VISIONS FOR CHANGE

Recommendations for Effective Policies on Sustainable Lifestyles

The Global Survey on Sustainable Lifestyles

How to Use this Publication?

Visions for Change is a publication aimed at providing recommendations to develop efficient sustainable lifestyles policies and initiatives based on the results of the Global Survey on Sustainable Lifestyles (GSSL) to policy-makers and all relevant stakeholders. Visions for Change contains cross-country conclusions and recommendations as well as 16 country papers, in electronic format (CD-Rom), presenting the results of the GSSL country by country.

- The cross-country conclusions and recommendations are mainly based on the results presented in country papers. They offer an overview of observable transversal trends and highlight specific convergences as well as special cases. These conclusions and recommendations are presented in three sections: Inspire new visions of progress (p.26); Empower behavioural alternatives (p.40) and Build trust and linkages (p.69).
- The country papers were submitted to UNEP and reviewed by the GSSL expert group. They can help better understand country-specific conditions, culture, economic development and other factors affecting lifestyles.

GSSL respondents' quotes have been included in all sections as well as in country papers in order to put young adults' voices in light and to further illustrate the main conclusions of the survey.

Given the number of countries involved in the survey, the amount and specificity of data collected, and the diversity of angles adopted by analysts according to their fields of expertise, the cross-country analysis does not offer a systematic and exhaustive comparative analysis. Therefore, the GSSL data can be further analyzed. Because this survey offers a great source for substantial research and information, researchers, analysts and experts interested in knowing more about young adults' perceptions, expectations and ideas for sustainable lifestyles are encouraged to look at this data, which is available on UNEP's website, and further explore and publish their results[1].

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[1] Provided that reference is made to the GSSL, the Task Force on Sustainable Lifestyles, UNEP and the partners involved in the collection of questionnaires. To consult data, see: http://www.unep.fr/scp/marrakech/taskforces/global-survey-on-sustainable-lifestyles.htm

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Based on the Global Survey on Sustainable Lifestyles (GSSL)

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Design & Layout

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- **Colombia**: "Hotel Mamma - Changing the living 'chip', Andrea Mendoza, Universidad de Los Andes

- **Egypt**: "Urban Sustainable Lifestyles: A Perspective of Young Egyptians", Ahmed Hamza, Alexandria University

- **India**: "Global Survey on Sustainable Lifestyles in India", V. Veeraraghavan, Venkatesh Trust for Education and Excellence

- **Japan**: "An analysis of Japanese results of the Global Survey for Sustainable Lifestyles", Midori Aoyagi-Usui, National Institute for Environmental Studies & Seiko Yamazaki & Yoko Yoshizawa, Dentsu Inc.

- **Lebanon**: "Global Survey on Sustainable Lifestyles in Lebanon", Association of Business Continuity Middle East (BCME)

- **Mexico**: "Sustainable Lifestyles and Young Adults in Mexico", Leticia Merino, Ayari Pasquier and Simone Buratti, Instituto de Investigaciones Sociales, Universidad Nacional Autónoma de México

- **New Zealand**: "Flourishing: Young Lives Well Lived in New Zealand", Bronwyn Hayward, Holly Donald, Erina Okeroa, University Canterbury

- **North America (Canada and USA)**: "Sustainable Lifestyles and Young Adults in the New York, Montréal and Halifax Metropolitan Areas", Solange Tremblay, UQAM & Guy Lachapelle, University of Concordia

- **Philippines**: "GSSL: the Philippines Case Study", Laiden G. Pedriña, Young Artists Fellowship for the Environment Inc.

- **Portugal**: "GSSL country paper for Portugal", Maria Faria de Carvalho, Inspire

- **South Africa**: "A glimpse into the lives of South African youth. Thoughts about sustainability", Morgan Strecker, Alison Swartz, Christopher J. Colvin, University of Cape Town

- **Sweden**: "Skilled, Sensitive and sustainable: the Swedish Case", Ulrika Holmberg & Niklas Hansson, Centre for Consumer Science at School of Business, Economics and Law, University of Gothenburg

- **United Kingdom**: "UK Youth: The conflicts of contemporary lifestyles", Bronwyn Hayward & Tim Jackson, RESOLVE, University of Surrey & David Evans, University of Manchester

- **Vietnam**: "Vietnamese Youth in the Paradox of Transition: How Concerns and Expectations Might Inspire Sustainable Practices", Dang Thi Anh Nguyet, Do Thi Huyen, Hoang Thanh Tam, Bui Thi Thanh Thuy, Nguyen Thanh Thuy, Centre for Development of Community Initiative and Environment

Foreword

In the complex and fast-paced world we live in, we may think our daily actions only matter to us. On a planet scale, our everyday life looks like a drop in the ocean, especially when it comes to facing global challenges such as climate change that have enormous environmental, social and economic implications. But as much as scientists have shown tiny variations can affect giant systems – what they have called the 'butterfly effect' – the way we live has impacts on us as individuals, as well as on our natural environments and societies worldwide. This means we also have many opportunities, through our individual and collective choices, to operate the change and build solutions for sustainable lifestyles.

Everyone has a role to play in this process. This is the reason why, to build the best solutions and ones that make sense with regards to where and how we live, it is essential to understand values and aspirations, look at everyday experience and challenges, and listen to people's stories. This is how attractive solutions they can call their own, will be conceived. It is particularly important to listen to youth: half of the world's population is under 30 years old, and most of them live in developing countries. Young people and young adults entering life as citizens and professionals are catalysts for social, cultural and technological innovation: they are also key actors in shaping lifestyles and consumption trends.

Listening to young adults from different countries and living in varying socio-economic contexts around the world, exploring the way they perceive, picture and shape sustainable lifestyles, was the core objective of the Global Survey on Sustainable Lifestyles (GSSL).

This was a joint project developed in the framework of the Marrakech Process on Sustainable Consumption and Production (SCP) by UNEP and the Task Force on Sustainable Lifestyles led by Sweden from 2005 to 2009. *Visions for Change: Recommendations for Effective Policies on Sustainable Lifestyles* presents the main conclusions of this project conducted in cooperation of more than 45 partners worldwide, and incorporates the voices of 8000 young urban adults from 20 different countries.

The valuable source of information on young people's insights worldwide contained in this publication is addressed to policy-makers and relevant stakeholders, to assist them on how best to help support the shift to sustainable lifestyles through effective policies and initiatives, including communication and awareness-raising campaigns. Cross-country recommendations are gathered around three main conclusions, all of which highlight the need to work together to better understand, educate and empower young adults: inspiring new visions of progress, empowering behavioural alternatives as a step towards adopting sustainable lifestyles and building trust and linkages to encourage participation.

In the shift towards sustainable consumption and production patterns, sustainable lifestyle policies and initiatives are essential. The GSSL and *Visions for Change* provide key lessons on how to involve young adults, most importantly their enthusiasm and willingness to take part in building the well-being of our planet. As policy-makers, it is our duty to listen to their voices.

Sylvie Lemmet
Director
Division of Technology, Industry and Economics
United Nations Environment Programme

Lars Ekecrantz
Director
Division on Sustainable Development
Ministry of the Environment, Sweden

Executive Summary

Visions for Change is a publication aimed at providing recommendations to develop efficient sustainable lifestyles policies and initiatives based on the results of the Global Survey on Sustainable Lifestyles (GSSL), a joint project developed by the United Nations Environment Programme (UNEP) and the Task Force on Sustainable Lifestyles in the framework of the Marrakech Process on Sustainable Consumption and Production (SCP). **The results of the GSSL focus on three key dimensions of empowerment and creativity: new visions of progress, behavioral alternatives, trust and participation.** These are a precious source of information for policy-makers and all relevant stakeholders on how best to help support the shift to sustainable lifestyles, for instance through effective communication and awareness-raising campaigns.

In this Executive Summary, the GSSL highlights are presented together with the conclusions of five international experts who all point to one priority: **working together to better understand, educate and therefore empower young adults worldwide so they can create their own positive visions of sustainable lifestyles and become actors of change**.

Sustainable lifestyles?

Lifestyles define, connect and differentiate us. They are representative of how we lead our life, interact with one another in the decisions and choices we make – as individuals evolving within a global society of nearly seven billion people. Our lifestyles can have strong impacts on the environment and on communities, and can be at stake when unsustainable collective and individual choices lead to major environmental crises (e.g. climate change, resource scarcity, pollution) while failing to improve people's well-being.

On the other hand, sustainable lifestyles, enabled both by efficient infrastructures and individual actions, can play a key role in minimizing the use of natural resources, emissions, wastes and pollution while supporting equitable socio-economic development and progress for all. **Creating sustainable lifestyles means rethinking our ways of living, how we buy and what we consume but, it is not only that. It also means rethinking how we organize our daily life, altering the way we socialize, exchange, share, educate and build identities. It is about** transforming our societies towards more equity and living in balance with our natural environment.

The survey

The Global Survey on Sustainable Lifestyles counts among numerous projects developed under the **Marrakech Process on Sustainable Consumption and Production, a global multi-stakeholder platform aimed at promoting SCP policies, programmes and activities at the international, regional and national levels through various mechanisms including seven thematic Task Forces voluntarily led by governments**. UNEP and the Marrakech Task Force on Sustainable Lifestyles, which was led by Sweden until 2009, jointly developed the GSSL.

The survey was conducted among 8000 urban young adults from 20 different countries: Argentina, Australia, Brazil, Canada, Colombia, Egypt, Ethiopia, India, Japan, Lebanon, Mexico, New Zealand, Philippines, Portugal, South Africa, Sweden, Turkey, United Kingdom, United States of America, and Vietnam. **The overall objective was to listen to young adults' voices around the world to reach a better understanding of their everyday life, expectations and visions for the future with**

regards to sustainability by focusing on three areas: mobility, food and housekeeping. In addition to being fundamental components of everyday life for all, these three climate-related areas have great impacts on environments and societies worldwide.

Through the dissemination of a qualitative and projective questionnaire, the specific objectives of the GSSL were to explore:

- Sustainability in respondents' spontaneous perceptions of their daily life and local environments, expectations and fears for the future;

- Respondents' reactions to a series of sustainability 'scenarios' on mobility, food and housekeeping – 1-minute animations showing simple daily solutions for sustainable lifestyles (understanding, relevance, coherence, interest, improvement);

- Attitudes towards sustainability: information, definition, self-commitment.

The questionnaire was translated in 10 languages and was accessible online at www.unep.fr/gssl. Because access to the Internet is unevenly distributed, questionnaires could also be collected electronically or during face-to-face interviews. The objective, which was to collect between 150 and 200 questionnaires per country, was nearly always met and in some cases largely exceeded. The collection and analysis of the GSSL questionnaires resulted from an impressive collaborative effort involving an international network of 45 partner organizations, including the International Association of Universities, 28 universities and higher education institutions, research centers and experts, civil society organizations, communications agencies and youth groups. The GSSL became an extensive awareness-raising campaign on sustainable lifestyles through their active participation and numerous initiatives they took to reach out to young adults. Under UNEP's coordination, the results were primarily analyzed at the country level by a group of more than 30 research partners from 17 countries, bringing together academic researchers, experts and actors from different backgrounds and fields.

GSSL participants

The GSSL reached more than 8,000 young adults (18-35) from 20 countries, most of them middle-upper class and living in urban areas.

- A good gender balance was achieved with men representing 46.6% and women 53.3%.

- Participants aged between 18 and 23 years old represented 58.3%, those aged between 24 and 29 years 26.3% and those aged between 30 and 35 14.5%.

- On average, 61% of participants were students, and 39% had a job, including working students.

- About 63.2% of GSSL participants lived in cities, big cities and mega-cities such as Cairo, Delhi, Tokyo, New York and Mexico City. The survey purposely targeted mainstream young adults in terms of environmental awareness: only 5.4% of participants were involved in environmental or sustainable development studies / organizations.

Conclusions & Recommendations

1. Inspiring new visions of progress

The results of the GSSL reveal a great need for information on global challenges, the way they relate to lifestyles and individual actions. If a majority of respondents agree that poverty and environmental degradation are the most important global challenges we are faced with today, they also show that the way individual actions and benefits are linked with collective ones is not always perceived. **What is missing is a holistic, compelling and pragmatic vision of what a sustainable society consists of and how it can be translated at the local and individual level.** For instance, many young adults tend to think they are well informed about global challenges such as climate change, but point to a striking lack of information at the local level, with **65.2% of participants claiming they are not informed about how their local areas and neighborhoods are managed.**

For policies and messages on sustainable lifestyles to have positive impacts, perceptions of sustainability, values and expectations for the future must be taken into account. Young adults are very satisfied with their lives, describing themselves as fulfilled with their activities (studies, jobs) and human relationships (family, friends). Living in a complex and unstable world, moreover hit by several major crises, they nonetheless express strong concerns and seek more security at all levels: financial, social, personal and environmental. **Well-being, agency and meaning are the cornerstones of their ideal future.** If environmental damages and degradation are part of the worst vision most of them can think about, **sustainability is still not spontaneously considered as a factor for progress.** Hence, **the clear benefits of integrated environmental, economic and social development need to be well communicated, through solutions and opportunities for sustainable lifestyles that can offer positive visions of progress.**

Tim Jackson
Professor and Director of RESOLVE, University of Surrey, United Kingdom
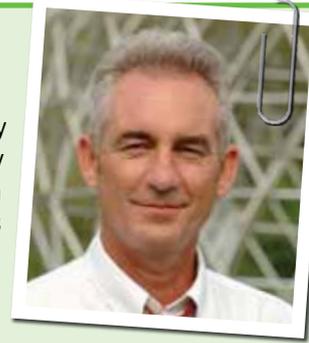
The challenge of living more sustainably demands our fullest attention. Technology alone will never deliver us from the problems of climate change, resource scarcity and biodiversity loss. We need more than wishful thinking about economic growth to create a just and flourishing society. Our responsibility to future generations rests on building strong and credible visions of a sustainable future. The UNEP Global Survey on Sustainable Lifestyles (GSSL) has taken a first important step in this direction. The hopes and fears of the young people who took the time to respond from across the world to this groundbreaking survey offer vital insights for policy-makers seeking to promote sustainability.

First off, it is hardly surprising to find a genuine concern for long-term security running through this sample. The survey itself coincided with the most severe global economic conditions for decades. The need to create a genuinely sustainable economy in the wake of the financial crisis is evident here. The world inherited by this generation is a more fragile and more worrying place than it was only a decade ago.

But this desire for secure livelihoods doesn't emerge as a narrow materialistic appetite for consumer novelty. Nor is it simply about selfish protectionism. The good life, for these young people, is a place in which they can achieve a degree of self-sufficiency, for sure. They want the chance to counter their economic fears and to protect the diversity of cultural traditions that – against all the normalizing forces of globalization – they clearly still value.

Beyond the concern for personal opportunity, however, shines a real desire for meaningful social agency, the ability to effect positive change in troubled times. From Japan to Ethiopia, from Lebanon to Colombia, these young respondents spoke of a genuine concern for others; of a desire to protect and enjoy the natural environment; and of their aspirations to make the world a better place for future generations.

In other words, these *Visions of Change* betray genuine seeds of real hope. And that hope may be the most powerful resource at our disposal. Above all, we have a responsibility to nurture it and help it grow.

Tim Jackson is Professor of Sustainable Development and Director of the Research group on Lifestyles, Values and Environment (RESOLVE) at the University of Surrey (United Kingdom). His research interests focus on understanding the social, psychological and structural dimensions of sustainable living. He is Economics Commissioner for the UK Sustainable Development Commission (SDC). He is the author of Prosperity Without Growth: Economics for a Finite Planet, 2009, Earthscan Publications Ltd.

2. Empowering behavioral alternatives

Young adults' spontaneous perceptions of their daily habits with regards to mobility, food and housekeeping are often disconnected from sustainability issues even though perceptions of potential improvements and expectations implicitly build-in sustainability values: economic, social and environmental well-being.

It is in this context that respondents were asked to comment on the following nine scenarios (see table below) inspired by best practices on grass-root social innovations for sustainable urban living.

	Mobility	Food	Housekeeping
Quick Advanced services offering carefree standard sustainable solutions	*Car sharing* Access to energy efficient vehicles upon demand, according to one's needs.	*Vegetable bag subscription* Local producers propose a subscription to an organic vegetable bag delivered at the corner shop.	*Energy Management* A training process and a toolkit for households to better control and reduce their energy consumption.
Slow Quality-oriented systems enabling amateurs to learn and evolve towards qualitative results	*Bicycle center** Bicycles parked in the city, accessible to members on demand. A center to learn how to maintain bikes in good shape.	*Urban gardens** Areas of unused urban lands are made available for promoting self-production of food.	*Urban composting** A self-service composting system to reduce wastes and green the neighborhood.
Co-op Collaborative networks of people offering each other mutual help	*Car pooling* Neighbors, students or colleagues organize a car-pooling system.	*Family take-away* Small-sized families or cooking amateurs cook extra meals and make them available for take-away.	*Collective laundry* A shared system of high environmental quality washing machines in condominiums or buildings.

*Prefered scenario for a majority

These scenarios were positively received, which indicates that the demand for sustainability and a positive vision can be created through concrete solutions. On average, 'Slow' scenarios are the most successful everywhere, followed by 'Quick' scenarios. Attractive and adapted solutions are considered realistic, even if they involved strong behavioral change, but recognizable solutions can also reassure and make change less alarming.

Seven main recommendations for developing and implementing successful solutions have been identified through respondents' reactions to sustainability scenarios:

1. Explore both habits and aspirations, which can be contradictory, to better understand motivations and barriers for adopting sustainable scenarios.

2. Develop infrastructures and policies that are adapted to specific needs and local environments through integrated urban planning and effective management systems.

3. Encourage young people to participate and interact based on their cultural specificity and social norms.

4. Develop scenarios that demonstrate responsibility and exemplarity from public authorities and the business sector.

5. Show the improvement and the opportunities through a mix of environmental, social and economic benefits.

6. Communicate on sustainability as a factor of improvement in everyday life, building on values and aspirations.

7. Communicate on close-by success stories and maintain information flow, using social marketing and new technologies.

Helio Mattar
CEO of Akatu Institute, Brazil

The GSSL study, which addresses key aspects for building more sustainable lifestyles, reveals that young people feel satisfied with their lives because of the perception that access to goods, services, information and entertainment through technology, broader education and urban life offer them unprecedented possibilities. Skepticism regarding trust in institutions and social bonds is coherent with their fears: violence, poverty, instability and environmental degradation.

This survey unveils a perfect world of idealizing the "simple life of our ancestors, more natural and based on solid community/family bonds", combined with key-aspects of today's world where everyone's individuality and independence are emphasized. The accumulation of assets and wealth is not a priority but considered a means to guaranteed security and/or an impediment to a calmer and simpler life.

"Sustainability", "environmental protection" and similar concepts were not explicitly mentioned as concerns of young adults but appear as a result of their aspirations and as a way to protect them from their fears. When testing "sustainable lifestyle" elements, the GSSL found major support for the proposals presented, but outright rejection of those that require close community coordination, which is considered interference in their independence and individuality. The way forward is to explain how sustainable solutions are the best means to achieve the public's ideals and the solutions worthy of support will certainly be found through participation and creativity.

When proposing sustainable lifestyles, focus should be on benefits. Sustainability should be presented as a means of achieving a better life, not as an obligation.

- Respect the public's opinions and aspirations: with information, incentive to reflect and time to assimilate, young people will conclude that unsustainable lifestyles do not lead to happiness, achievement, security.
- Based on the premise that people can perceive that over-consumption and waste are negative, and that poverty and a life of extreme material simplicity are also not motivating, it is necessary to create a desirable point of equilibrium for everyone.
- When proposing technical solutions based on successful experience, develop them with participation of the community and/or users: this is key to maximizing their support.
- Be aware of local conditions (physical, cultural) before proposing solutions.
- Businesses and governments must use their power of investment and induction to clear the way for solutions leading to more sustainable lifestyles, investing in infrastructure, new business models, change in the regulatory and institutional frameworks.
- Find concrete proposals and solutions: it is time for "how" rather than "what."

- Avoid solutions in which the first step involves community/social support: this creates resistance and diminishes chances of success. Actual support should arise naturally because of solid projects.
- Assume that "the solution is forward and not backward looking". Proposals will be more acceptable and successful the more they point to improvements and progress.

Helio Mattar, Ph.D, held executive positions in corporations and his own business (1977 – 1999); was Secretary of Industrial and Trade Policy of Brazil (1999 – 2000); was one of the founders and member of the Board of the Ethos Institute for Business and Social Responsibility (since 1998); was the Idealizer and one of the founders, and is President and member of the Board of the Akatu Institute for Conscious Consumption (since 2001). He has been teaching CSR and Sustainable Consumption at the Business Foundation of the University of Sao Paulo since 1996 and has been a member of the Outstanding Social Entrepreneurs network of the Schwab Foundation, linked to the World Economic Forum, since 2002.

3. Building trust and participation

While respondents generally have a good opinion of their local areas, levels of social trust reveal to be quite low. **Only 30.3% think that their neighbours trust each other**. This could be explained, depending on contexts, by various factors: security issues, social isolation, urbanization, transient lifestyles but also cultural habits. **Building trust and linkages, two core elements of social well-being, is essential for the success of sustainable solutions based on social and local interaction.**

The success of 'Slow' scenarios against 'Cooperative' scenarios, demonstrates **the need for involving, but non-intrusive, initiatives that create more interaction and participation at the local level**, and generate dynamics that are both voluntary and collective. **Young adults reveal a strong potential for participation and commitment.** Working in cooperation with associations, NGOs and youth groups, building partnerships, informing them about sustainable lifestyles is key to bringing in the new generations.

The GSSL indicates that while young adults are willing to participate and help improve the world they live in, they need to be given more opportunities they can adapt to their everyday lives for them to contribute to the development of sustainable lifestyles.

Laiden Pedriña
Young Artists Fellowship for the Environment (YAFE), Inc., Philippines

The words Sustainable Development have been abused in the Philippines. Every institution can just join the bandwagon and claim that its group adheres to sustainability and champions this issue. However, how could a public institution, private company or non-governmental organization (NGO) engage in this campaign for sustainable lifestyles if we do not know the aspirations, attitudes and beliefs of today's youth? What is known to have worked in the past may not necessarily work in the present.

The GSSL initiative can be replicated and done from time to time because the world is changing so fast and as practitioners, we need to catch up with these changes. We do not need to wait for another generation to conduct another Global Survey on Sustainable Lifestyles.

For the past decades, Asia, and even the world, has seen political and socio-economical changes. There are no boundaries. Personally, each day I begin to realize that the world becomes smaller and smaller, and the things I value can be greatly different from the things being valued by a youth who is just five years younger than me. Changes have been very fast, as such, if we need to transform the societies in Asia into better and more efficient ones, we need to understand what works for the youth of today. And when we say "today," it could mean "this year," "next two years" or may be even "tomorrow."

Laiden Pedriña is the founder of YAFE, Inc., a community based organization that uses arts as the platform for environmental advocacies. Laiden is also a recipient of several national and provincial awards such as Outstanding Volunteer of the Philippines (youth Category) in 2006, among others. She also received an international recognition from International Youth Foundation for her efforts in integrating environmental advocacies and the arts in 2005. In 2009, she was recognized as one of the Asia's Top 100 most inspiring young entrepreneurs and social change makers by Foundation for Youth Social Entrepreneurship. After years of working in the field of development works for NGOs and international development organizations, she decided to pursue her own business social enterprise in 2010.

4. Promoting research and education for sustainable lifestyles

The shift towards sustainable lifestyles and consumption patterns is a pre-requisite to the achievement of sustainable development. The results of the GSSL highlight the importance of promoting research and education for sustainable lifestyles at all levels. For this shift to happen, generating, synthesizing and sharing knowledge for a better understanding of lifestyles and consumption patterns with regards to sustainability issues is key. Education, at all levels and in all its forms (informal, formal), professional training and awareness-raising will help build capacities for sustainable lifestyles at all levels of society (policy-makers, business sector, civil society, communities, households and individuals). Several initiatives and networks have put research and education for sustainable lifestyles at the core of their activities, such as the Partnership for Education and Research about Responsible Living (PERL-http://www.perlprojects.org). They can be further up-scaled and replicated to advance sustainable lifestyles through projects, such as the Global Survey on Sustainable Lifestyles, essential to create and turn new visions for sustainable lifestyles into reality.

Akpezi Ogbuigwe
UNEP Division of Environmental Policy Implementation (DEPI), Kenya

Education for sustainable lifestyles, if well designed as informed by the findings of the Global Survey on Sustainable Lifestyles, can significantly contribute to sustainable development in all regions.

In Africa, the pace at which unsustainable consumerism and the inherent risks are spreading is increasing. In direct response to this situation, and as a contribution to the UN Decade of Education for Sustainable Development (UNDESD), UNEP developed an innovative university focused partnership for Education for Sustainable Development - Mainstreaming Environment and Sustainability into African Universities (MESA). MESA, operational in 90 universities across Africa, aims to integrate environmental dimensions, including sustainable lifestyles, into curricula, research, campus management as well as in community engagement. MESA has significantly contributed towards sustainable development by incorporating more knowledge, skills, issues, values, and perspectives related to sustainable lifestyles into existing coursework and programmes. A key milestone of MESA has been its contribution and influence in changing environmental perceptions, practices and policies, including in sustainable lifestyles, at university and national levels across Africa.

Proponents of sustainability education such as Sterling (2001), Fein (2003), and Thomas (2000) have criticized mainstream western education and blamed it for perpetuating unsustainable lifestyles. Sustainability education is therefore positioned as an alternative paradigm of education for social change. This requires a participatory and transformative learner-centred approach to education for sustainable lifestyles leading to mutual transformation towards sustainable development.

Sustainability education applied to lifestyles should engage people in learning how to enhance sustainable lifestyles by promoting sustainable consumption and production, as well as facilitate understanding of, thinking and acting in ways that enhance sustainable lifestyles. It should also provide an approach to lifelong learning that helps people become active citizens in processes of social action for sustainable lifestyles. Education for sustainable lifestyles needs to integrate components of education about, for and with a set of guiding ethical principles, which can equally be applied in the development of curricula that seek to integrate education for sustainable lifestyles.

As shown by the GSSL results, meanings of sustainable lifestyles and education need to be reoriented and contextualized in order to be better adapted to specific situations and needs. Similarly, the pedagogical approaches, curricular models, research methodologies and community engagement should be well thought out so as to result in real transformation in lifestyles.

Akpezi Ogbuigwe is the Head of Environmental Education and Training, Division of Environmental Policy Implementation (UNEP). She has vast experience in the field of environmental education, research and training. Prior to joining UNEP, Akpezi Ogbuigwe was a Professor of Law at the Rivers State University of Science and Technology, Nigeria and volunteered her time at ANPEZ Centre for Environment and Development, Portharcourt, Nigeria where she worked with schools, communities, government and the private sector on issues of environment and development and the running of an environmental library.

Zinaida Fadeeva

United Nations University – Institute of Advanced Studies (UNU IAS), Japan

The GSSL is an inspiring initiative for research and education on sustainable lifestyles. Critical debate on the role of research and research institutions in the society might provide an intrinsic motivation for the research community to actively engage in topics related to lifestyle choices and sustainability. Bringing such debates to the forefront of each and every discipline, while exploring opportunities for them to contribute, could provide a necessary mobilization of research networks.

