



MULTI-STAKEHOLDER WORKSTUDIO: COLLABORATION FOR SUSTAINABLE LIFESTYLES THROUGH INNOVATION

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FOREWORD

Within the framework of two projects entitled “Budding Ideas Glocally for 2050 (BIG2050)” and “Business Innovation for Sustainable Scale-up (BISS)”¹ the Collaborating Centre on Sustainable Consumption and Production (CSCP) organized the “Collaboration for Sustainable Lifestyles through Business, Sustainable Entrepreneurship and Social Innovation” Workstudio on December 3, 2012 in Bogotá, Colombia.

Both of the project share similar aims, specifically to:

- identify critical environmental and social aspects of current consumer trends, consumption patterns and lifestyles in different global contexts.
- encourage a transition to a resource efficient and sustainable future by communicating and fostering business and social innovation to support sustainable ways of living.

The Workstudio is part of a series of global workshops made possible with generous funding support from the German Ministry for Economic Cooperation and Development (BMZ). The Workstudio was held at the Bogotá Chamber of commerce and focused on identifying current lifestyle patterns, consumer and individual lifestyle aspirations for the future, existing promising practice and citizen movements that favour sustainability, business opportunities, sustainability-driven innovation and existing partnerships that could be leveraged in Colombia to accelerate the shift toward sustainable lifestyle patters.

The Workstudio received local support from the Avina Foundation, Ventures Corporation, Bogotá Chamber of Commerce, and the Colombian CSR Centre.

¹ Both projects are described in Annex 1

BACKGROUND

As one of the world's most promising fast-growing economies (Global Economic Research, 2012) Colombia offers unique opportunities and significant potential to realize the benefits of sustainable living practice at scale. As highlighted in numerous international studies (GER, IMF, 2012), the country offers an ideal stage to enable spaces and channels that lead to the generation of partnerships and cooperation between different societal stakeholders. Such partnerships are a powerful mechanism to enable the growth of sustainable enterprises, products and services, and help citizens to shift their production and consumption practices toward offering choices that support more sustainable lifestyles.

Social issues lie at the core of Colombia's challenges. The eradication of poverty is Colombia's top priority. According to the Colombian Statistics Agency, DANE, the 34.1% of Colombians lived in poverty in 2011, accounting for 0.76% of the world's poor. As host to about 10% of the world's biodiversity, Colombian ecosystems are of global importance. However, according to the Global Footprint Network, Colombia's rich ecosystems of the Amazon basin are in serious decline, mostly due to illegal activities that threaten community development, governance and safety of people and environment. Global lifestyles create export demand for Colombian resources, especially precious minerals, petroleum and derivatives, as well as coffee and coal (Ministry of Foreign Relations, 2011).

The background research² that was performed to prepare for the Workstudio, found that the main issues that are a result of current Colombian lifestyles are closely connected with an absence of an engaged civil society combined with a strong (and threatening) presence of illegal organisations operating across the country. Further, the contradictions of a growing middle class that spends over 50% of their income in security-related services and the risks associated with the mismanagement of natural resource extraction.

Aspirations of the "good life", for most of Colombian society, prioritizes peace and safety, for all people and for the environment. Colombian thought leaders at this workshop recognized the importance of embracing sustainable consumption and production to empower Colombian society and enable environmental preservation.

Colombian policy-makers, society and businesses agree in large part on the pervasive barriers to sustainable living and economic prosperity. To address these shortcomings the government drafted and released the National Plan for Sustainable Consumption and Production³ in 2011 (Política Nacional de Producción y Consumo: Hacia una cultura de consumo sustentable y transformación productiva, 2011 – p17).



"Colombian companies are interested on doing something and doing it right, to have their practices done. There is a generational division clearly present between practices of accountability to 'show off' and practices of change, where the objective is to have different values and knowledge than the ones from the past. Right now it is possible to see that companies are not very clear on what being sustainable really means. We have to go beyond CSR practices, in Colombia there is need to have actions more than quantification and this happens mainly through cooperation between actors" Mr. Santiago Madriñán de la Torre – World Business Council for Sustainable Development, Colombia chapter (CECODES).

Image: Mr. Santiago Madriñán de la Torre (left) and Mr. Bernardo Toro, from Avina Foundation (right)

² The complete background study will be part of the Concept Paper of BIG2050. To be published towards the closing of the project in December 2013. All referenced bibliography is also part of this report

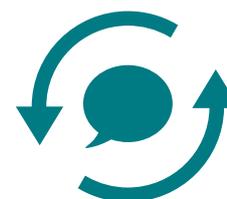
³ Document available in Spanish only: http://www.minambiente.gov.co/documentos/normativa/ambiente/politica/polit_nal_produccion_consumo_sostenible.pdf

The plan outlined a number of key challenges:

- The current lack of policies for regulating production and marketing;
- A market that does not fulfil sustainability criteria (large scale consumption of materials/ fresh water, waste disposal...) necessary to live within the resources of the planet; and a need for awareness raising to engage and motivate all actors, particularly because many people remain unaware of sustainability issues which seriously reduces prospects for sustainable products;
- Consumers base their decisions on price and quantity mainly because of their low incomes and lack of interest in environment, largely a result of what are perceived as more pressing factors (poverty, education, economy,...);
- The rate of resource consumption is increasing together with a concurrent increase in resource use; access to clean technologies is expensive and for some local enterprises it is nearly impossible to introduce efficiency measures to enhance SME competitiveness relative to large organizations and only limited research and education on sustainability has been conducted in Colombia; and
- In recent years multinational companies operating in Colombia tend to avoid exceeding minimum standards in local environmental legislation.



The SCP-plan aimed to improve and where possible resolve these issues. However, due to resource constraints the focus of the plan is to address strategic sectors that are prioritised by criteria in the SCP-plan. Specifically, size (the bigger the sector/business the greater potential contribution toward the SCP policy); level of growth (the greater rate and time period that a company has experienced change the greater potential for a receptive attitude toward the SCP policy); potential for export (meaning the level of competitiveness of the sector or the company in export markets).



The BMZ funded BIG2050 project aims to explore sustainable lifestyles and promising practices in five countries. Thanks to field research conducted in the other regions, most particularly Europe, it is possible to analyse similarities and discrepancies in the mechanisms employed by different societies to develop and implement ways of living more sustainably. At the same time, some promising practices are being developed by businesses, entrepreneurial start-ups and innovators with key knowledge of success factors to scale-up sustainable business models. Comparing these in terms of trends, aspirations and practices as such presents an opportunity to learn more on solutions for leading sustainable lifestyles. Towards the close of the BIG2050 project, it will be possible to produce a comparative analysis of the five countries using European experiences as a benchmark.



The following table presents a summary of trends in Colombian lifestyles, consumer aspirations relative to their European counterparts, and a number of identified promising practices.⁴

⁴ Information provided by the SPREAD Sustainable Lifestyles project. (<http://www.sustainable-lifestyles.eu/>)

Table 1. Similarities and differences between Colombian and European lifestyles

	Similarities	Differences	
		Colombia	Europe
Current trends	<ul style="list-style-type: none"> Increasing number of automobiles and transportation challenges Growing middle class 	<ul style="list-style-type: none"> Young and growing population Illegal activities impacting many aspects of lifestyles Housing is an increasingly important issue because purchase of home is within reach of over half of Colombian families through special loans and subsidies (only 56% own a house) Healthy (agricultural based) diet Informal employment is one of the largest sources of employment 	<ul style="list-style-type: none"> Aging population Ownership of living space per capita is growing Increasing labour cost Unhealthy and unsustainable food consumption trends (especially meat)
Visions/ Aspirations	<ul style="list-style-type: none"> Good use of resources and sustainable energy generation Local (food) production and consumption Urban and rural development is an important factor Focus on technological development and innovative solutions to decrease negative impacts and achieve an increase in well-being and/or meet individual needs (e.g. transport-car sharing, alternative fuels, etc.; housing connectivity, home production) Sustainability plan/strategy Colombia: National Plan for Sustainable Consumption and Production (since 2011) Europe: Sustainable Development Strategy (since 2001) 	<ul style="list-style-type: none"> Social bonds and communities <u>continue</u> to play an important role for social cohesion Governance plays a significant role as key driver for changes 	<ul style="list-style-type: none"> Lifestyles and different areas depend on economic system reforms/changes Social shift: individualism toward community building
Promising Practices	<ul style="list-style-type: none"> Promising practices cover a wide range of lifestyle areas (consumption, urban-rural development, use of resources,...). Many connect society with nature 	<ul style="list-style-type: none"> Notably promising practices in Colombia and Europe do not differ significantly 	

THE WORKSTUDIO

On December 3rd, 2012, the Bogotá Chamber of Commerce, Sede Chapinero, hosted the “Collaboration for sustainable lifestyles through innovation” Workstudio (Colaborando para Estilos de Vida Sostenibles a través de Innovaciones). Forty-five attendees representing a wide range of stakeholders and experts held a dialogue on current footprints and impacts arising from individual lifestyles as well as potential aspirations for sustainable living in the future. In attendance were participants representing the financial sector, entrepreneurial business foundations, Corporate Social Responsibility organisations and sustainability departments of large enterprises, representatives of local public sector organisations including the Ministry of Industry and Commerce, the Centre for Social Innovation of the Presidential Programme for Poverty Reduction, Sustainability/CSR Consultants and University representatives.

