

Input from the Task Force on Sustainable Lifestyles to the 10-Year Framework of Programmes on Sustainable Production and Consumption

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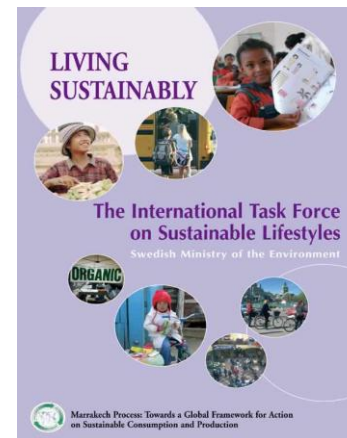
I - Purpose

This document proposes recommendations on behalf of the Task Force on Sustainable Lifestyles to the 10-Year Framework of Programmes on Sustainable Production and Consumption.

The central theme of the Task Force has been to:

- engage and encourage stakeholders
- assemble results and good examples
- support the implementation of projects
- focusing on the role of young people and women
- and by information/education, by raising awareness,
- address attitudes and change behaviour towards more sustainable lifestyles.

The Task Force considers "Lifestyles" to include: social conversations – aspirations & differentiation, values, activities and behaviours, consumption & work (production).



See ANNEX 1, Task Force Brochure, for more information on the Task Force

How the recommendations are to be used

As governments will negotiate the 10-Year Framework of Programmes on Sustainable Consumption and Production at CSD, the final recommendations on behalf of the Task Force will have no formal mandate. Instead, the Task Force will try to influence stakeholders within the Marrakech process. The

recommendations will have the weight of the Task Force's projects and experience behind them along with the project results that will be packaged and disseminated.

Influence

The Task Force's make-up and mandate means that the Task Force should consider how it can have most influence with its recommendations. It is possible for the Task Force to construct ambitious (and perhaps provocative) recommendations because its opinions are not constrained by any one organisation. To have influence however, it may be important to be seen as credible and to be able to back up the recommendations with evidence. It is suggested that the Task Force can have most influence by outlining the details of the programmes in the 10YFP.

"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" (Tim Jackson, 2006)

II - Proposed recommendations

Declaration on SCP - Vision

The focus of the Declaration should be on vision, on more overarching objectives and on implementation and follow up mechanisms. SCP is a process and the process can be different for different economies and different value systems. In this regards, we suggest to consider the vision as:

To achieve an economy in which the production and consumption system provides basic needs and brings a better quality of life for all, including future generations, within the limits of the ecosystem capacity.

However, it might be necessary to set basic and general principles of SCP. We suggest that studies and implementation efforts carried out by research institutes and other key stakeholders to be reviewed and taken into account when setting such principles. The principles should cover elements such as ecological carrying capacities and should consider SCP as both a means and an end.

The vision should be simple, and not try to encompass everything and all the details. As is suggested in the 3rd Public Draft, the Task Force recommends that the vision does include the concept of sustainable lifestyles.

While the term ‘sustainable lifestyles’ is common language in international work, the Task Force has found that the term is often misunderstood by different groups of people in different countries, cultures and contexts. The Task Force recommends that when ‘sustainable lifestyles’ projects, policies or programmes are being promoted or implemented in different situations, the sustainable lifestyles concept should be translated into language that is appropriate for the target group.

Whatever term is used, it should be accompanied by a clear definition to avoid ambiguity. The Taskforce defines Sustainable Lifestyles as:

Patterns of action and consumption, created by individuals and society, which meet everyone’s basic needs and provide a basic quality of life, whilst minimizing the use of natural resources and emissions of waste and pollutants, and do not jeopardize the needs of future generations.

In sociology, a lifestyle is the way a person lives. A lifestyle is a characteristic bundle of behaviours that makes sense to both others and oneself in a given time and place, including social relations, consumption, entertainment, and dress. The behaviours and practices within lifestyles are a mixture of habits, conventional ways of doing things, and reasoned actions. A lifestyle typically also reflects an individual's attitudes, values or worldview. Not all aspects of a lifestyle are entirely voluntaristic. Surrounding social and technical systems can constrain lifestyle choices.

Currently, the cornerstone of lifestyle construction, beside values and attitudes , is consumption behaviour, which offers the possibility to create and further individualize the self with different products or services that signal different ways of life.

