



United Nations
Educational, Scientific and
Cultural Organization

How to Make Sustainable Living the New Normal. An Expert Workshop for Media and Policy Makers

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Executive Summary and Highlights

The 'New Normal' expert meeting, held 6 December 2018, was the outgrowth of recommendations received¹ to engage emerging media and cultural influencers in the sustainability dialogue. The urgency of environmental degradation has made the presence and reach of new media crucial to realise the disruptive changes required. This new cooperation brought together a wide variety of media players and platforms, ranging from young entrepreneurs from One Young World to the UK chef Jamie Oliver's campaign for better eating. These actors came together to co-create and apply concrete approaches to communicate more sustainable lifestyles within and without governmental contexts, all the while rooting potential strategies with new partnerships.

Strategies presented included how to get the attention, deepen engagement and thus be able to better drive change in target communities. The Good Life Goals (GLGs) were employed as an example to demonstrate how to continuously track the effective way individuals take in information. This in turn, defined and developed actionable communication plans to promote more sustainable living. Rather than only tracking consumer purchasing, media platforms can use tools and insights to inform UNEP and other public and private entities on how to be more effective. UNEP and related entities have the technical sustainability information that emerging media entities committed to the agenda need. Currently the two groups work more in parallel than synergistically.

The workshop underscored that our future depends on better understanding and engaging with media practitioners to co-develop strategies and actionable campaigns to promote more sustainable living. Given global urgencies and the fast-evolving nature of media, joining forces is the only way to go. Such cooperation ought to be implemented in a step-by-step strategic approach, building on media 'wins' and their strengths, integrating the lessons learned from each. Examples include: [the Mutha channel](#) a platform for sustainable living targeting a range of everyday consumers; Jamie Oliver Ltd which has developed and uses a five-step approach to support policy changes [for better eating](#); MTV has experimented with social media and influencers in its campaigns and has become specialized in employing the *right tone of voice* to boost engagement. [A Plastic Planet](#) has worked with groceries as test beds to act as "Trojan horses" to capture media and consumer attention. These step-by-step approaches to tackle the bigger problem of climate change and sustainable living strongly resonated. The ability for media players to participate in different strategic problem-solving means that together, the chances of beating climate change are better.

The workshop concluded that engaging media in sustainability should not reinvent the wheel but should lean into existing platforms and media outlets. UNEP should focus on what it does best, that is, provide a gold standard of information and knowledge on global sustainability issues. The workshop was another step to deeper partnerships and shared learnings on what are sustainable lifestyles and harnessing the power of individual decision making.

¹ In continuation with the previous OECD-UN "New Normal" expert meeting held in May 2018. You can view it [here](#).

Setting the Stage

The what:

This report provides: an overview of the workshop context (including trends in emerging media and platforms); discussion highlights; key presentation learnings, and working lunch results. These recommendations and next steps will be contributed to the One Planet Network Sustainable Lifestyles and Education Programme, UNEP and to other experts.

The dialogue was the first time sustainable living and lifestyles experts and emerging media and cultural influencers met to create and promote more sustainable living and lifestyle options for people that are affordable, cleaner, better, and smarter. Keeping in mind that people cannot choose options that do not exist and that they need to be inspired and motivated to choose those that do. It's up to the visionaries, like workshop attendees, to co-create a New Normal with innovative, attractive solutions to food, mobility, housing and transport – how people live their lives and pursue aspirations – everyone.

The context:

- **There is a growing, international interest in sustainable lifestyles.** People consume for an array of reasons, to meet basic needs, to fulfil expectations, to satisfy desires, in response to marketing and others.
- **People are at the centre of the sustainable living discussion and sustainability is not a central concern.** Understanding how these factors affect willingness or capacity to adopt new habits is essential for developing a sustainable living framework.
- **The time is ripe to look at what is driving demand and to think critically about the distinction between “being a consumer” and “having a lifestyle.”** The issues are beyond market interactions and include humans as social beings who have basic needs and aspire to live better lives within planetary constraints.
- **Media is a central aspect to understanding behaviour norms.** Hence it must be employed strategically as a communication tool to meet environmental goals.

Key Learnings and Recommendations:

- **Decision makers need to recognize the importance of partnering with new and emerging media and influencers in sustainable development.** Given urgency of the climate change challenge and the fast-evolving nature of media, partnering is more efficient than developing the new needed skills. This will require changing the focus of technical work as well as engagement and communication approaches.
- **Sustainability is complicated but it should not be for everyone.** It is for decision makers to create the options and conditions for positive action to be implemented in the lives of citizens. The sustainability pitch will only work for some. For most people, actions should be *simple, affordable and attractive*.
- **The challenge is to make sustainability irresistible/the default option – it's sustainable lifestyles or no lifestyles.** To date, sustainability has been a marketer's nightmare: it is a moving target (risky) and to reap later benefits, high and short-term funded is required. Sustainability has no human 'face' - but a lot of leaves. The topic is too big and impersonal so it must be broken down into the **personal** and the **local**. The living and lifestyles focus has a huge potential for storytelling and

emotional engagement. Today, because people accept change much faster, creating momentum in how people consume will be easier.

- **Behavioural change is a 'hot' topic for policy makers.** Hence policy makers must stay flexible, track its evolution, and keep expectations reasonable – changing consumer behaviour is not a 'magic bullet' that will solve all planetary issues.
- **The way media is going - so fast and so personal- it is better to partner than to develop in house media capacities.** Audiences are 'fickle' and take recommendations from 'friends' and/or cohort influencers. Audiences are no longer passive recipients and have shown preference for user-generated content. People want to feel part of a community of people 'in the know.' Traditionally, *reach* was the most important, but now it is *about personalization and 'on-demand-ness.'* Media platforms and brands have learned to capitalize on this and hence partnering can promote common objectives.
- **Media and effective behaviour change:** Create an engaging platform with multiple kinds of "content" and different ways to share it (radio, magazine, events, music, clubs, and social) to create critical mass. It must be reinforced with user **conversations** and **experiences**. Engagement should target those most likely to change and use 'problems' to be a feedback improvement loop.
- **Young people want to (know how to) help.** They need clear actionable information. Enhancing education (formal and informal) is critical. Information tied to things youth can personally relate to and actions they can take. Engage young people in a meaningful way – show how they are part of the answer. Champion cultural influencers and use storytelling, role models, and show what to do.
- **Key ingredients needed to deliver a message** that educates and changes minds about important social issues are: 1. Use **social media platforms** alongside linear TV channels; 2. Use **talent and influencers** to deliver the message authentically and; 3. Use the **right tone of voice**. Authentic **Content**, the suitable **context** (what platform, Instagram, YouTube, etc.) and the **repeat factor** are also key to delivery. Measuring results will be crucial to capturing impact and improvement.
- **Even without a budget it is possible to approach influencers.** Target those with similar values and make the case for the partnership. Develop a very clear, structured ask that is in line with influencer's personal beliefs. Make sure the approach is rooted within a clear, concise action-plan to offer structure to the influencer.
- **Partnering with big business is also critical to extend reach and trickle down to consumption norms.** Consumer pressure can play a large role shaping sustainable actions of firms and visa-versa.
- **A concrete plan for an effective policy campaign**
 - Step 1: State the problem as an **unarguable truth**;
 - Step 2: Tell the story in an **emotional way**;
 - Step 3: **Use statistics and testimonials; involve others** (using Twitter, Instagram etc) & avoid formulaic responses; be militaristic in implementing the plan – not haphazard;
 - Step 4: Set up an achievable "win";
 - Step 5: This breeds **public engagement** which turns into **political pressure**; and

- Step 6: **Always say thank you** to everyone involved! (you may need them again...)