By applying interactive tools and methodologies⁵ the Workstudio facilitated a rich dialogue on current trends, perceptions and aspirations for sustainable living in Colombia. This dialogue facilitated an analysis of sustainable ways of living by identifying and exploring opportunities for social innovation and entrepreneurial solutions in the context of consumer behaviour.

In order to highlight the importance of developing a multi-stakeholder sustainable consumption and production agenda in Colombia, the event aimed to:

- Discuss the current state of sustainable living in Colombia, impacts and priority areas, and to explore examples of existing initiatives and promising local practices.
- Identify key opportunity areas for innovation, entrepreneurship, sustainable industrial development and policy making to facilitate and encourage more sustainable living in Colombia.
- Co-create action plans for multi-stakeholder engagement to catalyse the advancement of existing sustainable innovation and to support new innovation for sustainable lifestyles.



Mr. Juan Carlos Rodríguez, Head of the Programme Bogotá Emprende (right) highlighted the need to increase efforts toward the development of a common agenda among different stakeholders to promote entrepreneurship.

Mr. Julio Andrés Rozo, American Focal Point of the CSCP (left), invited the participants to increase efforts to innovate in their business models to promote sustainable production and consumption in value chains.

⁵ More information on the CSCP visioning sessions and methodologies are available in Annex 3.

During the Workstudio the participants had the opportunity to discover opportunities to scale up existing efforts in Colombia and to identify new collaboration opportunities among different stakeholders.

Through insightful keynote speeches, an interactive visioning session and facilitated discussion tables, participants questioned their individual preconceptions, shared their experiences and suggested innovative ways to support sustainable lifestyles from several different points of view.

Participants provided input to shed light on the following questions:

- *What role can the financial sector play in scaling up business innovation and enabling sustainable lifestyles?*
- *What role can research & development and education institutions play in scaling up business innovation and enabling sustainable lifestyles?*
- *What role can entrepreneurs play to catalyse business innovation and enable sustainable lifestyles?*
- *What is the role for social innovation in enabling sustainable lifestyles?*
- *What role can CSR play in scaling up business innovation to enable sustainable lifestyles?*



Individual reflection and action planning were the sessions that closed the event. This report focuses mainly on the outcomes of workshop activities. The annexes to this report present additional information on methodologies applied during the workshop and program details.⁶

Although the Workstudio was limited to a single day, a number of personal meetings were also held with local institutions and what was began at the Workstudio carries on through the Global Network on Sustainable Lifestyles Internet community (www.vision2050.net) and the Global Network on Sustainable Innovation and Entrepreneurship (www.scaling-up.net). All promising practices collected as the “Big ideas” are presented within both of these networks.



“Colombians want a non-violent country. The peace-keeping process that started recently has to be fully supported by civil actions. We have to scorn and reject corruption, fight poverty and bring safety to communities. People need to learn to share, and to get engaged and involved in collaborative solutions that re-shape notions of ownership. We need to become citizens, owners of our cities. The infrastructure that we need motivates social and individual development and as a media channel, our responsibility is to share information, practices and raise awareness”

Ms. Dora Hoyos (left) and Ms. Isabella Recio (right) From RS Magazine.

⁶ The detailed program of the Workstudio is presented in Annex 2

KEYNOTE SPEECHES

INTRODUCTION TO GLOBAL NETWORKS

In recent years efforts to support a shift in consumption and production patterns toward sustainable practice has demonstrated the importance of individual lifestyles and actions and mapping out a sustainable future. Behaviour change, aspirations and visions of the future all need to be built today.

To encourage multi-stakeholder collaboration to foster sustainable lifestyles through business and social innovation, the Collaborating Centre on Sustainable Consumption and Production (CSCP) launched the two new networks with support from the German Federal Ministry for Economic Cooperation and Development (BMZ):

- Global Network on Sustainable Lifestyles (www.vision2050.net)
- Global Network on Sustainable Innovation and Entrepreneurship (www.scaling-up.net)

Both networks feature various initiatives that are underway across the world that encourage collaboration, including a series of Workstudios (such as this event), webinars and various other multi-stakeholder gatherings to facilitate dialogue, visualization, matchmaking and action planning.

The networks were officially launched as parallel events of the UN Conference on Sustainable Development Rio+20 held in 2012. Membership within the networks is open to anybody with an interest in scaling up innovation and sustainable living.

To join one or both networks, please visit their websites and click on "Members".



Mr. Dick van Beers introducing the global networks



**Global Network on Sustainable
Innovation and Entrepreneurship**



**Global Network on
Sustainable Lifestyles**

COLLABORATION FOR SUSTAINABLE DEVELOPMENT IN COLOMBIA

Mr. Gunnar Schneider, chief of the Cooperation Office of the German Embassy in Colombia, invited participants to reflect on the opportunities that collaboration within the networks offers and endorsed sustainable lifestyles as enablers of innovation and springboards for the exploration of solutions to social, economic and environmental problems. The collaboration effort with Colombia was developed around three topic areas: actions toward the development of peace and crisis prevention, environmental policy, and the protection and sustainable use of natural resources. Mr. Schneider shared the opportunities and challenges of collaboration for different actors in Colombia from the perspective of the German embassy and highlighted the importance of dialogue, co-creating objectives and prioritising solutions.



Mr. Schneider encouraging networking for collaboration.

OVERVIEW OF THE COUNTRY'S CURRENT REALITY AND ISSUES AFFECTING SUSTAINABLE LIFESTYLES: ARTICULATING THE EFFORTS OF CIVIL SOCIETY, BUSINESSES AND GOVERNMENT TOWARD A SAFE, STABLE AND RESOURCE-EFFICIENT COUNTRY.

"When talking about high impact entrepreneurship, one must talk about enterprises based upon ethics", said Mr. Bernardo Toro, Director of the Switzerland based Avina Foundation. Ethics, respect, acceptance of others and recognition of a national identity are requirements to envision sustainable development and entrepreneurship in Colombia. These principles enable the generation and distribution of value of any enterprise in the market. Richness cannot be measured in monetary terms, but in a reduction of social inequity.

Colombian entrepreneurs should not be taught to start up or develop their business just because there is a pure market opportunity. Instead, the driver should be a desire to create positive impact for society and the environment, which can be achieved when we think in terms of "taking care" of the others and our environment, rather than "to make money". Acting accordingly will definitively enable entrepreneurial initiatives to flourish and support the processes for peace and development in Colombia.



Mr. Bernardo Toro, explaining the importance of innovative business models.



JOURNEY TO THE FUTURE - COLOMBIAN CONSUMER LIFESTYLES IN 2050

Discussing the lifestyles of six “future lifestyle personas”, helped participants walk in the shoes of Colombian consumers in 2050 and craft scenarios for sustainable living in 2050. These characters were created as a projection of Colombian society in 2050 using trend analysis, persona profiling and behavioural typology. These characters represented different consumers, from a 17 year old teenager to an 80 year old person, each showed their activities, values and preferences for choosing their lifestyles in such way that the participants could impersonate them to create the scenarios.

While playing the role of these different future characters participants discussed the different impacts of their activities, things they'd like to change, measures in place and other details that contributed to their daily-life activities and choices. This way, they created a scenario that illustrated 12 different impacts arising out of their 2050 lifestyles.

Returning as their normal selves in 2012 participants were grouped in six discussion tables to explore different “pathways” or actions through diverse fields and an array of instruments that could help bridge today's current reality with the future they depicted. The topics covered within these pathways included social innovation, technological innovation, efficient value chains, policy tools, methods for behavioural change and sustainable business models.