- Engaging youth in education, research and outreach on sustainable lifestyles through activities of institutions of higher education (IHE): an important area for policy action is supporting universities to integrate sustainable lifestyle concepts and opportunities in their education, research and outreach programmes. Doing so in an integrated manner, preferably in collaboration with major societal stakeholders, would call on the youth to think and act sustainably as student, researcher, future professional and member of the communities of which they are a part.

- Fostering sustainable lifestyle innovations in local/regional communities: policy makers can encourage development of the much needed grass-root, bottom-up lifestyle innovations by stimulating partnerships among different stakeholders (with close engagement of young people) in the local communities. It is essential to build such discussions on the unique local understanding of the existing and preferred lifestyles that are being affected by global developments as well as local historical, socio-cultural and environmental heritage.

- Exploring the uncertainties of long-term development: in addition to measures leading to the deeper understanding of lifestyle changes and facilitation of sustainable lifestyle innovations, there is a need to envision broader circumstances in which various lifestyles could unfold. In order to plan longer-term changes, governed by anticipated as well as uncertain trends, we must broaden our knowledge of many ways in which political, economic, social and environmental processes shape development in various regions.

- Accelerating innovation and learning towards sustainable lifestyles: the issues of sustainable lifestyle choices are concerned with application of knowledge from different fields and disciplines. It might be beneficial to provide support for development of multidisciplinary networks and programmes that facilitate coming together of knowledge-generating institutions and the end-users in the areas relevant for sustainable lifestyles. In order to create a critical mass of knowledge and actions in the area of sustainable lifestyle challenges and to generate appealing solutions.

- Visioning sustainable lifestyles: while appreciating the need and importance of sustainable development, many young respondents did not immediately associate it with a path towards "progress", well-being and better quality of life for themselves. Sustainability and sustainable living were, to large extent, perceived to limit "freedom" of choice and action.

- Improving understanding of youth perspectives on lifestyles: this survey explored perspectives, preferences, hopes and concerns of highly educated young people from urban areas. Understanding of positions of other youth groups – in developed and developing countries – are equally important for meaningful progress towards sustainability. It would be important to commission studies in various regions on perceptions, visions and actions towards sustainable lifestyles of young adults that come from (or live in) rural regions and/or pursue forms of learning different from higher education.

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I.
TOWARDS SUSTAINABLE LIFESTYLES

1. The way we live: Lifestyles in a consumer society

Lifestyles define, connect and differentiate us. They are representative of how we lead our lives, interact with one another in the decisions and choices we make – as individuals evolving within a society, a planet of nearly seven billion people.

The concept is more complex than it appears, as our lifestyles are made of all our actions, practices and choices that constitute our way of life – some of which are chosen as part of our unique identity and social belonging and some of which are governed by social structures. These actions, practices and choices are shaped by a wide host of factors, from politics, economics, and social norms to our natural but also urban environments, with over half of the world population now living in cities. Our lifestyles are also the foremost expression of our cultures: distinctive 'ways of life' that we share with the members of our human collective and that are built on webs of meaning constituent of our knowledge, beliefs, art, morals, laws, customs, practices, everyday actions and choices[1].

Often used in a post-modern perspective, the concept of 'lifestyle' can be defined in a more restricted way. It has for instance been theorised in terms of a 'life project' or an ongoing narrative of identity formation and self-actualization,[2] focusing exclusively on individual preferences in a consumer society and in the framework of the western cultural transformation. **In this report however, the word 'lifestyle' refers more broadly and more simply to ways of life, encapsulating representations, values and beliefs, behaviours and habits, institutions, economic and social systems.**

Social practices do not always involve economic consumption of goods and services. So do our lifestyles that cannot be exhausted by a focus on consumption[3]. However, virtually all social practices can involve some level of material consumption.

We consume because we need to – food, shelter, adequate clothing and warmth are all essential for human survival. Consumption is necessary and plays a great role in improving many people's quality of life. But we also consume to satisfy non-material needs, to align ourselves with some groups and differentiate ourselves from others. What we buy and how we use it expresses our values and aspirations to others. We also buy and behave in ways that conform to social expectations, and as a means of self-achievement.

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Consumption patterns are a core component of lifestyles. They also shape the way we live, at least partly. For example, the increasing accessibility of cars has made us more and more dependent on motorized transport. Almost one in three journeys less than eight km in big cities are made by car.

2. Our challenge: Sustainability Everyday

Per capita material consumption, particularly in the industrialised countries, has grown steadily and in unprecedented proportions since the Second World War, along with the idea that this growth can go on and on indefinitely regardless of its impacts on the environment and society. This idea has generated unsustainable patterns of consumption and production with tremendous impacts on our global environment (resource scarcity, pollution, loss of biodiversity, climate change, etc.) and no systemic and sufficient answers to poverty and inequalities worldwide. While consuming more was seen as the foremost source of happiness and well-being, evidence has shown that despite rising incomes and levels of consumption, mainly in industrialised countries, beyond a certain level, people are not any happier and do not live any longer[4].

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[1] See for example Geertz, Clifford (1973) The Interpretation of Cultures, Basic Books, New York

[2] Giddens, Anthony (1991) Modernity and Self Identity, Cambridge: Polity Press; Bocock, R. (1992) Consumption and Lifestyles, in R. Bocock and K. Thompson (eds.) Social and Cultural Forms of Modernity, Cambridge: Polity

[3] Chaney, David (1996) Lifestyles, London and New York: Routledge

[4] For example Sen, Amartya (1998) "The living standard", in Crocker D., Linden T. (eds) The ethics of consumption. New York, Rowman and Littlefield; Max-Neef, Manfred A, (1991) Human scale development: conception, application and further reflections. New York: Apex. ; Welzel, C., and Inglehart, Ronald F. (2010) "Agency, Values, and Well-Being: A Human Development Model." Social Indicators Research, 97(1): 43-63. DOI. Abstract.

While our lifestyles and consumption choices strongly impact our environment and the livelihoods of our interdependent societies, sustainable lifestyles have a key role to play in sustainable development. In simple words, **a 'sustainable lifestyle' is a way of living that is enabled both by efficient infrastructures, services and products, and by individual choices and actions to minimize the use of natural resources, emissions, wastes and pollution while supporting equitable socio-economic development and progress for all and conserving the Earth's life support systems within the planet's ecological carrying capacity.**

"Consumption clearly contributes to human development when it enlarges the capacities and enriches the lives of people without adversely affecting the wellbeing of others. [...] But the links are often broken and when they are consumption patterns and trends are inimical to human development. Consumption patterns today must be changed to advance human development tomorrow."
UNDP 1998

How can this translate in the way we go about our daily lives? How can we, as citizens and consumers, become actors of sustainability for it to become inherent to our development models?

Creating sustainable lifestyles means rethinking our ways of living, how we buy and what we consume but not only that. It also means rethinking how we organize our everyday life and altering the way we socialize, exchange, share, educate and build identities. It is about transforming our societies and living in balance with our natural environment.

Every sector of society has something to contribute. Governments have a key role to play by creating the appropriate frameworks and infrastructures (regulatory instruments, technological innovations, new public services) to enable citizens to change. Information and education are essential, as well as the full participation of civil society in the movement and the involvement of the business sector that can develop innovative solutions for sustainable lifestyles and take a part in the development of responsible consumption.

The World Business Council for Sustainable Development (WBCSD) and the World Economic Forum recently acknowledged the necessity to take further action to foster sustainable consumption patterns based on the key role consumers will play in achieving sustainable development and in creating a green economy.

As citizens, at home and at work, many of our choices – on energy use, transport, food, waste, communication, cultural dialogue and solidarity – together can lead towards building sustainable lifestyles.

Sustainability is defined as an integrated development model which rests upon a good balance between its economic, social and environmental objectives as well as on a principle of equity. The report of the World Commission on Environment and Development in 1987 gave sustainable development its most commonly used definition: "a development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

3. Leading the change

The Global Survey on Sustainable Lifestyles (GSSL) is among numerous projects developed under the **Marrakech Process on Sustainable Consumption and Production** (SCP), a global multi-stakeholder platform that promotes SCP policies, programmes and implementation activities.

In order to support the implementation of concrete projects and capacity building, seven Marrakech Task Forces have been created. Voluntary initiatives led by governments, these Task Forces entail the participation of experts from developing and developed countries and development of very diverse activities, ranging from eco-labeling programmes in Africa to sustainable tourism, public procurement projects, to the promotion of sustainable lifestyles and education.

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The **Marrakech Task Force on Sustainable Lifestyles** was set up in 2005 by the **Swedish Ministry of the Environment** with valuable support from **UNEP's Division of Technology, Industry and Economics (DTIE)**. The role of the Task Force was to engage, exemplify, enable and encourage people, civil society organizations and governments to develop sustainable lifestyles. This was done by gathering best practice examples from developed and developing countries from ongoing work around the world and by supporting new projects to fill gaps in knowledge. The nine Marrakech Task Force projects cover activities in 43 countries across every region of the world. They have produced materials in 11 different languages, with adaptations for local cultures and conditions.

The lessons learned, along with new areas for further work, are the Task Force's contribution to the 10-Year Framework of Programmes on SCP.

About the Marrakech Process

Launched in Marrakech in 2003 as a result of the 2002 World Summit on Sustainable Development, the Marrakech Process is a global multi-stakeholder process to promote sustainable consumption and production (SCP) and to work towards a 'Global Framework for Action on SCP', the so-called 10-Year Framework of Programmes on SCP. UNEP and UN-DESA are the leading agencies of this process, with an active participation of national governments, development agencies, private sector, civil society and other stakeholders.

The Marrakech Process has developed various mechanisms for consultation and implementation of projects, initiatives and strategies on SCP, which includes international and regional expert meetings, seven task forces focusing on specific issues of SCP, development cooperation dialogue, Business and Industry Forum as well as Major Groups Forum.

For more information see:
http://www.unep.fr/scp/marrakech/

The work of the Task Force on Sustainable Lifestyles aims at feeding and complementing other major international initiatives and processes for sustainable development through relevant information and recommendations on sustainable lifestyles:

- A better understanding of the perceptions and attitudes towards sustainable lifestyles is key to informing policy-makers and business leaders on how to help markets accelerate the transition towards a **green economy**[5] through demand management.

- Identifying misconceptions of sustainability, but also cultural representations and values is important to establish effective education initiatives and programmes for sustainability. In this sense, the GSSL can bring a positive contribution to the **United Nations Decade of Education for Sustainable Development (2005-2014)**,[6] led by UNESCO, that seeks to integrate the principles, values, and practices of sustainable development into all aspects of education and learning.

- Understanding better lifestyles through perceptions and aspirations is also necessary if we want to promote sound **urban planning and sustainable cities**[7].

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[5] See UNEP's Green Economy Initiative: www.unep.org/greeneconomy

[6] UN Decade of Education for Sustainable Development: http://www.unesco.org/en/education-for-sustainable-development/

[7] See UNEP's urban programme: http://www.unep.fr/scp/sun/urban.htm

II.
THE STORY OF THE GLOBAL SURVEY ON SUSTAINABLE LIFESTYLES

1. Objectives and Methodology

How do young adults from different cultures worldwide perceive, picture and shape sustainable lifestyles? How can we build on their experiences, values and aspirations to develop effective policies and messages? The objective of the GSSL was to explore the way young adults from different cultures and living in various socio-economic contexts worldwide perceive, envision and shape sustainable lifestyles.

The survey had the following objectives:

- Analyze young people's perceptions and attitudes in everyday life as well as their visions for the future and expectations with regards to sustainability, focusing on three major climate-related areas: mobility, food and housekeeping.
- Encourage their participation in the development of sustainable scenarios likely to transform their everyday lives.
- Develop policy recommendations, focusing on opportunities, actors and responsibility.

Targets and themes

The GSSL was targeted at **young adults from all over the world who will shape our future societies and invent new lifestyles.** Youth have traditionally been a key catalyst of innovation, not just social and cultural change, but also technological innovation. While entering adulthood, many become key players in shaping lifestyles and consumption trends.

The UN World Youth Report 2007 states that there are **1.2 billion youths aged 15-24 in the world** - 18% of the world population. 85% of these youths live in developing countries[8]. Their buying and decision-making power is far from homogeneous, in fact **one half live below the poverty line. Therefore, inventing sustainable lifestyles with the participation of youth globally is also a matter of social justice and equity.**

Target Groups
- Men and women aged from 18 to 35 years old
- Living in urban areas
- Students and professionals
- Not specifically involved in environmental/ sustainable development studies or activities.

Over half of the world's population is now living in cities. Within twenty years this will increase to two-thirds. By 2030, cities in Asia, Africa, and Latin America

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[8] United Nations (2007) World Youth Report at http://www. un.org/esa/socdev/unyin/wyr07.htm

will hold 80% of the entire Earth's population. As the world's urban population grows at exponential rates the pressure on the natural environment surrounding cities becomes immense. Climate change will exacerbate urban environment problems, putting more pressure on local governments and increasing their vulnerability to climate impacts. **Cities occupy only 2% of the world's terrestrial surface but consume up to 75% of natural resources**. Therefore, "sustainable lifestyles" is a key issue and can become a powerful tool for cities to transform in a positive way.

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Mobility, food and housekeeping are fundamental components of our lifestyles wherever we live on the planet. They are also three major consumption areas that have great impacts on environments and societies, and need to be looked at closely to tackle global challenges such as climate change. Personal and commercial transport consumes about 20% of the global energy supply, 80% of which comes from fossil fuels. There are now more than 700 million cars in use globally. It is also anticipated that between now and 2050, the global car fleet will triple, and more than 90% of this growth will take place in non-OECD countries. The food sector is greatly involved in climate change, and so is what we eat every day: producing a kilo of veal emits the same amount of greenhouse gases (GHG) as driving a car for 220 km. At home, daily life habits, such as heating, cooling or lighting homes require a lot of energy and also emit large amounts of GHG. For example, a typical clothes dryer can account for up to 10% of home-energy use.

The GSSL questionnaire

The methodology that guided the design of the GSSL questionnaire is based on qualitative research principles as well as on participation. As shown by the table below, this approach is very different from what 'quantitative' surveys do.

While international quantitative surveys regularly offer to measure consumers' behaviors and attitudes, the objective of the GSSL was to listen to young adults' voices around the world and, through in-depth analysis, better understand their perceptions, values, aspirations. This approach can also be seen as the foundation of a participatory mechanism: meeting the GSSL objectives required an open floor with no

	Qualitative	Quantitative
Objective	In-depth analysis (perceptions, trends, insights and narratives)	Measurement and evaluation (behaviors and opinions)
Sample	Small samples Diversified profiles	Large samples Representative of a population
Methodology and tools	Open questions Interviews Focus groups Projective tests	Closed questions Multiple-choice questions, etc.
Analysis	Content / discourse analysis Textual statistics	Statistics
Use	Understand values, representations, motivations Identification of new hypothesis	Identify correlations Test hypothesis

intention to formulate the responses participants could chose among in advance. In this context though, it is important to keep in mind the fact that the objectives of the GSSL, its samples and results do not mean to be statistically representative of countries but rather aim at setting the scene and identifying insights or opportunities that could be further measured in the future.

This approach generated some results and data that have a strong potential for complementing in an insightful way, major quantitative surveys such as the OECD household survey on environmental behaviour conducted in ten countries (2008) or the GreenDex survey conducted by National Geographic with GlobeScan in 14 different countries on a yearly basis to measure and monitor consumers' actual behaviors towards environmentally sustainable

consumption. All these initiatives allow people to express their ideas, talk about themselves and participate in the public debate.

The GSSL questionnaire was translated in 10 different languages[9] and accessible online through a specific website (www.unep.fr/gssl) to allow young adults worldwide, and more specifically in targeted countries, to participate in the survey and share ideas or experiences about "How we live around the world". Although the Internet has now become the most powerful tool to reach out to people all over the world, access is unevenly distributed. The GSSL questionnaire could therefore be filled electronically and sent back to UNEP by email when needed. In some cases, face-to-face interviews were conducted, for example in India, the Philippines or Egypt.

The initial objective was to collect between 150 and 200 questionnaires per country, an ambitious target considering qualitative surveys and the 1h30 questionnaire of the GSSL. This objective was nearly always met and very often largely exceeded. Despite the 35 questions of the GSSL, many young people dedicated their time to participate, showing their very capacity and willingness to be part of the debate on lifestyles and modernity.

2. GSSL Partners: Connecting People

An international network of **more than 45 partners** representing a great diversity of actors was created through the GSSL initiative.

A special partnership was built with the International Association of Universities (IAU) and 13 of its members

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The GSSL questionnaire
4 modules, 35 questions

'To know you better...' builds a participant profile (gender, age, socioeconomic ranking, vocation, etc), and identifies levels of environmental awareness.

'Your everyday life' gathers information about opinions and lifestyles, present and future, with a focus on mobility, food and housekeeping.

'Other scenarios' invites commentary on visions of sustainable lifestyles through a series of nine 'scenarios' on mobility, food and housekeeping (1-minute animations).

'What does it change?' introduces sustainability and sustainable lifestyles into the questionnaire to examine the perceptions and reactions to these concepts.

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[9] Arabic, Chinese, English, French, Japanese, Portuguese, Slovak, Spanish, Turkish, Vietnamese.

Participating GSSL Countries
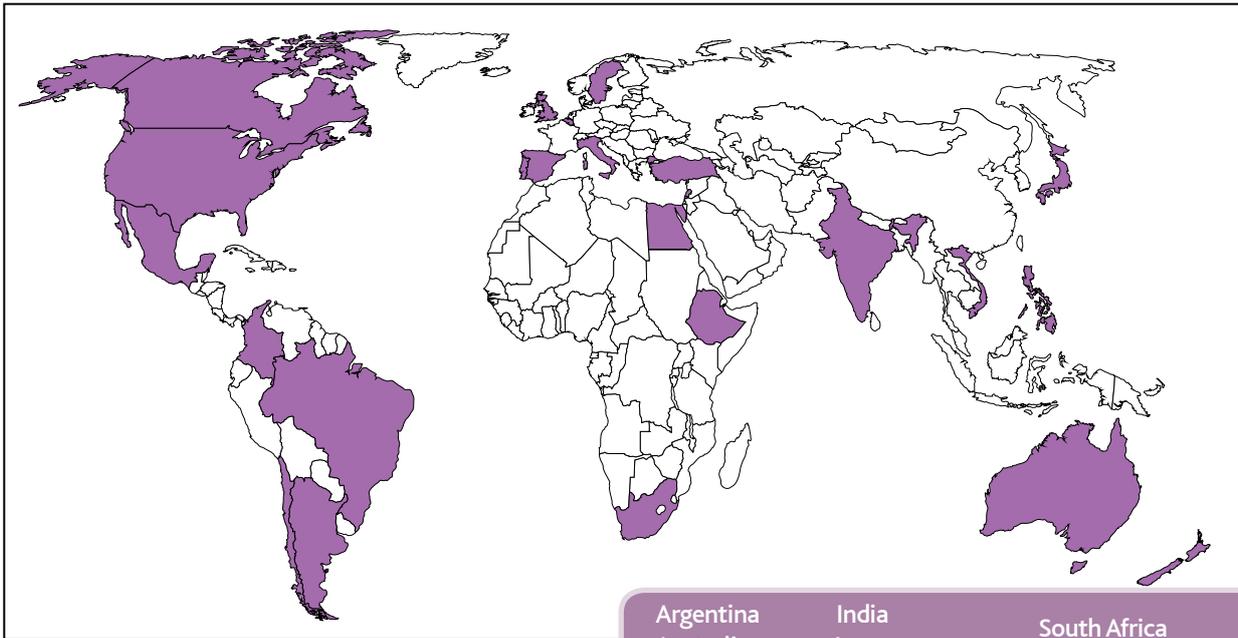
Argentina	India	South Africa
Australia	Japan	Sweden
Brazil	Lebanon	Turkey
Canada	Mexico	United Kingdom
Colombia	New Zealand	United States of America
Egypt	Philippines	Vietnam
Ethiopia	Portugal	

participated in the project[10]. The network also counted NGOs fully committed and with professional skills on sustainable lifestyles and consumption. Although the involvement of the private sector was less frequent, partnerships were created such as in Japan between the National Institute for Environmental Studies and Dentsu Inc. to analyze the survey's results. In several countries, the GSSL implementation was also strongly supported by several NGOs working in partnership with the UNEP/ UNESCO YouthXchange programme[11] on sustainable
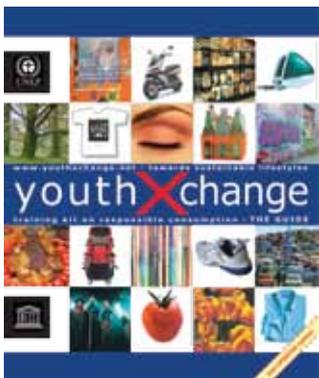
lifestyles and consumption: Instituto Argentino para el Desarrollo Sustentable (Argentina), Inspire (Portugal), Young Artist Fellows for the Environment (Philippines), Bugday Association for Supporting Ecological Living (Turkey) and Business Continuity Middle East Organiza-

tion (Lebanon). The questionnaires collected through the GSSL were primarily analyzed at the country level by a group of more than 30 research partners from 17 countries, gathering academic researchers, experts and actors from different backgrounds and fields (sociology, consumer studies, design, sustainable production, economics, etc.).

The conclusions of the GSSL result from a multi-disciplinary dialogue on sustainable lifestyles, coordinated by UNEP, between experts from different backgrounds and fields, all involved in the analysis of the GSSL. This diversity has deeply enriched the initiative. For instance, in Australia, the GSSL was disseminated and analyzed by a cross-disciplinary team of three young researchers from RMIT University with expertise in the social sciences, business and sustainability studies. In the Philippines, the analysis was conducted by the Young Artists Fellowship for the Environment, Inc. - a volunteer-group of young artists who use art as a platform for environmental advocacy. In Portugal, Inspire, a communication agency specialized in sustainable development, successfully implemented and analyzed the survey. In North America, Egypt, UK, New Zealand, Sweden, Turkey and Mexico, the analysis was conducted by professors, academic researchers and student researchers.

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[10] University of Cambridge (United Kingdom), University of Surrey (United Kingdom), University of Porto (Portugal), Kalmar University (Sweden), University of Gothenburg (Sweden), University of Economics in Bratislavia (Slovenia), the University of Tokyo (Japan), Suleyman Demirel University (Turkey), Cannakale Onsekiz Mart University (Turkey), Addis Ababa University (Ethiopia), Ethiopian Civil Service College (Ethiopia), Rhodes University (South Africa), UQAM (Canada), Dalhousie University (Canada), Concordia University (Canada), Fordham University (United States), College of the Bahamas (Bahamas), EAFIT University (Colombia), Los Andes University (Colombia), Universidad Autonoma Metropolitana (Mexico), Hanoi National University (Vietnam)

[11] Using a combination of printed guidebooks, media and educational outreach, the YouthXchange programme engages young people on issues of sustainable consumption. For more information: http://www.YouthXchange.net/

GSSL Partners Worldwide

Addis Ababa University (Ethiopia)	Instituto Argentino para el Desarrollo Sustentable (Argentina)
Business Council for Sustainable Development Argentina (Argentina)	Los Andes University (Colombia)
Bugday Association for Supporting Ecological Living (Turkey)	National Institute for Environmental Studies (Japan)
Business Continuity Middle East Organization (Lebanon)	Research Group on Lifestyles, Values and Environment (RESOLVE) (United Kingdom)
Cairo University (Egypt)	Rhodes University (South Africa)
Cambridge University (United Kingdom)	Royal Melbourne Institute of Technology University (RMIT University) (Australia)
Cambridge University Students Union (United Kingdom)	Strategic Design Scenarios (Belgium)
Canakkale 18 Mart University (Turkey)	Society Action Group (India)
Cardiff University (United Kingdom)	Suez Canal University (Egypt)
Catholic University of Oporto (Portugal)	Suleyman Demirel University (Turkey)
Center for Development and Community Initiative and Environment (Vietnam)	Sustainable Everyday Project (Belgium & Italy)
College of the Bahamas (Latin America & Caribbean)	Talent for Growth (Sweden)
Concordia University (Canada)	Universidad Nacional Autonoma de Mexico (Mexico)
Consumers International (Chile)	University of Canterbury (New Zealand)
Regional Activity Centre for Cleaner Production (CP-RAC) (Spain)	University of Cape Town (South Africa)
Dalhousie University (Canada)	Linnaeus University (Sweden)
Dentsu Inc. (Japan)	University of Porto (Portugal)
Universidad EAFIT - Escuela de Administración y Finanzas e Instituto Tecnológico (Colombia)	University of Surrey (United Kingdom)
Ethiopian Civil Service College (Ethiopia)	University of Sussex (United Kingdom)
European Young Professionals (United Kingdom)	University of the Otago (New Zealand)
Fordham University (United States)	University of Tokyo (Japan)
Gothenburg University (Sweden)	United Nations University Institute of Advanced Studies (Japan)
Inspire (Portugal)	L'Université du Québec à Montréal (Canada)
Instituto Akatu pelo Consumo Consciente (Brazil)	Venkatesh Trust for Education and Excellence (India)
	Young Artists Fellowship for the Environment Inc. (Philippines)

A consultation campaign

The success of the GSSL and the great levels of all partners' involvement have demonstrated that sustainable lifestyles are now recognized as a key and stimulating component to be looked at in the process of inventing new societies. **All the GSSL partners succeeded in implementing the survey, putting invaluable efforts in this project, mobilizing many resources at national and local levels.** Their contribution to the GSSL is priceless.

Collecting questionnaires was not an easy task. The GSSL partners demonstrated a great sense of creativity to implement the project and engage young people, developing original outreach strategies to ensure the best level of participation. An **extensive online dissemination and consultation campaign** took place – by email, through partners' websites or social networks. In Mexico, the emailing campaign conducted by **Universidad Nacional Autonoma de Mexico** was able to reach more than 2000 students. GSSL partners also developed their own strategies, to name only a few: in **Japan,** the **National Institute for Environmental Studies** used different channels to disseminate the questionnaire, e.g. academic society, professors from several universities and student organizations. In **Canada, Dalhousie University** used an attractive incentive for students to participate in the survey – a voucher to be used at the campus bookstore.

In **Brazil, the Instituto Akatu pelo Consumo Consciente** was able to reach 1,000 participants by raising funds and working with Ipsos, a major opinion poll institute. In the **Philippines, Vietnam and India, the Young Artists Fellowship for the Environment, Inc. (YAFE), the Center for Development of Community Initiative and Environment, and the Venkatesh Trust for Education and Excellence** volunteered to conduct face to face interviews.

Hence, the GSSL turned into an active participative campaign, involving higher education institutions, NGOs, associations, researchers and teachers, students and young professionals. All these events raised awareness along with the very act of completing the questionnaire for all the young adults who participated.

Further exploiting this positive dynamic, a number of GSSL partners engaged in the organization of **special events, forums and discussions** on sustainable lifestyles with young people. In **Vietnam**, with the financial support from the Swedish – Vietnamese Programme on Environmentally Sustainable Development Programme, the Department of Science, Education, Natural Resources and Environment of the Ministry of Planning and Investment, the **Center for Development of Community Initiative and Environment (C&E)** co-organized four forums with the Hanoi University of National Economics, Hanoi University of Industrial Art, Hanoi University of Foreign Trade and the Network of volunteers of www.thiennhien.net, for young people to discuss and share their views on sustainable lifestyles, sustainable consumption and production on the occasion of the "Youth Month", and a sustainable picnic with young people.

Video conferences were organized with UNEP and universities in **Colombia** by **Los Andes University** and in the **United Kingdom** by the **University of Surrey** for students to give their feedback on the initiative and discuss sustainable lifestyles issues with experts.