Specific Recommendations for:

1. *More effective (policy maker) messaging*

- ***Walk the talk*** – sustainable actions by UN and its staff. Be your best advocates. Messaging can follow. Take a stand and communicate around real-time events to be effective.
- ***Think different*** – focus on what the public **can do**, not what they shouldn't do.
- ***Welcome unusual suspects*** – partner and convene with gamers, LGBT, media & sports, creatives, communities of interest.
- ***Do the heavy lifting***– work on the evidence base for interventions (including communications); measure behaviour change; make sure there are solutions and options.
- ***Don't try and do everything*** – media is moving fast – partner rather than reinventing capacities. Develop insights and make personalised content to create a personal framework that provides people with tools to improve their lifestyles.
- ***Make messaging relevant to government officials.*** Policy makers don't listen to social media platforms, they listen to people's voices. Map out all the stakeholders and have multiple entry points from top to bottom.
- ***Provide the bigger picture*** so people can understand how they are affected. Breakdown the audience: create a hierarchy of messages. Determine clear and simple actions.

For the United Nations and other public entities:

- Be a Big Collaborative Wikipedia for good; providing best case examples to educate and inspire.
 - Curate and develop ambassadors.
 - Create an international policy-maker competition. If city/country A is showing success, use them as a competitive example. Policy makers can be competitive. Contests can be drivers for change?
- #### 2. *How to better promote the GLGs (recognizing that they are a tool to promote the SDGs and not an end in themselves.)*
- Consider dissemination through phone apps. For example, Google maps could advertise GLG 13 and suggest walking or bike routes options for its clients.
 - Create Instagram feed to promote "buckets of hope;" positive cases on sustainable living
 - Create a GLG based movie (like the Smurf movie) or media placement.
 - Partner with gamers, eg PlayMob.
 - Partner with big-business once certain momentum has been established. Firms can be powerful agents for change with the help of a framework such as GLGs.
 - Consider developing expressive photos to go with each GLG that tell stories.
 - If formal emoji's are hard to promote, make them into online stickers instead.
 - Create a school pack for educators to activate the GLGs.
 - Sponsor Good Life Communities where groups come together to support each other in changing their behaviours aligned with GLGs.
 - Create a policy ask/example for each GLG.
 - Cross-cut GLGs and trending themes like plastic; piggyback on issues with high traction
 - Tie the Good Life Goals with calendar content (e.g., Earth Day, Water day).

- Define specific target audiences to a goal and a community. Content and communication strategy must be aligned to defined targets. Targeted audience for each goal and segment with new communication for each goal.
- Act holistically: align messages across schools, businesses, and government.
- Set up an interactive and responsive chat bot for the GLGs. See <https://news.un.org/en/story/2018/12/1027471>

For UN:

- Should the GLG's scaled up globally, Help the 10YFP figure out how to calculate their carbon impacts on the global lifestyles
- Send the GLGs to all member governments – upcoming UNEA4 – subsets of GLGs that are particularly relevant to event themes. Also a target element?
- Employ the UN's reach in order to think politically: How can we incentivize countries to adopt the GLGs? Can we create a global competition where countries compete to make the GLGs happen?

3. Joint commitments

- Share Good Life Goal content on 'International Days of.'
- Develop toolkits on how to use the Good Life Goals co-created with people on the ground.
- Enhance *A Plastic Planet* engagement with UNEP. Plastic is a cross cutting theme.
- *Brave Bison, Mutha* channel: interested in partnering (content on food or domains for events).
- *MTV pro social digital content* is interested to know more about sustainable living content.
- *The Advisers* offered support as: 1) individuals (external experts) for assessments, evaluations, trainings or consultative processes etc.; 2) at organizational level (providers of strategies, services, solutions, institutional capacity building etc.) and thru a Not-Profit Platform.

For UN:

- **UNEP media and regional engagement:** GLG may be useful to integrate into upcoming global and regional events (UNEA4, HLPF, and regional processes). With the various language translations coming on line in 2019 the scaling potential is great. Consider working with UNEP partners/efforts: Mutha; Plastic Planet; IKEA; Benneton, Gaming and We mean business, Camp One Planet and other efforts at UNEA4 and other events.
- **UNEP Technical issues** (how do media/influencers get lifestyle messages on lifestyles (holistic, domains). Highlighted need to package core messages: ideas ranged from capacity building for media/influencers on SCP/SL/Domains.
- **Jamie Oliver & Mutha and UNEP Food Systems:** On changing diets with a focus on the benefits (not "giving up" things); for example: best veggie food, cook this - eat this (show people); consider joint cooking show Jamie + Kingcook.
- **UNEA4 SDGs TED-Talk like platform:** GLG could be a topic, along with outputs from partnership with the UNSchool. *Futerra* would be pleased to come to Nairobi and participate and meet colleagues.
- **UNEP Brazil:** considering GLGs to be disseminated as part of a project working with the Judiciary System. Judges around the country will be engaged to work with the SDGs though how their work (as individuals and as the role they play in the community/municipalities) can support actions and activities related to specific SDGs targets. It will be a good test of how policymakers receive the GLGs.

Introduction

Individuals make dozens – if not hundreds – of decisions every day. At a basic level, this includes what to eat, where to live and how to move around. For the lucky, they decide what to wear, what to do at home and where to go on vacation. Together, these individual decisions define the quality and well-being of people's lives and make up a mass consumer base whose preferences, attitudes and behaviours drive global patterns of production and consumption and determine how and whether resources will be used sustainably. Sustainable living and lifestyles need to better harness the power of people as social animals because *our living choices affect the planet's future*.

Yet people do not wake up in the morning with the intention to harm the planet. Nor do they necessarily wake up motivated to conserve energy or water, or to find the least polluting way to get to work. People wake up, eat, prepare for the day, get to work, school or chores, in accordance with habits and culture and make decisions based on needs and aspirations for family, friends and those around them. Sustainability, as such, is not a living or lifestyle motivating factor. Individual choices depend on variables such as: time, costs, routine, information, culture, social belonging, convenience etc. Furthermore, research shows that people's decisions are not always rational. Currently, lack of infrastructure, limited options and mass pro-consumption messaging limit sustainability inroads. Therefore, to promote more daily sustainable choices they must be affordable, easy and attractive as well as relevant to everyone. Ultimately, sustainable lifestyles must be inspirational, irresistible and the norm.

Where do policy makers stand?

Policymakers need to advance sustainability agendas and simultaneously facilitate economic growth. To do this, they promote sustainable consumption and production efforts by using their influential (market) power via policies such as procurement with businesses on the supply side and with citizens on the demand side. Governments can influence individual and organizational decision-making through example-setting and policy frameworks. Better data, more innovative policymaking, and better communication on the benefits of sustainable choices can further contribute.

Adapted from: OECD/UN Environment (2018), "The New Normal: an expert dialogue on shaping decisions, attitudes and behaviour to achieve SDGs. Key messages and summary of discussion"

In May 2018, the OECD and UN Environment organised an expert dialogue to explore how to better tap people's decision-making power to achieve Sustainable Development Goals (SDGs). Experts from government, international organisations, media, non-governmental organizations (NGOs), private sector and research institutions reviewed future trends affecting consumption and production choices, current policy efforts, and the role of emerging cultural and social influencers on living decisions. Overall, experts highlighted that new cultural and social actors need to be involved and that though sustainability may be complex (for policymakers and companies designing goods and services) it should be simple for individuals and entities along value chains in daily decision making.

I. Workshop context

The workshop purpose was to engage emerging media and cultural influencers in the sustainable living agenda. To make it applicable, it brainstormed how sustainable living and lifestyles communication products – like the [Good Life Goals](#) (GLGs) – could be promoted by policymakers (and others) to better harness the power of individual decision-making to encourage more sustainable choices. The Good Life Goal product is a practical, people-oriented translation of the globally-mandated SDGs.

The specific objective was to better understand how to tap into emerging media, recently entering the f sustainable development agenda. The GLGs were the focus of workshop discussions, but recommendations and outcomes apply to similar products.

