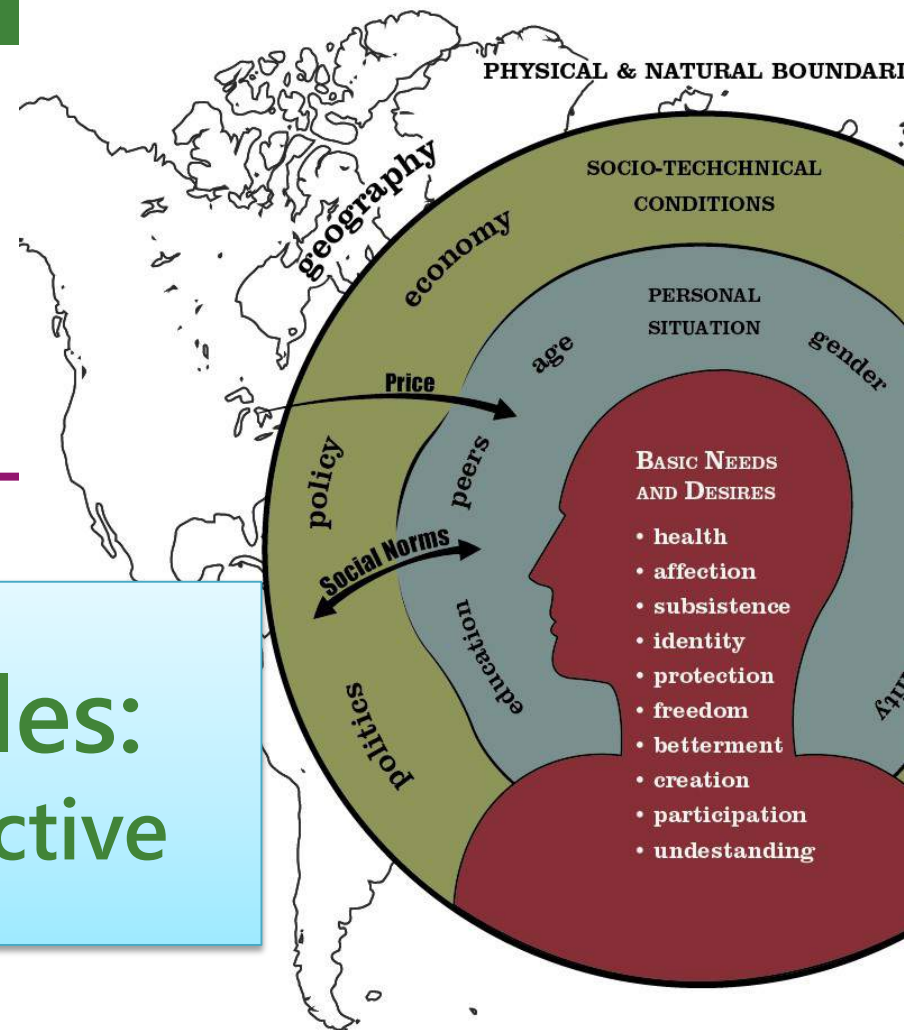




Exploring Sustainable Lifestyles in Europe
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sustainable Lifestyles: a more nuanced perspective

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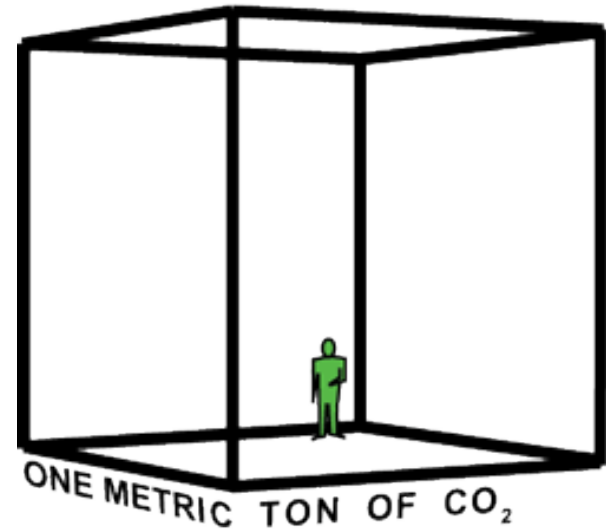


1) Accounting for Sustainable Lifestyles

Living by numbers...