The GSSL was also announced on many websites such as the **Consumers International** website and the message was spread through numerous networks, including business associations such as **Business Council for Sustainable Development - Argentina** and the **United States Business Council for Sustainable Development (US BCSD), Talentia**

in **Sweden, Junior Chamber International** in the **United Kingdom**.

GSSL follow-up

The positive outputs of the Global Survey on Sustainable Lifestyles inspired a number of initiatives worldwide, primarily aimed at raising awareness about sustainable lifestyles among young people. In **Vietnam**, **C&E** has been using the GSSL national results and conclusions to engage further into **local eco-initiatives, awareness-raising campaigns, communication and education** focusing on capacity-building for sustainable lifestyles among youth in higher education institutions, students, networks, educators, teachers and professionals.

In the **Philippines, YAFE Inc.** has been developing **eco-initiatives** with students and professors from universities or high schools, such as eco-audits, bike stations or recycling bins on campus, 3Rs campaigns, films on the green, slow food in cafeterias, green concerts, radio shows, poster campaigns, etc. Conferences will be **1-2 conferences** open to the larger public or exhibits presenting the eco-initiatives developed and implemented.

The nine sustainability scenarios disseminated through the GSSL were used as key material for capacity-building and education events, such as the **YouthXchange Workshop for Latin America that took place in Argentina** (14-18 September 2009) organized by the Asociación Civil Red Ambiental.

3. GSSL Participants' Profiles

Summary of Observations

The GSSL reached more than 8000 young adults from 20 different countries[12].

Women and men entering adulthood

- Most GSSL participants were young men and women aged between **18 and 29 years** old, with a majority of **18-23 year** old young people within this group.
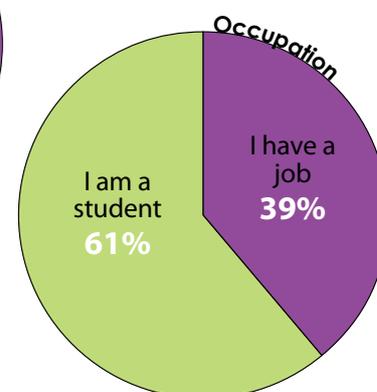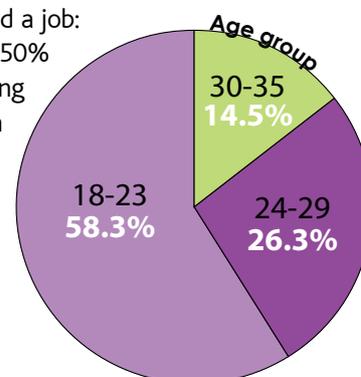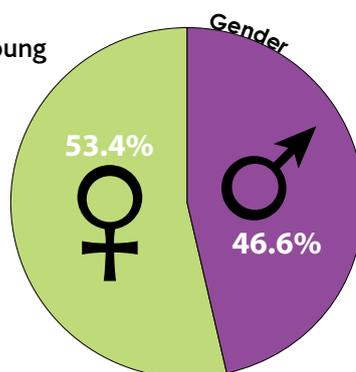
- On average[13], a **good gender balance** was reached with **men representing 46.6% and women 53.3%.**
- **Participants aged between 18 and 29 years old represented 84.6%**, with 18-23 year olds being the largest age group except in Australia, Ethiopia and Lebanon where 24-29 year old participants were more numerous.

Studies for most

- In most cases, the dissemination strategy of the GSSL generated a **greater participation of students**.
- On average, **61% of participants were students**, and 39% stated they had a job, including working students.
- Although they were well represented in Australia, Brazil, Egypt, Lebanon and the Philippines, young professionals were less than 20% in 10 other countries. This is also why 30-35 year old participants represent 14.5% of all participants and more than 20% only in five countries (Australia, Brazil, Egypt, Ethiopia, Japan) where young professionals, together with post-graduate students, were more present.

Multiple social activities

- Many participants had in fact several activities. In **10 different countries[14]**, including developing, in transition and developed countries, up to one third of students had a job: for instance, 50% were working full-time in Lebanon.

Age group

30-35
14.5%

18-23
58.3%

24-29
26.3%

Gender

53.4%

46.6%

Occupation

I am a student
61%

I have a job
39%

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[12] Number of collected questionnaires: Argentina (120); Australia (249); Brazil (1000); Colombia (301); Egypt (275); Ethiopia (80); India (228); Japan (189); Lebanon (129); Mexico (1342); New Zealand (132); North America (399); Philippines (114); Portugal (669* analyzed over 2190 collected); South Africa (141); Sweden (111); Turkey (447); United Kingdom (330); Vietnam (546). All respondents completed the first part of the questionnaire; one third completed the full questionnaire. The questionnaire being divided into coherent parts, all the responses provided by respondents were useful and could be integrated into the analysis of the results.

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[13] At a national level, slight imbalances were observed, for example: Australia - 67% of women; Lebanon – 60% of men.

[14] Argentina, Australia, Brazil, Egypt, Japan, Lebanon, New Zealand, Portugal, Sweden, Vietnam.

- This revealed the frequency of **multiple activities** and importance of **flexibility** in young adults' lives: students often worked to support their studies financially; young professionals could still be involved in post-graduate studies. This specificity may influence significantly the way they perceive themselves, their society and its challenges.

Income source

Family assistance **37.9%**

Salary **51.2%**

Location type

Small town **11.9%**

Medium-size town **17.8%**

City **27.9%**

Big city **28.2%**

Mega-city **7.3%** Rural area **2.6%** Village **4.6%**
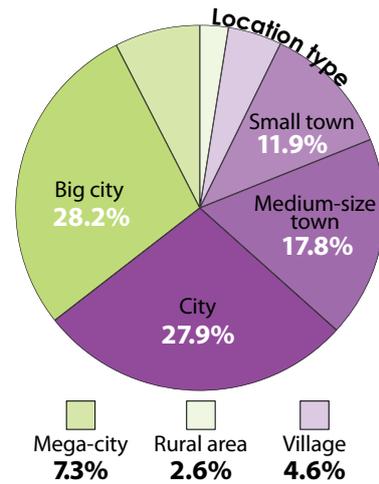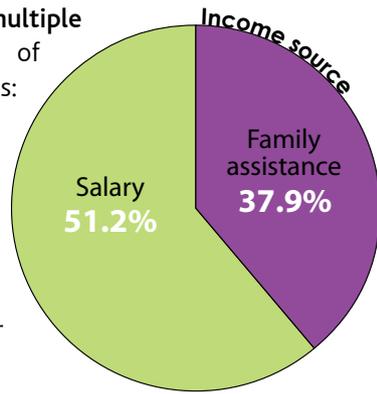
Middle-upper class families

- Most participants represented the **middle-upper classes, with a majority enjoying a relatively high standard of living**[15].
  - › In terms of income, **family support was key for a majority** of GSSL participants. However, working students depended at least partially on their salary.
  - › Interestingly, many young professionals still needed their family's assistance – up to 25% of them in nine countries, such as Egypt where they were 39.9% or the USA where they were 38.6%.
  - › In North America, the UK and New Zealand, loans stood as an additional source of income both for students and young professionals. In New Zealand, where a university loan system is operated at a national level, 60% of students borrow to pay their studies. This is also very common in Sweden, where three quarters of studies are financed by loans.

Living in big cities

- **Approximately 63% of GSSL participants lived in cities, big cities and mega-cities**, including Cairo, Delhi, Tokyo, New York or Mexico. However, in six countries (Lebanon, Philippine, Portugal, South Africa, Sweden, and United Kingdom) there

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[15] With a few exceptions such as Brazil where the survey was intentionally conducted among a more diverse population.

were more participants living in small or medium-size towns. Several factors have impacted this configuration:

- › The location of universities where the survey was conducted and of GSSL implementation partners;
- › The countries' urban profile – there are no mega-cities in Sweden for instance – and housing costs such as in Japan or Lebanon.
- › In specific countries such as South Africa, many students lived on campus or in small university towns.
- On average, more than **half of the participants declared they lived with members of their family**, mostly their parents, 24.5% lived with friends, 15.7% lived alone and 13.4% lived with their partners, as couples. These results cover very diverse configurations among countries.

Limited environmental awareness and activity

- On average, only **5.4%** of participants were involved in **environmental or sustainable development** studies as it was required from the GSSL partners to limit the involvement of participants with environmental awareness/activity.

III.
CROSS-COUNTRY CONCLUSIONS AND RECOMMENDATIONS

1. INSPIRE NEW VISIONS OF PROGRESS

There is a great need for information on global challenges, the way they relate to lifestyles and individual actions. What is often missing is a holistic, compelling and pragmatic vision of what a sustainable society can be as well as of how it can be translated at the local level.

For policies and messages on sustainable lifestyles to be well understood and efficient, people's perceptions of sustainability, their values and expectations for the future must be taken into account.

Sustainability must be attractive and built on positive visions of progress for lifestyles and behaviors to evolve.

The survey demonstrates that communication efforts for sustainability are crucial. The benefits of integrated environmental, economic and social development at a global, national and local level need to be better understood and illustrated. Besides massive campaigns, it is important to identify the messages and tools that will help make these benefits concrete through solutions and opportunities.

For a Better Understanding of Sustainability

Global challenges

A majority of young people recognize poverty and environmental degradation as the most important global challenge today. We need to demonstrate that reducing poverty and fighting environmental degradation are the two sides of the same coin. Other key global challenges, such as democracy and gender balance, remain very low in young adults' perception of emergencies. As fundamental components of an equitable development, they need to be integrated in sustainability messages.

- GSSL participants recognize the fight against poverty and environmental degradation as the two most important priorities at the global level[16]. Although the choice was certainly hard to make, in doing so they express their concerns about what affects or is likely to affect them immediately in the context of the current social and economic crisis.

Percentage of respondents who ranked the listed challenges among their 3 top priorities
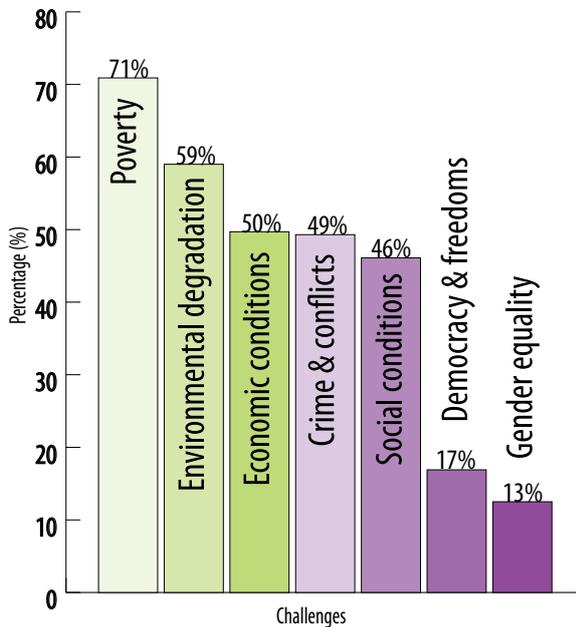
- Except in Brazil, where participants focused on combating crime and preventing conflicts, with

almost one third of them ranking this challenge first among global priorities, poverty and the environment revealed to be young people's most important concerns. However, reducing or eradicating poverty clearly overtook all other challenges, including environmental degradation.

- › In 16 countries from all regions, participants who considered this issue as their number one priority represented the largest group – at least 25%. In 10 of these countries, fighting environmental degradation and pollution was most often seen as the second most urgent issue to tackle.

- › On the other hand, **"Fighting environmental degradation and pollution"** was seen as the number one priority and by the largest group only in three countries – Australia, Mexico and Turkey.

Poverty & environmental degradation as number 1 priority - by country
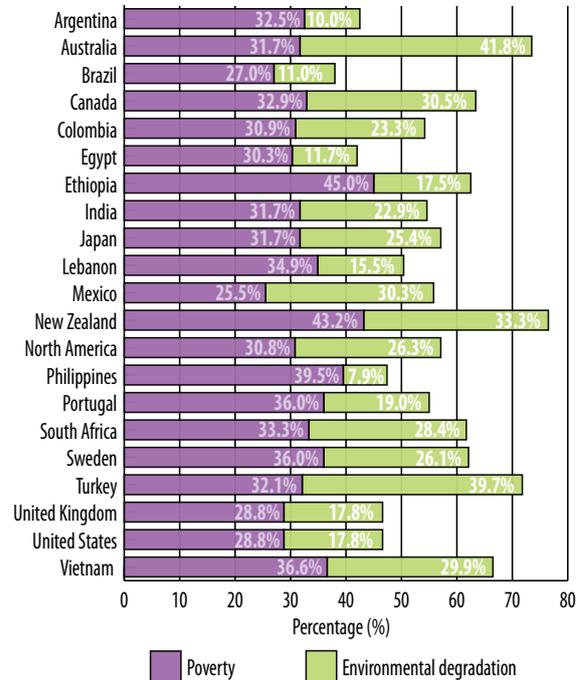
- Although ranking equally two challenges was not an option, the economic crisis may have influenced participants' very end choice: improving **'economic conditions (e.g. employment)'** and **'social services (education, health)'** also hold good positions with respectively **49.7%** and **46.1%** of participants choosing them among their three top priorities.

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[16] Participants were asked to rank 7 items according to what they thought should be considered as the most important global priorities. Items were as follows: "Reduce or eradicate poverty, the gap between rich and poor", "Combat crime, prevent conflicts", "Fight environmental degradation and pollution (e.g. climate change)", "Improve economic conditions (e.g. employment)", "Improve and develop social services (education, health)", "Spread democracy and freedom", "Fight against inequalities between men and women".

- There is, more generally, a sense of insecurity when an average of **49.3% of the GSSL participants chose to rank 'Combating crime and preventing conflicts' among their three top priorities**, while democracy, freedoms and gender equality clearly stand at the end of the list.

- Significant differences can be observed between countries in terms of how participants perceived the position of environmental degradation among our current global challenges: when **82.3%** of participants in **Australia** ranked '**Environmental challenges'** among their three top priorities, **73.8%** in **Vietnam** or **71.1%** in **Sweden**, only **34.2%** did so in **Argentina**, **38%** in **Brazil**, **42.4%** in **Egypt**.

Environmental degradation is a current global challenge - by country

sustainable lifestyles are mostly understood as referring to '**taking care of the environment"**, actions contributing to a **'green'** and **'cleaner' environment**, or **reducing pollution** levels. Participants who mentioned **basic needs** such as in **Mexico**, **poverty reduction** such as in **Ethiopia**, **economic security** such as in **Brazil**, **education**, **human rights** or **democracy** as in **Sweden**, were only a small minority.

- The words used by young adults living in the information age to talk about sustainability show that the notion of inter-generational solidarity, highlighted in the Brundtland Report in 1987, has been recognized worldwide. **Caring for future generations** was mentioned by almost half of the participants in **Japan**, as well as by those in **South Africa** or the **UK**. In a great number of countries, the idea of **caring for others** and **solidarity** was key in defining sustainability.

Participants' spontaneous definitions do not make a clear reference to **progress and well-being**. Although their aspirations for a better quality of life are high, many of them do not spontaneously envision sustainability as a key path to bring positive answers.

The local level

GSSL participants tend to think they are already well informed about global environmental challenges such as climate change[18].

- This observation is coherent with the conclusions drawn by recent quantitative surveys. For example, a BBC World Service poll (a Fall 2007 BBC/GlobeScan/PIPA poll) of 22,000 people in 21 countries conducted in September 2007 showed that **seven in ten overall said that they had heard a great deal (35%) or some (35%) about climate change or global warming**[19]. Large majorities believed human activity causes global warming and that strong action was required both in developing and in developed countries.

The feeling of being 'already' well informed can be seen as a positive outcome of the numerous campaigns that have taken place at the international or national level for the last 10 years. However, it **could also be**

Definitions

Young adults recognize the ethical and environmental dimensions of sustainability very well, but they are less inclined to link those with their social and economic concerns. In addition, their spontaneous definitions of sustainable lifestyles[17] tend to be either abstract, circumstantial or focused on individual actions (recycling, saving energy, using public transport, etc.).

- Sustainability is above all understood as an environmental concept. In very different countries such as Mexico, Lebanon or Portugal,

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[17] One of the last questions of the GSSL questionnaire was: "For you, what makes a way of living "sustainable"?" The way participants answered reflects both their general understanding of sustainable lifestyles and the impact the survey had on their perceptions.

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[18] The fourth module of the GSSL started with a short text on climate change, its effects on the environment, societies and individuals as well as individual solutions to contribute to climate change mitigation. Participants were then asked to evaluate their knowledge about climate change.

[19] The UNEP/GlobeScan on Youth Views on Climate Change in 2008 among 2000 younger respondents aged 12-18 years old in 5 different countries (Brazil, India, Russia, South Africa and USA): in average, 85% said they were concerned about climate change. See: http://www.unep.org/pdf/survey_results.pdf

seen as a potential obstacle to people's receptivity to sustainability messages.

On the other hand, **the results of the survey also reveal a striking lack of information at the local level:** most GSSL participants think they are not well or not informed at all about the way their local area is managed economically, socially, environmentally or culturally.

- In all, **65.2% do not think they are well informed**, and the proportion peaks up to **83% in Brazil, 79.1% in Mexico, 74.8% in Colombia, 70.5% in Lebanon** and **69.3% in Japan**. In a few countries, more respondents think they are well informed but these rarely represent a majority: 53.8% in Ethiopia, 51.8% in Australia, 48.6% in Sweden, 47.7% in New Zealand.

How can people develop a real sense of ownership and take part in local life when they feel so dis- connected from it? In addition to more concrete awareness-raising campaigns and mass media events, showing how sustain- able lifestyles solutions and choices can trans- late at the local level is essential.

Would you say you are well informed about how your neighbourhood is managed?

Not informed **65.2%**

Informed **27.2%**

No opinion **4.5%**
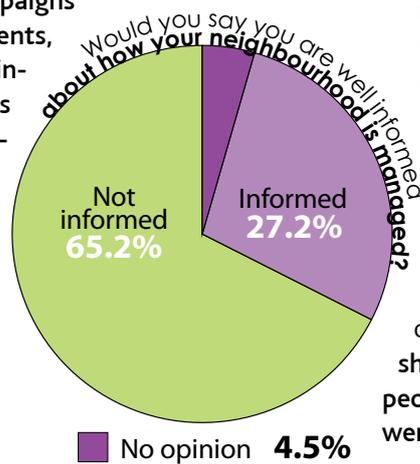
Individual habits and choices

There is generally a **strong demand for a better understanding of how individual actions and benefits are linked with collective ones**, although information needs vary from one country to another. **Sustainable lifestyles are often defined through the prism of individual actions but more rarely through a holistic and integrative vision of community and society**.

A minority of participants, mostly in developed coun- tries where sensitized young adults were more nu- merous (e.g. Japan, Sweden, New Zealand or South Africa) looked at **'over-consumption'** critically. These participants **questioned consumption as a drift in the search for happiness**, sometimes defending **'self- sufficiency'** as a means for a better quality of life at the individual level.

- When talking about what they could do to make their everyday life more sustainable, participants mainly focus on **resource consumption** – **'saving/ using wisely'** key resources, including water, food and with a **strong emphasis on energy**.
  › **Solutions meant for sound and efficient management of resource consumption at home** (equipments, services, products) are likely to be well understood and received.

The majority of participants remain focused on resources when talking about consumption: **shopping habits and major themes for young people such as fashion, leisure, or risk consumption were hardly mentioned**.

"Information campaigns have been widely used for achieving public interest goals. But they are known to be less effective than other forms of learning. Research suggests that learning by trial and error, observing how others behave and modeling our behaviour on what we see around us provide more effective and more promising avenues for changing behaviours than information and awareness campaigns."

Tim Jackson (2005), *Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change*, p. XI

SUSTAINABLE LIFESTYLES

"A sustainable lifestyle is being able to save energy, separate dry from organic waste and having conditions to do this because GOOD WILL ALONE DOES NOT GET YOU ANYWHERE."
(Brazil, M, 24-29)

"It's being aware of one's surroundings. Aware of the consequences of the choices made and therefore make the choices that do the least harm. It involves more than just care for the environment - it is also THINKING ABOUT PEOPLE AND COMMUNITY, HEALTH, WELL-BEING, educational development, rather than just money and possessions."
(United Kingdom, F, 24-29)

"Most people behave like these changes are not affecting or won't be affecting them so INFORMING THEM IS SERIOUSLY ESSENTIAL."
(Turkey, F, 18-23)

"People don't want to hear that "we have a climate change problem" they want to hear WAYS TO HELP FIX IT."
(Lebanon, M, 18-23)

"Sustainable lifestyles means living a life using resources EFFICIENTLY, EFFECTIVELY AND ETHICALLY to ensure future generations can still meet their own needs."
(Australia, M, 18-23)

"People are not well informed and they need to know concretely WHAT THEY CAN CHANGE AND HOW THEY CAN DO IT."
(Canada, F, 24-29)

"People also need to be approached with FEASIBLE, PRACTICAL SOLUTIONS."
(South Africa, F, 18-23)

"Understand THE IMPACTS OF OUR ACTIONS and how through little things everyday we can help improve the state of the planet." (Colombia, F, 24-29)

"Sustainable lifestyles is about basic necessities. USE ONLY THINGS WHEN NEEDED."
(Philippines, F, 18-23)

"Behavioural change will only come if people think to make a greener choice BECAUSE IT MAKES MOST SENSE (i.e. It's the cheapest/most convenient choice), it won't come through hoping or suggesting that it's somehow THE 'RIGHT' THING TO DO." (United Kingdom, F, 24-29)

Values & Aspirations: the Foundations

Young adults are very satisfied with their life: a very large majority of them spontaneously evaluate this level of satisfaction positively on a 0 to 10 scale, with national medians ranging from six (Ethiopia), seven (Egypt, India, Japan, Lebanon, Turkey and Vietnam), eight (Australia, Brazil, Mexico, New Zealand, Philippines, South Africa, Sweden, UK and North America) to nine (Colombia).

How satisfied or dissatisfied are you with your life overall?

Percentage (%) by Life Satisfaction Rating (10=very satisfied):
- 10: 13.9%
- 9: 20.2%
- 8: 26.7%
- 7: 17.0%
- 6: 7.8%
- 5: 6.9%
- 4: 2.4%
- 3: 1.7%
- 2: 0.7%
- 1: 0.7%
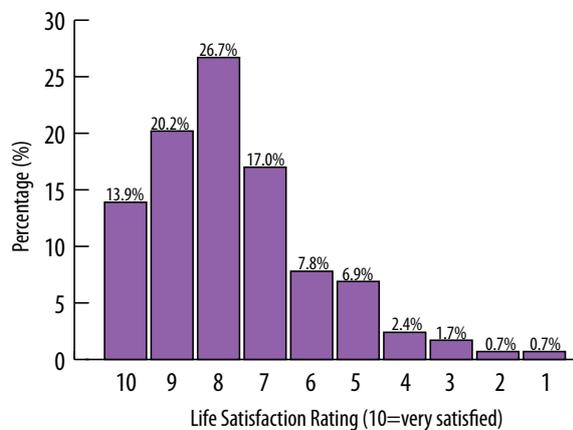
This result is certainly related to the socio-economic living conditions of most GSSL participants who are, for most of them, at an advantage. It also demonstrates a very **positive and optimistic state of mind** and certainly reflects young adults' energy in a society they are yet to build.

Many of them recognize the benefits of development as key components of modern societies and clear progress as compared to their grandparents' life when they were their age, which can also be seen as an important factor of optimism.

An overwhelming majority of respondents talk about their everyday life with very positive terms. They actually describe themselves spontaneously as:

- **Fulfilled with their activities** (studies, job) and **human relationships** (family, friends);
- **In control of their life** (e.g. capacity to meet their objectives, to define a direction in life);
- **Engaged in a self-actualization process** (goals, values) – especially in Australia, New Zealand and the UK.

- **Social progress** through **education** opportunities, **infrastructures** and protection (e.g. health).

- Improved **individual rights** and **freedoms**, especially for **women**, and more **tolerance** within societies and communities, less constraining social norms but also less responsibilities.

- **Easier work conditions** and more **leisure** time. This is particularly true in developed countries such as Australia, New Zealand, Japan, Portugal and Sweden, but it is also highlighted in South Africa, Brazil, Egypt, and Ethiopia as opposed to rural life and duties as a norm in the past.

- **A better access to consumption goods** and **no need to struggle to survive**, which was mentioned by participants from very different countries such as Brazil or Japan. In this context, the **abundance and opulence that characterizes consumer societies were perceived as a benefit**.

- **Access to information and technology**, with **more opportunities to learn and know about the world**. This is the **most positive impact of globalization** mentioned by young adults living in very different places – for example Australia, Egypt or Vietnam.

- **Mobility opportunities**: public and private **transports allowing people to travel beyond physical barriers** have clearly participated in **creating a sense of freedom**. This can refer to the possibility of traveling to foreign countries, but it is not only limited to that.

- **Peace,** in countries where it seems the memory of wars or conflicts, is still very present (e.g. Japan, UK, Vietnam, South Africa, Lebanon).

LIFE SATISFACTION

"My grandparents were very poor, and they worked very hard. Many of THE LUXURIES I TAKE FOR GRANTED, they could never have dreamed of having."
(South Africa, F, 18-23)

"I feel grateful and blessed with my life and the opportunities that I've had, and WOULDN'T LIKE TO CHANGE ANY PART OF IT, it's made me stronger."
(Colombia, F, 24-29)

"I always compare my life to others less fortunate and realize there ISN'T REALLY ANYTHING I AM SHORT OF."
(New Zealand, M, 18-23)

"Life isn't perfect but we need to have a POSITIVE AND HOPEFUL ATTITUDE to achieve our short term and long term goals."
(Philippines, M, 18-23)

"My life is great, I have what is needed to LIVE A DECENT LIFE, I can study and have the means to do it well, I have access to services and health, I live in a nice environment."
(Mexico, F, 18-23)

"I have a simple and smooth life. I am studying and still WORKING TOWARDS ACHIEVING SOMETHING."
(India, F, 18-23)

"I am happy, i have THE OPPORTUNITY TO STUDY what I like in one of the best universities of the country, and I have a job that is related to my studies"
(argentina, f, 24-29)

"My life looks like WHAT EVERYONE IN THE WORLD SHOULD HAVE. I have a good and fairly well paid job, I have all my closest family alive and well, I have a partner that completes, I have health and I have a job that may make a difference in the world."
(United Kingdom, F, 24-29)

A world in crisis? Back to basics and simplicity

Very few GSSL participants have dreams of luxury and unlimited material comfort. Young adults' optimistic vision for the future is based on simple but fundamental components: the **capacity to meet one's needs and reach a middle-class standard of living**, a **fulfilling job providing a sense of self-achievement**, a **successful family and social life**, and a **clean environment**. In other words, young adults seek **security**:

- *Financial security*: **the fear of socio-economic instability**, and consequent dependence on others, is expressed at different degrees – from unemployment in Argentina, Sweden or Vietnam, to poverty in Egypt or Ethiopia - but **seems to have become a shared anxiety** especially in the context of the current crisis. In countries in transition and developing countries, *a good job and financial stability* **stand as the most important criteria for a good future** (e.g. in Brazil, Colombia, Mexico or the Philippines). The necessity of improving one's standard of living and of meeting one's needs is more often mentioned in Egypt, Ethiopia or India. However, financial and economic security is also very strong in developed countries (New Zealand, Portugal, Sweden, UK) among which some have been severely hit by the global crisis.