Following the discussion of pathways each participant highlighted the areas that they felt offered a greater incentive for the desired future lifestyle based on their individual definition of the “good life”. Participants were also asked to prioritise the measures that could be put in place today to help reach this desired future.

The scenario was detailed according to impact area below. Figure 1 represents the areas that Colombians chose as more important today for living sustainably in 2050.



Colombian consumers in 2050



Visioning session step by step. (From left to right) 1. Introduction to backcasting process (Ginnie Guillen CSCP on stage); 2. Discussion of personas in 2050 (photo shows the group “in the shoes” of a 17-year old); 3. Scenarios by impacts. 4. Discussion of pathways; 5. (bottom right) prioritization process.



VISIONING FUTURE SCENARIOS IN 2050

Based on participant discussions, the “good life” in 2050 for Colombians comprises a sustainable use of natural resources, a society free of poverty and moreover, a society that is safe for all. Educated and interconnected, the society will continue endorsing policy that enhances sustainable use of nature and high-quality living conditions.

This is presented in figure 1 below.

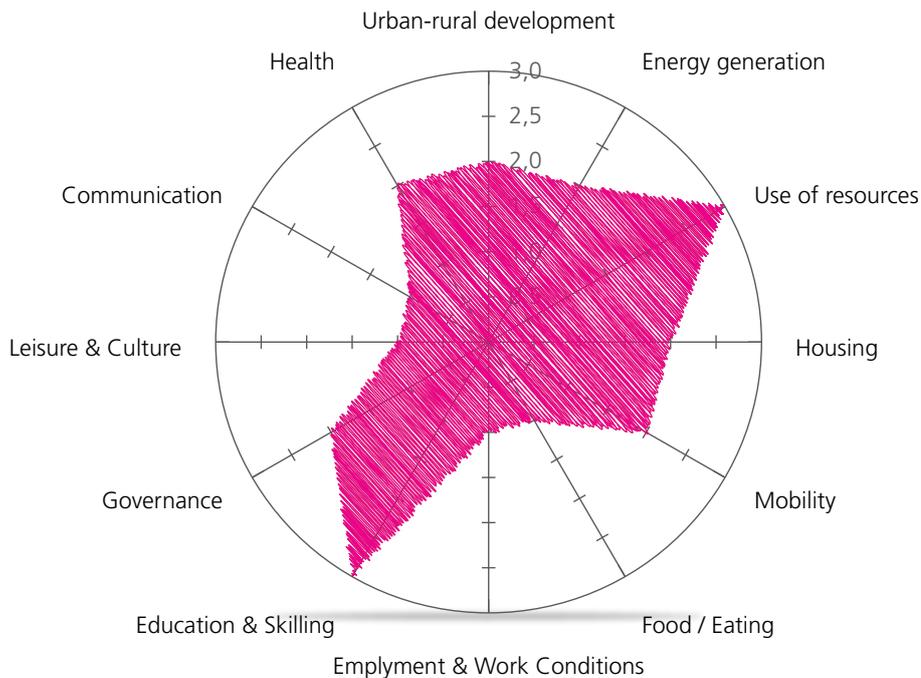


Figure 1. Areas with most relevant impact on/of lifestyles in 2050. Scale: 3 – very relevant, 2 – relevant, 1 – somewhat important

Each item is discussed in the following text.

Vision: Energy generation



In 2050, 100% of the energy produced and consumed in Colombia will come from renewable sources. Infrastructure is in place to enable smart use of household appliances, clean transportation and an overall a zero-emission lifestyle. To protect its to its natural resource wealth, Colombians emphasise the importance of sustainable use of resources as the key to proper energy generation and use. Colombia possesses a clean electric grid and facilities for distributed and self-generation of energy.



Vision: Resource use

The proper management of natural resources is considered crucial. From solutions to efficiently collect, manage and treat rainwater to well-established urban-mining practices that avoid extraction of raw materials from nature, Colombian’s envision a society that cares about the origins of natural resources and goods, and ensure proper disposal practice for end of life products.



Vision: Mobility

High-connectivity and integrated infrastructure are the key mobility issues in Colombia. Moreover, sustainable mobility implies decreasing distances and time requirements for transportation. The efficiency of available solutions relies on participation, interaction and sharing as transport must be adaptable, multi-modal and public. Ecological taxes will apply for privately owned automobiles and fossil fuels for transportation will be completely banned.



Vision: Housing

There is socio-economic pressure to shift housing conditions from “traditional” into smart locations. Public policy helps this transition and individuals become engaged by turning their houses also into working spaces made possible by high-connectivity solutions. Houses are built from locally sourced material, and in many cases from recycled materials. Houses emit zero-emissions and are planned for agricultural activities with green gardens and home-produced goods being valued as very important. Houses are also planned for the needs of inhabitants and adapted to endorse social interaction when needed. For such a housing system to succeed, consumer information for proper policy implementation, business development and an understanding of “status” that is perceived as a result of the place in which one lives is crucial.



Vision: Health

Prevention is the main characteristic of the health system. Thanks to tools and new technologies, people can monitor and control the propensity for disease. The responsibility to maintain good health is completely an individual responsibility, thus it is important to keep information for citizens up to date. “Healing medicine” plays an important role and this is supported through an acceptance of homeopathy and traditional treatments. Infrastructure for physical activities such as yoga, cycling, camping and contact with nature is valued as an important contributor to good health.



Vision: Nutrition (food and drink)

For very busy people, policies that promote nutrition and education for good eating habits are of paramount importance. More conscious eating happens through the supply of organic food. Junk food is costly and is made as healthy as possible. People tend to have personal farms, supporting a trade in goods and local production and consumption.

Alcoholic beverages are consumed rarely and they are costly because of their organic origin and preparation processes.



Vision: Culture and leisure

Each age group enjoys different activities. The elder groups tend to enjoy personal interaction over individual entertainment solutions. Friends and family are very important and they live in communities that facilitate meetings with friends and spending time together. For mid-aged people (35-65) it is very important to be able to combine leisure with work, and these aspects of life are connected through virtual solutions. Cultural goods are valuable acquisitions and people also seek to enjoy self-time when possible. Younger generations enjoy combining physical activity with virtual ways of spending their time. Music and sport play an important role as leisure activities.



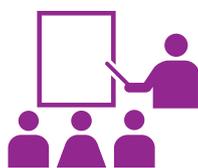
Vision: Communication

Interconnectivity helps to strengthen virtual communities. Some technologies such as mobile devices are an integral part of nearly everybody's lifestyle, but some choose to limit their time online to work-related issues. Remote office (home-office) is a common practice and social networks are the basis for educational and work activities.



Vision: Employment and work conditions

Work overload may be a problem that many professionals will face due to the diversity of solutions to different needs in society. Informal employment is no longer a feature of Colombian society as self-employment has become well remunerated. The tax system assures social security for retired people and proper employment opportunities are supported for all citizens, particularly for the young who are beginning their working lives and for ethnic minorities.



Vision: Education and skills training

A properly functioning labour market is directly related to the available skills of working people and the capacity of employees to perform in highly specialized fields. Mentoring and coaching, personal interactions and the use of virtual solutions are the main components of the education and training system, which will focus on personal skills development rather than on memorizing facts. This is one of the main topics that will ensure that the activities such as proper use of resources or implementation of technologies, are successful in 2050.



Vision: Urban-rural development

There is a reverse logistics system operating between cities and rural areas that ensures coherent development based on an understanding of consumption patterns, available resources and adaptation to demand in different areas with materials and resources being allocated accordingly. Social networks will also facilitate the deployment of solutions that support rural livelihoods and promote local development.



Vision: Governance and human rights

Public policy ensures the well being of the elderly population, minorities and inhabitants of remote areas. Government is actively engaged in efforts to bridge social gaps and provide information on alternative solutions for innovators, communities and organizations. Consumption is regulated and steered through taxes and subsidies, which also are crucial for the implementation of measures to preserve the environment.



Figure 2. Discussing personas and crafting future scenarios

IMPACTS AND DRIVERS FOR SUSTAINABLE LIFESTYLES

After crafting their sustainable 2050 scenarios participants prioritized the different aspects of lifestyles that must be acted upon today to reach the envisioned future. Figure 3 illustrates the types of measures that were seen as necessary for each of four lifestyle aspects. Each participant was provided one type of driver and asked to place it on the impact that they considered as most urgently needing actions today. The numbers in the graph indicate the amount of votes that each specific driver received for each impact.

