



Glamurs

supporting green lifestyles

Lessons from the GLAMURS Project

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People-Environment Research Unit
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Expert Workshop on “Exploring lifestyles changes in Europe”,
University of Sussex
Brighton, 30th of June, 2017



EUROPEAN COMMISSION
European Research Area

Funded under Socio-economic Sciences & Humanities



7th Framework Programme for Research and Technological Development.
The research leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement N° 613420.





THE GLAMURS CONSORTIUM





GLAMURS objectives

- Identify **main obstacles and prospects** to sustainable lifestyles and a green economy
- Develop **integrated, dynamic models** of lifestyle and economic change;
- Understand **tipping points** in transitions, through an articulation of interactions between psychological, social and economic **mechanisms of uptake and diffusion of sustainable lifestyles**
- **Integrated environmental assessments** of present lifestyles and future scenarios
- **Key policy-relevant insights: bottom-up and top-down**



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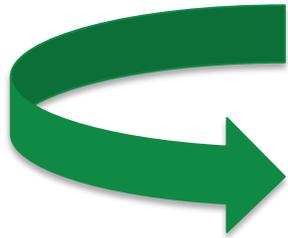




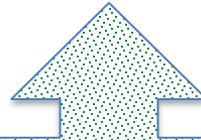
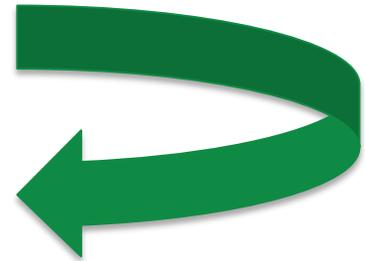
Developing theory, models and evidence

Integrating theory and re-conceptualizing lifestyles – overcoming disciplinary silos

Multi-method empirical approach to the study of sustainable lifestyle transitions



Dynamic models that look at micro-, meso- and macro-level determinants and tipping points.



Comparing Across

European regions
Environmentally-relevant domains
A range of different patterns of lifestyle choices



The multi-method approach

Combination of empirical research and simulation approaches

- In-depth investigation of **causes and consequences of sustainable lifestyle choices**: focus groups, interviews, regional surveys
- Developing participatory visions of the future and pathways for lifestyle and economic change; **assessing their economic feasibility and environmental effects**
- Simulations: **micro- and macro-economic** models, as well as **agent-based** models.



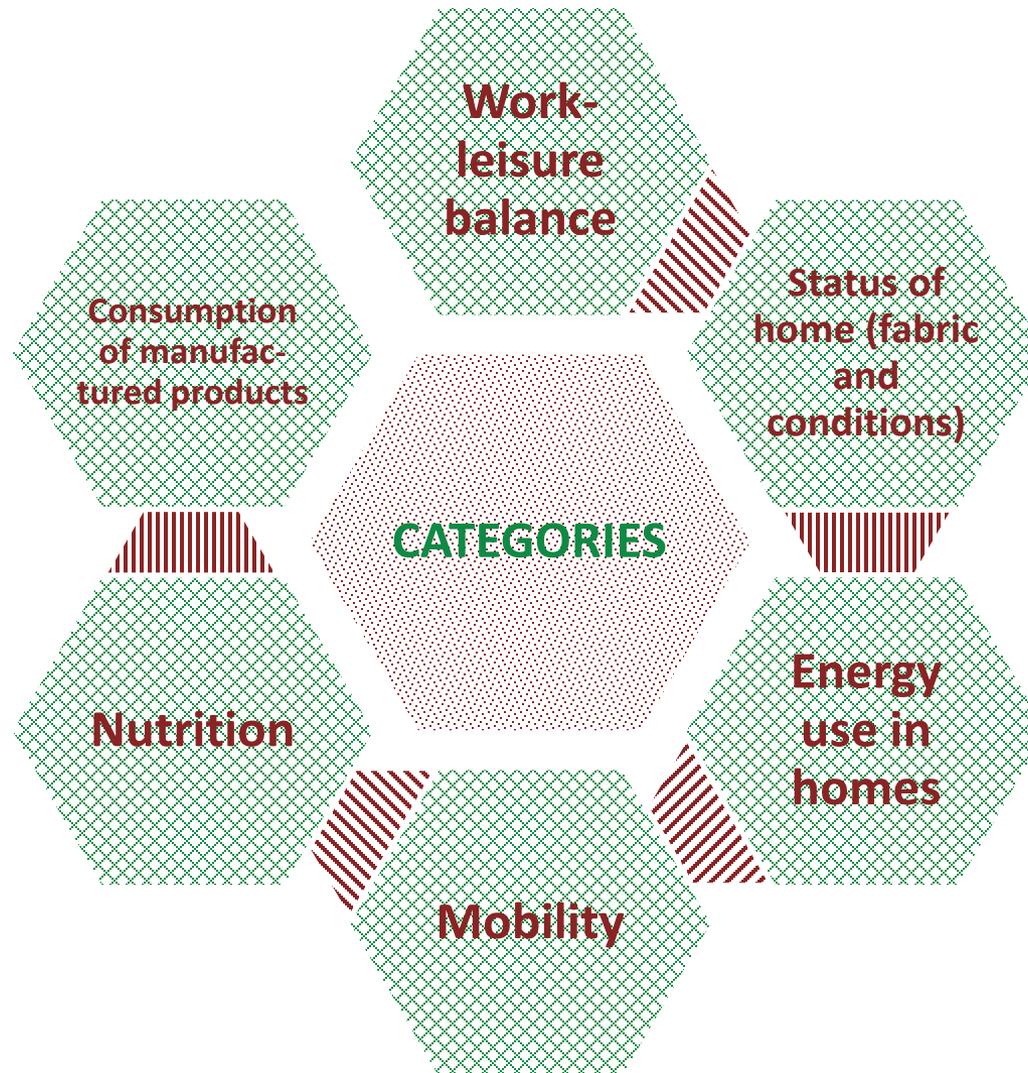


GLAMURS case studies





Six lifestyle categories





A GLAMURS perspective on lifestyles

► **Patterns of time-use**, that take place in given locations and have associated consumption patterns

► Material consumption as “**infrastructure**”



► Organization of **everyday life** – impacts environmental footprints and wellbeing