Sustainable living is the application of sustainability to lifestyle choice and decisions. Sustainability itself is expressed as meeting present ecological, societal, and economical needs without compromising these factors for future generations.

Sustainable lifestyles can be therefore described as patterns of action and consumption, used by people, which meet basic needs, provide a better quality of life, minimise the use of natural resources and emissions of waste and pollutants over the lifecycle, and do not jeopardise the needs of future generations.

Declaration on SCP - *Global Objectives*

There should be an overall objective of the 10 year framework of programmes and specific goals, which lay out the areas of work. The specific goals for each specific objective should be set so that necessary actions can be developed to achieve them. The objectives of the 10YFP should be decoupling directly, but doing the necessary to maximize the impacts of the efforts by all actors to decouple. Pulling all the national and regional activities together does not make a very useful 10YFP.

The ultimate objective of the 10YFP is:

To ensure significant progress be made in pursuing SCP through prioritized, coordinated, and effective efforts by all nations and all stakeholders in pursuing SCP.

There is no point trying to confirm again that SCP should be implemented. The 10YFP should address the question of how effectively we work together (triangle of change).

As is suggested in the 3rd Public Draft, the Task Force recommends that a specific objective be considered on ‘more sustainable and low-carbon lifestyles’. But “Promote visions of more sustainable and low-carbon lifestyles” is perhaps too generic to be a specific objective. We should define what promoting means for different stakeholders: consumers, policy makers, producers/business and break down the first objective. For example, “Promote business innovations, knowledge and technology transfer to support SCP/sustainable lifestyles.

The Task Force recommends that the objective contain the following elements:

- promote visions of more sustainable and low-carbon lifestyles and encourage countries to develop tangible descriptors for sustainable living for a future point that people can engage with.
- Use a package of interventions from policy and communications to address barriers and use motivation for actions e.g. providing and promoting infrastructure, demonstrating people are acting, integrating into education and training and using approaches that are personally relevant, positive, participatory and provide feedback on progress made.
- Raise peoples awareness and understanding of sustainable choices.
- Develop a language/set of words of phrases that are meaningful to people in different countries.
- promote the examples/prototypes of more sustainable and low-carbon lifestyles that exist now. Promotion should be by disseminating the examples, and through supporting policies and mechanisms to ensure the examples can continue and be transferred to other locations and from micro to macro level by adapting the best elements of different existing elements.
- empower people to change their behaviour towards more sustainable and low-carbon lifestyles through information and education delivered in personal, participatory and positive ways.

- Promote political structures such as economical incentives, planning of society, including an efficient infrastructure, that support the behaviour change.

We suggest to check the specific objectives list in the third draft, against section 2.2 (Building programmes) and also with the discussions in the other parts of the document. There are inconsistencies between the objectives listed and the rest of the sections.

Main functions of the 10YFP

The Task Force recommends that the functions should be split into three categories; one for governments, one for business and one for NGOs and individuals. All stakeholders must play their role if we are to move to sustainability and the 10YFP could make that clear by including other stakeholders.

The Task Force recommends that the bullet point on raising people's awareness (in third draft) be changed to: Raise people's awareness of the impacts of their lifestyle choices, of the visions and solutions that are currently available, and help shape their values through motivating information and participatory education to support changes in consumption and production patterns.

The reasons for the changes are that the Task Force's work shows that raising awareness of problems without also raising awareness of accessible solutions is not productive. The Task Force has also shown that the **way** that information and education is delivered is just as important as **what** is being delivered, and that positive, personal and participatory methods work best for changing behaviour.

We would like to add: Support governments to promote effective programmes and policy instruments to support sustainable consumption and sustainable lifestyles. Experiences drawn from the task force's work have shown the need to foster the development of well-thought awareness campaigns on sustainability issues. Education, training and information are core elements and adapted communication strategies have therefore a key role to play. Dialogue and consultation, economic instruments, capacity-building, partnerships with private and public sectors, research centres and think tank, institutional agencies and government as well as with major groups (NGOs and Youth) are, among others, **mechanisms** that should proved successful in this respect.

Further, reducing the impact of choices through governments and business removing the most environmentally/sustainable offending products and services, given that it is not all about getting individuals to make the choices.

The third draft has brought the discussion of Sustainable Public Procurement, SPP here and there. Given the present situations in particular in Developing Countries, the focus on SPP is a premature approach to sell the idea of the 10YFP.

