

**LIVING
SUSTAINABLY**



**The International Task Force
on Sustainable Lifestyles**

Swedish Ministry of the Environment



Marrakech Process: Towards a Global Framework for Action
on Sustainable Consumption and Production

Insights from the International Task Force on Sustainable Lifestyles

David Chittenden

2 September 2009

Outline

- Task Force and Marrakech Process
- Consumption and lifestyles
- Projects and results
- Insights – behaviour change
- Next steps
- Questions

Sustainable Production and Consumption (SCP)

- Marrakech Process
 - World Summit on SD Johannesburg Action Plan
 - 10-year Framework of Programmes on SCP – to be negotiated at CSD in 2011
 - UNEP and UNDESA
- Marrakech Process Goals
 - to assist countries in their efforts to green their economies
 - to help corporations develop greener business models
 - to encourage consumers to adopt more **sustainable lifestyles**.

Task Force on Sustainable Lifestyles

- Swedish-led (funded) & UNEP supported
- Started 2005, finishing 2009
- Terms of Reference
 - engage and encourage stakeholders
 - assemble results and good examples
 - support the implementation of projects
 - information/education & marketing and engagement
 - **awareness, attitudes and changing behaviour**
 - the role of young people and women
- 9 projects, 6 completed

Lifestyles and consumption

Consumption

- purchasing, using and disposing of products
- *Lifecycle analysis, product efficiencies*

Lifestyles

- Social conversations – aspirations & differentiation
- Values, activities and behaviours
- Includes consumption & work (production)
- *Needs? / happiness? / the good life? / sufficiency?*

Lifestyle or consumption?



Lifestyles and consumption

“The area of lifestyle choice has often been regarded as too subjective, too ideological, too value laden, or simply too intractable to be amenable to policy intervention”

(T. Jackson, 2006)

Projects and results

1. Communication & Marketing

How to run effective public campaigns

- Myths, facts & case studies
- Training workshops in China and Brazil

Toolkit for marketing and advertising courses

- CD ROM and website
- Professors, trainers & students



Projects and results

2. Research

Global Survey on Sustainable Lifestyles

- Youth visions and responses to scenarios
- Over 10 languages and 20 countries
- Has a waste/recycling scenario

Literature review & recommendations

- Wide ranging and big picture



Project and results

3. Education and engagement

Creative Communities for Sustainable Lifestyles

- Investigating spontaneous initiatives
- Brazil, India, China and Africa

Inter-cultural 'Sister Classrooms'

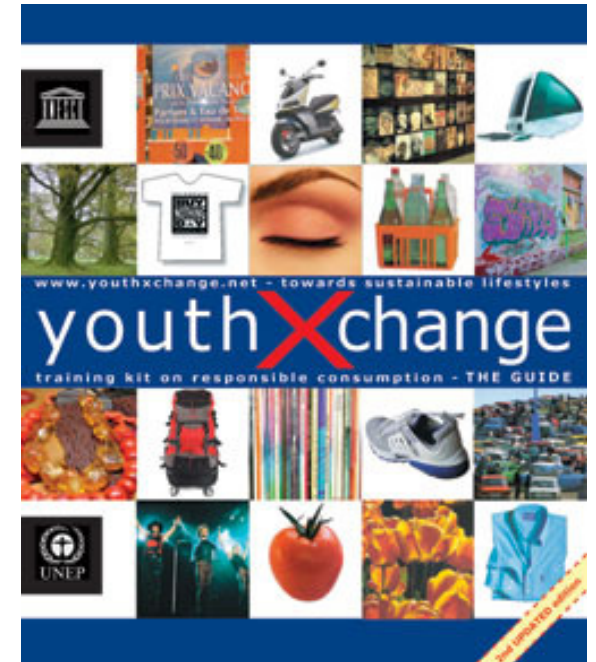
- Freirian approach to teaching lifecycle analysis and global citizenship in schools & universities

Projects and results

3. Education and engagement

youthXchange

- 2001 Guide and website, 2008 updated
- Translated and implemented in Philippines, West Asia, Latin America – 10 countries
- Youth promoting to youth – cool & fun
- Generated a lot of interest and support
- 2009 renewed funds – 12 more countries