- *Social security*: many participants from all countries also aspire to live in *peaceful and safe communities*, with *less stress*, *more values* and *human relationships*. If social security is mainly provided by *family*, *social equity* was also mentioned in a few countries such as Brazil, Mexico, Sweden and Portugal.

- *Environmental security* appears to be a **key component of participants' ideal future**. However, their conception of environmental security mainly refers to the need to live in a *'clean environment'* – as opposed to chaotic and polluted urban areas – as well as *closer to nature*, which is particularly true in developing/emerging countries such as Brazil, Colombia, Mexico, Vietnam or Lebanon. **Most of them do not elaborate on the complexity of this issue** and what it means to live in a 'clean' environment beyond immediate perceptions.

- *Personal security:* in few countries, especially from Latin America (Brazil, Colombia, Mexico) but also in South Africa for instance, personal security is a strong concern, which can potentially affect people's capacity to trust each other and connect. **Undergoing unsecure life or war** is part of their worst scenarios for the future.

Young people often aspire for *a simpler and slower life*. Despite high levels of satisfaction, *stress* and *pressure* are two key words in the way they talk about their daily life and society. Factors of stress are numerous but often refer to **the obligation one has to define and build a social position in highly competitive and individualistic societies**:

- **More flexible but unsecured social positions**, competition and work pressure, risks of social regression due to the economic crisis, absence of opportunities.

- **Globalization and exposure to 'global' stress** through an inexhaustible information flow is mentioned by participants from developed countries such as Australia, Japan or Sweden, but also in developing and countries in transition such as the Philippines, Lebanon or Mexico.

THE IDEAL LIFE

"My ideal life: 9 hours of work and rest spending time with family and going out with them." (India, M, 18-23)

"I seek a more stable life; with more economic a professional perspectives." (Portugal, F, 30-35)

"What I want from life: earning enough to live comfortably and have a family without worrying about money. Having a warm home and living in a friendly safe community." (New Zealand, F, 18-23)

"Simple and decent living is enough for me as long as my home and my family are safe." (Philippines, M, 24-29)

"What I want in the future: knowing 3 things, Why I came here? Where I will go, who created me?" (Ethiopia, F, 24-29)

"I don't need to be rich, just want to live happily and secure my future and my families." (Lebanon, M, 30-35)

"I want to be married to a man who treats me equally, respects me and supports my good-will projects. I will teach my children to become modern, civilized and global citizens." (Vietnam, F, 18-23)

"I am trying to survive in this fast world but wish things were peaceful, people nicer, less crime, greener areas" (India, F, 24-29)

"I am trying not to be influenced by this society that would like me to believe my possessions are my only qualities." (Canada, M, 18-23)

"My ideal life: a good job and revenue. Comfortable and peaceful life with my family." (Turkey, F, 24-29)

- **Massive urbanization** and the **risk of social isolation**; transient lifestyles and incapacity to retain social relationships, community and family links.

- **Over-consumption and extreme material comfort** is a factor of complexity and can also generate anxiety, even though mentioned by a minority of participants. This echoes with the **paradox of choice** theory[20] or Tim Jackson's analysis of the **need for 'newness'** in consumption societies[21]. When material comfort is believed to be an ultimate source of happiness, it is deceiving and can become a factor of stress, as highlighted by GSSL participants mostly from developed countries such as Australia, Japan, Sweden or the United Kingdom.

- **Simplicity means a smaller and a more predictable world**, a reassuring image as opposed to global complexity and chaos. Looking for more simplicity in one's lifestyles can be seen as an indication of maturity and wisdom in a world that has put over-consumption and materialism at the heart of its fundamental values. However, these aspirations for simplicity also reflect young adults' fears for the future. It is therefore crucial to make sure these aspirations do not turn into obstacles to their **creativity, ambition and commitment** to building sustainable societies.

GRANDPARENTS' LIFESTYLE

> "It's like I'm always in a hurry, always in a rush. As if time is going by." (Lebanon, F, 18-23)
>
> "Our grandparents' life was a lot simpler – they didn't have as much technology or luxury items, and in some way it made their lives harder however, they didn't rush around and try to do as much as we do today." (Australia, F, 24-29)
>
> "Our grand-parents' life was much more peaceful. They spent more quality time with their family." (Colombia, F, 24-29)
>
> "Our grand-parents were less pressured to conform to a societal image of high consumerism, money and status." (United Kingdom, F, 30-35)

Social and community links

Despite the diversity of their contexts and the lack of information they strongly express, most participants have **a positive image of their local environments and surroundings**. On average, **73.5%** of them think **their local area is a friendly place to live in.**

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[20] Schwartz, Barry (1994) The Paradox of Choice: Why More Is Less, Ecco

[21] Jackson, Tim (2009), Prosperity Without Growth: Economics for a finite planet, Earthscan

Although most young adults who participated in the survey had a positive opinion of their local area, results per country also show that this optimism tends to be even stronger for those living in developed countries.

My local area is a friendly / pleasant place to live

No opinion **14.6%**

Don't agree **11.5%**

Agree **73.5%**
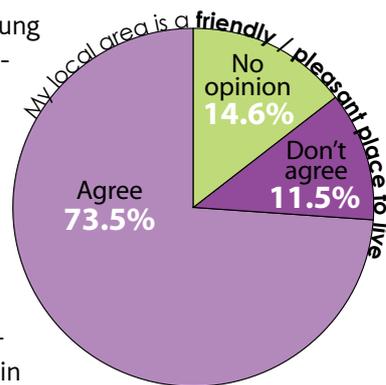
COMMUNITY LINKS

> "Our community offers a lot of options (internet shops, dancing studio, covered court, mini market). Just going around I get to socialize and catch up on everyone's insight." (Philippines, M, 30-35)
>
> "I live close to my friends, close to work, there's plenty of things going on in the community and there are lots of people that use the public places such as parks. Feels as a place/community where people, for most part, have chosen to live." (Sweden, F, 30-35)

Participants talk very positively about their local area, focusing on its **human dimension** (social interaction, peace, solidarity, quietness, etc.), as well as on **convenience** (shopping facilities, transports, activities).

Despite this positive image, many express **strong aspirations for more community life** in very different countries such as Australia, Portugal, Brazil or Vietnam. Local areas are seen as friendly and pleasant, but broader social relationships seem to be missing in daily life. In Japan, a significant proportion of participants expressed regrets for the moral and cultural values of the past. In Egypt, New Zealand and Argentina some referred to religious values. This lack of social connections is perceived as an additional source of anxiety and is understood by young people as resulting from various factors: **social competition, insufficient free time, work pressure, transient lifestyles for students, social and cultural barriers, insecurity and crime rates**.

- **Work predominance in one's life, with no personal fulfillment** and the fear of being forced to accept jobs that are unpleasant or useless are understood as strong factors of social isolation and unhappiness in a majority of the country.

Social trust is a core component of safety feelings. Many young adults see today's society as insecure, especially in Latin America (Argentina, Brazil and Mexico) and in South Africa, where safety and crime

SOCIAL LINKS

"Lack of space and crowds are frustrating and the lack of relationships between communities saddening."
(United Kingdom, F, 24-29)

"I want to have a place in the hearts of the people around me." (Ethiopia, M, 24-29)

"I would say my life has become so busy that I don't have time to spend with my parents. It's just leaving home for job at 8 AM and getting back at 10 PM. it's so boring." (India, F, 18-23)

"There is a largely transient population on campus so there's not a strong feeling of it being homely, just a place people pass through on the way to somewhere else." (Australia, M, 24-25)

"I've lived here 8 years and only know my neighbors by sight, not by name. I know strangers on Twitter and other social media sites much better than my own neighbors." (United States, M, 30-35)

"Social activities are not appealing enough for everyone to take part voluntarily." (Vietnam, F, 18-23)

"My worst vision for the future: being alone."
(South Africa, M, 18-23)

"There's almost no sense of community. People tend not to think of others, they tend to be very selfish."
(Portugal, M, 18-23)
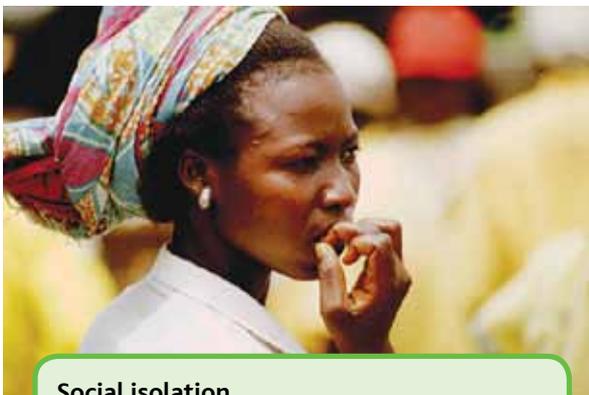
© UNESCO / Malempré, Georges

Social isolation
This is among participants' core 'worsts' when imagining their future. The importance of social fabric in people's well-being is here made obvious and mentioned by many respondents in a majority of countries from Australia to Portugal or Vietnam.

Lost from the past
Young adults think social life and community ties have strongly declined as compared to their grandparents' time. They imagine past societies as characterized by stronger relationships, from family to community life, as well as by more solidarity and trust.

Believe local area is friendly / pleasant place to live - by country

Country	Agree (%)
Argentina	80.0
Australia	87.2
Brazil	72.0
Colombia	80.7
Egypt	72.2
Ethiopia	86.3
India	74.9
Japan	83.1
Lebanon	72.1
Mexico	56.0
New Zealand	81.8
North America	85.5
Philippines	78.9
Portugal	88.0
South Africa	85.8
Sweden	85.6
Turkey	64.7
United Kingdom	83.9
Vietnam	69.0
All	73.5

Percentage (%)

■ Agree   ■ Don't agree   ■ No opinion
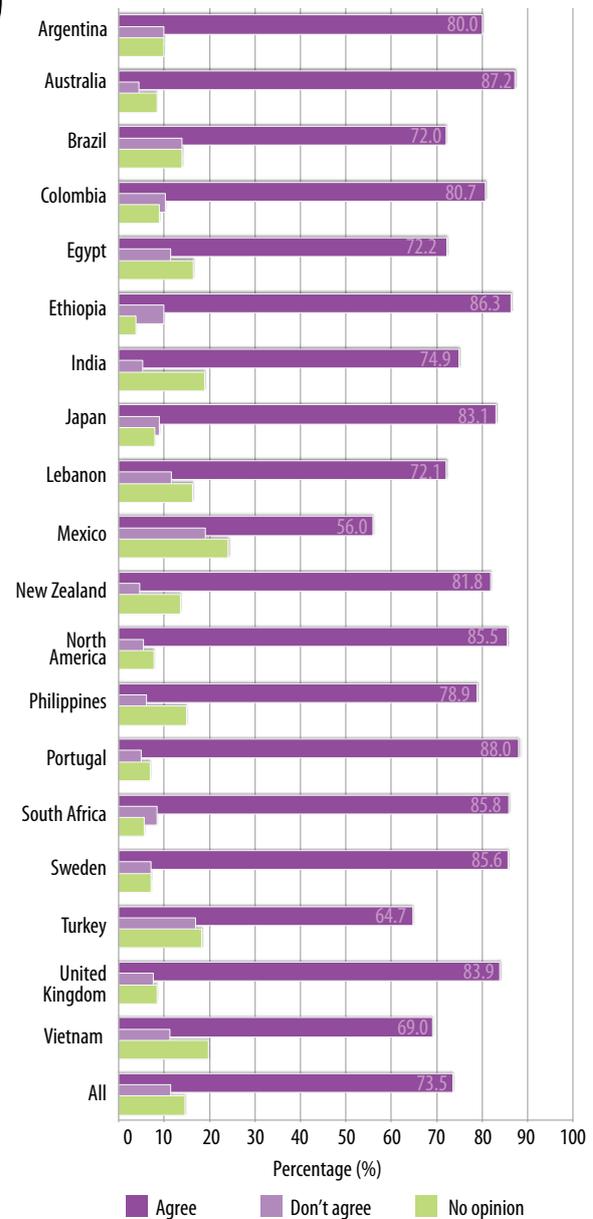
issues have become core components of everyday life together with **potential political and social instability**, but also in countries such as Australia, the United Kingdom or the Philippines.

Young people want to be helpful to their society or community: they are **in search of meaning**. This can be expressed differently among countries. In Egypt, it is about being useful to one's children and grand-children, to one's community in Ethiopia or Vietnam, and to the planet in Australia, New Zealand or South Africa.

This does not mean losing one's individuality: young adults today aspire for cooperative and non-intrusive relationships, new forms of social interaction and community.

Building a positive and modern vision of sustainability

Sustainability or even environmental concerns are rarely part of the picture when young adults spontaneously talk about their present life or their future, except in countries where participants revealed higher levels of awareness and interest in these issues, for instance New Zealand, South Africa, Sweden or the United Kingdom. For the **small 'green' minority**, sustainable scenarios, including visions based on self-sufficiency principles, are realistic and already part of our path towards the future.

On the other hand, '**unsustainability' – especially through environmental damages and degradation – is part of the worst vision most participants can think about for the future**. Based on what could be called '**urban environmental fears'**, GSSL participants' worst future would include living in a *highly polluted city* (*traffic*, *stress*, *over-crowded places*).

Specific concerns are also expressed. *Living in an unhygienic environment* was a concern in India. Participants from Australia, New Zealand, Sweden, South Africa or Brazil focused more on *lack of space* and *housing problems*. *Population growth* was a concern in Egypt, India and Vietnam.

Young adults' awareness of other major sustainability challenges – such as risks related to **natural resources scarcity** (e.g. food and water) or **environmental hardship** (e.g. chemical pollution, wastes, floods, and desertification) - remains **low**, only a minority of them mentioning these issues spontaneously. **If young adults perceive environmental degradation as a real issue, they do not seem to catch the seriousness of the situation: green spaces are not only a matter of well-being, they are essential to our survival and thriving.**

"Living in harmony with our natural environment" is once again something they perceive as lost from the past. Many participants highlight the fact that past generations had the chance to live in a '*cleaner*' environment, with *less pollution* but also *less congestion* (*human crowds*, *traffic*, *noise*), especially in developing/emerging countries such as Brazil, Egypt, South Africa, Lebanon or Vietnam. Particularly in developed countries, old ways of living are also seen as *better connected with nature and lands* (cf. predominance of agricultural livelihoods as opposed to urban lifestyles today).

LINKS TO NATURE

"I would like to move out of NYC to the country so I could garden (start a veggie garden), compost, and live more sustainably!!!" (United States, F, 24-29)

"My grand-parents' daily life was better than mine the possible reason for this is that they were living in unaffected natural environment." (Ethiopia, M, 30-35)

"They lived in the same city as me. At their time, the city was famous for its green areas. No need to say that today trees are only a few left. Of course, they had less pollution, less trafic, less people. The place they lived in was more beautiful." (Lebanon, F, 24-29)

"Life was much better in my grandparents' time, since their land was free and in their everyday life their food was what they planted and didn't need to buy much." (Brazil, 24-29)

"My grand-parents had a farm, they were less stressed, appreciated the beauty of nature and what the Earth can give us." (Canada, F, 24-29)

"Life was much more rural and in touch with nature in the past. People were exposed to less pollution, city-induced stress etc. less synthetic and with more natural elements." (United Kingdom, F, 24-29)

Interestingly, young adults tend to think former generations' lifestyles were healthier thanks to this special connection to nature and lands. The most important example they can think about is food quality that they believe used to be better in the past. The symbolic dimension of food appears in participants' words, as well as its capacity to embody all major concerns related to economic globalization, environmental and health degradation. It has also become a symbol for modern, busy and stressful lifestyles.

Young adults aspire for a better balanced way of life at all levels, socio-economic, environmental and physical, including both material and moral conditions of living. The shift towards sustainable lifestyles could build on these aspirations, with a stronger participation of the 'green' minority to spread the message and influence behaviors.

- A **minority of participants, mainly from developed countries, integrate sustainable lifestyles** into their vision for the future. They often identify themselves, explicitly or implicitly, with various emerging movements closely related to **ecology, responsible consumption, organic and fair trade production, slow 'life'** or **self-sustainability**.

- These young adults want to adopt sustainable lifestyles in order *to have less impact on the environment, use resources more wisely and efficiently* (transports, housing, etc.).

- For a small group, mainly in Australia, New Zealand and South Africa, this means **adopting radically different lifestyles**: going *back to rural life, growing one's food, owning a farm* and being *self-sufficient*. This aspiration for a slow life and 'simple happiness' is also expressed by participants from Japan, Portugal, Sweden and the United Kingdom.

- **A sense of freedom** is associated with this 'slow' lifestyle: the freedom to make one's choices and enjoy life through simple and self-centered pleasures is greatly valued by many.

- Sustainability however means different things. Discourses about 'self-sufficiency' reveal some tension between a rather self-centered conception of sustainability and one that is more concerned with others' well-being and equity.

FUTURE ASPIRATIONS

"I would like a simple lifestyle, somewhat self sufficient - I would like to grow fruit and vegetables and do a lot of cooking at home. Maybe raise some chickens etc. I would like to live somewhere surrounded by bush or a nice leafy garden - ideally in the mountains close to the sea. I would like to live a communal style lifestyle sharing with and surrounded by my family and friends."
(Australia, F, 24-29)

"I would like to live on a self-sustaining block of land. I could grow or trade with neighbors for all of my food. I would generate my own electricity. I would still have access to some modern conveniences such as the internet and air-travel for holidays, but all of the people I know and love would already be near me."
(New Zealand, M, 24-29)

Well-being and opportunities

Although based on very simple aspirations, young adults' **vision for the future is quite optimistic**. Many of them highlight how important it is for them to have a sense of agency and of commitment in life.

> Through an idealized picture of the past, young adults talk about what is important to them and what is missing in their everyday life: a sense of agency, quality of life, social interaction, trust and solidarity – and these values can serve as a strong foundation for the shift towards sustainable lifestyles.

But asking respondents to compare their daily life to their grandparents' when they were the same age brought even more insights and information about their aspirations for sustainability This shows that **we need to think outside the box to identify profound aspirations and complex perceptions of the world we live in**.

Young adults think their **daily life is made of freedoms and opportunities as compared to their grand-parents'** at the same age. But their **vision of the past and present times is paradoxical**. In all countries, many of them tend to **idealize their grandparents' era as an era of strong values and solidarity. In some cases, the past can even be seen as more desirable than the present.** From this perspective, the **burdens of development can clearly offset its benefits**.

SIMPLICITY

> "Our grand-parents' life was a lot simpler - they didn't have as much technology or luxury items, and in some way it made their lives harder however, they didn't rush around and try to do as much as we do today."
> (Australia, F, 24-29)

> "Our grand-parents' life was much more peaceful. They spent more quality time with their family."
> (Colombia, F, 24-29)

> "Our grand-parents were less pressured to conform to a societal image of high consumerism, money and status." (United Kingdom, F, 30-35)

> "Our grand-parents' life was much simpler. They had more hope in the future, today we are pessimistic"
> (Argentina, M, 30-35)

> "In the past, people had more freedom, more responsibility and I think an overall harder life. They never had the luxuries I have but they were happy none-the-less. Their 'daily grind' is a part of what made their days so great." (South Africa, M, 18-23)

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This is a significant finding of the GSSL, and points to both a great opportunity and a challenge. Young adults' aspirations for a better quality of life could be seen as **the signal of an emerging global movement for a better understanding of progress for the 21st century**. These aspirations are very much in line with the **recent attempts to redefine progress**, such as the **Stiglitz report published in 2009** that identifies not only personal and economic security as core components of well-being but also health, education, personal activities (paid and unpaid work, leisure), political voice and governance, social connections and environmental conditions[22]. New visions of progress are necessary — making sure they fully integrate a realistic approach to global ecological systems is also part of the challenge.

While building a new vision upon young adults' values and aspirations, sustainable lifestyles policies and messages can bring answers to their concerns and fears for the future. **Socio-economic instability, competition, lack of freedom and security, environmental degradation** were mentioned in many countries showing that, **for new generations, agency and self-achievement have become prerequisites for happiness**.

- **Being deprived from the ability to make one's choices and have control over one's life is one of the worst scenario** participants from Australia, the United Kingdom or Japan can imagine. **This loss of control can refer to very diverse forms of freedoms.**

- **Bringing solutions that contribute to generating a sense of usefulness and agency is crucial.**

> Sustainable development is a model for societies young people need to invent. It is crucial to show them their ideal still needs to become. Thinking about well-being, social interaction and solidarity as values lost from the past could only leave us in a passivity incompatible with the necessary shift towards sustainable lifestyles.

Building a new vision of progress is clearly a challenge because the vision needs to be both inspiring and realistic. The global ecological systems are declining, and the optimism of young adults is in conflict with the reality, which may mean a disempowering clash between their perceptions of the future and possible reality.

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[22] *Report by the Commission on the Measurement of Economic Performance and Social Progress*, Joseph Stiglitz (President of the Commission), Amartya Sen (Advisor) and Jean Paul Fitoussi (Coordinator), 2009

VISIONS FOR THE FUTURE

"Everyone these days wants something for free and is ALWAYS IN A HURRY and tries to outdo their friends and colleagues. There is too much competition and LIVING OUTSIDE YOUR MEANS, buying things you can't afford and selfishness."
(Australia, M, 30-35)

"My head is FULL OF DREAMS AND WORRIES for the future."
(Canada, F, 18-23)

"My worst future would be NOT TO BE ABLE TO FULFILL MY NEEDS and depend on others for every activities."
(Ethiopia, M, 24-29)

"The future can go two ways. One way is a SLOWER, MORE NATURAL, SYMBIOTIC WAY OF THINKING, combined with enjoying many aspects of the modern lifestyle. The other is an individual life with the more electrified experience of the virtual world... I think I would rather take the first way."
(Japan, F, 30–35)

"BEING IN DEBT, struggling to pay off the debt and get on track would be the worst for me."
(United States, F, 18-23)

"I'm doing well for myself. The thing that I DON'T LIKE IS THE WAY THAT THE WORLD IS LOOKING TODAY."
(South Africa, F, 18-23)

"The NIGHTMARE WOULD BE TO LIVE IN A MEGA-CITY FULL OF CARS, POLLUTION, where everyone would live a selfish life, not wondering whether others are living well or are suffering."
(Argentina, F, 24-29)

2. EMPOWER BEHAVIOURAL ALTERNATIVES

Perceived habits are often disconnected from sustainability concerns but there is a room for change.

Concrete scenarios are inspiring, and generate positive and creative visions by helping to portray the whole picture.

Attractive and adapted solutions are seen as realistic even if they imply strong behavioral change. Recognizable solutions can help reassure people and make change less alarming.

Public consultation and participation are key for sustainable lifestyles projects implementation and success.

Sustainability Scenarios: Testing Alternatives

The method: projection and free expression

GSSL participants were asked to describe their habits and aspirations with regards to three major climate-related areas: mobility, food and housekeeping. In a qualitative perspective, the objective was to grasp young people's subjective perceptions of their daily life as well as of how it could be improved, but not to quantify their actual behaviors.

Participants were then asked to comment on various 'sustainable scenarios' displaying simple solutions for everyday life in these three areas.

- The objective was to **evaluate participants' understanding of these scenarios** in terms of sustainability and the way they could **fit with their environment** but also to **identify the best development opportunities** embodied in the scenarios according to socio-cultural and environmental contexts.

- The evaluation of scenarios was an opportunity to **highlight the perceived and concrete gaps in the infrastructures, institutional and social frameworks** needed for sustainable solutions to become a reality, as well as the **actors perceived as legitimate** to fulfill them.

Nine scenarios were designed based on the results of **Creative Communities for Sustainable Lifestyles (CCSL)**[23] that identified best practices on grass root social innovations for sustainable urban living in Brazil, India, China and some African countries. The scenarios elaborated as discussion material for the GSSL are based on a series of on-going research projects, creative workshops and travelling exhibitions focusing on new and more sustainable ways of living[24] and conducted with a network of design schools and universities worldwide.[25]

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[23] For more information: http://www.sustainable-everyday.net/ccsl/?page_id=4

[24] These research activities started in 2000 through European funded research projects (SusHouse, Strategies towards the Sustainable Household 2002; EMUDE, Emerging User Demand for Sustainable Solutions, 2006) and developed through the Creative Communities for Sustainable Lifestyles project supported by the Swedish Task Force on Sustainable Lifestyles (2008 and 2009) www.sustainable-everyday.net

[25] DESIS a network of schools of design and other schools, institutions, companies and non-profit organizations interested in promoting and supporting design for social innovation and sustainability www.desis-network.org

They are based on two parallel and complementary series of activities: field investigation with the collection in Brazil, China, India, Africa, Europe and the United States of a catalogue of cases of social innovations promising in terms of sustainable living and project-oriented activities with the analysis, clustering of the cases collected and the identification of a series of sustainable solutions likely to disseminate and enable the emergence of new and more sustainable ways of living.

One of the main findings of this on-going research was the emergence of similar patterns of solutions in very different socio-economical and cultural contexts in different parts of the world: from community supported agriculture, shorter food networks and promotion of different forms of urban farming and sharing and pooling of vehicles and development of lighter forms of mobility in cities, revitalization of the neighbourhood fabric with the development of collaborative services facilitating the mutualisation of infrastructures between families to the sharing of domestic equipments and the reinvention of forms of local solidarities.

These emerging trends of best practices observed are developing along two main lines contrasting to the mainstream consumption society:

- From solutions focused on individuals, possessing each their own products the first cluster of trends shows the emergence of new forms of collaboration and sharing, preserving privacy and independence of individuals but relaying more on a local community level to achieve more sustainable solutions.

- From relieving solutions offered to passive consumers the second cluster of trends observed shows multiples forms of involvement of the users inventing forms of participations in order to customize to their specific needs the solutions from which they will benefit.

These two main lines of emergence of solutions for sustainable living describe from the current unsustainable paradigm of passive individual consumers, three areas of scenarios: Quick, Slow and Co-op synthesized as in the scheme presented on the following page.

For each of the scenario areas and for the three themes of the survey, an emblematic solution was carefully selected. The aim was to arrive at a series of examples that represent both significant sustainable ways of doing alternative to mainstream ones and that were based on sufficiently already diffused and implemented solutions worldwide to represent credible alternative to stimulate the discussion during the survey.

MOBILITY

- **'Car Sharing'**: A Car Sharing service provides access to a vehicle upon demand and according to one's needs. Car Sharing provides users with more energy efficient vehicles and allows a wiser, more environmentally-friendly use.

- **'Bicycle Center'**: Bicycle Centers facilitate cycling in the city and encourage people to use bikes in their daily life. Bicycles are parked at different places in the city and accessible to members who can unlock and use them for the time needed.

- **'Car pooling on demand'**: Neighbours, students or colleagues organize a car-pooling system. Car-pooling on demand increases the number of passengers in cars, sharing fuel costs, reducing traffic, emissions and pollution.

Scenarios for Sustainable Living

QUICK

QUICK scenarios are based on advanced public services offering carefree standard sustainable solutions.

QUICK scenarios address those who want to solve a problem quickly, with as little effort as possible and who are prepared to accept limited variety and customization
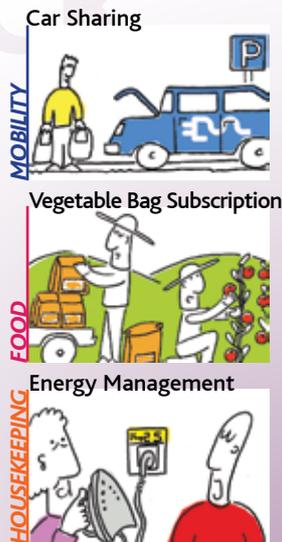
Mainstream solutions based on individual / relieving products

CO-OP

CO-OP scenarios are based on collaborative networks of people offering each other mutual help.