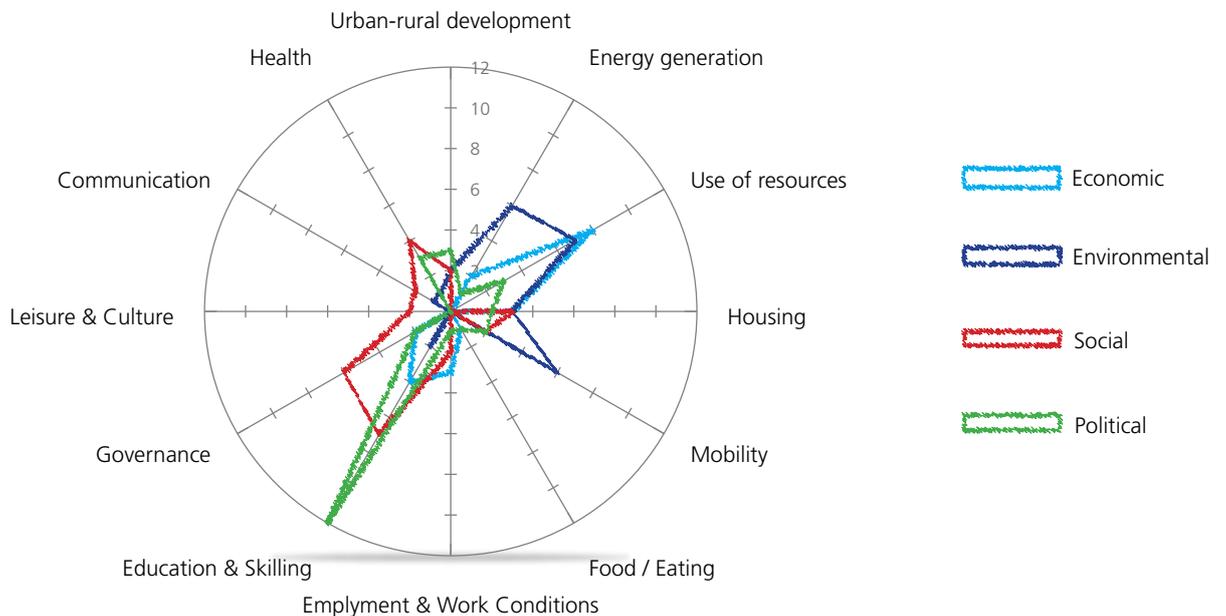


Figure 3. Drivers of measures needed in the short to mid term to reach 2050 scenarios

As the area with the greatest emphasis, education and skills development is largely shaped by government policy, followed by social solutions, and in a very small scale by economic measures. However, participants highlighted their view that the use of natural resources, which was also ranked as highly relevant, is entirely driven by economic forces and environmental solutions.

Nutrition, communication and leisure and culture are the impacts seen as being of least relevance. Nutrition seems to be somewhat affected by economic measures, leisure, culture and communication depend mainly on social drivers.

Environmentally driven actions influence mobility, resource use and energy generation the most, but are seen to play a smaller role in urban-rural development, communication and education.

Other than the emphasis placed on policy for education and skills development, the drivers and impacts were evenly ranked with economic measures seen as having a slightly greater relevance.

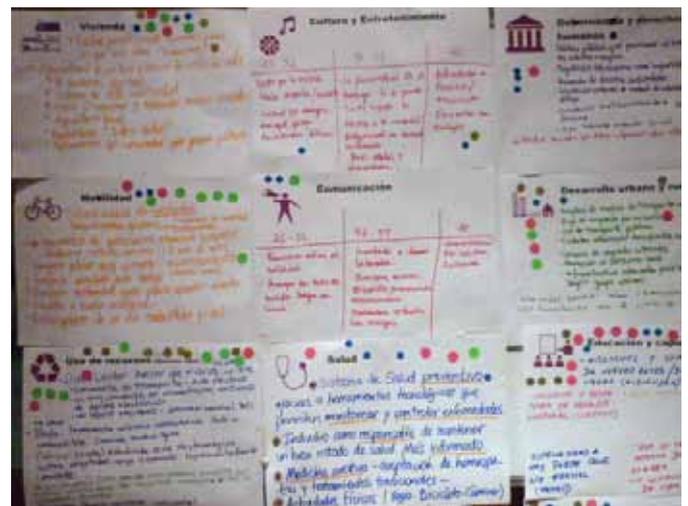
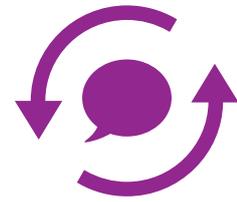


Figure 4. Scenario assessment and drivers analysis



ROUNDTABLE DISCUSSIONS - SCALING UP INNOVATIONS AND ENABLING SUSTAINABLE LIFESTYLES

INTRODUCTION

Multi-stakeholder cooperation and engagement is widely recognized as a key factor that is necessary to achieve social, environmental and economic impact. However, the development of successful partnerships and alliances is a complex process. This Workstudio was structured to facilitate a dialogue among relevant actors with the aim of creating potential alliances to scale up business and social innovation to support sustainable lifestyles in Colombia. During the discussions held during the Workstudio it was evident that many Colombian private, public and the civil society stakeholders were very interested and willing to cooperate to build upon existing good practice.

Indeed, Colombia presents a promising [entrepreneurship development](#) environment. There are examples of private programs delivered by corporate foundations that aim to generate income for the base of the pyramid, to promote community-based solutions for local challenges (e.g. social innovation) and foster so-called dynamic entrepreneurship (enterprises with high and rapid growth potential). Likewise, the number of public programs aimed at developing entrepreneurship skills has increased significantly in Colombia in recent years. Other initiatives aim to strengthen the relationships between [enterprises, the research community and the state](#). These relationships seek to improve the connection between research and the reality of industry to develop and support market solutions.

Nonetheless, despite these efforts, the practical impact of sustainable lifestyles to date remains limited. Participants agreed that a common sustainable lifestyle agenda should be discussed and developed to align efforts and maximize the impact of available resources.

The objective of the roundtable discussions was to assess the potential for synergies among the stakeholders and to identify elements with potential to lead to action by solving the “how to” questions rather than “why and what” questions that had already been explored.

The table below presents the discussion topics discussed and hosts at each Workstudio table.

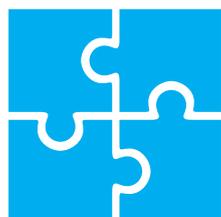


Table 2. Roundtable discussions

Tables	Roundtable question	Table hosts
Role of the financial sector	<ol style="list-style-type: none"> 1. How can perceptions of risk connected to sustainability issues be reduced in financial institutions? 2. How can capital be directed toward collaboration with other sectors to facilitate investment in sustainable consumption related innovation? 3. What are the key success factors for the financial sector to enable SCP? 	<ul style="list-style-type: none"> • Mabel González, CSR Director at Asobancaria • César Rodríguez, CSR Director at Colombian Stock Exchange
Role of education and research	<ol style="list-style-type: none"> 1. How can partnerships be increased between academia and industry to develop sustainable innovation? 2. How can the next generation of sustainable entrepreneurs be educated? 3. What are the key R&D success factors to enable SCP? 	<ul style="list-style-type: none"> • Mónica Ávila, Director of Capacity Building at Corporación Ventures
Role of entrepreneurs and value chains	<ol style="list-style-type: none"> 1. How can supply chains be empowered to generate products and services that promote sustainable lifestyles? 2. How can cooperation between SMEs and large companies be strengthened? 3. What are the key success factors to enable businesses to deliver SCP? 	<ul style="list-style-type: none"> • Andrés Rozo, American Focal Point of the CSCP
Role of corporate social responsibility	<ol style="list-style-type: none"> 1. Beyond philanthropy: How can the concept of CSR evolve to increase the impact of social entrepreneurship and large enterprises? 2. What are the most promising future CSR strategies to support sustainable consumption? 3. What are the key success factors for CSR to support SCP? 	<ul style="list-style-type: none"> • Rafael Stand, Director of the CSR Centre



FINANCIAL SECTOR

This roundtable discussed the potential contribution of the financial and investment sectors within the context of responsible banking, the “impact investment” movement, and the Colombian Green Protocol.⁷ The following presents a summary of the discussion.



César Rodríguez, CSR Director at the Colombia Stock Exchange, highlighting the need to improve financial sector Environmental Governance Systems.