The workshop covered:

- What are the Good Life Goals?
- How can messaging resonate with policymakers (and the public) and how can media forms be better tapped?
- What can UNEP do to enhance dissemination?
- What can be done for other target contexts?

The workshop resulted in:

- **Better understanding** of how media and social influencers impact lifestyle trends and what UNEP and others can do to concretely work together. Insights cover work at the technical level and for communications related activities.
- **Strengthened partnerships** between media, cultural influencers and UNEP on lifestyle messaging and their dissemination.
- **Determined Practical actions that can enhance SDG understanding using the GLGs.** They will be shared with the SLE Programme and feed into key events. For UNEP they include: UNEA 4, Sustainable Innovation Forum, One Planet Network Camps and regional and national processes and events.

More on the Good Life Goals

The GLGs were developed by the [One Planet Network Sustainable Lifestyles and Education Programme](#), as led by Japan and Sweden through the Stockholm Environment Institute and Futerra. Programme advisors – World Business Council for Sustainable Development (WBCSD), UNESCO, UNEP and others – contributed technically (from their contexts:

What are Companies Doing?

Companies provide the goods and services that meet our needs. In reality, no company will ever be 100% sustainable, yet increasing numbers of companies make sustainability efforts, set targets and communicate. Many companies note an underlying sense that they are judged as 'not doing enough' or 'green washing' and hence are reticent to push/communicate broadly on the sustainability agenda and keep their communication in a safe 'niche'. The private sector has needed experience since its success depends on creating, anticipating, shaping and responding to consumer demands. Many larger companies integrate sustainability criteria into their business models, recognizing that resource scarcity, energy costs and environmental impacts affect bottom lines. Others acknowledge that customers are increasingly asking for responsible resourcing and they simply find it "good business" to adopt more sustainable corporate practices.

Adapted from: OECD/UN Environment (2018), "The New Normal: an expert dialogue on shaping decisions, attitudes and behaviour to achieve SDGs. Key messages and summary of discussion"

business, educational institutions and individuals). UNEP hosted the workshop within its role to lead in engaging policy makers.

Launched in September 2018, the GLGs were initially picked-up in traditional sustainability media and stakeholders. It is a practical, people-oriented translation of the globally-mandated SDGs. It outlines a set of personal actions people around the world can take to help contribute to sustainable development. The individual lifestyle asks are carefully aligned with the text and evidence behind and SDG's 169 targets and indicators to be impactful and relevant. It creates a bridge between the SDGs and the sustainable lifestyles movement – a growing call for action at an individual level. Sustainable living and lifestyles reflect a drive for a redefined “Good Life” involving individuals, brands, community groups, and educators. The GLGs aim to help policy-makers, businesses, civil society groups, educators and creative professionals inspire enthusiasm, connection and action from the public in support of the SDGs. By providing personally-relevant links to each SDG, the Goals send a message that we all, individually and collectively, can play an important role in the future.

More on media

It's a fast-paced world. Marketing and advertising are no longer the only routes to reach people. New forms include media channels, cultural and social influencers and social media. With 2-3 billion new consumers coming online – most of them urban youth in developing and emerging economies – reaching today's trendsetters means affecting tomorrow's decision makers in business and government. Daily there are references to younger demographics' interests to prioritize greater social goods and causes. Start-up companies and social good campaigns abound.

Understanding and reaching consumers is paramount to survival in the evolving media world – as well as in the realm of sustainable development. The workshop looked at who is reaching and influencing today's trends and consumption habits, what forms are most effective in stimulating social change and, even though change is under way, what is needed to scale for disruptive change?

What is the Role of Social Media?

Environmental sustainability is usually categorized and communicated in terms of resource flows like energy efficiency and water use or under large topic areas like climate change and waste management. Current media messaging and sustainability myths imply that being sustainable means having to go without, suffering, paying more, needing to be highly educated and not being desirable (eco-niche). Yet people do not respond to resource flows or pessimism. They respond to price, access and positive lifestyle triggers. Social media can facilitate enticing messaging (beyond messages of doom and gloom or ultimate utopia) for people, governments and companies to re-align realistic living choices with sustainable ideals. Cultural influencers (individuals and platforms/channels) can make the exchange dynamic and personal. Other traditional influencers like faith groups can communicate about moderation and sufficiency and offers communication channels to tap. There are many different triggers and ways to communicate sustainability and all are needed as lifestyles vary with every individual.

Adapted from: OECD/UN Environment (2018), “The New Normal: an expert dialogue on shaping decisions, attitudes and behaviour to achieve SDGs. Key messages and summary of discussion”

More on today's policymakers

Policy change happens at all levels. From neighbourhoods in Colombia and cities in Morocco, to individual countries that govern nationally as well as those partaking in regional and global governance structures. International organizations and processes span the world on the breadth of sustainability issues. Because sustainable living and lifestyles are grounded in individual contexts, policies must be localized to better tap into what motivates people and stakeholders to change in a systemic and infrastructural way. Only through this kind of policy implementation can sustainable living be the default option.

In addition, policymakers and their expertise vary as do their contexts. The GLG, for example, are immediately relevant to many policymakers and provide a good base line for understanding and targeting action across all the SDGs. Governments can use them to engage citizens in policy development, encourage public institutions and organizations to lead by example, and empower everyone to make inclusive sustainable decisions. Upcoming global platforms and events could include the UN Environment Assembly (UNEA, March, 2019), the UN Secretary General Climate Summit (September, 2019) and the One Planet Network Platform.

II. Opening comments:

Tim Kasten, Deputy Director, UNEP Economy Division opened the event recalling the recommendations from the previous workshop. He noted:

- Global challenges, the backdrop for the 2030 Agenda and the SDGs, are well documented and highlight the importance of reaching the two to three billion new consumers anticipated to come on line – mostly in urban environments and mostly young. The time is ripe to look at what is driving demand and to think critically about the distinction between “being a consumer” and “having a lifestyle.” The issues are beyond market interactions and include humans as social beings who have basic needs and aspire to live better lives. All of this within our planetary constraints.
- UNEP has guided the sustainable living and lifestyles dialogue and supported SDG development in many thematic areas, particularly SDG 12: Responsible Consumption and Production. In short, the amount of *stuff* people use in parts of the world has shot up, while in others, many still struggle to meet basic needs. The resources used to design, produce, deliver and dispose of the goods and services we demand also have environmental and social impacts – that are now pushing our planetary boundaries and affecting the quality of life for more people.
- **UNEP supports policy agendas through scientific analysis of where humanity has been, the state of (entrenched consumption) patterns today, and how people can all reach the healthy, sustainable future we all desire.** Sustainable living and lifestyles are anchored in international frameworks, addressed in 2/3 of the Sustainable Development Goals and the Paris Agreement under the United Nations Framework Convention on Climate Change. UNEP has its governance meeting – the UN Environment Assembly (UNEA 4) in March 2019. How to facilitate a more circular, inclusive economy and engage individuals for sustainability - particularly around food, tourism and innovation - will be central themes. Meeting outcomes will directly feed into this event.
- Previous workshop recommendations:

- **Engage** emerging media and cultural influencers – they are new stakeholders. Creating an emotional connection can bring people to care and act. The media is changing and evolving quickly and there are growing segments devoted to social issues. We need to learn from each other and develop the community to support the disruptive change needed.
- **People are at the centre of the sustainable living discussion, yet, sustainability is not a central concern.** Consumption is driven by needs, expectations, personal desires and external influences. Understanding how these factors affect willingness or capacity to adopt new habits is essential for a framework for sustainable living.
- The challenge is to harness the behavioural drivers of (in)action and create the enabling conditions for positive action. Be *simple, cheap and fun!*
- **For business, it implies making products that are designed around sustainable lifestyles.**
- **For policy makers, it is about changing mind-sets and bringing behaviour change issues into the policy making processes** and the long-term perspective on sustainable choices in budget and investment decisions, lowering the administrative barriers to produce and consume more sustainably and broadening the dialogue tent to include the views and inputs of a wider range of stakeholders. It's also about setting the example and using procurement to enhance demand and availability of more sustainable products and services.