Support mechanisms, means of implementation and partnerships

The Task Force recommends that an existing or new legitimate and recognised institution (across production and consumption issues and stakeholders) at the global level should be responsible for coordinating efforts, creating partnerships, supporting implementation, and measuring and reporting progress of sustainable production and consumption activities.

This institution could develop an information and exchange platform to:

1. identify networks, organisations, actors working on sustainable lifestyles and behaviour change worldwide
2. share knowledge, approaches, best practices
3. improve coordination between different levels of action
4. organise campaigns on the occasion of key international events to raise awareness among policy-makers.

In general, we think that the mechanisms part is weak in the third draft. This section provides very limited information on the kinds of mechanisms the framework will comprise. However, the section describes just one mechanism „partnership“ in detail. This section needs to be elaborated further by detailing the purpose and type of the mechanisms. At least, an overview of the existing mechanisms by different stakeholders, regions, and countries should be provided to facilitate the identification of the mechanism. Such existing mechanisms include Marrakech Task Forces, Industry sector initiatives, national strategies and action plans, etc. Possible further mechanisms include e.g.

- Research centers and think-tanks
- Dialogue and consultation like Regional Dialogues
- Development of economic instruments
- Education and training...

Evaluation and tracking progress/indicators for Sustainable Lifestyles

In addition to measuring production and consumption trends, the Task Force recommends that attitudes and perceptions of sustainable lifestyles and behaviours be measured.

The European Environment Agency, EEA, has outlined a framework for the selection of indicators on SCP and for a narrative-based communication on indicator trends, building on a Vision of SCP and 35 key policy questions covering the key elements of SCP. The Task Force had the ambition to present a number of indicators but have not been able to realize this. We hope that the further

development of the work of EEA can result in a number of indicators on sustainable Lifestyles/sustainable living on a global level. The report from EEA can be found at: http://scp.eionet.europa.eu/publications/SCP_Indicators_framework

Task Force best practices and lessons learnt

Findings from the Task Force's work have shown that **"Lifestyles" concept matters** when it comes to better understand consumption, to motivate behaviour change and make it real for people. Changing unsustainable consumption/lifestyles implies focusing on human behaviour first. In this respect, questions such as *"What are others doing?"* or *"Does it make a difference?"* or even *"What's in it for me?"* are key issues to tackle in order to change behaviours

Language and terminology are also fundamental elements of awareness raising and empowerment and more targeted approaches are essential to engage people.

Engagement methods that are positive, personal and participatory can raise awareness, change attitudes and behaviour towards more sustainable lifestyles. ***Therefore, developing tools and implementing them is just as important as the tools themselves.***

The term 'sustainable lifestyles' is accepted in international work but it should not be used when working on behaviour change projects and policies. Instead an appropriate term to the local language and culture must be used.

Social innovation and creativity is another major fact-finding of the Task Force, and shows that behaviour change is happening now but needs support for expansion. Design schools and design tools have thus a role to play and this shows that linkages between consumption and production must be strengthened. People are not just consumers and many initiatives, particularly in 'developing' countries, have a production component. Forming relationships with the producers and guaranteeing them a market is one way that the production and consumption sides of more sustainable lifestyles are being brought together.

To implement projects, having **motivated local partners** who are influential with the target audience is essential to **adapt material and engage in fun ways.**

When projects are focussing on raising awareness and encouraging behaviour change, **measuring the effectiveness** of the method or approach is difficult but fundamental. Proving what works and what does not work is essential to enable **policy makers to implement policies** to support sustainable lifestyles.

Key Programmes

The Task Force has shown that the sustainable lifestyles perspective is valuable for understanding consumption, for empowering behaviour change, and it has implications for all the stages of the lifecycle approach. Project, policy, business and communications professionals working in the sectoral programmes would all benefit from a mechanism to share best practice and findings.

The Task Force proposes a structure of the 10YFP which to some extent reflects the mapping tool of the third draft 10YFP as well as the outcome of the Regional SCP meeting in Genève December 2009. The programmes should be focused, with clear outputs and implementation means. The programmes listed in the third draft, we do not consider as really being programmes - some of them look more like projects. The Task Force therefore proposes a series of crosscutting programmes on the general theme of awareness and education, empowering people to live sustainably, including behaviour change as well as structural change, and clustered into programme areas. The suggested programmes, means of implementation/policy tools, actors etc. are all the results from the input from TF members discussions, projects, project results and experiences.

