reduce consumption levels to meet the planet's limits, while exploring opportunities for new personal recognition schemes and increased consumption quality
2. Decentralize decisions and actions
 - Enable participation of stakeholders and coordination of actions across different levels
 - Potentiate further social engagement and accountability
 - Make the business case for Sustainable Consumption and Production (SCP)
 - Develop multi-sectorial risk assessment of SCP projects
 - Understand the benefits and opportunities that SCP entail
 - Develop innovative financial and business models
3. Enable local empowerment
 - Reinvest in communities and cooperatives from both rural and urban areas
 - Give voice to the local level and respect local traditions
 - Diversify the range of political discussions and perspectives
4. Build knowledge & capacity
 - Go beyond access to information
 - Allow critical thinking and reconsideration of established concepts
 - Adopt experiential, responsible and holistic approach for education
5. Develop and implement agendas coherently
 - Build coherence among policies and agendas within and across governance levels
 - Adopt long-term orientation
 - Develop common concepts, goals and actions within and among stakeholder groups

VISION TO 2050

FUTURE SCENARIO

- Prevalence of public transportation
- Housing shifted into smart locations, enabling home-offices and green spaces
- Local food production and consumption
- Preventive and universal health care
- Reliance on renewable energy sources
- Sustainable waste management and provision of clean water
- Resources are allocated sustainably
- Governance based on transparency and freedom
- Fair working conditions and sustainable jobs
- Sustainability-orientated education system
- Revival of traditional art and eating habits
- Innovative entrepreneurial environment
- ICT advancements are used in favor of SCP
- Sustainable human development in both rural and urban areas

OPPORTUNITIES

- Variety of promising practices worldwide
- Available expertise to support sustainable living transition
- Economic crisis: chance to rethink current development model
- Existing avenues for collaboration such as the GNSL
- People's resistance to change

CHALLENGES

- Linking different interests into common endeavors
- Short-sighted policy cycles in detriment of long-term goals
- Misleading media messages
- People's resistance to change

CONSUMPTION TRENDS: IMPACTING LIFESTYLES WORLDWIDE

GERMANY

- Average monthly consumption expenditure per household increased by 12.8% between 2005 and 2011
- Car ownership rate increased by 32% in the period 1995-2009

Workstudio Germany: "Collaboration For Sustainable Lifestyles Through Business And Social Innovations"
Berlin, November 4th-5th, 2013
Local partner: Deutsche Telekom, European Environmental Agency

CHINA

- Household energy consumption increased nearly 80% in the period 1998-2007.
- Automobile sales increased 14% in 2013, surpassing the figure of 20 million units, and sales are expected to increase another 10% in 2014.

Workstudio China: "From A Low Carbon 2050 To Today"
Wuxi, October 24th, 2012
Local partner: Low Carbon Future Cities

BIG2050

Budding Ideas Glocally

PROJECT FINDINGS & RECOMMENDATIONS

GHANA

- National energy consumption nearly doubled in the period 1980-2008.
- 86.1% of the economically active population works in the informal sector.

Workstudio Ghana: "Collaboration and sustainability: a multi-sectoral path for growth"
Accra, June 13th, 2013
Local partner: Ghana Chamber of Commerce and Industry

PILIPPINES

- Electricity consumption per person increased by 85% in the period 1975-2007.
- Known as the text capital of the world, the number of mobile connections in the Philippines in 2010 (almost 87 million) was nearly as large as the population.

Workstudio Philippines: "Innovation for competitiveness towards sustainable lifestyles"
Manila, March 21st, 2013
Local partner: ECHOSi Foundation

COLOMBIA

- Informal employment accounts for 38-41% of the working force and unemployment rate reached 9.4% in 2012.
- Meat consumption increased 52% in the last 10 years.

Workstudio Colombia: "Collaboration For Sustainable Lifestyles Through Innovation"
Bogotá, December 3rd, 2012
Local partner: Academia de Innovación para la Sostenibilidad and the Cámara de Comercio de Bogotá.