Reduce risk perception around sustainability among financial institutions

- To set and achieve sustainability goals, financial institutions should align sustainability strategies with corporate values of organisations. To accomplish this aim, it is necessary to strengthen internal communication channels to develop a common language between departments or areas of work within the institution.
- Quality and reliable information is a paramount condition to identify the business case for Sustainable Consumption and Production (SCP) in every single potential client or investment project.
- Environmental and social risks and opportunities need to be properly calculated and reported. Therefore, impact indicators and measurement proxies must be improved to balance the business case in qualitative and quantitative terms.
- Consumption aspects are difficult to understand. Accordingly, there is a need to develop instruments to evaluate the risks associated with unsustainable consumption practice at the individual and industrial levels.

Shifting capital and collaboration to direct investment toward innovation for sustainable consumption

- Universities could establish research projects in collaboration with financial institutions to better understand the environmental and social risk factors of clients and investment projects. This could be accomplished, for instance, through these development or other research programs.
- Business organizations and financial institutions could cooperate to develop the SCP business case for SMEs and the industrial sector by: a) strengthening engagement with government to develop sector specific SPC projects; b) increasing SCP capacity in industry and SMEs; c) developing effective benchmarks to better understand SCP business opportunities.

Success factors for financial sector to enable SCP

- The achievement of environmental and social impacts is a goal that should be coherent in the context of the reality of most Colombians. Financial institutions should not overlook immediate urgencies and other priorities of the “day-to-day” of consumer financial services. Efforts should be also directed toward issues like financial education (e.g. how to use money efficiently and save), elimination of fraud, increasing security during financial transactions (e.g. withdrawal, online-banking, etc.), enabling access to finance at the “Base of the Pyramid” (fair and affordable interest rates, and no/low collateral or guarantees).
- SME support is necessary to increase their SCP-related efforts and capacity to deliver reliable information that is needed for credit/investment analysis for loans and projects.
- Credit and project finance analysts should integrate environmental and social governance standards into decision-making processes.
- Sustainability departments of financial institutions should be involved in a strategic capacity in guiding decision making processes for both project financing and lending.
- Improve communication and disclosure systems to engage individuals who possess savings to build potential for financial institutions to offer financial products and services to environmentally and socially conscious investors.
- As the business case for SCP is not widely acknowledged within the financial sector it is necessary to build and develop system for both private and public investment guarantees.

⁷ The Green Protocol is an agreement between the financial sector and the national government in Colombia to cooperate to promote sustainable development and the sustainable use of natural resources in Colombia resourcewww.asobancaria.com/portal/page/portal/Asobancaria/responsabilidad_social/protocolo_verde/

EDUCATION AND RESEARCH

This discussion aimed to identify mechanisms that enable the development and dissemination of SCP educational content to students, industry and consumers. Key discussion topics included partnerships, the education of the next generation of entrepreneurs and success factors.



“Education on SCP is limited in schools, universities, enterprises and among consumers and is not a cross-cutting issue for all fields of learning.” Luis Malo, independent consultant on higher education. The images present the education roundtable.



Increasing partnerships between academia and industry for developing sustainable innovations

- Participants acknowledged the need to strengthen the alliance between university, industry and government. Although good practice exists (e.g. INNpursa, Innova award, Connect Bogotá, Colciencias), there is a need to increase efforts particularly toward topics like SCP and adaptation to climate change.
- Effective economic incentives are needed to increase the number of scientists in industry.
- Universities need to close the gaps between intellectual property systems and the potential for commercialisation of knowledge.
- Co-financing and collaboration on research between industry and universities to respond to urgent market and social issues is important.
- Analysing and adapting international benchmarks and case studies to the Colombian context in cooperation with international education institutions would support sustainable innovation.

Educating next generation of sustainable entrepreneurs

- Universities need to innovate new curricula and adapt content to the reality of current and future markets.
- Train the trainers programs on SCP need to be structured for consultants as well as teachers and professors.
- Education programs and institutional campaigns on how to achieve a sustainable lifestyle for the “family” target group are needed.
- Educating through storytellers: practitioners who have achieved SCP success are the best drivers to engage with others and disseminate the message.

R&D success to enable SCP

- Investment to document and disseminate leading best practice is needed. Credible storytellers need to be identified in local contexts.
- Increase the set of SCP research incentives. A good starting point is to pay fair wages to professors and scientists and to increase resources directed toward research infrastructure.
- Develop low-cost informal SCP education and training programs, short courses and seminars for the Base of the Pyramid (poorest of the poor) target group.
- Raise awareness among enterprises and investors. The goal should be to get these stakeholders to acknowledge that education is an intangible benefit that would bring about meaningful long-term benefits.

ENTREPRENEURS AND VALUE CHAINS

This roundtable discussed potential contributions of entrepreneurs and value chains to scale up sustainable lifestyle related innovation in Colombia. The following is a summary of the discussion:



“Sustainable supply chain strategies have to comprise not only a downstream strategy with providers, but also an upstream strategy with consumers, something which is sometimes forgotten among enterprises.” Juan David Alzate, ISA. The pictures presents the value chains discussion table.



Supply chains promoting sustainable lifestyles

- Large enterprises should develop business models and strategies that not only support the development of shorter local supply chains, but also motivate consumers to adopt sustainable consumption patterns.
- There is a need to be closer to the consumer and define mechanisms to increase their knowledge and understanding of sustainable consumption.

- Use labelling mechanisms that are clear and straightforward to avoid confusion among consumers.
- Sustainable Public Procurement needs to be strengthened in Colombia, both on the public procurement side and among suppliers.

Strengthen collaboration between SMEs and large companies

- More research on the consumption behaviour of consumers when using products is needed. Universities could support enterprises to understand sustainable and unsustainable consumption behaviours through research.
- Cooperation with Civil Society Organisations is needed to effectively engage consumers through campaigns and education on sustainable lifestyles.
- Large enterprises and SMEs lack an effective dialogue and a joint agenda. Therefore, it is necessary to facilitate communication and a common understanding between these groups. Local business organizations such as ANDI, ACOPI, as well as sectorial organisations and the Colombian Chamber of Commerce could serve as platforms for interaction.
- Government entities require a common and coordinated sustainable public procurement strategy to stimulate a market for sustainable products. This should not be the role of the Ministry of the Environment alone.

Success factors for businesses to enable SCP

- Improve capacities of enterprises regardless of size to design products and services for sustainability.
- Enterprises need to understand the business case for sustainable consumption and direct business strategies accordingly.
- Contracts between large enterprises and SMEs need to be secured for the long run. Large enterprises need to acknowledge that technology transformation and skills development in SMEs are middle and long term goals.
- In spite of government initiatives led by the Industry and Commerce Ministry (Superintendencia de Industria y Comercio), Colombian consumers still lack of a strong voice and bargaining power when it comes to protecting their sustainable consumption rights and, therefore, it is incumbent upon government to bring forward effective joint initiatives with industry.

CORPORATE SOCIAL RESPONSIBILITY

This roundtable focused on the role of CSR in scaling up business and social innovation and enabling sustainable lifestyles. Discussion topics included moving beyond philanthropy, promising CSR strategies for the future and success factors.



"CSR should focus on capturing and distributing environmental, social and economic value through different departments of the company." Alejandro Velazco, Director of QES. The images present the CSR discussion group and their presentation.



Evolution of CSR to increase sustainability impacts for entrepreneurs and for large enterprises

- Internally, CSR strategy should be oriented toward integrating CSR goals throughout the different departments of a company (e.g. marketing, human resources, logistics, public relations, etc.). This is necessary to achieve a common language and develop a sustainability agenda that is consistent with overarching corporate goals.
- Externally (e.g. toward stakeholders), the department with responsibility for CSR should focus on achieving

impacts at the core of the business by working to strengthen sustainability capacity in supply chains (e.g. develop capabilities among suppliers of products and services).

Promising future CSR strategies to achieve sustainability

- Consumer education for sustainability is a potential field to explore by companies with a dedicated CSR department.
- CSR departments have the opportunity to develop applied research projects to produce and gather information that helps decision makers in the company design sustainability-oriented business strategies. For instance, joint research on sustainability challenges in specific market sectors, development of eco-innovations (products, services, processes) in collaboration with the academic community/scientists and/or otherwise engage the research sector.
- Large enterprises with a CSR department could develop programs to assist SME suppliers and customers improve their own CSR programs and strategies within the framework of the ISO 26000 and the Global Compact.
- Understand the corporate report, institutional campaigns and publicity instruments as mechanisms to manage and disclose responsible and transparent communication; see the efforts as a means to a sustainability related end rather than as the final outcome.
- Develop "refundable" and "take back" programs for products to promote sustainable consumption, particularly to deal with the end-of-life phase of products.