See Annex 2.

The Task Force also recommends that a supporting mechanism be developed to link these non-sector specific sustainable lifestyles programmes with all the sectoral programmes.

Proposed Life Cycle Perspective for elaborating the programmes

There is no doubt that the life-cycle perspective forms the foundation for SCP approaches and offers a very effective way of understanding the impacts of unsustainable patterns.

The lifecycle perspective also is also about starting where people are, understanding how people live across sectors rather than peoples behaviours being determined or restricted by sectors (i.e. what someone does in their homes rather than when using energy or water etc.)

However, there are also macro level solutions that needs system solutions that are not so linier, such as new ways of land use planning, urban development planning, taxation and budgetary reform, etc. We therefore suggest that the 10YFP also includes sector specific programmes. Sectoral approach would clearly link to the actors. The different actors mentioned could also be categorized according to

the Marrakech Process mechanisms (the dialogues, the business, the CSO etc). This might be helpful to be consistent enough with the MP terminologies.

To sum up, draft recommendations for improvement have been identified and could serve as concrete inputs to the 10 YFP:

- **A greater emphasis is required on people and behaviour rather than products. This means understanding how raising awareness of solutions, and empowering and motivating people can change their behaviour to live sustainably**
- **Education and learning for sustainable lifestyles must be facilitated across business, NGOs, research institutions and governments as well as across sectors (energy, transport, agriculture for example) to build capability and capacity**
- Local implementation and experiments on Sustainable Lifestyles, where pilot projects should cover the way we live in our homes, energy and water use, waste minimisation etc.; food we eat and products we buy; personal travel and tourism as well as active learning methodologies for Sustainable Living. This should support and encourage pilot projects and action based research as well as capturing existing social innovations that are more sustainable.
- Evaluations should also include peoples perception of Sustainable living and key beliefs and values that we want to shift and also changes in the *willingness* to change behaviour (i.e. Global Survey on SL).
- Identify and sharing best practice and what has worked and what has not and with whom. There are core principles of changing behaviour and also common motivations and barriers. Starting from a platform of what we know and what we think is valuable rather than all of us rediscover the same things. This could be done by collecting “best practice” principle for influencing behaviour from each country in addition to case studies and synthesising these. This links to the role of a Institution to be the focal point.
- Programme supporting business, government and NGOs working together with individuals.
- Combination of teachers training and schools as agents of social change
- Understanding where we are: reviewing what is already going on through for example a call for information or /and a modular survey, which would provide an assessment of similarities and differences.
- More work is still needed particularly to implement ‘harder’ policy tools, such as infrastructure towards sustainable living as well as to scale-up and transfer good initiatives from projects to other locations
- As far as climate change is concerned, the projects and approaches under the Task Force are clearly part of what is required to change behaviour to reduce emissions and it is likely that the focus on awareness and behaviour change for sustainable lifestyles will attract more interest.

III - Task Force overall output

The Task Force had its last meeting in Oslo, Norway in September 2009. During the fall and winter the Task Force projects have been finalised, analysed and evaluated by external consult. In October Futerra, a communication agency, started to pack the results and are developing a number of communication products in order to disseminate the results from the Task Force in preparation for the CSD in May.

The products are the following:

Overall report; Brochure; Innovation Brief, Video, Folder, Power Point Presentations and development of the Web site (at UNEP website) with results from the projects and collected good practices from a number of actors and countries.

Besides these documents, the Task Force has participating in a number of international and regional meetings and work shops in order to raise awareness of the urgency to focus on lifestyles and Sustainable consumption, to inform about the work of the task force and to integrate/replicate concrete tools and means of implementation.

IV - Future work on Sustainable Lifestyles/Sustainable Living

The Task Force on Sustainable Lifestyles was finalised in the fall 2009. The results from the projects have been collected and evaluated. In order to disseminate the Task Force work a number of communication products will be developed (see above).

In order to continue work on Sustainable lifestyles and to use the experiences and findings from the Task Force project a partnership has established with the PERL with its secretariat in Hamar in Norway.

PERL is a partnership of researchers, experts, educators and practitioners, aware of the urgent need for individuals and society to significantly rethink and reorient the choices they make and the manner in which they live their lives in order to reduce the negative impacts of climate change and financial instability, ensure more just distribution of resources and foster sustainable, dignified human development for all. Within PERL there are 6 working groups ; Reflection and implementation; Education for responsible living; Social innovation; communication and media; Enabling sustainable lifestyles; International dialogue.