CO-OP scenarios address those who what to obtain results based on collaboration between different actors. They require personal commitment and a spirit of enterprise and organizational capacity

SLOW

SLOW scenarios are based on quality-oriented systems enabling amateurs to learn and evolve towards qualitative results.

SLOW scenarios address those who are prepared to bring their personal abilities into play and to commit the necessary time and attention to achieve a high level of quality.

collective — individual
relieving — enabling

Car Sharing — Vegetable Bag Subscription — Energy Management
Carpool on Demand — Family Take-Away — Collective Laundry
Bicycle Center — Urban Gardens — Urban Composting
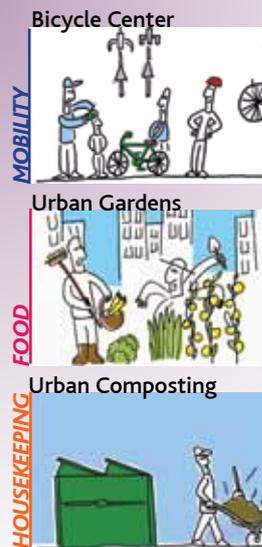
FOOD

- **'Urban gardens'**: Areas of unused urban lands are made available for promoting self-production of food. Urban gardens contribute to fulfill families' needs for fresh vegetables and contribute to greening the city.

- **'Vegetable Bag Subscription'**: Local producers propose a subscription to a vegetable bag delivered at the corner shop. Subscribing to a "Vegetable Bag" scheme is an easy and environmentally friendly way to have local and seasonal organic vegetables.

- **'Family Take-Away'**: Small-sized family or any cooking amateur cooks extra meals and makes them available for take-away. The Family Take-Away is a way to reduce the need for kitchen equipment and energy consumption while still ensuring good homemade meals.

HOUSEKEEPING

- **'Urban Composting'**: Urban Composting is a self-service composting system in the neighborhood. It contributes to reducing household wastes and helps green the neighborhood.

- **'Energy Management'**: Energy Management is a training process and a toolkit for households to better control and reduce their energy consumption.

- **'Collective Laundry'**: Collective Laundry proposes a shared system of high environmental quality washing machines in condominiums or buildings.

Results overview: Quick and Slow Scenarios at the Top

Most GSSL participants were required to watch two scenarios randomly displayed for each theme (mobility, food, and housekeeping) in order to select and comment on their favorite ones.

Results show that, on average, '**Slow**' and '**Quick**' **scenarios** tend to be **more successful** everywhere. 'Slow' scenarios – based on quality oriented systems and self-training – are the most popular (37.3%), followed by 'Quick' scenarios – advanced and carefree services (36%). 'Co-op' scenarios – based on cooperative networks

Participant preference for co-op, slow, quick scenarios

- co-op **21.7%**
- quick **36.0%**
- slow **37.3%**
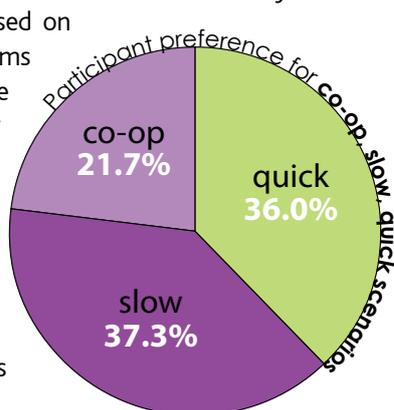
and mutual help – are generally less attractive, which can be seen as in contradiction with respondents' aspirations for social interaction.

Mobility

'Bicycle Center' (Slow) and 'Car Sharing' (Quick)

- In the area of mobility, participants from all countries most often selected 'Bicycle Center' and 'Car Sharing', although the specificity of the third scenario (Car pooling on demand) was not always well understood.

  › **Bicycle Center** was most often selected as the favorite scenario in **10 countries**.

  › **Car Sharing** was most often selected as the favorite scenario in **four countries**.

Mobility Scenario Selection - by country

Country	Bicycle Center	Car Sharing	Car Pooling
Argentina	58%	27%	15%
Australia	44%	35%	21%
Brazil	53%		47%
Canada	31%	37%	32%
Colombia	33%	28%	39%
Egypt	19%	39%	43%
Ethiopia	46%	38%	16%
India	41%		59%
Japan	42%	31%	27%
Lebanon	14%	40%	46%
Mexico	36%	39%	25%
New Zealand	36%	30%	34%
North America	34%	33%	33%
Philippines	32%		68%
Portugal	30%	34%	35%
South Africa	25%	36%	39%
Sweden	33%	37%	30%
Turkey	39%	35%	27%
United Kingdom	40%	31%	28%
United States	42%	28%	30%
Vietnam	41%	31%	28%

Percent (%)

Food

'Urban Gardens' (Slow) and 'Vegetable Bag Subscription' (Quick)

- In the area of food, participants from all countries most often selected 'Urban Gardens' and 'Vegetable Bag Subscription'.
  - › However, '**Urban Gardens**' was clearly the most successful scenario of all in the food category, as it was most often selected as the favorite scenario in **14 countries**.
  - › '**Vegetable Bag Subscription**' was most often selected as the favorite scenario in **six countries**.

Housekeeping

'Urban Composting' (Slow) and 'Energy Management' (Quick)

- In the housekeeping area, participants from all countries most often selected 'Urban Composting' and 'Energy Management'.
  - › However, '**Urban composting**' was the most successful scenario of all in the housekeeping category, as it was most often selected as the favorite scenario in **12 countries**
  - › '**Energy management**' was most often selected as the favorite scenario in **seven countries**.

Food Scenario Selection - by country

Country	Family Take Away	Urban Gardens	Vegetable Bag Subscription
Argentina	14%	50%	35%
Australia	19%	44%	37%
Brazil		52%	48%
Canada	26%	28%	46%
Colombia	23%	42%	36%
Egypt	20%	63%	17%
Ethiopia	13%	65%	28%
India		66%	34%
Japan	32%	32%	37%
Lebanon	34%	40%	26%
Mexico	1%	45%	53%
New Zealand	17%	46%	37%
North America	27%	32%	41%
Philippines		50%	50%
Portugal	32%	30%	38%
South Africa	26%	39%	34%
Sweden	28%	27%	49%
Turkey	26%	38%	36%
United Kingdom	29%	27%	44%
United States	30%	37%	33%
Vietnam	28%	42%	31%

Percent (%)

Legend: Family Take Away, Urban Gardens, Vegetable Bag Subscription

Housekeeping Scenario Selection - by country

Country	Collective Laundry	Energy Management	Urban Composting
Argentina	11%	43%	47%
Australia	22%	35%	43%
Brazil	22%		78%
Canada	17%	43%	40%
Colombia	23%	47%	30%
Egypt	10%	53%	38%
Ethiopia	30%	19%	51%
India	14%		86%
Japan	18%	31%	49%
Lebanon	11%	57%	32%
Mexico	39%	25%	36%
New Zealand	20%	43%	38%
North America	18%	42%	40%
Philippines	13%		87%
Portugal	33%	23%	44%
South Africa	37%	21%	42%
Sweden	25%	38%	38%
Turkey	27%	37%	41%
United Kingdom	10%	45%	45%
United States	21%	40%	39%
Vietnam	27%	43%	31%

Percent (%)

Legend: Collective Laundry, Energy Management, Urban Composting

© Shropshire Community Recycling

© Thad Mermer

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Factors of Success and Recommendations

1. **Explore both habits and aspirations that can be contradictory in order to better understand motivations and barriers for adopting sustainable scenarios.**

   › This involves looking at the way young people explain their everyday life and how they talk about potential improvements reveals key information. It also shows that only examining actual habits can be misleading. The fact that people use public transport does not mean they do not dream about owning a car.

2. **Develop infrastructures and policies that are adapted to people's needs and local environments through integrated urban planning and effective management systems.**

   › For young people to adopt scenarios, they need to believe the solutions offered are reasonable and credible. Developing relevant infrastructures to support sustainable lifestyles scenarios is a prerequisite for such lifestyles to be perceived as realistic and attractive.

   › In addition to necessary infrastructures, scenarios should include effective and reassuring management solutions, with clear processes and responsibilities, which make them workable and reliable in the long run.

   › The design of solutions and services should integrate and improve existing urban and socio-demographic structures so it fits with young people's pace of life: for instance, 'Slow' scenarios need to remain flexible in terms of implementation and usage so they can be easily adapted to people's needs in various situations.

3. **Encourage young people to participate and interact based on their cultural specificity and social norms.**

   › Scenarios that involve more social interaction and participation from individuals – such as 'Slow' solutions – are seen as attractive. The idea is to engage people in initiatives that help them, but also make them feel they are actors of their everyday life as well as of a global movement.

   » Cultural factors and risks of social discomfort need to be taken into account when scenarios are developed. This is crucial for building trust and reassuring people about security and safety.

   » Solutions can build on social interaction but need to remain based on cooperative interaction that does not involve any sense of intrusion in one's choices and life. This is one of the main reasons why many participants from very different countries reject 'Co-op' scenarios such as 'Collective Laundry' or 'Family Take-Away'. These scenarios are often understood as built upon a principle of collectivization (goods and services), and therefore as a potential source of conflict and freedom limitation. In countries where people already benefit from individual equipment, these scenarios are not even seen as relevant.

'Co-op' scenarios were often understood as endangering individual spaces and peaceful cohabitation

- Sharing can be a source of discomfort, distrust and conflicts; e.g. 'Car Pooling on Demand' raised strong concerns in terms of trust and security in several countries.
- Cooperation, as presented in these scenarios, may imply less freedom, less independence and no flexibility.
- Collective solutions may imply less privacy, which can trigger a strong feeling of discomfort. This appears very frequently in participants' reactions to 'Collective Laundry': washing one's clothes with strangers would not be appropriate.
- Collective solutions can generate concerns in terms of hygiene, especially through 'Family Take-Away' but also for 'Collective Laundry' (e.g. fear of diseases, contamination) in countries where hygiene is mentioned as a key issue (India, Vietnam) but also in other countries such as Japan, Lebanon or the Philippines.

4. **Develop scenarios that demonstrate responsibility and exemplarity from public authorities and the business sector.**

   › Governments and municipalities – local governments are seen as the main actors to be involved in scenarios that require urban planning (e.g. Bicycle Center), together with the business sector, associations and individuals as co-actors.

   › Incentive structures and institutional rules favor "pro-environmental" behaviour: governments' policies and practices must exemplify the desired changes: *"Governments are not just innocent bystanders in the negotiation of consumer choice. They influence and co-create the culture of consumption in a variety of ways."*[26]

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[26] Tim Jackson (2005), Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change, p. XII

> Even when the lead is taken by public authorities, multi-stakeholder cooperation is essential. The distribution of roles depends on national and local contexts, as well as political and economic cultures.

Exemplarity from public authorities and the business sector does not necessarily mean young people are waiting for others to bring the solutions: their expectations reflect the importance of the reciprocity principle. **For them to engage in change, they need to know others are doing the same and a new social contract is sealed for more sustainable lifestyles**: "*Actions may speak louder than words in circumstances of diminished trust.*"

John Helliwell, "Social capital, the economy and well-being", *The Review of Economic Performance and Social Progress*, 2001, p. 56

5. **Show the improvement and the opportunities through a mix of environmental, social and economic benefits.**
   > All scenarios are understood in terms of **individual and collective 'benefits'**. However, mobility, food and housekeeping scenarios were unevenly understood in terms of environmental benefits, which demonstrates that different topics imply different information needs:
     » Most participants infer from mobility scenarios a positive impact on the environment and quality of life in urban areas.
     » While housekeeping is a theme that is not spontaneously or easily associated with sustainability issues, the environmental benefits of corresponding scenarios' are well understood. They are also the most segmented in terms of participants' preferences.
     » On the other hand, participants tend to focus on health benefits when commenting on food scenarios and generally fail to understand the environmental dimension of this issue (e.g. organic food).
   > In addition, participants' preferences are often built upon **a hierarchy and a mix of benefits**:
     » **Environmental benefits** alone can only convince a small minority. Because they are not immediately perceptible, they tend to be understood as ethical motivations rather than as benefits per se.

     » **Social benefits** may be stronger in terms of behavioral changes but require trust and reciprocity to be credible.
     » **Economic benefits** do not necessarily stand at the top of the hierarchy of benefits. On the other hand, they are mainly understood at an individual level (money saving).
   > Once a scenario is recognized as attractive and convincing, participants look further at its potential and the way it can be developed. Their suggestions for expanding or adapting scenarios often **highlight the possibility to use such solutions to boost economic development at the local level and reduce poverty** (e.g. job creation, support to local producers, etc.).

Successful scenarios combine environmental, social and economic benefits while answering a practical problem participants encounter in their everyday life. The way these benefits are prioritized may differ depending on scenarios or topics, but usually the main criteria for selecting a scenario is "does it make my life easier?" Environmental and social benefits are more perceived as an 'added-value'.

6. **Communicate on sustainability as a factor of improvement in everyday life building on values and aspirations.**
   > GSSL participants who mention sustainability spontaneously and explicitly when describing their everyday life and surroundings are only a few. References are made to the environmental dimension of individuals' surroundings – a 'clean', 'green', 'quiet' environment, in 'contact with nature'.
   > Only a minority mention environmental sustainability as a factor of improvement for their local area: e.g. greener spaces, less pollution, better mobility and wastes solutions, etc.
   > However, young adults express important values and aspirations on which one can build to better communicate and develop solutions for sustainability that involve them.

7. **Communicate on close-by success stories and maintain information flow.**
   > Communication has a key role to play in promoting sustainable scenarios in any of the three areas explored by the survey. Very interestingly, the results also tend to show that **those who are already the most informed –**

for example in Sweden, South Africa or New Zealand – are even more eager to be given further information at all levels:

» **Practical and concrete information on how to contribute and change their lifestyles**.

» **More transparency from the producers and information about concrete actions from public authorities**.

» **Tools to allow a better understanding of products and services' sustainability qualities and benefits**.

› Participants' reactions to the scenarios also show **how important it is to communicate on successful initiatives for sustainable lifestyles, especially at the local level. First of all, this allows people to identify with solutions that may be difficult to consider otherwise**.

» **Scenarios that are already familiar tend to be popular**: for example, in Sweden, 37.9% of participants have selected 'Car sharing' as their favorite scenario on mobility, many of them mentioning similar systems existing in their country or region; participants from Mexico were already familiar with the 'Bicycle Center' scenario through the initiative taken by the campus of the National University in Mexico (UNAM); in Japan many local governments have subsidized the purchase of composting equipment for local residents.

› Young adults are connected. In almost all countries, their use of information and communication technologies, and above all the **Internet**, is high. **Television** still plays a central role in their everyday life. These channels have a great potential for reaching young adults and engaging them in sustainable lifestyles solutions.

> *"The opportunities for community-based social marketing, social learning, participatory problem-solving and the discursive unfreezing of embedded, routine behaviours are all key areas for those thinking about behavioural change."*
> Tim Jackson, *Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change*, 2005, p. 119

> Creating some proximity between people and new lifestyles solutions is also key for them to trust alternatives and recognize them as credible.

Mobility: A Pragmatic Approach

1. **People use public transport but individual cars remain both a major transportation mode and a powerful aspiration.**

- **Public transport are mentioned as the main transportation mode in very different countries** from Brazil to North America or Mexico where 80% of participants say they use buses on a daily basis. In several countries, cars are not used very often: in the UK, less than 10% of participants say they do use a car on a regular basis. Naturally, these results are largely due to the cities where the survey was conducted as well as to participants' specific lifestyles, but **mobility policies also need to be looked at**. For instance, the **impact of the University of Cambridge 'No cars on campus' policy certainly influenced this 'low use of cars' perception in the UK sample**.

- **Public transport are less often mentioned by participants from Sweden or South Africa, although most participants from these countries show high levels of environmental and sustainability awareness.**

- In specific countries, such as **New Zealand, South Africa, but also Portugal or the Philippines, the use of individual cars is frequent. Motorbikes** offer an alternative in Vietnam and India.

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2. **Described habits can be in contradiction with aspirations – cars are still very attractive.**

- Transportation modes are not always chosen. Except for countries where large cities can provide fully developed services, **public transport often come under necessity**.

- Although in few countries – for example Lebanon or South Africa – some participants would like to rely less on their personal vehicle, **cars still carry very positive connotations**, including for those who mainly use public transport (e.g. in Ethiopia, India or Vietnam). **Hence, the importance of looking at people's aspirations in addition to measuring their actual habits.**

  > A symbol of freedom: *flexibility*, *convenience*, *mobility capacity* and *independence*, *privacy*, or *improved social status* in some cases, owning a car clearly offers many benefits in young people's mind. Symbolically, owning a car shows one's success not only because it **illustrates a purchasing power**, but also enhances **freedom and all the opportunities that go with it**.

  > **A necessary evil**: even in countries where participants have shown a high level of environmental awareness, such as in Sweden, cars are seen as a 'necessary evil'.

3. **The potential for developing attractive public transport is high.**

- The **lack of efficient and reliable public transport is frequently a matter of discontent. Public transport are mainly appreciated in large cities where infrastructures can ensure good and comprehensive services**. In these cities, the need for a car no longer makes sense.

- **The negative image of public transport and the benefits of cars can be diametrically opposite.** By improving services and infrastructures though, public transport could also convey a sense of freedom and flexibility, be better perceived and used.

  > Young people's expectations towards public transport are very high but many of them declare that they would have given up using their cars often if these expectations were met: *adapted infrastructures and availability*; *reliability*; *frequency*; *comfort and space for*

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everyone's respect; *safety* and *affordability* although this last criterion is much less often mentioned.

> Public transport has the potential to carry positive connotations and become desirable: in Australia, some respondents considered time spent in public transport is **a time to relax**; in Ethiopia or in Mexico, some considered it to be **a good time for social interaction**.

4. **Information is needed on the environmental benefits of sustainable transport in the context of urban development.**

- Participants do not often connect the problems they describe in the area of mobility – *traffic jam*, *insecurity*, *pollution* – with individual choices; they rather understand them as resulting from population density and growth.

  > Only in a few countries, such as South Africa or Sweden, do a few participants call for the opportunity to purchase more environmentally-friendly cars.

- In addition, **sustainability is very rarely mentioned explicitly as a factor of improvement for mobility**: this issue is almost absent from participants' reactions in many countries such as in Brazil where less than 1% mentioned generating less pollution or preserving the environment as motivations for using public transport.

- However, major problems, such as pollution levels in mega-cities are constantly highlighted by young people; and expectations themselves are in line with sustainability principles and objectives.

5. **Low-carbon solutions make sense at the local level.**

- **According to the GSSL samples, cycling is an ordinary transportation mode in a number of developed countries** such as Sweden, Japan, the UK and Australia when students live on campus and can easily access any facility or service at a cycling distance. For example, 30% of the participants from the UK say they use their bicycle on a regular basis.

- Although **cycling remains a marginal habit in other countries** – only 8% in Brazil and 8% in Mexico mentioned it, they are only a few in Portugal too – all young people tend to recognize its main benefits – **a better health through regular physical exercise and leisure through an outdoor activity**. This last benefit is key for almost half of the participants from New Zealand. **Sustainability – no carbon emissions – is more rarely mentioned and does not seem to stand as a sufficient motivation**.

- Such habits can only develop in **adapted urban areas** and are closely correlated to people's direct environment. **Barriers to the use of bicycles were described as follows**:

  > *Lack of infrastructure* resulting in a *high level of insecurity* for cyclists in big cities with intense traffic.

  > *Topography and expansion of the city* with long distances to travel everyday from home to work / university in Lebanon, Vietnam or Portugal (**commuting**).

  > *Social instability and crime rates* inciting people to travel mainly by car, such as in Colombia or in South Africa outside the campus.

  > *Climatic conditions* in Canada during winter as well as in the Philippines due to humidity levels.

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MOBILITY

"I can bike to most places that I need or want to go and there is great public transport so **WE HAVE NO NEED TO OWN A CAR** – i'm enjoying not having the expense and the hassle of owning a car!"
(Sweden, M, 30-35)

"**I LIKE HAVING A CAR** (although it is getting more socially unacceptable to say that!)"
(Australia, M, 24-29)

"I would like traffic to be more organized and **PEOPLE TO USE THEIR CARS LESS OFTEN.**"
(Argentina, F, 18-23)

"I feel public transport in Britain **COULD BE IMPROVED GREATLY**, in terms of both cost and convenience. We need more tightly integrated transport services, **GREATER RELIABILITY AND MUCH MORE COMPETITIVE COSTS.**"
(United Kingdom, M, 18-23)

"I like being **ABLE TO GO EVERYWHERE WITH BIKE**, not having to spend money on gas and such, and getting fresh air and exercise "for free"."
(Sweden, F, 18-23)

"I dislike using buses since in our country **THEY ARE OVER-CROWDED**, it is suffocating and easily **AFFECT THE HEALTH OF THE PEOPLE.**"
(Ethiopia, M, 18-23)

" I enjoy using public transport when I am with my friends because **WE GET TO TALK ABOUT SO MANY THINGS** before we arrive at our destination. It's like a moment to bond."
(Philippines, F, 18-23)

"I would like **PUBLIC TRANSPORT TO BE BETTER.** The reason to use them would not only be **BECAUSE IT IS THE CHEAPEST TRANSPORTATION MODE** but also because it is the best option."
(Colombia, F, 18-23)

Looking for alternatives
CAR SHARING

The story: A 'Car Sharing' service provides access to a vehicle upon demand and according to one's needs. People subscribe, borrow ecological cars and get a monthly bill for the time they use the car. Users can book a vehicle in advance or immediately through their mobile phone. Car Sharing provides users with more energy efficient vehicles whenever needed and allows a wiser use of vehicles, which is better for the environment.

> "IT IS A GREAT IDEA. IT REDUCES THE NUMBER OF CIRCULATING CARS AND MANY PEOPLE ONLY NEED CARS ONCE IN A WHILE DURING THE WEEK"
> (UNITED STATES, F, 30-35)

> "IT HELPS SAVE MY TIME AND MONEY AND IS LESS POLLUTING"
> (INDIA, M, 18-23)

> "CAR SHARING IS VERY IMPORTANT, IT CAN REDUCE ENVIRONMENTAL POLLUTION, COSTS AND ROAD CONGESTION"
> (ETHIOPIA, F, 24-29)

Factors of success

- **A service improving quality of life:** a convenient and comfortable solution, reducing traffic jams while improving mobility and accessibility. A solution that allows people not to have to renounce the comfort of a car but also provides more flexibility to those who do not have/do not want to have their own car.

- A good mix of economic and environmental benefits: an "energy sharing" solution.

- *Saving fuel and money: economic benefits* are positively perceived in several countries such as Brazil, India, Mexico or Sweden. The 'pay-as-you-use' principle is very successful, a way to control one's consumption and investment in mobility.

- *Less air pollution: environmental benefits* are also inferred from the scenario through an interesting notion of 'energy sharing' resulting in less air pollution. In Brazil, where most of participants do not mention environmental concerns spontaneously, 33% of participants recognize and value the environmental benefits of this scenario. **Communicating on such a scenario in a pedagogic way would allow a more thorough understanding of its environmental benefits, for instance in terms of CO_2 emissions**.

- **Creating a sense of community but no dependence or safety risks:** although less often mentioned by participants, social benefits are stressed in a few countries, such as India, Mexico or Turkey. More generally, the successful factor

of this scenario – as opposed to a 'Car pooling' scenario, is that **no user actually owns the car, which prevents potential conflicts of interests.** The main barriers to such a scenario refer to **people's reluctance to share**, especially when they already own a car (e.g. in Japan, Sweden), but also to concrete issues such as **insecurity** (e.g. in Mexico, South Africa).

Development and improvement opportunities

- **Efficient management is fundamental for such scenarios to be attractive on the short and on the long term. Concerns were expressed about a potential lack of flexibility, reliability and maintenance,** which an efficient management is expected to answer, notably through effective **booking**, **parking** and **returning schemes**, as well as an **intelligent use of ICT** (e.g. online booking system). For instance, 29% of participants from Portugal highlight the need to set an effective management system. This management system should be **adapted to cities' geography and demography** (e.g. small, dispersed cities) in order to answer users' needs.

- **A complementary solution to avoid individual cars but not a substitute to public transport:** Participants living in countries and cities with well developed and efficient public transport (subways, buses, and trains) or bicycle solutions would use this scenario less often. This shows that 'Car Sharing' needs to be developed in an intelligent way, where it can complement efficiently or ensure the transition towards sustainable solutions for mobility.

- **Regulation and incentives: In a few countries, such as India, Vietnam or the Philippines,** participants also mention the necessity to create further incentives for people to use sustainable transports (e.g. low prices) but also to set more constraining regulation measures: **'Car sharing' as well as public transport could be compulsory one**

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week in a month, and traffic in towns could be regulated by law.

- **The use of sustainable technologies and innovation** – e.g. renewable energy cars – is mentioned as an improvement factor by a minority of participants.

Major actors

Whether participants consider governments, local authorities, companies or individuals to be the most legitimate actors to develop 'Car Sharing' scenarios varies from country to country. For example, **64% of respondents in Brazil thought that a 'Car Sharing' scenario should be developed by the government**, and **24% by companies**. In **Portugal**, most participants said this scenario should result from **a partnership between the government, municipalities and the business sector**. In **Sweden**, it was considered primarily the **responsibility of individuals**, reflecting participants' fears of the risks and unwillingness to share a collective responsibility. However, 'Car Sharing' is at least partly seen as a matter of urban management, and therefore easily associated with the action of national or local authorities.

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> "SPONSORSHIP/INCENTIVES FROM GOVERNMENT COULD REALLY HELP TO MAKE THE COSTS MORE AFFORDABLE AND LOCAL GOVERNMENT COULD GIVE PRIORITY PARKING ETC TO THE CAR-CLUB CARS."
> (UNITED KINGDOM, F, 30-35)

> "THIS SOUNDS LIKE A GOOD IDEA. I LIVE CLOSE TO THE CITY AND HAVE A CAR, BUT I REALLY ONLY USE IT EVERY SECOND WEEKEND TO DRIVE UP THE COAST TO SEE MY BOYFRIEND."
> (AUSTRALIA, F, 24-29)

> "I DON'T CONSIDER MYSELF TO BE IN NEED OF A CAR EVERY DAY, SO THIS COULD BE A GOOD AND VIABLE OPTION WHEN GOING TO PICK SOMETHING UP, TRAVELING SOMEWHERE ETC."
> (SWEDEN, F, 24-29)

Looking for alternatives
BICYCLE CENTER

The story: A Bicycle Center is composed of a group of people offering a wide range of services for bikers. They manage a pool of bicycles for rent and make them accessible for temporary or long term rental. Bicycles are parked at different places in the city and accessible to members who can unlock and use them for the time needed. The Center provides tools, spare parts and a platform for members to exchange knowledge on how to maintain bicycles. Bicycle Centers facilitate cycling in the city and encourage people to use bikes in their daily life.
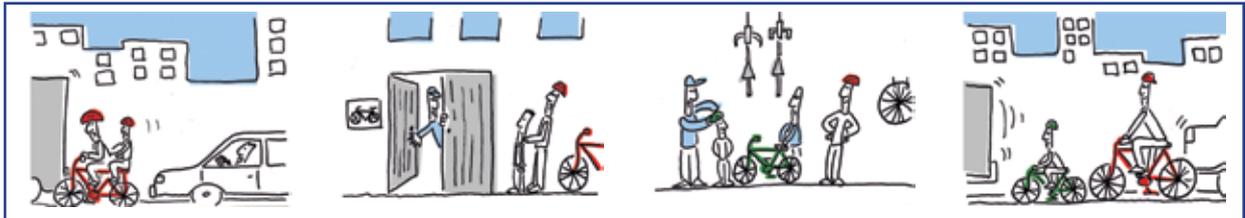
> "IT'S A GREAT WAY TO MOVE AROUND — YOU SAVE MONEY ON TRANSPORT, HELP THE ENVIRONMENT, AND FURTHERMORE, YOU EXERCISE!."
> (MEXICO, F, 24-29)

> "IT'S GREAT EXERCISE AND IT DEFINITELY WOULD CUT THE POLLUTION HERE IN MANILA. ESPECIALLY SINCE MANILA IS RELATIVELY SMALL AND EVERYTHING IS CLOSE BY BICYCLE."
> (PHILIPPINES, M, 18-23)

> "MY UNIVERSITY COULD HAVE ONE OF THESE CENTERS, THEN IT WOULD HELP MORE STUDENTS TO DEAL WITH BIKE PROBLEM. IT WOULD INCREASE THE NUMBER OF PEOPLE BIKING TO THE UNI."
> (NEW ZEALAND, F, 24-29)

Factors of success

- **An easy to use and accessible solution offering quick access to bicycle equipment, adapted to users' needs and convenience, with little maintenance and benefits in terms of improved mobility in the city.**

- A good mix of environmental, health and economic benefits at the individual and collective level.

