Can there be a global tool for reducing lifestyle footprints? First reflections from setting up the Sustainable Lifestyles Accelerator

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on behalf of the KR Foundation
The inhabitants of industrial countries such as Finland, Japan or Germany would have to reduce the climate and resource footprint of their lifestyles by at least 80-90% in the next 30 years. This also applies to high-income groups in developing and emerging countries.

Thus, our goal is to assess and implement social and technological changes in the target corridor of an 8-t society and 1.5 degrees lifestyles.

1.5 degree lifestyle target in 2050 (0.7 t CO2-eq/year)

Source: IGES et al. 2019
The Sustainable Lifestyles Accelerator
7 countries around the world (2018 – 2021)

The project mobilizes more than 70,000 private households in seven countries (Germany, Finland, Switzerland, Denmark, Spain, Mexico, India) to analyse their material and carbon footprints, and to plan and implement footprint reductions by behavioural change (online & offline tools).

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Methods (I)

Preparation (task 1)

1st round (task 2)
5-6 households in 7 countries

2nd round (task 4)
500 households in 7 countries

3rd round (task 5)
10,000 households in 7 countries

Setting up the Webtool (task 3)
- Planning of features and elements
- Realizing the tool (prototype)
- Testing & feedback loops

Applying the Webtool (task 4 & 5)
- Up-scaling & feedback loops
- Up-scaling for permanent use

Denmark
Finland
Germany
India
Mexico
Spain
Switzerland

500 households in 7 countries

10,000 households in 7 countries
The Sustainable Lifestyles Accelerator
Methods (II) - Transition Cycle application on household level

Carbon Footprint 2018

- Living
- Purchase
- Food
- Daily Travel
- Spare Time

Source: Wuppertal Institut
The Sustainable Lifestyles Accelerator
Methods (III) - Multi-step approach round 1 (about 50 households)

1. Pilot set-up (diverse approaches in 7 countries)
2. Launching pilot and releasing search for appr. 5 households
3. Selecting households and preparation of measurement period
4. Kick-off-event with households
5. Measurement period
6. Workshop with households to create roadmaps
7. Implementation of experiments / Trial period
8. “Future workshop”
9. Report writing
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Results of the 1st round - Assessment Tool

Material Footprint of Your Household
141.4 tons

Carbon Footprint of Your Household
58.9 t

Your Lifestyle Footprint
Results for the entire household
Thank you for filling out the survey. We have calculated the Lifestyle Footprints for your household with 3 people living on 60 m².

Results per person and year
Your Lifestyle Footprint for Living per Person and Year
Space 360 kg 957 kg 360 kg
Electricity and Air-Conditioning 1,300 kg 2,360 kg 2,054 kg
Heat 0 kg 0 kg 0 kg

Your Carbon Footprint for Living is dominated by Electricity and Air-Conditioning. It contributes 48.2%. The Material Footprint for Living is dominated by Electricity and Air-Conditioning, which contributes 41.1%.

Your Carbon Footprint for Purchases is dominated by Clothing. It contributes 50.2% to your Carbon Footprint for Purchases. Your Material Footprint is dominated by Appliances. It contributes 83.6% to your resource use in this area.

Your Carbon Footprint for Daily Travel is dominated by Personal Motorized Vehicles. It contributes 72.7% to your Carbon Footprint and 66.4% to your Material Footprint. The use of public transport systems contributes 27.3% to your Carbon Footprint and 33.6% to the resource use in this area.

Solid Food contributes 57.8% to your Carbon Footprint and Beverages 42.2%. The shares for the Material Footprint are 55.3% for Solid Food and 44.7% for Beverages.

The highest share of your Material Footprint for natural resources (141.4 tons) is contributed to Daily Travel. It has a share of 34%. The highest share of your Carbon Footprint for global warming (58.9 tons) is contributed to Living. It has a share of 16.7%.

Roadmapping
Our next step is Roadmapping, where we try to reduce your Carbon Footprint in some areas of your lifestyle. At a first glance there seems to be a high potential in the area of plane (with 16.2 tons of greenhouse gas emissions for your Household per year).

Material Footprint of Your Household
141.4 tons
Carbon Footprint of Your Household
58.9 tons

Sustainability Target for the Material Footprint in 2050 24 tons
Sustainability Target for the Carbon Footprint in 2050 3 tons

Your Lifestyle Footprint for Food per Person and Year
Solid Food 1,983 kg 719 kg
Beverages 4,351 kg 3,521 kg

Solid Food contributes 57.8% to your Carbon Footprint and Beverages 42.2%. The shares for the Material Footprint are 55.3% for Solid Food and 44.7% for Beverages.