PERL is based on the work of the Consumer Citizenship Network (CCN), an Erasmus thematic network 2003-9, as well as on a close cooperation between the CCN, UNEP and the International Task Force on Sustainable Lifestyles.

- **PERL** has received support from UNEP and from the Swedish Marrakech Task Force on Sustainable Lifestyles, from the European Union and the Norwegian Government.
- **PERL** will begin in October 2009 and end its first phase in 2012.

PERL will fully contribute to the Marrakech Process on Sustainable Consumption and Production, as well as to the UN Decade for education for sustainable development, with the active participation of UNESCO and UNEP. **The objectives of PERL** Education and Research about Responsible Living involves examining and stimulating the incorporation of sustainability

in daily actions, including consumption choices, and the creation of sustainable and responsible lifestyles. In this perspective, PERL will aim at:

- Researching social innovation and responsibility;
- Giving visibility to creative communities that collaboratively invent new ways of living;
- Promoting education for sustainable consumption;
- Stimulating consumer citizenship;
- Developing teaching methods and materials;
- Providing references and guidance;
- Producing recommendations for sustainable lifestyles and education for sustainable consumption.

More information at: <https://www.hihm.no/content/download/17114/156442/file/PERL%20info%20sheet%20111009.pdf>

INPUTS FROM THE TASK FORCE ON SUSTAINABLE LIFESTYLES TO THE 10 YEAR FRAMEWORK OF PROGRAMMES

- January 2010 -

The role of the Task Force on Sustainable Lifestyles has been to engage, exemplify, enable and encourage relevant stakeholders in the Marrakech process to change behaviour towards sustainable lifestyles by finding the means and by assembling results and good examples from ongoing work on sustainable consumption. The Task Force experience is therefore particularly relevant when it comes to contributing to the 10 Year Framework of Programmes on Sustainable Consumption and Production and to defining its key programmes. The following lessons learnt and proposals for the 10YFP are built on the results from the TFs projects and discussions at meetings with Task Force members.

One particular lesson from the Task Force is that specific focus should be on ‘harder’ policy tools (i.e. prerequisites towards sustainable living). This is the aim of Programme Area 1 “Hardware for enabling which deals with governance measures at national and local authorities level and marketing oriented actions involving the business sector.

A second input of the Task Force is that further emphasis should also be put on ‘softer’ policy tools such as education and training, research and everyday enabling actions encompassing climate change adaptation and social innovation which appears to be the major driver towards socially and environmentally sustainable ways of living. Emphasis should be laid on promoting horizontal relationships between innovative groups of people in different places and countries as well as on considering design education and research institutions as support structures to explore, mature and disseminate more sustainable daily life solutions This is the aim of Programme Area 2 “Software for engaging”.

These two programme Areas cover several themes or programmes, each of them suggesting various kind of measures with corresponding targets, means of implementation, relevant actors (partners), monitoring tools and geographical regions which could be focused on.

PROGRAMME AREA 1 "HARDWARE" for ENABLING	PROGRAMME 1 - GOVERNANCE and enabling FRAMEWORKS at national and local authorities level					
	MEASURES	TARGET(S)	MEANS OF IMPLEMENTATION (TOOLS)	ACTORS	MONITORING / MEASURES OF SUCCESS	REGION
	1 - Work with local authorities / municipalities	Implementing sustainable Procurements	Toolkit / guidelines / fact sheets	Local authorities Business sector Consumer associations	Number of trainings / information meetings / Periodical surveys on public procurements	Need to be developed first in developed countries and adapted to world regions
		Preventing corruption	Training programmes aimed at identifying situations, acts, position related to corruption and at improving transparency	Judiciaries Police Local authorities Business sector Consumer associations	Number of trainings / information meetings / Periodical surveys	Started in Costa Rica, to be continued in other world regions
		Integrating social development (social justice handprint, i.e. : indigenous rights, transparency, child labor...) and related indicators	Training programmes	Local authorities Business sectors NGOs Representatives of indigenous communities Trade Unions Consumer associations	Number of trainings / information meetings / Periodical surveys	All regions
	2 – Work with governments	Developing assessment tools on sustainable living programmes	Training Programme	Partnerships between research and governmental bodies	Number of trainings	Europe, America, Asia
		Developing national	SCP Action Plans, SDS	National governments,	Number of new	Europe