BIG2050 BACKGROUND AND METHODOLOGY

Budding Ideas Glocally for 2050 (BIG2050) is a project developed by the Collaborating Centre on Sustainable Consumption and Production (CSCP) with the support of the German Ministry for Economic Cooperation and Development (BMZ). The project aimed to identify and address critical local environmental and social impacts worldwide, associated with current consumer trends, consumption patterns and lifestyles, considered as the actions undertaken to fulfill human needs and aspirations ascribed to them. This enabled the mapping of conditions needed to encourage and drive the transition to a resource efficient future, by communicating and fostering innovation for more sustainable ways of living.

To reach these objectives, BIG2050 combined research-based activities with a series of multi-stakeholder workshops, called "workstudios", which took place in five different countries: China, Colombia, the Philippines, Ghana and Germany. BIG2050 set a precedent for the development of multi-stakeholder backcasting processes using tools like personas from the future (consumption trends represented by fictional characters), as it was applied in a wide, varied and inclusive context that highlighted the role of the consumers and their behavior and aspirations rather than their location.

By sharing the findings of this unique study, we aim to inspire stakeholders in engaging with this fascinating journey towards sustainable living. Play your role and be part of the change!

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FRAMEWORK OF STRATEGIC CONDITIONS FOR LIVING SUSTAINABLY

BIG2050's background research, combined with the discussions and outcomes of the workstudios enabled the development of the Strategic Conditions for Living Sustainably, a framework that presents how sustainable living can be reached through actions that fulfill our fundamental human needs driven by considerations of the boundaries of one planet and its limited resources

FUNDAMENTAL HUMAN NEEDS: THE CORE

How to approach the concept of "needs" in a way to enable sustainable living, understood as achieving quality of life within one planet in the long term? Relying on Max-Neef's Human Development Scale theory (1991) as a starting point, BIG2050 explored the notion of differing human needs with workstudio participants through the consideration of new visions of success based on their understanding of sustainable lifestyles.

SATISFIERS: IMPACTS ON/OFF LIFESTYLES

Satisfiers are the ways and means through which people attempt to fulfill their needs and from where aspirations stem. They can vary over time, from person to person, and through cultures (Max-Neef 1991). BIG2050 selected twelve main lifestyle categories to which satisfiers and their impacts are related. The categories are directly linked to the UN Millennium Development Goals.

