



EU 1.5° LIFESTYLES: POLICIES AND TOOLS FOR MAINSTREAMING 1.5° LIFESTYLES

LOW CARBON LIFESTYLES: ACTIONS, BARRIERS, AND ENABLERS

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Paris Agreement
**Pursue
efforts to
limit
temperature
increase to 1.5°**



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OBJECTIVE: To foster the mainstreaming of lifestyles in accordance with the 1.5° aspirational climate target

→ develop **guidance** for policy makers, intermediary actors and individuals based on scientific evidence on **how lifestyle choices affect carbon footprint**, and **how political, economic and social contexts enable or constrain** sustainable lifestyles options



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Obstacles



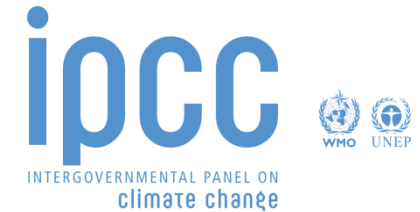
- **Limited data availability** on which and how proposed lifecycle changes could contribute to climate change mitigation



- Little evidence of **public acceptance** of drastic changes



- Changing individual behavior without addressing **structural constraints** or drivers of unsustainable lifestyles



Global warming of 1.5°C

An IPCC Special Report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty

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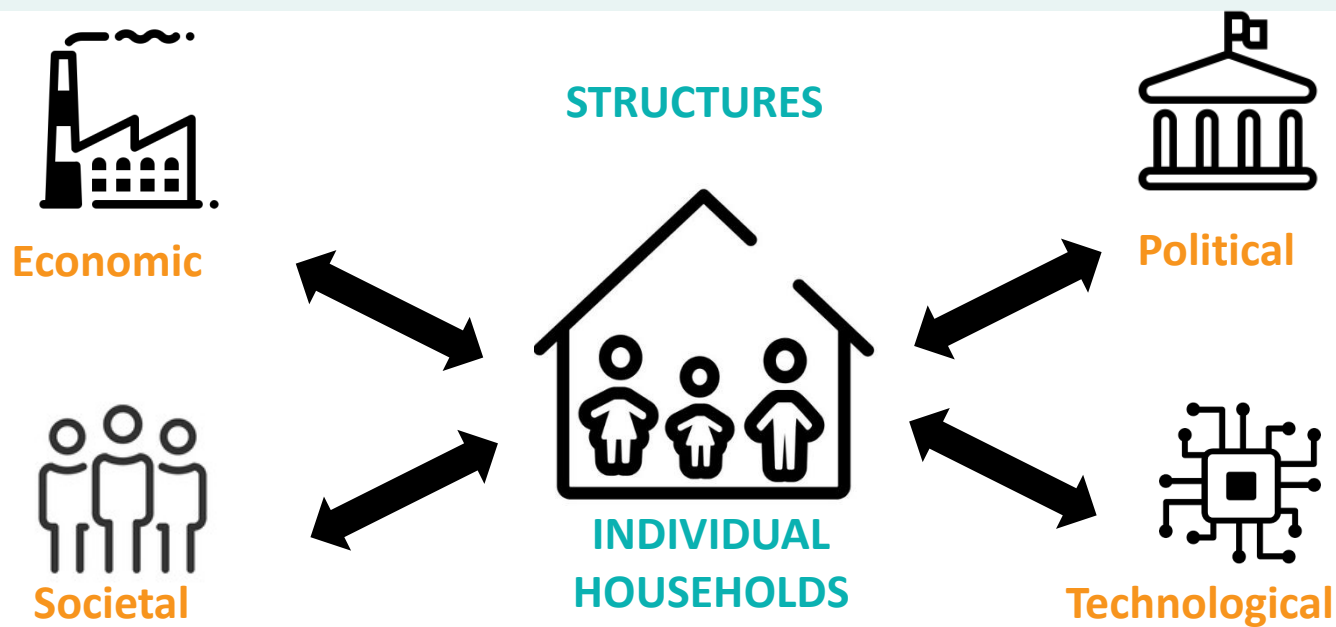
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ADDRESSING THE CHALLENGE



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1.5° LIFESTYLES OPTIONS



Nutrition

- Switch to plant-based diet
- Reduce food waste
- Organic food
- Seasonal products
- Eat no more than needed
- ...