	strategy programmes on sustainable living	papers	intergovernmental organisations, regional institutions UNEP, EU and other regions	programmes Number of implementation plans Number of new projects	America Asia
3 – Work with governments/ authorities/NGOs	Developing societal planning /ensuring an efficient infrastructure	Sustainable Cities, Strategies and Action Plans, Marrakech Task Force on Sustainable Construction and Buildings			
PROGRAMME 2 MARKETING ORIENTED ACTIONS – BUSINESS SECTOR					
MEASURES	TARGET(S)	MEANS OF IMPLEMENTATION (TOOLS)	ACTORS	MONITORING / MEASURES OF SUCCESS	REGION
1 – Market research network and Observatory for Sustainable Lifestyles	Engaging marketers	e.g. Toolkit for Advertising and Marketing Courses : for professors and students aiming at changing courses being taught to better educate new communications professionals -Guidelines and Recommendations -Exchange platform ; - Cooperative network of market research institutes / agencies/associations (e.g. ESOMAR) -Partnerships with market research associations at the international level	- Coordination : UNEP / UNIDO -Business associations (WBCSD, ESOMAR) and initiatives (Global Compact) - Market research institutes	- Quality of information on consumers' attitudes towards sustainability/ emergence of sustainable markets -Number of market researches	All regions Europe and North America Emerging countries Asia Pacific and Latin America West Asia
2 - Evaluation of	Engaging the business	- Exchange platform	-Business	- Develop ESC	Emerging and

business activities on education towards Sustainable Consumption	sector	- Partnerships with market research associations at the international level - Training workshop	associations (WBCSD) - institutes /associations -UNEP	indicators - Reporting on regular basis	economies in transition
3 – Introduction of Sustainable Entrepreneurship in business	Mainstreaming environment and sustainability in universities	e.g. Introducing sustainable lifestyles and sustainable entrepreneurship into African universities (Universities in Egypt, Kenya, Tanzania, Mozambique and Mauritius are combining sustainable lifestyles education with business development skills)	Universities, SMEs, Development agencies, UNESCO, UNEP	New business ideas, business plans, youth empowerment, integration of sustainable consumption/lifestyles into university programmes	Africa
4 - Making the business case towards low carbon and resource efficient lifestyles	Engaging business towards sustainable consumption	e.g. Making the Business Case for low carbon and resource efficient lifestyles Series of booklets and conferences for business Booklets cover the issues that sustainable consumption and lifestyles present for business opportunities, business value, different sectors, business strategies, public policies, developing countries and partnerships.	- UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP) and Stockholm Environment Institute (SEI) - WBCSD, and processes such as the Business Platform under the Marrakech Process and the World Economic Forum.	Number of booklets and conferences	Global

PROGRAMME AREA 2 "SOFTWARE" for ENGAGING	PROGRAMME 3 EDUCATION – TRAINING					
	MEASURES	TARGET(S)	MEANS OF IMPLEMENTATION (TOOLS)	ACTORS	MONITORING / MEASURES OF SUCCESS	REGION
	1 - Informal education and capacity building for sustainable living and poverty reduction	Youth and kids awareness raising	e.g. YouthXchange and YXC Kids : - Use YouthXchange guide and web resource ; - Funding and Fostering leadership from youth NGOs - Partnerships with consumer NGOs and government ministries ; - Supporting media campaigns ;	- UNEP/UNESCO - local youth & consumer NGOs - Environment & Education ministries	- Number of youth reached (youth empowerment) ; - Growth of network partners - Replication of activities at local and national levels - Number of actions and partnerships (Contribution to MDGs) - Number of national implementations (which implies developing better means of localizing projects)	All regions - regional representation around the world and emphasis on least developed countries (poverty reduction)
		Parents and families awareness raising	e.g. Read More Campaign in Dubai : - Setting up reading targets in each partner school ; - Fostering reading target in other schools - Elaboration of quizzes to win family trips to natural areas, parcs, marine protected areas	- Environment and education ministries ; - Schools communities ; - NGOs	Numbers of families reached	All regions (starting with developed countries)
2 - Network of	Kids and middle	e.g. Kids Eco-Club in Japan	- Environment	Number of actions	All regions (starting	