Solitaire Townsend, Founder, Futerra

- Remember our context. How will 7.5 billion people live on a planet that is already resource stressed? This is the mission behind Futerra, a change agency, and why we developed the GLGs. We work with big organizations to make sustainability happen. This is done through setting hard targets, maps and policies around social and environmental issues. More importantly it requires creativity, messaging, magic and a passion for sustainable living.
- Let's remember that sustainable living is not easy to do or talk about.. Nobody is perfect, nobody is doing everything they could be. In addition sustainability is, uncomfortable to talk about because there are more and more people in poverty. How do we navigate how we change?
- Insights can be found by looking at the values people hold. People tend to be 1 of 3 sustainability types:
 - The green pioneer: enjoys changes, thinks about the world, interested in other places, likes innovation and activism. They include people who work in social and environmental change areas.
 - Brick settlers: their reality is based on the things around them, the people they interact with, and their kids and schools. Climate change and global issues are too intangible. Their goals are to be good providers and they focus on safety, security and saving.
 - Gold prospectors: who are about half the population – they are motivated by status, fun, success, and visibility. They do not think about their role in the world or the big picture. They think about now. Evidence on why we should change is not enough.

- Policymakers often focus on powerful people to leverage change. The GLGs try to activate both sides 'of the coin' - business and government AND people (energize, excite and activate them). People are not just victims or beneficiaries. The project harnesses people-to-people communication. The first draft of the GLGs was a simplification of SDGs. Each goal represents actions that would make the greatest impact; that are comprehensible by the public; and are accessible and affordable. They address radical over consumption (those who have 'beyond' their share) and radical under consumption (those that do not have enough to survive. The way they are designed avoids the sticky issue of defining sustainable lifestyles - which varies with everyone. Emojis are 'human', giving sustainability a face. They are actions an 11 year old can do. It is important to note that if it's not in the SDGs, it's not in the GLGs.
- The challenge is how to make sustainability irresistible/the default option – it is sustainable lifestyles or no lifestyles. They can bring together human truths, cultural change and technical expertise to be a framework for recommendations and/or partnerships.

III. Understanding Media Trends and Audiences

Kate Bulkley, Media Commentator

As a context for the emerging media and cultural influencers present, Kate Bulkley presented on the media and audience trends of today. She summarised the technology advances that have disrupted traditional media consumption and given rise to "personalised media". Key points include:

- Mobile and on-demand streaming are the two biggest trends. Interactive, streaming, mobile, personalised (more power to choose) has changed media consumption.
- Delivering content and messages to the audience is difficult but also offers new opportunities for targeting and engagement.
- Audiences are 'fickle,' take recommendations from 'friends' and/or cohort influencers. Media is more 'social' so content with a social element is the most effective
- Artificial Intelligence and data are game changers. Voice activation technologies are a 2019 'big trend' and very powerful.
- What is media? It is more and more user-generated than professionally generated
- Audiences are no longer passive media recipients – they want media personalized, on-demand and interactive content. People want to feel like part of a community of people in the know. Traditionally, reach was the most important, but now it is about personalization and 'on-demand-iness' – streaming is mainstream and not slowing down.
- Audiences engage differently – they are more powerful, not passive, they are producers of media.
- Audiences are interested in "discovering" content – it's more social and interactive
- Brands are looking at ways to make 'experiences'. Voice activation empowers users. Content is being used to attract communities and offers targeting opportunities.

Audience definition and segmentation: How to talk to younger audiences & use social

Claire Tavernier, outgoing CEO, Girl Effect

Key points:

1. Creating an engaging platform: A **branded approach**, i.e, leveraging an existing or creating a new brand that becomes a “go-to” for the target demography is powerful.
2. Creating **multiple kinds of “content”** for this brand. Plus, creating different ways to engage with that content, ie radio, magazine, events, music, clubs, social, etc. creates critical mass.
3. The role of insight: ‘Content’ must be reinforced with **conversations** and also with **experiences**, all using insights gleaned by usage to streamline and tailor the content, the conversations and the experiences.
4. **Engagement** is what allows ‘problems’ to be looked at in a transformative way. This can lead to behavioural change (in the case of Girl Effect, like HIV awareness, teen pregnancy etc).

Additional comments:

- Messaging communicated by trusted brand is most effective.
- The Girl Effect theory of change applied focuses on 4 elements: motivation; ability; social environment/norms; enabling environment/policy
- We cannot place *a//*accountability on the individual, but a lot can be done in that space. Multi-platform brand, for e.g. magazine, radio talk show, radio, drama offers larger target zones There should be multi-frequency, multi-regular, long-term messaging from a trusted source. Audience needs to keep seeing sustainable lifestyles in different contexts, on many occasions and over an extended period of time.
- Content is not enough, a brand needs: content, conversations – opportunities for reflection, internalization of messages, experiences – get people to act (getting their identity involved “I’m the sort of person who...” can be effective)
- For behaviour change, least to most effective: messaging from government (act for rational reasons); messaging from a trusted personality (act because of rational reasons); messaging from the same trusted personality structured as an interactive (questions and answers).
- Audience target identified beforehand is more likely to be open to behaviour change.

Charlie Oliver, One Young World, accelerating young leader impact

- If the private sector needs to do something to achieve the SDGS, it is important to get them involved and get ‘ownership over the mandate.’
- Involving young people requires showing they are part of the answer. Known and participatory movement building.
- Champion people who are already active to provide impetus to people who want to emulate them.
- Storytelling around ambassadors, role models, showing them engaging with sustainable lifestyles will inspire young people to follow.

Emily Hooley, Social media editor at MTV/ Viacom:

The presentation covered social responsibility at Viacom International and how their campaigns affect young people’s ability to introduce social change. She showcased two campaigns: International Women’s Day #SoundOn and Black History Month.

Key points:

1. Three ingredients to deliver a message to help educate, change minds about important social issues: 1. using **social media platforms** alongside of linear TV channels; 2. using

talent and influencers to deliver the message authentically and; 3. using the **right tone of voice**.

2. The **content** (must be authentic) and the **context** (what platform, Instagram, YouTube, etc.) as well as the **repeat factor** (be where the audience will find it and repeat) are all key to delivering a timely and acceptable message.
3. Measuring results is key to iterating: for example, MTV learned that joining existing conversations can be better than creating something new; and storytelling enables young people to share experiences and feel empowered.

IV. Lessons for the Adoption of More Sustainable Living

Following presentations, an open discussion fleshed out issues on how audiences can be engaged to change behaviour towards more sustainable living?

Is it necessary to pay influencers?

- Best strategy is to pick a 'passion' project and target carefully. Do not think of a celebrity and go after them because you know their name.
- Consider what is in it for the influencer – why would they want to be connected to your project? They can be 'paid' in publicity, but it has to be publicity that matters for their brand.
- If you really want an influencer to say your exact message, and stay 100% on message, you'll probably have to pay – consider it an investment in a return. Remember that people don't have to work for free, just because it's a good cause.
- It might be worth getting 1-2 ambassadors strongly associated with the brand. It is not worth trying to get 10.
- Keep an ear opened for who may be interested, and who wants to build their audience. Target up-and-comers, rather than already established/biggest loudest voices.

What can be done without a budget?