Your Lifestyle Footprint for Daily Travel per Person and Year
Individual Mobility 3,355 kg 1,183 kg
Public Transport 10,649 kg 5,392 kg

Individual Transport (in particular with help of motorized vehicles) contributes 72.7% to your Carbon Footprint and 66.4% to your Material Footprint. The use of public transport systems contributes 27.3% to your Carbon Footprint and 33.6% to the resource use in this area.

Your Lifestyle Footprint for Spare Time per Person and Year
Travel and Accommodation 6,742 kg 4,015 kg
Activities (vacation and spare-time) 7,385 kg 6,282 kg

Travel and Accommodation are responsible for 59.4% of your Carbon and 47.1% of your Material Footprint from Spare Time. Activities (regular and during vacations) have a Carbon Footprint share of 40.6% and a Material Footprint share of 52.9%.

Results per person and year
Your Lifestyle Footprint for Purchases per Person and Year
Appliances 113 kg 1,320 kg
Clothing 1,337 kg 267 kg
Furniture, Tools and Durables 16 kg

Your Carbon Footprint for Purchases is dominated by Clothing. It contributes 50.2% to your Carbon Footprint for Purchases. Your Material Footprint is dominated by Appliances. It contributes 83.6% to your resource use in this area.

Results for the entire household
The highest share of your Material Footprint for natural resources (141.4 tons) is contributed to Daily Travel. It has a share of 34%.

Your Carbon Footprint for Global Warming (58.9 tons) is contributed to Living. It has a share of 16.7%.

Thank you for filling out the survey. We have calculated the Lifestyle Footprints for your household with 3 people living on 60 m².
The Sustainable Lifestyles Accelerator
Results of the 1st round – Roadmapping exercise

Roadmapping Workshops: selecting actions to achieve 2030 target and put actions in timeline to select actions for experiments
Place your actions on the timeline - target year 2030

- **Average Finn**: 10 tonnes
  - **Reduce flying time**: 10 hours/year
  - **Lower the temperature at home**: room size 80 m²
  - **Vegetarian diet**: 6 months/year

- **Start using geothermal heat**: room size 40 m²
  - **Target 2030**: 3 tonnes

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How should governments and companies help realize the actions you chose?
Which actions **you** would like to try out?

- **AVG. FINN**: 10 tonnes
- **Lower the temperature at home**
  - room size 80 m²
- **Vegetarian diet**
  - 6 months/year
- **Reduce flying time**
  - -10 hours/year
- **Start using geothermal heat**
  - room size 40 m²

**Target 2030**: 3 tonnes
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Results of the 1st round – Carbon Footprints

![Graph showing carbon footprint for various countries](image)

- **Country**: Finland, India, Germany, Mexico, Spain, Switzerland
- **Years**: 2018, Experimental Phase, Roadmap 2030, Target 2030, Target 2050, Country Average
- **Units**: CO₂ e t/person/yr
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Results of the 1st round – Material Footprints

Material Footprint

- Finland
- India
- Germany
- Mexico
- Spain
- Switzerland

- 2018
- Experimental Phase
- Roadmap 2030
- Average
- Target 2050

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Results of the 1st round – Feedback of households

- Collected via questionnaire and in future workshops
- Footprinting: phrasing of questions, missing topics, difficulties to answer questions; awareness and interest is diverse;
- Roadmapping: perceived as exciting and game-like; households noticed that there is a point at which private individuals cannot further reduce their consumption; cooperation / support needed (companies, politics)
- Experimenting: need background information, reminder; the time investment of actions should be as little as possible through preparatory work, for example by referring to alternative shopping opportunities, energy providers or similar; involvement of other household members is a challenge (e.g. children, less motivated members)
Conclusions
How to plan a web-based platform like the Sustainable Lifestyles Accelerator?

- Huge differences not only in terms of affinity and connectedness to web-based solutions – we need a combination of online and offline tools

- Huge differences in terms of mindset towards reducing lifestyle footprints to a sustainable level – we need to address interest in carbon, resources, water, and cost savings – we need to implement different starting points (easy / detailed)

- Further issues: trust in different institutions, and the ability of other stakeholders to enable sustainable lifestyles – we need to address several collaboration strategies (communication, local initiatives, municipalities)

→ The feedback and learning from the national perspectives will be translated into the platform design. The development has just started. The Tool (App) will be available end of 2019 for testing with 3,500 households.
Further information see www.suslife.info

Kiitos! Thank you! Gracias! Vielen Dank! Dhanyavaad! Merci vilmal!

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