Mobility

- Replace business trips
- Use public transport, cycling and walking
- Choose an electric car
- Move closer to workplace
- Carsharing, carpooling
- ...



Housing

- Reduce indoor temperature
- Extend product life
- Share devices
- Decrease living space
- Improve energy efficiency
- Renewable energy
- ...



Leisure

- Shift from air travel holidays to train travel
- Reduce pet ownership
- Reduce working hours and household income
- Refrain from luxury consumption
- Ecological and ethical personal investments
- ...



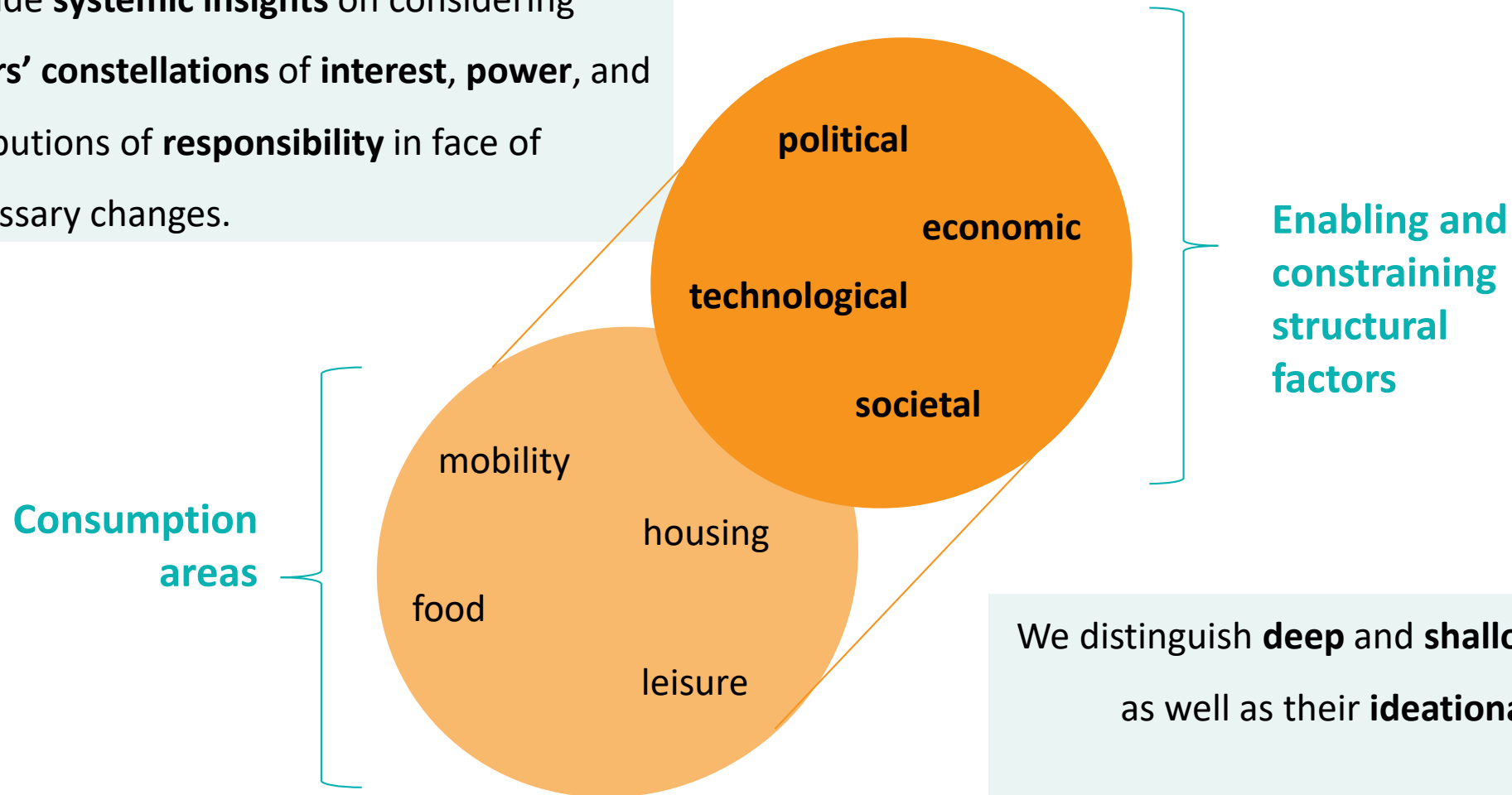
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BARRIERS & ENABLERS TO 1.5° LIFESTYLES