- Explore for other forms of value exchange.
- Being associated with UNEP (brand) is a privilege, people should be knocking down doors. People of course may not know what doors to knock on.
- Develop a very clear, structured ask that is in line with influencer's personal beliefs. This is a first step. Do not approach without knowing what is wanted and what we want them to do.
 - Don't send generic letters/requests. Requests should be tailored for people.
 - Be mindful of where influencers are influential – the content has to feel native, and has to be engaging in a way that the influencer is already working (and with the people they are normally engaging). It is less impactful when taken out of context, or put it in with a group who aren't "influenced" by the influencer.

How can we manage expectations about how much of the brand identity can be communicated by the influencer?

- As soon as a relationship is formal (when the logo is involved) there is bureaucracy.
- Challenges exist if there is an exchange of money into the system. Best to have remuneration work through a third party.

How do media/cultural influencers do social well and what are some lessons learned?

Alison Cornfield, head of Jamie Oliver Campaigns:

- The five step plan for an effective policy campaign:

- Step 1: state the problem to be tackled as an **unarguable truth**, like energy drinks are bad for kid's health and development;
- Step 2: tell the story in an **emotional way**,
- Step 3: use stats and testimonials; involve others (using Twitter, Instagram etc) & avoid formulaic responses;
- Step 4: set up a "win" that is **achievable**, like banning energy drink sales to under 18s;
- Step 5: This breeds **public engagement** and is turned into **political pressure**; and
- Step 6: Always say thank you to everyone involved! (you may need them again...)

Additional comments:

- General approach: Here is our message/campaign – take it or not, and do it in your own voice and colours. It is ok to work under the radar - no need for glory grabbing.
- There was no standard on energy drinks in the UK. So Jamie Oliver Ltd decided to identify the problem, map it and see how much change the media could make.
- Find an angle – consider how the message is read/heard by the audience.
- Social: take a militaristic stance – messages are pre-prepared, outreach to all major players to result in messages deployed in 5 min increments back from the various stakeholders.
- Design a campaign objective in advance (eg. Waitrose banning energy drinks was part of a bigger plan). This can help turn public support into political pressure
- All 5 steps are needed and require ongoing discipline and focus. You cannot have a campaign and just see how it goes.

Dee McLean, climate change artist and author:

1. Climate change as a topic is too big and impersonal so it must be broken down into the **personal** and the **local**.
2. Young people want to know how to help so they need information (charts and graphs). More time spent in school on this could be critical. Information tied to things youth can personally relate to and actions they can take.

Additional comments

- People get engaged when you talk to them about their local area, if it is about their local community.
- They want to hear from people that have the same experiences. Personal views are needed and personal storytelling is effective.
- Young audiences are thirsty for education about the environment and climate.

Sian Sutherland, co-founder of A Plastic Planet

1. Focus on one issue to get at the bigger problem, in this case single use plastic in packaging. The idea is to stop plastic use at source, not to think up more ways to recycle or reuse.
2. Consumers need to have choices to make the right decisions, so the focus is on **encouraging groceries to create a plastic-free aisle(s) in store**.
3. A Plastic Planet has created the first consumer "Plastic Free" trust mark for in store and on-package use and is building a data base for sourcing plastic-free products.
4. Early adopter stores become beacons for other policy moves such as a tax on plastic, as planned in the UK Autumn budget.

5. Creating momentum in how people consume is easier now as people's acceptance of change is 10X faster than it was 3 years ago.

Claire Hungate and Drew Wolf of Brave Bison Mutha

1. Put the audience first: Create engaging content means not talking down to the audience but being aspirational not doom and gloom.
2. Put the right content on the right platforms. Different content works on Instagram, YouTube, Facebook, SnapChat.
3. Make your own heroes/influencers like Zero Waste Man.

Additional comments:

- Remember: what works on Facebook does not work for Instagram. You need to adapt messaging to the audience and the platform.
- People are more entertained (engaged) when the influencer goes on a journey (example with Zero Waste Man).

V. Working lunch roundtables

Participants broke into evenly distributed groups to brainstorm actions to accelerate the adoption of more sustainable living.

Questions for discussion:

1. What should policy makers do to develop effective messaging and disseminate: 3 core recommendations?
2. What specifically can be done to better promote the Good Life Goals? 3 concrete ideas (and associated actions).
3. Outline (at least) one joint action from the table. What is it, who is responsible and time frame.

Table 1. Summary

At the table:

- Kate Bulkley, Media Commentator, Journalist
- Claire Hungate, CEO, Brave Bison and Mutha Channel
- Alison Corfield, Head of Campaigns, Jamie Oliver Limited
- Emilie Duponchelle, Account Director, Futerra
- James Lomax, Food, Programme Officer, UN Environment
- Mari Nishimura, Associate Programme Officer, UN Environment
- Alejandro Laguna Lopez, Communication Officer, UN Environment

1. Policy maker effective messaging
 - Walk the talk – sustainable actions by UN staff. Be your best advocates. Messaging will follow. Take a stand communicate around real-time events to be effective.
 - Clearly breakdown the Audience: create a hierarchy of messages
 - UN could be a Big Collaborative Wikipedia for good; providing best case examples to educate.
 - Use symbols such as the UN "blue helmets" and extend them to the sustainability field, something like "green helmets".
2. How better to promote the GLGs

- Create Instagram feed to promote “buckets of hope” positive case studies on sustainable living
 - Positive dialog “Eat less of A” > “Enjoy B” Movie on GLG (smurf movie) or media placement
3. Joint action commitment
- Jamie Oliver & Mutha to work with James on changing diet with a focus on what are the benefits (not “giving up” things)
 - Focus: best veggie food, cook this - eat this (show them)
 - Joint cooking show Jamie + Kingcook

Table 2. Summary

At the table:

- Solitaire Townsend, Founder, Futerra
 - Sian Sutherland, Co-founder, A Plastic Planet
 - Julian Hill-Landolt, Director, Sustainable Lifestyles, WBCSD
 - Claire Tavernier, Outgoing CEO, Girl Effect
 - Peter Repinski, Senior Expert, SEI
 - Mariana Araoz, Stage director, professor, actor, Collective Masque
 - Jessica Hyne, Communication Consultant, UN Environment
 - Adriana Zacarias, Resource Efficiency Regional Coordinator, UN Environment
1. Policy maker effective messaging
- **Think different** – focus on what the public **can do**, not what that shouldn’t do.
 - **Welcome unusual suspects** – partner and convene with gamers, LGBT, media & sports, creatives, communities of interest.
 - **Do the hard stuff** – specifically working on the evidence base for now different interventions (including communications) actually measure change behaviour.
2. How better to promote the GLGs
- Partner with gamers – especially PlayMob - to incorporate GLG’s in gaming.
 - If formal emoji’s are hard, then make them into online stickers instead.
 - Create a school pack for educators to activate.
 - Sponsor Good Life Communities in which groups come together to support each other change their behaviours to the GLG’s.
 - Help the 10YFP calculate the impact of the GLG’s if they were taken up by the global population at scale.
 - Create a policy ask/example for each of the GLG’s.

Table 3. Summary of answers, remarks from participants.

At the table:

- Garrette Clark, Programme Officer, Lifestyles & Education, UN Environment
- Drew Wolf, Creative Director, Brave Bison and Mutha Channel
- Emily Hooley, Assistant Editor, Head of Digital, International Social Responsibility Team, Viacom International Media Networks
- Charles Arden-Clarke, Head of One Planet Network Secretariat, UN Environment - One Planet Secretariat
- Marina Bortoletti, Food, Associate Programme Officer, UN Environment
- Charlie Oliver, Managing Ambassador for Europe, One Young World
- Alexis Durand, Junior Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD

- James Drummond, Junior Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD

1. Policy maker effective messaging

- The policy maker challenge is a marketer's nightmare: lack of certainty for the future (risky) and people have to pay now to address issues.
- Get operational: identify the problem sectors and the culprits.
- Develop insights and make personalised content to create a personal framework so people can figure out themselves what they are being asked to do and how to do it.
- Make sure there are solutions and options – in projects/research/negotiations, build in upfront what is needed to do the communication at the end.
- Curate and develop ambassadors.
- Important to **promote youth leadership**.
- Policy makers need to give space to communication people to do their job. And it is always important to **know your audience**. Think like policy makers - their audience are country policy makers at different levels and not young people. Policy makers get orders from politicians and they target voters. Policy makers need to understand how to turn messages to be effective and help communication teams, for example provide them with **data**.
- Policy makers are competitive so why not create a championship. If city/country A is showing impacts, use them as a competitive example.
- General advice on policy makers need communications skills:
 - Need to be able to measure and communicate success.
 - Understand who you want to talk to and go to them.
 - Everything that is 'public' needs communication insights.
 - We can all be influencers!
 - What are sustainable lifestyles and sustainability needs? Keep the content in the hands of the content makers. Use comparable advantage – media companies should not have to be sustainability experts. Policy makers should not have to be media experts.

