



Sustainable Consumption Research and Action Initiative

WEBINAR

**1.5-Degree Lifestyles: Targets, Options
and Transformative Communications**

Friday 12 April - 9am EST

1.5 hour webinar

<https://zoom.us/j/401827544>

Webinar will be recorded and
made available on the SCORAI website.



Moderated by:
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Director for Sustainable Consumption & Production
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Executive Director, **One Earth**
Senior Research Fellow, **Utrecht University**
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Beacon for Sustainable Living

one earth

IGES
Institute for Global
Environmental Strategies

Dr. Vanessa Timmer
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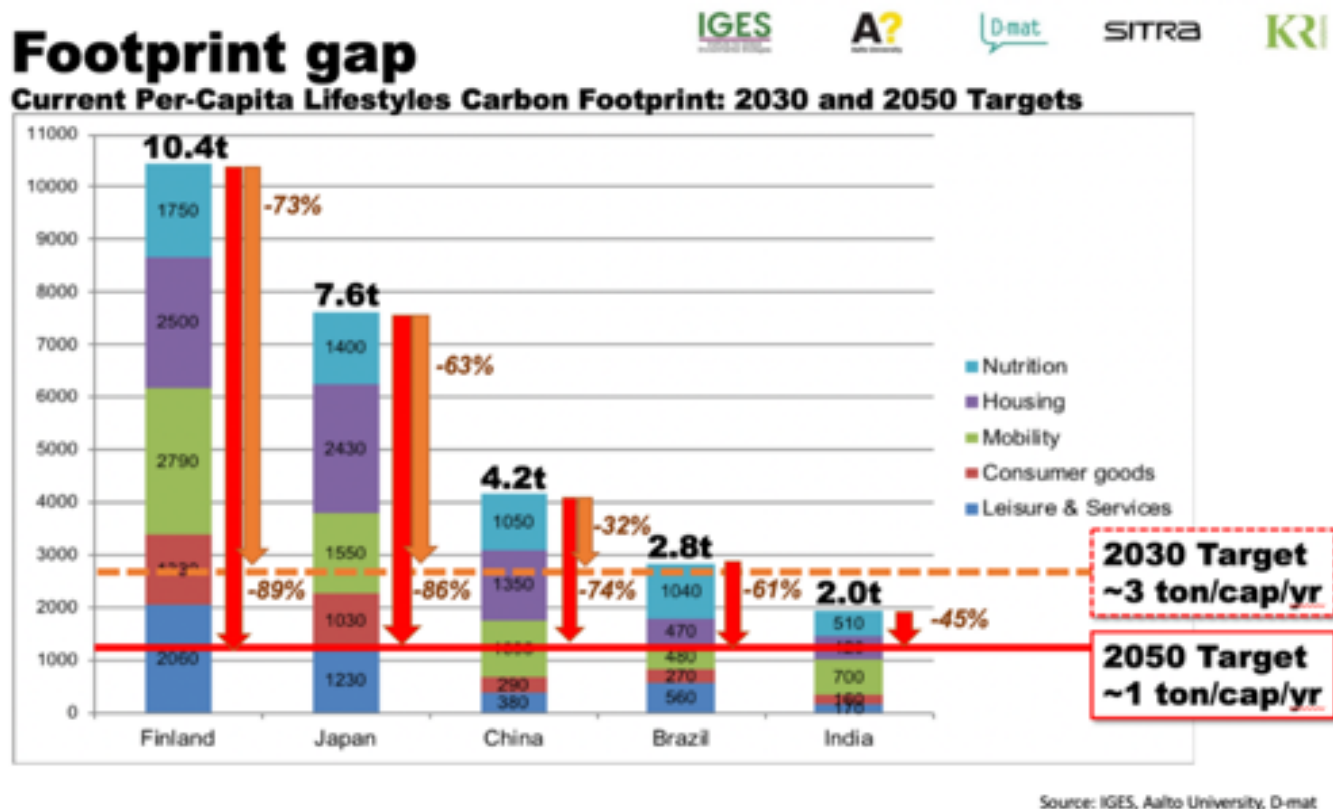
SCORAI Webinar
12 April 2019

remaining within our carbon budget requires
transformations in our ways of living

Overcome:

A lack of clarity around what sustainable living really means.