A new understanding of sustainable lifestyles



Environmental concern

Social connectedness and meaning

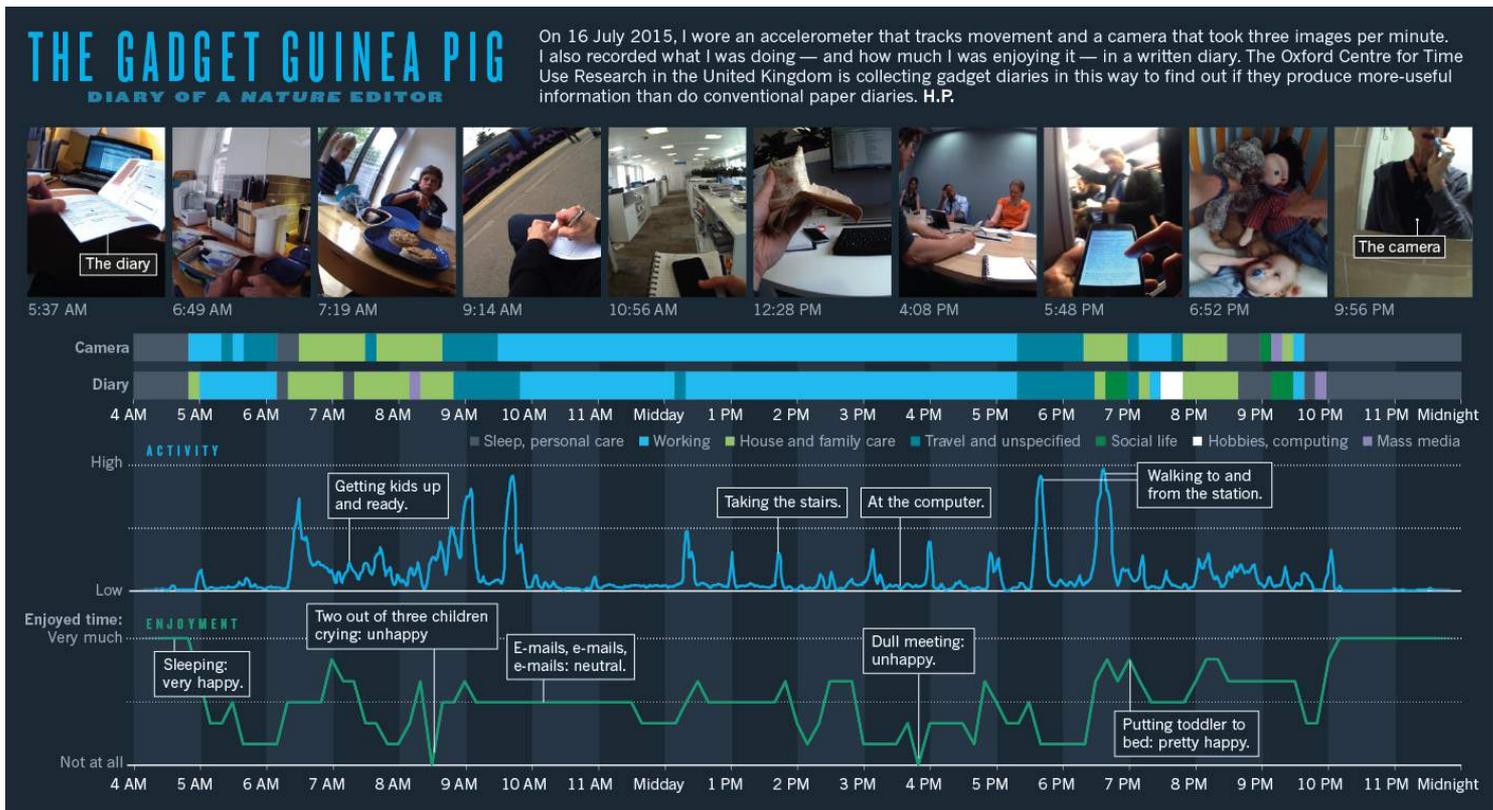
Physical and psychological wellbeing

A slower, more mindful pace of everyday life



Wellbeing

- Societal evolution towards consumption-intensive lifestyles
- “work and spend cycles” (Schor, 1992), social alienation, decreased wellbeing





Comparison between regional households and initiative members

Desired lifestyle changes – fundamentally different? sustainable?

Work-leisure balance and time affluence – conducive to sustainable choices and wellbeing?

Determinants of sustainable lifestyle choices

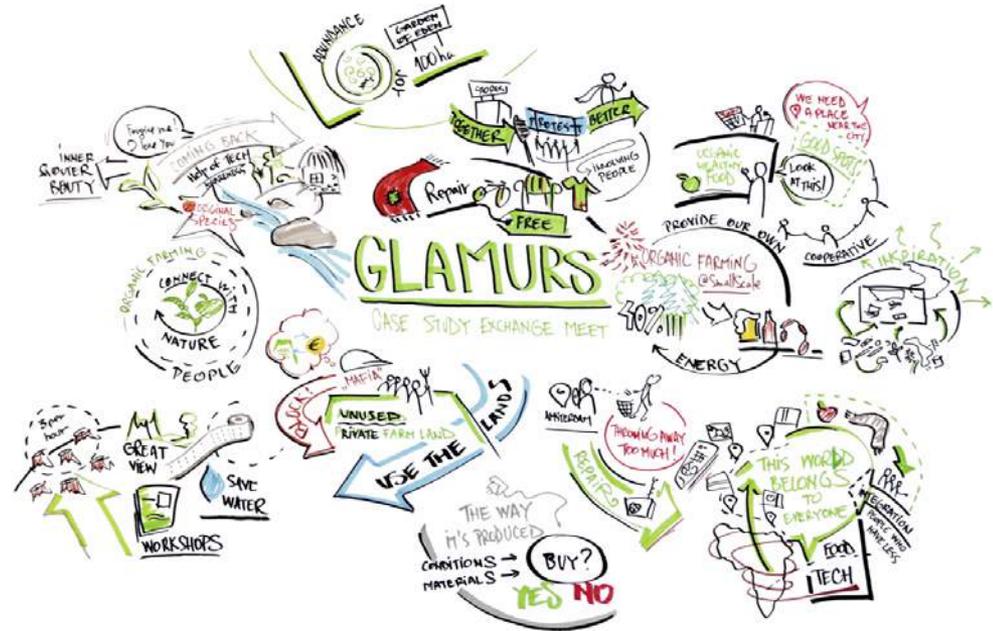
Motivations and effects of joining an initiative; Conflicts experienced even by the most driven

Environmental footprints – of regional households and initiatives





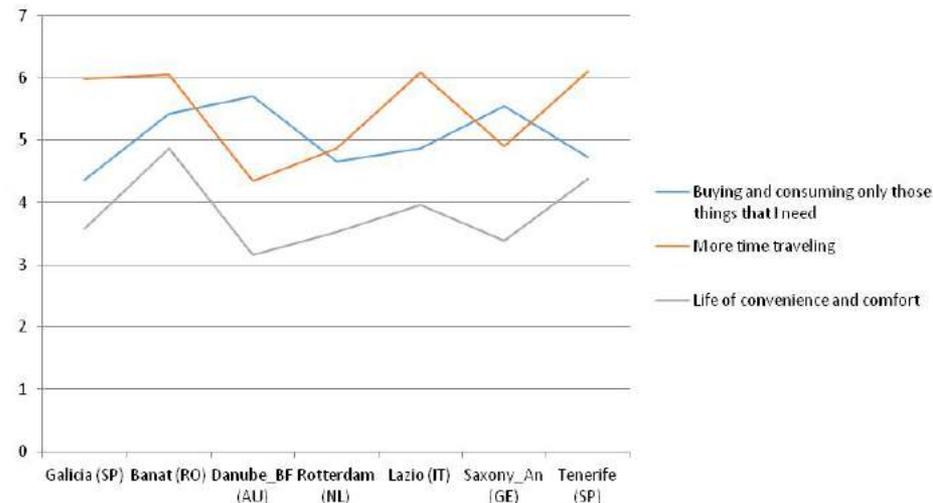
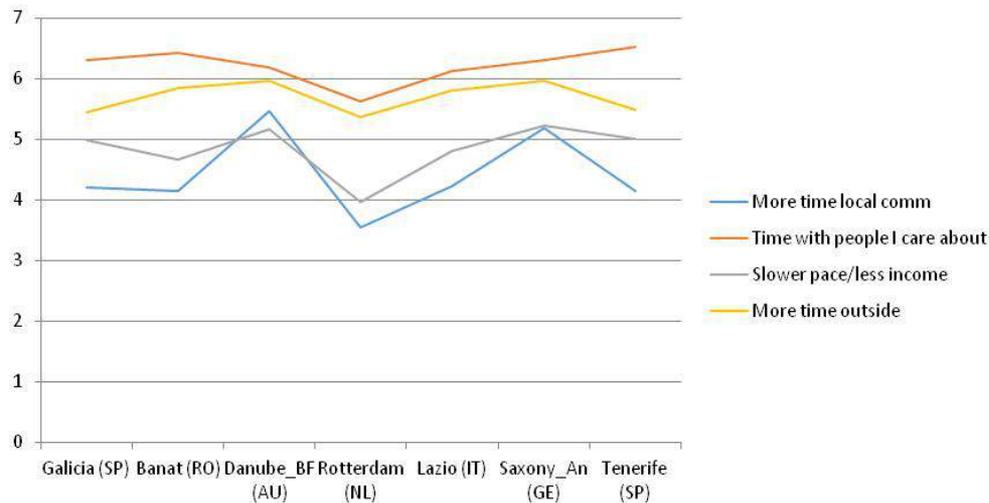
- ▶ 105 IN-DEPTH INTERVIEWS
- ▶ 19 FOCUS GROUPS
- ▶ 1,766 QUESTIONNAIRE SURVEYS
- ▶ 14 VISIONING AND PATHWAY WORKSHOPS





Searching for a new connectedness

- Neighborhood quality is key to both wellbeing and sustainability
- Desired lifestyle changes: de-acceleration, social connection, low-carbon
- Contexts for shared sustainable activities





Food

Food-related activities are associated with people coming together, sharing their time and space with one another;

Activities around sustainable food production and consumption are experienced as health- and well-being-enhancing, as promoting closer social ties and as supporting environmental sustainability objectives;

Sustainable food – a promising entry point for transitions to sustainable lifestyles.