- *A better natural and urban environment:* in Brazil, 34% of participants highlight the potential contribution of such a scenario to **environmental preservation. Less pollution** is mentioned by many participants from very different countries such as Argentina, Vietnam or Japan. A few participants who go further in their analysis or understanding of the scenario's environmental benefits – mentioning less use of energy or carbon intensive transports (e.g. in Australia). Bicycle centers are also seen as contributing to a better urban environment through **improved traffic conditions, more security and less noise**.

- **Improved health conditions** through regular exercise are seen as a strong benefit of such a scenario for its potential users in a majority of countries, from Brazil to India, South Africa, Sweden or Vietnam. For example, they are 35% in Brazil highlighting this benefit but only 15% in Turkey.

- In a few countries such as Japan, Mexico and Turkey, the notions of **leisure and pleasure, enjoying the landscape and feeling less stressed by traffic conditions or public transport** are central in participants' positive evaluation of the scenario. Overall, bicycle centers and the services they offer are seen as **efficient instruments for a better quality of life.**

- **Cheap for users, good for the economy:** although secondary, compared to practical, environmental and health benefits, economic advantages were highlighted by a number of participants who appreciate the fact that **'Bicycle Centers' offer an alternative to purchasing equipment for oneself** (e.g. in Australia) and a **cheap mobility solution** (27% in Brazil, but also in India, Turkey and Vietnam). In Mexico, participants also highlight **the potential for such a scenario to boost local economies and create jobs.**

Development and improvement opportunities

- **Ensuring security is a prerequisite for cycling to become part of mainstream mobility solutions:**

  › **Traffic regulation is a condition:** participants from Egypt, Lebanon, India or Vietnam, living in cities where they experience chaotic and heavy traffic, stress the necessity to regulate traffic for 'Bicycle Centers' and bicycling in general to be developed in their areas. **Uncontrolled bicycling in main streets and congested downtown areas may cause even more severe traffic problems or accidents.**

  › **Personal security in cities is naturally a prerequisite too.** In countries encountering safety and crime problems, such as South Africa

or Colombia, circulating by bike in the city is often not yet an option.

- **Integrated urban planning and local infrastructures (bicycle paths) combined with long distance trips solutions (public transport, train stations)** would help implement 'Bicycle Centers' and overcome potential barriers such as daily commuting in big cities where people need to travel long distances everyday or where the topography makes it difficult to navigate (e.g. Australia, New Zealand, Lebanon, UK).

  > In many countries – Brazil, Egypt, Ethiopia, India, Japan, New Zealand, Philippines and Vietnam – geo-climatic conditions (humidity, rains, and heat) are seen as strong barriers to the use of such services. **Developing seasonal solutions** could help overcome these barriers.

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- **Local development, for instance on campus, and pilot projects** to demonstrate the relevance and efficiency of 'Bicycle Centers' in the city are seen as good ways to introduce this scenario in people's daily life in South Africa, the Philippines or Vietnam.

- **Efficient management is necessary and can be achieved through different approaches depending on local areas:**

  > In Sweden, participants would trust a scenario that would include professional management and staff to take care of the bikes and renting system;

  > In Japan, some participants would combine 'Bicycle Centers' and community service where parking stations and bicycles would be maintained by the communities themselves.

- **The benefits of 'Bicycle Centers' need to be demonstrated and made stronger among those who are already equipped for them to invest in bicycling services rather than in products in the future.** For instance, in Sweden or in the UK most participants say they already have a bike and therefore would not use the 'Bicycle Center'.

- **Regulation and incentives: in a few countries, such as Argentina, India or Vietnam,** participants also mention the possibility to restrict the use of cars in city centers but also use taxes and incentives to encourage cycling.

Major actors

Whether participants consider governments, local authorities, companies or individuals to be the most legitimate actors to develop 'Bicycle Center' scenarios varies from country to country. **77% in Brazil think that a 'Bicycle Center' scenario should be developed by the government and 14% by companies.** In **Japan**, 'Bicycle Center' is perceived as **an opportunity to engage bicycle manufacturers, retailers and other related businesses.**

> "It would be easier to adopt if it was complimented with a reliable and constant public transportation system of some type."
> (United States, M, 30-35)

> "I think that it can be done through a large process involving the community and cultural change."
> (Colombia, F, 24-29)

> "I want to but I can't. Look at the traffic system in my country and you'll know why."
> (Vietnam, F, 18-23)

> "The concept increases accessibility, educates the public, allows for comprehensive service and reduces the amount of pollution which will positively effect climate change."
> (United States, F, 24-29)

> "The government could maybe offer some tax benefits for bikers that motorists don't have."
> (South Africa, M, 24-29)

> "It is getting people active and healthy, seeing more of their city and their own pace, taking vehicles off the road and not contributing to pollution."
> (New Zealand, F, 18-23)

Food: A Key Entry Point to Sustainable Lifestyles

1. **Food is a major area to look at to achieve behavioral change and sustainable lifestyles – it is a strong vector of life quality.**

Because it is vital and carries many symbolic images, food can easily be linked with sustainability issues. Motivations behind food habits and purchasing criteria are much elaborated. Food is a sensitive topic that is associated with health issues as well as with social values. In countries like Brazil, where participants hardly mentioned environmental issues spontaneously, food was the only theme that brought a small number of them to do so. However, **the link between food and sustainability challenges needs to be made explicit and better understandable.**

> Food can potentially embody all major concerns related to economic globalization, environmental and health degradation, and become a symbol of modern busy and stressful lifestyles.

- When they talk about their food habits, preferences and expectations, young adults tend to focus on '**quality**' and '**health**', which can reveal a great **potential for communicating on sustainable food habits**. For instance, **organic food products are often understood as healthier**.

- However, this also **reveals great needs for more information on the environmental and social impacts of food habits.** The environmental benefits of organic food products are less often raised.

'**Quality**' and '**health**', as well as the symbolic values they convey, are **compatible with sustainable practices and objectives. However, the links between food habits and environmental degradation is not well perceived.** Young people seem to often miss the information and knowledge that would allow them to connect the personal benefits they are looking for with collective ones, and that would encourage them to become active agents of social change.

2. **Look at shopping habits to develop complementary solutions involving the whole chain – from retailers to local producers.**

Any policy aiming at encouraging food behavior change should take into account individuals' purchase habits and opportunities.

- Among GSSL participants, those who say they **shop exclusively outside supermarkets as a form of commitment to local, ethical or environmentally sound food shopping**, or look intentionally for **independent stores** and **markets specialized in ethical shopping**, were only a **minority**.

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- In most countries, participants say they usually **alternate between supermarkets and local shops or markets depending on their needs.** Participants who say they would opt for home delivery or restaurants are few, although they are more numerous in Ethiopia and Japan.

  › For instance, **all participants from New Zealand mention supermarkets as the usual place to buy food**, but **only 39% from Mexico do so.** On the other hand, 60% of participants from Mexico say they buy food at local markets.

  › **Students living on campus where local shops can be found tend to buy their food nearby** – for instance in South Africa.

  › **Food distribution schemes available** where they live, but also **mobility infrastructures**, naturally play an important role in shopping habits.

Food shopping is often described as a **pleasant social activity** – this is the case in Mexico with 41% of participants, but also in Portugal, Lebanon, Australia or Vietnam. Shopping can be considered a **leisure and outdoor activity**. However, perceptions and attitudes differ depending on shopping contexts:

- Supermarkets/retailers are appreciated for their practicality, convenience and abundance of choices.

  › **However, these shopping facilities are often far from city centers and imply long distances to travel:** in specific cities such as New York or Tokyo, but also in the UK and in South Africa, participants deplore the location of shopping facilities that implies car dependence.

  › **A minority of participants, especially in Mexico and Australia, expressed criticism against large-scale supermarkets**, their 'immoderate' profits and their impacts on local producers.

- **Local markets/shops are appreciated for their proximity and human/social dimension; they offer a nice alternative to supermarkets.**

  › Buying locally produced food in local shops or farmer markets is often described as a **pleasant, accessible neighborhood experience**.

For instance, 48% of participants from New Zealand say they enjoy it, up to 23% in Portugal and 20% in the UK. This experience is based on **social interaction**, which is an important criterion for satisfaction.

› In a few countries, l**ocal shopping is part of a lifestyle choice that provides a sense of accomplishment and well-being**: it goes with **sourcing food**, **planning** and **cooking** 'home-made' meals.

3. Price and quality remain the most important motivations for food purchase.

The most important criterion for purchasing food products remains price, especially for students who are often on a budget.

- This is also **true in countries where participants expressed high expectations in terms of sustainability**.

Quality is the second most important criterion mentioned by most participants. But '**quality**' has **different meanings** depending on where we live on the planet:

- Between '*healthiness*', '*naturalness*', '*hygiene*', '*home-made*' or '*locally produced*' there is a great opportunity to draw a parallel between sustainability and quality based on concrete and clear information.

4. Expectations in terms of freshness, healthiness and traceability set the scene for more sustainable food habits but more information and education is needed to avoid counter-productive wrong ideas.

- *Fresh is Health*
  › *'Freshness and healthiness'* are often associated and highly valued by participants looking for quality in many different countries, from Australia to Brazil or South Africa.
    » "Fresh" food is either understood *as opposed to 'processed food'*, or as *hygienic* and *safe food* in a few developing countries such as Egypt, Ethiopia, India or Vietnam where outdoor markets, cheaper but not perceived as reliable, can have a bad reputation.
    » The 'freshness' criteria' can also be associated with symbolic values and well-being with a reference to '*self-indulgence*' or '*self-care*', such as in South Africa for instance. **Consuming 'fresh' food, means taking care of oneself**.
    » **Chemicals, pesticides and Genetically Modified Organisms (GMOs)**, although not proven to be a subject young people are conversant with, are **perceived as unhealthy**.
  › On the other hand, the **(environmental) benefits of a balanced diet are less often and more unevenly mentioned**.

» 31% of participants from Mexico recognized the importance of a **diet based on fruit and vegetables**, but such a model can be **culturally problematic in meat-based societies such as Colombia**.

» In addition, a balanced diet almost always refer to **health concerns**, and not to the contribution to a better environment – except in specific countries from which GSSL participants show high levels of environmental awareness, e.g. South Africa. **The link between food habits and climate change for instance was rarely part of participants' preoccupations**.

- *Food at the source*
  › Interestingly, many participants think that **the quality of food and its impacts on health were better in the past. The perceived disconnection between producers and consumers plays an important role in these perceptions.**

  > **The lack of visibility consumers have on the origins of what they consume is particularly problematic and generates trust issues.**

    » In South Africa, many participants say they would like to know more about the **origins of food products** as well as their **qualities**. **Local production and consumption** was also important in Japan or in Lebanon where many products are imported. Although mentioned by a very small minority of respondents (less than 1%) in Brazil, purchasing food products from the producers directly is valued.
    » **Food quality was judged better in the past** and more difficult to ensure nowadays, mainly due to the fact that people are not able to cultivate their own vegetables and fruits anymore. This demonstrates a **need for reassurance** and **better understanding of production processes**, as well as **more information to avoid the confusion between locally produced and organic food**.
  › In many countries, the **capacity to grow one's food** and be **self-sufficient** is significantly valued among participants. However, environmental motivations are not the majority:
    » In many cases, **self-sufficiency is mentioned as a way to save money**, protect oneself from **food shortage** and **poverty** (e.g. Brazil, Sweden, Vietnam, etc.).
    » In only a small number of countries, such as Australia, **self-sufficiency** is an expression of **one's commitment to sustainable development**.

5. Environmental and ethical motivations concern only a minority but can become powerful when associated with quality and well-being.

Recent international quantitative surveys state that **consumer demand for organic and local foods is strong**. For instance, **GreenDex 2008** has shown that **four in 10 people say they consume organically grown foods at least once a week** and one in 10 do so daily. However, the **GSSL shows that organic food products are rarely spontaneously mentioned by participants when they are asked to describe their daily purchasing and consumption habits**. This **may not mean they never consume organic food products, but that they do not hold the first place in the way they look at their daily life and choices**.

- **Young people aware of and concerned about ethical or environmental food-related topics – organic products, fair trade, local producers - are a minority among the GSSL participants from most countries.**
  - > In the Philippines, organic food and fair trade products were hardly mentioned spontaneously, only 10% of participants from Portugal thought about it when explaining their choices.
- **Participants from a small number of developed countries revealed higher levels of sustainability and environmental awareness and stressed ethical motivations** (e.g. Australia, Japan, South Africa, and United Kingdom).
  - > In these countries, **organic**, **seasonal and local**, as well as **fair trade** products are clearly recognized as **emerging norms**. In **Sweden**, **these criteria even outnumber quality. Supporting local producers was also mentioned as a reason for purchasing food at local markets** in Australia for instance.

> Organic, seasonal and local or fair trade products enjoy a very good reputation in terms of quality and healthiness, which is a key advantage given the importance of these two criteria in purchasing habits and consumption choices.

  - > High levels of awareness regarding the existing links between food choices and sustainability

usually go with **the use and understanding of a specific terminology** (organic, fair trade, local production, animal tested products, GMOs, etc.).

6. Pioneer consumers are very demanding in terms of availability and information when it comes to sustainable food products and consumption choices.

The minority of 'pioneer consumers' explicitly and actively interested in sustainable food habits **expresses strong expectations in terms of information and better access to organic, fair trade and socially responsible products**. Informed people ask for even more information and involvement: they are often the ones that are the most seduced by a 'self-sufficiency' perspective when it comes to food.

- **Facilities and purchasing opportunities are judged too few**. **Local initiatives** (farmers, markets) are understood as **'natural' shopping places** for such products and expected to be more developed.
  - > In Portugal, 7% of participants suggested more incentives for farmers and small producers to develop fair trade and biological products.
- This minority of participants also express **strong needs for more information to assist them in making ethical and ecologically-sustainable purchasing decisions**.

> Even for pioneer consumers, **price remains a number one criterion** for food purchase. Sustainable food products are generally thought not to be affordable enough and to have a significant **impact on budget**, which is in **contradiction with their overall attractiveness**. The risk is for these products to be perceived as luxury items.

  - > Sustainable food products tend to be perceived as **'esoteric'** or **'for a small elite only'** as highlighted by a number of participants from Australia, Colombia or Sweden.
  - > More information about the **origins of food** products, **labeling**, **certification** and **traceability** are mentioned in a few countries such as Australia, Japan or in Mexico where 13% of participants mention information needs with regards to **quality control** and 10% with regards to **chemicals**.

Other **key sustainability issues** that are inherent to food purchasing choices and consumption patterns – such as the environmental impacts of **packaging** and **wastes** – are hardly raised even by 'pioneer' consumers. Only a few participants from North America, Australia or the UK talk about buying food products with less packaging or according to their carbon profile.

FOOD & NUTRITRION

IN THEIR OWN WORDS...

"I buy food at the grocery/supermarket. Most important criteria will be its **QUALITY AND FRESHNESS.** And when you buy at the supermarket, you'll be **GUARANTEED OF FRESH PRODUCE** and the latest products that come out." (Philippines, M, 24-29)

"I guess the one thing I'd really like to change is the way I eat. I wish there was a **FASTER WAY OF COOKING HEALTHIER** and tastier meals."
(Lebanon, M, 24-29)

"I usually spend some time cooking at our electrical oven, **I WANT TO EAT HOME MADE FOOD – CHEAPER AND HEALTHIER.**"
(Sweden, F, 24-29)

"There's **NOT ENOUGH CHOICES** when you want to eat healthy and is hard to find the right products in regular super markets."
(United States, M, 24-29)

"My criteria to purchase food products: price and quality. But this is temporary. I would like to be able to **CHOOSE PRODUCTS AGAINST ENVIRONMENTAL AND SOCIAL RESPONSIBILITY CRITERIA** in the future."
(Lebanon, M, 18-23)

"I would like to be able to afford more organic food, and have **BETTER INDICATION OF THE COUNTRY OF ORIGIN** of foods."
(United Kingdom, M, 18-23)

"Food should be **HYGIENIC,** should be **ECONOMIC,** should be **HEALTHY.**"
(India, M, 18-23)

"I would like to buy food at the market all the time because the quality is better and it is often cheaper. But **CONVENIENCE PLAYS A VERY IMPORTANT ROLE** and the supermarket is on my way home."
(Australia, F, 30-35)

Looking for alternatives
VEGETABLE BAG SUBSCRIPTION

The story: Local food producers propose a subscription to a Vegetable bag delivered at the corner shop. They compose each week fixed portions of vegetables depending on what is seasonally available. Varieties of old local vegetables are reintroduced together with accompanying cooking recipes. The bags are arranged according to families' needs for a low meat diet. Subscribing to a Vegetable Bag scheme is an easy and environmentally friendly way to have local and seasonal organic vegetables.
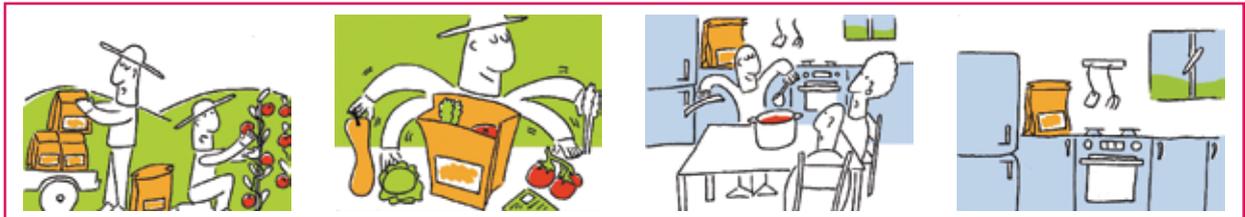
Factors of success

- A 'win-win' solution: supported local producers combined with access to healthier, environmentally-friendly food.

- **An easy access to healthy and organic food**: the solution presented by the scenario is evaluated in a very positive way among participants who see it as an easy, **convenient and comfortable solution to buy seasonal and fresh products 'at your doorstep'** (e.g. India, Philippines). 'Vegetable Bag Subscription' is an innovative and practical solution that successfully combines comfort and sustainable lifestyles (e.g. South Africa, Turkey, Sweden). On the other hand, most participants do not highlight any inferred economic benefits from the scenario.

- **A contribution to local development:** many participants from different countries strongly value **the participation of local producers in the scenario as well as the fact that it offers consumers an opportunity to support them.** The benefits to local farmers and producers is a strong advantage, and seen as a way to revitalize local agriculture (e.g. Colombia, India, South Africa, Japan, Mexico, Sweden). **Direct interactions between customers and producers also bring a social and human dimension to this scenario.**

- Proximity and quality: proximity between producers and consumers, as well as environmentally-friendly products, are **understood as a strong insurance for quality, healthiness and naturalness**, safe products and a useful support for a healthier – 'low meat' - diet (for instance in Mexico, Philippines or South Africa).

- **Environmental benefits with less impact on reactions:** a minority of participants mention waste prevention (e.g. 15% in Brazil) or low transport costs (e.g. Sweden) as the environmental benefits of the scenario. However, these benefits were not the main motivations for participants to select this scenario as their favorite one in the food category. **Communicating on these benefits, in addition to healthiness and local development, would strengthen the attractiveness of Vegetable Bag Subscription schemes.**

- **The social and leisure dimension of the scenario, through recipes and cooking lessons, was also highlighted as an original added-value by participants in countries such as Japan or South Africa.**

- **'Organic vegetable box' schemes are mentioned in some countries such as South Africa and the UK.**

Development and improvement opportunities

- **A flexible offer, adaptable to customers** is a major improvement for this scenario for which the main barrier would be too limited choices. Young people do not want others to choose for them, which also reflect the importance they give to freedom of choice as well as their reluctance for collective solutions. Different options are suggested by participants in order to diversify the offer and make it more desirable:

  > **Vegetable bags adapted to consumers' families and tastes;**

  > **Regional products, including meat**, especially in countries where food culture is based on meat (e.g. Colombia) but also in other countries (e.g. Philippines, South Africa, Sweden)

  > **Diverse distribution modes,** including supermarkets and home delivery for more convenience and accessibility.

- Education and information are key for such a scenario to succeed:

  > Many participants highlight the need for strong information campaigns (e.g. Mexico, Philippines)

for people to understand the benefits of Vegetable Bag Subscription schemes as well as of organic products. Among the most informed participants, some mention the need to give information about food origins and to bring eco-labels in the scenario (e.g. South Africa).

> For the scenario not to be understood as retraining choices, it is important to communicate on choices within the framework of natural seasons and processes.

- **Initiatives supporting community service and development are also important for a good number of participants:**

  > As an implementation approach, **small government or community led projects, involving farming cooperatives and public participation, are mentioned** (e.g Philippines or South Africa. This was also important in specific countries such as Colombia for instance, were

unsafe territory prevents farmers and producers to continue their activities in good conditions.

> **Many participants emphasized the need for such a scenario to remain affordable but also to contribute to poverty alleviation (e.g. in Vietnam).**

Major actors

Whether participants consider governments, local authorities, companies or individuals to be the most legitimate actors to develop 'Vegetable Bag Subscription' scenarios varies from country to country. Participants can also see **farming cooperatives, associations, communities and local authorities working together on such initiatives with public participation.**

The **business sector has a special role to play** and an important actor of innovation in the sector of food production and distribution.

© the market garden

"I chose this scenario because it benefits local producers. Not just in sales but also it helps maintain the availability of local products." (Philippines, F, 18-23)

"Don't only put recipes inside the bag, but teach the use of a variety of vegetables available in the community." (Japan, F, 30–35)

"This seems like a great way to not only introduce more healthy food into everyone's lives, especially students but also help out local farmers and strengthen the economy for private-sectors/people." (Sweden, M, 18-23)

"Government can help, but business needs to be open to change. Business needs to innovate and sell new concepts to consumers." (Australia, M, 24-29)

"It's a great way to support local produce, get fresh food and create jobs." (South Africa, F, 18-23)

Looking for alternatives
URBAN GARDENS

The story: Areas of unused urban land are made available for promoting the self-production of food. Allotments in public parks or unused areas are rented for a symbolic price. People in apartment buildings can grow vegetables and fruits in their spare time. They share the gardening-tools, learn from each other and turn open areas into vegetable orchards. Urban gardens contribute to fulfill families' needs for fresh vegetables and contribute to greening the city.
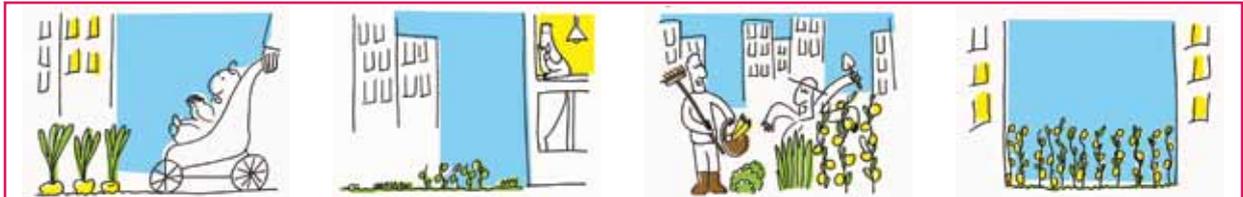
Factors of success

- **Growing one's food combines perceived objectives benefits (environmental, economic, health) but also symbolic benefits (a sense of security, peace).** 'Urban gardens' is perceived as a realistic and rational/efficient scenario to **reconcile natural and urban environments**. In Australia, some participants wonder why such a scenario has not already been adopted broadly.

- **A rewarding contribution to creating a greener environment:**
  - › Environmental preservation and 'greening the city' so it becomes healthier and more beautiful are among the **most important benefits inferred from this scenario in many developing countries** (Argentina, India, Brazil for a minority, Egypt, India, Lebanon, Mexico, South Africa, Turkey).
  - › Urban gardens also reveal symbolic benefits that are very successful among young adults, such as **'reintroducing' a close and active relationship to nature within urban communities** (e.g. Philippines, Sweden).
  - › In a few countries, most informed participants also mention the advantage of reducing the impact of food transportation and wastage (Australia, Colombia, Sweden).

- **Towards self-efficiency and food security:**
  - › Economic benefits and savings through partial self-sufficiency are clearly mentioned by participants from a number of developing countries such as Brazil, Egypt, Mexico or South Africa. **In addition to economic benefits, self-sufficiency is seen as a source of freedom and control over one's life.**

  - › **In addition to health benefits – self-grown food being systematically understood as healthier and fresher** (e.g. without chemicals) in many different countries (e.g. Brazil, India, New Zealand or Turkey), urban gardens is a **potential protection against food crisis** (mentioned by participants from Mexico and South Africa).

- A great solution to (re)create social interaction and reinvigorate community life:
  - › **Urban gardens offer great opportunities to create local and green jobs but also to support social reinsertion and fight against poverty.**
  - › Bringing the community together and generating community service initiatives is perceived as strong potentials of the scenarios in different countries (e.g. Argentina, Australia, Turkey).

Development and improvement opportunities

- **Integrated urban planning and infrastructures are necessary for Urban gardens to be perceived as realistic scenarios and accepted:**
  - › The lack of available green space or the prices of land parcels are also seen as major barriers (e.g. India, Japan, Portugal, Turkey). In these cases, **facilitating land acquisition or creating adapted spaces, for instance on rooftops and collective balconies, would ensure successful alternatives**. Incentives such as free seeds distribution would encourage the use of urban gardens (e.g. Argentina).
  - › On the other hand, 'urban gardens' may not be adapted to urban or geo-climatic conditions: for instance, promoting roof gardening in poorly structured building could result in damaging consequences (Egypt).