ONE PLANET LIVING



1.7 gha per person per year



8 tons material resource use

current material footprints and proposed reduction in Finland's material footprints in key domains by 2050

Consumption domain	Current material footprint (based on 2005-2007 data)		Sustainable material footprint		Required reduction	
	ton/person/year	Share	ton/person/year	Share	Factor	Share
Nutrition	5.9	15%	3.0	38%	2.0	49%
Housing	10.8	27%	1.6	20%	6.8	5%
Household goods	3.0	7%	0.5	6%	6.0	83%
Mobility	17.3	43%	2.0	25%	8.7	88%
Leisure	2.0	5%	0.5	6%	4.0	75%
others	1.4	3%	0.4	5%	3.5	71%
Total	40.4	100%	8.0	100%	5.1	80%



2) A more nuanced view of lifestyles

How may I help you?



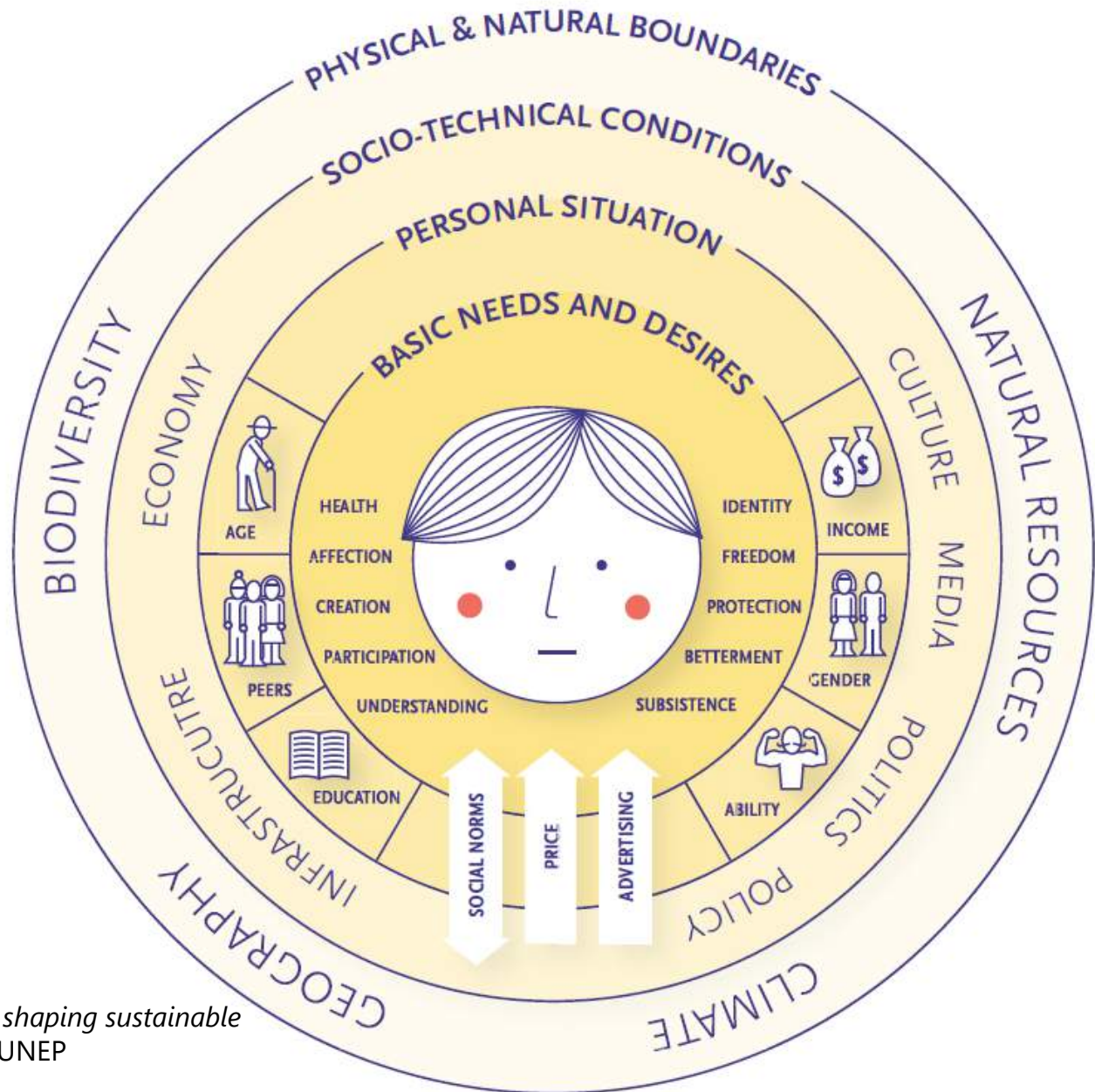
But before we talk about *sustainable* lifestyles...

