



Pathways to radical sustainability: Exploring demand reduction and systemic change for radically sustainable lifestyles

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AND THE EU 1.5° LIFESTYLES CONSORTIUM

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SCORAI-MISTRA-EU 1.5° Lifestyles Conference

Lund, Sweden

ROOM 201



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003880.



Agenda

- 1. Brief introduction to the EU 1.5° Lifestyles project (10 min)**
- 2. World Cafe Session (60 min)**
 - **Part 1: Deep Dive - Diagnosing the challenge (20 min)**
 - **Part 2: Ways Forward I - Thematic strategy session (20 min)**
 - **Part 3: Ways Forward II - Open Space (20 min)**
- 3. Conclusion & summary from tables (10 min)**



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INTRODUCTION

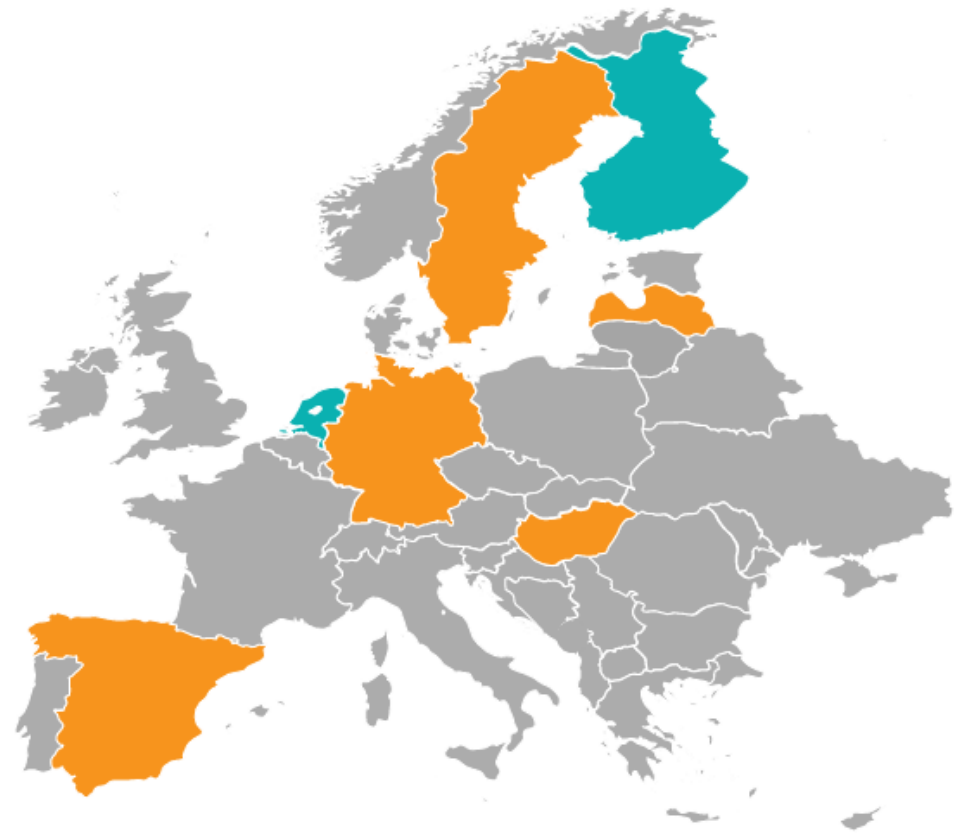


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EU 1.5° LIFESTYLES RESEARCH PROJECT

- Horizon 2020 project aiming to contribute to the **mainstreaming of 1.5° lifestyles in Europe**
- **7 partner countries**
- **5 case study countries**



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Need for a 1.5°C Transformation

- Sustainability transformation needed towards 1.5°C lifestyles society (Hirth et al. 2023, Newell et al. 2021).
- Recognition that transformations should focus on changing the framework conditions for sustainable living, rather than relying solely on individual behavior change.



