



Secretariat



# The 10YFP Programme on Sustainable Lifestyles and Education

[www.unep.org/10yfp/lifestyles](http://www.unep.org/10yfp/lifestyles)

## Vision

A world where sustainable lifestyles are desirable, beneficial and accessible for everyone, enabled, supported and encouraged by all sectors of society, including governments, the business sector and civil society.

## Mission

To foster the uptake of sustainable lifestyles as the common norm, with the objective of ensuring their positive contribution to addressing global challenges, such as resource efficiency and biodiversity conservation, climate change mitigation and adaptation, poverty eradication and social well-being. This will be done through multi-disciplinary research and multi-stakeholder cooperation, through the promotion of participative and bottom-up approaches, innovative policies, economic instruments and technologies, awareness-raising, as well as through all forms of education.

## Objectives of the Programme

- Build a vision of sustainable lifestyles: achieve a common framework of understanding of sustainable lifestyles through multi-disciplinary approaches, giving full consideration to consumption behaviors as well as to what determines them;
- Integrate sustainable lifestyle principles and practices across all sectors of society;
- Develop tools and incentives, provide capacity building for achieving sustainable lifestyles and disseminating good practices;
- Empower individuals to adopt sustainable lifestyles through education, awareness-raising and participation, engaging all forms of education;
- Measure and track the benefits of action targeting sustainable lifestyles and their contribution to achieving global priority challenges such as climate change.



## What do Sustainable Lifestyles mean?

Sustainable lifestyles are considered as ways of living, social behaviors and choices, that minimize environmental degradation (use of natural resources, CO<sub>2</sub> emissions, waste and pollution) while supporting equitable socio-economic development and better quality of life for all.

## What is the 10YFP?

The 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) is a concrete outcome of Rio+20. The 10YFP is a global framework that enhances international cooperation to accelerate the shift towards SCP in both developed and developing countries. It supports the implementation of regional and national policies and initiatives and builds capacities for the mainstreaming of SCP into sustainable development policies; facilitates access to financial and technical assistance for developing countries; and serves as an information and knowledge platform on SCP to enable all stakeholders to share tools, initiatives and best practices. UNEP serves as the Secretariat of the 10YFP and administers the 10YFP Trust Fund.

Need more info? Visit [www.unep.org/10YFP](http://www.unep.org/10YFP)

## Why a 10YFP Programme on Sustainable Lifestyles and Education?

Today, our global footprint is about one and half time the Earth's total capacity to provide renewable and non-renewable resources to humanity. If nothing changes, in 35 years, with an increasing population that could reach 9.6 billion by 2050, we will need almost three planets to sustain our ways of living\*. Rethinking the ways we produce, consume and exchange has become crucial to move towards a society where we can all live well within the boundaries of our planet. As cultures and norms are core determinants of our rich and diverse lifestyles, they will need to be considered as we rethink the way societies are organized, resourced and maintained.

\* The Global Footprint Network:  
[http://www.footprintnetwork.org/en/index.php/GFN/page/world\\_footprint](http://www.footprintnetwork.org/en/index.php/GFN/page/world_footprint).

## Effective policies, infrastructures and business strategies for sustainable lifestyles

The design and implementation of effective policies, economic instruments, infrastructures and business strategies is essential in the creation of enabling conditions for sustainable lifestyles.

The programme will provide recommendations for the design of conducive policies and incentives based on policy-relevant and multi-disciplinary research as well as on the promotion of participatory, 'people-centered' and empowering approaches.

Conducive physical infrastructures and equipment are needed to enable individuals and communities to adopt sustainable lifestyles solutions. In this perspective, emphasis will be put on enabling sustainable lifestyles in the urban space, where over half of the world's population lives now (2/3 within 20 years).

Reforming existing and developing new markets is also an essential enabling condition for the mainstreaming of sustainable lifestyles. The SLE programme will aim at encouraging private investments and identifying business best practices and promising innovations that have supported the promotion and advancement of sustainable lifestyles worldwide.

### Work areas of the Sustainable Lifestyles and Education Programme

1

#### Developing and replicating sustainable lifestyles, including low-carbon lifestyles

- Promoting innovative models and traditional practices of sustainable lifestyles
- Supporting conducive policies, infrastructures and economic instruments
- Building the business case and encouraging responsible market innovation for sustainable lifestyles

2

#### Educating for sustainable lifestyles

- Mainstreaming sustainable lifestyles into formal education
- Making sustainable lifestyles a focus in every learning environment
- Mobilizing and empowering youth for sustainable lifestyles