Supportive contexts for lifestyle change

Sustainable lifestyle change requires **supportive contexts**

- Time-use and time affluence: entry point for sustainability
- Conditions for meaningful work and leisure – flexibility, autonomy in choices
- Sustainability initiatives: contagion effect of greens; early riders´yardstick
- Landmark life transitions





Identity and social norms - key to sustainability transitions

Who we are –
activities and
socially
significant
meanings

What others do
and what they
endorse are key
social tipping
points.





Consider social tipping points...and unintended effects

- Social norms – unsustainable lock-in – support intrinsic aspirations
- Wellbeing as psychological reward in micro-economic models – marshalling social norms in a sustainable direction

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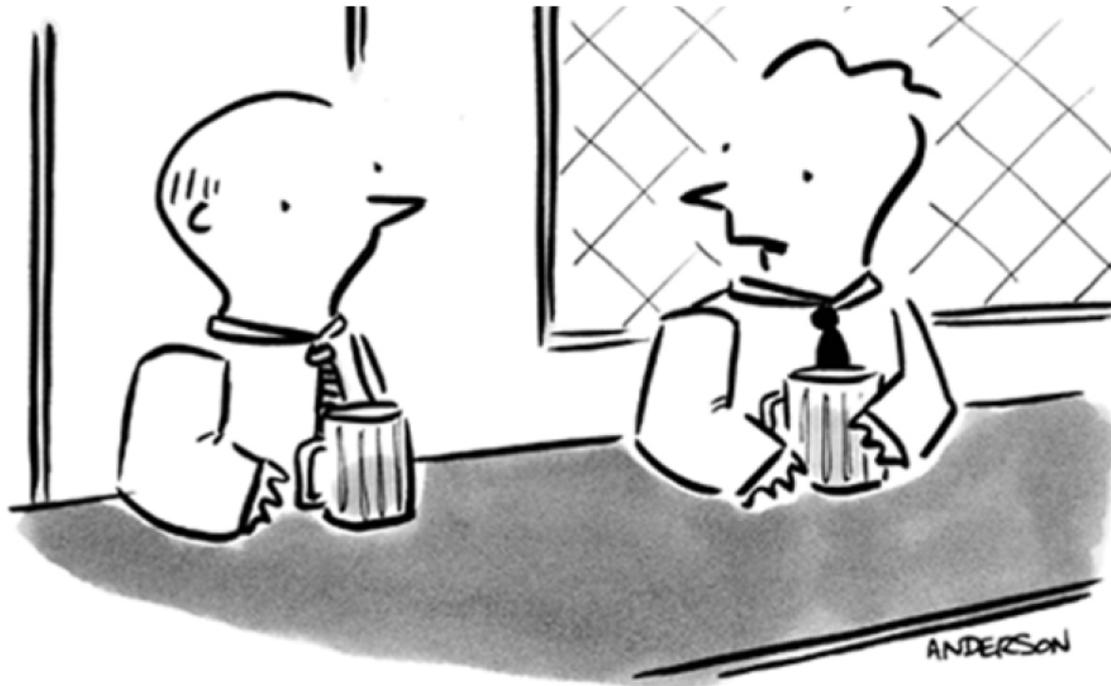


“You did a great job describing my house in the Real Estate Ads. It sounds so appealing, I’ve decided to keep it!”



Changing lifestyle preferences is not sufficient...unless it triggers a redirection of technical change or further shifts in social norms and preferences

(Sjak Smulders, Malik Curuk, Univ. Tilburg)



"I tried reinventing myself, but someone already has the patent."



Studying sustainable lifestyles from system perspective

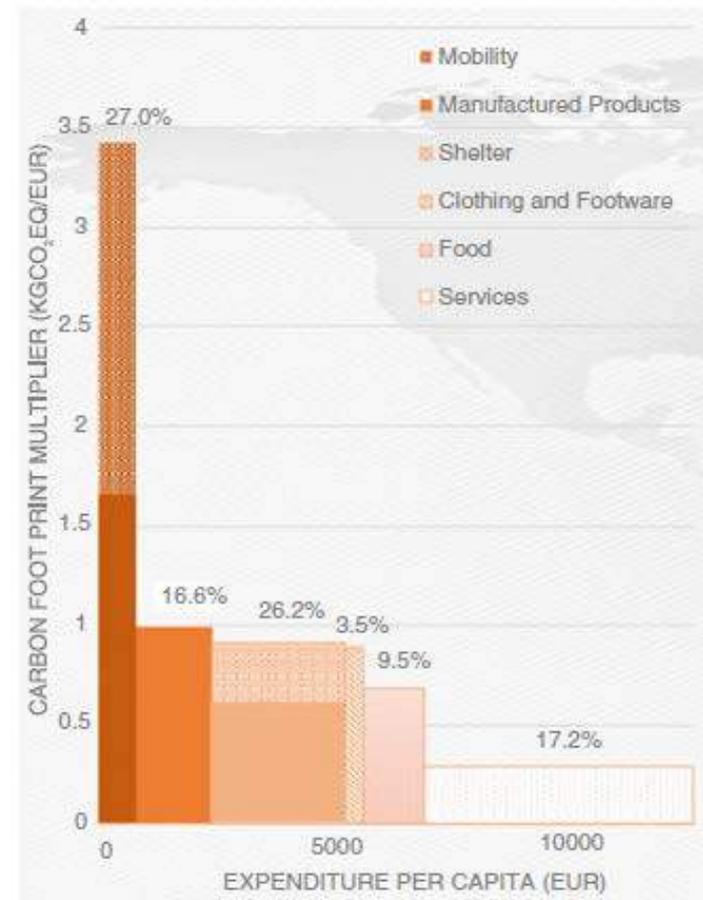
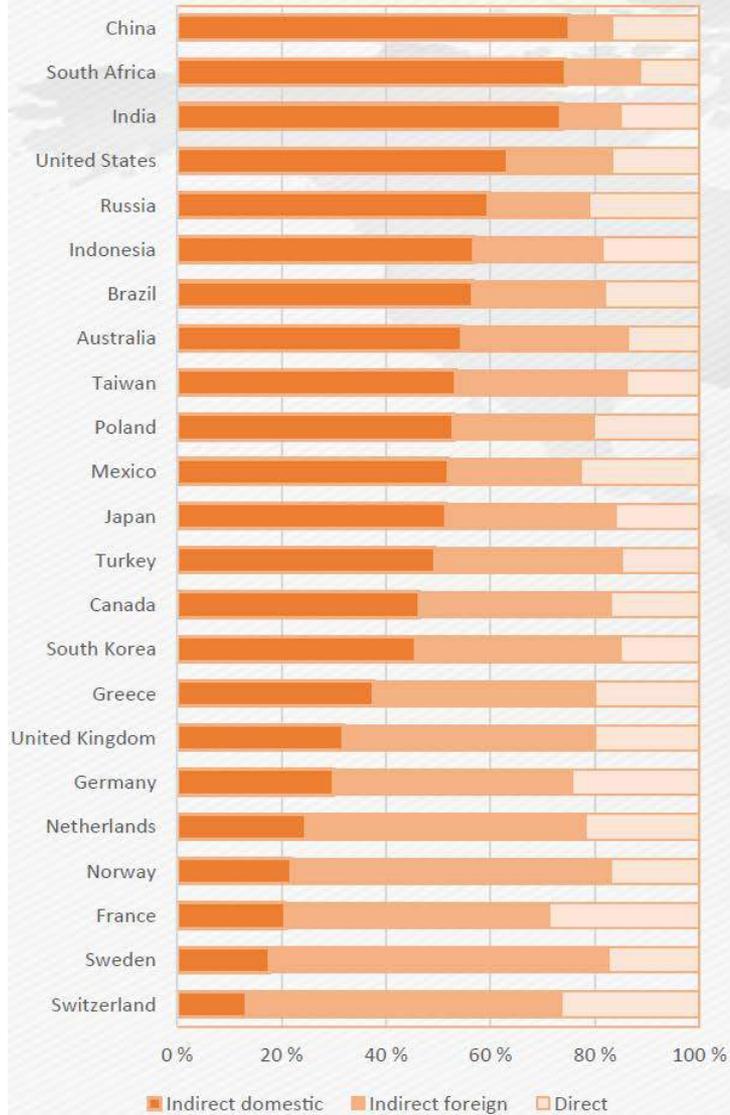
Diana Ivanova, Konstantin Stadler, Gibran Vita, Edgar Hertwich
(NTNU)

