

How do young people around the world perceive, imagine and shape sustainable lifestyles? How can we build on their experience, creative ideas, values and aspirations to implement policies and send messages on sustainability that are respectful of their reality and socio-cultural identities?

The **Global Survey on Sustainable Lifestyles** is a joint initiative of the United Nations Environment Programme (UNEP) and of the International Task Force on Sustainable Lifestyles led by Sweden. It was launched at the end of October 2008.

THE SURVEY'S OBJECTIVES

- Investigate how young adults (18-35 years old, students and professionals, in urban areas) from different cultures perceive and describe their current/future lifestyles and find out if sustainability appears as a core value. Three specific areas will be explored: mobility, food and housekeeping (energy and water use).
- Explore how young adults perceive lifestyles as well as sustainable scenarios displayed through the survey, and analyze whether they would adopt these scenarios in their everyday life.
- Evaluate the impact that information on environmental issues, such as climate change, could have on their lifestyles.
- Understand what « sustainable lifestyles » mean to young adults and what are the connotations behind: are sustainable lifestyles perceived as opportunities for a better future or as constraints?



Join us and participate at: www.unep.fr/GSSL

METHODOLOGY: A QUALITATIVE AND PROJECTIVE SURVEY

- The questionnaire contains **4 distinct modules and is mainly built upon open questions to capture people's views and comments:**
 1. **“To know you better”**: this first module contains closed questions (e.g. country, age, gender, activity, etc.) aimed at bringing relevant information on the **participants' profile**.
 2. **“Your everyday life”**: this second module brings respondents to describe their lifestyles with a focus on three identified areas — mobility, food, housekeeping — as well as their expectations for the future.
 3. **“Other scenarios”**: in this third module, respondents watch 1-minute videos showing sustainable everyday life scenarios on mobility, food, housekeeping and comment on them. 18 scenarios have been designed as stimulating materials for the survey, inspired by local initiatives worldwide.
 4. **“What does it change?”**: this last module provides information on environmental issues, specifically on climate change, and a few questions to measure its impact on respondents' perceptions.
- Available in English, French, Spanish, the survey can be translated by UNEP's partners in other languages.

IMPLEMENTATION

- The first phase of the survey will focus on 6 countries (France, UK, India, Ethiopia, Thailand, Colombia) and will be followed by an expansion phase with more partners and countries.
- **A minimum of 100 respondents** per university/organization, ideally with a good mix of university students and young professionals.
- **Partnerships** with universities, researchers, youth networks and NGOs as well as the private sector.

RESEARCH AND ANALYSIS

- A **multidisciplinary analysis** involving researchers from **social sciences and humanities** at the international level.
- Research partners will analyze the results in their country/region according to their field of research/expertise to answer the following question: ***How are sustainable lifestyles perceived, understood and conceived by young adults worldwide? According to which socio-cultural profiles?***
- A **cross-cultural report** based on partners' analysis will be published as one of the main outcomes of the Global Survey on Sustainable Lifestyles.

We are looking for more partners!

If you would like to conduct the survey in your university, organization or workplace, to translate the questionnaire and / or to participate in data analysis, please contact us:

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Online Global Survey on Sustainable Lifestyles: www.unep.fr/GSSL
Marrakech Task Force on Sustainable Lifestyles:
www.unep.fr/scp/marrakech/taskforces/lifestyles.htm
UNEP Division of Technology, Industry and Economics: www.unep.fr