Success factors for CSR to enable SCP

- Commitment and acceptance of a cross-cutting CSR strategy among different company departments.
- Reliable information (e.g. lifecycle analysis, environmental impact assessments, community engagement, etc.) is a requirement for any CSR program. It is noted that some CSR programs are conceived without of a serious effort to address environmental and social challenges.
- If the goal is to replicate impact, enterprises or foundations that work on similar issues (e.g. children's nutrition, biodiversity protection, child labour, etc.), should increase dialogue and interaction to seek out opportunities for synergies and to take advantage of each organisation's individual capacities. Furthermore, the sharing of practices and experiences should avoid a doubling of effort, which is a fairly common problem in Colombia.

OPPORTUNITIES, CHALLENGES, OFFERS AND NEEDS

Following the roundtable discussions, Workstudio participants reflected on the day in terms of opportunities, challenges, resources on offer from participants, and needs to scale up sustainable living innovation and to strengthen existing partnerships in Colombia. The detailed opportunities and challenges are presented in table 3. Table 4 presents the resources on offer (on-going local initiatives) and needs (actions that are yet to be started).

Table 3. Detailed reflections of the day: Opportunities and challenges

Opportunities	Challenges
<p>Communication and networking:</p> <ul style="list-style-type: none"> • Creation of networks to strengthen the sector and share efforts • Build upon and link into existing local networks (e.g. Pacto Global) • Strengthen the Bogotá Basura Cero network • Many good practices have already been implemented. They must be spread. Communication and education for the most polluting sectors. • Further develop thematic collaboration and generation of knowledge. • Generate: network, support, exchange. • Develop partnerships with other sectors. <p>Education:</p> <ul style="list-style-type: none"> • Educate young people to build a wider awareness of environmental protection and social equity issues. • Create possibilities for students to join/establish a research group specialized in waste management technologies. • Strengthen social and environmental entrepreneurs. • Education for consumers is essential. • Consumers and markets: • New green markets need to be created. Awareness of environmental change from the perspective of the entrepreneur and the consumer is essential. • Create a good environment to empower responsible consumers and producers. • Create a marketplace for sustainability. • The topic of sustainable lifestyles is very popular in Colombia today. <p>Tools and approaches:</p> <ul style="list-style-type: none"> • There are concepts and tools for sustainable management (public and private) that must be used. • Establish new concepts and cultural exchanges on topics related to sustainability. • Spread programs and analytical methodologies for sustainable environmental and social projects. • There is a big interest in building a real environmental development model. • Develop a common focus/perspective. <p>Business and CSR:</p> <ul style="list-style-type: none"> • Integrate sustainability activities into companies. • Seek synergies between stakeholders to develop and disseminate CSR related projects. <p>Finance:</p> <ul style="list-style-type: none"> • In Colombia there are several strong "impact investment" organisations, but social entrepreneurs are not sufficiently advanced to benefit from these investments." We must build a bridge. • The financial sector should become more responsible and coordinated. 	<p>Culture:</p> <ul style="list-style-type: none"> • Create an "ethics culture" across value chains, and include the consumer to address the lack of collaboration and understanding among the different stakeholders and enable more organized efforts. These efforts must also be communicated and shared. • Build an identity through our natural resources and convert them into renewable sources. We should not waste or transfer resources to external stakeholders. • An "optimistic mood" is needed in such a difficult context as found in Colombia with respect to resources and time constraints. • As a society, we should be able to teach a number of key values to our children and teenagers: respect, honesty, solidarity, cooperation, empathy, and transparency. • We should place CSR into the DNA of the organisation. This could be accomplished by looking for a spokesperson (different from the Government) to lead a debate on sustainable consumption and production. <p>Awareness:</p> <ul style="list-style-type: none"> • Raise awareness among other stakeholders that are not integrated or remain uninterested in sustainability issues. This could be by creating appropriate legal systems and anti-corruption strategies. • The challenge is to have a well-informed consumer that knows about sustainable lifestyles. <p>Current models:</p> <ul style="list-style-type: none"> • Accept that the current global economic model must be changed to make more dynamic networks. • Difficulties in the internalisation of environmental variables (in the public and private sectors). • Internalisation of environmental and social issues into business strategy (even though these are not the core of the business). <p>Partnerships and coordination:</p> <ul style="list-style-type: none"> • There is a need for diverse and coordinated sustainability initiatives. At present there are no clear support structures and there is lack of strategic level harmonisation. • Be persistent and build a "momentum" of activities. • Build partnerships with small companies to ensure labour conditions and sustainable management; Seek to address income gaps among the population (particularly social strata 1/2/3). • Identify new interest groups that are interested in supporting sustainability issues, waste reduction, and natural resource exploitation. • Develop new ideas in the area of integrated waste management, adapting and developing technologies that are suitable in the Colombian context. • Integrate global concepts in the local context - "glocalization" - to reach the goal of sustainable development. This should include supporting strategies for training and acquisition of knowledge. <p>Implementation:</p> <ul style="list-style-type: none"> • Get beyond first steps and first encounters and achieving concrete results. • Implement planned activities or actions. Redefine the concept of "development" at the global level.

Table 4. Detailed reflections of the day: Offers and needs

Resources on offer		Needs
Who	What	
RS	Disseminate good practices in RS magazine www.rsnoticias.com	<p>Education and training:</p> <ul style="list-style-type: none"> • Training: Link the concept of CSR to professional activities as an essential issue. • Training on sustainable business models and sustainable innovation. • Strengthen management in university-company partnerships to develop research strategies in the middle and long term. • Academic training for corporate sustainable management. • More CSR education. <p>Communication and networking:</p> <ul style="list-style-type: none"> • Global networks need local partners. • It is necessary to create a place for "collaboration" to share and spread knowledge. • Create a community for discussions of strategic topics. • Interdisciplinary group that works to preserve the biodiversity and cultural heritage of Colombia. • Engage new sectors that would like to introduce sustainable waste management processes in their companies. • Clear and detailed communication on common efforts and initiatives. • More clearly articulate moments/spaces among the different audiences. • Construct partnerships that are efficient and effective to generate more impact. <p>Knowledge:</p> <ul style="list-style-type: none"> • There is a need for greater knowledge of "good practices" and project financing. • There is a need for more local information and international experiences with sustainability issues to understand how they might be applied in Colombia and Latin America. • Knowledge and information systems that collect the needs of each sector, their expectations and potential are needed. <p>Consumers and markets:</p> <ul style="list-style-type: none"> • Think according to market objectives. • More demand to promote energy efficiency markets and institutional support. <p>Business and CSR:</p> <ul style="list-style-type: none"> • Identify risks to ensure sustainability in the entire value-chain • There is a need for stakeholders that are interested in developing projects related to bio-trade, sustainable stockbreeding and agriculture. • Government/corporate and community recognition of the importance of good policy and implementation. <p>Implementation:</p> <ul style="list-style-type: none"> • Implementation of triple bottom line project evaluation systems. • Build a "confidence environment" to streamline processes. • Demonstrate the value-added for different stakeholders.
Sustainalytics	Strengthen the Latin movement on sustainable "impact investment" in Latin America.	
ANDI	Dialogue with other networks (e.g. Pacto Global) and meeting areas for knowledge management.	
Bogotá Cero Basura	Join the IPLA (national level) to be more connected with integrated waste management issues. We offer consultants to assist with public policy formulation.	
U Católica	Develop partnerships between different faculties (Economics, Psychology, Law, Engineering) to jointly develop research activities.	
HUB Bogotá	We can offer physical space (co-working/networking) for innovation, entrepreneurship (social, environmental, cultural).	
Ashoka	Programs to raise awareness and educate about social entrepreneurship (young people, universities, companies).	
Ashoka → Centro RS-CIRS	CSR training courses, coaching during the implementation phase of a CSR strategy.	
Ecolistic	Promote actions that support responsible consumption and sustainability.	
Maria Camila Bautista (Environmental Studies Faculty)	Research – Business partnerships with research groups that focus on the environmental topics. Contributions through joint projects and empirical studies.	
Fundación Natura	Training programs for good agricultural practices. Support during certification processes.	
Fundación Natura → Findeter	Assist local authorities to develop plans for climate change adaptation. Energy efficiency. We can offer support for sustainable development in regions of Colombia.	
QES Alejandro Velasco	Consulting services to support sustainable business models, projects and PPPs with Germany (energy and resources sectors). Financing and promotion of sustainable innovation and green projects	
Change Americas	Certification in organisational change management. Consultancy and training for soft skills related to leadership, emotional intelligence, coaching skills, high performance teams. rmontoya@changeamericas.com	
Global networks	International platform for international collaboration <ul style="list-style-type: none"> • Global Network on Sustainable Lifestyles www.vision2050.net • Global Network on Sustainable Innovation and Entrepreneurship www.scaling-up.ne 	
Asobancaria	"Green protocol" as an opportunity to build a sustainable development model for Colombia. This is possible if all sectors actively participate and improve the educational model for better results.	
Compartamos Colombia	Enhance institutional capabilities of "third sector" organisations. Consultancy services for sustainability issues in for profit companies.	
PWC	Integration and alignment of "sustainability" in businesses.	