3

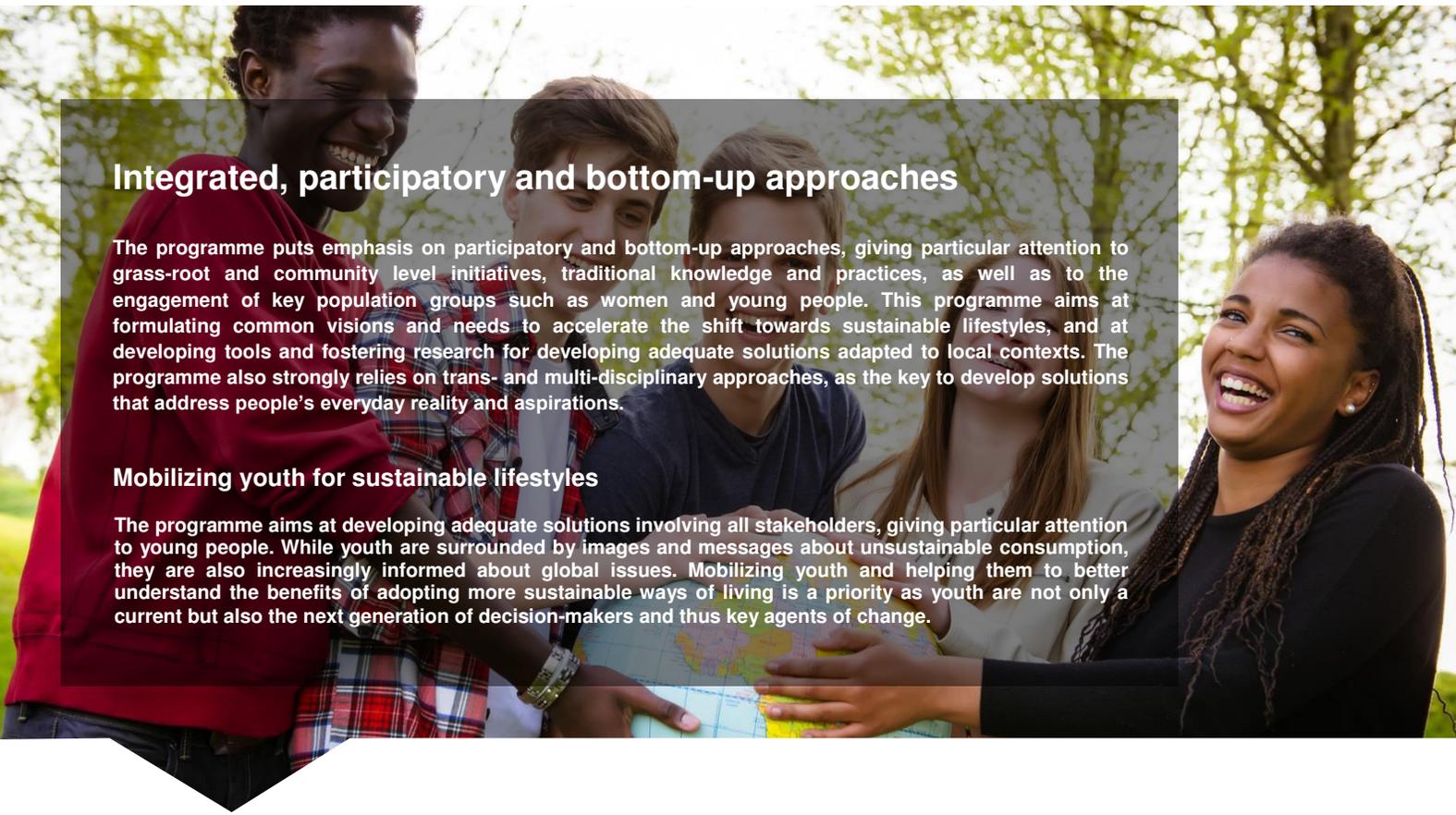
#### Transforming current and shaping future generation's lifestyles

- Scenarios for sustainable and low-carbon lifestyles
- Developing frameworks and tools to assess and track lifestyles impacts
- Ensuring and measuring the programme contribution to global priority challenges



### Promoting innovative and traditional models

Numerous movements, initiatives and projects have emerged to advance sustainable lifestyles. Their potential with regards to achieving resource efficiency, reducing environmental impacts, creating jobs and improving well-being is increasingly recognized. On the other hand, some traditional and indigenous communities and practices are often mentioned as inspiring examples for an efficient use of natural resources and low impact ways of life. In addition to their cultural value, traditional social practices such as local food markets, production of artisanal goods or repair shops have positive contribution to sustainable development, encouraging local economies and extending products' lifetimes.



## Integrated, participatory and bottom-up approaches

The programme puts emphasis on participatory and bottom-up approaches, giving particular attention to grass-root and community level initiatives, traditional knowledge and practices, as well as to the engagement of key population groups such as women and young people. This programme aims at formulating common visions and needs to accelerate the shift towards sustainable lifestyles, and at developing tools and fostering research for developing adequate solutions adapted to local contexts. The programme also strongly relies on trans- and multi-disciplinary approaches, as the key to develop solutions that address people's everyday reality and aspirations.