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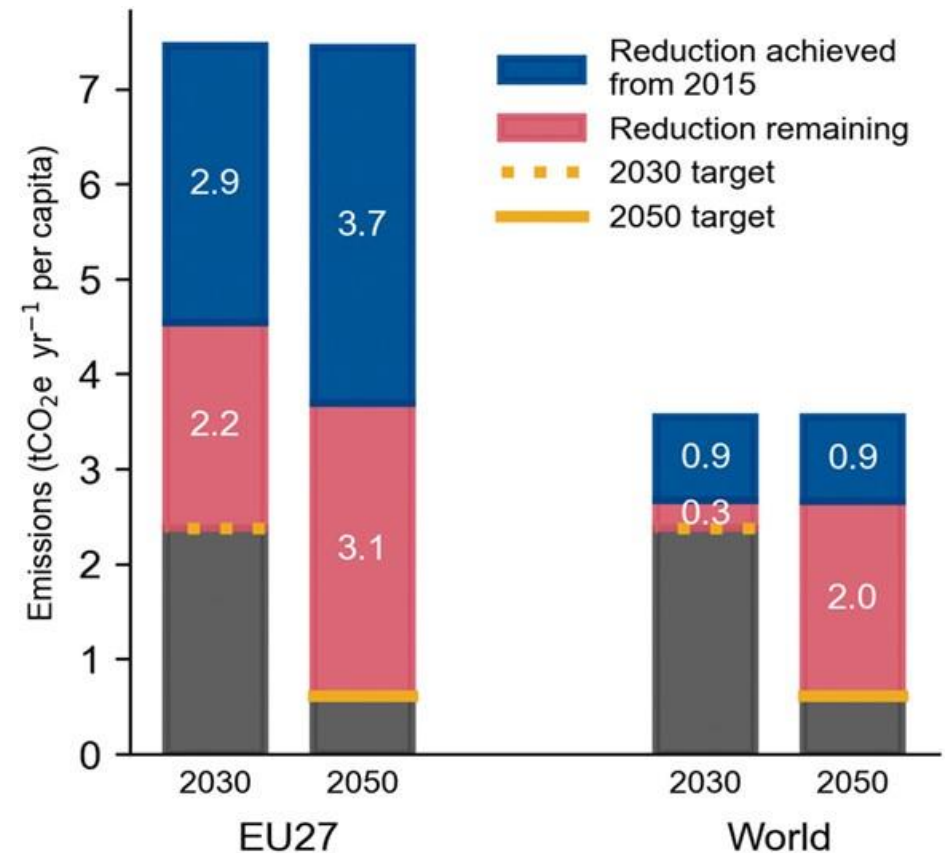


Technological change is not enough

**(Optimistic!)
Technological change
alone is not enough to
achieve the 1.5° target**

Changes are needed:

- At the level of actors' power to act
- At the structural level
- Policy inaction on lifestyles exacerbates the challenge



Source: Cap et al, 2024



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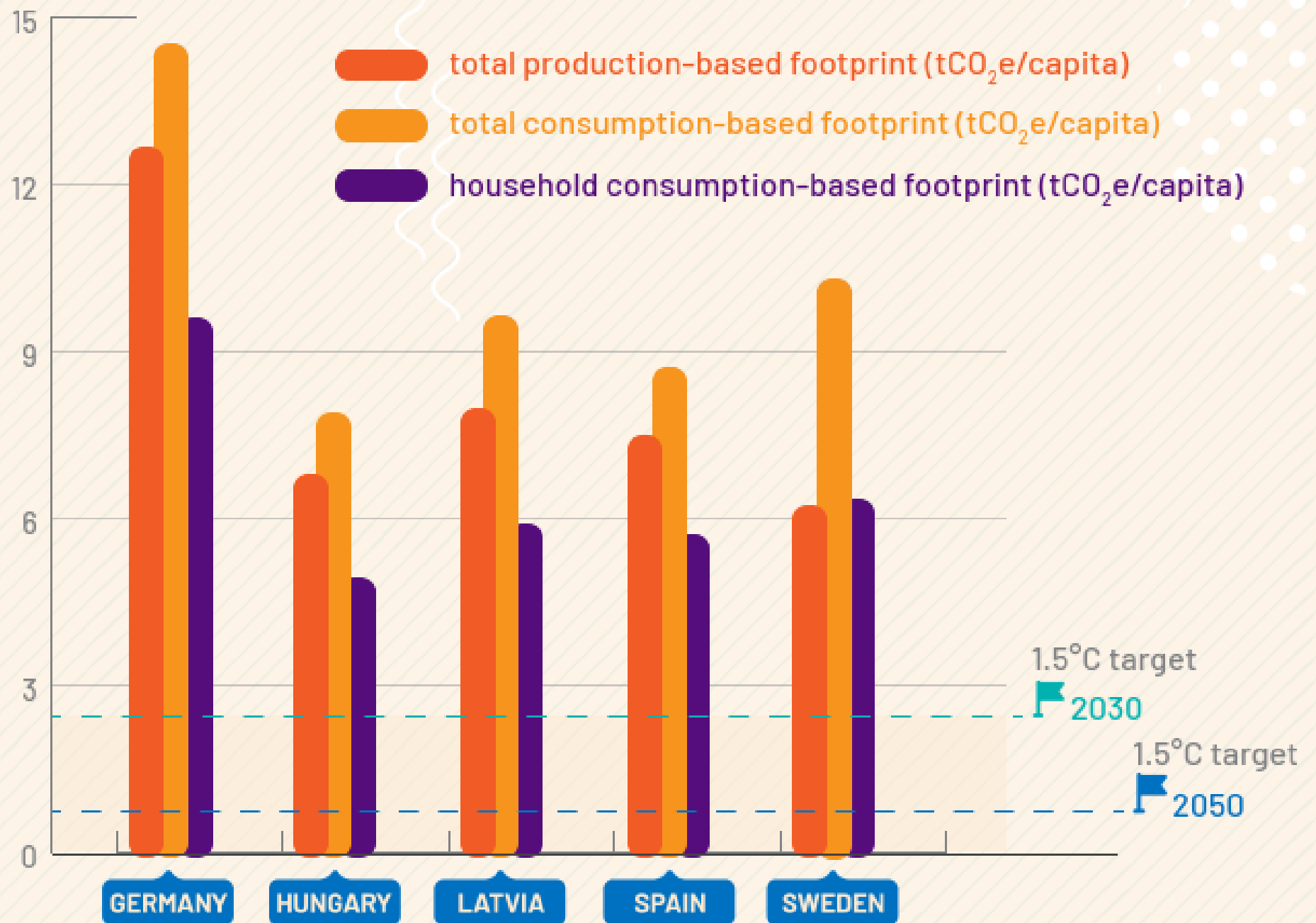