- Environmental impacts (carbon, land, materials ...)
- Product lifecycle (from cradle-to-grave)
- Geographical context (domestic vs imported, local vs global)
- Consumption domains (food, shelter, mobility ...)
- Stakeholders (from governments to consumers)





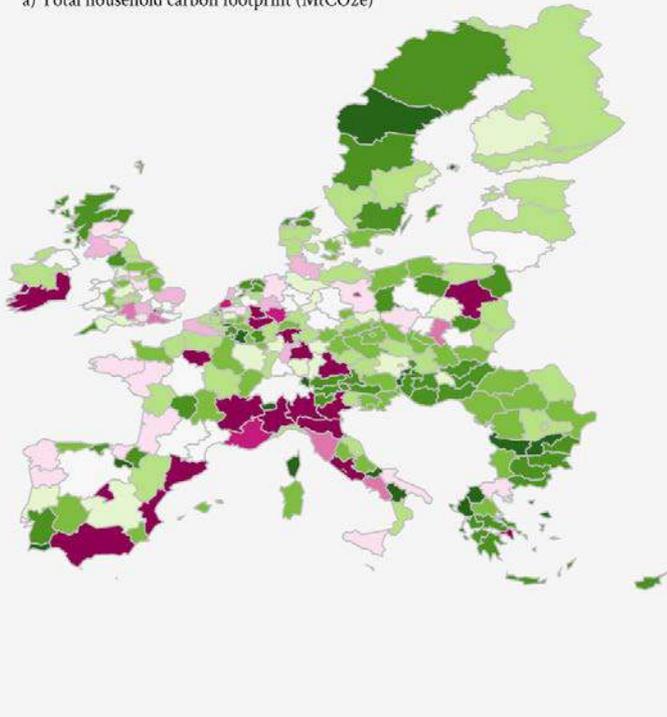
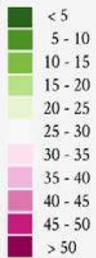
Carbon footprint



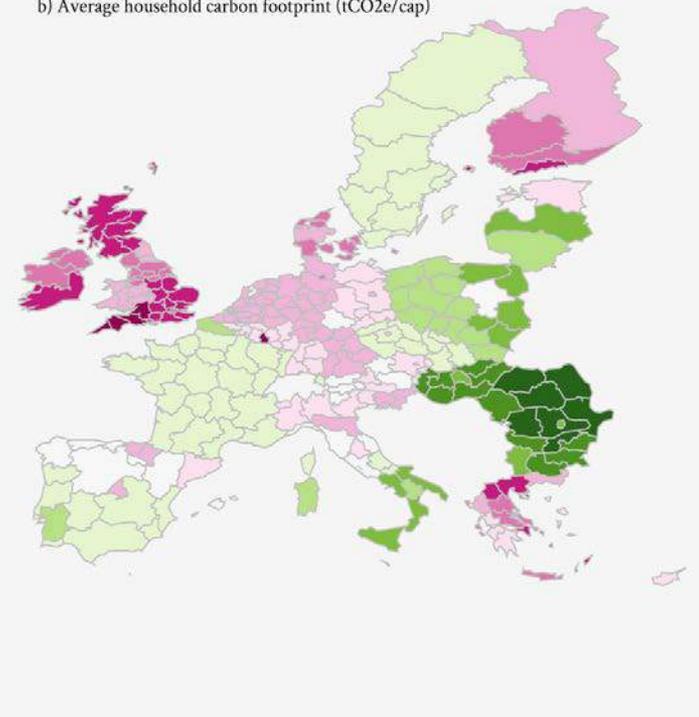
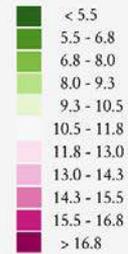


Region level

a) Total household carbon footprint (MtCO₂e)



b) Average household carbon footprint (tCO₂e/cap)

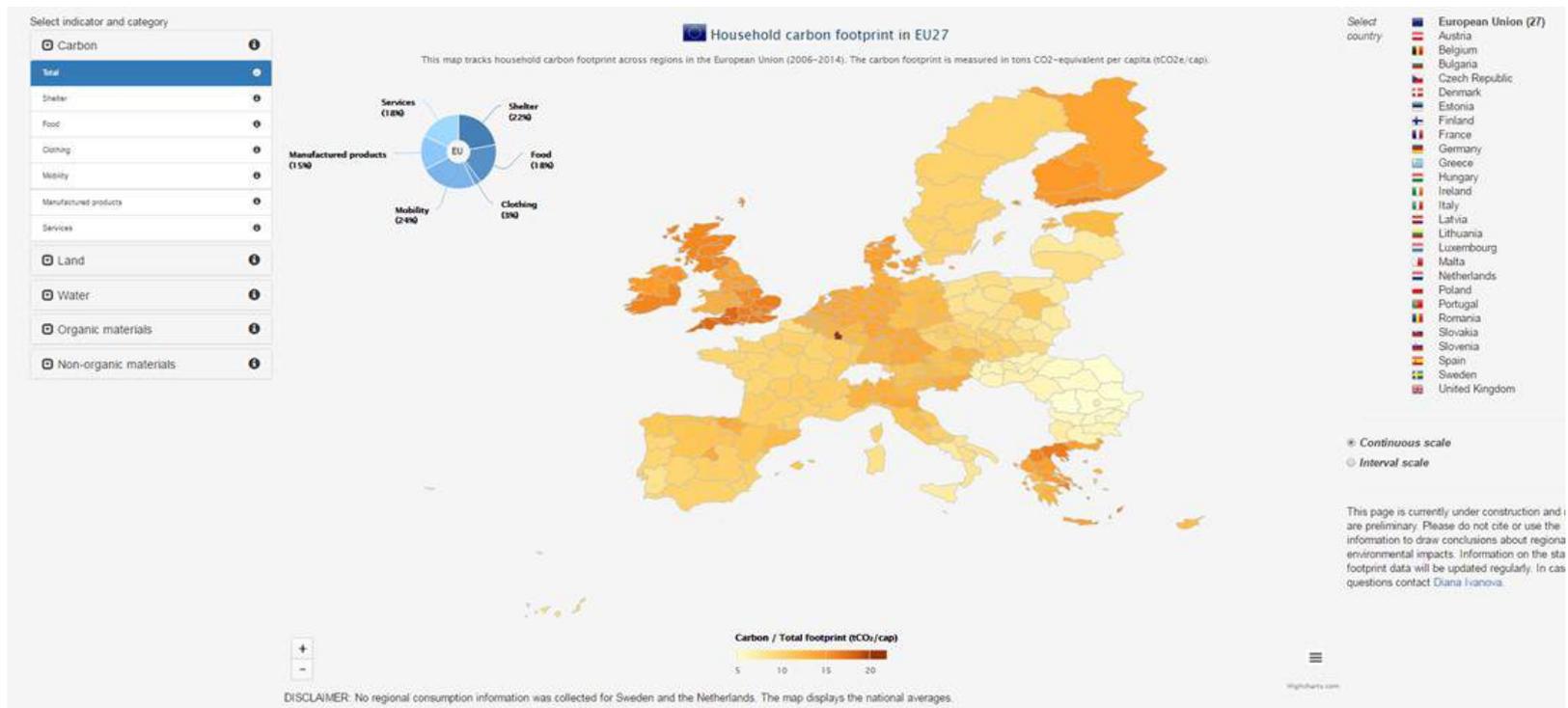


Ivanova, D., G. Vita, K. Steen-Olsen, K. Stadler, P.C. Melo, R. Wood, and E.G. Hertwich. 2016. Mapping the carbon footprint of EU regions. *In review*.



