

TASK FORCE ON SUSTAINABLE LIFESTYLES

JOINT OECD-DAC - UNEP workshop on SCP for Development
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Paris

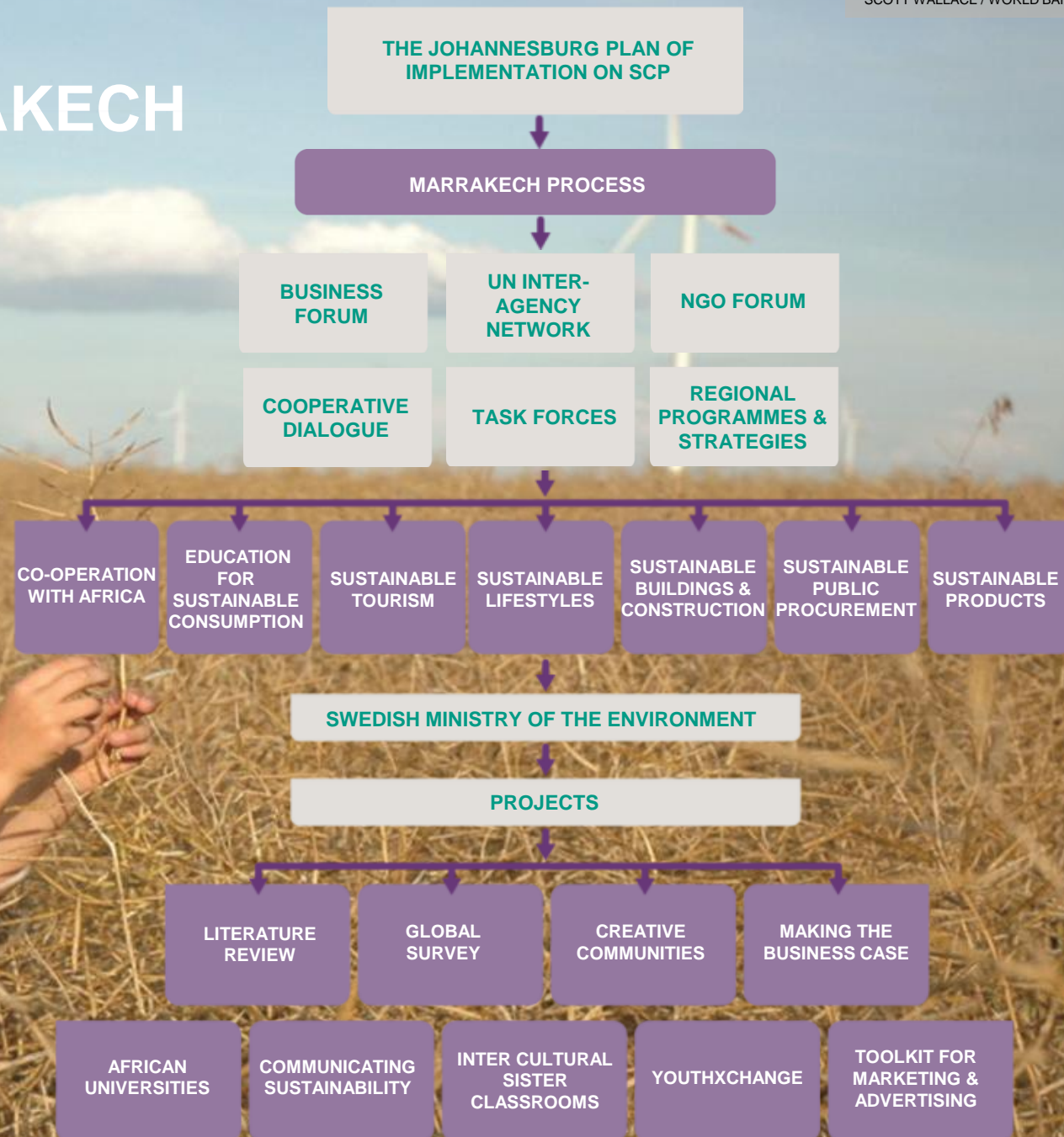


LIVING OUTSIDE THE BOX SUSTAINABLE LIFESTYLES

- Animated film : LIVING OUT OF THE BOX
SUSTAINABLE LIFESTYLES

http://www.youtube.com/watch?v=kmr9z8T4Zo&feature=player_embedded

THE MARRAKECH PROCESS





SUSTAINABLE LIFESTYLES DEFINITION

- **Why focus on sustainable lifestyles?**

Our lifestyle choices play a key role in climate change, biodiversity loss and inequality. The costs of inaction are staggering.
- **What are sustainable lifestyles?**

Sustainable lifestyles means rethinking our ways of living, how we buy and how we organize our everyday life. It is also about altering how we socialize, exchange, share, educate and build identities. It means transforming our societies and living in harmony with our natural environment.

PRODUCTION & CONSUMPTION



- **Sustainable lifestyles are complex**
Lifestyles are shaped by a whole host of factors (culture, politics, economics, social norms). Sustainable lifestyles need to be enabled and encouraged by the social and technical systems and institutions that surround us. Every sector of society has something to contribute.
- **We need sustainable consumption as well as sustainable production**
Every stage of a product's life has an environmental impact - from the extraction of raw materials to the manufacturing, transportation, final consumption and disposal.



THE TASK FORCE'S WORK IN BRIEF

Global

- 9 projects, 43 countries across the globe, 11 languages

Tested ideas & collected stories

- Provide policy makers, civil society, and business with powerful evidence base, tools and good examples

Connected people

- Brought sustainable lifestyles practitioners together



TASK FORCE PROJECTS

- Literature Review on Sustainable Lifestyles
- Intercultural Sister Classrooms
- YouthXchange
- Toolkit for Advertizing and Marketing
- Communicating Sustainability
- Global Survey on Sustainable Lifestyles
- Creative Communities
- Making the Business Case for Sustainable Lifestyles
- Introducing Sustainable Lifestyles into African Universities and Colleges



SUSTAINABLE LIFESTYLES MANIFESTO

- 1. Enthuse and inspire**