Evidence-base and strategies for getting to One-Planet living exist
Beacon: translates scientific reports, real-world practices and cases



Overcome:

Hesitation with giving people 'bad news' about their daily lives.

There are co-benefits to One-Planet living – health, wellbeing, justice
Beacon: adopts a values-based approach and a solutions orientation



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Overcome:

Discomfort when faced with implications on our own personal lives.

We need support and an enabling context for sustainable lives.

Beacon: direct people for support and shift systems.

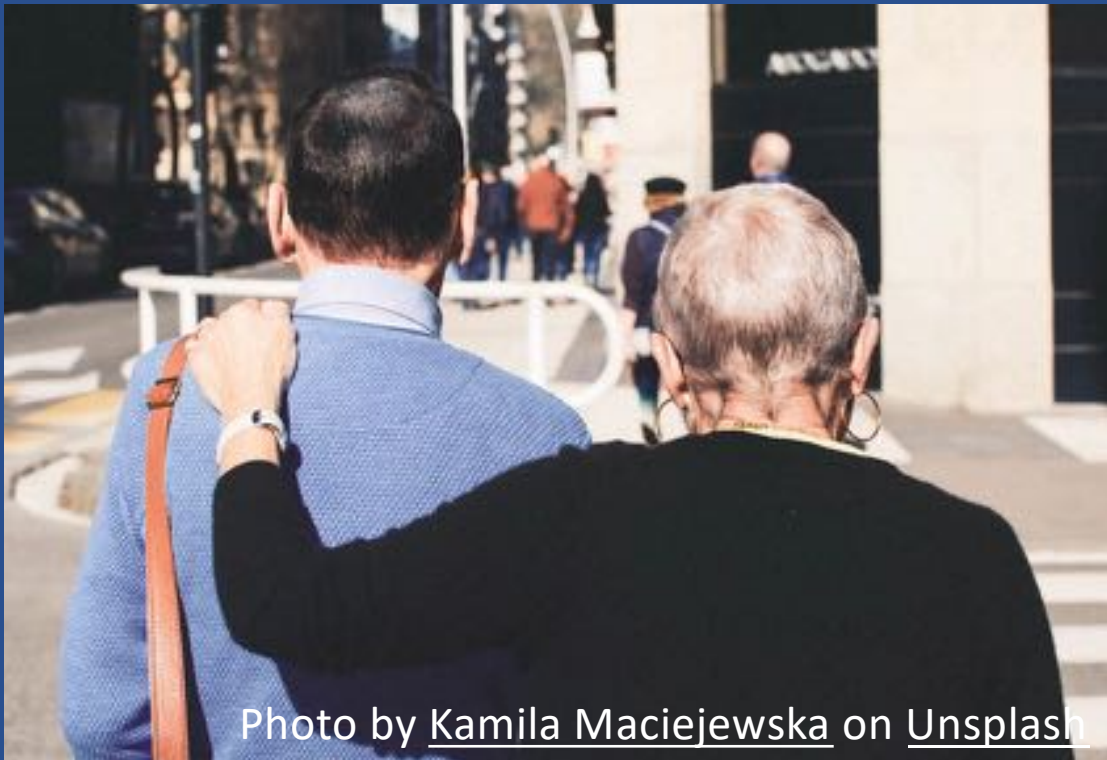


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UN Photo / Cia Pak
Climate Visuals

Overcome:

Feeling alone in calling for radical change.

We are part of a movement to transform to sustainable living.

Beacon: connect groups and individuals who share this goal.



Overcome:

Avoidance of engaging in difficult and disruptive conversations that test the limits of public and political acceptability.

We join and build the alliance responding to pushback.

Beacon: connected, equipped, and organized community who is ready to use resistance as a springboard for wider engagement.