Regional level targets, assessments and consumption-based policies are promising

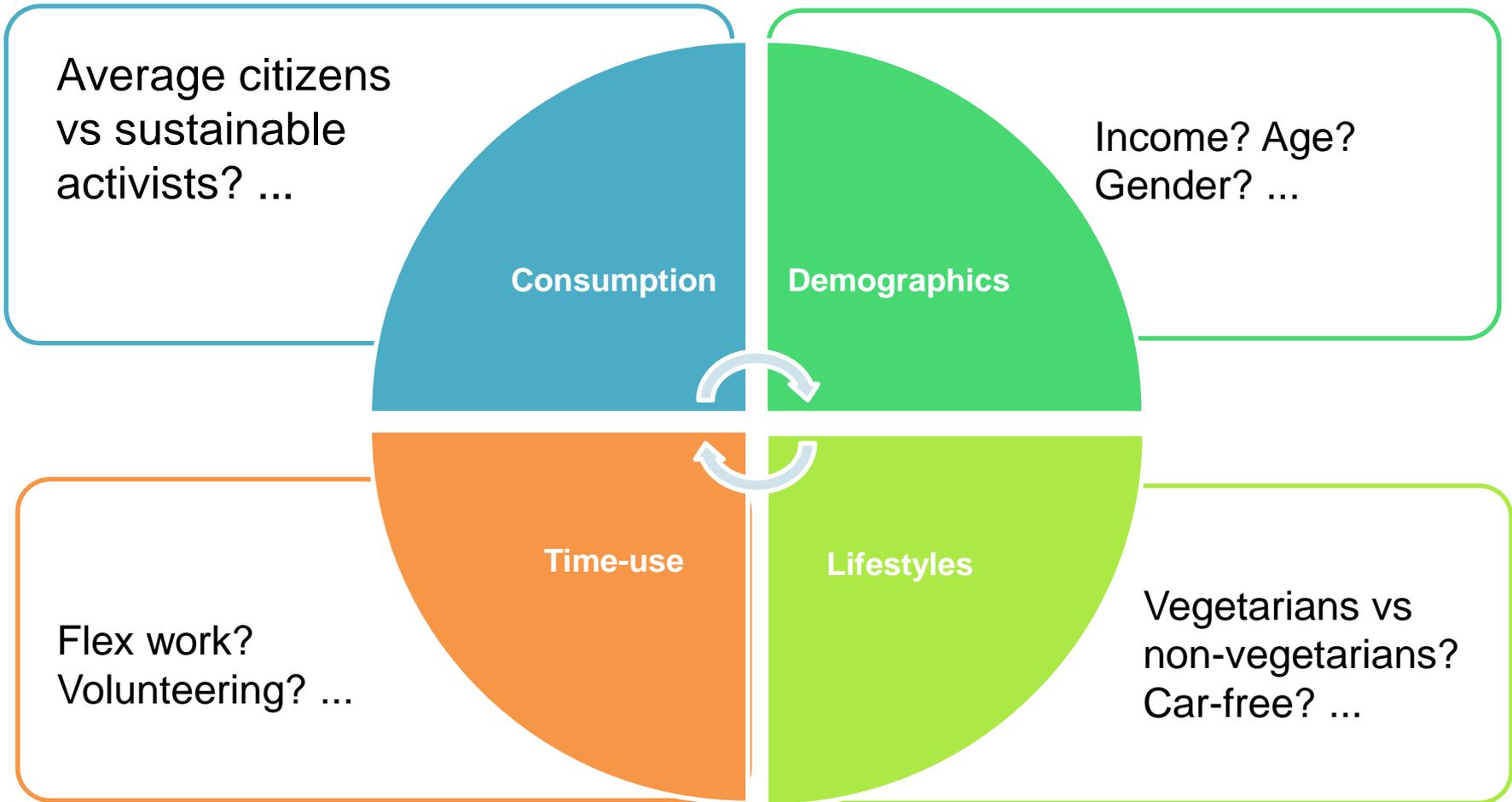
There is high variability between countries and within countries – so flexible and robust science and policy is needed at regional level



