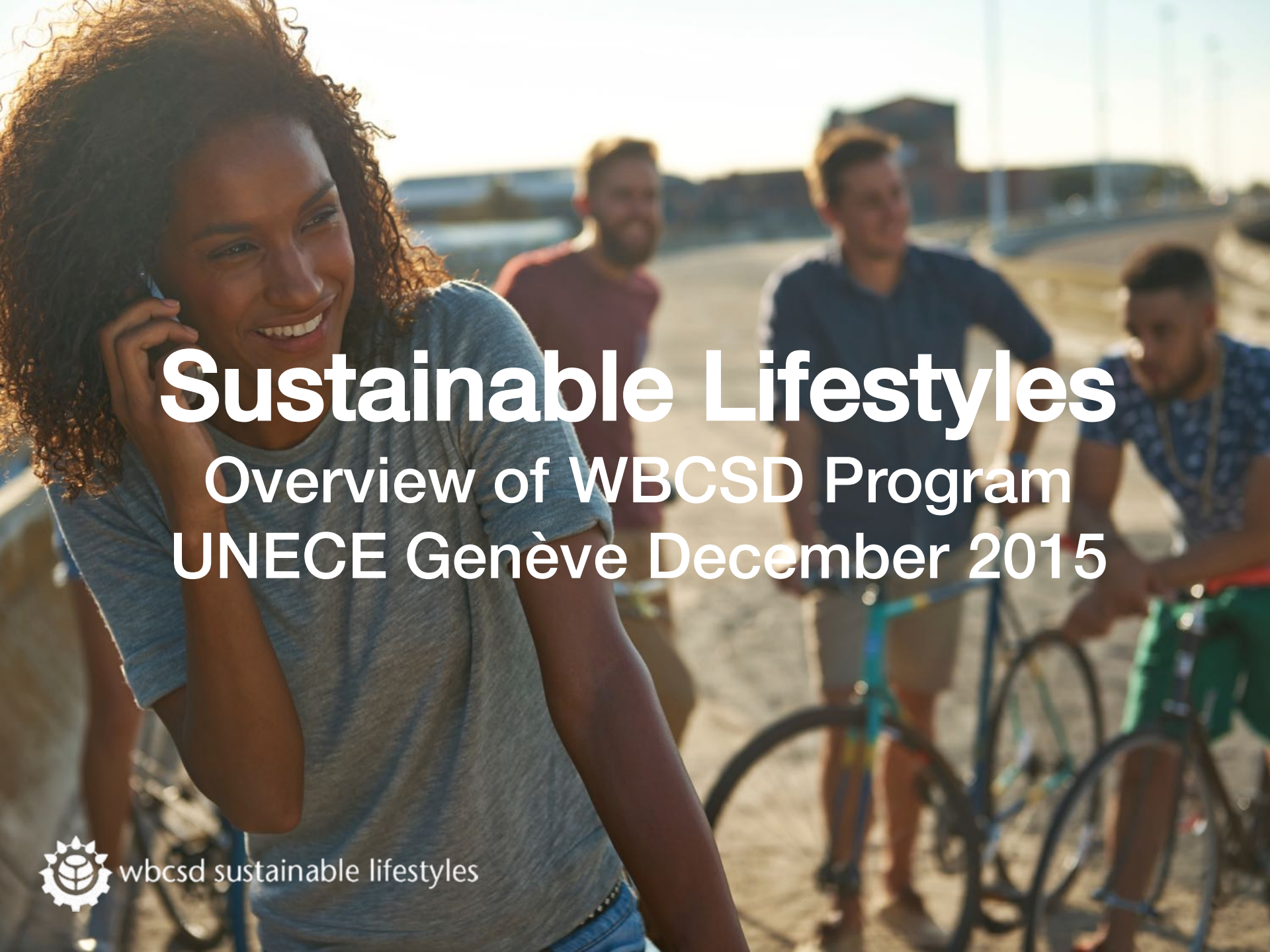


Sustainable Lifestyles

Overview of WBCSD Program
UNECE Genève December 2015

wbcsd sustainable lifestyles

Sustainable Lifestyles

Sustainable Lifestyles Societal Must-Have

Understanding the world that we need to create, technically, practically and emotionally, if companies are to offer sustainable aspirational lifestyles to their customers.
Data. Innovation. Engagement.