2. How better to promote the GLGs

- Cross-cut GLGs and plastic – piggyback on issues where the energy is high Cross cutting content should be created with the Good Life Goals.
- Send the GLGs to all member governments – upcoming UNEA4 – subsets of GLGs that are particularly relevant to event themes.
- Make the demands actionable (something more than admirable – a call to action at its heart), connected (connects with people you care about or share values with – makes you feel like part of a like-minded community), and easily customised yet structured on a common stem that encourages user to adapt.
- Calendar content. Tie the Good Life Goals with calendar content (e.g., Earth Day, Water day).
- Identify a **targeted** audience for each goal; **Segmentation** with new communication for each goal.
- Engage the **education sector**.
- Do not forget the power of social media and online content.

Table 4. Summary

At the table:

- Hannah Phang, Marketing & Advocacy manager, Futerra

- Bernard Combes, Information officer, Education for Sustainable Development (ESD) The United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Tomas Matraia, Partner, Vision Communication; Director, Advisory group, The Advisers
- Dee McLean, Climate Change Artist
- Moira o'Brien Malone, Communication Officer, UN Environment
- Maelys Nizan, Consultant, Sustainable Tourism, UN Environment
- Ievgeniia Zinchenko, intern, UN Environment

1. Policy maker effective messaging

- Make GLGs and sustainable living relevant to government and MPs. Identify allies and don't forget the drivers and executive assistants. Map out all the stakeholders and have multiple entry points from top down and bottom up. There needs to be multidisciplinary fields to address such complex issues. Never forget level and local circumstances. Go for environmentally responsible sectors – like education, health and finance.
- Determine clear and simple actions.
- Provide the bigger picture to help make people understand how they will be affected directly.
- Policy makers don't listen to social media platforms, they listen to people's voice.

2. How better to promote the GLGs

- Think politically: How can we incentivize countries to adopt these? Can we create a global competition where countries compete to make the GLGs happen?
- Act holistically: We need to align on our message across schools, businesses, and government.
- Break it down: it's not about the GLGs or sustainable living, we need to break it into bite-size chunks.
- Set up an interactive and responsive chat bot for the GLGs. See <https://news.un.org/en/story/2018/12/1027471>

3. Joint action commitment

- Share with all partners and media Good Life Goal content on 'International Days of...' We know that schools and governments need content on those days and we can help highlight the associated actions that relate to the days.
- Develop toolkits on how to use the Good Life Goals co-created with people on the ground. For example, work with teachers to see how it can be most effective for them and build out the toolkits from there.

VI. Conclusions, closing remarks.

A lively summary discussion outlined final conclusions. The following summarizes discussions as well as information subsequently received from participants.

- Confirmation of the importance to engage media and influencers into the sustainability dialogue. Media were surprised at technical issues behind sustainability; technical people saw importance of clear bite sized messages.
- The language translations will go a long way to disseminate messages further. The GLGs as well as any product would need further adaptation.
- Remember that governments have traditional tools at their disposal. They are best suited to stick to their mandates and partner for the skills needed to address emerging issues. In emerging economies UN partnering can be more effective.

- Do not forget to work in parallel at all times: policy makers, private sector and media. All are needed. And language needs for each may be different.
- The topic of behaviour change in policy making is emerging and there is a thirst for it. So there is a need to be flexible to see how it evolves and to keep expectations reasonable – it is not a ‘magic bullet’ that will solve all issues.
- Focus on what is the real goal. The GLGs are a tool to promote SDGs so they are not an end in themselves.
- Consider developing expressive photos to go with each GLG that tell impressive stories. The connection with the viewers has been found to be an important determinant of whether people take action.
- In Brazil the GLGs will be disseminated as part of a project working with the Judiciary System. Judges around the country will be engaged to work with the SDGs though discussing how their work (as individuals and as the role they play in the community/municipalities) can support actions and activities related to specific SDGs targets. It will be a good way to test how policymakers will receive this material.
- Consider GLG dissemination through phone apps. For example, Google maps could advertise the card 13 and suggest walking or bike routes options for its clients; or Ifood could present card 12 and remind people about the importance of food waste.
- Consider having the GLGs as part of future Camp One Planet exhibitions. The obvious link with the One Planet Network is great.
- Use non-traditional channels: painting, drama, plays, songs, board games, snake and ladder games (can be designed so winning is determined by clean water, less pollution, more forest, better health etc), and role playing which helps to connect teachers to students, communities to communities, and families (children and parents).
- Consider focusing the GLGs on “personal action”. Try and link up with some of the highly rated **YouTubers** like Dude Perfect, Smosh, PewDiePie etc.
- What’s the best way to use the GLGs to stimulate social change? Select a handful issues/concerns that would inspire and engage people no matter where they are – “learning to walk/be in someone else’s shoe”.

Specific next steps:

- *UNEP media and regional engagement:* meeting outcomes to be shared internally with technical and media colleagues. Clear immediate efforts can be taken around the GLGs and upcoming global and regional events (UNEA4, HLPF, and regional processes). With the various language translations coming on line in 2019 the potential is great. Consider working with UNEP partners/efforts: IKEA; Benneton, Gaming and We mean business effort at UNEA4.
- *Technical issues* (how do media/influencers get lifestyle messages on lifestyles (holistic, domains). Highlighted need to package core messages: ideas ranged from capacity building for media/influencers on SCP/SL/Domains, how it needs to be relevant to local context, so kits and processes to develop this are important. UNEP to send the documents on SL, including SL Opportunities and Options.
- Report will be drafted, shared and finalized in early 2019. Futerra will develop creative guidelines document that goes beyond the initial media brief done in September 2018.
- Immediate partnering opportunities / ideas include:

- *Good contacts around food.* Jamie Oliver Limited (they are active in campaigning against energy drinks in the UK and could talk to policy AND sustainable food. (e.g., UNEA4, Sustainable Food Systems One Planet Network Programme).
- *Plastics agenda.* A plastic Planet founder, Sian Sutherland, already connected to the Clean Seas Campaign now knows more about the lifestyles agenda. Consider GLGs and a cross cutting theme like plastics.
- *Brave Bison, Mutha* channel interested in partnering (content on food or domains, UNEA4 and other opportunities).
- *MTV pro social digital content* is interested to know more about sustainable living content.
- *Using the emojis/videos to better communicate lifestyles work.* All partners agreed the GLGs is a good product for the first introduction to the SDGs. Could be used for technical work (expert workshops events, One Planet network Camps).
- *The SDGs TED-Talk like platform* at UNEA4: GLG could be a topic, along with outputs from partnership with the UNSchool. *Futerra* would be pleased to come to Nairobi and participate and meet colleagues.
- *The Advisers* offered support as: 1) individuals (external experts) for assessments, evaluations, trainings or consultative processes etc.; 2) at organizational level (providers of strategies, services, solutions, institutional capacity building etc.) via Vision and The Advisers; and thru a Not-Profit Platform.