A reminder: *People do not consume with the intention to harm the environment; environmental impact is an unintended consequence of the pursuit of well-being!*

People consume:

- To **meet essential needs** (e.g. food, shelter)
- To meet **social needs/expectations** (e.g. mobility, maintaining relationships)
- To **satisfy personal desires** (e.g. social status)
- Because they are **railroaded** and urged to (e.g. by design, advertising...)

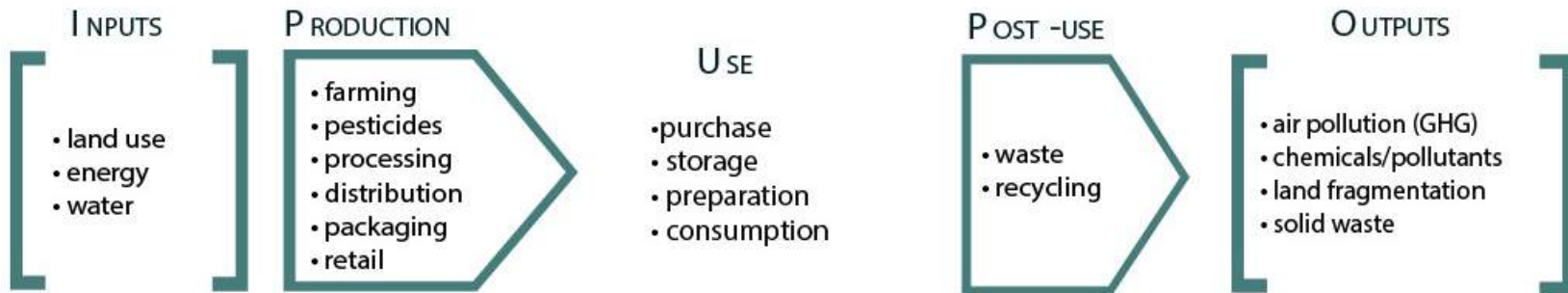
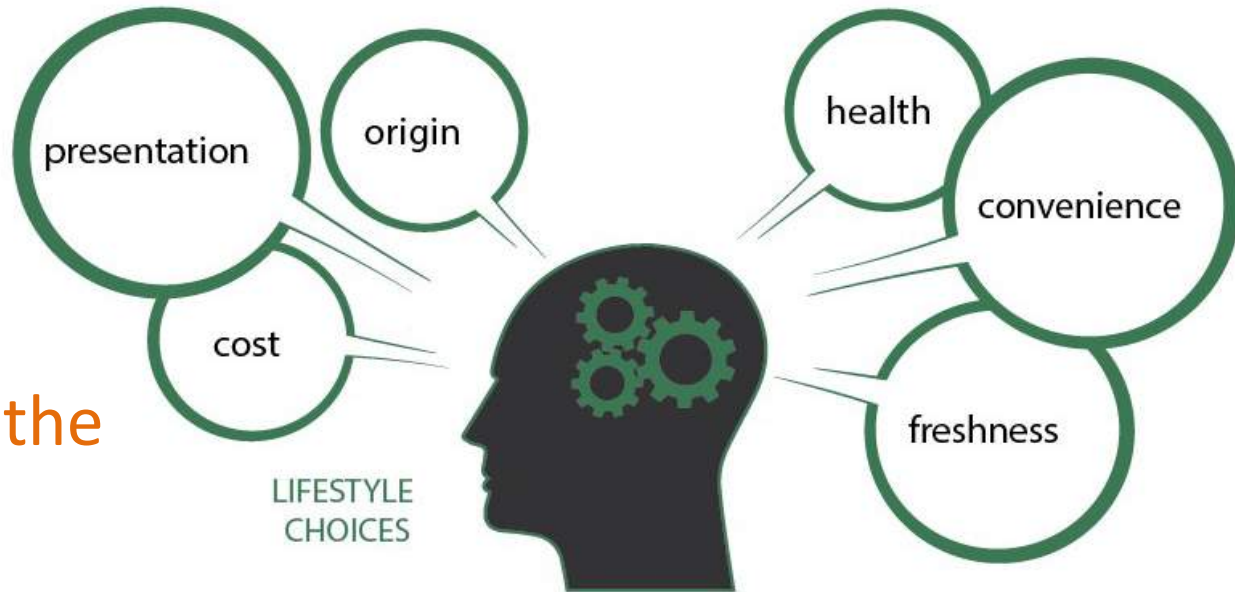
The ring of lifestyles: The context of consumption and lifestyles