	Transparency on footprint of consumption	Sustainable products and services	Empower & motivate consumers
Must-Have			
Core work program	**Developing Metrics** • Go beyond LCA, investigating Lifestyle footprints to show the impact hotspots that business needs to focus its efforts on and which levers it needs to pull.	**Prototyping Innovations** • Use company collaboration on specific lifestyle hotspots to fast track innovations that measurably enable more sustainable lifestyles.	**Inspiring engagement** • Create an aspirational lifestyle narrative that inspires people to engage with sustainable lifestyle-enabling solutions.
Rationale	**Isolate hotspots and impact origins (e.g. embedded, behaviour), in order to:** • Inform and improve decision-making • Guide innovation priorities (product design, business model, behaviour change)	▶	**Understanding people's needs, preferences and decisions.** Start a shift in aspiration so that it is not in conflict with more sustainable living and provide companies with a playbook to help them support this. Focus research on understanding better/smarter/healthier lifestyles.

Sustainable Lifestyles

Sustainable Lifestyles *is* Sustainable Development

This project is about using the innovation power of business to enable and inspire more sustainable lifestyles

If 9 billion people are to live well, within planetary boundaries, we will need to go beyond product improvements alone – we must explore new ways of enabling our lifestyles. We have to take a broader perspective, considering transformation of not just products, but of related infrastructure, technology business models and individual behaviours too. Business can use its innovative power to inspire and enable more sustainable lifestyles. WBCSD's Sustainable Lifestyles work will focus on building a pipeline of sustainable lifestyle enabling products and services. We will also explore how to engage and inspire individuals to adopt the new solutions that are developed.