- **Efficient management and interaction at the community level are important criteria to bring young people to actually see themselves using the scenario**
  - > Lack of social trust could be a major barrier to 'Urban gardens', either because it would not be easy to share something one already has individually (e.g. New Zealand), because it is culturally irrelevant to draw others' attention (e.g. Japan) or because a lack of common interests among anonymous neighbors could generate conflicts (e.g. Colombia, Sweden).
  - > An efficient management to ensure security and avoid conflicts between urban gardens' users is therefore needed, as well as more interaction at the community level, through local campaigns or special events – e.g. neighborhood contests-, in order to generate trust and willingness to engage in a joint project.
- **Education for better quality of life**
  - > At the individual level, 'Urban gardens' offer a way to disconnect from urban pressure, daily responsibilities and work.
  - > Many participants highlight the pedagogic dimension of such a scenario and the learning benefits for its users. As an education tool, 'Urban gardens' would help teach people cultivating vegetables and adopt a healthier diet. In several countries, the scenario is also seen as

a potential tool for schools and universities – for instance in Colombia, India, New Zealand and the Philippines where farming is introduced in Technology and home Economics in high schools – **to teach responsibility towards nature.**

- Although environmental management was rarely mentioned, water was seen as an important issue for urban gardens: for instance, a few participants from Mexico talked about water re-use strategies at the household level and information to avoid any rebound effect (excessive water use to maintain urban gardens).

Major actors

For scenarios such as 'urban gardens', individuals need to be more involved and participate, although public authorities still have a great role to play in implementing such initiatives and encourage people to adopt them: 69% of participants from Brazil think the government should develop 'urban gardens', 22% the population, and 18% neighborhood associations. Urban gardens also have a clear potential for **partnerships involving local governments, local developers and residents groups, as well as education institutions such as schools and universities.** In South Africa, respondents envision this scenario through a cooperation between local authorities (land management, training), motivated individuals and neighborhood associations, private sponsorship for gardening equipment.

© Scott Stewart

"Councils should provide free seeds and classes on growing your own veggies, composting etc. In community parks etc, some fruit trees could be grown." (Australia, F, 24-29)

"I think it is a fantastic idea, there is no reason why you can't have gardens in the city to grow food." (Australia, M, 18-23)

"It is a brilliant idea as it integrates several interests at once. Environmental, social, economic and health. It is an overall better option for people as it can also give people a hobby outside of the dreary everyday life." (South Africa, M, 18-23)

"We have to make use of vacant area in our locality to produce food so that we can have uncontaminated food and children will understand and learn the skill and importance of farming." (India, M, 18-23)

"It helps fulfilling families with fresh vegetables and helps in having more green in our cities." (Lebanon, F, 18-23)

Bringing Sustainability Home

1. **Life at home is the area that is the most difficult to connect with sustainability concerns spontaneously.**

> In the case of young adults, many of them still living with their parents, **family life and customs could explain the disconnection between life at home and sustainability concerns.**

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Although linked with key issues such as energy or water consumption, **only a very small minority of participants refer directly or indirectly to sustainability** as a criterion for improving their daily life at home.

- **Sustainability issues could be more easily understood and captured in the framework of collective spaces and infrastructures.** This is a potential explanation for such a configuration of perceptions and attitudes.

  › **New Zealand participants** stand for an exception here but this is certainly due to a specific problem they encounter; 20% of them mentioned their need for better insulation or heating systems as well as for energy savings.

2. **Young people's representations of life at home are focused on energy-based activities and connectivity.**

GSSL participants live in very different countries and contexts, but **they often describe their life and activities at home in very similar terms**. Here again, the survey does not aim at measuring their actions (e.g. number of times they use the washing machine a week), but to **identify what they think is the most significant activity they have at home and what being at home is all about.**

- When describing their everyday life at home, young adults **first think about leisure activities. They also clearly focus on activities that involve appliances based on energy-consumption.** Those appliances have become **omnipresent in everyday life**, at **work but also at home**, **central in performing work**, **functioning in society**, in **managing one's interiors and private life**.

  › **Leisure and communications** (computer, Internet, TV, mobile phone, radio) are the first set of activities they mention and what seems to take most of their time at home.

  » **Housework and cooking** are secondary but here again described through the use of electric appliances (washing machine, electric stove, micro-wave), which may have been inferred by the questionnaire.

  › **The hegemony of computers, used either for work or leisure, as well as online communications, has become unquestionable for participants from all countries**. Television is however far from being overtaken.

  » Participants are heavily exposed to mass media, online or on television. These are the main channels to be used to reach them. In addition, the Internet has clearly become a very important channel of communication (chat rooms, emails, messenger, Skype, social networks, etc.).

  › **Other activities such as reading books, gardening, sports or even socializing are mentioned but more unevenly. Interestingly, most heavily used appliances or main activities** – such as using a computer – are **not always participants' favorite ones. This is a lifestyle issue of high importance that questions what is done out of habit and what is really done by choice.**

3. **Technology development, policies (e.g. tax incentives) and awareness-raising campaigns should help put life at home in a 'lifecycle' perspective.**

Communicating on the existing interdependence that links 'home' with the rest of society and of the world is a challenge. This needs to be done through the role everyone plays in the **resource consumption cycle** and socio-economic systems.

- Conditions of living should be taken into account, as **transient and community lifestyles imply different behaviors and perceptions of one's home**.

LIFE AT HOME

IN THEIR OWN WORDS...

"I enjoy watching the sun rise and set. I love hearing THE SOUND OF CHILDREN'S VOICES AS THEY PLAY in front of our house. I also enjoy taking QUALITY TIME WITH THE PEOPLE I LOVE: having small talk, doing things together."
(Philippines, M, 30-35)

"MY COMPUTER IS MY OPEN DOOR to the world, as I live in a very small community."
(Argentina, F, 24-29)

"I still think I am too DEPENDENT ON ELECTRONICS...I use my cell phone and the computer too much!"
(United States, M, 18-23)

"I would like people to STOP USING COMPUTERS instead of meeting and talking to each other."
(Canada, F, 24-29)

"My mobile phone is always beside me, I text my friends and ask them what they're up to and I WATCH TV A LOT, I use the computer to check my emails."
(Philippines, F, 18-23)

"I don't own a TV, this was a purposeful decision. Mostly AT HOME I READ, OR DRAW OR PAINT. The most used appliances in our home are my laptop (for work) and the Kettle (we drink a lot of tea)."
(South Africa, M, 24-29)

"I DISLIKE MY DEPENDENCY ON ENERGY for going about by life. I feel i should take more steps to be environmentally friendly."
(New Zealand, F, 24-29)

"INTERNET IS KEY, IT IS KNOWLEDGE, but what good is that knowledge? I can't say it's of no use, it is simply to satisfy our curiosity. TV IS THE MAGIC BOX where all our dreams and undreamed visions come to be truth for an hour or more."
(Lebanon, M, 30-35)

Looking for alternatives
URBAN COMPOSTING

The story: Urban Composting is a self-service composting system in the neighbourhood. A composting unit is installed in the street within walking distance. Neighbours bring their organic waste and take care of the composting process on a regular basis. Compost is used to fertilize public green spaces and private gardens in the area. Urban Composting contributes to reducing household wastes and helps green the neighbourhood.
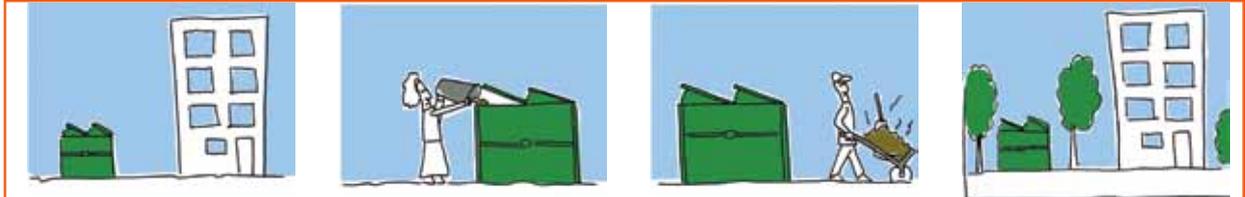
Factors of success

- A very **successful recycling solution** mixing **environmental and economic benefits with a potential for community development**.

- A **realistic and simple scenario** that can easily **fit with everyday life in the neighborhood and make life easier**: access to composting facilities without personal management obligations (e.g. Australia, India, Japan, Portugal, Sweden, Philippines).

- **Strong environmental benefits**: for many participants from various countries, a scenario that **avoids/decreases solid waste and land fill** while offering people a **practical solution to recycle, manage waste and contribute to environmental and landscape improvement at the local level**, with **expansion of green, healthy and clean areas**.

Urban composting provides the opportunity to have **access to natural and organic fertilizer** (e.g. Ethiopia, India, Mexico).

- A **low-cost service, with no need for individual equipment**, encouraging composting and allowing savings for those who usually buy their own compost. A scenario that can **create employment opportunities through the management of composting facilities at the local level**.

- **Urban composting is also a way to give communities a common project and create a sense of community**, but also to **raise environmental awareness** (e.g. Mexico, South Africa, Portugal, Sweden).

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> "IT'S AN IDEA THAT WOULD NOT ONLY HELP OUR COMMUNITY IN THAT IT WOULD IMPROVE GREEN SPACES, IT WOULD ALSO HELP RESTORE OUR ENVIRONMENT." (MEXICO, F, 24-29)

> "IT IS GREAT BECAUSE YOU CAN USE IT AND SEE THE RESULTS IN YOUR LOCAL AREA STRAIGHT AWAY." (CANADA, M, 18-23)

> "THERE IS A VERY BIG PROBLEM OF HOUSEHOLD WASTE IN OUR CITY WHICH IS NOT WELL MANAGED AND THE ROADSIDE WHICH IS CREATING HEALTH PROBLEM." (INDIA, M, 18-23)

Development and improvement opportunities

- **Efficient management** and **information** about composting are necessary for such a scenario to be successful.

- Depending on the context they live in, a significant number of participants highlight their **concerns in terms of space but also hygiene and security, especially with humid and hot climates** (Japan, Portugal, Vietnam).

- Some participants mention **the role of municipalities in collecting waste** (e.g. India, Japan), others the need to set **control systems to avoid misusage of the composting device** (e.g. South Africa) or to **hire staff to make sure it runs smoothly** (e.g. Sweden).

- Ideas were expressed to encourage the use of 'urban composting' within communities: **regulations and rules** for using the composting device (e.g. Philippines, Portugal), **incentives** such as 'composting points', **composting and gardening training facilities** but also establishing **neighborhood committees for a better participation and involvement of the community** (e.g. Mexico)

- Urban composting also has the potential for **contribution to poverty alleviation** through the **promotion of small business development** and **community service**, as well as to **rehabilitate badly eroded areas** (e.g. South Africa, Vietnam, Mexico).

Major actors

Urban composting is a scenario that is often understood as involving **local authorities** due to their mission in the field of **urban planning. 82% of participants from Brazil consider this scenario to be the responsibility of government.**

In other countries, many participants imagined a clear division of work between local authorities, neighborhood committees or associations to provide facilities, and individuals to take care of them and educate others.

> "It will be the answer to the ongoing problem we have in our dump sites."
> (Philippines, F, 30-35)

> "I would like for there to be a certain person responsible for maintaining the compost."
> (South Africa, F, 18-23)

> "This would be a great thing to do as sorting one's wastes is becoming more and more common. a way to take care of them and your neighbourhood / enviroment is by going a step further."
> (Sweden, M, 18-23)

> "Training facilities need to be provided to the local community."
> (Ethiopia, M, 30-35)

> "It's an alternative to deal with waste problems and large municipal landfills." (Argentina, F, 18-24)

> "I think this is a very good way to help the world feel better."
> (Sweden, F, 24-29)

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Looking for alternatives
ENERGY MANAGEMENT

The story: Energy Management is a training process and a toolkit for households to better control and reduce their energy consumption. Households monitor their consumption with a toolkit and compare the results with average consumption levels. With the advice of an expert, they can set realistic targets to reduce energy by changing some appliances as well as some daily habits. Energy meters and feedback systems providing detailed information on daily energy consumption can be used for assistance. Energy Management is a process that helps households reduce their energy consumption, save economic cost and protect the environment.
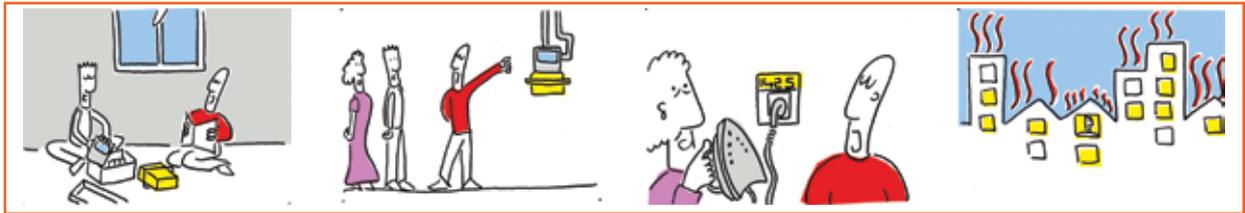
Factors of success

- GSSL participants who selected 'Energy management' as their favorite scenario consider it to be realistic and convenient, and understand its environmental, economic and social benefits.

- **Consuming energy more rationally and saving money** is a strong argument for those participants from Colombia to Lebanon – where electricity is expensive – or the UK.

- Less energy consumption for households means **protecting the environment**, **reducing emissions** and **fight global warming** (Egypt, Mexico, Vietnam, Turkey).

- Less often mentioned, such a scenario reveals a potential for developing social benefits through its **capacity to raise awareness among households about energy efficiency** (e.g. Lebanon, Mexico, Sweden).

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"I think it will be more successful – it will make people more immediately aware of the energy they use." (United Kingdom, F, 24-29)

"This scenario is suitable for us because energy management is our major concern. The implementation should involve local governments, societies and associations and individuals." (Vietnam, F, 24-29)

"It Provides a way for people to know their output and how it's impacting the environment. Then they can use the information they learn and apply it to everyday life for the rest of their life." (United States, F, 18-23)

"The reason why people would adopt this scenario is it benefits to all, the user and the others". (Mexico, M, 24-29)

"This scenario is practical and feels like you as a person are making a difference. I thought at first that this is already being implemented in South Africa." (South Africa, M, 18-23)

Development and improvement opportunities

- The **main barrier** mentioned by participants for this scenario is **a strong focus on individual responsibility** and **no explicit involvement of government and corporations that are considered to have more impact** on the environment through their consumption of energy (Australia, Japan, Sweden). To overcome this barrier, other initiatives can be developed to complement 'Energy management' devices:

  > Build **partnerships with the business sector** for a **greater participation and commitment of companies** from major industries to reduce energy consumption on the production side;

  > **Regulation and taxes but also economic incentives** to encourage energy efficiency within society, from households to public institutions and the private sector;

  > **Provide education and capacity-building** to inform household about the impact of energy consumption on the environment, provide training on energy management (e.g. Lebanon, Mexico, Turkey, Vietnam).

- **A better use and access to sustainable technologies** is a great improvement opportunities for this scenario. Participants highlight the necessity to develop, in parallel with 'Energy management' initiatives, a better access to sustainable energy through relevant equipment (e.g. solar energy).

- The use of 'Energy management' was seen as potentially too complicated: the use of information and communication technologies – Internet – would help reaching more efficiency.

> "It should be installed in each home, and have online data. So people can check it when on a everyday base, and by reading online, save a lots paper."
> (New Zealand, F, 24-29)

> "I like the fact that an expert helps you understand your energy consumption every day, it is a way of being more informed"
> (Colombia, M, 18-23)

> "So much energy is wasted everyday by households that don't even realize how much they are actually wasting. If they could constantly check how much electricity they are using, it could help cut down on wasted energy." (Australia, F, 18-23)

> "The first thing I thought is that this system would mean lower energy costs monthly" (Argentina, M, 24-29)

> "I don't see any reason why households would not try this scheme. It can only help them!"
> (United Kingdom, M, 24-29)

> "I have to admit that it is actually difficult for people to control their electricity spending. Energy Management would help us."
> (Vietnam, F, 24-29)

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3. BUILD TRUST AND LINKAGES

Although participants have generally a good opinion of their local areas, levels of social trust tend to be low. Trust is needed for sustainable solutions based on social interaction to be successful.

There is a need for cooperative and non-intrusive initiatives that create more interaction and participation at the local level, and generate voluntary but collective dynamics.

Young adults reveal a strong potential for participation and commitment. More opportunities adapted to their everyday life for them to contribute to the development of sustainable lifestyles are important.

Perceptions of and Aspirations for Community Life

Although many GSSL participants have a positive opinion of their local area, **levels of social trust reveal to be quite low**. This could be explained, depending on contexts, by various factors: **security issues, social isolation, urbanization, transient lifestyles, but also cultural habits**. This is at first sight quite alarming. **Social capital**[27] research has shown that trust is a major component of well-being and plays a key role in our capacity to live together: *"The national values of the trust variable have systematic positive effects on well-being, reflecting some of the benefits flowing to individuals living in societies where trust replaces suspicion and fear."*[28]

- On average, only **34.7% believe there is solidarity and strong relationships between people living in their neighborhood.**

- **Even fewer think that their neighbors trust each other (30.3%).**
  > The least confident participants live in Mexico (51%), Brazil (45%), Argentina (41.7%) and Portugal (36%).
  > But **the most striking result is certainly the number of participants who would not answer these questions**: altogether, they represent more than one third of all respondents (66.7% in the Philippines, 48.5% in Colombia, 44.9% in Vietnam, and 43.9% in Japan).
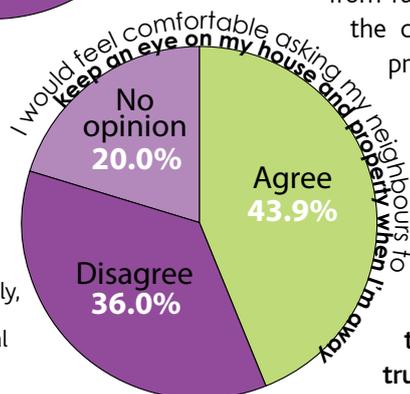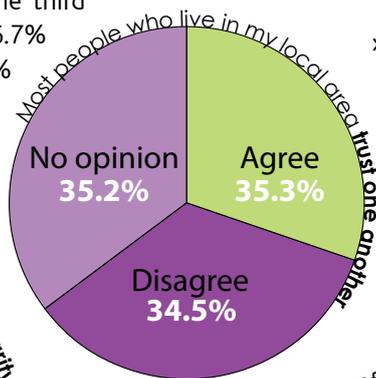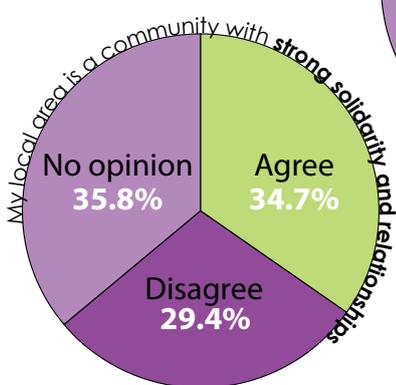
- It seems that in countries where respondents have been living in their area for a long time – often with their parents – opinions tend to be a bit more positive.

  > **When looking at the way young people live and with whom they share their everyday life, two major tendencies appear: community lifestyles and transient lifestyles.**

    » **Community lifestyles:** respondents who live with their parents are more numerous in countries where working students represent a minority (e.g. Philippines, Vietnam, India, Mexico, Colombia, Portugal).

    » Socio-economic conditions and availability of universities are partly responsible for this situation; however, cultural habits are also frequently mentioned as a strong factor. Community and family ties are often mentioned by analysts to explain this phenomenon, for example in Colombia or in the Philippines. It is also the case for Lebanon, although a majority of students have a job and many respondents are young professionals: young people's autonomy is often gained through marriage.

    » **Transient lifestyles:** on the other hand, respondents living alone or with friends represent the biggest group in nine countries. This includes countries where students generally do not have a job (Japan, UK, Sweden, Turkey) as well as countries with many working students (USA, New Zealand, Australia or South Africa). Young professionals are also concerned, especially when those coming from rural areas had to move to the city for their studies and professional activity.

- Trust is more easily recognized and claimed when referring to one's personal life, relationships and experience. Hence, **43.9% of participants overall would trust their neighbors if they**

Most people who live in my local area trust one another
No opinion 35.2% | Agree 35.3% | Disagree 34.5%

My local area is a community with **strong solidarity and relationships**
No opinion 35.8% | Agree 34.7% | Disagree 29.4%

I would feel comfortable asking my neighbours to **keep an eye on my house and property when I'm away**
No opinion 20.0% | Agree 43.9% | Disagree 36.0%

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27 "Social capital can be embodied in bonds among family, friends and neighbours, in the workplace, at church, in civic associations, perhaps even in Internet- based 'virtual communities'." John Helliwell and Putman, p.1436

28 John Helliwel, How's life? Combining individual and national variables to explain subjective well-being, Economic Modelling 20 (2003) 331–360

needed them to keep an eye on their property and 42% to take action in case of problem. The number of respondents who feel uncertain about their opinion on this is much smaller (20%).

> Countries where respondents are the least trusting are Japan (73%), Egypt (47.5%), Portugal (43%), Mexico (42%) as well as other countries in Latin America where security problems are high.

For local sustainable scenarios, especially 'Slow' solutions, to be successfully developed and implemented, social trust needs to be restored or reinforced.

Participation:
Young people's potential

The results of the GSSL reveal a strong potential for participation and involvement among young people.

● In most countries, a big majority of participants are or have been part of an association in the last 12 months. They represent more than 80% of participants in Australia, New Zealand, Philippines, and South Africa. The least often involved in such activities or organizations are in Brazil, Egypt, Japan and India.

> The organizations in which they are mostly involved are **youth and sport**, **peace and humanitarian**, as well as **religious** organizations. On average, **18.8% say they participate or have participated in environmental or sustainable development organizations**.

Are you a member, or have you participated in a:

● Combined with their aspirations with more local integration and socialization, this demonstrates the potential for young adults' involvement in community projects or local democracy and management.

> Although these organizations are not necessarily implanted or active at the local level, these results show that young adults have the capacity to engage. **Working in cooperation with these organizations, building partnerships and informing them about sustainable lifestyles is key in bringing the new generations in.**

> In addition, more participation and more interaction will generate more trust, which is an essential factor of improvement and commitment to collective projects.

> In mega-cities (security issues, isolation, socio-economic hardship), this means rethinking urban planning in a way that allow people to engage on a small scale.

"Advocates of the 'social capital' lens have reported robust correlations in various countries between vibrant social networks and important social outcomes like lower crime rates, improved child welfare, better public health, more effective government administration, reduced political corruption and tax evasion, and improved market performance, educational performance, etc. (Putnam et al.1993; Verba et al. 1995; Knack & Keefer 1997; Sampson et al. 1997; Putnam 2000; Woolcock 2001)."
Helliwell and Putmann p.1437

Build confidence in collective action

People's confidence in their capacity to influence local policies can be seen as an indicator of the way they perceive their role within their community or society, as well as the effectiveness of their social and political freedoms.

Together, people in my neighbourhood can have an influence on local politics

No opinion
31.0%

Agree
45.4%

Disagree
23.5%
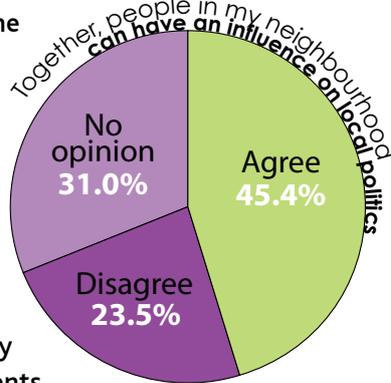
On average, **only 23.5% of respondents think that they could not have an influence on local policies.** In most countries, confident young people represent the

biggest group, although the proportion of those who think collective action can have an influence is much lower in Japan (24.9%), Mexico (34%) and Egypt (35.3%).

In all cases however, the proportion of respondents who once again would not make a choice or simply did not know how to answer is very high: **31% on average**. This could demonstrate a lack of experience in such actions.

Many young adults are willing to participate and improve the world they live in through more sustainable lifestyles. They need to know how and be given opportunities to take concrete actions.

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YOUNG PEOPLE CHANGING THE WORLD

"My life is going really good but I WANT TO CHANGE THE WORLD so all people live happy."
(Turkey, M, 18-23)

"Ideal way of living is being efficient and productive, HAVING PASSION IN WHAT ONE PURSUES."
(Lebanon, M, 18-23)

"I still can see that I have not accomplished much so far to LEAVE SOCIETY IN A BETTER STATE but I want to"
(Canada, M, 18-23)

"I have HOPES AND DREAMS OF TRAVELING and being successful as a Principal of a school one day in the future where I will help the less fortunate kids to achieve, excel and change their way of life by BEING A POSITIVE AND ENCOURAGING ROLE MODEL!"
(New Zealand, F, 18-23)

"In A GREENER COMMUNITY, WITH ALL CONTRIBUTING to the common cause, to bring up children, to progress our understanding of the world, to promote better lifestyles."
(United Kingdom, F, 18-23)

"I am studying and working forward towards achieving a successful career which will IMPROVE THE QUALITY OF LIFE FOR THE PEOPLE IN MY COUNTRY."
(South Africa, F, 18-23)

"EACH OF US has to bring to the forefront our share in contributing to STOP ENVIRONMENTAL POLLUTION."
(Brazil, F, 24-29)"

4. CONCLUSION NOTES

Promoting Research and Education for Sustainable Lifestyles

The shift towards sustainable lifestyles and consumption patterns is a pre-requisite to the achievement of sustainable development. The results of the GSSL highlight the importance of promoting research and education for sustainable lifestyles at all levels. For this shift to happen, generating, synthesizing and sharing knowledge for a better understanding of lifestyles and consumption patterns with regards to sustainability issues is key.

Research on sustainable lifestyles is essential to identify and assess the best approaches to help foster behavioral change in a way that is consistent with socio-cultural contexts, sustainability and development needs, to develop enabling frameworks for the design and implementation of sustainable lifestyles policies but also to increase the positive impacts of other policies and strategies such as on urban planning, mobility, energy efficiency or food policies, etc.

Education, at all levels and in all its forms (informal, formal), professional training and awareness-raising will help build capacities for sustainable lifestyles at all levels of society (policy-makers, business sector, civil society, communities, households and individuals). Several initiatives and networks have put research and education for sustainable lifestyles at the core of their activities:

- **The Partnership for Education and Research about Responsible Living (PERL)**: a partnership of educators and researchers from over 100 institutions in more than 50 countries aimed at advancing education for responsible living by focusing on consumer citizenship, education for sustainable consumption, social innovation and sustainable lifestyles (http://www.perlprojects.org).
- **The Regional Centers of Expertise (RCEs) network** led by the United Nations University: RCEs are networks of existing formal, non-formal and informal education organizations focused on education for sustainable development (ESD), local and regional communities. The RCEs worldwide constitute the Global Learning Space for Sustainable Development (http://www.ias.unu.edu).
- **The UNEP/UNESCO YouthXchange (YXC) Initiative**: an initiative targeted at young people aged 15-24, supporting capacity-building for sustainable lifestyles among youth through awareness-raising campaigns, communication and education, educational networks, educators and trainers. YXC works with numerous national partners, ranging from Ministries of Environment and Education to youth NGOs, eco-schools, consumer and environmental education organizations, and has reached 45 countries worldwide.
- **Mainstreaming Environment and Sustainability into African Universities (MESA initiative in Africa)**: a programme developed to support the mainstreaming of environment and sustainability concerns into teaching, research, community engagement and management of universities in Africa. MESA currently has a membership spanning over 90 universities in Africa.
- National initiatives such as the **Research Group on Lifestyles Values and Environment** led by the University of Surrey, United Kingdom: a cross-disciplinary research collaboration between four separate groups in the University of Surrey: the Centre for Environmental Strategy, the Environmental Psychology Research Group, the Surrey Energy Economics Centre and the Department of Sociology.

