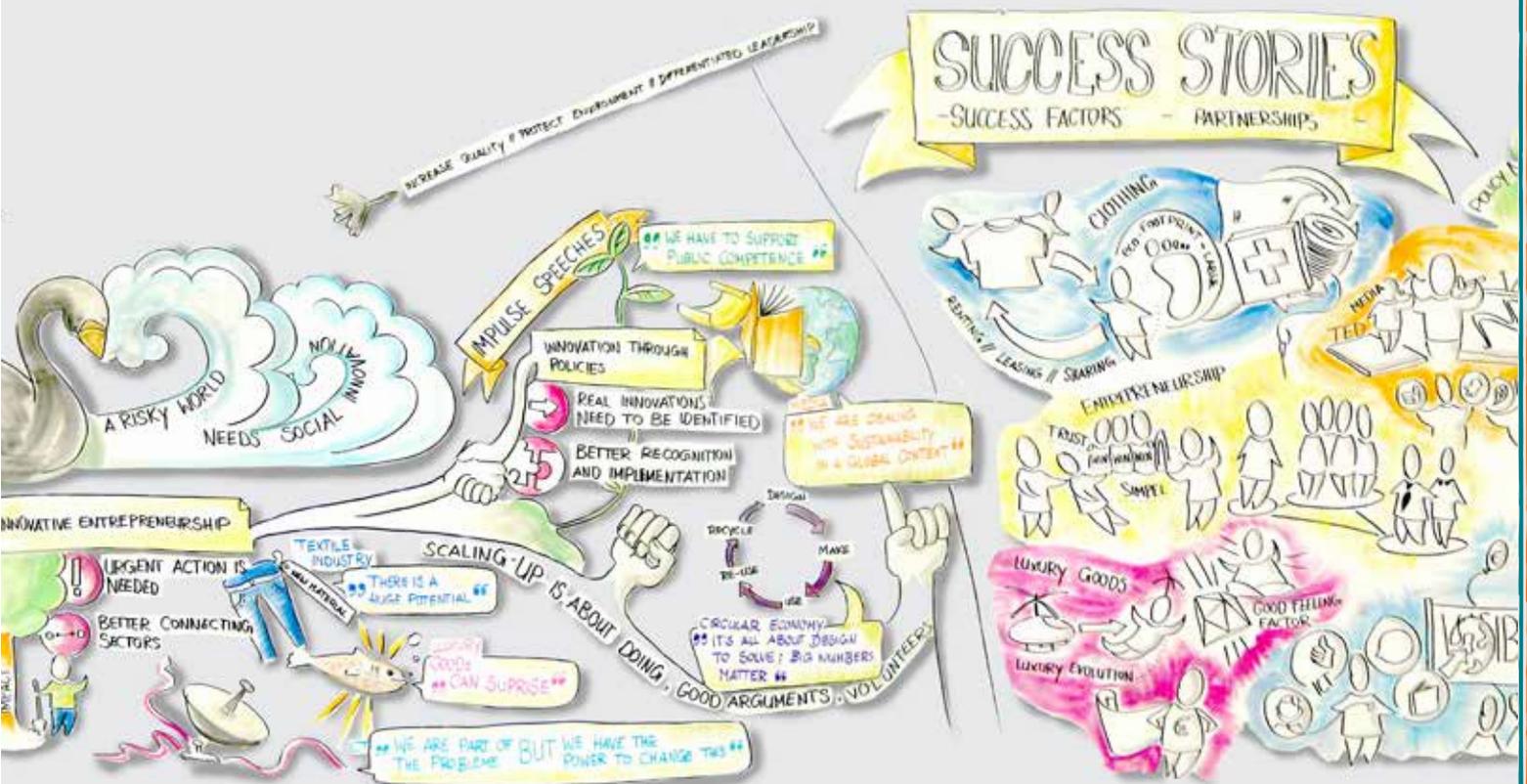


COLLABORATION FOR SUSTAINABLE LIFESTYLES THROUGH BUSINESS AND SOCIAL INNOVATION

Multi-stakeholder workstudio, 4-5 November 2013, Berlin

Deutsche Telekom Representative Office in Berlin
 Französische Straße 33 a-c, 10117 Berlin, Germany



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FOREWORD

The multi-stakeholder workstudio entitled “Collaboration for Sustainable Lifestyles through Business and Social Innovations” was organised by the Collaboration Centre on Sustainable Consumption and Production (CSCP) in partnership with the European Environment Agency (EEA) and the EEA Topic Centre on Sustainable Consumption and Production (ETC/SCP). The German Federal Ministry for Economic Cooperation and Development (BMZ) provided financial and other support for the workstudio.

The workstudio, hosted by Deutsche Telekom at their headquarters in Berlin, included 60 participants representing different stakeholders including policy makers, development agencies, entrepreneurs, civil society organizations, consumer groups, businesses, financial institutions, academia and media representatives.

The examples of social action and business development innovation explored in the workstudio serve a basis to identify success factors, drivers such as policies, consumer behaviour and technological developments, that enable the creation of partnerships to support scaling up the strategies and opportunities for sustainable living. This report summarizes the workstudio and its outcomes. The discussion that began during the workstudio will also continue online within the Global Network on Sustainable Lifestyles (www.vision2050.net) and the Global Network on Sustainable Innovation and Entrepreneurship (www.scalingup.net).

The workstudio brought together stakeholders from across Europe and this report presents their insights into lifestyles for the entire region. However, as the workstudio was undertaken as a component of the BMZ- funded projects “Budding Ideas Glocally for 2050 (BIG2050)” and “Business Innovation for Sustainable Scale up (BISS)” projects, the focus of this workstudio event was to contribute toward the exploration of opportunities to enhance sustainable living in the context of China, Colombia, Ghana, Germany and the Philippines.¹ This report focuses in 1 particular on lifestyle impacts and aspirations for Germany, which are presented in detail in Annex 1.



“We have almost all of the tools and instruments we need for living sustainably, if we put them into practice we do not need to wait until 2050.”
Ms. Gunilla Blomquist, Deputy Director of the Swedish Ministry of the Environment



“I enjoyed the every minute of the workstudio; the range of participants, their backgrounds and variety of visions to social innovation made this event remarkable, and just right. The event allowed me to share the examples from Belgium and from the EU projects I have been involved in – but also learn from other participants working in different areas but with the same objective. The methodologies suggested were fresh and innovative – allowing participants to interact, collaborate and develop a common vision. I especially appreciated the approach when one had to put himself in one's shoes and imagine living in 2050. It has really put the way of thinking in a different way and helped us to come up with concrete examples for a new vision.”
Max Bulakovskiy - iPropeller

¹ Both projects are described in Annex 2

THE WORKSTUDIO

The workstudio combined activities of the BMZ-funded projects “Budding Ideas Glocally for 2050 (BIG2050)” and “Business Innovation for Sustainable Scale-up (BISS)” with the European Environment Agency (EEA) and the EEA European Topic Centre on SCP.²

The overall objective of the event was to create a multi-stakeholder dialogue on how business and social innovation can foster the uptake of sustainable lifestyles in Europe. It also explored associated success factors and pathways in which stakeholders can assist with achieving this vision.

The one and half day workstudio enabled participants to:

- Discuss and share knowledge on promising business and social innovation to support sustainable lifestyles and to explore the role of government policy.
- Identify key opportunity areas and success factors to support and enable sustainable living.
- Explore opportunities to scale up existing efforts and identify new collaborative opportunities.
- Match needs to scale up sustainable living in Europe through business and social innovation with offers and skills of other participants.
- Meet and network with participants from business, academia, CSOs and policy-makers.

The workstudio began with a keynote address by the European Environment Agency followed by a visioning discussion and pathway mapping exercise. On the second day a series of sectoral “impulses” and panel discussions preceded round table discussions on innovation, new business models and a match-making exercise.”

During their respective welcome addresses the EEA and Deutsche Telekom shared insights on the importance of activities such as the workstudio to move forward efforts to promote sustainable living. “During the welcome speech given by Mr. Luis Neves, a Climate Change and Sustainability Officer with of Deutsche Telekom Group, he emphasized that we cannot continue consuming like we are doing today given demographic changes and increasing resource scarcity. It is of paramount importance to explore the roots of problems and discuss opportunities to change the way we produce and consume. The need for radical change and good communications and other infrastructure was also emphasized in addition to the value of multi-stakeholder discussion, partnerships and real action.”

Mr. Lars Fogh Mortensen, Head of the Group on Sustainable Consumption and Production at the EEA, stressed the need for policies to change the impact of human activities on the environment in addition to the need for efforts of businesses and other stakeholders. To enable these partnerships, the new EEA strategy includes programs to work on sustainable business models that can support social innovation to transition toward more sustainable living in Europe.



“We are inventing too much and too many things for nothing. Sustainable innovation is to think if what we are developing adds value and is really fulfilling the needs of the society. We need to shift the way we think, meaning a radical change of mindset, and accept the consequences this change brings about.”
Mr. Luis Neves. Group Climate Change and Sustainability Officer. Deutsche Telekom.



“Mainstreaming One Planet Living starts by facilitating the dialogue among different stakeholders. It is important to understand that we, as consumers, can minimize the impact of our lifestyles”
Mr. Michael Kuhndt. Director of the CSCP on his welcome address.

² Previous EEA and ETC/SCP activities: “Building a vision for a sustainable consumption by 2050” organised by WBCSD and EEA in Brussels in 2011; “Visions to Actions - Fostering new business models to shape more sustainable ways of consuming and living. Formulating messages for Rio+20” in Copenhagen in 2012. “Visions to Actions - Fostering new business models and other infrastructures to shape more sustainable ways of consuming and living. Sending messages to Rio+20” in Rio de Janeiro, Brazil in 2012.

1. THE KEYNOTE SPEECHES

DAY 1

Keynote speech: "Transitions to sustainable lifestyles in Europe by 2050"

During her presentation, Ms. Almut Reichel, Project Manager at the European Environment Agency, emphasized the importance of addressing key global mega trends that present unprecedented challenges. She noted that transitions are always a new experience. To date, technological improvements have been outweighed by increased consumption. Efforts to support sustainable development are difficult because we still need to learn to focus on the use and end of life management of products.

Highlighting the current challenge for sustainable development light of global mega trends and the role Europe plays within these trends, Ms. Reichel noted that beyond applying technological solutions "efficiency should also address consumption patterns to really have an impact on the way resources are being used." Visioning is an important driver of transitions and Ms. Reichel shared the vision that the European Commission is trying to reach by 2050:



Ms. Almut Reichel, Project Manager at the European Environment Agency

"In 2050, we live well, within the planet's ecological limits. Our prosperity and healthy environment stem from an innovative, circular economy where nothing is wasted and where natural resources are managed in ways that enhance our society's resilience. Our low carbon growth has long been decoupled from resource use, setting the pace for a global sustainable economy."

A number of notions can be drawn from this vision: living sustainably requires society to reconcile its consumption with the resources available on our one planet, the economy needs to be reoriented toward circular resource use rather than being GDP-oriented. Moreover, the vision entails a need to rethink consumption habits and to be resilient to the lifestyle changes that will be required.

Keynote speech: "The Global Context of Sustainable Living"

Mr. Michael Kuhndt, Managing Director of the CSCP, gave an overview of the current state of the world in terms of lifestyles if rated by indicators other than GDP. Based on the Happy Planet Index, we can see that lifestyles in many parts of the world offer the opportunity for more mindful consumption that reconsiders how each sector in society contributes toward more sustainable ways of living. Considering the relationship between our "footprint" and our "handprint" helps enable learning networks that bring information together and allow us to learn from each other and rethink our consumption habits to support the development of new solutions. Visions enable us to overcome the silo-approach to problems and help us considering challenges in a more holistic manner. It helps us to see the big picture, where systemic and interconnected actions can be explored.



Mr. Michael Kuhndt, Managing Director of the CSCP

By introducing the Global Network on Sustainable Lifestyles and the Global Network on Sustainable Innovation and Entrepreneurship³, Mr. Kuhndt elaborated on the importance of translating face to face discussions, such as those that take place during the workstudio, into knowledge and learning and to support match-making, project development and continuous learning.

DAY 2

Keynote speech: "The role of new business models on the road toward more sustainable lifestyles in Europe"

Mr. Lars Fogh Mortensen, Head of the Group on Sustainable Consumption and Production at the EEA, spoke of how current solutions are insufficient to address societal challenges because they keep putting sustainability goals in peril. After twenty years of trying to change the negative impacts on the environment through policy, it is time to realize that there are other ways to address problems and this notion is behind current efforts to collaborate with innovators and their creations. This task is new and exciting and brings new sustainable business models into consideration. Disjointed efforts need to be turned into integrated solutions that generate value and provide consumers benefits that go beyond the acquisition of goods.



Mr. Lars Fogh Mortensen, Head of the Group on Sustainable Consumption and Production at the EEA

³ Detailed information of both networks is available in Annex 1

2. EUROPEAN LIFESTYLES - A JOURNEY INTO THE FUTURE

“VISION WITHOUT ACTION IS MERELY A DREAM. ACTION WITHOUT VISION JUST PASSES THE TIME.
VISION WITH ACTION CAN CHANGE THE WORLD.” — JOEL A. BARKER

Through this interactive visioning session, participants took a long-term perspective to create a better understanding of today’s problems and solutions with a mind to developing smarter action to support new possibilities that they imagined. In the context of the workstudio, the holistic perspective of the activity let participants visualize a more sustainable lifestyle and identify action areas to realise their goals.”

Workstudio participants participated in a “backcasting” exercise with the starting point being the desired vision or objective to be reached in the future. This process is illustrated in figure 2.

The first step of the backcasting process was to raise awareness of our current reality. This was achieved through the keynote presentations. To craft the scenarios that follow in the second step of the backcasting process, participants used immersive tools developed by the CSCP that aim to have participants consider consumption in the future by “walking on the shoes” of six different European consumers. This role-playing technique helped participants remove themselves from their individual habits and beliefs and experience the lifestyle of a consumer in 2050. The characters used during this session were designed as projections representing European consumption and demographic trends in the year 2050 with the aim of analysing the needs, aspirations and habits of the different consumers during the role-play activity. These discussions enabled participants to create scenarios that reflect lifestyles in 2050, and to highlight infrastructure, social dynamics and expectations.

The third stage of the backcasting process is to bridge the desired vision with the current reality. To accomplish this participants explore strategies with potential to support the necessary transitions in society. Lastly, during the final stage of the backcasting process participants reflect on the impacts arising from lifestyles that they consider as most important to address today. This reflection includes selecting mechanisms (political, social, technological or economic) that different stakeholders can apply to take action.



Figure 1: Consumers from the future

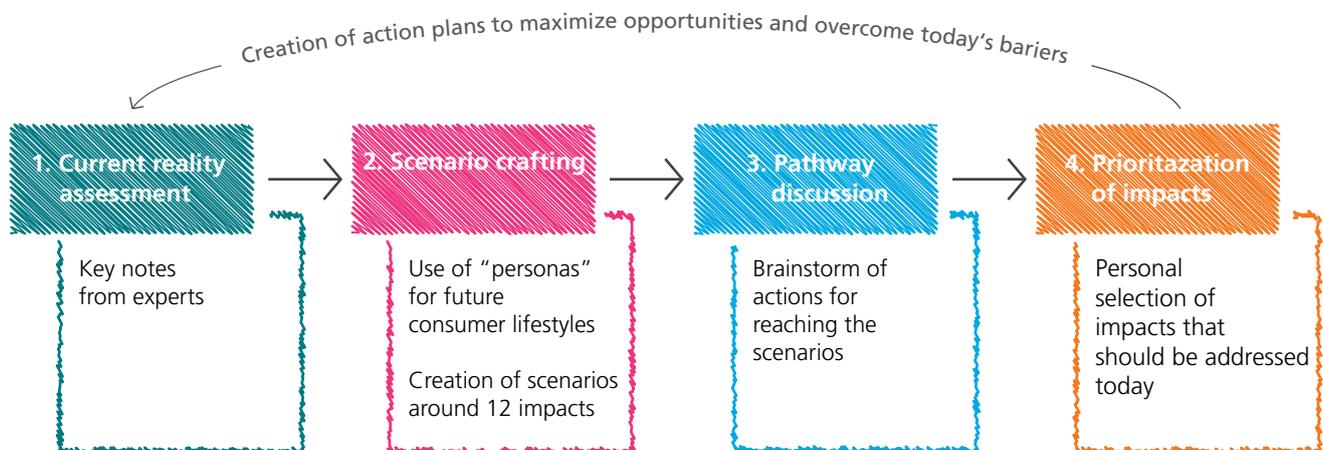


Figure 2: The backcasting process

SCENARIOS: EUROPEAN LIFESTYLES IN 2050

A European vision for 2050 was introduced during the EEA keynote speech and this vision was intended as a catalyst to support development of the detailed workstudio scenarios.

EUROPE IN 2050 ...



Urban-rural development

Closer cycles exist between rural and urban agricultural produce relative to the present time. Public transport meets people's needs. House swapping between rural and urban people increases the connection between rural and urban areas.



Energy generation

Energy is generated through the movement of people, solar power and from waste. Electric cars are common and they create energy while driving. Energy is very cheap, renewable, and imposes no negative environmental impact at all.



Resource consumption

A key aspect in resource consumption is the recycling of wastes to decrease environmentally harmful disposal. Private-Public-Partnerships promote and facilitate effective waste management solutions. Separation of different waste fractions contributes to successful and effective waste management.



Housing

All households have access to cheap and environmentally friendly energy. Efficient use of smart heating and cooling devices is commonplace. Houses produce their own energy and can share the surplus with communities or sell surplus energy back to energy companies for further distribution. Apartments and houses are mainly refurbished and have appliances and systems that minimize household resource consumption. Co-living, modular (moving living – changing apartment regularly) spaces promotes sharing. Widespread permaculture enables personal and common gardens. The design of buildings is very functional and smart.