Source: www.environmentalfootprints.com/regional



Sustainability initiative and individual level

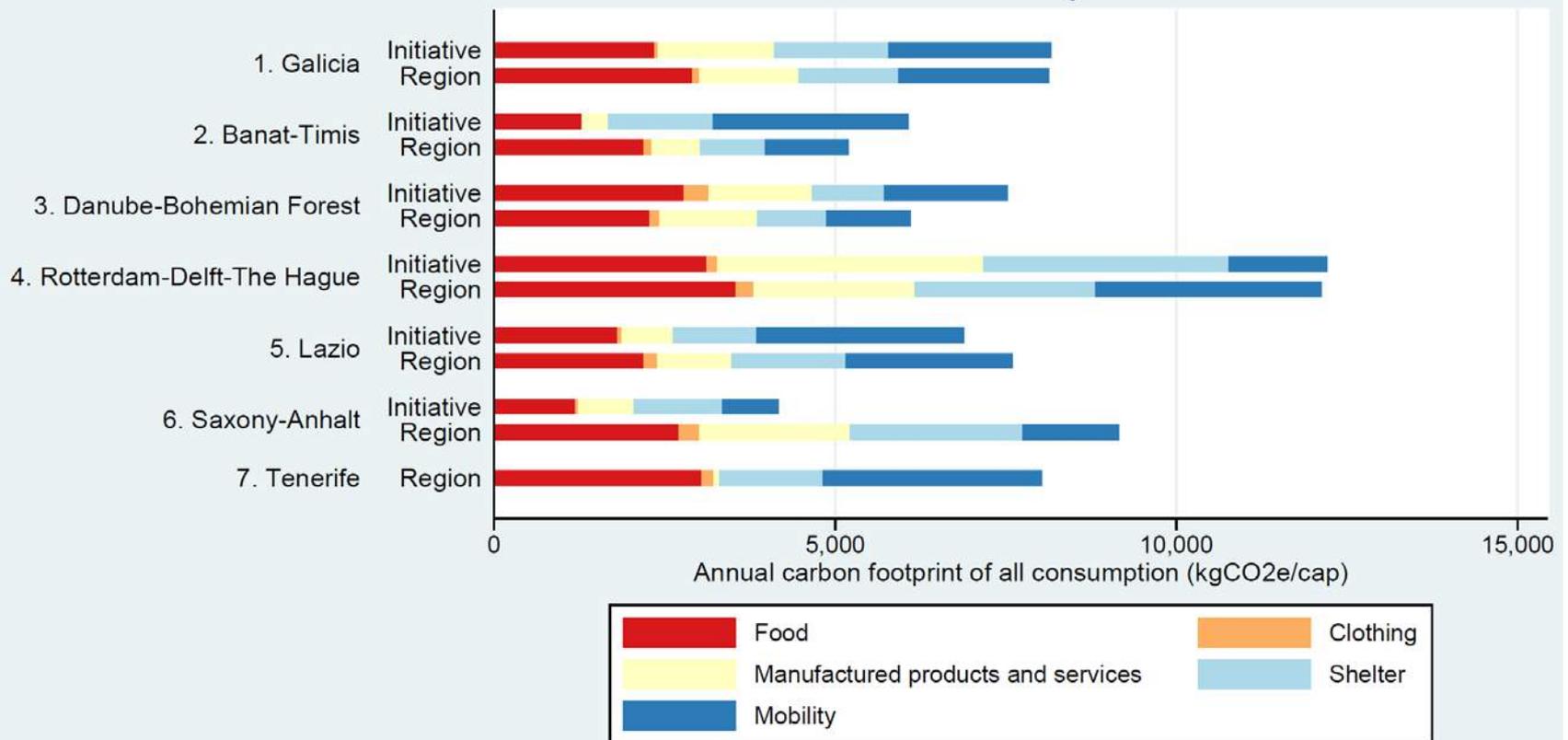




Sample size of the GLAMURS surveys	Regions	Initiatives
Galicia (Spain)	429	59
Banat-Timis (Romania)	272	20
Danube-Bohemian Forest (Austria)	68	21
Rotterdam-Delft-The Hague (the Netherlands)	80	28
Lazio (Italy)	431	27
Saxony-Anhalt (Germany)	344	35
Tenerife (Canary Islands)	142	-
Aberdeen (UK)	1209	-

GLAMURS Regional and initiative surveys

Median impacts





Important for food emissions:

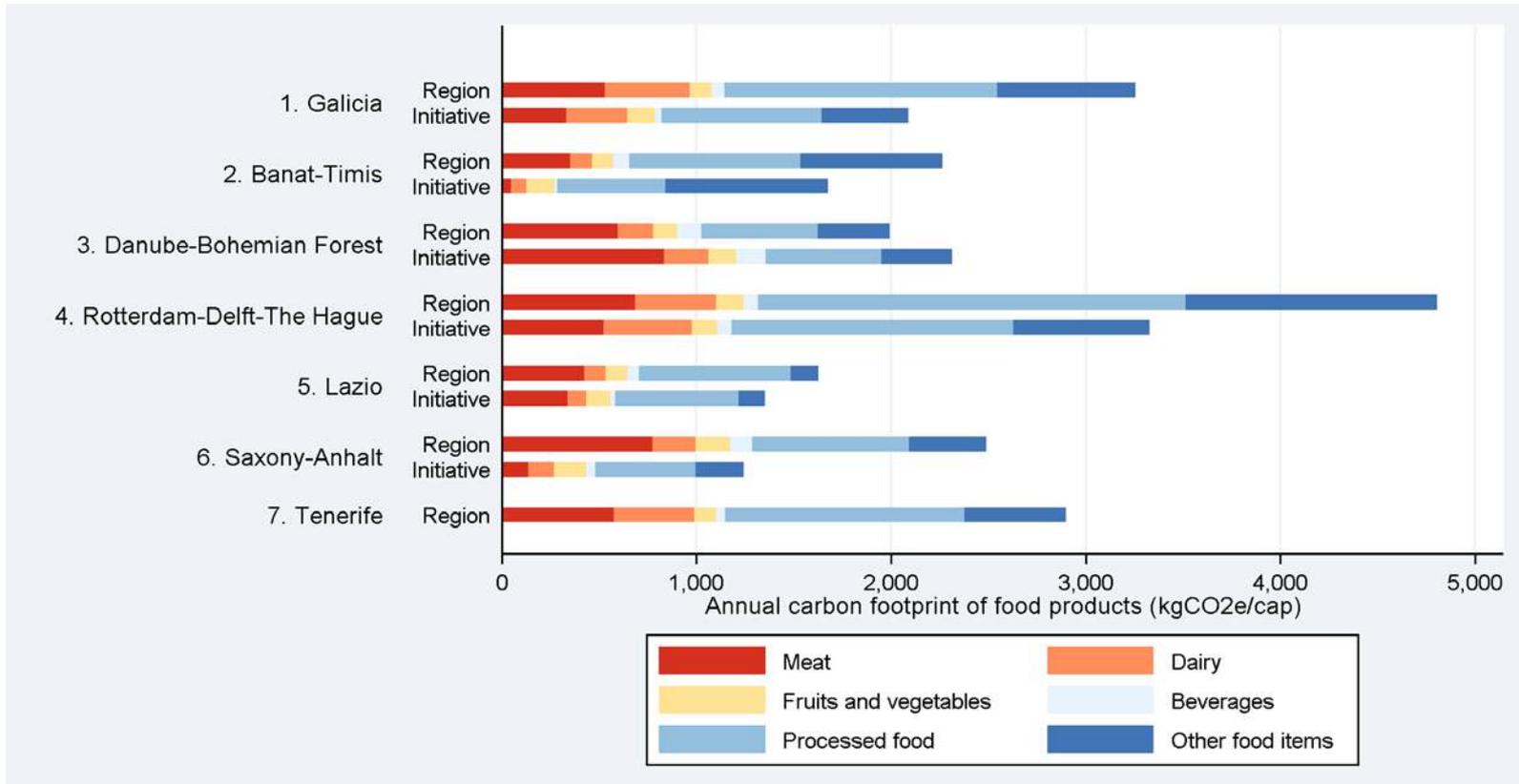
- Initiative membership
- Gender
- Household size (sometimes)
- Income (sometimes)

Bottom-up:

- Vegetarian, local, organic
- Buy & throw less

Top-down:

- Taxes and subsidies
- Food availability/menus
- Food waste reduction throughout the supply chain