Give a positive message about what we gain not what we give up. It's all about creating healthier, better connected and more stable communities and environments
- 2. Create support structures**
Provide the products, means and the infrastructure to make sustainable choices
- 3. Celebrate success**
So much is already happening. Rejoice in success to encourage the involvement of individuals and communities
- 4. Focus your efforts**
Choose one specific area where lifestyle change is needed
- 5. Form partnerships**
Connect people, build relationships and expertise to make sustainable lifestyles happen.



THE TASK FORCE FINDINGS

Who do we need to be engaging?


- Government and local authorities
- Business
- Educators

What do we need to be doing?

- Research
- Communicate
- Everyday action
- Form partnerships

WHERE NEXT?

- Findings, ongoing and off-shoot projects of the Task Force will continue under the Partnership for Education and Research about Responsible Living (PERL)
- Development of recommendations for the 10 Year Framework Programme on SCP focusing on 5 specific areas:
 - Governance and enabling framework
 - Marketing oriented actions
 - Education/training
 - Research
 - Everyday enabling actions

A group of children are sitting on a bench outdoors. They are holding colorful balloons and looking at a book. The background shows a building with a sign that says "WELCOME".

“The challenge of development and poverty alleviation is the key area for future work. Therefore ‘sustainable lifestyles’ should not be misunderstood as a rich nation choice. The desire to enjoy western living standards is profound also in developing countries. However, developing countries also have sustainable solutions to offer.

Therefore, a better understanding of sustainable lifestyles, as well as more innovation in the design for sustainable solutions in different parts of the world, are crucial to achieve sustainability.

More cooperation and action is needed to demonstrate the benefits of sustainable lifestyles, explore new perspectives and development paths, motivate policy-makers, civil society organizations, scientists, the business sector and individuals to take part.”

Ms Elisabet Falemo

State Secretary, Swedish Ministry of the Environment



THANK YOU

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<http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm>