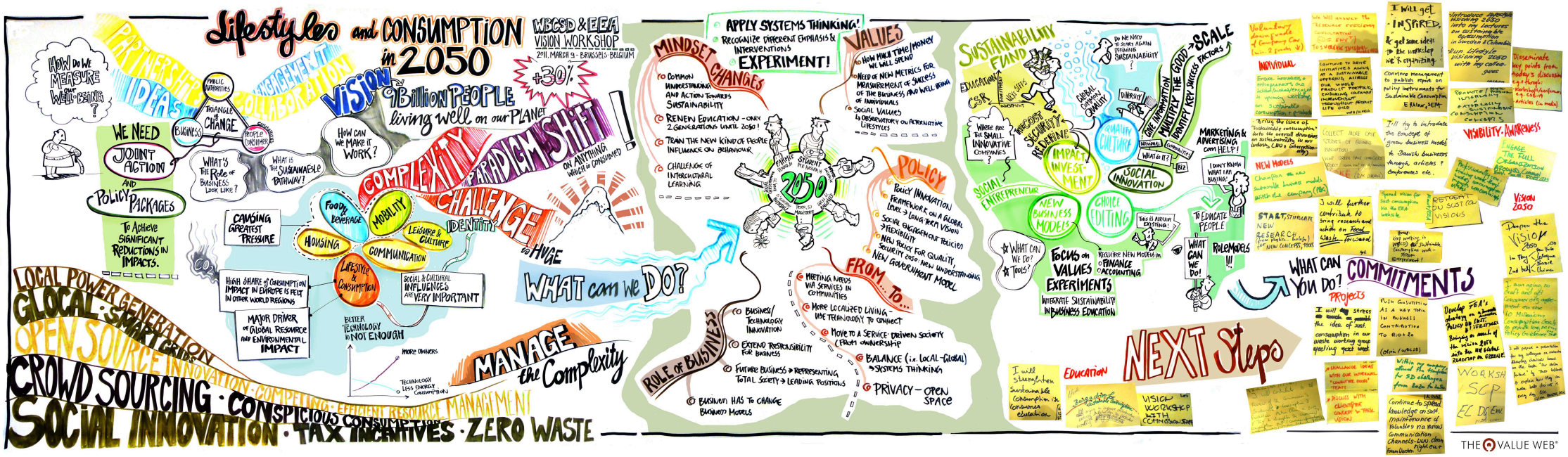
Lifestyles and CONSUMPTION in 2050
WBCSD & EEA VISION WORKSHOP
2011, MARCH 9 - BRUSSELS - BELGIUM
PARTNERSHIP
IDEAS
VISION
9 Billion PEOPLE living well on our PLANET
+30%
PARADIGM SHIFT
COMPLEXITY
CHALLENGE
IDENTITY
to HUGE
ON ANYTHING WHICH is CONSUMED
HOW DO WE MEASURE our WELL-BEING?
WE NEED
JOINT ACTION
AND
POLICY PACKAGES
To Achieve SIGNIFICANT REDUCTIONS IN IMPACTS.
PUBLIC AUTHORITIES
BUSINESS
PEOPLE CONSUMERS
TRIANGLE of CHANGE
WHAT'S THE Role of BUSINESS LOOK like?
WHAT is the SUSTAINABLE PATHWAY?
HOW CAN WE MAKE IT WORK?
CAUSING GREATEST PRESSURE
Food & Beverage
Mobility
Housing
Leisure & Culture
Communication
Lifestyle & Consumption
CO2
HIGH SHARE of CONSUMPTION IMPACT IN EUROPE IS FELT IN OTHER WORLD REGIONS
MAJOR DRIVER of GLOBAL RESOURCE and ENVIRONMENTAL IMPACT
SOCIAL & CULTURAL INFLUENCES ARE VERY IMPORTANT
BETTER TECHNOLOGY is NOT ENOUGH
MORE OWNERS
TECHNOLOGY LESS ENERGY CONSUMPTION
MANAGE the Complexity
LOCAL POWER GENERATION
GLOCAL · SMART GRIDS
OPEN SOURCE INNOVATION · COMPETING · EFFICIENT RESOURCE MANAGEMENT
CROWD SOURCING · CONSPICUOUS CONSUME DOES
SOCIAL INNOVATION · TAX INCENTIVES · ZERO WASTE
APPLY SYSTEMS THINKING!
RECOGNIZE DIFFERENT EMPHASIS & INTERVENTIONS
EXPERIMENT!
MINDSET CHANGES
COMMON UNDERSTANDING AND ACTION TOWARDS SUSTAINABILITY
RENEW EDUCATION - ONLY 2 GENERATIONS UNTIL 2050!
TRAIN THE NEW KIND OF PEOPLE
INFLUENCE ON BEHAVIOUR
CHALLENGE OF INTERCULTURAL LEARNING
VALUES
HOW MUCH TIME/MONEY WE WILL SPEND
NEED OF NEW METRICS FOR MEASUREMENT OF SUCCESS OF THE BUSINESS AND WELL BEING OF INDIVIDUALS
SOCIAL VALUES & OBSERVATORY ON ALTERNATIVE LIFESTYLES
2050
POLICY
POLICY INNOVATION
FRAMEWORK ON A GLOBAL LEVEL > LONG TERM VISION
SOCIAL ENGAGEMENT POLICIES
FLEXIBILITY
NEW POLICY FOR QUALITY, SECURITY COSTS: NEW UNDERSTANDING NEW GOVERNMENT MODEL
WHAT can we DO?
FROM ... TO ...
MEETING NEEDS VIA SERVICES IN COMMUNITIES
MORE LOCALIZED LIVING - USE TECHNOLOGY TO CONNECT
MOVE TO A SERVICE DRIVEN SOCIETY (FROM OWNERSHIP)
BALANCE (i.e. LOCAL-GLOBAL) > SYSTEMS THINKING
PRIVACY - OPEN SPACE
ROLE of BUSINESS
BUSINESS/ TECHNOLOGY INNOVATION
EXTEND RESPONSIBILITY FOR BUSINESS
FUTURE BUSINESS > REPRESENTING TOTAL SOCIETY > LEADING POSITIONS
BUSINESS HAS TO CHANGE BUSINESS MODELS
SUSTAINABILITY FUND
EDUCATION
CSR
WHERE ARE THE SMALL INNOVATIVE COMPANIES?
PARADIGM SHIFT
SECURITY REDEFINE
GLOBAL COMMON GOOD
QUALITY CULTURE
ONE INFORMATION
MULTIPLY THE GOOD > SCALE
QUANTITY FACTORS
IMPACT INVEST-MENT
SOCIAL INNOVATION
SOCIAL ENTREPRENEUR
NEW BUSINESS MODELS
CHOICE EDITING
MARKETING & ADVERTISING can HELP!
I don't KNOW WHAT I AM BUYING!
TO EDUCATE PEOPLE
ROLEMODELS !!!
WHAT CAN WE Do?
WHAT CAN WE DO? Tools?
FOCUS on VALUES EXPERIMENTS
INTEGRATE SUSTAINABILITY IN BUSINESS EDUCATION
REQUIRE NEW MODELS in FINANCE ACCOUNTING
NEXT Steps
EDUCATION
VISION WORKSHOP WITH COMMISSION
WHAT CAN YOU DO? COMMITMENTS
Projects
INDIVIDUAL
NEW MODELS
START, STIMULATE NEW RESEARCH
VISIBILITY · AWARENESS
VISION 2050
THE VALUE WEB®