Such initiatives can be further up-scaled and replicated to advance sustainable lifestyles through more knowledge, more cooperation and more participation, as well as through specific projects such as the Global Survey on Sustainable Lifestyles, essential to create and turn new visions for sustainable lifestyles into reality.

Glossary

Consumers: Everyday purchaser of a good or service in retail or end user in the distribution chain of a good or service. Purchasers include organizations and institutions, such as businesses (*Source: Business Dictionary, www.businessdictionary.com/definition/consumer.html*).

Consumption: Expenditure during a particular period on goods and services used in satisfaction of needs and wants, or process in which the substance of a thing is completely destroyed, and/or incorporated or transformed into something else (*Source: Business Dictionary, www.businessdictionary.com/definition/consumption.html*).

Co-op scenario: Co-op scenarios are based on collaborative networks of people offering each other mutual help. Co-op scenarios address those who want to obtain results based on collaboration between different actors. They require personal commitment and a spirit of enterprise and organizational capacity. Examples of this kind of scenario, as in this report, include car pooling on demand, collective laundry and family take-away.

Green economy: A green economy can be defined as one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. It can be thought of as one which is low carbon, resource efficient and socially inclusive. A green economy is one whose growth in income and employment is driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services. These investments need to be catalyzed and supported by targeted public expenditure, policy reforms and regulation changes. This development path should maintain, enhance and, where necessary, rebuild natural capital as a critical economic asset and source of public benefits, especially for poor people whose livelihoods and security depend strongly on nature (*Source: UNEP/Green Economy Initiative, http://www.unep.org/greeneconomy*).

Housekeeping: Defined as the management of a house and home affairs, the report uses housekeeping to refer to activities revolving around the house as they relate to sustainability, such as urban composting, energy management and collective laundry.

Life cycle thinking: Life cycle thinking expands the traditional focus on the production site and manufacturing processes and incorporates various aspects over a product's entire life cycle from cradle to cradle (i.e. from the extraction of resources, through the manufacture and use of the product, to the final processing of the disposed product) (*Source: UNEP/SETAC Life Cycle Initiative, http://lcinitiative.unep.fr/*).

Lifestyles: In this report, the word 'lifestyle' refers more broadly and more simply to ways of life, encapsulating representations, values and beliefs, behaviours and habits, institutions, economic and social systems.

Marrakech Process on Sustainable Consumption and Production: The Marrakech Process is a global and informal multi-stakeholder platform to promote the implementation of policies and capacity building on sustainable consumption and production (SCP) and to support the development of a 10 Year Framework of Programmes on SCP. UNEP and UN Department for Economic and Social Affairs (UNDESA) are the facilitating agencies of this global process, with an active participation of national governments, development agencies, private sector, civil society and other stakeholders. Launched in 2003, in response to Chapter III of the Johannesburg Plan of Implementation, the Process inherits its name from the host city of its first meeting. Since 2003 the process has developed activities at national, regional and international levels, through an expanding network. The Marrakech Process has promoted and supported, as needed, the development of regional SCP programmes or action plans in Africa, Latin America, West Asia and in the European Union, with the institutional support of the regional intergovernmental organisations. Seven Marrakech Process Task Forces have been launched as voluntary initiatives led by countries and with a north-south multi-stakeholder participation. These Task Forces support the development of SCP tools, capacity building and the implementation of SCP projects on the following specific SCP-related issues: cooperation with Africa, sustainable products, sustainable lifestyles, sustainable public procurement, sustainable tourism

development, sustainable buildings and construction, and education for sustainable consumption. The Task Forces are contributing to the design of SCP policies and supporting capacity building activities and demonstration projects, as well as the collection of good practices on SCP (*Source: Marrakech Process Secretariat*).

Mobility: This report refers to mobility as a form of movement people adopt in their everyday lives, particularly transport means such as cars and cycling. The survey used three scenarios of mobility, namely car sharing, bicycle center and car pooling on demand.

Poverty: Poverty is a denial of choices and opportunities, a violation of human dignity. It means lack of basic capacity to participate effectively in society. It means not having enough to feed and clothe a family, not having a school or clinic to go to, not having the land on which to grow one's food or a job to earn one's living, not having access to credit. It means insecurity, powerlessness and exclusion of individuals, households and communities. It means susceptibility to violence, and it often implies living on marginal or fragile environments, without access to clean water or sanitation. To address issues such as poverty, in 2000, world leaders adopted the United Nations' Millennium Declaration, committing their nations to a global partnership to reduce extreme poverty and setting out a series of time-bound targets - with a deadline of 2015 - that have become known as the Millennium Development Goals (*Source: UN Statement, June 1998 – signed by the heads of all UN agencies, http://www.un.org/esa/socdev/unyin/documents/ydiDavidGordon_poverty.pdf*).

Qualitative methodologies: This research method allows for in-depth analysis, including perceptions, trends, insights and narratives. It uses open questions, and consists of interviews, focus groups and projective tests, and employs rather small samples and diversified profiles, which are not representative of a particular population or group. Results are used in content and/or discourse analysis as textual statistics. Results are used to understand values, representations and motivations and ultimately identify new hypotheses.

Quantitative methodologies: This is a research method that measures and evaluates behaviours and opinions. The questions asked are multiple-choice and closed questions. The answers, which are quantifiable, are then used for statistical analysis, as well as to identify correlations and test hypotheses. This method uses a large sample of respondents that are statistically representative of a population.

Quick scenario: Quick scenarios are based on advanced public services offering carefree standard sustainable solutions. They address those who want to solve a problem quickly, with as little effort as possible and who are prepared to accept limited variety and customization. In this report, scenarios, quick scenarios are car sharing, vegetable bag subscription and energy management.

Resource efficiency: Resource efficiency is about ensuring that natural resources are produced, processed, and consumed in a more sustainable way, reducing the environmental impact from the consumption and production of products over their full life cycles. By producing more wellbeing with less material consumption, resource efficiency enhances the means to meet human needs while respecting the ecological carrying capacity of the earth (*Source: UNEP DTIE*).

Resource scarcity: Resource scarcity means the lack of natural resources as a result of environmental impact from consumption and production of products, such as food scarcity, water scarcity etc.

Scenario: An outline or synopsis of a scene, a sequence of events especially when imagined, an account or synopsis of a possible course of action or events. In this report, scenarios are solutions for sustainable lifestyles in the areas of food, mobility and housekeeping (*Source: Merriam-Webster Dictionary, http://www.merriam-webster.com/dictionary/scenario*).

Self-sufficiency: This refers to the state of being able to maintain oneself without outside aid: capable of providing for one's own needs (*Source: Merriam-Webster Dictionary, http://www.merriam-webster.com/dictionary/self-sufficient*).

Slow scenario: Slow scenarios are based on quality oriented systems enabling amateurs to learn and evolve towards qualitative results. Slow scenarios address those who are prepared to bring their personal abilities into play and to commit the necessary time and attention to achieve a high level of quality. In this report, slow scenarios are bicycle centers, urban gardens and urban composting.

Social innovation: Social Innovation refers to new ideas that resolve existing social, cultural, economic and environmental challenges for the benefit of people and planet. A true social innovation is systems-changing – it permanently alters the perceptions, behaviours and structures that previously gave rise

to these challenges. It is an idea that works for the public good. Social innovations come from individuals, groups or organizations, and can take place in the for-profit, nonprofit and public sectors (*Source: Center for Social Innovation, http://socialinnovation.ca/about/social-innovation*).

Social marketing: Social marketing is a set of disciplines which borrows from marketing in order to effect positive behaviour change. Unlike marketing, the goal is not to generate profit but to achieve social good. It is the systematic application of marketing, alongside other concepts and techniques, to achieve specific behavioural goals, for a social good (*Source: National Social Marketing Centre, http://thensmc. com/about-us/faqs.html*).

Social norms: Defined as behaviors and cues within a society or group, social norms are the established and approved ways of doing things, including speech, dress, appearance, composure etc.

Sustainable Consumption and Production: The use of services and related products, which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardise the needs of future generations (*Source: Norwegian Ministry of Environment, Oslo Symposium, 1994*).

Sustainable development: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development includes economic, environmental and social sustainability, which are independent and mutually reinforcing pillars, and can be achieved by rationally managing physical, natural and human capital. Poverty eradication, changing unsustainable patterns of production and consumption and protecting and managing the natural resource base of economic and social development are overarching objectives of, and essential requirements for, sustainable development (*Source: Based on the Report of the Brundtland Commission, Our Common Future, 1987, and the Johannesburg Plan of Implementation*).

Sustainable lifestyles: A "sustainable lifestyle" is a way of living enabled both by efficient infrastructures, goods and services, and by individual choices and actions that minimise the use of natural resources, and generation of emissions, wastes and pollution, while

supporting equitable socio-economic development and progress for all. Creating sustainable lifestyles means rethinking our ways of living, how we buy and how we organise our everyday life. It is also about altering how we socialise, exchange, share, educate and build identities. It is about transforming our societies and living in balance with our natural environment (*Source: Report of the Marrakech Process Task force on Sustainable Lifestyles, Swedish Ministry of Environment, Marrakech Process and UNEP*).

Task Forces (Marrakech process): The Marrakech Process Task Forces are active mechanisms of the Marrakech Process, building North-South Cooperation, implementing concrete projects and contributing to the 10-Year Framework of Programmes. They are voluntary initiatives led by governments, and focusing on specific themes of SCP. The Task Forces focus on:

- Education for Sustainable Consumption
- Sustainable Tourism Development
- Sustainable Public Procurement
- Sustainable Products
- Sustainable Buildings and Construction
- Cooperation with Africa
- Sustainable Lifestyles

(*Source: Secretary General Report for CSD 18 on a Ten Year Framework of Programmes on Sustainable Consumption and Production, 2010*).

Transient lifestyles: Transient lifestyles are lifestyles which are temporary in nature, essentially people who don't settle down somewhere permanently, where they are there for only a specific period of time as a result of an activity (such as students who live on campus with friends or alone). It may imply the development of adaptation skills.

United Nations Decade of Education for Sustainable Development: The United Nations Decade of Education for Sustainable Development (2005-2014), for which the United Nations Educational, Scientific and Cultural Organization (UNESCO) is the lead agency, seeks to integrate the principles, values, and practices of sustainable development into all aspects of education and learning, in order to address the social, economic, cultural and environmental problems we face in the 21st century (*Source: UNESCO, http://www.unesco.org/en/esd/*).

Urban planning: Also known as city and town planning, urban planning is essentially the conscious design of cities and towns, which combines land use planning and transportation planning to help improve the built,

economic and social environments of communities.

Well-being: Well-being refers to the state of being healthy and happy. It is correlated with many different factors, including the capacity to meet one's needs and beyond financial wealth indicators such as GDP. However, research has shown that, beyond a point, increasing consumption and GDP does not make people happier and more satisfied. Well-being is also closely correlated to social capital, including the feeling of being part of and useful to a community. According to the New Economics Foundation's 2009 Happy Planet Index, the UK ranks as only the 108th happiest country, Sweden the 119th and the US the 150th. Costa Rica, Vietnam and the Philippines score in the 20 happiest countries.

World Summit on Sustainable Development (WSSD): The World Summit on Sustainable Development, also known as the Johannesburg Summit or Rio +10, took place in South Africa in 2002. At the 1992 Earth Summit in Rio, the international community adopted Agenda 21, an unprecedented global plan of action for sustainable development. Ten years later, the Johannesburg Summit presented an opportunity for the world's leaders to adopt concrete steps and identify quantifiable targets for better implementing Agenda 21. The Summit brought together tens of thousands of participants, including heads of state and government, national delegates and leaders from all Major Groups to focus the world's attention and direct action towards meeting difficult challenges, including improving people's lives and conserving our natural resources in a world that is growing in population, with ever-increasing demands for food, water, shelter, sanitation, energy, health services and economic security (*Source: CSD/DESA website and WSSD site, www.un.org/jsummit/html/basic_info/basicinfo.html*).

Young adults: This report refers to young adults as individuals aged between 18 and 35 years.

Youth: The United Nations, for statistical purposes, defines 'youth', as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. This definition was made during preparations for the International Youth Year (1985), and endorsed by the General Assembly (see A/36/215 and resolution 36/28, 1981). All United Nations statistics on youth are based on this definition, as illustrated by the annual yearbooks of statistics published by the United Nations system on demography, education, employment and health (*Source: United Nations, http://www.un.org/esa/socdev/unyin/qanda.htm*).

10-Year Framework of Programmes on SCP: The Johannesburg Plan of Implementation (JPOI), adopted at the 2002 World Summit on Sustainable Development (WSSD) recognises that fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. The Plan calls for the development of a 10-year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production; to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, delinking economic growth and environmental degradation through improving efficiency and sustainability in the use of resources and production processes; and reducing resource degradation, pollution and waste (*Source: Johannesburg Plan of Implementation, Chapter III*).

Resources

Publications

Human Development Report 1998 - Consumption for Human Development

By the United Nations Development Programme (UNDP)
The 1998 Report investigates the 20th century's growth in consumption, unprecedented in its scale and diversity.
http://hdr.undp.org/en/reports/global/hdr1998/

Report of the Task Force on Sustainable Lifestyles

Swedish Ministry of the Environment (2010)
This report is a tool for anyone working on sustainable lifestyles and behavior change. The content comes from the nine Task Force projects and the wider evidence base on sustainable lifestyles.
http://www.unep.fr/scp/marrakech/taskforces/pdf/SLT%20Report.pdf

Here and Now: Education for Sustainable Consumption (ESC) – Recommendations and Guidelines

United Nations Environment Programme (UNEP), The Marrakech Process Task Force on ESC led by Italy, in collaboration with the United Nations Decade on Education for Sustainable Development and Hedmark University College in Norway, 2010. This publication provides recommendations and guidelines aimed at policy-makers and educators on how to best integrate and implement Education for Sustainable Consumption in the formal education sector.
http://www.unep.fr/scp/marrakech/taskforces/education.htm

Literature Review on Sustainable Lifestyles and Recommendations for Further Research

By Kate Scott, Stockholm Environment Institute, Project Report 2009
This report pulls together evidence surrounding sustainable lifestyles, including the tools and methods available to tackle the issue, understanding why we behave the way we do and looking at the issues surrounding production and consumption.
http://www.unep.fr/scp/marrakech/taskforces/pdf/sei_sustainable_lifestyles_evidence_report.pdf

State of the World 2010 - Transforming Cultures: From Consumerism to Sustainability

Worldwatch Institute, U.S., 2010
Sixty renowned researchers and practitioners describe how we can harness the world's leading institutions—education, the media, business, governments, traditions, and social movements—to reorient cultures toward sustainability.
http://www.worldwatch.org/sow10

Paving the way to Sustainable Consumption and Production

Marrakech Process Progress Report including Elements for a 10-Year Framework of Programmes on Sustainable Consumption and Production (SCP)
Document prepared by the Marrakech Process Secretariat (UNEP and UNDESA) with input from the Advisory Committee, May 2010.
This report highlights the main achievements of the Marrakech Process thus far, detailing progress at international, regional, and national levels, as well as providing examples of successful initiatives from the Task Forces. The paper also includes elements for a 10 year Framework of Programmes on Sustainable Consumption and Production.
http://www.unep.fr/scp/marrakech/pdf/Marrakech%20Process%20Progress%20Report%20-%20Paving%20the%20Road%20to%20SCP.pdf

Talk the Walk: Advancing Sustainable Lifestyles through Marketing Communications

United Nations Environment Programme (UNEP), the Global Compact Office and Utopies, 2005
This publication provides a summary of existing research on consumers' attitudes towards green products, an analysis of various marketing strategies and campaigns from pioneers companies and mainstream groups in sectors like clothing, cosmetics, food retail, automotive, etc., key tips to communicate effectively and a practical toolbox for practitioners and resources with a list of online interactive index of publications and TV/print ads for further reference.
http://www.unep.fr/shared/publications/pdf/DTIx0763xPA-TalkWalk.pdf

Communicating Sustainability – How to Produce Effective Public Campaigns

United Nations Environment Programme (UNEP) and Futerra Sustainability Communications (2005)
The communication guide profiles public campaigns from around the world that have already proved their positive impact on the public, including communications on energy savings, water and air pollution, waste management, and natural resources' shortage. The report engages people on sustainable lifestyles by discussing what works and what doesn't in sustainable development communications, how to develop a communications plan, as well as provides best practices examples through sixteen case studies from around the world.
http://www.unep.fr/shared/publications/pdf/ DTIx0679xPA-CommunicatingEN.pdf

Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change

A report to the Sustainable Development Research Network (January 2005.), Tim Jackson
This report reviews the literature on consumer behaviour and behavioural change and discusses the evidence base for different models of change. It highlights the dilemmas and opportunities that policy-makers face in addressing unsustainable consumption patterns and encouraging more sustainable lifestyles.
http://www.sd-research.org.uk/wp-content/uploads/ motivatingscfinal_000.pdf

Prosperity without Growth - Economics for a Finite Plane

By Tim Jackson (2009), Earthscan Publications Ltd.
In this book, Tim Jackson outlines pathways towards a sustainable economy, which involves radically changing our "shop until you drop" mentality, as well as engaging other disruptive economic practices. Jackson doesn't claim this will be easy, but points out that while action is urgent, it is possible.
http://www.earthscan.co.uk/tabid/92763/Default.aspx

The Paradox of Choice: Why More is Less

By Barry Schwartz (2004), Ecco
Barry Schwartz tackles one of the great mysteries of modern life: Why is it that societies of great abundance — where individuals are offered more freedom and choice (personal, professional, material) than ever before — are now witnessing a near-epidemic of depression? Conventional wisdom tells us that greater choice is for the greater good, but Schwartz argues the opposite: He makes a compelling case that the abundance of choice in today's western world is actually making us miserable.
http://www.swarthmore.edu/SocSci/bschwar1/

Report by the Commission on the Measurement of Economic Performance and Social Progress

By Joseph E. Stiglitz (President of the Commission), Amartya Sen (Advisor), Jean-Paul Fitoussi (Coordinator), 2009
The Commission, created in 2008 by the President of France, Nicolas Sarkozy, aims to identify the limits of GDP as an indicator of economic performance and social progress, to consider additional information required for the production of a more relevant picture, to discuss how to present this information in the most appropriate way, and to check the feasibility of measurement tools proposed by the Commission.
http://www.stiglitz-sen-fitoussi.fr/en/index.htm

How's Life? Combining Individual And National Variables To Explain Subjective Well-Being

By John F. Helliwell, Economic Modelling, 2003, v20 (2, Mar), 331-360, National Bureau of Economic Research
This paper attempts to explain international and inter-personal differences in subjective well-being over the final fifth of the twentieth century. The main innovation of the paper, relative to earlier studies of subjective well-being, lies in its use of large international samples of data combining individual and societal level variables, thus permitting the simultaneous identification of individual-level and societal-level determinants of well-being.
http://www.nber.org/papers/w9065

ABC of SCP: Clarifying Concepts of Sustainable Consumption and Production

United Nations Environment Programme (UNEP), 2010
This publication aims to clarify the main terms and concepts related to sustainable consumption and production, and other terms associated with sustainable development and the Commission on Sustainable Development (CSD).
http://www.unep.fr/scp/marrakech/pdf/ABC%20 of%20SCP%20-%20Clarifying%20Concepts%20 on%20SCP.pdf

Frequently Asked Questions on the Marrakech Process

United Nations Environment Programme (UNEP), 2009
The publication describes the Marrakech Process on Sustainable Consumption and Production by defining the concept of SCP and providing brief answers and overviews of each of the activities of the Marrakech Process (international and regional meetings, Task Forces, Forums with business and civil society, etc), and highlighting the outcomes and progress achieved. It also explains SCP contributions to poverty alleviation and climate change mitigation.
http://www.unep.fr/shared/publications/pdf/ DTIx1177xPA-FAQMarrakechProcess.pdf

United Nations World Youth Report - Young Peoples' Transition to Adulthood: Progress and Challenges

This report examines the challenges and opportunities existing for the roughly 1.2 billion young people between the ages of 15 and 24 in the world. It provides a regional overview summarizing the major youth development trends in the fifteen priority areas of the World Programme of Action for Youth. The report explores major issues of concern to youth development, including employment, education, health, poverty and violence. It also highlights youth as a positive force for development and provides recommendations for supporting their essential contributions.

http://www.un.org/esa/socdev/unyin/wyr2007.htm

Online

Marrakech Process on Sustainable Consumption and Production

The Marrakech Process is a global multi-stakeholder process to promote Sustainable Consumption and Production (SCP) and to work towards a 'Global Framework for Action on SCP', the so-called 10-Year Framework of Programmes on SCP (10YFP). The United Nations Environment Programme (UNEP) and the United Nations Department for Economic and Social Affairs (UN-DESA) are the leading agencies of this global process, with an active participation of national governments, development agencies, private sector, civil society and other stakeholders.

http://esa.un.org/marrakechprocess/

Marrakech Process: Task Force on Sustainable Lifestyles (led by Sweden until 2009)

The Task Force on Sustainable Lifestyles was established in 2005 by the Swedish Ministry of the Environment, as part of the Marrakech Process, with valuable support from UNEP's Division of Technology, Industry and Economics. The objective of this Task Force was to explore ways to engage, exemplify, enable and encourage people, civil society organizations and governments to further sustainability in people's everyday lives. Nine Task Force projects cover activities in 43 countries across every region of the world. The projects covered fields as diverse as social innovation, communication, education, marketing, advertising and research.

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

Creative Communities for Sustainable Lifestyles (CCSL)

Creative Communities is an ongoing research project. It identifies best practices and makes policy recommendations on grass root social innovations for sustainable urban living. The main focus is on rapidly developing countries, particularly Brazil, India

and China. The project focused on three aspects: the characteristics of the local groups leading projects, the role of innovative projects in promoting new and sustainable lifestyles and the potential to replicate these projects.

http://www.sustainable-everyday.net/ccsl/

UNEP Creative Gallery on Sustainability Communications

UNEP presents the first international online database of corporate and public advertising campaigns specifically dedicated to sustainability issues. The campaigns included in the Gallery address sustainability issues through various themes, tones, types of media and strategies.

http://www.unep.fr/scp/communications/ads.htm

Making the Business Case for Sustainable Lifestyles

This project is an ongoing series of guidebooks that address the business opportunities of sustainable production and consumption. It explores opportunities for the development of practices and choices that enable individuals to meet their needs and aspirations without compromising the needs of future generations. Its activities and projects aim at engaging, encouraging and enabling actions to foster sustainable lifestyles and make them desirable.

http://www.encourage-sustainable-lifestyles.net/

Toolkit for Advertising and Marketing Courses

The Toolkit is a flexible, interactive resource for the educators training future marketing, advertising and communications professionals. The project combines theory, practice and case studies to engage students with sustainability issues in a business context.

http://www.unep.fr/scp/publications/details.asp?id=DTI/0886/PA

UNEP/UNESCO YouthXchange (YXC) Initiative

The UNEP/UNESCO YouthXchange Initiative uses a combination of printed guidebooks, media and educational outreach to promote sustainable lifestyles among young people (15-24 year olds). This initiative highlights how sustainable consumption directly relates to quality of life, efficient use of resources (both human and natural), waste reduction, ethical issues, fair trade and general equality issues.

www.youthxchange.net

Sustainable Everyday Project

An open web platform designed to stimulate social conversation on possible sustainable futures, focusing on scenarios laboratory (with new visions of sustainable everyday life) and catalogue of cases (showing examples of social innovation globally).

http://www.sustainable-everyday.net

The Green Economy Initiative

The UNEP-led Green Economy Initiative, launched in late 2008, consists of several components whose collective overall objective is to provide the analysis and policy support for investing in green sectors and in greening environmental unfriendly sectors. The Initiative assists governments in shaping and focusing policies, investments and spending towards a range of green sectors, such as clean technologies, industry, renewable energies, water services, transport, waste management, green buildings, and sustainable agriculture and forests.
http://www.unep.org/greeneconomy/

Partnership for Education and Research about Responsible Living (PERL)

PERL is a partnership of educators and researchers from over 100 institutions in more than 50 countries—working to empower citizens to live responsible and sustainable lifestyles.
http://www.perlprojects.org/

ESRC Research Group on Lifestyles Values and Environment (RESOLVE)

RESOLVE, a multi-disciplinary research group at the University of Surrey, aims to unravel the complex links between lifestyles, values and the environment. Its overall aim is to develop a robust understanding of the links between lifestyle, societal values and environment and provide evidence-based advice to policy-makers in the UK and elsewhere who are seeking to understand and to influence the behaviours and practices of 'energy consumers.'
http://www3.surrey.ac.uk/resolve/index.htm

UN Decade of Education for Sustainable Development

Education for sustainable development aims to help people to develop the attitudes, skills and knowledge to make informed decisions for the benefit of themselves and others, now and in the future, and to act upon these decisions.
http://www.unesco.org/en/education-for-sustainable-development/

DESIS Network

A network of schools of design and other schools, institutions, companies and non-profit organizations interested in promoting and supporting design for social innovation and sustainability.
http://www.desis-network.org/

Notes

About the UNEP Division of Technology, Industry and Economics

The UNEP Division of Technology, Industry and Economics (DTIE) helps governments, local authorities and decision-makers in business and industry to develop and implement policies and practices focusing on sustainable development.

The Division works to promote:

> sustainable consumption and production,

> the efficient use of renewable energy,

> adequate management of chemicals,

> the integration of environmental costs in development policies.

The Office of the Director, located in Paris, coordinates activities through:

> **The International Environmental Technology Centre** - IETC (Osaka, Shiga), which implements integrated waste, water and disaster management programmes, focusing in particular on Asia.

> **Sustainable Consumption and Production** (Paris), which promotes sustainable consumption and production patterns as a contribution to human development through global markets.

> **Chemicals** (Geneva), which catalyzes global actions to bring about the sound management of chemicals and the improvement of chemical safety worldwide.

> **Energy** (Paris and Nairobi), which fosters energy and transport policies for sustainable development and encourages investment in renewable energy and energy efficiency.

> **OzonAction** (Paris), which supports the phase-out of ozone depleting substances in developing countries and countries with economies in transition to ensure implementation of the Montreal Protocol.

> **Economics and Trade** (Geneva), which helps countries to integrate environmental considerations into economic and trade policies, and works with the finance sector to incorporate sustainable development policies.

UNEP DTIE activities focus on raising awareness, improving the transfer of knowledge and information, fostering technological cooperation and partnerships, and implementing international conventions and agreements.

For more information,
see **www.unep.fr**

This publication provides recommendations to develop efficient sustainable lifestyles policies and initiatives based on the Global Survey on Sustainable Lifestyles (GSSL). It is aimed at policy-makers and all relevant stakeholders on how best to help support the shift to sustainable lifestyles, for instance through effective communication and awareness-raising campaigns.

The survey, which involved 8000 young urban adults from 20 different countries, points to three key dimensions of empowerment and creativity: new visions of progress, behavioral alternatives, as well as trust and participation. The report highlights the need for working together to better comprehend, educate and empower young adults globally, to enable them to create their own positive visions of sustainable lifestyles, and therefore become actors of change.

The GSSL was jointly developed by UNEP and the Task Force on Sustainable Lifestyles, which was led by Sweden from 2005-2009, in the framework of the Marrakech Process on Sustainable Consumption and Production (SCP).

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