Provide **systemic insights** on considering **actors' constellations** of **interest**, **power**, and attributions of **responsibility** in face of necessary changes.



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THINKING WITH STRUCTURES?

- What is structure? Model/concept to describe patterned phenomena in the manifold that is the world?
- Focus on effects of social actions that have solidified over time: e.g. practices; infrastructure,...
- Structures and responsibility (e.g. Young 2006)
 - Responsible for unsustainable structures (backward-looking)
 - Responsibility to change them (forward-looking)
 - 'Consumer scapegoatism', businesses (lobbyism), policy makers, national/global institutions, media, academics/scientists... (children!)
- Changing structures requires agency: structure-agency «dilemma»
 - Relational Sociology: all structures enabled through agency and all agency grounds on structures (Powell 2013).



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KEY ENABLERS

Economic

- new measurement of economic success in a post-capitalist societal order focused on a «good life»
- sustainable investment funds and reliable criteria for the sustainability of investment
- public access to minimum levels of essential goods and services enabled by societal dialogue on needs and satisfiers
- ...

Political

- sufficiency focused narratives as basis for acceptance of strict environmental policies, fostering societal debate
- banning of unsustainable products and processes
- strong institutionalization and consensual, concerted efforts from the global to the local level of governance
- ...

Technological

- existence of low-carbon technologies
- systems perspective on technological advances and transformation
- energy storage and flexible use technologies
- communication on low-tech, easy to implement solutions
- technological advances leading to improvements in energy efficiency
- ...

Societal

- shifts in work-life balance - sustainability impact needs to be enabled in general by policy mix
- change in societal values towards collective wellbeing and a "good life", alternative paradigms to work ideology and the morality of work
- Education for sustainability
- ...



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KEY BARRIERS

Economic

- Income stability and material welfare depend on growth in production and consumption
- economic growth paradigm institutionalized in social relations, political priorities and valuations
- competition and profitability pressurizing businesses into unsustainable practices
- ...

Political

- belief in neoliberal governance
- populism and related challenges to democratic governance
- insufficient financial control
- fragmented political landscape
- weak policies and failure to mitigate and upscale measures
- ...

Technological

- techno-fix attitude and efficiency focus
- trade-offs between societal and economic functions if demand for “food, fodder and fuel” is met simultaneously
- negative effects of digitalization (energy intensity and resource use, drivers of increased consumption, etc.)
- ...

Societal

- social conventions and status grounded upon consumption of energy-intensive goods and services, and is reinforced by current political-economic system, and slow to change
- efficiency gains outweighed by consumption increase on aggregate (Jevons paradox/rebound effects)
- ...



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OUR COLLABORATIVE AIM

Policy Makers

Justice
Doughnut Economy
Living Well within Limits

Academia
& Related
Projects

Citizens

Good Life
1.5° Lifestyles

Sufficiency

Consumption corridors

The Media

Business & Civil Society

Circular Economy

Strong Sustainable
Consumption

Wellbeing Economy



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Thank you for your attention!



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