DRIVERS OF SOCIAL CHANGE

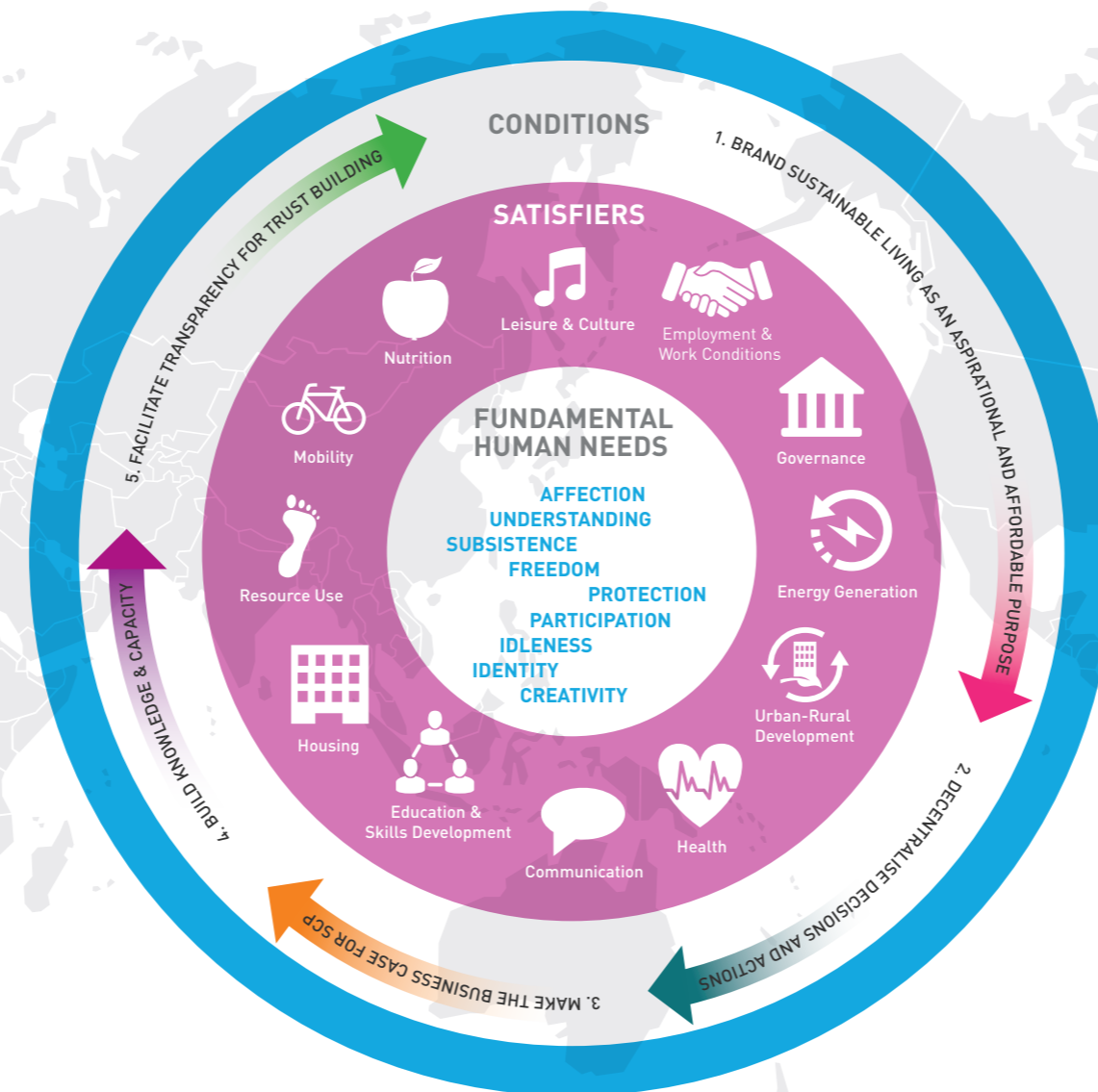
The strategic conditions provide global knowledge to be tailored to meet aspirations and development aspects locally. Their successful implementation requires the use of key drivers of change across different levels and areas of social structures.

- Policy tools
- Social and technological innovations
- Supply chains (value chains)
- Behavioral change
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STAKEHOLDERS AND THEIR LEVERAGE POINTS

The implementation of the strategic conditions and their related drivers depend on multi-stakeholder engagement. Joint action enables the combination of valuable and complementary leverage points in favor of common goals.

- International donor organizations: enable multi-stakeholder channels and networks to develop, share and diversify knowledge and tasks
- Businesses: develop and scale up innovative business models and financial mechanisms
- Financial institutions: support the process of building the SCP business case with their expertise in risk assessment
- Policy makers: develop legal frameworks and economic mechanisms to internalize externalities and make sustainable lifestyles aspirational
- Civil society organizations: provide access to local innovations and promote social inclusion
- Youth and other interest groups: rethink current established concepts and social structures and experiment with alternative approaches to solve social challenges



STRATEGIC CONDITIONS FOR LIVING SUSTAINABLY: SHAPING LIFESTYLE CHOICES

BIG2050 mapped out the conditions that can support stakeholders in strategically shaping lifestyle choices up and planning a transition towards sustainable living. Considering the ecological limits of one planet, the conditions constitute a series of interconnected circumstances necessary for a sustainable satisfaction of the fundamental human needs. They were developed based on the workstudio discussions, when stakeholders explored actions and tools needed to enable sustainable lifestyles.