

## BACKGROUND

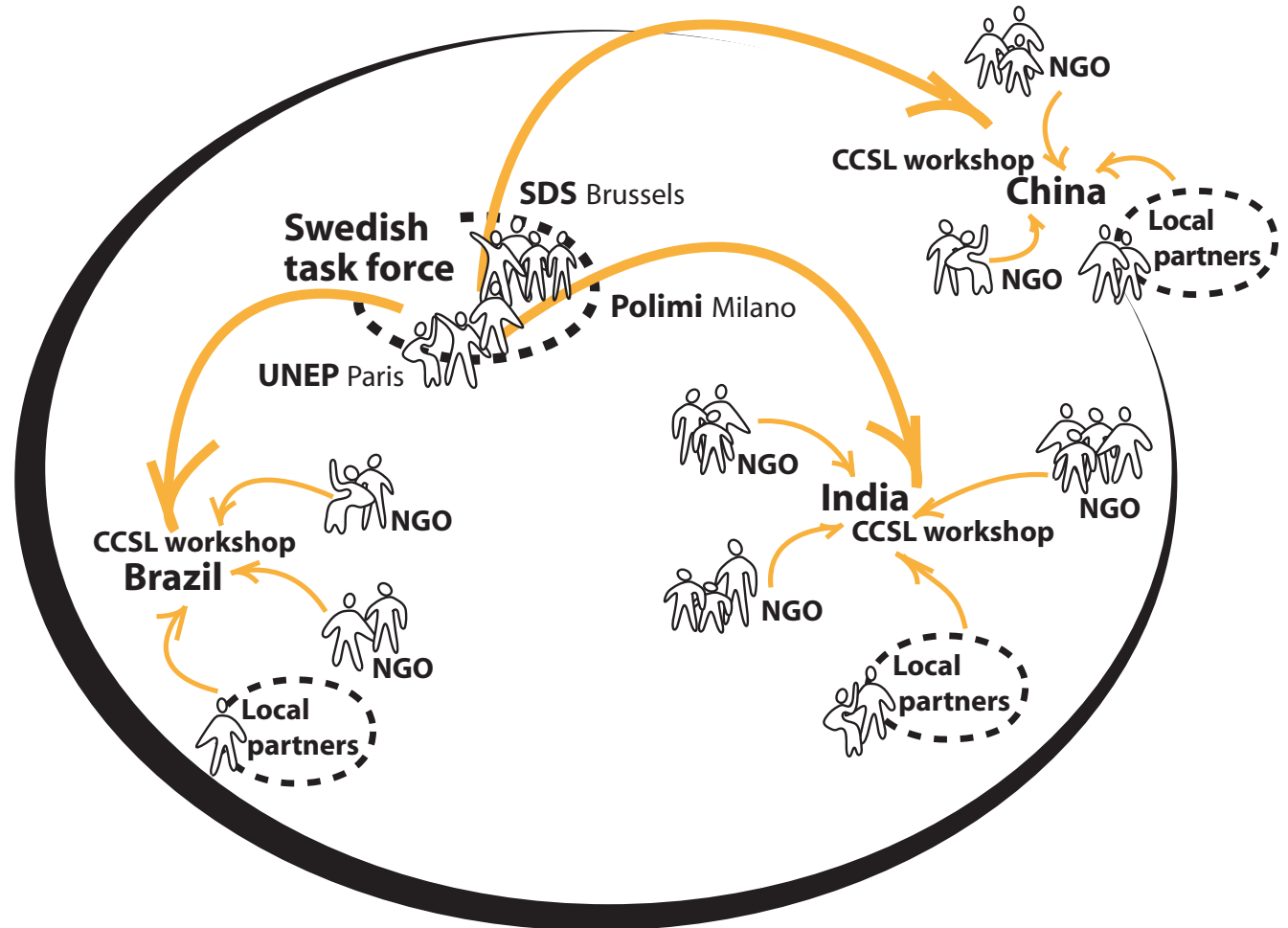
The 10 Year Framework of Programmes on Sustainable Consumption and Production, usually called Marrakech Process, is a programme led by the United Nations Environmental Programme (UNEP) and by the United Nations Department of Economic and Social Affairs (UNDESA). Its aim is to catalyze and guide the transition to a more sustainable global economy.