	elementary- and middle-school students on sustainable living	schools students awareness raising and networking	<ul style="list-style-type: none"> - Community based kids education programmes (on e.g. food, recycling) - Actions undertaken outside of schools (special events) - Targeting elementary school children 6-15 years 	<ul style="list-style-type: none"> ministry and local governments ; - Schools communities ; - NGOs 		with developed countries)
	3 - Teacher training modules and courses	Teachers awareness raising	<p>e.g. PERL (Partnership for Education and Research about Responsible Living)</p> <p>e.g. Intercultural sister classrooms (Costa Rica)</p> <ul style="list-style-type: none"> - Development of toolkits, materials, processes - Teacher - facilitator training <p>e.g. Here and now ! in action</p>	<ul style="list-style-type: none"> PERL ; Setubal Politechnical University in Portugal; Maltepe University Turkey; Helsinki University Finland; Evoraconta Portugal; Rzesow University Poland; Carlow Institute of Technology Ireland; Strategic CSR Futures Sri Lanka; Universidad sel Bosque Columbia, EU, UNEP, UNESCO/DESD, Sweden, Norway, - local communities -Ministries of education, environment, culture 	Number of courses available	Europe, Africa, Latin America
	4 – Regional Centres for Responsible Living	Teachers, Teacher Trainers, Researcher networking	<p>e.g. PERL (Partnership for Education and Research about Responsible Living)</p> <ul style="list-style-type: none"> - Networking between teacher trainers; - Development of learning 	<ul style="list-style-type: none"> PERL, Consumers International Latin America, Youth Education Network Kenya, CUTS Africa, Universidad de Los 	Number of teachers and teacher trainers reached	Europe, Latin America, Asia, Africa

		<p>guidelines</p> <ul style="list-style-type: none"> - Training teachers; - Bringing together relevant actors at regional conferences 	<p>Andes Columbia; Ongwedya College of Education Namibia; NEED Burkino Faso; Consumer Education Society, India; Kinjo Gaukuin University Japan; Musashi Insitute of Technology Japan; Hinterland Institute, Nepal; Universidad Nacional de Tres Febrero Argentina EU, UNEP, UNESCO/DESD, Sweden, Norway</p>		
PROGRAMME 4 RESEARCH					
MEASURES	TARGET(S)	MEANS OF IMPLEMENTATION (TOOLS)	ACTORS	MONITORING / MEASURES OF SUCCESS	REGION
1 – Introducing and testing sustainable innovation	Design for social innovation	<p>e.g. DESIS group on design for social innovation, SEEK (Sustainable Everyday Enabling Kits), Lola (Looking for Likely Alternatives – education for sustainable development)</p> <ul style="list-style-type: none"> - Research on transformative education, active learning methodology, - Networking (educational platform) - Curricula flexibility 	<ul style="list-style-type: none"> - International collaboration - School and civil society and business cooperation -SDS (Belgium Strategic Design Scenarios) – MPU (Milan Polytechnical University) PERL (Partnership for Education and Research about Responsible Living) -CSCP (Centre on Sustainable 	<ul style="list-style-type: none"> - Number of teachers – students trained - Number of platforms and partners working together - Number of “different” teaching / learning processes 	All

			<ul style="list-style-type: none"> - Open campus - Learning by doing - Creative learning - Community involvement - ICT usage - Social media (e.g. Facebook, Twitter ...) 	<p>Consumption and Production, in Wuppertal)</p> <ul style="list-style-type: none"> - Social research institutes -UNESCO/ DESA -UNEP -local schools, Universities, Business incubation centres -World economic forum 		
		Sustainable creative Lifestyles laboratories	<p>e.g. Creative Communities for Sustainable Lifestyles</p> <p>Establishment of linkages between social innovation, research and implementation in everyday life actions</p>	<ul style="list-style-type: none"> - Partnership with local authorities and municipalities, local NGOs - Neighbourhood associations / - Co-ownership property associations 	<ul style="list-style-type: none"> - Participation rate - Analysis of viability of mechanisms after the experiment phase 	All regions
2– Analysis and understanding of attitudes to sustainable living		Understanding perceptions of sustainable lifestyles for identifying tools to change	<p>e.g. Global Survey on Sustainable Living (survey targeting young urban adults)</p>	<ul style="list-style-type: none"> -Coordinating body (e.g. UNEP) - National leaders (e.g. universities) 	Participation rate and rate of dissemination	All regions – regional representation around the world
		Addressing climate change and natural resources issues	<ul style="list-style-type: none"> - 5 year benchmarking and analysis -Leaderships from the scientific community (social sciences) - Partnerships with Universities, NGOs, researchers and experts 	<ul style="list-style-type: none"> - Multi-disciplinary experts and researchers on sustainable living 	<ul style="list-style-type: none"> - Noticeable trends in attitudes changes towards sustainable living 	All regions – regional representation around the world