Photo: Monica Melton



Photo: Ben Powless
Climate Visuals

Overcome:

A sense of hopelessness: the belief that this transition is impossible.

We can reinforce active hope and agency.

Beacon: solutions orientation; profiles cases of One-Planet living and powerful achievable visions of alternative sustainable living futures.



Photo: Ryan Brown
Climate Visuals



Photo: Dieter Telemans
Climate Visuals

Beacon for Sustainable Living

transformative communications materials that equip us to shift the discourse and our mindsets

backed by an online hub of curated references, cases, future visions, and resources to further reinforce transformative solutions

with an alliance of actors engaged in catalyzing sustainable living – a connected, equipped organized community



Erica Priggen Wright

high-level, large scale creative production
quality media creation
mainstream storytelling
intersection of social change and movement-making,
impacts of power and privilege,
regenerative economies, collaborative leadership



AVAAZ: Clean Campaign



FEMA: You Prepare Everyday



APA: Friends Helping Friends



Patagonia: Vote for the Environment



Accele: Love Dot Gov



FEMA: Donate Responsibly





SERVICES

WORK

LATEST THINKING

ABOUT

[CONTACT](#)

OUTCOME DRIVEN DESIGN, BY THE PEOPLE, FOR THE PEOPLE

Provoc works with visionary clients on the critical issues of our time. Rooted in equity, we translate your goals into measurable impact through strategic and creative partnership.



Beacon for Sustainable Living

Year 1 – Prototyping the Beacon

December 2018 – April 2019

- Review of Sustainable Living Communications - Nanaki Vij, One Earth
- Strategic leadership narrative – identifying values and tone
- Outreach and engagement – events, webinar, partners

May 2019 – November 2020

- Prototype transformative communications
- Advisory Board and partners
- Online hub platform

Year 2 – Launching the Beacon

- More refined creative production for influential nodes
- Richer online hub platform
- Engaging the expanding alliance

Zero Waste Iftar Challenge

Zero Waste Iftar Challenge

November 25, 2017

by [Nadina Memagic](#)

[Environment](#), [Food and Drink](#), [Green](#), [Lifestyle](#), [Nature](#), [Spirituality](#)

[Environment](#), [food](#), [Food Waste](#), [Green](#), [Green Ramadan](#), [Iftar](#), [Packaging](#), [Ramadan](#), [Trash](#), [Trash-Free Ramadan](#), [waste](#), [Zero Waste](#), [Zero Waste Iftar](#), [Zero Waste Iftar Challenge](#)



Giving that Ramadan is the month of blessings, we should proactively think of one blessing that is far too little thought about: our beautiful Planet Earth. We all know we are living in a time where environmental crises have reached an unprecedented level in human history. But let's not talk about it, but do something!

Here's the plan: a [#ZeroWasteIftarChallenge2018!](#) Whoop whoop!!
How does it work:



Plan your meal

Think of healthy dishes you can cook with ingredients you can purchase loose and without ANY packaging- no paper, no glass (except for those you can return or reuse), no aluminium cans, and of course no plastic. Also don't prepare too much food- **food waste** is the worse waste and simple goes against the **spirit of Ramadan!** (and let's be honest- most of us can't move after dates and soup!)

Prepare for shopping

Make a list of what you need to buy. Prepare containers, tupper, jars, tanks etc. for smaller things like olives, dates, cheese and meat; cloth bags for mushrooms, grains, lentils... Put it all in a big shopping tote and

Go organic

Quality over quantity (remember the after-dates-and-soup-feeling)! Purchase everything you can loose. For cheese, meat and antiraxdi hit the counter. The staff behind the counter is mostly very kind and professional about routine



Iain Griffiths and Kelsey Ramage

TRASH TIKI: SUSTAINABLE COCKTAILS WITH ATTITUDE

Ha Noi, Vietnam 7 day challenge



**7 DAY
CHALLENGE**

EAT, MOVE AND LIVE SUSTAINABLE
#7DayChallengeVN

EAT (spoon and fork icon)
MOVE (bicyclist icon)
LIVE (house with wind turbine icon)

SUSTAINABLE DEVELOPMENT GOALS
LIVE & LEARN
For Environment and Community
Embassy of Sweden Hanoi



building on...