Mobility

Although electric cars exist, individual car ownership is rare. Public transport is effective and efficient and parking areas have been redesigned in terms of functionality to enable public mobility. A "park & go" system operates across the region within efficient, fast and reliable public transport services. Energy generation derived from walking and usage of floors contributes to meeting energy demand in buildings.



Nutrition (Food and drink)

People are interested in the effects of food on their health rather than on the origin of the food or production processes. Society demands quick, healthy food and there is a strong focus on locally/regionally produced food (even cities grow their own). Elderly people pass on knowledge of food production to future generations. Community gardens common and people harvest food for personal consumption."

Regionally produced food is perceived as convenient and desirable. 3D printed food that contains the optimal nutrients for health without need for vitamin supplements and is tailored to the consumption needs of each individual.



Employment and work conditions

A good and healthy work-life balance is seen as being of high priority. Flexibility is a fundamental part of work. A positive social atmosphere and relaxed environment are also part of work conditions as they increase social interaction, which, paired with technological developments enable high-speed online, virtual interaction.

Most work happens on a freelance basis (although not everybody likes it) this is also because business structures are more developed and allow higher mobility and flexibility among employees, but also because people are in general more skilled to perform different tasks within a range of different environments.



Education & skills development

There is equal access to education across the region. Technology enables instant access to information but there is also a strong social aspect to learning. People spend less time alone surfing the Internet. Community-based education takes place outside classrooms through peer-to-peer training, community living, and for a wide range of skills such as gardening or management of the commons. Social skills development is also valued as a fundamental part of education programs.



Governance

Government is pragmatic and does not interfere too much to let individuals have the freedom to make their own choices. Citizens are able to make informed choices and have opportunities to engage with their communities, energy systems and food systems. Policy development is mainly a bottom up citizen-driven process. Tax transparency exists and people can allocate their taxes toward public goods/ areas of their choice.



Leisure & culture

There are plenty of spaces and activities for people to relax. Although digital communication is the most common way to spend time, local traditions are also an important part of community life. Virtual museums, digital music production and other digital tools contribute to culture and leisure. Training and sport activities take place in clubs. Green spaces for gardening and bicycle lanes exist.



Communication

Professional online meeting tools facilitate working from different locations. There are many gadgets for online media and work to bridge the digital-analogue gap is still underway. Personal meetings are very important. Protection of privacy and communication is a basic feature of all electronic devices and people feel free to exchange information without fear of invasion to their privacy.



Health

Food is central to a healthy life. Meat consumption is reduced and functional food provides all the nutrition necessary for health. Health care is free and accessible to all. Technological development made it possible to have a direct connection with medical services, such as self-diagnosis and conferences with health-services providers, regardless of urban or rural location.



"The workstudio was a really enriching experience for me - kind of a selfexperiment. Through the 'visioning' I learned a new way of thinking which I believe is crucial for the future. At the same it challenged me: reality checks came before liberty. The variety of different stakeholders and initiatives broadened the perspective and made it even more exciting to develop a 'common' vision without any limitations."

Nadine Böttcher – Project Manager Youthinkgreen

PATHWAYS TO 2050

Participants analysed how their current actions contribute toward reaching the envisioned future. These actions were categorized under four types of drivers (political, economic, technological and social) that can drive change forward.

Workstudio participants discussed six different strategies to support reaching their vision of sustainable living in Europe by 2050. The identified "pathways" were:

1. sustainable business models;
2. policy tools;
3. behavioural change;
4. efficient and transparent supply chains;
5. social and technological innovations; and
6. infrastructure.

Within discussion groups participants analysed strategies and instruments and related barriers and opportunities that different stakeholders are likely to encounter. The two main questions that guided the discussion were:

- What are the main barriers and opportunities connected to the vision of sustainable living in Europe in 2050?
- What concepts, instruments and frameworks are needed today and what are the necessary roles for different stakeholders?



SUSTAINABLE BUSINESS MODELS

In general, participants of the "sustainable business models" roundtable agreed that re-investing in communities and working with social trends are key focus areas for business. New business models, such as product-service systems and circular economy are the new drivers for innovation. Accordingly, companies and entrepreneurs must learn to address issues beyond mere consumption of goods and services to address lifestyles. Innovation platforms and multi-stakeholder engagement at national and international levels, as well as new financial models, are important to drive forward with innovation and profitable sustainable business models.

The key actions that enable sustainable business models comprise the development of hybrid business structures, alternative networks, caps on unreasonable profit, generation of public support for social start-ups, as well as creating shared value structures. These actions offer opportunities when approaches consider the ecosystem in a systematic manner and that, by design, give back to communities. Approaches to this comprise inclusive business strategies, engaging the "bottom of the pyramid", and policy initiatives such as public procurement guidelines, targets and legal status for informal sector workers. Moreover, successful companies actively provide opportunities to younger generations.

The main barriers currently faced by sustainable business models are related to consumer sensitivity, transparency, externalities and ways of measuring social and environmental costs and benefits.

POLICY TOOLS

The "policy tools" round table noted that policy makers must lead by example and support local social entrepreneurship initiatives and activities. It is their job to establish targets and benchmarks for regulations that integrate environment and social conditions and to assign clear responsibilities to the different social actors. Moreover, policy makers need to ensure effective policy implementation and follow up.

Key actions to be undertaken by policy makers are to create and support cooperatives, support growth of social entrepreneurs, look closer at the parameters of production and commercialization as well as disposal of goods. On the financial side, policy makers should focus on local finance, go beyond GDP as measure of relevance, and consider aspects of happiness indices as measures of success. Policy makers should also promote their personal individual footprints as examples and work to ensure accurate pricing of environmental and social impacts.

Mechanisms such as pricing, taxation and subsidies, must be redefined to internalize environmental and social costs. Legislation should be structured to ensure penalties provide an effective deterrent to polluters and should employ both reputation and financial penalties.

More information about product life cycle performance should be made available to consumers and lifecycle research should be supported by both national and international organizations.

Opportunities to make these actions a reality lie with rethinking subsidies, making the benefits of policy more visible, engaging with local communities, and accurate accounting of natural resource stocks and flows. The barriers that need to be overcome are primarily short-sighted policy cycles and internal political agendas that are inconsistent with long-term goals.



BEHAVIOUR CHANGE

The discussion at the “behaviour change” round table focussed on the need to address “soft” values and opportunities to change these values. Soft values are norms, habits, traditions and perceptions that build people’s identity and lie in large part behind the choices they make. A sustainable lifestyle should be perceived as a new status symbol (an aspiration) that can be fulfilled easily. Further, given the appropriate infrastructure, information, economic incentives and internalization of environmental costs, lifestyle changes in favour of sustainable living can become the dominant social trend. It is the role of the media and educators to design easy and engaging narratives and messages that promote a sustainable lifestyle.

Some key actions are the development of a “swarm intelligence” as a collective way to encourage social change. Also, there is a need to emphasize the importance of a “do it yourself” ethos and to create balance between product personalization and product sharing. The use of social networks can support transparency and information sharing about environmental and social costs of products. In other words, more than new labels that identify sustainable goods are required, there may be a need to consider information/warnings about not-so-sustainable products (e.g. “harmful to you and/or the environment” as a label).

Opportunities to drive behavioural change forward can be found through tapping into the emotional side of consumption. There is a need to find ways to transform mind-sets related to ownership and materialism and to create new environment friendly status symbols that are both accessible and desirable.

The main barriers that need to be overcome are the lack of infrastructure and information in schools since thinking and consumption aspirations inherited in the post-war period continue to prevail across Europe. Misleading media messages and little individual actions continue to reinforce these notions.



TRANSPARENT AND EFFICIENT SUPPLY CHAINS

The discussion at the “transparent and efficient supply chains” round table concluded that a thorough, value-based approach can help supply chains become more local, efficient and sustainable. Eco-labelling should be used to indicate performance in the use and post-use phase of products, and should be used in B2B and B2C business sectors. Each supply chain stream has an important role to play: upstream actors should undertake measures such as environmental performance accounting, product-service substitution and take-back solutions as well as refurbish and repair services. Public procurement policies should follow a circular economy approach and should serve as an example to others to help transform supply chains.

Key proposed actions include creating a label for consumers, making sustainable products independent from institutions and having product passports with key indicators. Producers should be required to apply the extended responsibility principle and offer at least one sustainable product in their portfolios. Transparent communication and responsibility for product recycling, component reuse, and a molecular approach are among the tools that can enhance sustainability in supply chains. Lifelong product guarantees are also an action that can support these efforts.

The main barrier that these changes face is a lack of interest in change among purchasers that do not procure efficient/sustainable goods and services from suppliers. This lack of interest is somewhat rooted in the fact that changes are not immediately profitable for companies since enhanced efficiency often results in pressure to reduce prices. Opportunities lie mainly with the potential for scaling up and across supply chains. Further, opportunities on the policy side include a potential role for policy makers to design product-related transparency mechanisms for suppliers.

SOCIAL AND TECHNOLOGICAL INNOVATION

The participants of the “social and technological innovation” round table noted a need for both types of innovation to be discussed together. This position was based on a view that, first and foremost, social innovations are the drivers of a sustainable lifestyle and that technology should play a supporting role.

Experimentation and perseverance, as well as flexible policies to support prototyping of social innovations are needed in addition to economic incentives that make the desired innovation viable. Innovation can emerge through formal settings such as councils and organized groups, or informal settings, such as theme parks, living labs or even play-testing sessions.

Key actions to enable social innovation include matching individuals with others who are similarly motivated and to create and extend “sustainable islands”. Creating experiences and disseminating information are small steps that can support success with technological innovation playing a supporting role.

To enable technological innovation for sustainable living, key actions include building an understanding of what the technology is intended to accomplish: specifically, to reinforce and enable social innovation rather than the other way around. Further, it is necessary to optimise technology developments to connect with more people and enhance personal experiences. Technological innovation should be a vehicle for communication.

The opportunities for innovation is to ensure that adoption and uptake is fun and is perceived as having positive connotations, such as supporting community life in neighbourhoods. The main barrier is that innovation often focuses mainly on technology alone and neglects social and environmental considerations. Sustainable lifestyles are not necessarily seen as being desirable in other world regions and there are too many gadgets and little understanding of what they’re useful for. Also the fact that ownership of technology is perceived as conferring social status undermines efforts to create inclusive, social innovation that is supported by technology.

INFRASTRUCTURE

The “infrastructure” round table focused on ICT development as a key solution to current infrastructure challenges such as energy generation, smart grids, mobility, and urban-rural development. The groups concluded that infrastructure should be seen as an enabler of interconnectedness (particularly roads, railways, air & sea transport). Infrastructure should enable access remote areas and support decentralized production and consumption, and importantly, bring together individuals across virtual spaces. Co-production systems, enabled by new technologies, should also for a part of this infrastructure to allow consumers to also assume roles as producers. Issues such as data exchange, privacy and information protection are also important for an appropriate development of effective technology-oriented infrastructure because trust among users is what drives success.

Key actions include the development of benchmarks, goals, objectives, efficiency/sustainability indicators for (existing) infrastructure and decentralization (e.g. energy & global governance). There is need for new investment frameworks and reliable investment rules. Opportunities are evident in many areas, for example in mobility with car sharing and bike use, logistics systems that avoid unnecessary shipping (smart boxes on board knowing about content/needs; central pick up points) rethinking the design of cities and refurbishing and upgrading existing buildings. Regarding ICT, rethinking industry and the emerging product revolution with 3D printers and micro-machine tools are some opportunities that are challenged by inefficient interconnectivity and social barriers to uptake of this promising technology. It is important to find resilient solutions to avoid potential “systemic innovation failure”



PRIORITIZATION OF IMPACTS

The last activity of the visioning session was for participants to reflect on their aspirations for the “good life” in the context of sustainable living and where efforts should be focused today (high priority), in the mid term (medium priority) and in the long run (low priority) to achieve a sustainable lifestyle in 2050.” In general, the “good life” for Europeans was seen as being characterized by a healthy environment and production/consumption occurs within closed material loops that have virtually eliminated waste and resources are optimally allocated. Energy is cheap and entirely clean, an aspect that was repeated across all lifestyle impact areas.

The chart below illustrates impact areas considered to be of greatest importance today to achieve sustainable living in 2050. The main focus areas that of the workstudio scenarios include:

- Resource consumption that reduces use of virgin resources extracted from nature as well as makes full use of resources obtained from recycling and up-cycling;
- Energy generation, and in particular to reduce reliance on fossil fuels and to increase access to renewable energy among all households;
- Mobility solutions that offer smarter transportation and lower environmental impact.

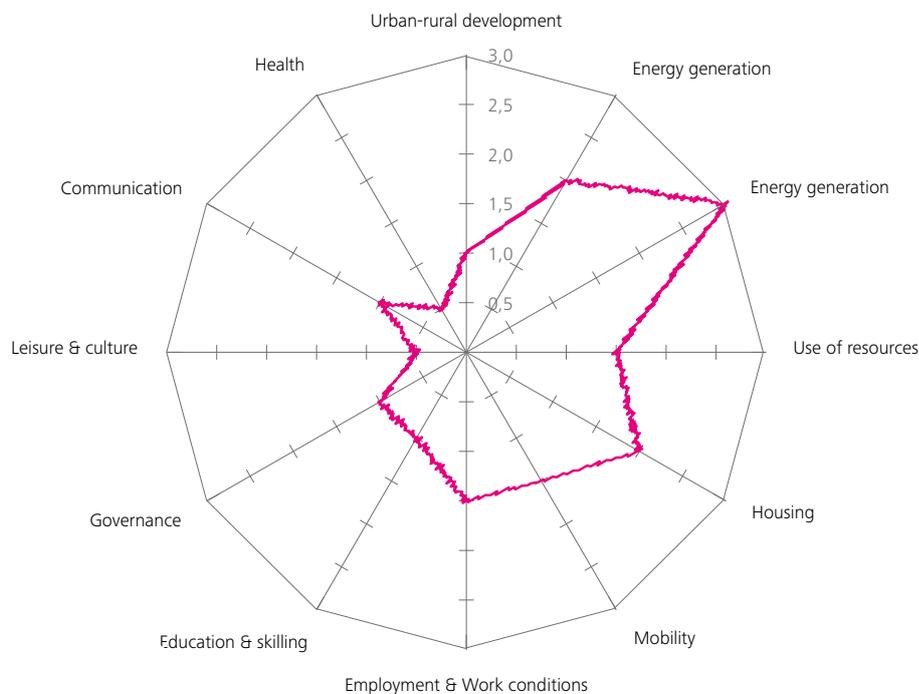


Figure 3. Priority of impacts

Areas to be adressed today by priority (1 low, 2 medium, 3 high)

Figure 4 below illustrates issues that participants considered as most relevant to address today. The numbers reflect the votes received by each category.

The key outcomes are summarized as follows:

- Policy instruments, such as legislation and other legal measures are necessary to address the challenge of education and skills development as well as the optimal use of resources. Policy instruments are also important to ensure effective governance and urban-rural development.
- Economic drivers, represented by sustainable business models, and transparent and efficient supply chains, aim to promote sustainable energy generation and efficient resource use. Economic drivers also play a very important role in the development and provision of education and skills training opportunities.
- Social innovation and behavioural change are the social drivers considered as highest priority to address nutrition issues, local food production, community activities such as seasonal cooking and even the development of new businesses aimed at promoting healthier ways of living. Urban and rural development and resource consumption are the other two areas for which sociallydriven actions were seen as necessary;
- Technology drivers were seen as having an important role in the development of mobility solutions and communication-related improvements. Technology was also seen as relevant to the optimal use of resources and, to a smaller degree, to facilitate effective governance systems.

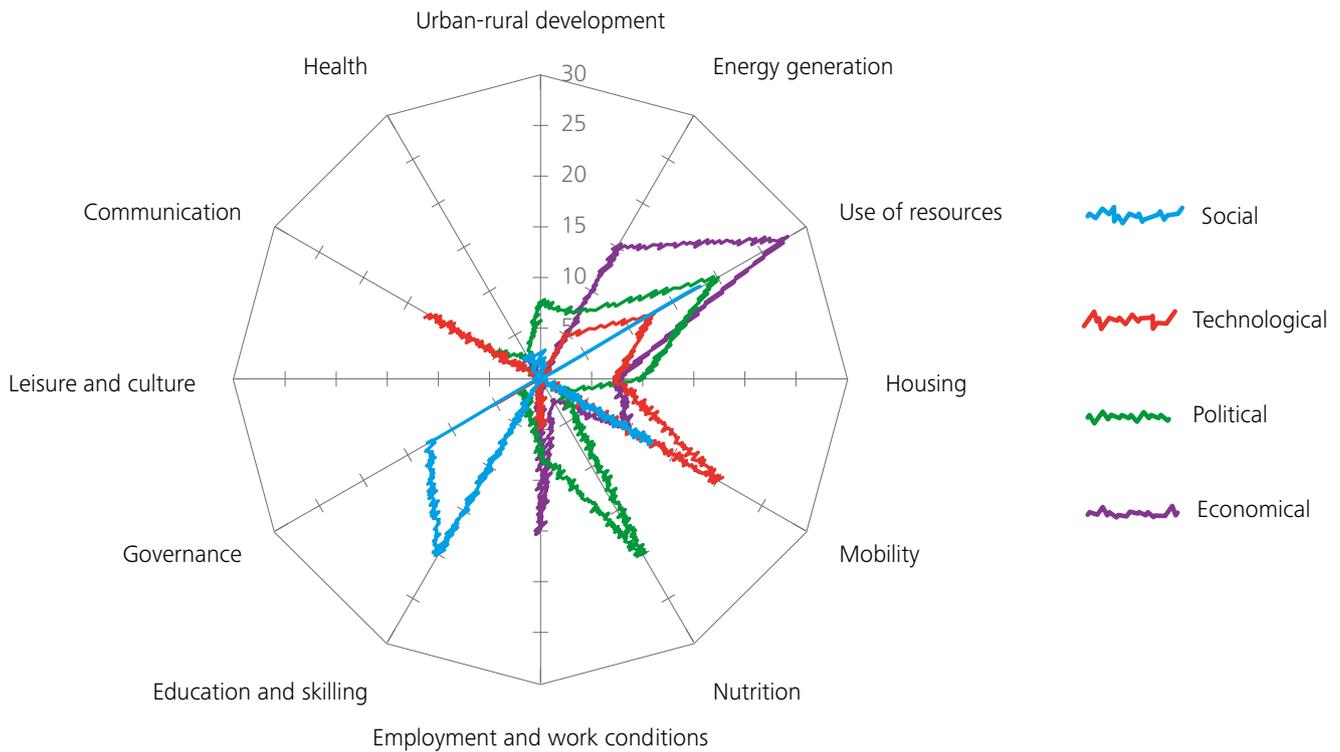


Figure 4. Types of drivers
Types of drivers needed to adress today's priorities

3. PANEL AND ROUNDTABLE DISCUSSIONS

Current promising practices and opportunities to scale up sustainable living impacts.

INTRODUCTION

Paving the way toward sustainable living in 2050 requires deliberate and planned strategies and actions that apply a diverse set of tools that engage a range of actors in society. Multi-stakeholder collaboration is a critical factor to enable the transformational process that is needed to achieve a sustainable future. This collaboration is particularly important in terms of bringing innovative initiatives forward and achieving a positive ripple effect that extends benefits beyond the original boundary of the initiative.

To contribute toward achieving this goal, the second day of the workstudio focused on mapping existing sustainable living business and social innovations in Europe. The second day also focussed on highlighting collaboration opportunities for potential new initiatives and opportunities to scale up existing initiatives.

KEY IMPULSES

The workstudio participants gathered at the plenary to hear the key impulses followed by panel discussions with experts from different sectors. The purpose of these discussions was shedding light on the latest advancements and spaces of opportunities for sustainable innovations and the necessary supporting policies.

Presentation themes and panel discussions are presented below:

Panel Discussions	Presentation
Innovation through entrepreneurship	<p>Speaker Ms Stephanie Schmidt (Ashoka)</p> <p>Panellists Ms Petra Fagerholm (EEA), clothing/textile sector Mr Eduardo Escobedo (RESP), luxury goods sector Mr Luis Neves (Deutsche Telekom), ICT sector</p>
Innovation through policy	<p>Speaker Mr. Christian Löwe (UBA)</p> <p>Panellists Mr Hendrik Schott (Deutsche Welle), media Mr Peter Mitchell (WRAP), circular economy</p>

Aside the relevant insights from the panellists, the discussions allowed the participants to contribute with comments and questions that helped to raise important considerations about opportunities, challenges and successful cases of social and business innovations for sustainable living, The highlights of the expert impulses are presented below, as background information for the outcomes of each roundtable discussion that followed the panel discussions.



"We must consider that scaling a business is to consider other dimensions, such as scaling across sectors and not only scaling-up. It is not only about getting bigger. It is also about considering who will replicate the idea or what public institutions will work to change the legal system to be more favourable to hybrid value chains. The goal should be to identify the best roles and expertise to complement internal resources that will enable sustainable business concepts to go further and in terms of scale and impact. This requires tearing down silos across sectors and organizations."
Stephanie Schmidt, Director of Ashoka's Social & Business Co-Creation program in Europe

ROUNDTABLE DISCUSSIONS

Following the presentations all workstudio participants were invited to join roundtable discussions to debate the role of different stakeholder groups and sectors in promoting innovation and scaling up sustainable living impacts. The purpose of these discussions was to rethink established concepts and patterns of action among different stakeholders and learn how leading initiatives are already making a difference. The discussions also aimed to identify potential synergies and collaboration opportunities.

The roundtable discussions were guided by the following questions:

1. What are some notable sustainable business model and sustainable living success stories in your sector with potential for broader scale-up?
2. What factors and policies are required for successful scale up of impacts?
3. What types of partnerships are required to scale up sustainable living innovation, both in Europe and in other regions?

The table below presents the different discussion groups and their corresponding hosts. The main outcomes of the roundtable discussions follow below. A more detailed description of the success stories in Europe that were identified during the discussions is presented in Annex 4.

Roundtable	Table host
Entrepreneurship	Ms. Stephanie Schmidt, Ashoka
Clothing/textile industry	Ms. Petra Fagerholm, EEA
Luxury goods sector	Mr. Eduardo Escobedo, RESP
ICT sector	Dr. Heinz-Gerd Peters, Deutsche Telekom
Policy making	Mr. Christian Löwe, UBA
Media	Dr. Hendrik Schott, Deutsche Welle
Circular economy	Mr. Peter Mitchell, WRAP

ENTREPRENEURSHIP

Ms. Stephanie Schmidt emphasized the role of business and social innovation in bringing new solutions to address challenges faced by society. Among such challenges, Ms. Schmidt highlighted deforestation, indebtedness, social exclusion, and the promotion of eco-friendly practices. Among the key assets for innovation, Ms. Schmidt noted the need for sustainable business models, empathetic and change-making leadership skills within local communities, and collaboration among multipliers of change, such as flagship organizations, investors, educational institutions, and others. The assertion was supported by a number of practical examples from Ashoka entrepreneurs. When asked about the role of policy in this process, Ms. Schmidt emphasized that policy should support companies by setting clearer and more concrete sustainability targets for the business sector. This would provide a more clear incentive for companies to increase their focus on sustainability issues.



Discussion round table results

Sustainable innovation success stories

- Community-based initiatives to bring grassroots solutions to sustainability challenges that the market has not properly addressed, such as peer-to-peer sharing initiatives and repair cafes, organizations for local ownership of electricity distribution grids (for example Bürger Energie Berlin), up-cycling solutions for used materials and products (for example Youth and Environment Europe – YEE), food salvage movements (for example FareShare from England), among other themes;
- Les Petits Riens, a Belgian social enterprise, has a clear social and environmental mission. Its profits and received donations are directed toward social action against poverty and social exclusion with the aim of helping people to achieve autonomy in a sustainable manner. By reselling used goods Petits Riens also supports the reduction of waste;
- Disco Soupe, an initiative operating in different European countries, such as Germany and France, aims to fight against food waste. Disco Soupe gathers people to celebrate and cook together usually using discarded fruits and vegetables from local markets. Their aim is to sensitize people and raise awareness of the importance of food and food waste;
- Solidary agriculture initiatives, such as Solidarische Landwirtschaft, an organization committed to combining the concepts of ecological food production and community supported agriculture, aims to enable social and environment friendly agriculture;
- Cambio CarSharing, which is a car share company formed in 2000 as a merger of several carsharing companies in different cities in Germany and Belgium;
- Sustainable Home Survey Company, a community interest company based in the UK, is certified to support the UK government's Green Deal that aims to reduce CO2 emissions through home refurbishment and improvement with a particular focus on energy consumption.

Scale up success factors

- Build trust and connect with the general public by promoting initiatives that involve citizen participation and lead to increased quality of life;
- Develop simple and flexible business models;
- Adopt a win-win-win approach: entrepreneurial initiatives that bring benefits to the entrepreneur, to society and to the environment;
- Improve communication channels and tell the business and social innovation success stories;
- Improve the evaluation of societal impacts and develop indicators to measure progress toward sustainability targets;
- Develop new financial models to increase the financial support for sustainable entrepreneurship;
- Develop a supportive legal framework that addresses issues such as ethical banking.
- Required partnerships to scale-up impacts

Required partnerships to scale-up impacts

- The group highlighted a scaling up framework that identifies four key aspects both within a country and abroad that involve partnerships: dissemination, capacity building, franchising and branching;
- Prioritize three partnership pillars to promote sustainable entrepreneurship: private parties that are able to collaborate, especially with financial support; public authorities to support through policy; and entrepreneurs who are the main source of innovative sustainable entrepreneurial ideas;
- Develop innovation transition platforms to stimulate dialogue between stakeholders and to disseminate information about innovative entrepreneurship;
- Build partnerships based on the shared value concept, and aim to develop a common sustainability agenda;
- Increase partnerships and support communication and dissemination of best practices in the sector;
- Involve academia in sustainable entrepreneurship partnerships to foster new business models and solutions to current challenges.



CLOTHING/TEXTILE INDUSTRY

Ms. Petra Fagerholm highlighted the importance of applying lifecycle thinking in the clothing and textile industry to explore the sector's real potential to support the transition towards sustainable lifestyles. Among the challenges already identified in the sector are the large quantities of water and chemicals used in the production of denim and as well as significant quantities of waste produced by the sector as a whole: some 35% of material inputs in the clothing sector are lost along the way. To address these issues, the presentation outlined some innovative initiatives, such as swap markets for clothing exchange, using new materials and fabrics that are environment-friendly, and strategies to upscale the quality of company uniforms. Nevertheless, Ms. Fagerholm emphasized that there remains considerable opportunity for more innovation in the sector and highlighted the need to involve stakeholders to make these innovations possible. Regarding the role of policy in this sector, Ms. Fagerholm highlighted the importance of promoting and sharing the stories behind the successful initiatives in the clothing sector.



Ms. Petra Fagerholm
European Environment Agency

Discussion round table results

Sustainable innovation success stories

- Houdini Sportswear AB is a Swedish company that promotes collaborative consumption of sport clothing through rental. A portion of their products is made of recycled and renewable fibres;
- Mud Jeans is an organic clothing company from the Netherlands that has been leasing jeans and fleece as part of its core products and services. The returned products are recycled to be used in the production of new clothes;
- Baby clothing rental shops, such as Lütte leihen and Mama's Mietshop, built on the idea that babies grows very fast and, therefore, in many cases it does not make sense to buy baby clothes regularly and in large quantities;
- Kleiderlei is a lending library for clothes based in Hamburg where customers can purchase a monthly ticket and, in return, be able to borrow pieces of clothing for a couple of weeks;
- Lebenskleidung is a Global Organic Textile Standard (GOTS) certified textile agency which distributes ecologically correct and fairly produced cotton and silk, produced in India and Turkey, to small designers and producers in Berlin;
- Online swapping initiatives, such as Swishing and SwapStyle;
- Kleider Kreisel is an online initiative for swapping, selling or just simply giving away secondhand clothes. It relies on the reviews of the buyers to create a marketplace of reliance and trust;
- Textile waste Recycling initiatives.



Scale up success factors

- Increase sustainability awareness of clothing-related companies through awards and prizes to foster innovation;
- Develop labelling schemes specifically for clothing-related products that speak to ecological footprints;
- Enable small enterprises to gain access to sustainably produced resources;
- Develop policies that reintroduce clothing taxes;
- Raise awareness among consumers and producers about the value of materials, and encouraging reuse and recycling;
- Extend green public procurement to textiles, for example by including sustainability criteria in hospital textile purchases;
- Develop policies that focus on the reduction of impacts associated with the use phase of clothing/textiles, for example washing;
- Develop initiatives that take place in public environments where there are large numbers of people making consumption decisions, for example in shopping malls;
- Share knowledge with citizens and producers about characteristics and properties of textiles;
- Enhance knowledge about consumer behaviour change and develop programs to apply the main findings.

Required partnerships to scale-up impacts

- Develop partnerships to direct more investment toward sustainable innovation in the textile sector;
- Establish strategic cooperation with libraries and cafes to host clothing-sharing initiatives, to overcome logistical costs and transportation-related environmental impacts;
- Invest in partnerships within the clothing and textile industry to increase recycling programs among companies;
- Develop partnerships that involve industry, academia, public authorities and consumer associations to further investigate and change people's behaviour in favour of more sustainable practices. Among the companies involved, it would be useful to have input from sectors such as textiles, chemicals, and household devices, among others;
- Develop partnerships with media organizations and advertising companies to promote and share current initiatives and future opportunities in the sector;
- Strengthen networking and cooperation within the sector;
- Mobilize stakeholders to jointly create sustainable shopping malls;
- Develop partnerships among companies within the same supply chain to enhance sustainability and support consumers to make sustainable choices.

LUXURY GOODS SECTOR

Mr. Eduardo Escobedo highlighted the meaning of luxury "as the opposite of vulgarity". As a sector the luxury goods sector encompasses high quality products that provide excellence and are usually produced within relatively small supply chains. This way, even well-known brands don't qualify as luxury when their products are absurdly cheap and largely commercialized. Due to their uniqueness and smaller supply chains, the luxury goods sector presents an opportunity for sustainable action as there is potential to more closely evaluate lifecycle phases and there are greater opportunities for effective intervention. To take advantage of these opportunities, the Responsible Ecosystems Sourcing Platform (RESP) promotes the creation of shared value within select supply chains across the fashion, cosmetics and jewellery industries to improve business and sustainability processes. Exchange of information between stakeholders was noted as being a critical success factor to foster sustainability and the scaling-up of impacts.



Mr. Eduardo Escobedo
Responsible Ecosystems Sourcing
Platform

Discussion round table results

Sustainable innovation success stories

- High quality and innovative food service providers, such as the Michelin-starred restaurant Noma, that is operated by chef René Redzepi in Copenhagen, Denmark, and is known for its reinvention and interpretation of the Nordic cuisine;
- Eco-tourism experiences around the world;
- Opportunities to dedicate paid work time toward voluntary work for non-profit environmental initiatives, such as the Patagonia Employee Internship Program. Patagonia, a brand of outdoor sports clothing, apparel and gear, provides its employees with opportunity to take paid leave for up to two months to work for the environmental group of their choice.
- Initiatives for selling altruistic gifts, an example being operated by Oxfam. Oxfam is dedicated to building a just and safer world by focusing on people's basic rights. They are interested in ending poverty and helping to rebuild lives;
- Sharing initiatives for luxury goods, such as Resecond, a dress swap shop based in Copenhagen, Denmark. Resecond provides opportunity for women to exchange dresses and the stories related by means of a small monthly membership fee;
- Art rental initiatives such as the program offered by Bonnefanten Museum in Maastricht, the Netherlands, which operates on the model used by regular libraries;
- Home swapping initiatives for vacations, such as Love Home Swap;
- Luxuries such as getting a ride home from supermarkets such as provided by Tesco supermarket car sharing initiative where customers are connected with other shoppers and local minicab firms to share rides to and from supermarkets.

Scale up success factors

- Rethinking and redefining the term "luxury" to incorporate current sustainability concerns, reflect quality of life, and redirect aspirations toward sustainable lifestyles;
- Prioritize uniqueness, exclusivity and high quality goods rather than quantity;
- Communicate sustainable initiatives in the luxury sector and the related benefits (for example, bet-

ter quality products, better taste in food, health benefits, etc.), to raise awareness and engage citizens through storytelling;

- Expand the “feel good” factor associated with the possession of luxury goods to go beyond egoistic feelings and aspirations and include the appreciation of caring for others and for the environment;
- Foster collaborative consumption schemes for luxury goods to reduce individual impacts to the environment through shared use and increase public access to such items (for example art renting schemes);
- Develop policy tools to raise the minimum quality standard for goods.

Required partnerships to scale-up impacts

- Develop partnerships between the luxury sector and collaborative consumption initiatives to foster shared use of high quality products and services and share the strengths of each sector (IT technology, communication channels, citizen-based roots);
- Bring heroes and euros together: invest financial resources into alternative luxury initiatives to support their development and scaling up;
- Develop partnerships between luxury goods companies and communications stakeholders, to develop joint programs such as online networking platforms and city map of initiatives, to promote the image of luxury goods especially the “new” (sustainable) luxury;
- Create partnerships within the luxury sector to develop a common agenda for sustainability
- based on creating value beyond profit.

ICT SECTOR

Mr. Luis Neves began by highlighting that the level of the challenge currently faced by the business sector cannot be responded to solely by one company. There is a need for companies to engage with each other for a common goal. For this reason, the Global e-Sustainability Initiative (GeSI) proposed a joint initiative within the ICT sector and highlighted the opportunities that sustainability offers the sector. Based on the findings of the GeSI SMARTer2020 Study, Mr. Neves noted that an estimated 16.5% reduction of total GHG emissions by the ICT sector would result in considerable financial savings that, if re-invested in other sectors, could support the creation of nearly 30 million jobs. Mr. Neves also emphasized that the largest positive impact that the sector can offer is to enable change in other sectors. Nonetheless ICT contributions respecting information transparency and promotion of education were also noted as being highly relevant. Mr. Neves reinforced his vision that it’s time to go from theory to real action, and that soft policy instruments can provide guidance to the sector, in particular in the area of reducing GHG emissions.



Mr. Luis Neves
Deutsche Telekom

Discussion round table results

Sustainable innovation success stories

- The group discussed ICT tool as a cross-cutting enabler that supports sustainable innovation in a range of different sectors, as outlined below:
 - » ICT enables new governance models and approaches, for example the European Union e-Forum, which is an online Forum for European e-Public Services;
 - » ICT enables online photo management and sharing applications by means of tools such as Flickr;
 - » Instantaneous car sharing platforms, such as Car2go, an online service that allows customers to track available cars online to perform from A to B trips, allowing resource sharing and emissions reduction;
 - » ICT tools enable new mobility concepts across different modes of transportation, connecting, for example bus, train and flight options;
 - » ICT solutions also enable online second-hand markets;
 - » ICT enables provision of more in-depth information on products and services for consumers on health, environmental and other issues, via Quick Response Codes (QRcodes);
 - » Through ICT solutions, communication possibilities have been expanded and became more efficient;
 - » ICT enables new solutions for renewable and efficient sources for energy generation;
 - » ICT also facilitates teleworking and home offices (though the group acknowledged the risk of rebound effects due to, for example, an increase in electricity consumption);

Scale up success factors

- Improve communication regarding new ICT solutions for sustainable lifestyles;
- Develop legal frameworks that foster and enable new models of communication and production of information;
- Promote living labs for current ICT experiments with the support of governments and civil society organizations;
- Implement economic incentives (tax reductions, financial subsidies, etc.) to foster ICT development that supports sustainable lifestyles;
- Develop multi-stakeholder collaboration to promote meaningful investments into ICT infrastructure to support sustainable lifestyles.

Required partnerships to scale-up impacts

- Expand “smart city” projects, which are multi-stakeholder programs involving municipalities, education and research institutions, businesses, and civil society organizations. These projects showcase modern ICT solutions, assess needs, further develop tools, and demonstrate how technology improves the quality of life and community in the city. As an example, the group mentioned the T-City project being developed by Deutsche Telekom and the German city of Friedrichshafen;
- Bring sustainability concerns into incubation hubs for innovation to develop not merely innovative tools for society, but tools that are also consistent with a resource-constrained world.

POLICY MAKING

Mr. Christian Löwe highlighted the need to further develop the understanding of policy makers about social and business innovation as well as the need to create long-term policy frameworks that enable experimentation and dissemination of promising practices. Mr. Löwe also offered a critical analysis of current policy instruments and emphasized that traditional policies are often insufficient to address the challenges of sustainability. According to his analysis it is crucial to develop new policy and also redesign existing policy instruments by means of incorporating new concepts and criteria into current indicators and priorities. As examples of innovative approaches to policy making, Mr. Löwe identified alternative financial instruments, such as public crowd-funding mechanisms, capacity building initiatives for sustainable living, such as the programs developed by the Carrotmob Academy in partnership with public authorities, and mechanisms for participatory deliberation processes within the EU.



Mr. Christian Löwe
German Environment Agency

Discussion round table results

- Sustainable innovation success stories Co-housing communities, such as the co-housing eco-village of Trelay Farm in Cornwall, UK, which gathers residents of different ages around the shared goal of living sustainably. The community produces part of its own food needs and generates renewable energy and builds eco-buildings. There other similar communities in the UK, all of which are united under the umbrella UK Cohousing Network;
- The Global Ecovillage Network (GEN) is a global umbrella organization of ecovillages, transition town initiatives, intentional communities, and ecologically-minded individuals. People and communities meet and share ideas, exchange technologies, develop cultural and educational exchanges, directories and newsletters, with a common mission to restore the land and live a cooperative sustainable lifestyle;
- Enquête Commission or Select/Special Committee is a select committee within the national or regional legislatures, which is usually created by a resolution that outlines the duties of the commission/committee and the powers and procedures for appointing members. Such committees are often investigative in nature, rather than legislative, though some have the authority to draft and report on legislation. They are useful for raising the level of knowledge of policy makers about diverse issues and bringing new issues forward for consideration;
- The Local Environmental Action Programme (LEAP) is a method for a participatory process within a regional or local community that leads to concrete environmental investments. LEAP involves setting environmental priorities and selecting the most appropriate actions that addressing priority environmental issues in the community by providing a forum to bring together a diverse group of individuals with different interests, values, and perspectives. The discussion group considered LEAP an important tool to support the identification of current best practice;

- Award schemes for CSR initiatives are currently promoted both within countries (for example by the Croatian Chief of Commerce) and for the entire EU (for example the European CSR Award Scheme for CSR partnerships between enterprises and other stakeholders);
- European cities' movements (for example in Slovenia and Croatia) to support the Europe-wide Unconditional Basic Income;
- Research institutions and welfare organizations constitute core institutions for the development of new solutions;
- Neighbourhood management initiatives in the Netherlands, through which local residents are jointly responsible for their neighbourhood. Their main focus areas are to ensure a clean, properly maintained residential district, to aim for sufficient participation by neighbourhood residents and to create jobs for residents to improve their financial situation;
- All these new approaches imply challenges for public authorities, such as the development of legal frameworks that adapt to and support these changes, the question of the nature of certain initiatives and activities (business or not?) and responsibilities of these initiatives to pay taxes, among others;

Scale up success factors

- Develop a joint global regime to deal with environmental product standards, such as the common rules currently developed under the World Trade Organization (WTO);
- Consider supporting existing sustainability initiatives through policy tools that overcome niche boundaries;
- Develop legal frameworks that enable sustainable social and business innovation;
- Facilitate knowledge brokerage to facilitate information flow, including information flow among policy makers;
- Improve media coverage to "push" politicians towards innovative policy tools that support sustainability;
- Develop mandatory instruments for territory-based planning and design, at national and EU levels, to promote sustainable land and resource use;
- Develop regulations that are consistent with current and future needs, for example for sustainable public procurement;
- Draw inspiration from Public-Private Partnership (PPP) models for connecting actors around common sustainability projects and goals;
- Manage accessibility to unused land and allow intermediate uses under certain environmental criteria;
- Promote award schemes that support visibility of innovative initiatives and benchmarking tools for setting standards and starting a transformational process;
- Encourage tax reduction for certain activities, for example VAT reduction for repair services;
- Establish a basic income to support citizen engagement with environment-related projects;
- Evaluate possibilities of valuing unpaid community work and engagement;
- Apply long-term thinking to develop solutions for social needs to avoid impacts from infrastructure investments;
- Envision economic opportunities associated with sustainability trends and goals.



Required partnerships to scale-up impacts

- Develop public programs that promote community engagement;
- Envision new starting-points for developing solutions, such as churches and welfare organizations;
- Increase support for cooperatives which are better connected with customers;
- Invest in partnerships based on intentions and common goals, and not merely on stakeholders that have their sectorial interests;
- Develop business-government partnerships to develop solutions for products not suited for sharing (for example detergents) and for price policies;
- Support action-oriented and responsible research and disseminate results for common benefit;
- Involve national authorities within the EU to promote the following activities: initiating legal support for sustainability issues; verify management capacities and assist regional initiatives.

MEDIA

Mr. Hendrik Schott indicated that the traditional media have already realized that there is a demand and an expectation from the public that media outlets will provide information and discussion on sustainability-related issues. Mr. Schott highlighted the relevance of the international debate that occurs within the Global Media Forum, which gathers journalists and other media professionals from across the world to discuss the challenges of promoting sustainability and the role of the media to promote and address such challenges. Mr. Schott emphasized that the aim of media should be to transform people into problem-solvers and change-makers. Although the sector is still at a stage of changing mindsets among journalists, many media outlets are already reorienting their editorial priorities and goals to shift their focus increasingly toward promoting sustainability issues.

Discussion round table results

Sustainable innovation success stories

- The Media Corporate Social Responsibility (CSR) Forum is a platform of large media companies that develop and promote CSR and sustainability practices in the media sector. Their work includes developing an understanding of the implications of CSR for media members, identifying areas for prioritization, sharing best practices, engaging with stakeholders, running collaborative projects on key issues, among others;
- “Infotainment” programs, in other words, information-based media programs that also include entertainment content in an effort to enhance popularity with audiences and consumers;
- Crowdsourcing media platforms that gather and showcase sustainable experiences and practice. Crowdsourcing refers to the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community, rather than from traditional employees or suppliers;
- Do-it-yourself (DIY) series which are virtual lessons available online to teach people how to do different things on their own at low cost;
- New media formats to convey information such as video diaries, “experimental labs”, and social media, to interact with the public and combine different communication channels;
- Add-ons to existing media formats, such as:
 - » WiWo green: a German online portal about the green economy that provides up-to-date information, analysis, studies and examples of best practice in the rapidly growing Green Economy. The online portal deals with themes like renewable energy, energy efficiency, responsible investments, green gadgets, the future of urban centres and the mobility of tomorrow;
 - » The Guardian’s Environment and Sustainable Business sections. The Guardian is one of the media leaders on environmental and sustainable business issues with coverage of worldwide news, events and graphics.
 - » The Telegraph newspaper presents an “Earth” section for environment and green news with information on global warming, pollution, green living and recycling, as well as tips for individuals on how to curb personal contributions to climate change.
- TED Talks, which are a daily video podcast of the best talks and performances from TED conferences, TEDx and partner events. From across the world, leading thinkers and doers give the “talk of their lives” in 18 minutes. The TED Talks series is widely credited with creating a new category in online media.

Scale up success factors

- Build public awareness about sustainability challenges;
- Develop alternative business models and economic goals that fit with the transition toward sustainable lifestyles;
- Improve communication and the quality of information;
- Cultivate transparency among stakeholders through responsible media;
- Develop funding schemes to increase financial resources for sustainability-related media initiatives;
- Integrate channels to strengthen sustainability strategies;
- Develop profitable models for responsible media;
- Build relationships between the sustainability issues covered and everyday lives of audiences/ readers;



Mr. Hendrik Schott
Deutsche Welle



- Develop and use easy to understand language and visual schemes that explain more complex facts;
 - Encourage bottom-up approaches to building socially and environmentally responsible media strategies;
 - Develop “Sustainability” entertainment, such as talk shows and films devoted to promoting sustainability practices;
 - Apply “viral marketing”, which is the use of existing social media platforms to spread information;
 - Explore channels for instant dialogue and interaction possibilities;
 - Explore opportunities related to people’s larger and longer media exposure, through phenomena such “second screen” (use of an additional electronic device, such as a tablet, smartphone or computer, by individuals who are already watching television);
 - Enhance connections between people;
 - Explore possible triggers for action, for example sustainability as a common cause.

Required partnerships to scale-up impacts

- Develop initiatives between media companies and universities/research centres to increase knowledge about sustainability communication;
- Partner with advertising agencies to develop innovative and fun ways to share information;
- Foster cooperation among media companies to develop a common sustainability agenda;
- Increase partnerships between traditional media channels and new social media platforms, to better reach the different audiences.

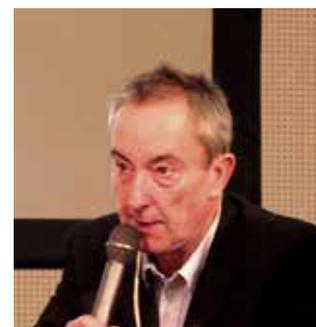
PRESENTATION ON THE CIRCULAR ECONOMY

Mr. Peter Mitchell explained that the circular economy represents an approach to change current wasteful practices in consideration of the product life-cycle impacts. From a circular economy perspective, materials never lose their value: it’s a regenerative model that aims to reduce impacts in every single step of the life-cycle. Materials need to be redirected to the supply chain over and over again to reduce resource extraction and depletion of ecosystems while minimizing waste and emissions. Mr. Mitchell presented the work of WRAP as one that combines the vision of a Circular Economy with action to promote a world where resources are used sustainably. Solving our current problems, according to Mr. Mitchell, requires adopting a type of thinking that is different from the logic applied when we created these same problems. In terms of policy, Mr. Mitchell highlighted that there is a need for market coordination, especially to foster demand for recycled and reused materials.

Discussion round table results

Sustainable innovation success stories

- Industrial symbiosis, a specific type of cooperation among companies and entrepreneurs aims to increase resource efficiency and turn waste into resources (including for energy production). Industrial symbiosis was pointed out as a very relevant and successful approach to promoting a circular economy. Examples of this practice can be found in various countries (Sitra, for example, is a Finnish company that is active in the area), and also at the European level (for example the European Industrial Symbiosis Association – EUR-ISA);
- Solutions for using by-products of production processes as resources (for example, in Finland, ashes from power plants are applied to build roads, fill holes after mining, and as nutrients for forests);
- Take-back schemes to recycle/up-cycle used products and materials, for example Nike’s “Reuse-a-Shoe” initiative and Puma’s “Bring Me Back” program;
- Peer-to-peer and business-to-business exchanges of goods and materials;
- Packaging recycling programs;
- Waste management programs aimed at reducing the amount of municipal solid waste disposed in landfills (for example Finland’s program “Towards a recycling society – The National Waste Plan for 2016”, which aims to achieve, a national material recycling rate of 50% and energy production with the remaining 30% of waste, leaving to the landfills only the remaining 20%);
- Application of technology and science knowledge to substitute/phase out the use of hazardous substances.



Mr. Peter Mitchell
WRAP UK



Scale up success factors

- Use materials that with no harmful environmental impacts and rely on scientific life-cycle assessments;
- Develop cradle-to-cradle certification and labelling schemes as to inform customer purchasing decisions;
- Support a service-based economy in which one pays for the utility or service rather than physical products;
- Develop economic instruments to internalize environmental externalities;
- Encourage multi-stakeholder engagement in design of certification schemes;
- Develop policy instruments to fully implement the principle of extended producer responsibility;
- Create independent/neutral institutions as an alternative to politically motivated organisations that can advise society on circular economy issues;
- Encourage investors to support long-term thinking and investments and promote green investment banking.

Required partnerships to scale-up impacts

- Develop partnerships between producers and consumers (B2B and B2C) that support alternative business models, product/service design and consumption patterns;
- Develop partnerships between chemical agencies and chemical producing companies to develop environment-friendly products and process;
- Increase partnerships among circular economy initiatives and funding organizations to expand financial support;
- Engage with the community to solicit financial support (e.g. crowd-funding);
- Develop partnerships between companies and universities/research institutions, increase knowledge about solutions and the means to promote the circular economy;
- Increase cooperation among countries for common circular economy solutions;
- Create Public-Private-Partnerships based on transparency and on circular economy principles.



4. OFFERS AND NEEDS

Workstudio participants highlighted the services that they could offer and their respective needs in terms of support required to advance sustainable innovation in Europe. The main goal of this session was to facilitate a dialogue and further to provide support to stakeholders to explore potential cooperation opportunities. A more thorough follow-up on collaboration opportunities identified during the workstudio was facilitated by the match-making functionality of the Global Network on Sustainable Lifestyles (www.vision2050.net/page/match-making-1).

The offers and needs identified during the workstudio are presented in the table below.

Who	Service offered	Needs
Agrum Agrar- und Umwelt-consulting	<ul style="list-style-type: none"> Support for the development of sustainability projects at the intersection of agriculture and environment, including fundraising and proposal preparation Research on sustainable agriculture, rural development and environmental protection Project management skills and project monitoring and evaluation. 	
Alenka Burja	<ul style="list-style-type: none"> Training on green procurement for the public and sector 	<ul style="list-style-type: none"> Detailed information on local initiatives, social innovation and business models: country of origin, level of action, topic, the human and financial resources that were applied, organizational set-ups and benefits, among others
alterNation	<ul style="list-style-type: none"> Alternation.at platform as a communication channel Film festival in Berlin, Sept. 2014 	<ul style="list-style-type: none"> Stories and examples for sustainability to be featured at the alternation.at platform Venue and financial support for the film festival
Ashoka	<ul style="list-style-type: none"> Dedicated team and space (Paris) to promote socialbusiness- public co-creation Globalized methodology/ program to scale up impact of social entrepreneurs Database of 3,000 social innovations that could be of interest to businesses, media and public 	<ul style="list-style-type: none"> More connections (and credibility) with public institutions More connections with the media More chances to engage with business on social innovation
Baltic Environmental Forum Lithuania	<ul style="list-style-type: none"> Support collaboration between business-public-social sectors in Lithuania to develop new business models 	<ul style="list-style-type: none"> Collaboration and cooperation within the EU and on a broader scale
Carina Matzky, Ecosign student	<ul style="list-style-type: none"> Skills to help turn ideas into visual assets and to create communication media for projects or products 	<ul style="list-style-type: none"> Contact with producers to develop communication material/media or products that support social innovation and sustainable business models
Carlos Reyes	<ul style="list-style-type: none"> Knowledge and working experience in developing countries, mostly on water efficiency and general household resource efficiency Relationship with the Urban Management Program of the University of Technology Berlin to facilitate cooperation to enhance sustainable ideas and experiences through seminars, talks, or workshops with students 	
CiConsult GmbH	<ul style="list-style-type: none"> Consultancy for companies to develop strategies and action plans for sustainability, especially for resource efficiency measures 	<ul style="list-style-type: none"> Cooperation with companies that wish to initiate an internal sustainability process or that are committed to develop sustainability plan/programs, or that wish to measure their progress, and/or improve communication of sustainability initiatives.
Copenhagen Resource Institute	<ul style="list-style-type: none"> Knowledge on policies and private initiatives regarding waste and sustainable consumption across Europe Follow up at sustainable innovation conference in Copenhagen 2014 	<ul style="list-style-type: none"> Politicians, businesses and consumers willing to engage, learn and change behaviour
CSR Europe	<ul style="list-style-type: none"> Network of large businesses from a range of sectors that are willing to cooperate on advancing sustainability and CSR 	<ul style="list-style-type: none"> Partnerships with cities or consumer representatives to advance the role of business in promoting sustainable cities
Department of Intercultural Communication and Management, Copenhagen Business School (CBS)	<ul style="list-style-type: none"> Research and knowledge 	<ul style="list-style-type: none"> Better knowledge sharing platforms Consolidation of collaboration
Deutsche Welle	<ul style="list-style-type: none"> Coverage through TV or internet 	<ul style="list-style-type: none"> We need interesting stories and information on sustainability related projects
European Environment Agency (EEA)	<ul style="list-style-type: none"> Support for fostering sustainable lifestyles in Europe <p>A platform to exchange ideas among participants at the planned EEA event on sustainable business models during Green Week 2014 in Brussels and during the Sustainable Innovation Conference 2014 in Copenhagen</p> <p>2014 EEA report on sustainable consumption</p>	<ul style="list-style-type: none"> Knowledge of how to value and measure social "good", or benefit and value of social innovations in a lifecycle, value-chain or business model Analysis of what is required to scale up sustainable business models Evaluation of the actual impacts of sustainable business models and social innovation initiatives Good examples of sustainable business models in large companies
everydaystories.be	<ul style="list-style-type: none"> Project overview and management Inspiration and examples of good solutions and people Story telling platform Skills to work with/edit online content 	<ul style="list-style-type: none"> Project partners Exposure to project/dissemination of information Support to create a sustainable business model Funding
Fraunhofer Institute for Systems and Innovation Research (ISI)	<ul style="list-style-type: none"> Knowledge and expertise on social and technological innovation <p>Social innovation success stories connected to collaborative consumption and resource sharing</p>	<ul style="list-style-type: none"> Collaboration partners for research on social innovation Access to think-do linkage and partners in the practical field to provide on the ground advice and to conduct further research
German Federal Environment Agency (UBA)	<ul style="list-style-type: none"> Typology of social innovation for sustainable lifestyles 	<ul style="list-style-type: none"> Core communication and narrative concepts on social innovation for collaborative consumption
Houdini Sportswear AB	<ul style="list-style-type: none"> Outdoor clothing, most of which are produced of recycled fibers and all produced in Europe, to be sold by shops with a sustainable focus in their products 	<ul style="list-style-type: none"> Partner/company/organization that can take care of "clean" textile waste from producers in the Baltic states. There are tons of textile waste to be used as a resource.
Innovation Service and Network for School Development	<ul style="list-style-type: none"> Collaboration, knowledge sharing, semantic wiki and other platforms which are easy and economical to use A model of how to run a sustainable lifestyle education initiative 	<ul style="list-style-type: none"> Funding or resources to jointly plan sustainable lifestyles education initiatives Specialist support for local decision makers so they can decide to take part in sustainable lifestyles education initiatives around the Baltic Sea region

Who	Service offered	Needs
Institute of Environmental Engineering, Kaunas University of Technology (APINI)	<ul style="list-style-type: none"> • Large experience working with sustainable production issues: • cleaner/sustainable production • life cycle assessment/ecodesign • waste/chemicals management • environmental management 	<ul style="list-style-type: none"> • New partners to implement EU-funded projects related to environmental issues (waste prevention/management, sustainable production and innovations) and social responsibility (sustainable lifestyles)
Institut für ökologische Wirtschaftsforschung	<ul style="list-style-type: none"> • Scientific knowledge/research about SCP and policy-making for SCP and social innovation 	
ihobe	<ul style="list-style-type: none"> • Knowledge on how to integrate environmental considerations in the development of new products and services 	<ul style="list-style-type: none"> • Common principles and improved implementation methods to promote a "new way of thinking"
Johannes Schubert	<ul style="list-style-type: none"> • Creative concepts in marketing and product design to help brands (start-ups, culture, NGO) gain influence in the digital age 	
Lund University	<ul style="list-style-type: none"> • Advice for businesses and policy-makers on how to scale up sustainable innovations 	<ul style="list-style-type: none"> • Funding • Networking with other research institutions and business
Ministry of Environment and Nature Protection, Croatia	<ul style="list-style-type: none"> • Experience and knowledge in the policy field • Support contact and connections with local stakeholders 	<ul style="list-style-type: none"> • Examples of good practice • Dialogue channels among relevant stakeholders
Miriam Theobald	<ul style="list-style-type: none"> • Research on urban social innovation Local community project implementation and management 	<ul style="list-style-type: none"> • Specific local projects that support communities that aim to share experiences
Reed Evans	<ul style="list-style-type: none"> • Design and facilitation of participatory process sessions Strategy workshops focused on developing partnerships Plans that create sustainability impact 	<ul style="list-style-type: none"> • Funding or grant for a project: 14 women worldwide have developed a three day basic sustainability training and training on how to write a business plan for women entrepreneurs that are active in local women's business organizations. • Reaching out to more women entrepreneurs
Regional Activity Center for Cleaner Production (CPRAC)	<ul style="list-style-type: none"> • Capacity building program for green entrepreneurs targeting countries in North Africa including content on eco-design and sustainable living concepts 	<ul style="list-style-type: none"> • Impact investment skills • Expert knowledge about funding opportunities, funding organisations, and funding programs that target the Mediterranean region.
Responsible Ecosystems Sourcing Platforms (RESP)	<ul style="list-style-type: none"> • A testing platform involving specific sectors to explore new business models and determine the practical feasibility 	<ul style="list-style-type: none"> • Adequate ICT to capture, manage and disseminate data • Technology development to improve traceability systems
Sarah Haussmann	<ul style="list-style-type: none"> • Promotion/advertisement on social media at the student level • Share knowledge about sustainability with other students 	<ul style="list-style-type: none"> • Information, visibility • Opportunity to change my lifestyle which fits to my personal situation (not earning money yet)
SITRA	<ul style="list-style-type: none"> • Examples of circular economy practices/closed loops • Prototyping social innovations • Sustainable city framework 	<ul style="list-style-type: none"> • Business case of local food cooperatives in rural areas • Models for impact investment • Geographic Information System (GIS) for sustainability
Social Funders	<ul style="list-style-type: none"> • Technology/Crowdfunding platform which enables a new kind of CSR-communication and customer loyalty • Experience/knowledge in web technologies 	<ul style="list-style-type: none"> • Partners/customers that are willing to try a new kind of CSRcommunication and customer loyalty concept based on our technology
Susanne Zils	<ul style="list-style-type: none"> • Visibility labs • Creation of measures to promote sustainability/ sustainable lifestyles 	
UNDP – Istanbul International Center for Private Sector Development (UNDPIICPSD)	<ul style="list-style-type: none"> • Global Alliance for Sustainable Employment launched by UNDP-IICPSD • Presentation of inclusive business models from around the globe 	
UNEP Tunza Magazine for the youth	<ul style="list-style-type: none"> • Online outreach for youthorientated programs on social media • Opportunity to publish a writeup on your sustainable initiative or enterprise in a youth magazine with global reach 	<ul style="list-style-type: none"> • Stories of sustainable initiatives, green business /green economy and social innovations
weACT	<ul style="list-style-type: none"> • Online platform to engage people in experimenting and adopting sustainable behaviours • Support for companies to integrate sustainability into their culture by engaging employees through digital team competitions 	<ul style="list-style-type: none"> • Financial resources to grow and scale weACT • Partners interested in fostering sustainable lifestyles through behaviour change
wellYunit	<ul style="list-style-type: none"> • Partnership to feature supporting companies in the platform • Media channel to publish projects that contribute to increased well-being and happiness in the world • Collaboration in the marketing/communication of sustainableprojects and initiatives 	<ul style="list-style-type: none"> • Partner/collaboration model to optimise the "wellYunit" concept to attract membership in the community • Financial partner
WorldPerfect	<ul style="list-style-type: none"> • Inspiration and creativity • Expertise in campaigning sustainability communications • Sustainable innovation • Product and entrepreneurship • Action, we're a "do-agency" 	<ul style="list-style-type: none"> • Investors • Partnerships across Europe/world • Courage
WRAP	<ul style="list-style-type: none"> • Expertise in recycling and reuse of food and drinks, clothing and textiles, electrical and electronic goods, and built environment • Expertise in consumerbehaviour change and awareness campaigns • Expertise in commercialization of "on product" labelling • Packaging optimization, recycled content • Development of resource efficient business models for textile, clothing and electrical and electronic products • Development of programs and actions to reduce food waste in households and in food supplychains 	
Youthinkgreen	<ul style="list-style-type: none"> • Open-minded people for new ideas/projects • Creative ideas and portfolio of concrete youth actions • Youth network (international) • Youth action-tank 	<ul style="list-style-type: none"> • Local partners for our Youthinkgreen groups • New perspectives/methods/ instruments for our youth work • Project partners • Supporters
Others	<ul style="list-style-type: none"> • Experts • Infrastructure • International Network 	<ul style="list-style-type: none"> • Help to see the value/profit/benefit of a sustainable lifestyle today to change today. • Collaboration • Incentives/Regulation/Deregulation

Table 1. Participant offers and needs

5. THE WAY FORWARD

The closing session of the workstudio was about defining the key actions needed to enable the transition envisioned throughout the workstudio in Europe with a particular focus on innovation in lifestyle changes.

The actions defined during the workstudio will be taken forward by a variety of methods. The Global Networks, for example, will host discussion groups⁴ following each workstudio to enable further discussion and action by stakeholders. Each of the identified promising practices, needs and offers presented during the workstudio will also be made publicly available to enable members to match⁵ what they can offer with respective needs of other members within the Global Networks.

The strategic actions and recommendations found in this report will serve as input to recommendations for international donors and upcoming final reports of the BIG2050 and BISS projects. These recommendations will further make an important contribution toward future CSCP projects implemented together with partners such as the BMZ, the EEA and other organizations and individuals.

The key actions are summarised below.

SUGGESTED STRATEGIC ACTIONS

Develop effective policy and governance for sustainability

1. Rethink current strategies, such as Europe 2020, to envision goals beyond economic growth. Set targets and indicators to measure social and environmental value;
2. Respond to social demand for certain policies, such as EU member state obligations to reach green public procurement targets; request for national strategies on resource use; establish tighter resource use controls;
3. Develop instruments to internalize product and service related externalities and make clear the true costs of production and consumption;
4. Include students and society in general in policy and decision making process;
5. Create and empower “neutral organizations” (for example the Global Reporting Initiative) with a mandate to request disclosure of environment-related information from all organizations;
6. Develop joint strategies involving all EU member states to move beyond technical/technological innovations;
7. Address social inclusion to truly give people ownership of their lives;
8. Consider unemployment as an opportunity to rethink the current economic system and as an opportunity in itself to develop decent and green employment conditions through business and social innovation;
9. Increase policy coherence within and across governance levels to enable successful intervention strategies that support sustainable lifestyles.

BOOST SUSTAINABLE AND INNOVATIVE BUSINESSES

1. Revert logic and criteria of labels and certificates to place a focus on products and services that are not fairly traded and that are not environment-friendly (e.g. a “negative” differentiation for products rather than the “positive” differentiation of most eco-labels today);
2. Implement tax policy tools to encourage sustainable and innovative business models;
3. Foster business self-regulation to move from CSR to true change. This would empower business to, for example, to go beyond usual green public procurement programs to foster green business procurement;
4. Promote and further develop sustainable business models to increase the understanding of alternative economic development models;
5. Increase understanding of the spectrum of opportunities and types of investments;
6. Review education systems to foster behaviour change through school curricula, for example by covering content relevant to sustainable consumption and production.

⁴ <http://scaling-up.net/page/biss-project-countries>

⁵ <http://vision2050.net/page/match-making-1>



ADVANCE SUPPORTIVE TECHNOLOGY

1. Apply existing technology to support sustainability initiatives such as renewable energy generation, networking, and efficient resource use;
2. Bridge the gap between the development of technology and the creation of sustainable solutions that meet human needs.

GREEN THE FINANCIAL SECTOR

1. Promote impact investment for sustainable consumption and production initiatives;
2. Facilitate access to funding for social and business innovation.

ENABLE BEHAVIOUR CHANGE

1. Support engaged citizens and local bottom-up sustainable lifestyle initiatives;
2. Develop a Europe-wide initiative to eliminate waste across governments, businesses and households (for example food waste, and WEEE);
3. Move from theory to action through engagement with practice that meets needs in a sustainable manner;
4. Empower individuals by demonstrating that it is possible to start changes by themselves.

IMPROVE COMMUNICATION, CONNECTIVITY AND INFORMATION EXCHANGE PROCESSES

1. Improve sharing networks and communication channels to build knowledge on sustainability issues and foster cooperation among stakeholders;
2. Further develop crowdsourcing tools to engage civil society with sustainability projects;
3. Facilitate access to information on emerging innovation success stories to foster a learning process among initiatives. This could involve development of a European body with a mandate to investigate and publicly present best practice;
4. Develop cooperation programs among peers that includes partners and draws upon experience from non-European contexts;
5. Highlight sustainable lifestyles in films and television programs.

ASSISTANCE FROM THE GLOBAL NETWORKS AND FURTHER ACTIONS

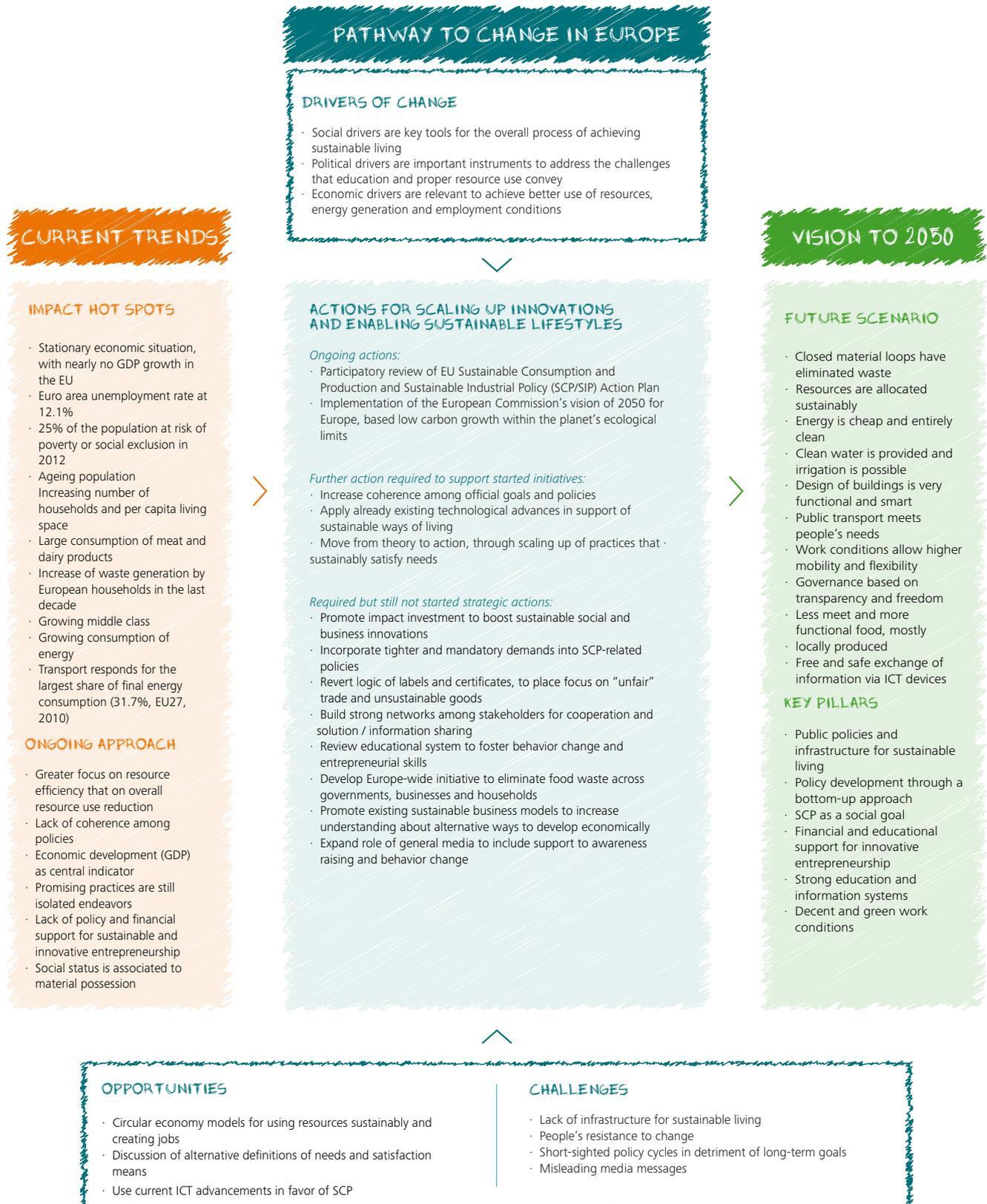
The Global Network on Sustainable Lifestyles (www.vision2050.net) and the Global Network on Sustainable Innovation and Entrepreneurship (www.scaling-up.net) can act as platforms for further discussion and collaboration among European and global stakeholders. The outcomes of this workstudio and the identified future actions taken through the online platforms will make a significant contribution toward research on sustainable lifestyles that is currently underway.

The Global Networks can also help drive the above noted actions forward in the following ways:

- *Facilitate discussions:* Enable and facilitate online discussion groups to further explore findings and identified actions of the workstudio.
- *International connections:* Connect European stakeholders with professionals from around the world to learn and share experience.
- *Support on a needs basis:* Respond to specific queries and interests from local stakeholders in Europe.
- *Capacity building:* Assist with capacity building by providing insights into tools, international practice and experience, decision-making frameworks and other networks such as by facilitating access to online knowledge centres.

SUGGESTED ACTIONS FROM THE WORKSTUDIO

The following Action Roadmap presents a pathway to reach sustainable lifestyles in Europe through multi-sectorial engagement and collaboration. The figure below presents a synthesis of background studies and workstudio outputs.



ANNEX 1: LIFESTYLES IN GERMANY

As part of the deliverables for the Budding Ideas Glocally for 2050 it is important to identify the aspirations and actions that are necessary in Germany today to enable future citizens to live sustainably. During the personal reflection that took place as part of the visioning session workstudio participants were asked to identify their country when casting their votes for the various priority areas. Accordingly, it was possible to pinpoint the areas considered as relevant for Germany.

This annex presents the considerations for Germany that were used to design the content of the workstudio that was held in Berlin. It is important to note that all the information provided here is presented in the context of the BIG2050 study areas and were needed for the successful completion of the project.

BACKGROUND

Germany is a highly industrialized country that over the last few decades has been able to establish a stable economy and develop a strong social security system. Economic growth is largely coupled with extreme consumption habits that resulted in unsustainable lifestyle habits with potential to lead to an even more unsustainable future.

This can be seen in recent German ecological footprint studies. According to the Global Footprint Network (2012) the consumption footprint in Germany has exceeded domestic biocapacity since at least 1960 when record keeping began. In 2010 the consumption footprint

was 5.1 gha/capita (global hectares per capita) with bio-capacity being just 1.9 gha/capita. This means that in 2010 Germany had a deficit of some -3.2 gha/capita. Considering that Germany has 81,305,856 inhabitants, its total deficit amounts up to 206,178,739 global hectares.

German society experienced both scarcity during wartime and the abundance of economic prosperity within a mere three generations. These changes have left a very influential mark on consumption patterns. Figure 1 illustrates the changes in German GDP through the twentieth century, indicating the influence of historical events on the lifestyles of the society. Another emerging issue and potential threat to further sustainable development is the ageing of German society. This problem is one of the greatest threats as an ageing society means that fewer people will be economically active with more reliant of social-welfare services.

Germany's government is aware of these issues and has undertaken several actions to respond to the challenge. The 2002 National Sustainability Strategy focuses on generational fairness, quality of living, social bonds and international responsibility, which are all essential areas for sustainability (Die Bundesregierung, 2012).

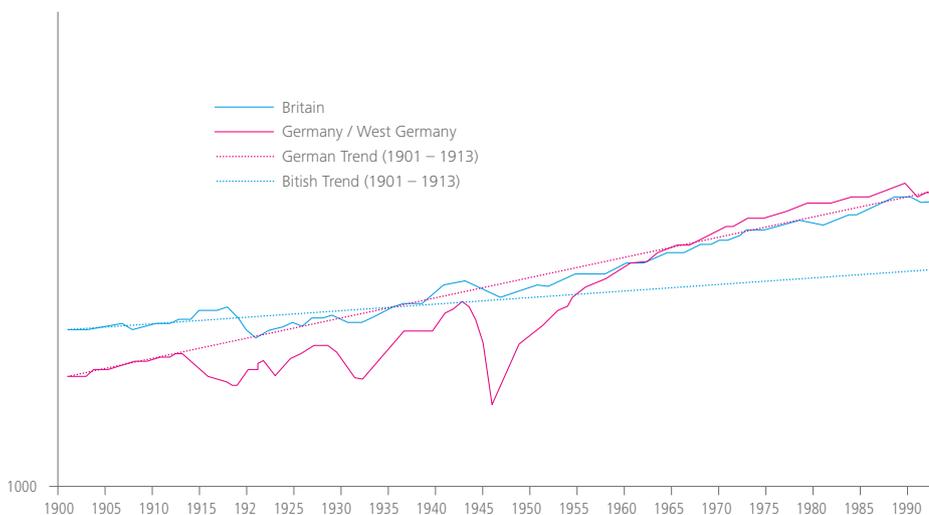


Figure 1: Growth of Per Capita GDP in Britain and Germany, 1901-1993

ENERGY

"Energiewende: The next German word to become part of international vocabulary" as mentioned by Dr. Gro Harlem Brundtland⁶ is an aggressive and long-term German government initiative to shift production, distribution and consumption of energy.

The energy sector is Germany's largest producer of CO₂ emissions. This might be due the fact that although 16% of the electricity generated comes from renewables a further 11% comes from coal and

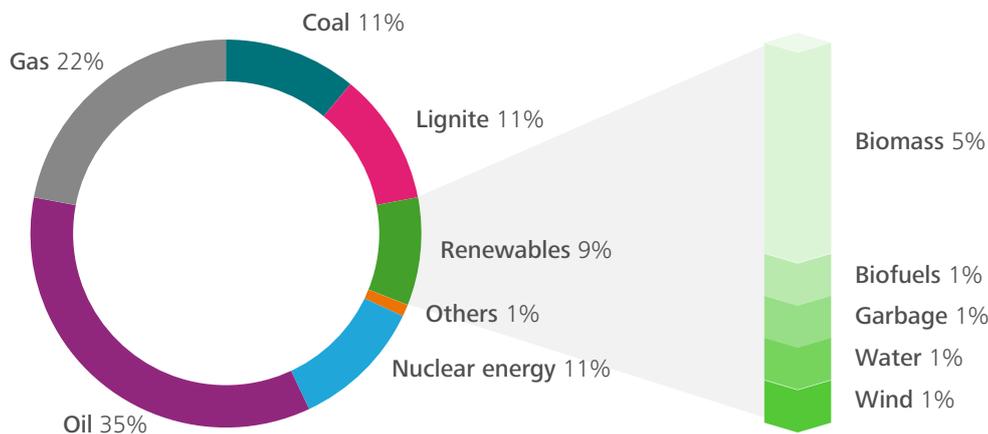


Figure 2: Primary energy consumption by source
Primary energy Consumption 2009: 13,398 PJ

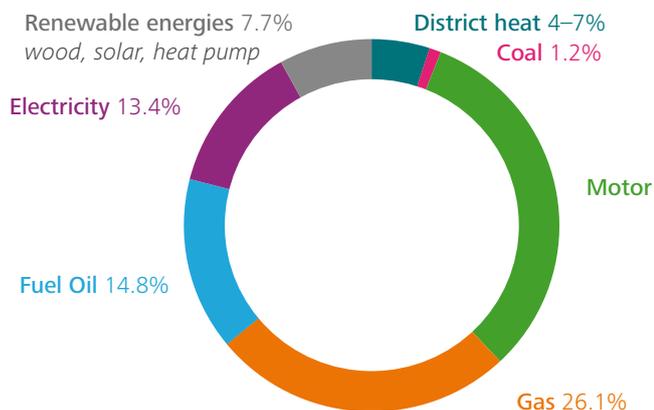
another 26% of electricity comes from lignite plants (Energypedia, 2011).

By 2011, 57% of energy consumed in Germany was generated either from oil or coal, both of which are mainly imported. Only 9% of consumed energy was generated using renewable energy sources, but, of note, 5% of the renewable fraction was from biomass.

Since oil is the most dominant energy source (35% as shown on figure 2) Germany's energy supply depends largely of oil imported from other countries, mainly Russia, the United Kingdom, Norway, Kazakhstan and Libya.

The Energiewende (literal translation is energy transition, understood as rethinking energy) policy approved by the German government in 2011 considers German CO₂ reduction (Technische Universität Chemnitz, 2012). These g Harlem oals are⁷:

- greenhouse gas reduction: 80–95% by 2050
- renewable energy targets: 60% share by 2050 (renewables broadly defined as hydro, solar and wind power)
- energy efficiency: electricity efficiency up by 50% by 2050
- a research and development drive



Structure of Energy consumption of private households by Energy sources used

⁶ Speech at the 6th German Sustainability Day on November 22nd, 2013.

⁷ <http://www.economist.com/node/21559667>

TRANSPORTATION

All areas of the transport sector in Germany have become more efficient over the past two decades but due to overall traffic increase (kilometres travelled) the outcomes in terms of total CO₂ emissions reduction remain relatively small.

On average, Germans travel 15,000 km per year per person, and this travel is mainly undertaken by private automobile. In Germany there are 43 million cars on the road, meaning that 82% households have either one or more cars. The largest number of households that do not own a car can be found in Berlin and Hamburg, Germany's two largest cities. Almost all cars (98%) are powered by conventional fossil fuel. (Eurostat, 2012)

Aside from automobiles, bicycles also are important in terms of transport. About 20% of people ride their bike on a daily basis, especially Pedelecs (electric assist bicycles). In 2011, 300,000 of these bicycles were sold. This demonstrates that the comfort factor of the vehicle matters to people. Bus and train transportation have a relatively small share of overall transport usage of 9%. Not only in the passenger traffic but also for freight, vehicle traffic plays a major role.

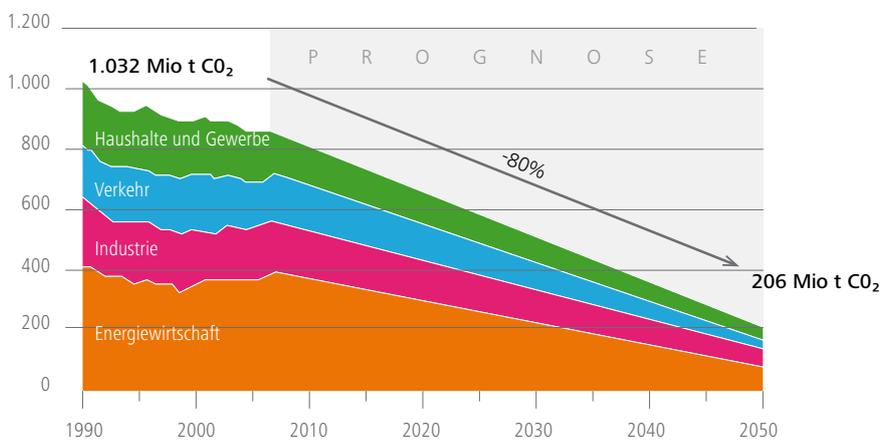


Figure 4: German government CO₂ reduction goals to 2050

HOUSING

After the reunification of West and East Germany, large differences between the dwellings of these formerly divided parts of the country could be found. In the former West Germany, 70% of the housing stock was built after 1948 and as much as 75% had central heating. In the former DDR 55% of the housing stock was built prior to 1948 and only 47% had central heating (Solsten, 1995).

Currently, according to the OECD "better life index", 93% of Germans are satisfied with their living situation. The OECD (2011) indicates that on average 22% of net disposable household income goes toward housing with the average home having 1.8 rooms per person. Figure 5 indicates that although the number of households (green) is increasing the household size is on a decreasing trend. Projections are that by 2030 the average number of people per household will have fallen to 1.88 persons. This might be due the falling birth rate and therefore smaller number of families.

In terms of sustainability, policy and financing instruments (e.g. Ecological Construction, Housing Modernization, KfW CO₂ Building Rehabilitation) have been introduced to support and promote more sustainable residential housing (FINPRO, 2007).

Although energy efficiency has been an important topic, deeper sustainability elements can be found only a small number of buildings (BauFachberatung Wolpensinger, 2012). Since many old buildings can be found in Germany retrofitting plays an important role in achieving the government's energy consumption and emissions reduction goals in the housing sector. The current rate of thermal outer wall retrofitting is 0.8% of structures annually, which is below the government's target of 2%. The non-ther-

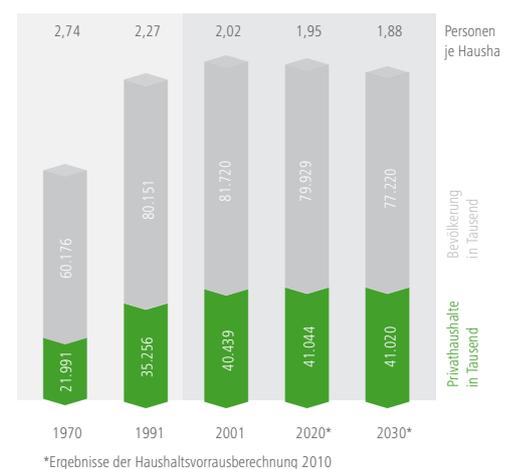


Figure 5: Population and number of households

mal retrofitting rate is 2.4%. Depending on the depth of the retrofitting the performance of old buildings can approach roughly 50% of the energy performance of new structures. Effective building retrofits is important given projections that by 2050 new buildings will make up less than half (30-40%) of the total German building stock.

FOOD AND HEALTH

In Germany there exists an oversupply of food (Zittlau, 2011), which can be seen as an indicator of consumption habits. A growing daily consumption of processed meat can also be seen, resulting in growing consumption of salt, sugar and other preservatives. This leads to an unhealthy diet that can cause disease (e.g. diabetes, obesity). It has been estimated that some two thirds of deaths in Germany are related to an unhealthy diet (Zittlau, 2011). Obesity is also an important issue in Germany with 23.1% of males and 19.2% of females being obese (WHO, 2010).

The ageing society also plays an important role in the health system. The number of people older than 65 is rising with a corresponding increase in the demand for health care. Depending on the scenario ("status quo scenario" or "scenario of decreasing treatment") the demand on hospitals will be 12.5% or 8.5% greater than today by 2025 and the demand on ambulant and partial stationary treatment will increase by either 48.1% or 35.4% over the same period. Both trends lead to a higher demand for health care personnel, infrastructure and significant reforms to the existing health-care system (Braun, 2010).

EDUCATION AND EMPLOYMENT

In Germany the literacy rate (people over the age of 15 years who can read and write) is 99%. In general, school attendance is normally for a period of 12 years. Germany has a dual education system. In addition to university studies, the education system includes apprenticeships with practical training and skills development to complement theoretical knowledge in formal higher education (Arbeitsagentur, a.n.).

The development of education and employment can be divided into short-term and the long-term trends. The short-term trend is based on the current situation of the rather high unemployment rate, which is currently 6% (2013). Youth unemployment (people who are younger than 25) was 8.5% in 2011, which is greater than the overall unemployment rate. Further, another 320,000 young people were in transition systems of vocational schools and at the same time registered as unemployed. Of these trainees, 40% leave the system without being able to begin proper professional training and which reduces chances of securing a job. Another emerging problem is the increase in demand for skilled labour, which means that low skilled people are unable to profit from the growing areas of the job market (Venus, 2012). This might be an explanation why some 40% of people who completed vocational training do not find a job.

Unemployed people do not pay taxes or contribute toward social security. In addition, other costs arise from payments for unemployment benefits. Although costs arising from unemployment have been decreasing, the cost of unemployment remains high. In 2011, Germany spent some €56 billion on unemployment programs, of which 55% were direct unemployment payments and 45% indirect costs (Bach et Spitznagel, 2012).

The long-term trend, which is highly influenced by the trend of the ageing society, is that there will be a high demand for workers in the future (contradicting the current unemployment trend) because there will be 8 million fewer people of working age by 2030. Some projections suggest that the "Top-1000-Companies" will have difficulties to find employees for one third of their jobs. The vacant jobs will be skilled jobs, mainly in the IT and research and development sector (Arbeitsagentur, a.n.).

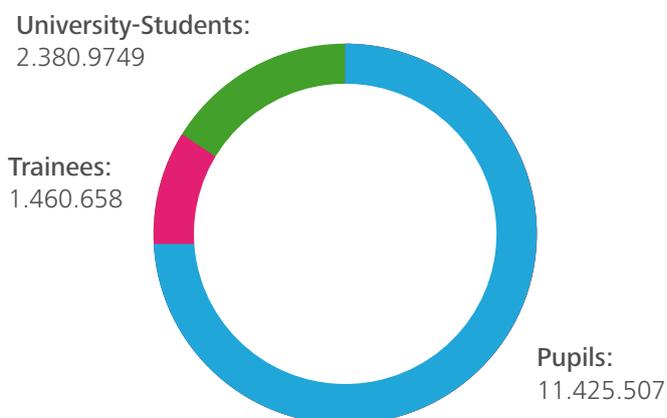


Figure 6: People in the educational system (2011)

Currently every employed person contributes toward Germany's comprehensive welfare system. Contributions toward the welfare system are shared in equal shares between employers and employees. Employee contributions go toward Pension insurance, unemployment insurance, health insurance and nursing care insurance.

At present, unemployment is considered an urgent issue, but in the near future the main challenge is projected to be a lack of appropriately skilled labour force. What both of these trends have in common is the demand for skilled labour. Currently, vocational training and apprenticeships are seen as a way to decrease youth unemployment but in the long term workers with higher skill levels will be required and this need cannot be met by today's training strategies.

One more trend that is connected to the demand for skilled labour is the increasing number of foreign students (from 2010 to 2011 it increased by 8%); in 2011, almost every 10th graduate had a foreign passport with the majority coming from China, Turkey and Russia. Although at least three quarters of PhD or Masters level graduates from non-EU countries would like to remain in Germany, only a quarter of them finds an opportunity to do so (Spiegel 2012).

COMMUNICATION

In 2012, 75.6% of the population were internet users with average usage being approximately 80 minutes per day (Statista, 2012). Communication in Germany is influenced by the internet and social media with 53% of internet users using social networks for private communications. Although the majority of users are young people, 28% of people aged 65 or older also usesocial networks. Social networks are not only used for private conversations. In 2011 9% of social network users were using this communication medium because of job-related issues (DESTATIS, 2012). While the internet use has increased from 37% in 2001 to 75.6% in 2012, newspaper sales have fallen from 23.7 to 18.4 million copies over the same time period

Figure 7 shows that on average the time spent reading newspapers has fallen from 34 to 28.5 minutes per day between 2006 and 2012 with a corresponding increase in internet usage from 61 to 80 minutes. Apart from the internet and mobile services all the other media sectors show a decline in time spent in Germany. This suggests that information generation is now relying more on the internet and the increase in mobile services along with the high use of social media also indicates that virtual "social connections" plays an important role in the use of communication devices..

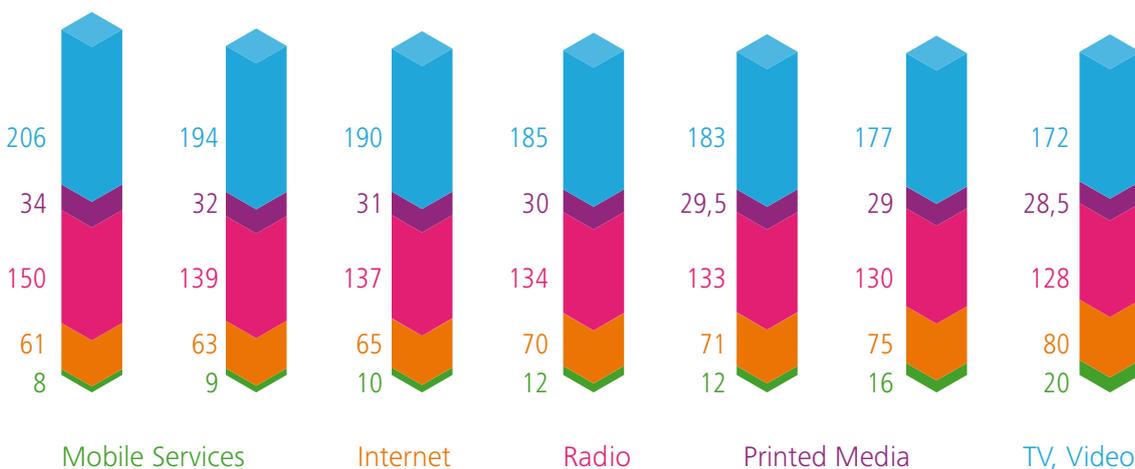


Figure 7: Average daily time spent on different media

GOVERNANCE

Current (2013) German government priorities are: Afghanistan, Republic of Education, bureaucracy reduction and improved legislation; Demographic strategy: Politics for all generations, German Unity, Energy concept, Euro, Europe, Research, G8/G20 and the sustainability strategy.

The National Sustainability Strategy was enacted in 2002 and outlines clear tasks and goals as a guideline for sustainable development, which provides the contextual comprehensive basis for political reforms and change for companies. The guidelines focus on four areas: generational fairness, quality of living, social bonding and international responsibilities.

The sustainability strategy management concept includes management rules, indicators and monitoring. Monitoring consists of a progress report every fourth year and an indicator report every second year. The latest results can be found in the Indicator report for 2012. This report evaluates the development of the indicators within the four areas of guidelines. There are four progress indicators: 1 – goal has been achieved in the expected time period (to receive a rating of “1” the maximum divergence from the expected performance is 5%); 2 – the indicator shows favourable development (divergence between the outcome and the expected value is between 5-20%); 3 - the indicator shows a development in the favourable direction (divergence between the outcome and the expected value higher than 20%); and 4 – the indicator does not show a favourable development.

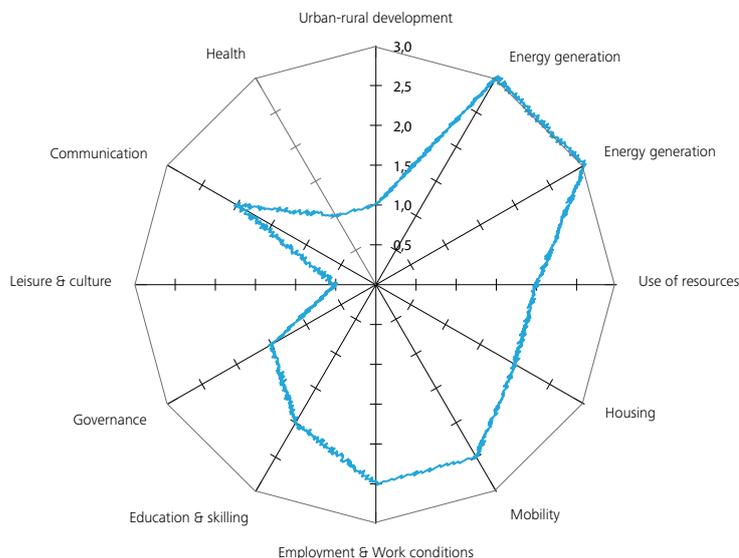
In 2012, the outcomes (in the four areas) were as follows:

- for generational fairness (including sections, such as climate, resource efficiency, biodiversity, economy, ...) most of indicators ranked from 1 to 3, with biodiversity ranking 4;
- for quality of living (including issues such as economy, mobility, health,...), the youth smoking rate, criminality and economy ranked 1, and freight transport, ship transport and obesity ranked 4, all the other indicators were ranked 2 or 3;
- for social bonds (including the areas employment, equality and integration) all indicators ranked between 1 and 3, except for equality between men and women which ranked 4;
- for international responsibility (including development cooperation and open markets) open markets ranked 1 and development cooperation ranked 4.

Although not all of the goals were achieved, the Sustainability strategy is certainly a step towards sustainable development. The monitoring, which takes place on a regular basis, helps to identify deficits and to make improvements in a targeted manner.

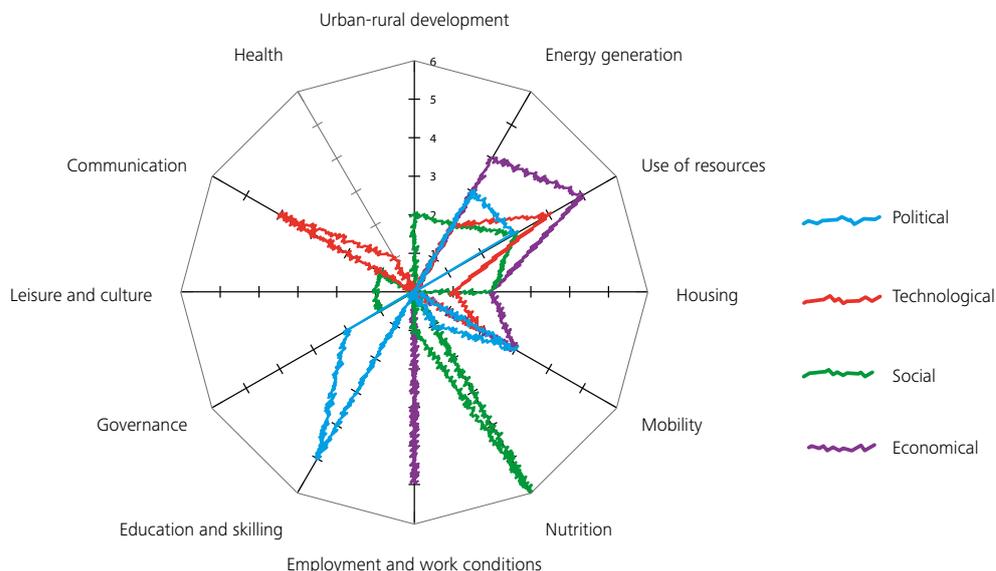
RELEVANCE OF THE WORKSTUDIO AND KEY FINDINGS

German participants at the Berlin workstudio represented about half of the total in attendance. During the visioning session, participants were asked to identify the areas they felt were most important for the country they were representing. Participants that identified themselves as German (or German residents) cast their votes in the manner shown below.



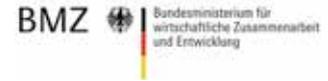
The use of natural resources and energy generation were chosen by participants as being most important to be addressed today. However, despite the threat to health posed by the aging population, health ranked considerably low with issues related to nutrition seen as of greater importance. Participants emphasised the importance of employment and work conditions as well as mobility. Matters related to leisure and culture were considered as being of least importance.

In terms of responses to these perceived needs, economic measures were seen as being in greatest need to address energy and resource challenges as well as to address employment and work issues. Social drivers were seen as being most important to address issues related to nutrition, followed by resource use and to a lesser degree urban-rural development and housing. Only two participants mentioned social drivers as being relevant to communication and leisure. Political drivers were seen as being most needed for education and skills development issues, as well as for use of resources, energy generation, mobility, and to a lesser degree, governance.



ANNEX 2: SUPPORTING PROJECTS

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



BUDDING IDEAS GLOCALLY FOR 2050 - BIG2050

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 workstudios, this project explores 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.



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.

BUSSINESS INNOVATION FOR SUSTAINABLE SCALE-UP - BISS

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

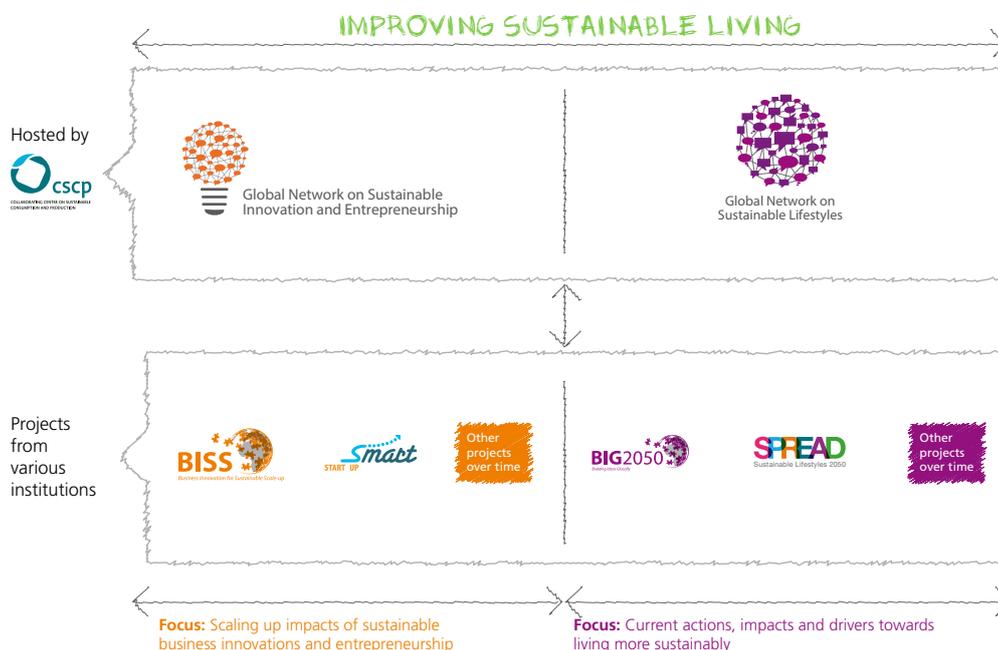


Project objectives:

- 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.

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 3: CSCP'S WORK ON VISIONING AND METHODOLOGY

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 cocreation of visions and scenarios of a common future;
- Appeal to participants' 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 understandings 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 consensus building, as well as introspection and challenge 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 from 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.

ANNEX 4: SUCCESS STORIES OF SUSTAINABLE INNOVATION IN EUROPE

Bonnefantenmuseum
Maastricht

BONNEFANTEN MUSEUM

Field of impact: culture & leisure

Short description: Short description: The Bonnefanten Museum is a museum of fine art in Maastricht, the Netherlands. The museum provides opportunities for people to rent pieces of the museum's collection. A tailor-made subscription allows you to determine how you loan works of art. Purchasing artworks is of course also possible as customers build up a purchasing balance while having works on loan.

Website: www.bonefanten.nl/en/art_lease

Bürger
Energie
Berlin

BÜRGER ENERGIE BERLIN

Field of impact: energy generation, resource use

Short description: How far can community energy go? This is a question that communities in Berlin have considered and have come up with an ambitious answer: they want to buy the electricity distribution grid and bring it under community ownership. The electricity supply chain is pretty complicated and has many different sections. There's energy generation (that's what we've done so far, installing and owning solar PV panels that put electricity into the grid), then there's the distribution (at a local or a national level), and then there's selling to consumers (supplying).

Website: www.buerger-energie-berlin.de



CAMBIO CARSHARING

Field of impact: mobility, resource use

Short description: Cambio is a carsharing company that was formed in 2000 when several carsharing companies in different German and Belgian cities merged. Cambio is a member of Bundesverband CarSharing e.V. (bcs), the industry association of traditional car sharing organisations in Germany. The vehicles can be booked by customers via the internet or by telephone at any time. The travel time can be between one hour and 30 days.

Website: www.cambio-carsharing.de



CAR2GO

Field of impact: mobility, communication, resource use

Short description: a subsidiary of Daimler AG that provides carsharing services in European and North American cities. The company offers exclusively Smart for two "car2go edition" vehicles and features one-way point-to-point rentals, which are charged by the minute (with hourly and daily rates available). The service forgoes the typical centralized rental office, and cars are user-accessed wherever parked via a downloadable smartphone app.

Website: www.car2go.com



DISCO SOUPE

Field of impact: nutrition, resource use

Short description: Disco Soupe is an initiative in different European countries including Germany and France that fights against food waste. It gathers people to celebrate and cook together usually using discarded fruits and vegetables from local markets in an attempt to sensitize and raise awareness among people about the importance of food and how it is currently wasted.

Website: www.facebook.com/DiscoSoupe



DO-IT-YOURSELF SERIES (DIY SERIES)

Field of impact: education & skilling

Short description: DIY Series are virtual lessons that teach people how to do different things on their own at low prices.

Website: www.diyseries.org



Deutscher Bundestag

ENQUÊTE COMMISSION

Field of impact: governance

Short description: Also known as Select/Special Committee, the Enquête Commission is a select committee within national or regional legislatures that is usually created by a resolution that outlines its duties and powers and the procedures for appointing members. Such committees are often investigative in nature, rather than legislative, though some have the authority to draft and report on legislation. They are relevant for raising the level of knowledge of policy makers about issues and developing recommendations on policy or programs.

Website: www.bundestag.de/bundestag/gremien/enquete/wachstum/Schlussbericht/Endversion_EN.pdf



EUROPEAN CSR AWARD SCHEME

Field of impact: governance, social and environmental problems in general

Short description: To enhance the visibility of successful CSR activities and to disseminate good practice, the European Commission together with CSR Europe and business leaders in the Community launched the European CSR Award Scheme partnerships between enterprises and other stakeholders. The overall objective the European CSR Award Scheme is to increase visibility of excellent CSR practice and to disseminate examples and experience across the EU. The award is therefore based on a series of national CSR award schemes in EU Member States and other European countries.

Website: www.europeancsrawards.eu/



EUROPEAN INDUSTRIAL SYMBIOSIS ASSOCIATION - EUR-ISA

Field of impact: resource use, energy generation

Short description: EUR-ISA brings together organizations responsible for some ten established industrial symbiosis programmes (collectively engaged with more than 20,000 companies across Europe) and provides the European Commission with a focal point to accelerate industrial symbiosis in Europe with the aim of generating economic, environmental and social benefits.

Website: www.eur-isa.org/



EUROPEAN UNION E-FORUM

Field of impact: communication, governance

Short description: EU e-Forum is the Forum for European e-Public Services, a not-for-profit association registered in Belgium that brings together interested parties active in the field of eGovernment in Europe. It is dedicated to analysing the future eGovernment needs in Europe, and promoting excellence in defining solutions to those needs by bringing private and public actors together. Its aim is to be a showcase for the solutions that will shape eGovernment over the coming ten to fifteen years.

Website: www.eu-forum.org



FINLAND'S PROGRAM "TOWARDS A RECYCLING SOCIETY - THE NATIONAL WASTE PLAN FOR 2016"

Field of impact: resource use, governance, energy generation

Short description: By 2016 the national waste program aims to achieve a recycling rate of 50% and energy production with another 30% of the waste, leaving to the landfills only the remaining 20% of waste.

Website: www.ymp.fi/en-US/The_environment/Waste/The_National_Waste_Plan



FLICKR

Field of impact: communication, leisure & culture

Short description: Flickr is an online photo management and sharing application with two main goals. The first goal is to help people make their photos available to the people who matter to them. The second goal is to enable new ways of organizing photos and video. Part of the solution is to make the process of organizing photos or videos collaborative. In Flickr, users can give friends, family, and other contacts permission to organize the users' content - not just to add comments, but also notes and tags. This active contact with documentation makes it easy to exchange experiences in a more personal way which could as well decrease the need to make the same experiences and then travel less.

Website: www.flickr.com/



FARESHARE

Field of impact: nutrition, resource use

Short description: Food salvage is a term for programs that collect surplus food from restaurants and dining facilities and distribute it to local emergency food programs. Some organizations, notably FareShare in England, go further and also work with food manufacturers to minimize food waste. The collected food is distributed to a community food network of some 300 organizations. The food contributed to over 3.3 million meals for 12,000 disadvantaged people daily in 34 cities and towns across the UK.

Website: www.fareshare.org.uk/



GLOBAL ECOVILLAGE NETWORK (GEN)

Field of impact: housing, lifestyle aspects in general

Short description: GEN is a growing network of sustainable communities and initiatives that bridges cultures, countries, and continents. GEN serves as umbrella organization for eco-villages, transition town initiatives, intentional communities, and ecologically-minded individuals worldwide. People and communities meet and share their ideas, exchange technologies, develop cultural and educational exchanges, directories and newsletters, and share in their common vision of restoring the land and living a cooperative sustainable lifestyle.

Website: www.gen.ecovillage.org/



GUARDIAN'S ENVIRONMENT AND SUSTAINABLE BUSINESS SECTIONS

Field of impact: communication

Short description: The Guardian is one of the global media leaders in environmental and sustainable business topics. There you find relevant news with a global focus as well as events and graphics

Website: www.theguardian.com/sustainable-business



HOUDINI SPORTSWEAR AB

Field of impact: clothing and textile, resource use

Short description: Houdini Sportswear AB is a Swedish company that promotes collaborative consumption of sports clothing through rental services. Part of their product is made of recycled and renewable fibres.

Website: www.houdinisportswear.com



KLEIDER KREISEL

Field of impact: clothing and textile, resource use

Short description: The Kleider Kreisel online second-hand shop is a marketplace where people can find clothing articles of their interest and negotiate to acquire this article. This online marketplace relies on the reviews of buyers which builds trust among customers.

Website: www.kleiderkreisel.de/



KLEIDEREI

Field of impact: clothing and textile, resource use

Short description: Kleidererei customers purchase a monthly ticket for 14 euro. In return, customers can borrow a certain number of pieces of clothing during the month. The clothing must then be returned dry cleaned within seven days. The store's motto is "lend like a friend," and the shop operates a bit like a best friend or sister. The owners have added many of their own clothing pieces to the lending wardrobe and enjoy helping customers find new looks to try out.

Website: www.facebook.com/Kleidererei



LEBENSKLEIDUNG

Field of impact: resource use, communication

Short description: Lebenskleidung is a Global Organic Textile Standard (GOTS) certified textile agency. Their focus lies with the distribution of ecologically correct and fairly produced cotton and silk. Small designers and producers in Berlin can order small quantities of those materials from Lebenskleidung which sources those materials from the supplier and partners. This makes it possible for Lebenskleidung to buy larger quantities of cotton and silk at one time, which is more efficient. This makes it possible for even small designers and producers to afford to use organic and sustainable textile materials. In addition Lebenskleidung creates sustainable fashion lines with their partners in India and Turkey.

Website: www.lebenskleidung.com/

LOCAL ENVIRONMENTAL ACTION PROGRAMME (LEAP)

Field of impact: governance

Short description: LEAP is a participatory process within a regional or local community that leads to concrete environmental investments. LEAP involves setting environmental priorities and selecting the most appropriate actions to address priority environmental issues in the community by providing a forum to bring together diverse groups of individuals with different interests, values, and perspectives.

Website: www.iscvt.org/who_we_are/publications/LEAP%20Guide.pdf



LOVE HOME SWAP

Field of impact: housing, leisure and culture, resource use

Short description: Love Home Swap is an online home swapping initiative for vacations.

Website: www.lovehomeswap.com/



LÜTTE LEIHEN

Field of impact: clothing and textile, resource use

Short description: Lütte leihen rents baby clothing based mainly on the idea that babies grow very quickly and, therefore, in most cases, it does not make sense to buy this clothing but rather to rent. With this rental or leasing option baby clothes can be used by other babies or recycled if no longer suitable.

Website: www.luette-leihen.de/



MAMA'S MIETSHOP

Field of impact: clothing and textile, resource use

Short description: This shop offers not only baby clothing, but also maternity wear and childcare articles for rental.

