






An Expert Conference on the Marrakech Process
Creating Solutions for Sustainable Consumption & Production



WG2

On the Road to Sustainable Lifestyles

Jo Williams

WG2: On the Road to Sustainable Lifestyles

Reorientation of consumer behaviour

- Promote quality instead of quantity
- Address time and money constrains
- Jumping the chasm (Relative advantages - pragmatic not idealistic, keep it simple, trialability, observability)
- Improving the type of information available beyond labelling by really engaging people
- Figure-heads for promoting sustainable consumption
- Important to act now - take the risk
- Experimental change in “sustainable lifestyle bubbles”
- Mainstream change through
 - Public policies (eco-taxation, legislation, education)
 - Business strategies (product design, marketing, media)

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Business Role

- Businesses: Create opportunities and culture for sustainable lifestyles:
 - Promote dematerialisation of business activities
 - Change in work culture
 - Work-life balance
- Marketing activities:
 - What positive/negative impact do they have
 - How can this be changed towards sustainability
- Finance for implementing sustainable consumption
- More private sector actors into the Marrakech Process

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Contribution of research and science

- Quality of life through sustainable consumption
- Sustainable consumption examples
- Monitoring and evaluation of consumption solutions
- Diffusion of sustainable practices, technologies, policies, ideas and concepts.
- Research into resolution of time and money constrains
- Interdisciplinary collaboration between researchers
- Changing business culture through engagement
- Research in marketing - tapping into emotions and attitudes