### Mobilizing youth for sustainable lifestyles

The programme aims at developing adequate solutions involving all stakeholders, giving particular attention to young people. While youth are surrounded by images and messages about unsustainable consumption, they are also increasingly informed about global issues. Mobilizing youth and helping them to better understand the benefits of adopting more sustainable ways of living is a priority as youth are not only a current but also the next generation of decision-makers and thus key agents of change.

## Structure of the 10YFP Sustainable Lifestyles and Education Programme

The SLE programme is co-led by the Ministry of Environment of Japan, the Government of Sweden represented by the Stockholm Environment Institute (SEI) and the World Wide Fund (WWF).

A **Multi-stakeholder Advisory Committee (MAC)** oversees the programme's coordination and implementation. As of November 2014, members of the MAC include:

**Governments:** The Ministry of Ecology, Sustainable Development and Energy of France, the Ministry of Environment of Sweden.

**International Organizations:** UNEP, UNESCO, the United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS).

**NGOs and business associations:** Akatu Institute for Conscious Consumption, Business for Social Responsibility (BSR), Integrative Strategies Forum, Joint US-China Collaboration on Clean Energy (JUCCCE), Prithvi Innovations, The Responsible Ecosystems Sourcing Platform (RESP), Support for Women in Agriculture and Environment (SWAGEN), Tanzania Consumer Advocacy Society, Uganda Coalition for Sustainable Development, World Resources Forum and WRAP.

**Academia/research:** Global Research Forum on Sustainable Production and Consumption (GRF-SPaC), Institute for Global Environmental Strategies (IGES), Partnership for Education and Research about Responsible Living (PERL) at Hedmark University College (Norway), Universidad El Bosque (Colombia), University of Surrey (UK).



## Educating for sustainable lifestyles

Despite increasing international recognition on Education for Sustainable Consumption and Lifestyles (ESCL), mainstreaming and implementing ESCL in formal education curricula is still a challenge. Various networks, initiatives, and tools have been developed in different regions. However, more efforts are needed to apply, scale up and replicate them, as well as to support implementation at national and regional levels.

Beyond formal education, the programme also covers the non-formal, informal education and vocational training. Every day, people make decisions in various learning environments, including workplaces and homes. Examples where ESCL is brought to those places are increasing, showing the applicability of ESCL in real life. To advance ESCL beyond formal education, it is fundamental to reinforce public acceptance of sustainable and low-carbon lifestyles, provide opportunities for learning about systems, processes, choices as well as about their impacts.

## Join the 10YFP SLE Programme!

### Why should I join?

- Access a broad network of organizations and individuals working together on advancing sustainable lifestyles;
- Share your experiences and/or resources and learn from others;
- Scale up and replicate best practices in your country and region;
- Apply for financial support for SLE activities in developing countries through the 10YFP Trust Fund.



### How can I get involved?

The 10YFP Sustainable Lifestyles and Education (SLE) programme is open to organizations and individual experts interested in joining a collaborative platform to support activities that relate to sustainable lifestyles. Download the application form today at [www.unep.org/10yfp/lifestyles](http://www.unep.org/10yfp/lifestyles)



### Contact us: 10YFP Secretariat

C/O UNEP, Division of Technology, Industry and Economics  
15, rue de Milan, 75441 Paris Cedex 09  
Email: [10yfp@unep.org](mailto:10yfp@unep.org)



### Get the latest news on SLE: Visit the Global SCP Clearinghouse

Register your sustainable lifestyles and education activities and get the latest news on the SLE programme at the Global SCP Clearinghouse:  
[www.scpclearinghouse.org](http://www.scpclearinghouse.org)

Scan and find out more!



 @GlobalSCP  
@10yfp



## Scenarios for sustainable and low-carbon lifestyles

What makes a lifestyle, how to describe it and how to enable change towards more sustainable behaviours and choices is often seen as too complex and overwhelming questions to address. Therefore, common analytical criteria and frameworks to visualize transformative ways of living, in various contexts, are needed for decision-makers to translate sustainable lifestyles' objectives into concrete actions. Information and Communication Technologies (ICTs) have an important role to play in this process. They offer new ways of socializing and consuming, which can transform lifestyles towards more sustainable models.



## Measuring lifestyles impacts and tracking progress

Activities developed and carried out under this programme aim at addressing global and pressing challenges, such as resource efficiency, climate change mitigation and adaptation, poverty eradication and social well-being. This requires the development and application of consistent and integrated tools to measure and track the contribution of programme activities to addressing these challenges with a systematic approach.