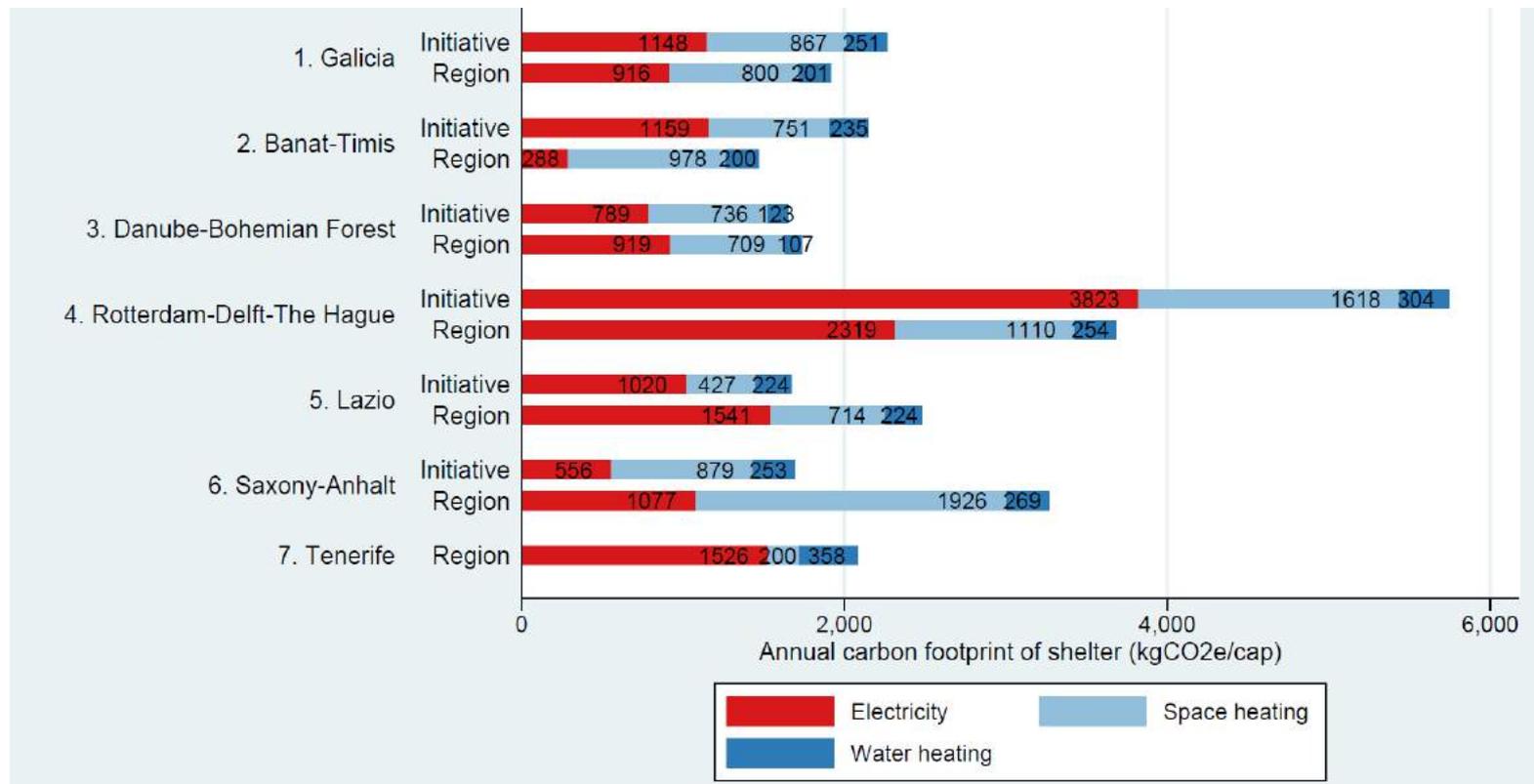


Top-down:

- Passive house standards
- Retrofit of existing housing
- Closed-loop in energy and materials
- Eco-village in the city

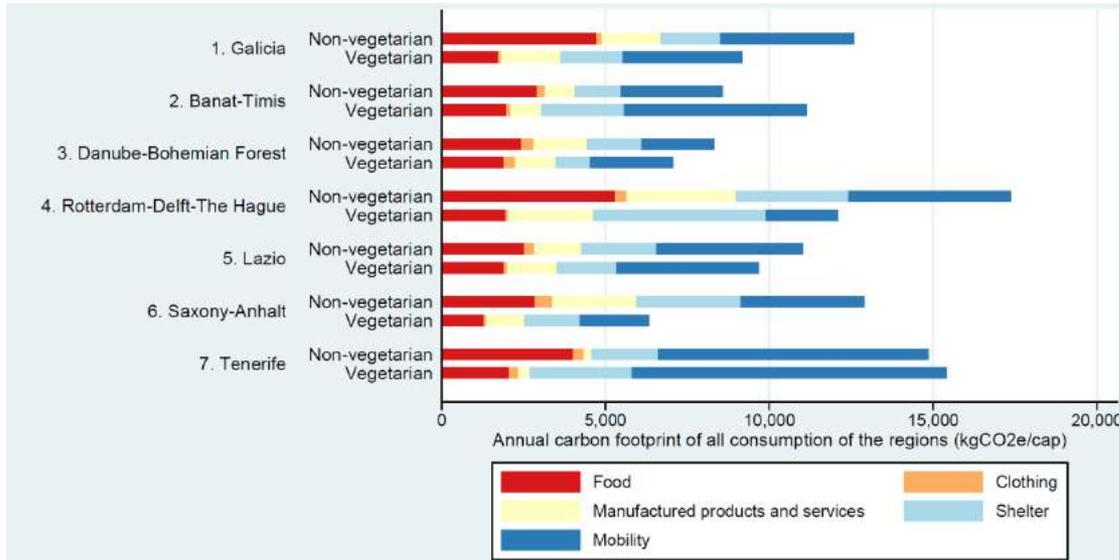
Bottom-up:

- Sufficiency of living space, co-living
- Tolerating cooler temperatures
- Smart use of energy when cooking, washing ..





Tracing low-impact behavioural consistencies across domains

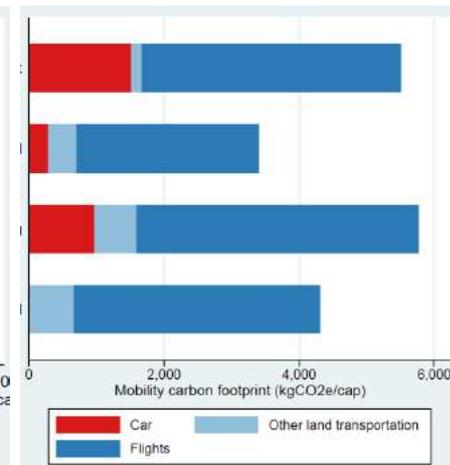
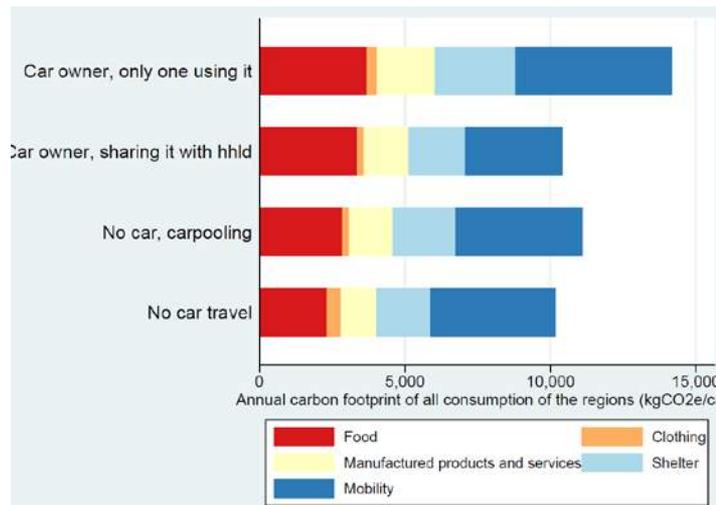


Vegetarians:

- Lower food emissions ...
- ... but also lower consumption of clothing

Car owners:

- Higher car emissions from commuting...
- ... but still similar land mobility emissions to carpoolers
- Also higher emissions from meat and manufactured products





Main drivers, trends, and game-changing practices the EuCalc ought to address?

Acceleration: trade-offs between time-intensive and energy-intensive activities

Macro-economic contexts and effects of lifestyle choices

Different scales: regional focus, city focus

Structural elements: bottom-up versus top-down solutions

Social connectedness and social tipping points

Neighborhood quality and local community level for behavior change

Desired lifestyle changes and entry points

Division of work and leisure: flexibility and meaning

Spillover

Wellbeing



THANK YOU!

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<http://www.people-environment-udc.org/>

Facebook Page: GLAMURS
Supporting Green Lifestyles





www.cordis.europa.eu

Results in Brief - GLAMURS



GLAMURS RESULT IN BRIEF

Project ID: [613420](#)
Funded under: [FP7-SSH](#)
Country: Spain

Novel modelling tools to tackle the challenges of promoting sustainable lifestyles in Europe

How Europeans live, work and play directly impacts sustainable lifestyles. The focus on consumption patterns and attempts to change them has not to date delivered desired outcomes.

With this in mind, the EU-funded [GLAMURS](#) (Green lifestyles, alternative models and upscaling regional sustainability) project adopted an alternative approach to creating sustainable lifestyles to help reduce the global ecological footprint while increasing overall well-being.

'The overall aim was to develop an understanding of the main obstacles to and prospects for transitioning towards sustainable lifestyles and a green economy in Europe, and the most effective means to support and speed up these shifts,' says project coordinator Dr Adina Dumitru from the People-Environment Research Group at the University of A Coruña in Spain. 'We considered the dynamics of lifestyles, the conditions under which economic systems are transformed and the policies that might enable a sustainable transformation in order to support policymakers, businesses and citizens to make knowledgeable choices towards a sustainable future.'

GLAMURS developed a comprehensive framework of lifestyle choices, dynamics and interactions so that relevant stakeholders can adopt informed decisions towards the scaling up of sustainable lifestyles in Europe.

To support policymaking, the project made robust recommendations for governance design and policy mixes for sustainable lifestyles and a green economy at European and regional levels.