Sustainable **Lifestyles**

By 2030, There will be 3 billion more middle class consumers, requiring

50%

More energy

40%

More water

35%

More food

Working Group Members

3M

BMW Group

Brisa

BT

ERM

Firmenich

HAVAS WORLDWIDE

Italcementi Italcementi Group

novozymes Rethink Tomorrow

P&G

PEPSICO

pwc

Whirlpool

CBCSD 中国可持续发展工商理事会 China Business Council for Sustainable Development

cebds

CII Confederation of Indian Industry

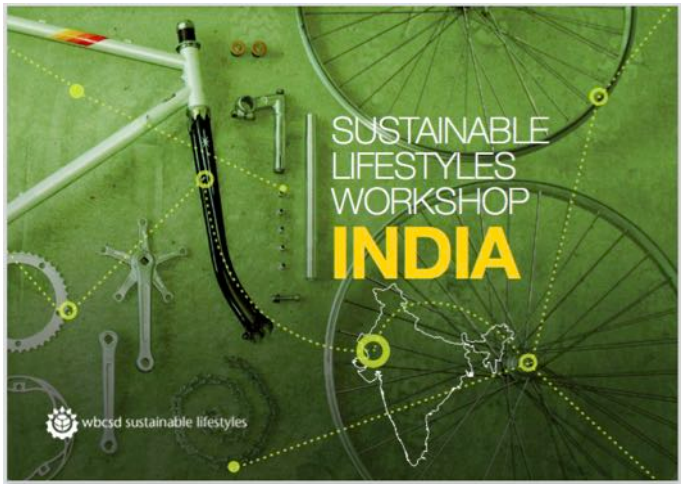
cscp