THE WAY FORWARD

KEY STRATEGIC ACTIONS

The participants ended the day with a discussion of key actions necessary to address issues that impact lifestyles and help move toward achieving their aspirations of a safe and interconnected society.

Presented below is a summary of these key strategic action items:

- **Coordination:** Efforts must be connected. The key question is how stakeholders can organise themselves to make their efforts a success. It is important to ensure that opportunities for co-creation and participation are open and that each actor has a clear understanding of the objectives and necessary tasks to move forward.
- **Communication:** More effort should be directed toward communication issues, from improving contents to conditioning the different communication channels to ensure wide diffusion.
- **Multi-stakeholder approach:** There is need to recognise and highlight all areas where each organization/individual has its/their strengths. All organisations must recognise the role of unions and the inclusion of different entities to ensure a productive dialogue and to implement collective actions.
- **Understanding and trust:** There is need to respect understanding and build trust, which is at present somewhat lacking in Colombia.
- **Consumers:** Strengthen consumers through education and information.
- **Business:** Sustainability minded managers and brokers must be at the core of a company's strategy to ensure long-term success. Companies must ensure that actions are consistent with their long term strategic vision.

ASSISTANCE FROM GLOBAL NETWORKS

The Global Network on Sustainable Lifestyles (www.vision2050.net) and Global Network on Sustainable Innovation and Entrepreneurship (www.scaling-up.net) can assist with driving the above noted actions forward in the followings ways:

- **Facilitate discussions:** Provide and facilitate online discussion groups on the Workstudio findings and identified actions to move forward.
- **International connections:** Connect Colombian stakeholders with professionals from around the world to share experience and learning.
- **Support on a needs basis:** Respond to specific queries and interests from local stakeholders in Colombia.
- **Capacity building:** Assist with capacity building by providing insights into tools, international practice and experience, decision making frameworks and other networks (online knowledge centres).

FURTHER DISCUSSION

It is noted that there is a need for local ownership to drive these key recommendations and actions forward. The global networks (www.scaling-up.net and www.vision2050.net) can act as platforms to further discuss and collaborate among Colombian and global stakeholders.

It is recommended that this Workstudio report be discussed with key local stakeholders to find the most effective and efficient ways to drive forward the actions identified during the Workstudio. Specifically, the stakeholders that should be engaged in this discussion include the Avina Foundation, Bogotá Chamber of Commerce, Corporación Ventures, CSR Magazine, World Business Council on Sustainable Development (Colombia), and Ashoka (Colombia).



ACTION ROADMAP

Figure 5 presents a roadmap for collaboration for sustainable lifestyles through social and business innovation in Colombia. The figure is based on the opportunities/barriers (table 3) and offers/needs (table 4) identified by Workstudio participants.

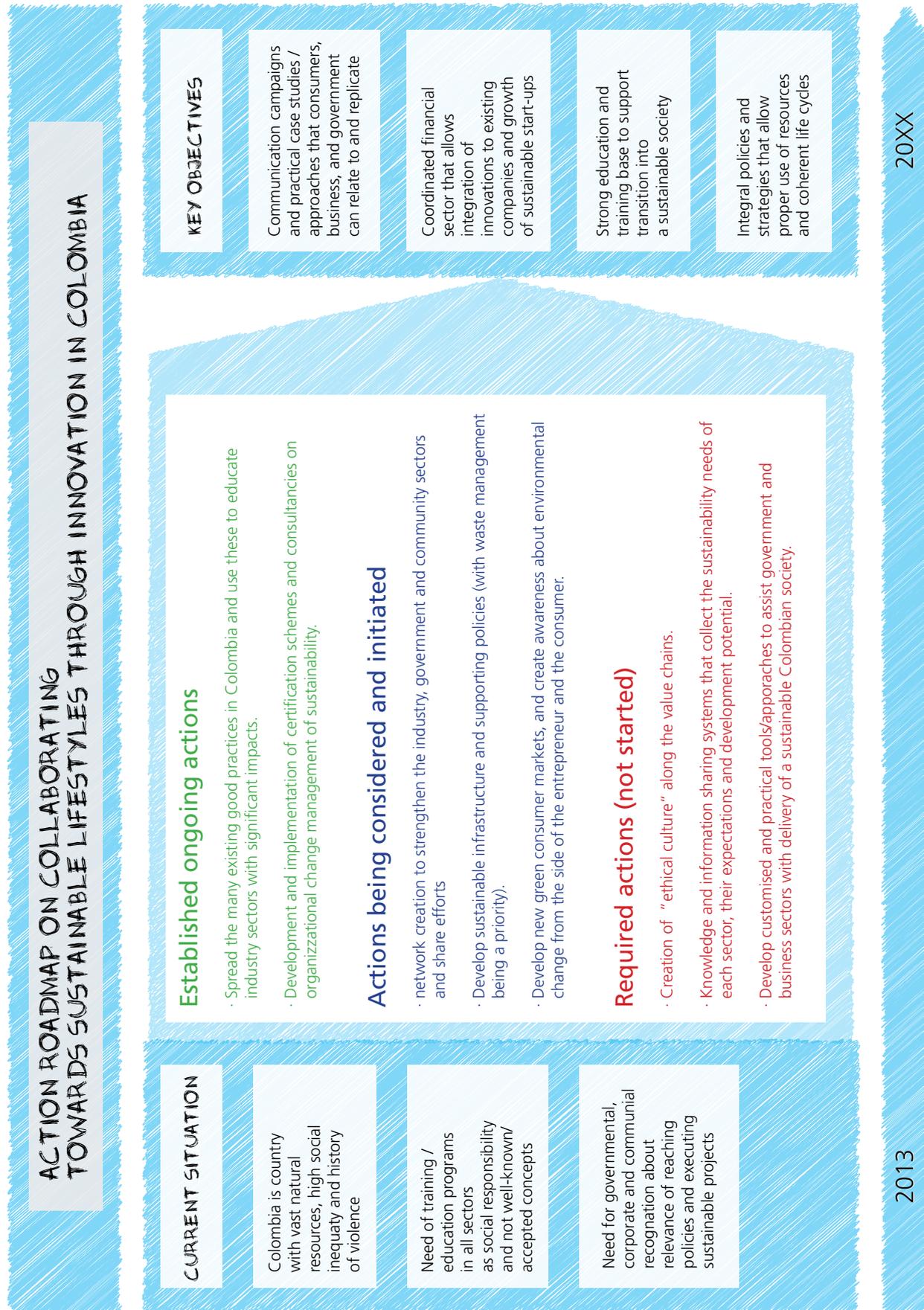


Figure 5. Action roadmap - Collaboration for sustainable lifestyles through innovation in Colombia

THE WORKSTUDIO STORY IN PICTURES

The following presents images of the Workstudio event, held December 3rd, 2012 at the Sede Chapinero of the Bogotá Chamber of Commerce.



06:30 Setting up the room and placing delegates' packages



8:30 room ready. Translators in place and registration ongoing. Coffe and tea served outside.



09:15 Andres Rozo officially opening the Workstudio



09:30 – 10:30 Distinguished keynote speakers providing an overview of Colombia's current situation in terms of entrepreneurship and cooperation.



10:45 – 13:00 The visioning session





14:00 – 16:00 Roundtable discussions



Networking, networking, networking... during breaks, lunch time and evening event



ANNEX 1

About the two collaboration projects with the German Ministry for Economic Cooperation and Development.