Website: www.mamas-mietshop.de



MEDIA CORPORATE SOCIAL RESPONSIBILITY (CSR) FORUM

Field of impact: communication, social and environmental problems in general

Short description: Media Corporate Social Responsibility (CSR) Forum is a group of large media companies that have developed CSR and sustainability practices for the media sector. Their work includes developing an understanding of the implications of CSR for media members; identifying areas for prioritization; sharing best practice; engaging with stakeholders; and running collaborative projects on key issues. They meet with stakeholders on a quarterly basis, produce research and host regular public events.

Website: www.mediacsforum.org/who.php

MUD JEANS

Field of impact: clothing and textile, resource use

Short description: Mud Jeans started a jeans leasing service. Their customers lease jeans and other denim products. When the clients do not wear the jeans anymore they can return them and receive a discount on a new pair. The returned denim is recycled and used for new jeans. Mud jeans aims to extend their product range so customers can also lease sweatshirts. The service and production processes aim to be sustainable.

Website: www.mudjeans.eu



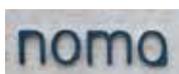


NIKE REUSE-A-SHOE

Field of impact: clothing and textile, resource use

Short description: The Nike Reuse-a-shoe program takes worn out athletic shoes back and grinds them down to create a new material called Nike Grind, which is used to make high-quality sports surfaces including courts, turf fields, tracks and more. Since 1990, Nike has transformed 28 million pairs of shoes and 36,000 tons of scrap material into Nike Grind for use in more than 450,000 locations around the world. Nike Grind end-products cover approximately 632,000,000 square feet; nearly enough to cover the entire island of Manhattan (23 square miles).

Website: www.nike.com/us/en_us/c/better-world/stories/2013/05/reuse-a-shoe



NOMA

Field of impact: nutrition, leisure and culture

Short description: This Michelin-starred restaurant, operated by chef René Redzepi in Copenhagen, Denmark, offers high quality and innovative food service and is known for its reinvention and interpretation of the Nordic cuisine.

Website: www.noma.dk



OXFAM

Field of impact: social inclusion, poverty, nutrition, resource use

Short description: Oxfam is dedicated to building a just and safer world by focusing on people's basic rights. They are interested in ending poverty and helping to rebuild lives. One particular charity program that this foundation offers is to buy a goat through the Oxfam website that will be provided as a gift to a needy family somewhere in the world. Under this scheme needy families get a female goat that produces milk to drink and fertilizer for crops or for sale in local markets.

Website: www.oxfam.org.uk/shop/oxfam-unwrapped/animal-lovers/goat-ou8010ml



PATAGONIA EMPLOYEE INTERNSHIP PROGRAM

Field of impact: work and employment conditions, environmental issues in general

Short description: Patagonia, a producer of outdoor sports clothing, apparel and gear, provides its employees the opportunity to leave their jobs for up to two months to work for an environmental group of their choice. Patagonia continues to pay their salaries and benefits while they're gone and environmental groups worldwide get the services of the staff at no charge.

Website: www.patagonia.com/us/patagonia.go?assetid=80524



LES PETITS RIENS

Field of impact: resource use, social inclusion, employment & work conditions

Short description: Les Petits Riens is a Belgian social enterprise with a clear social and environmental mission to direct earned profits and donations toward social actions on poverty and social exclusion with the aim of helping people to achieve autonomy in a sustainable manner. By reselling used goods one of the economic activities of Petits Riens, the association also supports the reduction of waste.

Website: www.petitsriens.be



PUMA'S BRING ME BACK PROGRAM

Field of impact: clothing and textile, resource use

Short description: The Puma Bring Me Back Program takes back used shoes and clothing, regardless of brand, for recycling into new Puma products for sale online.

Website: www.puma.com/bringmeback



QUICK RESPONSE CODES

communication

Short description: QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode). A barcode is an optical machine-readable label that is attached to an item and that records information related to that item. Applications include product tracking, item identification, time tracking, document management, general marketing, and much more. With as many as half of the population now owning smartphones and that number growing on a daily basis, QR Codes have the potential to have a major impact upon society and particularly in advertising, marketing and customer service with a wealth of product information just one scan away. QR Codes can play a major role in delivering in-depth information on products about sustainability indicators (e.g. materials used).

Website: www.eauc.org.uk/sustainability_hub_for_sponsorsexhibitors



RESECON

Field of impact: clothing and textile, resource use

Short description: Resecond is a dress swap shop based in Copenhagen, Denmark, that allows women to exchange dresses and the stories related to them for a small monthly membership fee.

Website: www.resecond.com



SITRA

Field of impact: resource use, energy generation

Short description: Short description: Sitra, the Finnish Innovation Fund, works to promote industrial symbiosis and to stimulate new business models that aim for sustainable well-being. As a public fund, Sitra reports directly to the Finnish parliament.

Website: www.sitra.fi/en/economy/industrial-symbiosis



SOLIDARISCHE LANDWIRTSCHAFT

Field of impact: nutrition, employment & work conditions, resource use

Short description: Ecological food production and community supported agriculture are both essential for sustainable development. Solidarische Landwirtschaft is a merger of one (rarely more) farm or nursery with a group of private households. Based on the estimated annual costs of agricultural (bio-) production, this group is committed to regularly pay a fixed amount in advance according to their agreement. The buyer will receive the entire harvest as well as processed products such as bread, cheese, etc., unless this not part of the agreement.

Website: www.solidarische-landwirtschaft.org



SUSTAINABLE HOME SURVEY COMPANY

Field of impact: housing, resource use, energy generation

Short description: Sustainable Home Survey Company is a community interest company based in the UK that is certified to support the government's Green Deal. The organisation's goals are to reduce emissions through home refurbishment and improvement with a particular focus on reducing energy consumption.

Website: www.sustainablesurvey.co.uk



SWAPSTYLE

Field of impact: clothing and textile, resource use

Short description: Swapstyle is an online swap market where users can exchange personal items directly through an online swapping agreement. This way, Swapstyle hopes to inspire members to become swap addicts with practical closets and lots of "swap friends".

Website: www.swapstyle.com



SWISHING

Field of impact: clothing and textile, resource use

Short description: Swishing.co.uk is an online swapping service and the UK's only clothing swapping website where users can instantly order any item found on the site. Unlike other clothing swapping websites, it is not necessary to hunt around for someone to swap item with or end up waiting months to swap an item. In Swishing.co.uk users get virtual money credits for the items they send to the site operators and these credits can be immediately used to order any item on the site.

Website: www.swishing.co.uk



TED TALKS

Field of impact: communication

Short description: TED Talks is a daily video podcast of the best talks and performances from TED conferences, TEDx events and partners. From anywhere, the world's leading thinkers and doers give the talk of their lives in 18 minutes. The TED Talks series is widely credited with creating a new category in online media.

Website: www.ted.com



TESCO'S CAR SHARING PROGRAM

Field of impact: mobility

Short description: Tesco offers a differentiated car sharing program in which customers are connected with other shoppers and local taxi cab firms to share rides to and from Tesco supermarkets

Website: www.tesco.liftshare.com

The Telegraph

THE TELEGRAPH

Field of impact: communication

Short description: "Earth" is a section of the Telegraph that covers environment and green news with information on global warming, pollution, green living and recycling, as well as tips on how to curb individual contributions to climate change.

Website: www.telegraph.co.uk/earth/



TRELAY FARM IN CORNWALL

Field of impact: housing, lifestyle aspects in general

Short description: Trelay Farm in Cornwall is co-housing eco-village comprised of residents of a range of ages that share the goal of living sustainably. The community runs projects for producing part of its own food needs, generating renewable energy and constructing eco-buildings. There are other similar communities in the UK, all of which are united under the UK Cohousing Network umbrella organization.

Website: www.cohousing.org.uk/trelay-farm-cornwall



YOUTH AND ENVIRONMENT EUROPE - YEE

Field of impact: resource use, communication

Short description: Youth and Environment Europe (YEE) is a platform of many European youth organizations in 26 countries that study nature or are active in environmental protection. The aim of YEE is to encourage youth to be involved in environmental protection and to provide a platform for these organizations to work together. A major focus area is on "up-cycling".

Website: www.yeenet.eu/index.php/campaigns/up-cycling-campaign/829-news-upcyclingcampaign



WIWO GREEN

Field of impact: communication

Short description: WiWo Green is a German online portal that focuses on the green economy. Here readers can find information, analyses, studies and examples of best practice from the rapidly growing Green Economy. WiWo Green focus on renewable energy, energy efficiency, responsible investments, green gadgets, the future of urban centres and the mobility of tomorrow.

Website: www.green.wiwo.de

ANNEX 5: WORKSTUDIO PROGRAM

DAY 1: LIFESTYLES IN 2050 // 13:30 - 20:00

Context:

Defining the European “good life” in 2050 as a vision or objective to be reached in the future through an applied “backcasting” process, is one of the many techniques that support holistic and strategic planning for sustainable lifestyles. Through the interactive visioning session, participants can think in short, mid and long-term perspective to create a better understanding of today’s problems and solutions and take smarter action that will lead to achieving new imagined possibilities.

Day 1 Objectives

- Develop visions for living sustainability in 2050, starting from the current state of sustainable living in Europe.
- Identify examples of existing initiatives and promising practices towards living sustainably in Europe that could be applied elsewhere
- Learn from social and business innovations in other countries.

PROGRAMME OF DAY 1

Time	Activity
13:30 – 14:30	Registration and networking
14:30 – 14:35	Introduction to the Day by Mr Michael Kuhndt, CSCP
14:35 – 14:45	Welcome by Deutsche Telekom (Mr. Luis Neves) and EEA (Mr. Lars Fogh Mortensen)
14:45 – 15:00	Key note: Transitions to sustainable lifestyles in Europe in a 2050 perspective by Ms. Almut Reichel, EEA
15:00 – 15:30	Introduction to the Global Networks by Mr. Michael Kuhndt, CSCP
15:30 – 16:45	Visioning session part 1: Introduction and scenario crafting
17:00 – 18:00	Visioning session part 2: Pathway discussion and Impact analysis
18:00 – 18:30	The „Big Picture“ – Learning from the BIG2050 and BISS projects
18:30 – 18:45	Wrap up and preparation for Day 2
19:00 – 20:00	Networking dinner

DAY 2: LIVING SUSTAINABILITY TODAY // 9:00 - 17:30

Context:

Multi-sectorial engagement and collaboration are key elements to successfully address the negative impacts of current lifestyles in Europe. The drivers of change, discussed as part of the visioning session are dynamic instruments that require a collective action of various stakeholders towards the definition and implementation of a common agenda for sustainable living.

To support such need for networking and cooperation, the workstudio features roundtable discussions aimed at facilitating dialogue and shedding light on potential synergies among different stakeholder groups for future collaboration to promote sustainable ways of living.

That discussion groups had their activities guided by the following set of questions:

1. Which success stories around sustainable business models and sustainable living are you aware of in Europe that could be or have been scaled up?
2. What are the success factors and required policies to scale up the impacts of these success stories?
3. What kind of partnerships (within and outside Europe) are needed to scale up the impacts of these innovations on sustainable living?

Day 2 Objectives

- Identify key opportunity areas and success factors for innovations and entrepreneurship to achieve more sustainable living.
- Explore opportunities and policy options to scale up existing efforts and identify new collaborative opportunities
- Enable multi-stakeholder engagement to catalyse the advancements of existing sustainable innovations.

PROGRAMME OF DAY 2

Time	Activity
09:00 – 09:30	Registration and networking
09:30 – 09:45	Workstudio objectives and Introduction to the day by CSCP
09:45 – 10:00	Key note: The role of new business models on the road towards more sustainable lifestyles in Europe by Mr. Lars Fogh Mortensen, European Environment Agency
10:00 – 12:00	<ul style="list-style-type: none">• Impulses from experts and panel discussion: enabling sustainable lifestyles• Innovation through entrepreneurship – Ms. Stephanie Schmidt (Ashoka)• Innovation through policies – Mr. Christian Löwe (UBA)• Clothing / textiles: Ms. Petra Fagerholm, European Environment Agency• Luxury Goods: Mr. Eduardo Escobedo, Responsible Ecosystems Sourcing Platform• ICT sector: Mr. Luis Neves, Deutsche Telekom / Mr. Heinz-Gerd Peters from Deutsche Telekom will host the round table discussion on this sector• Media: Mr. Hendrik Schott, Deutsche Welle• Finance: Ms. Anne-Kathrin Kuhlemann, NEXt Social Stock Exchange• Circular economy: Mr. Peter Mitchel, WRAP-UK
12:00 – 13:00	Lunch
13:00 – 15:00	Roundtable discussions: Scaling up impacts on sustainable living through business and social innovations and policies
15:15 – 15:45	Match making: Needs and offers to live sustainably in Europe
15:45 – 17:15	Driver discussion: Foster cooperation and Innovations to pave the way to sustainable lifestyles in Europe
17:15 – 17:30	Wrap up and closing

ANNEX 6: PARTICIPANTS LIST

First Name	Last Name	Organisation
Alenka	Burja	
Almut	Reichel	European Environment Agency, Project Manager Sustainable Consumption and Production
Andrea	Streese	Change Management
Antanas	Staskevicius	Kaunas University of Technology/Institute of Environmental Engineering (APINI)
Antje	Monshausen	Tourism Watch
Anttii	Lippo	SITRA
Barbara Louise	Bech	Dep. Of Intercultural Communication and Management. University of Copenhagen
Burcu	Tuncer	Regional Activity Centre for Cleaner Production/ United Nations Environment Programme - Mediterranean Action Plan
Carina	Matzky	Ecosign
Carlos E.	Reyes	Especialista en Gerencia de Produccion y Operaciones
Christian	Löwe	Federal Environment Agency
Christopher	Prätsch	WHU - Otto Beisheim School of Management
Daniel	Duarte	CSCP
Daniel	Goliasch	WWF Deutschland
Diana	Hollmann	GIZ -Business Unit Private Sector Cooperation
Dick	van Beers	CSCP
Dionysia	Rigatou	United Nations Development Programme
Dirk A.	Heyen	Öko-Institut e. V. - Institute for Applied Ecology
Dr. Christiane	Staffhorst	Hamburg Stiftung für Wirtschaftsethik
Dr. Thomas	Schröder	Fraunhofer Institute for Systems and Innovation Research ISI
Eduardo	Escobedo	Responsible Ecosystems Sourcing Platform
Elana	Bejor	
Elisabeth	Krafft	UBA
Georgina	Guillen	CSCP
Gina	Bublies	SERI, Sustainable Europe Research Institute Germany e.V., Sustainable Consumption Research, Chair
Gunilla	Blomquist	Miljödepartementet/Ministry of the Environment
Heinz-Gerd	Peters	Deutsche Telekom
Hendrik	Schott	Deutsche Welle
Ina	Schneider	Graphic Recorder
Johannes	Schubert	
Jose Maria	Fernandez Alcala	
Karen	Eng	UNEP Tunza Magazine for the youth
Kelly	Robbins	Enclude
Lars	Mortensen	European Environment Agency, Head of group, Sustainable Consumption and Production
Leonora	Beyhl	
Liutaurus	Stoskus	Baltic Environmental Forum Lithuania
Luis	Neves	GeSI

First Name	Last Name	Organisation
Maike	Gossen	Institut für ökologische Wirtschaftsforschung
Majka	Baur	weACT
Mariana	Nicolau	CSCP
Marion	Immel	agrum Agrar- und Umweltconsulting
Marit	Berchner	
Martin	Thim	WorldPerfect
Max	Bulakovskiy	i-propeller/open innovation
Mia	Tapio	Houdini Sportswear AB
Michael	Kuhndt	CSCP
Miriam	Theobald	
Nadine	Böttcher	Youthinkgreen
Nanna	Birk	Youthinkgreen
Nathalie	Spittler	CSCP
Nikola	Berger	CSCP
Nikola	Kjørboe	Copenhagen Resource Institute
Nora	Brüggemann	CSCP
Olga	Chkanikova	Lund University
Ólöf	Söebeck	everydaystories.be
Peter	Mitchell	WRAP UK
Petra	Fagerholm	European Environment Agency
Reed	Evans	Collaborating Partner, Futerra Sustainability Communications, Stockholm
Reino	Westing	Innovation Service and Network for School Development
Rolf	Bräuer	German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
Sabine	Siehl	wellYunit
Sarah	Hausmann	
Sebastian	Straube	BSD Consulting
Silvia	Ursu	CSR Europe
Stefan	Pandorf	Social Funders
Stephanie	Schmidt	Ashoka
Stephanie	Wunder	Ecologic Institute
Susanne	Zils	
Theodora	Fatakristof	Ministry of rural development
Thomas	Donnebrink	OuiShare
Thomas	Haberland	BMU
Tom	Cragg	CSCP
Ulrike	Pannek	CiConsult GmbH
Zana	Pocuca	Ministry of Environmental and Nature Protection

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CONTACT

BIG2050 Project Director – Cheryl Hicks
BIG2050 Project Manager – Georgina Guillen

BISS Project Director – Nadine Pratt
BISS Project Manager – Dick van Beers

MORE INFORMATION

Global Network on Sustainable Lifestyles:

www.vision2050.net
info@vision2050.net

Global Network on Innovation for Sustainable Entrepreneurship:

www.scaling-up.net
contact@scaling-up.net

BIG2050:

www.big2050.net
[Facebook/big2050](https://www.facebook.com/big2050)

AUTHORS OF THE REPORT

BIG2050 Project — Georgina Guillen, Mariana Nicolau and Nathalie Spittler
BISS Project — Daniel Duarte

Editors of the report

Cheryl Hicks
Dick van Beers

Graphic recordings

Ina Schneider

Photographs

Nikola Berger, Thomas Cragg, Karen Eng, Georgina Guillen

Layout and design

Simon Broich

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Collaborating Centre on Sustainable Consumption and Production (CSCP) gGmbH

Hagenauer Str. 30
42107Wuppertal, Germany

Tel +49.202.45958.10
Fax +49.202.45958.31