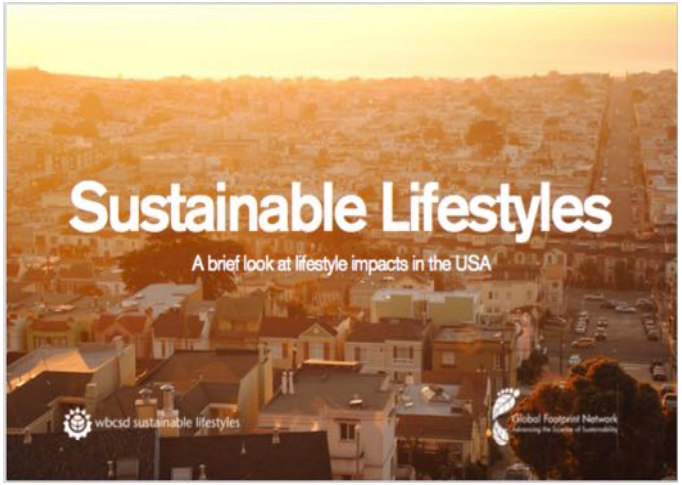
THE SUSTAINABILITY CONSORTIUM

Global Footprint Network

wbcsd council meeting

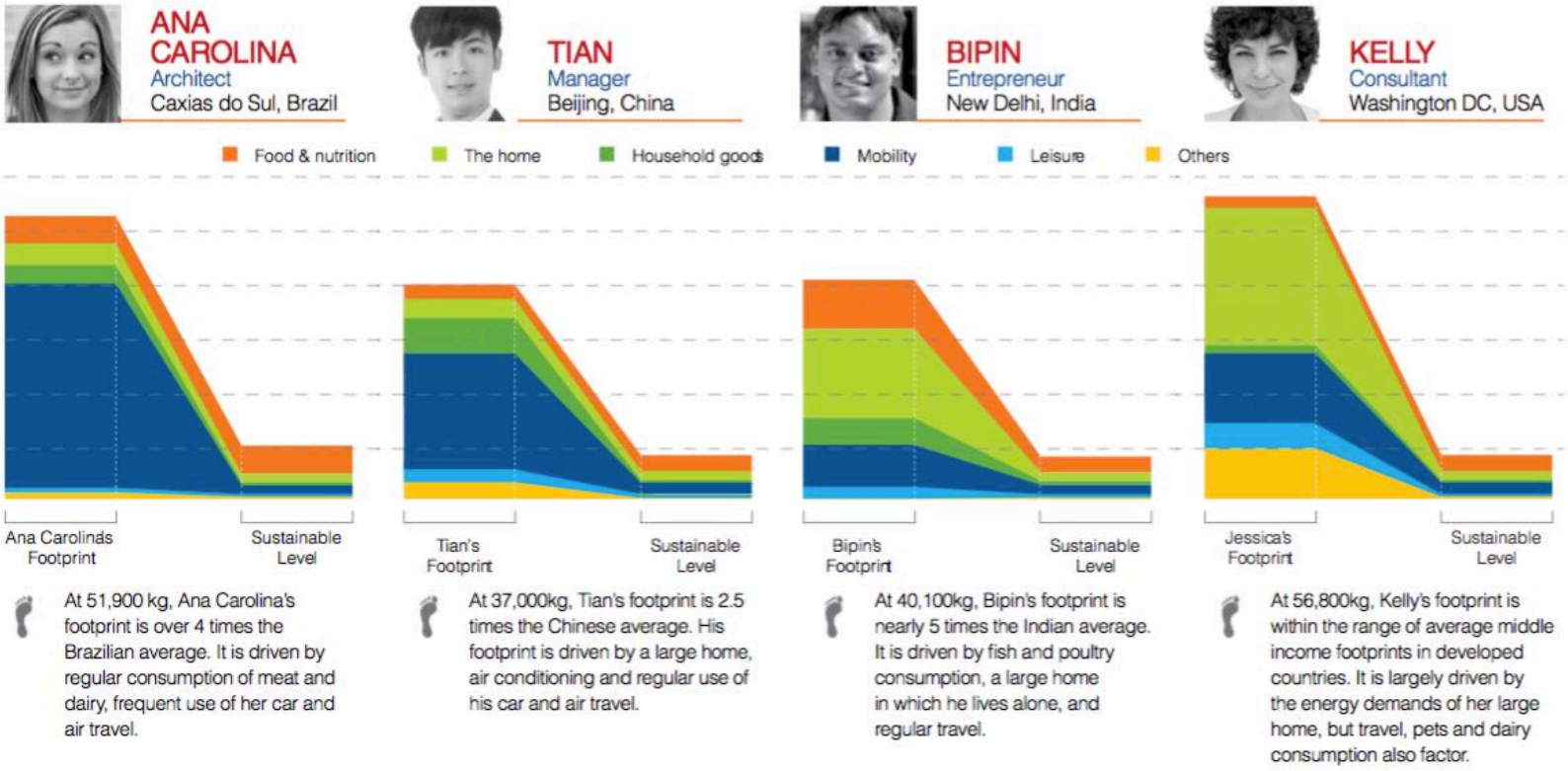
Research and Reports





2015 ACHIEVEMENTS: CLEARER CHALLENGE

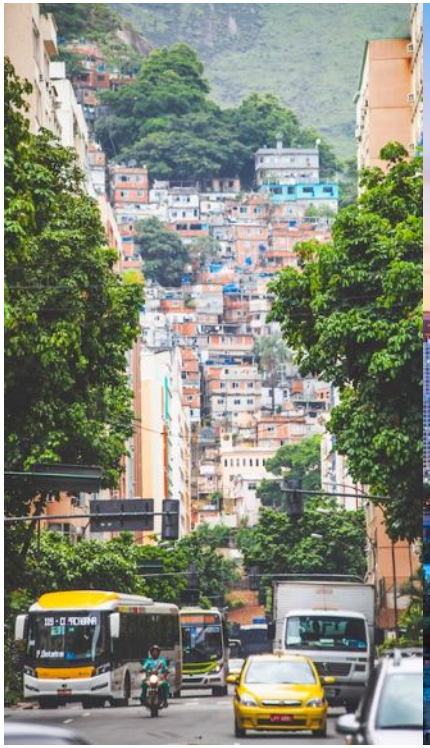
- A baseline of consumption challenges in emerging markets
- Clear indication that footprints are similar across middle class consumers globally
- Framed challenge in globally relevant way – what are the pathways to 8,000kg living?