VII. Agenda

Opening and welcome

- Why we are here? What is the global context including that of sustainable living? Tim Kasten, Deputy Director, Economy Division, UN Environment
- What are the Good Life Goals? Solitaire Townsend, Co-Founder of Futerra

Understanding Media Trends and Audiences

Kate Bulkley, Media Commentator

- Audience definition and segmentation
How to talk to younger audiences & use social with presentations from:
 - Claire Tavernier, Girl Effect
 - Charlie Oliver, One Young World
 - Emily Hooley, MTV
- Discussion: Who do policy makers want/need to target their messages? What outcome are they looking for? How do we move from theory to action?

Lessons for the Adoption of More Sustainable Living

Solitaire Townsend

- How do media/cultural influencers do social well and what are some lessons learned? Presentations from:
 - Alison Corfield, Jamie Oliver Limited
 - Dee McLean, MeDee Climate change artist; <http://www.deemclean.co.uk>
 - Drew Wolf and Claire Hungate, Brave Bison
 - Sian Sutherland, A Plastic Planet
- Discussion: How can we engage with audiences to change behaviour, leading to more sustainable living?

Working Lunch: Define Actions to Accelerate the Adoption of More Sustainable Living:

- In subgroups, brainstorm actions that policy makers and media players can take
- Define one action each per group and create a plan for making it happen.

Reports from the Subgroups on Action Plans

- Each subgroup to share the actions they are committed to taking

VIII. Who's who

Participants:

1. Mariana Araoz, *Theater Director, professor, producer Collective Masque*

Born in Argentina, Mariana arrived in France at the age of twenty and began training at the National Conservatoire of Rennes. She graduated in environmental management from Rennes and Theater Studies from Sorbonne Nouvelle. Being passionate about the 'mask play,' she has appeared in fifteen shows since 1990. She is also a co-founder of Collectif Masque/TMR, a non-profit French and Swedish association specialized in gender balance and performing art.

2. Kate Bulkley, *Media Commentator, Journalist*

Kate is an award-winning journalist and commentator, specialising in the intersection of media, telecoms and tech. She writes, posts, comperes and does video interviews across a number of publications and conferences and increasingly she is looking at how media can be a powerful tool for good and truth in the world. Kate has worked for CNN, The Wall Street Journal, CNBC, The Guardian, BroadcastNow.co.uk , MipTV, Mipcom, IBC, and the Aspen Institute, among others. Find her @KateComments

3. Bernard Combes, *Information Officer, Education for Sustainable Development, The United Nations Educational, Scientific and Cultural Organization (UNESCO)*

Bernard is the Information Officer of the Education for Sustainable Development section at UNESCO within the Division for the Promotion of Quality Education. Before that, he worked in UNESCO's Early Childhood and Family Education section, where he dealt with issues related to early childhood information/documentation, partnership, networking and advocacy throughout the world, and acted as the Focal Point for Information and Communication Technologies of UNESCO's Basic Education Division.

4. Alison Corfield, *Head of Campaigns, Jamie Oliver Limited*

Alison works as a Head of Campaigns at Jamie Oliver. Her work is focused on a campaign that aims to halving childhood obesity in the UK by 2030. In 2005, Jamie Oliver started her first campaign to help schoolchildren to eat more healthily and avoid junk food that evolved in a hot political issue and brought radical improvements to British school meals.

5. James Drummond, *Junior Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD*

James joined the OECD in 2015, where he works on issues related to the Network of Economic Regulators, regulatory policy, and behavioural insights. Previously, he served as a consultant in the Reform of the Public Sector Division in the Public Governance Directorate working issues related to high-level risk governance, inclusive growth, policy advisory systems, and the Public Governance Committee. He started his career in finance, working in one of Canada's top brokerage firms specialising in Canadian Armed Forces, Royal Canadian Mounted Police and Government of Canada relocations. James holds a MPP from the University of Toronto, MA in Political Science from Carleton University, and a BSocSc in Political Science from the University of Ottawa.

6. Emilie Duponchelle, *Account Director, Futerra*

Emilie is endowed with a keen sense of project management and a strategic eye for managing sustainability projects at a global level. She is a current account Director at Futerra. With a background in International Business, Marketing and Brand Management, she's a pro at managing accounts. From Lancôme to Danone, she coordinates strategies and creative development.

7. Alexis Durand, *Junior Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD*

Alex joined the OECD in June 2018. Previously, Alex worked for the Southern Environmental Law Center in the United States, working on a wide range of cases related to utilities, clean air, and clean water. She has also served as a researcher at the Climate and Development Lab, contributing to numerous papers and white papers on issues related to climate governance. She holds a bachelor's degree from Brown University in environmental studies, and she is currently pursuing her master's in environmental policy with concentrations in energy and diplomacy at Sciences Po.

8. Ulrika Ferenius, *Deputy Permanent Delegate, Delegation of Sweden to the OECD and UNESCO*

Ulrika, currently serves as Deputy Permanent Delegate of Sweden to UNESCO in Paris. She has extensive experience from international negotiations with thematic focus on global health, freedom of expression, UN reform and development policy. She has more than twelve years of consecutive experience in public policy making and in multilateral negotiations being a government civil servant at several Swedish Ministries focusing on international affairs, the reform and financing of the UN Development System (UNDS), humanitarian and development policy.

9. Julian Hill-Landolt, *Director, Sustainable Lifestyles, World Business Council for Sustainable Development (WBCSD)*

Julian leads the Sustainable Lifestyles work at WBCSD, part of its People Program, which also covers Human Rights, Social Impact and the SDGs. The Sustainable Lifestyles work explores a broad range of challenges, from understanding where the most significant impacts take place within our lifestyles, to the innovation of new transformative products and services, to how companies can inspire their customers to live more sustainable lifestyles. Julian focuses on transformational shifts in innovations and aspirations needed to make sustainable living both possible and desirable.

10. Emily Hooley, *Assistant Editor, Head of Digital, International Social Responsibility Team, Viacom International Media Networks*

Emily produces pro social editorial content for MTV UK and is head of digital strategy, covering topics like mental health, sexuality and gender, race and all things taboo. She writes and commissions articles from contributors, and produces and conducts interviews with talent on pro social topics. She also collates content for important awareness days/ weeks and creates MTV Snapchat Discover takeover editions. Additionally, she helps to manage the MTV Breaks social media accounts, supports Channel 5 with the messaging of some of their more hard-hitting documentaries, and is in charge of digital delivery of pro-social campaigns across the Viacom brands.

11. Claire Hungate, *CEO, Brave Bison and Mutha Channel*

Claire is a veteran of TV production having worked at Shed Media & Warner Bros TV. Brave Bison, a social video company that owns and operates social media communities across Facebook, Instagram and YouTube reach over 850 million people a week. In July 2018 it launched Mutha Channel that showcases sustainable living in a fun and dynamic way, and inspires the audience to opt for sustainable choices. The creators want to engage influencers, organisations and brands to create content for younger people and to capture their attention with the ultimate goal to initiating changes in their behaviours and lifestyles that helps the planet and is both fun and sustainable

12. Dee McLean, *Climate Change Artist*

Dee is an artist working to inspire us to preserve our local environment. Travelling through the places she is emotionally attached to, the artist reveals how they are all intimately connected by the changing global climate. Her work in watercolour, nature printing, acrylic and collage reflect how beautiful and precious our ecosystems are, exploring the relationship between our landscapes and ourselves. Dee is also a natural communicator and has worked with young people for decades including as a cricket coach!

<http://www.deemclean.co.uk>

13. Tomas Matraia, *Partner, Vision Communication; Director, Advisory group, The Advisers*

Tomas is partner of Vision Communication and director of the advisory group The Advisers. His focus is to drive change, respond to contemporary challenges and seize new opportunities through business development, ground breaking partnerships and capacity building. Tomas is a frequent speaker at numerous institutional events and international debates, providing also dedicated trainings in emotional intelligence, conflict resolution, communication and innovation processes. He previously served in the United Nations and the European Commission working on international cooperation, sustainable development, innovation, public-private partnerships and social inclusion.