		Addressing rebound effect mechanisms	- benchmarking and analysis - development of scenarios	PERL consultancy branch		Developed countries
3 - Development of strategic policy	Testing the implementation of “Here and Now” roadmap recommendations on Education for Sustainable Consumption	- Documenting cases from three to five countries around the globe country, - Presenting these in pamphlets, exhibitions, etc as examples to other countries	PERL, EU, UNEP, UNESCO/DESD	Fulfilment of the 10 recommendations in “Here and Now”		Europe, Asia, Africa, Latin America
	Preparing and disseminating learning methodologies for sustainable living	e.g. PERL (Financial and technical support) Toolkits, blogs	PERL, Curriculum Development Centre (Ireland), Hedmark University College, University of Malta, Lisbon Higher School of Education, Life Skills Teachers of Iceland, EU, UNEP, UNESCO/DESD, Sweden, Norway	Tests on altered consumption choices		-Europe -Africa -Latin America - Asia
	Developing global SCP indicators and how to teach them	e.g. PERL Think-tank roundtable consultations Regular literature reviews on research and reports on education, responsible living and consumption Policy Analysis on SCP indicators and Implementation EEA development of SCP Indicators	- PERL organisation and network - PERL consultancy branch	To be determined		See PERL network

		Regional capacity development for research in North-East Asia	Training curriculum Training courses / workshops Funding	- Regional expert centers (IGES) - Environment ministries - UNEP regional offices - UNESCAP - UNESCO	Number of initiatives, regular empowerment assessment	North-East Asia
		Developing scientific knowledge basis on SCP scenarios and limits	e.g. Work with international resource panel	International resource panel		
4 –Communicating Sustainability		Producing effective public communications campaigns to accompany policy initiatives	e.g. Communicating Sustainability: How to produce effective public campaigns (guide for national and local governments)	Futerra, UNEP + UNEP regional offices British Council, national business bodies, and the Ministry of Science and Technology of China. Attendees included national governments, policy specialists and decision-makers in local authorities, marketing experts, NGOs, consumer associations, and academics	Number of participants and translations of guide and materials	EU and emerging countries
		International network enabling exchange of information on research and actions	e.g. IDA democracy (Interoperable Delivery of European eGovernment Services to public	- See other clearinghouse programmes - PERL (observatory)	- Number of articles on electronic platform ;	Europe, Latin America, Africa, Asia

	in the field of SCP practices	Administrations, Business and Citizens) - Researchers Network, - Information / knowledge management / survey systems - Website and online means of dissemination		- Number of connections	
PROGRAMME 5 – EVERYDAY ENABLING ACTIONS					
MEASURES	TARGET(S)	MEANS OF IMPLEMENTATION (TOOLS)	ACTORS	MONITORING / MEASURES OF SUCCESS	REGION
1 – Changing behaviours through everyday enabling actions	Developing Creative Communities for Sustainable Lifestyles	e.g. Creative Communities for Sustainable Lifestyles Generating and diffusing new and more sustainable ways of living the every day life in the urban environments of the emerging countries	DIS-Indaco Politecnico di Milano in Italy, Strategic Design Scenarios (SDS), UNEP, local partners		Emerging economies
2 – Sensitization of specific consumer groups on sustainable consumption	Changing behaviour of young urban women in emerging economies (i.e. India)	Workshops, local events, women’s groups, informal groups	-Women’s’ colleges and universities -Women’s clubs and businesses -Women’s groups	Number of meetings Number of people reached	Emerging economies

		Vulnerable groups (women in developing countries)	Workshops, local events, women's groups, informal groups	Local authorities Schools NGOs	Number of meetings Number of people reached	Developing countries
	3 – Development of specific tools on sustainable consumption	Sustainable shopping guide		UNEP Local authorities Environment and Economy Ministries NGOs	Number of copies	All regions