cscp

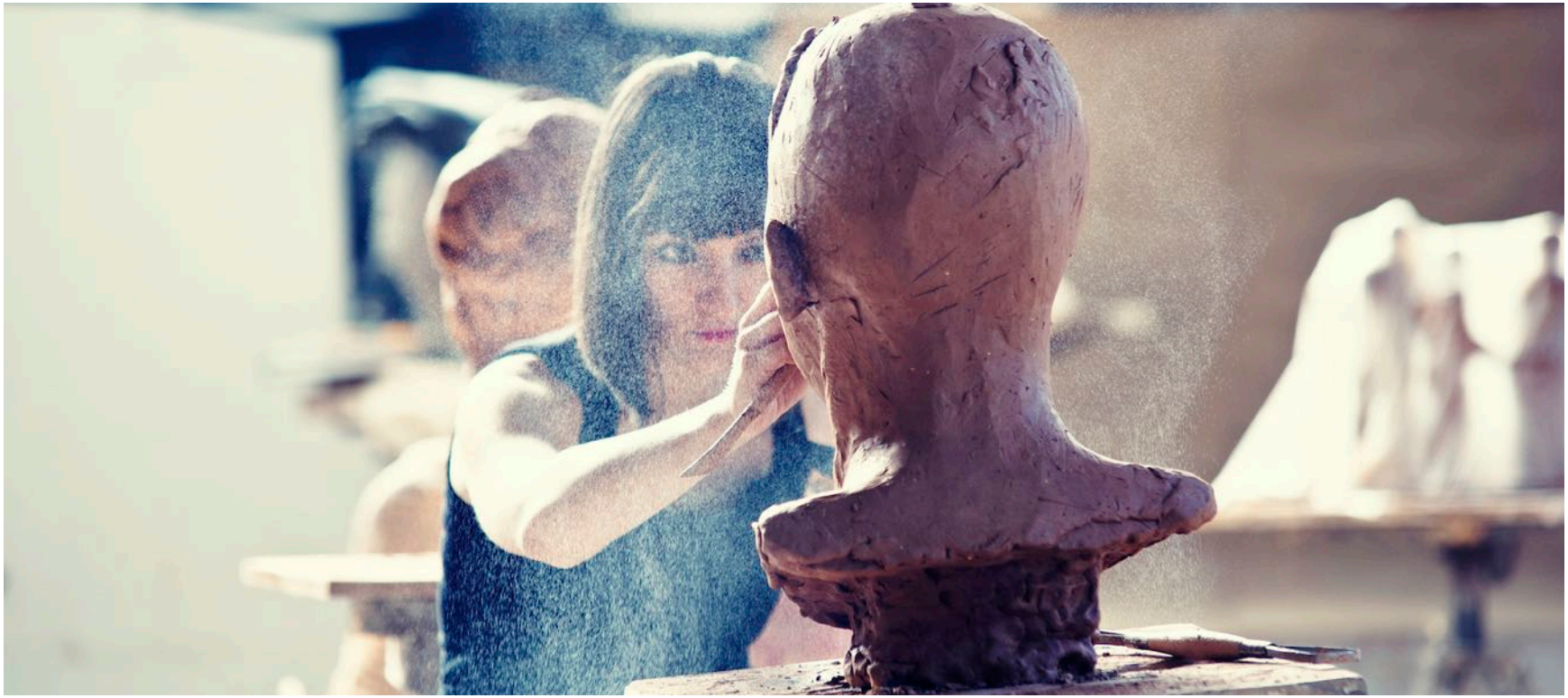
2015 ACHIEVEMENTS: WIDER COLLABORATION

- Exploring lifestyle opportunities over product improvements was fresh and engaging
- Uncovered key themes that can drive engagement in solutions in emerging markets
- Established a partnership that will make collaborative opportunity development possible – this is a viable innovation pathway to enable sustainable lifestyles



2015 ACHIEVEMENTS: EXCITING NEW NARRATIVE

- Aspiration is 'westernizing' globally (e.g. diet); stuck in 1950s ideal of bigger/faster
- Millennials are changing this to healthier/smarter/personally and socially rewarding
- Aspirations and behaviours are locked in at multiple points – we cannot engage people in more sustainable solutions without tackling aspiration more generally



Developing Metrics

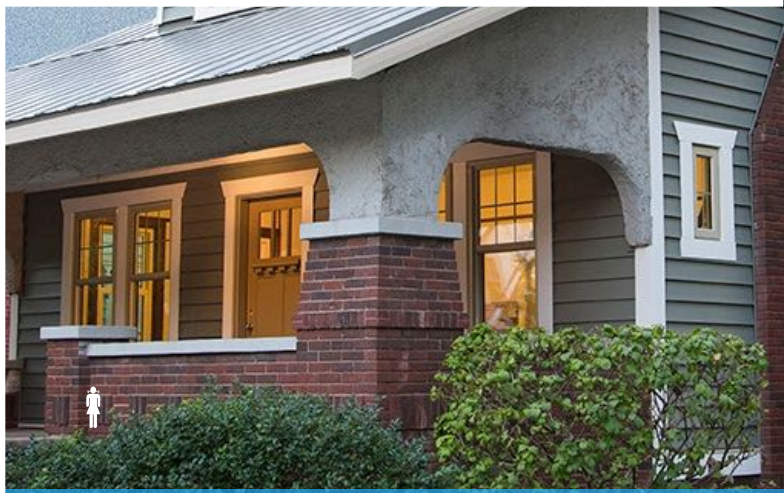
Using an 8,000kg lifestyle as a goal will encouage the development of commercially viable sustainable lifestyle opportunities and competitive advantage.

2016 GOALS

1. **Investigate US Footprints**
2. **Dig 1 level deeper to better understand each category (Food, Mobility, Home, Household Goods)**
3. **Automate simplified tool**

Prototyping Innovations

Investigating how current product lines, in combination with other products and services, can enable sustainable lifestyles, will reveal new opportunities for innovation.



8,000kg living in The ReNEWW House

2016 GOALS

1. **Member-led product, service & beheaviour investigations at ReNEWW House**
2. **Measure lifestyle made possible by ReNEWW House**
3. **Explore emerging market op.**

Inspiring Engagement

Present aspiration through a lens of smarter, healthier, and personally and socially rewarding, creating the context for inspirational innovative products and services.

2016 GOALS

1. **Codify a new vision and narrative where aspiration is in line with sustainable living**
2. **Test playbook in communi-cations (as appropriate)**
3. **Publish playbook version 1**

Redefining the Good Life

wbcsd sustainable lifestyles

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