BUDDING IDEAS GLOCALLY FOR 2050 – BIG2050

Project objectives:

- Identify critical environmental and social impacts associated with current consumer trends, consumption patterns and lifestyles – across different global contexts;
- Encourage the transition to a resource efficient future by communicating and fostering innovation for more sustainable ways of living.



BIG2050 was launched at Rio +20 in June of 2012 and has begun to collect promising practices and examples of sustainable ways of living from around the world. Through multi-stakeholder workshops, this project will explore the environmental and social impacts, consumer trends and aspirations, and future visions of more sustainable lifestyles across five countries: China, Colombia, Ghana, the Philippines and Germany. This project also launched the Global Network on Sustainable Lifestyles, available at www.vision2050.net.

BUSSINESS INNOVATION FOR SUSTAINABLE SCALE-UP – BISS

Project objectives:

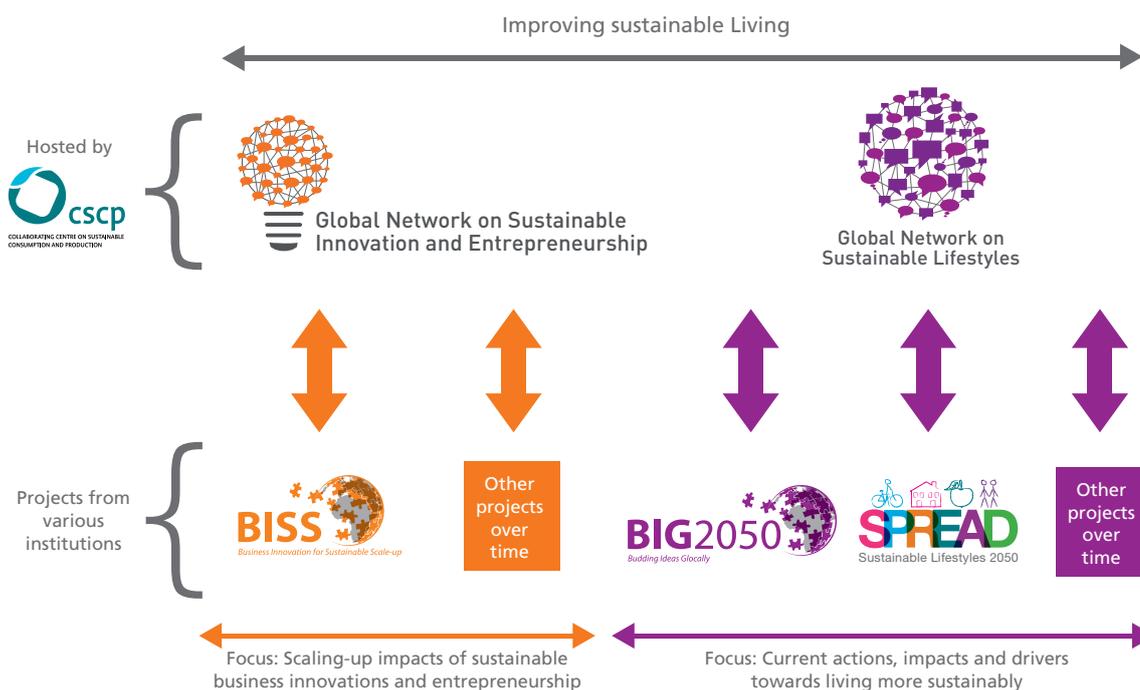
- Identify and assess innovative sustainable business models and success factors to scale up sustainable living impacts.
- Link knowledge and practice on innovation, entrepreneurship, and sustainable living and strategies and tools for implementation and scale up.



BISS was launched at Rio+20 in June of 2012 and has developed a Sustainable Innovations Framework, which will be used to identify the five key success factors to scale up sustainable business innovations. The project will run Workstudios in parallel with BIG2050, host webinars and provide research and building blocks for the Global Network for Sustainable Innovation and Entrepreneurship, available at www.scaling-up.net.

BIG2050, BISS AND THE GLOBAL NETWORKS

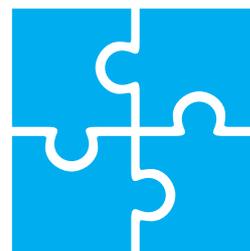
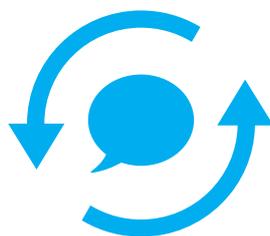
The unique features and synergies between the BIG2050 and BISS projects and the global networks are shown in the illustration below. Both networks (and their underpinning projects) aim to address a different aspect of sustainable living.



ANNEX 2

WORKSTUDIO PROGRAM

Time	Session	Speaker
8:30 – 9:00	Registration	All
9:00 – 9:10	Welcome and introductions	Andres Rozo (CSCP)
9:10 – 9:30	Presentation and introduction to global networks: <ul style="list-style-type: none">• Global Network on Sustainable Lifestyles• Global Network on Sustainable Innovation and Entrepreneurship	Dick van Beers (CSCP)
9:30 – 9:40	Welcome from the Chamber of Commerce	Juan Carlos Rodríguez (Chamber of Commerce Bogotá)
9:40 – 9:50	The German contribution to sustainable development in Colombia	Gunnar Schneider (Cooperation Office of the German Embassy in Colombia)
9:50 – 10:00	Colombia today – Overview of the country's current reality and issues affecting lifestyles	Bernardo Toro (Avina Foundation)
10:00 – 10:15	Short break	
10:15 – 13:15	Journey to the future - Colombian consumer lifestyles in 2050 Discussion session	All participants Facilitation: Ginnie Guillen (CSCP)
13:15 – 14:00	Lunch	
14:00 – 16:00	Innovation and entrepreneurship for sustainable living - Making collaboration work! Roundtable discussions	All participants Facilitation: Andres Rozo and Dick van Beers (CSCP)
16:00 – 16:15	Break	
16:15 – 17:00	The way forward – Action planning	All participants
17:00 – 18:00	Networking	





ANNEX 3

CSCP WORK ON VISIONING AND METHODOLOGIES

Objectives of visioning workshops:

- Perform social research on impacts and drivers that lead to sustainable lifestyles
- Support participants to envision responsible new ways to engage different stakeholders in the co-creation of visions and scenarios of a common future.
- Appeal to the participant's emotional side as well as their rational understanding to enable creative problem solving.

Use immersive tools to:

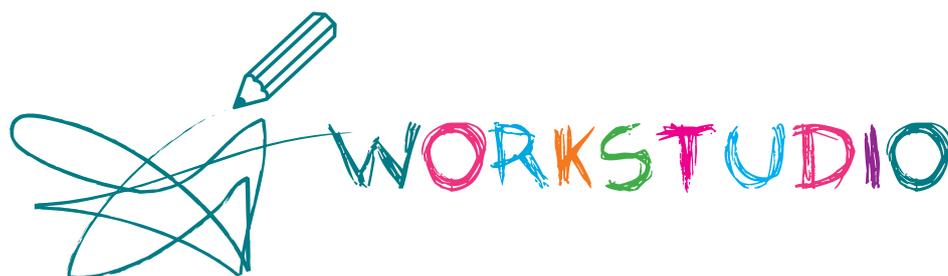
- Engage participants in future thinking
- Challenge assumptions about the future that participants want to be part of
- Introduce the scientific-planning methodology of backcasting
- Invite other stakeholders to the dialogue and action
- Deepen participant understanding of the evolving dynamics that will drive consumer behaviour over the coming several decades
- Tap into potential social innovations

Among these tools, the most used are a wide array of “personas from the future”, which are used to help understand the needs and lifestyles of people living in the future and support participants to “get into the shoes” of other consumers.

These methodologies are normally applied within group settings that support dialogue and agreement, as well as introspection and a challenge to participants to reconsider their assumptions.

Sessions are facilitated to ensure the collection of outcomes, which are to be presented both in graphical and text formats. Outputs of the visioning sessions serve as findings to create recommendations, enable targeted discussions and conduct detailed planning-backcasting processes.

The CSCP has developed and adopted these tools and methodologies to apply in different industries and for different purposes. Some of these methodologies were developed in collaboration with partners such as the European Environment Agency, Nokia, Deutsche Telekom, and the Global e-Sustainability Initiative (GeSI). Output documents can be downloaded from the Global Network on Sustainable Lifestyles' knowledge centre.





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The content and views expressed in this report are those of the CSCP and the participants of the Workstudio and do not necessarily reflect the position of the BMZ.

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