Researchers studied and compared seven European regions and six lifestyle domains that are relevant to sustainability. This was done to understand the regions' characteristics and their potential for shifting to sustainable lifestyles and green economies.

'The project indicated how the lifestyles of sustainability innovators could inspire regional actors to change political circumstances so that transitions to sustainable regions will become reality' notes Dumitru. 'The decision to spend time on sustainable activities depends on our





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Current Opinion in Environmental Sustainability

Elucidating the changing roles of civil society in urban sustainability transitions

Niki Frantzeskaki¹, Adina Dumitru², Isabelle Anguelovski³, Flor Avelino¹, Matthew Bach¹, Benjamin Best⁴, Constanze Binder⁵, Jake Barnes⁶, Giuseppe Carrus⁷, Markus Egermann⁸, Alex Haxeltine⁹, Michele-Lee Moore¹⁰, Ricardo Garcia Mira², Derk Loorbach¹, David Uzzell¹¹, Ines Omman¹², Per Olsson¹³, Giorgia Silvestri¹, Richard Stedman¹⁴, Julia Wittmayer¹, Rachel Durrant⁶ and Felix Rauschmayer¹²



Understanding the diversifying role of civil society in Europe's sustainability pathway is a valid proposition both scientifically and socially. Civil society organisations already play a significant role in the reality of cities, what remains to be explored is the question: what is the role of civil society in the future sustainability of European cities? We first examine the novelty of new forms of civil society organization based on a thorough review of recent case studies of civil society initiatives for sustainable transitions across a diversity of European projects and an extensive literature review. We conceptualize a series of roles that civil society plays and the tensions they entail. We argue that, civil society initiatives can pioneer new social relations and practices therefore be an integral part of urban transformations and can fill the void left by a retreating welfare state, thereby safeguarding and servicing social needs but also backing up such a rolling back of the welfare state. It can act as a hidden innovator—contributing to sustainability but remaining disconnected from the wider society. Assuming each of these roles can have unintended effects, such as being proliferated by political agendas, which endanger its role and social mission, and can be peeled off to serve political agendas resulting in its disempowerment and over-exposure. We conclude with a series of implications for future research on the roles of civil society in urban sustainability transitions.

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Current Opinion in Environmental Sustainability 2017, 22:41–50

This review comes from a themed issue on **System dynamics and sustainability**

Edited by Niki Frantzeskaki, Dagmar Haase, Michail Fragkias and Thomas Elmqvist

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Macro-Economic Context of Lifestyles

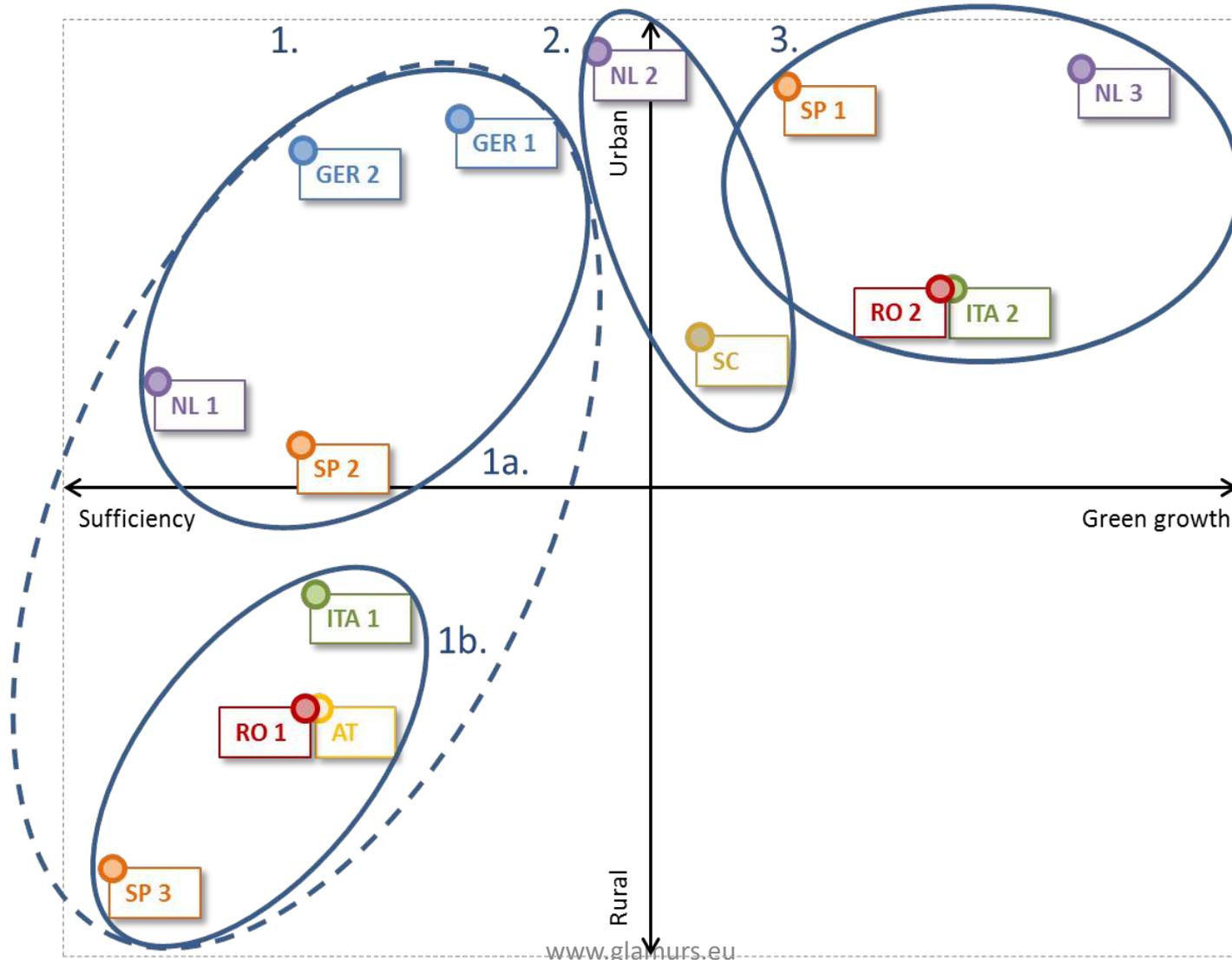
Sjak Smulders, Malik Curuk, U Tilburg

- Can you find the job you like?
- Can you work as many (as few) hours as you like?
- How much will you earn?
- How much do you need to save for old age?
- How expensive are (basic need) goods?
- Which goods are for sale (and imported)?
- Which goods are produced (and exported)?

The answers in a Green Growth scenario will differ from those in a Sufficiency Scenario.



Visions from Back-casting exercise





Green Growth vs Sufficiency

GREEN GROWTH

- Eco-efficiency & innovation
- Green products & services
- Circular Economy
- Biobased economy
- Market-based solutions, also through co-operatives
- also sharing economy (Uber taxi, AirBnB)

SUFFICIENCY

- Reduced working time
- Wellbeing
- Unpaid work
- Initiatives & community
- Collaborative consumption
- Prosumers, sharing, collaborative consumptions
- Immaterial services



Complementary disciplinary perspectives

Trade-off

- Using existing estimates to get quantitative results
- Modeling new lifestyles

In GLAMURS this tension is solved by combining results from complementary teams.

Examples:

- Spending more time on community activities
 - Macro-economic modelling: leisure/labor supply
 - Footprint calculations per person.
- Becoming a vegetarian
 - Within-person budget shifts
 - Between-persons budget shift.



Upscaling scenarios

- lowering the use of clothing and localizing its production brings benefits in all categories.
- localizing food, switching to organic and seasonal food brings benefits in all categories.
- A reduction in the use of household chemicals, from detergents to lubricants and plastics, also leads to improvements of all footprints.
- Biking and walking, implementing flexible work to prevent commute or simply reducing all mobility by half, all offer a significant potential to reduce the carbon footprint.

