



## Leadership Academy

### Sustainable Living 1.5: Empowering people to live better and lighter

Unprecedented events have thrust us to re-examine how we live - questioning how we can emerge from the current crisis and as a healthy, resilient and prosperous society. COVID-19 leads us to question not only healthcare systems, but all the interlinked systems that meet our daily needs and enable us to pursue aspirations. In a world stretched thin for resources and under threat from global health concerns, biodiversity loss and climate change, our living and lifestyle decisions will (collectively) determine our future. This watershed moment underscores the need for a people-centric approach – underpinned by the [Sustainable Development Goals, not as a measure of our ambition but as the lowest common denominator for the future.](#)

**Sustainable living requires understanding current impacts and finding new ways for everyone to live healthy, better, and lighter.**

Within building back better, focusing on people-centric systems to meet needs for food, health, housing, living, and mobility offers a vast potential to fast track sustainability. In addition, how can we harness what has recently, effectively changed behavior (eg social media, evidence-based information and authenticity) for a more circular and sustainable future? What is the role of youth and cultural influencers who set today's trends and will be tomorrow's leaders? Experts and laypersons alike agree that sharing impactful, real experience and synergizing action are critical in this fast-paced world.

**Remember... most people do not wake up intending to harm the environment - nor to help it.**

People get up and live their lives and aspirations. Experience shows that **people do not change behavior based on what they should do, data and statistics, nor on negative future scenarios.** People make decisions based on price, accessibility, effectiveness, and additional criteria like well-being or trends. Sustainability is not the defining criteria. Even people who want to live more sustainably often lack affordable, accessible and desirable products and services. Hence beyond individuals, governments and businesses must provide information, promote positive behavior change, and support new business models to make healthy and sustainable living THE default option.

# Leadership Academy Sustainable Living 1.5: Empowering people to live better and lighter



Within this context UNEP, in tandem with the One Planet Network and its programmes working with partners like [EcoCity Builders](#), [Hot or Cool](#) and related projects and initiatives is hosting ***Sustainable Living 1.5: Empowering people to live better and lighter***. This leadership webinar series will shape and inform the dialogue on identifying people centric approaches in a post COVID19 world. Based on evidence, what has proven to change behavior during the pandemic, and the new policy wild cards like youth activists and social media cultural influencers, the dialogue will feed sustainability dialogues on how to effectively engage people and youth in building back better. They will cover the following:



**The case for sustainable lifestyles (people centric approaches) in a post COVID19 world.**



**Deep Dives: how we live and what we can do to live better and lighter**



**Creating, motivating and celebrating change: existing good practices for replication**



**Available and impactful tools and resources for policy and changemakers**

Recognizing the dramatic increase in webinars for outreach and promotion, this leadership series draws on and contributes to related forums; initiatives, campaigns and research, and targets intermediaries and organizations that work with people, communities and policy makers, offering a specialized platform to explore and incentivize more sustainable behavior in lifestyles.

The series will inspire participants to drive change, highlight operational forward pathways for more sustainable living; underscore lifestyle features within the Sustainable Development Goals; and provide key evidence and communication messages for targeted communities of practice. UNEP will curate the series in collaboration with partners and experts, allying with other series and events to create further synergies. It will run 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2020, aiming to have a webinar every 3-4 weeks.

# Tentative Schedule



## **23 June - Getting Serious about Living: 1.5-degree lifestyles and opportunities from visionaries in a post COVID world.**

(Intro by OPN and UNEP) Speakers: Lewis Akenji, Hot or Cool; Malin Pettersson-Beckeman, Inter IKEA Group; and Claire Tavernier, Media Advisor in youth, diversity and story-led Behaviour Change (ex- American Idol, Got Talent).

**Organizer:** UNEP Sustainable Lifestyles **Host:** One Planet Network Secretariat



## **July - There's no place like home: Cities making sustainable living a reality**

Learn from an expert to find out what you can do to initiate change in your neighborhood and hear the experience from people who co-created with their governments to make their cities more livable.

**Organizer:** UNEP Cities **Host:** Eco-City Builders



## **August - Dispelling myths on sustainability and people: If it's the right thing to do why isn't it happening?**

Debunking myths on the sustainability/development tradeoff and how to effectively engage people. Speakers will cover: how to motivate people for sustainability; global consumer trends and local realities; youth activists and new policy wild cards.

**Organizer:** UNEP Sustainable Lifestyles **Host:** Sustainable Lifestyles and Education Programme



## **August - Cities lens: Keeping textiles closer to home for better and lighter living**

Speakers will cover: sustainability challenges and new business models that close textiles loops, enhance jobs and community and LOOK GREAT! (Hosted and organized by Eco-City Builders)

**Organizer:** Eco-City Builders **Host:** Eco-City Builders



## **Changing how and what we eat: Who can lead the way?**

Speakers will cover: Food and 1.5 implications; Post Covid19 trends and upscaling trends for healthy and sustainable eating. Interventions from Chefs, Cultural influencers and successful sustainability (default) efforts.

**Organizer:** UNEP Cities **Host:** Sustainable Lifestyles and Education Programme



## **Going to work or on vacation: mobility in a post COVID world**

Speakers will cover: COVID trends on mobility; sustainability challenges and opportunities; contrasting African/European mobility policies; and COVID trends on leisure- focusing on experiences, staying closer or staying longer and BUYING BETTER!

**Organizer:** UNEP Sustainable Lifestyles **Host:** Sustainable Lifestyles and Education Programme



## **Don't touch my stuff! consumer products fashion and plastics**

Speakers will cover: COVID impacts on consumer goods; what's driving demand, how to motivate change while 'looking good' and keeping up the plastics push.

**Organizer:** UNEP Sustainable Lifestyles **Host:** Sustainable Lifestyles and Education Programme



## **Tell me more and (maybe) I'll do it: consumer information for better decisions**

Speakers will cover: What are consumer information tools: What they target, what they can do and available resources including sustainable procurement, campaign tools and approaches.

**Organizer and host:** UNEP Consumer Information, Consumer Information Programme



## **Creating and Celebrating heroes of change**

Speakers will cover: How to create an (evidence-based) buzz for change; successful campaigns & awareness raising efforts such as the Good Life Goals, Anatomy of Action and related campaigns.

**Organizer and host:** Sustainable Lifestyles and Education Programme



## **What now? Visions on the future of a people centric approach.**

The Leadership Final webinar will bring together thought leaders to reflect on 1 year into COVID19 and how a people centric approach is going.

**Organizer:** UNEP Sustainable Lifestyles **Host:** Green Growth Knowledge Platform