Projects and results

4. Production for sustainable lifestyles

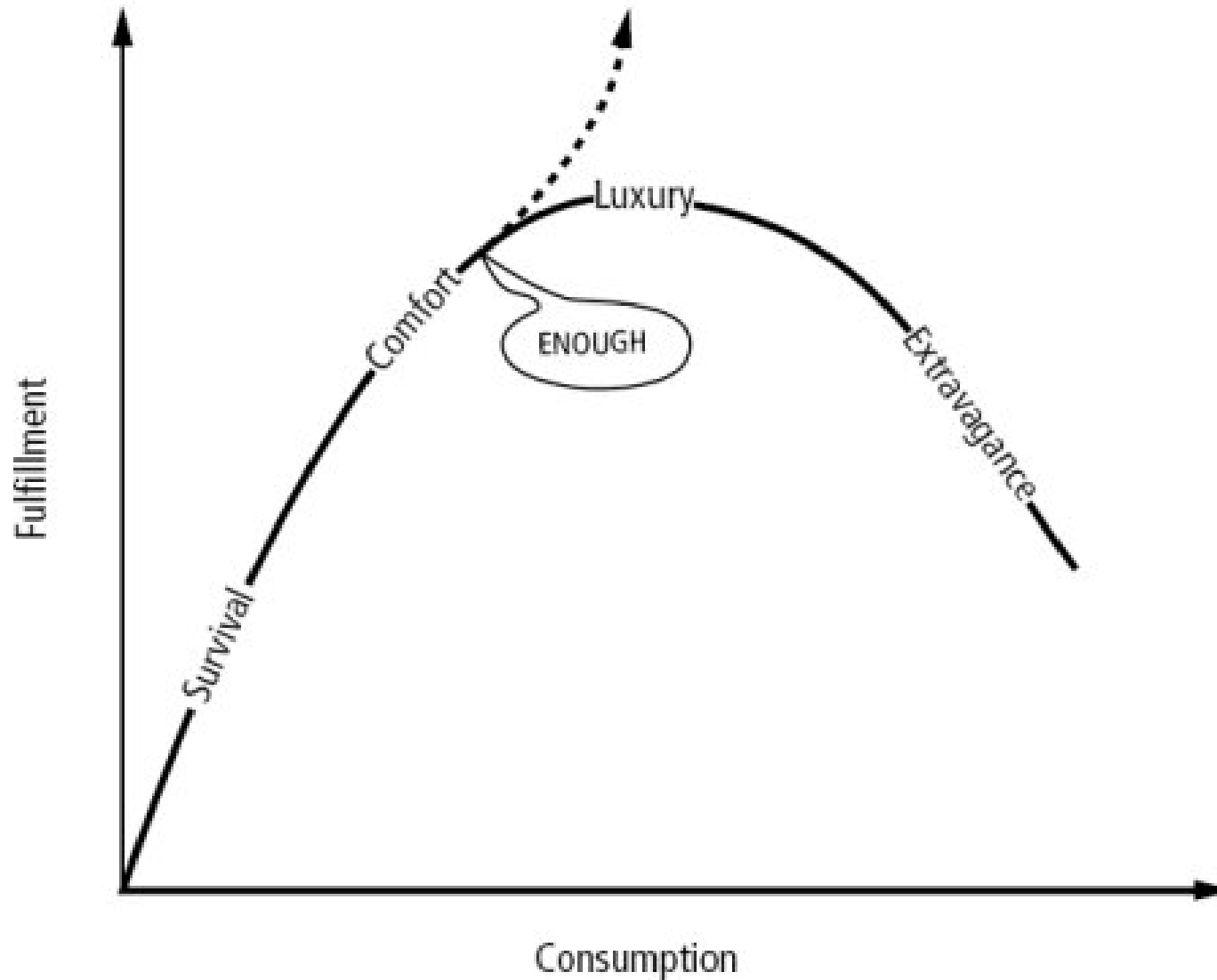
Business Case booklet series

- Business opportunities from sustainable lifestyles (speaking the language of business)
- Targeting multinationals

Entrepreneurship in African Universities

- Teaching and supporting business skills alongside sustainable lifestyles
- Egypt, Kenya, Tanzania, Mozambique, Mauritius

Insights - Consumption



Insights? – behaviour change ...



Insights for behaviour change

1. Concept and communication

Concept matters

- Understand consumption through lifestyles
- Empowerment - Citizens & producers & consumers

Language matters

- ~~Lifestyles~~ - use 'Strategies for living', 'sustainable livelihoods', 'living sustainably'

Insights for behaviour change

2. Education, marketing & engagement

- Clear target audience around identity
- Use others and let them meet their needs
- Local, culture, examples, images, language
- Fun, cool, participatory, positive, personal
- Use multiple tools - media, celebrities, bicycle tours, art, theatre, training, music

Insights for behaviour change

3. Project implementation & research

- Set SMART objectives
- Assessment and measurement (of sustainability and of behaviour change)
- Communications/engagement/dissemination plan is needed for every project
- Implement with pilot or test with people
- Governance, partnerships, funding, staging

Next steps

- Publications on results, lessons and case studies (Futerra, February 2010)
- Formulate recommendations for the 10-Year Framework of Programmes on SCP (October 2009)
- PERL - Partnership for Education and Research about Responsible Living

Questions

David Chittenden: chittenham@gmail.com

More information

Marrakech Process

- <http://esa.un.org/marrakechprocess/index.shtml>
- <http://www.unep.fr/scp/marrakech/>

Task Force on Sustainable Lifestyles & projects

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