FOSTERING AND COMMUNICATING SUSTAINABLE LIFESTYLES: PRINCIPLES AND EMERGING PRACTICES

2016 REPORT
SUPPORTED BY:



PARTNERS:



PRINCIPLES FOR DEVELOPING SUSTAINABLE LIFESTYLE INITIATIVES AND CAMPAIGNS

STEP ONE: Understand Audiences



Stakeholder-Focused: Engage in participatory, relevant and grounded ways

STEP TWO: Set Goals



Better Living: Focus on aspirations



Impact: Set clear goals and demonstrate sustainability results

STEP THREE: Determine Strategies



Systemic: Consider the systemic nature of lifestyles



Dynamic Life Changes: Take advantage of life stages and transitions



Diversity: Accommodate the diversity in lifestyles



Collective Action: Show that lifestyles extend beyond individual action

STEP FOUR: Measure and Respond



Responsive: Learn and adapt to changing conditions

CHINA DREAM

CHINA

Operating Principle:
DIVERSITY



Employ culturally relevant practices to connect with audiences and ground campaigns in local and relevant contexts. Tap into the emotional depth and diversity of cultural stories and practices to help convey campaign relevance. Audiences engage more with campaigns that use language reflecting their values and unique perspectives.

Happiness and prosperity are two key concepts in Chinese culture that provide compelling hooks in the **China Dream** initiative. A range of stakeholders were involved in workshops to visualize a better quality of life which generated the campaign's framing concept of "living more, not just having more."



REPAIR CAFE

NETHERLANDS: Now 29 countries



STAKEHOLDER FOCUSED

Engage stakeholders as partners in executing campaigns, rather than just as recipients of campaign messages.

Design campaigns that meet stakeholder needs and provide tools to empower change. Peer-to-peer outreach campaigns can be effective in reaching a broad range of stakeholders, provide the emotional support needed for people to change, and establish new social norms by modelling behaviours:

The Repair Café fix-it workshop model is driven by local organizations and volunteers in 29 countries. The approach is tailored to reflect community values, concerns, and aspirations.





Repair Cafés



COMMUNICATIONS TAKE-AWAYS:

Connecting with Audiences: Inspire Local Leaders to Act

Framing: Repairing Communities, Not Just Stuff

Strategy: Scale Efforts by Providing a Flexible Framework

Tactic: Selfies Can Play A Role in Sustainable Production and Consumption

coming soon...

Envisioning Future Low-Carbon Lifestyles and Transitioning Instruments

10YFP on SCP
Sustainable Lifestyles
and Education Programme



one earth

IGES
Institute for Global
Environmental Strategies



Simon Gilby



Caixia Mao



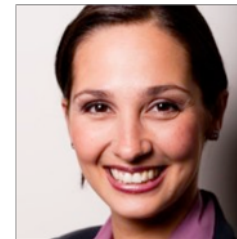
Vanessa Timmer



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Esli Severijn



François Jégou



Christophe Gouache





Advisory
Group

ES

Institute for Global
Environmental Strategies

Post-Fossil City Contest - African Alternatives

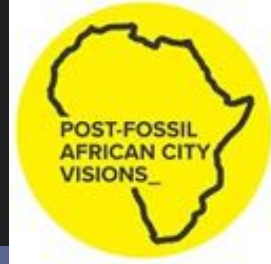


South Africa in 2040

Blake Robinson & Karl Schulschenk, created 2018

<http://postfossil.city/en/finalists/african-alternatives>

Post-Fossil City Contest - African Alternatives



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Sustainable Living Futures Report June 2019





Photo by [Aaron Alvarado](#) on [Unsplash](#)

Beacon for Sustainable Living

You are welcome
to join and contribute!

vanessa@onearthweb.org



Photo by [Joanna Pinneo](#) – [Climate Visuals](#)