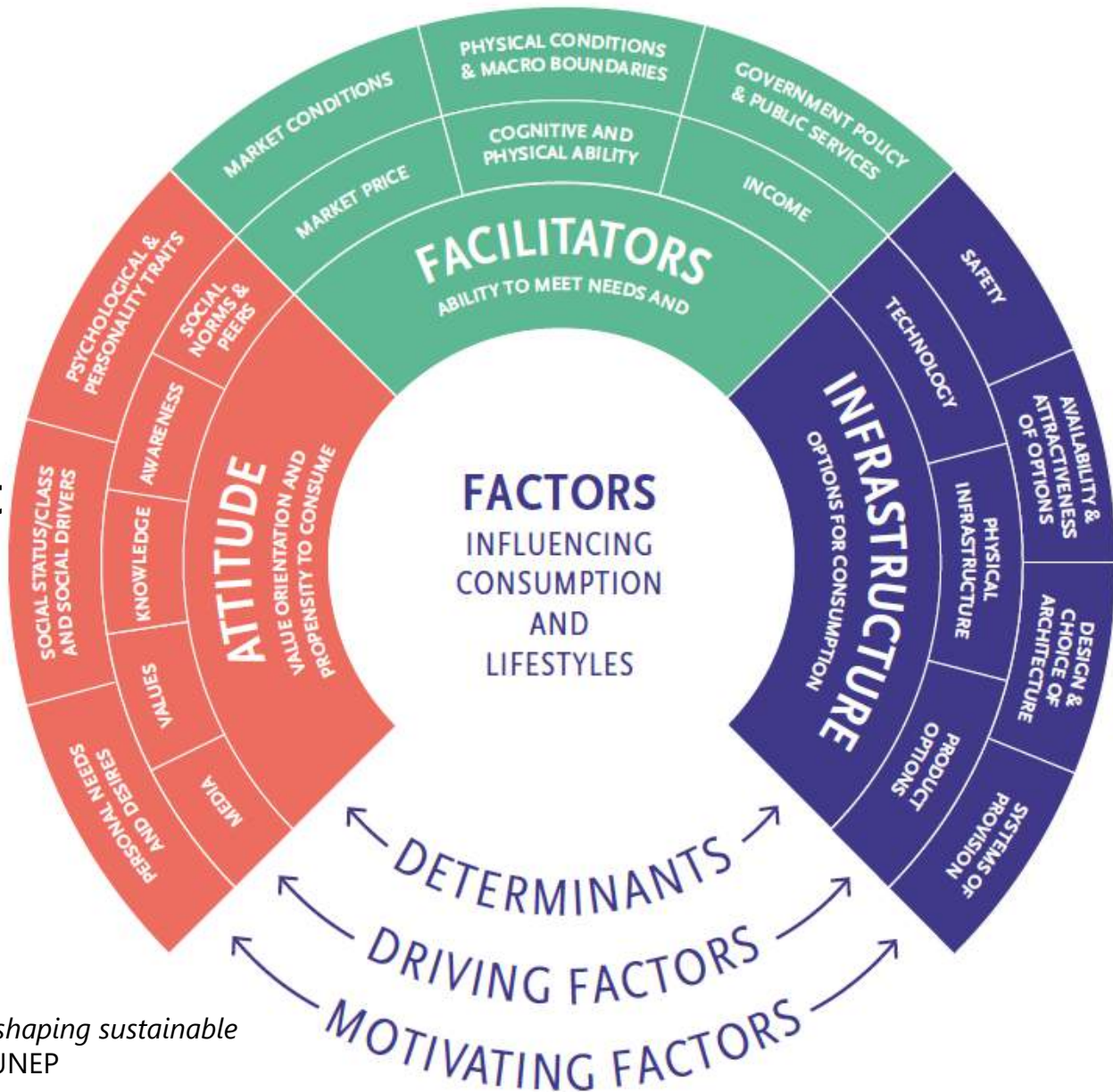
Akenji & Chen (2016) *A framework for shaping sustainable lifestyles: determinants and strategies*. UNEP



e.g. Lifestyle aspects and the food system



Orchestrating a shift toward sustainable lifestyles



Akenji & Chen (2016) *A framework for shaping sustainable lifestyles: determinants and strategies*. UNEP



Thank you

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