Within the Marrakech Process, the Task Force on Sustainable Lifestyles is an initiative supported by the Swedish Ministry for Sustainable Development. Its specific goal is to develop and implement sustainable policies to change consumer behaviour and to promote more sustainable lifestyles.

In this framework, the Creative Communities for Sustainable Lifestyles (CCSL) project has been established to build on the results of a recently concluded European research called Emerging User Demands for Sustainable Solutions (EMUDE). This research had been funded by the European Commission 6th Framework Programme. Its main aim was to explore the potential of grass roots innovation and pinpoint emerging patterns of sustainable living. With reference to Europe, EMUDE identified a large number of promising cases and, on this basis, developed a set of conceptual tools to deal with them, to orient policy makers and to define research and design guidelines in order to promote their consolidation and diffusion.

The EMUDE results have been integrated in the Sustainable Everyday Project (SEP): a web platform dedicated to sustainable social innovation in everyday life, with an open database of promising innovation cases

<http://www.sustainable-everyday.net>



**CREATIVE  
COMMUNITIES**  
FOR  
**SUSTAINABLE  
LIFESTYLES**

# CREATIVE COMMUNITIES FOR SUSTAINABLE LIFESTYLES

## THE PROJECT

The Creative Communities for Sustainable Lifestyles (CCSL) project deals with grass roots innovations in everyday life and their implications in terms of sustainable lifestyles promotion. In particular, it compares some European experiences with the ones that can be observed in the emerging countries and, in particular, in their growing urban populations.

Examples of these European social innovation cases are: production activities based on local resources and skills; healthy, natural forms of nutrition; self-managed services for the care of children and the elderly; new forms of exchange; alternative mobility systems to replace the monoculture of individual cars; socialising initiatives to bring cities to life; networks linking consumers directly with producers, etc.

CCSL focuses in particular on three aspects:

- (1) the nature of the groups of people who generate these innovations (the creative communities);
- (2) their role in promoting new and sustainable lifestyles (the promising cases) and
- (3) the possibility of making these promising cases more accessible, effective and replicable, thanks to some appropriate initiatives (the enabling system).

The project is part of the Task Force on Sustainable Lifestyles, within the United Nations 10 Year Framework of Programmes on Sustainable Consumption and Production, usually called Marrakech Process.

Its total duration is 12 months, starting from October 2006.

## OBJECTIVES

CCSL' main objective is to investigate the possible links between grass roots innovations and the promotion of sustainable lifestyles. In particular, it intends to answer the following questions:

- o Considering grass roots innovations in different countries: what are the similarities and differences between the European cases and those in emerging countries? What can Europe learn from the emerging countries, and vice versa?
- o Considering grass roots innovations in emerging countries: do these cases indicate the direction for sustainable lifestyles? In particular: do they indicate sustainable lifestyles for the growing urban population in emerging countries?
- o Considering successful cases of grass roots innovation: how have they been improved and replicated? What kind of specific initiatives have been promoted? What are the differences between the European and the cases in emerging countries?
- o Considering the issues of improvement and replication: could the communication and design capabilities that have been applied in some European cases be usefully adopted in the context of emerging countries?

These topics will be discussed involving local organisations (NGOs, institutions and associations) in China, India and Brazil. In particular, in the first semester of 2007, a series of three workshops will be held in these countries.

## ACTORS

The Creative Communities for Sustainable Lifestyles (CCSL) project is supported by the Swedish Ministry for Sustainable Development in the framework of the Task Force on Sustainable Lifestyles within the 10 Year Framework of Programmes on Sustainable Consumption and Production, usually called Marrakech Process.

The Marrakech Process is lead by the United Nations Environmental Programme (UNEP) and by the United Nations Department of Economic and Social Affairs (UNDESA).

CCSL is coordinated by DIS-Indaco Politecnico di Milano in Italy and by Strategic Design Scenarios (SDS), in Belgium, with the United Nations Environmental Programme (UNEP) as main partner. In a further stage of the project, local partners will be defined in Brazil, India and China.