14. Charlie Oliver, *Managing Ambassador for Europe, One Young World*

Charlie's work with One Young World has been focused on developing its grassroots network in the UK and Europe - and accelerating the work of its young leaders. OYW was founded in 2009 by David Jones and Kate Robertson. It is UK-based charity that brings together the brightest talent from every country and sector, to debate and devise solutions to the world's most pressing issues. Notable leaders who have counselled OYW delegates include the late Kofi Annan, Mary Robinson and Professor Muhammad Yunus. Charlie first attended One Young World in 2013 and spoke during Sir Richard Branson's special session on sustainable leadership in business. His OYW experience inspired him to focus his career on making a scalable difference in the world, through supporting OYW's community development and more recently in joining GoodBrand where he works as a Consultant.

15. Hanna Phang, *Marketing & Advocacy manager, Futerra*

Hanna is a marketing and advocacy manager at Futerra. Previously worked as sustainability communications analyst at the same organisation, she built strategies for brands, non-profits, and government offices with a focus on sustainable fashion and women's rights. Clients include H&M, REI, Express, Maybelline, NYC Department of Environmental Production, Restore the Earth Foundation, and Women's Equality Center.

16. Peter Repinski, Senior Expert, Stockholm Environment Institute (SEI)

Peter is a Senior Project Manager at Stockholm Environment Institute. His work at SEI focuses on sustainable consumption and production, where he contributes to existing projects and is responsible for broadening SEI's project portfolio. Peter has over 15 years' experience of managing large, complex projects and programmes in the area of sustainability, covering environmental, social and ethical risks and opportunities.

17. Sian Sutherland, Co-founder, A Plastic Planet

Sian is a serial entrepreneur with a varied background in advertising, Michelin Star restaurants, film production and brand creation design agencies. In 2017 Sian co-founded [A Plastic Planet](#); a social impact non-profit with the primal goal to inspire the world to turn off the plastic tap. A Plastic Planet works with global brands, retailers, educators, legislators and Governments to reduce the use of indestructible plastic that packages our food and drinks.

18. Claire Tavernier, Outgoing CEO, Girl Effect

Claire has spent the last twenty years creating and growing youth-focused content and digital businesses. Most recently, Claire was the CEO of Girl Effect, a media and digital organisation founded by the Nike Foundation. Girl Effect, a non-profit, uses digital platforms and content brands at scale to change gender perceptions and norms in the most difficult places in the world. Previously, Claire was MD of ChannelFlip, one of the original UK-based online studios, and led digital and scripted divisions at Fremantle and Shine. Claire has won multiple awards for her work in the TV and digital space.

19. Solitaire Townsend, Founder, Futerra

Solitaire co-founded Futerra, the leading sustainability change agency, working with global brands, charities and governments to make sustainable development so desirable it becomes normal. Solitaire advises clients including Danone, Target, L'Oréal, C&A and Rainforest Alliance on making green messages great. Named 'Ethical Entrepreneur of the Year', London Leader for Sustainability and author of *The Happy Hero – How To Change Your Life By Changing The World*.

20. Drew Wolf, Creative Director, Brave Bison and Mutha Channel

Drew is the Creative Director at Brave Bison and has worked creating programming and content across several companies including mobile-first Vertical Networks and DF London, a digital creative agency. Brave Bison, a social video company that owns and operates social media communities across Facebook, Instagram and YouTube reach over 850 million people a week. In July 2018 it launched Mutha Channel that showcases sustainable living in a fun and dynamic way, and inspires the audience to opt for sustainable choices. The creators want to engage influencers, organisations and brands to create content for younger people and to capture their attention with the ultimate goal to initiating changes in their behaviours and lifestyles that helps the planet and is both fun and sustainable

Participants from UN Environment

1. Tim Kasten, *Deputy Director, Economy Division*

Tim has 30+ years of experience in environmental management and sustainable development. Experienced in international chemicals management; ecosystems management; REDD+; marine policy; and water quality, criteria and standards.

2. Charles Arden-Clarke, *Head of One Planet Network Secretariat, UN Environment - One Planet Secretariat*

Charles Arden-Clarke led WWF International's Trade and Investment programme between 1990 and 1999. He has worked for UN Environment since January 2000, on the effects of trade liberalisation on the environment and the relationship between WTO rules and multilateral environmental agreements. He has worked from 2007 onwards on sustainable consumption and production (SCP).

3. Elisa Tonda, *Head, Consumption and Production Unit*

Elisa Tonda is the Head of the Consumption and Production Unit in Economy Division. The main goal of the Unit is the promotion of sustainable production and consumption policies, practices and initiatives through the engagement of governments, the business community and civil society organizations.

4. Garrette Clark, *Programme Officer, Lifestyles & Education*

Since 2015, Garrette has been leading UN Environment's activities to support a shift to sustainable lifestyles and education. She has over 20 years of experience of working in developing and emerging economies with the private sector on issues such as sustainable product design and eco-innovation.

5. Mari Nishimura, *Associate Programme Officer, Lifestyles & Education*

Mari is the Associate Programme Officer at UN Environment Lifestyles & Education team. She's currently working on the projects which focused on educating and promoting sustainable consumption and lifestyles in Morocco, Panama and Colombia.

6. James Lomax, *Food, Programme Officer*

James Lomax has been the Sustainable Food Systems and Agriculture Programme Officer in UN Environment's Division of Technology, Industry and Economics based in Paris since 2009. James leads work on mainstreaming sustainable consumption and production practices from 'farm to flush' in the agriculture and food sector.

7. Marina Bortoletti, *Food, Associate Programme Officer*

Marina is currently working as a Sustainable Agriculture and Food Systems Associate Programme Officer. Previously worked as National Officer on Sustainable Consumption and Production in Brazil.

8. Solange Montillaud-Joyel, *Information Officer*

Since 1999 Solange has worked as an Associate Programme Officer at UNEP and starting from 2005 she took the position of the Information Officer.

9. Moira o'Brien Malone, *Communication Officer*

Being a Communication Officer, Moira oversees and helps to prepare a diverse range of communication products, from creating reports and websites to designing communication strategies and campaigns.

10. Sophie Loran, *Communication Officer*

Sophie is a Communication Officer at UN Environment for more than 8 years, and currently working in Energy, Climate and Technology Branch.

11. Jessica Hyne, *Consultant, Communication*

Through targeted messaging, innovative design and compelling storytelling, Jessica is promoting UN Environment's work in creating enabling spaces for evidence-based green economic policy making, circular economic models and sustainable lifestyles choices.

12. Alejandro Laguna, *Communication Officer*

Alejandro is working as Regional Information Officer for Europe at UN Environment based in Geneva.

13. Adriana Zacarias, *Resource Efficiency Regional Coordinator*

Adriana is the Regional Coordinator of Resource Efficiency sub-programme at the UN Environment at the Regional Office for Latin America and the Caribbean, based in Panama. She joined UNEP in 2003 and is an international expert on sustainable consumption and production.

14. Maelys Nizan, *Consultant, Tourism*

Maëlys is a Partnerships and Knowledge Management Analyst for the Sustainable Tourism Programme based in Paris. She assists in developing partnerships, related communication strategies and support for the development of campaigns.

15. Clea Derungs, *Intern*

Studied International Relations in Spain, Clea is an intern with the One Planet Network. She is helping the communications strategist in delivering outputs and materials for the 6 Programmes that are part of the One Planet Network.

16. Ievgeniia Zinchenko, *Intern*

Graduated from Sciences Po Paris, and previously interning at the OECD, Ievgeniia is currently working with Sustainable Lifestyles and Education and Consumer Information team at UN Environment.