Figure 2.2: The production- and consumption-based average per capita carbon footprint in the five case countries of the EU 1.5° Lifestyles project (Source of data: Cap et al., 2024⁹)

Citizen perspectives on household changes for transformation

General tendencies:

- Higher rejection than acceptance rates.
- Preference for shallow over deep changes

→ Personal barriers: health concerns, life quality, culture/normality, costs, convenience

→ Structural barriers: inadequate regulations, infrastructure, economic considerations, fairness and equality



Expert views on structural barriers to transformation

General tendencies:

- Growth imperative considered as the major barrier.

→ Discussions focused more on barriers to change and general leverage points for change

→ Consensus: overemphasis on individual responsibility, preference for more state responsibility for transformative action



Stakeholder views on transformation

General tendencies:

- Policy options to enable structural change: focus on bans and taxes to prohibit non-sustainable activities
- Overwhelming share of shallow structural changes (only in the area of nutrition over a third of measures called for deep changes)

→ The state was seen as most important actor in all areas.

→ Measures focused on preventative responsibility paradigm by setting framework conditions with limited direct provision.



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WORLD CAFE SESSION (60 min)



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World Cafe Agenda (60 min)

- **Part 1: Deep Dive - Diagnosing the challenge (20 min)**
- **Part 2: Ways Forward I - Thematic strategy session (20 min)**
- **Part 3: Ways Forward II - Open Space (20 min)**



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1 person per table to be the rapporteur - collect steps and summary of discussions

- **Please note down key findings at the table with a list of actionable steps identified at each step of the session.**





Part 1: Deep Dive - Diagnosing the challenge (20 min)



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Part 1: Deep Dive – Diagnosing the Challenges

All tables explore the same foundational issues

- **What are the key structural barriers preventing the adoption of 1.5° lifestyles (e.g., growth dependence, lock-ins, rebound effects, societal resistance)?**
 - **incl. the societal acceptance of impactful measures at the household and structural level, and the diversity and drivers of rebound effects and their drivers.**
- **How do these barriers differ across sectors, communities, and governance levels?**
 - **e.g., sectors: housing, nutrition, mobility (but also - production...)**
- **Which actors hold power, and how is that power maintained?**

Goal: To develop a shared understanding of root causes and system lock-ins.



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Part 2: Ways Forward I - Thematic strategy session (20 min)



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Part 2: Ways Forward I – Thematic Strategy Sessions¹⁷

Tables explore different thematic areas

Table[s] A: Shifting mindsets – Narratives, information & eco-social justice

- a. What are effective communication strategies to highlight the co-benefits of lifestyle changes and challenge prevailing social and eco-political norms? [E.g., How can communication strategies make the benefits of lifestyle change visible and desirable?]**
- b. How do we ensure eco-social justice and equity in the face of polarization and populist backlash?**
- c. What narratives can challenge current norms and open up space for systemic ambition?**

Table[s] B: Transforming responsibility – Coalitions & governance

- a. What strategic partnerships and alliances can be formed to challenge powerful actors supporting the status quo?**
- b. How can the responsibility ping-pong be overcome and shared responsibility be enabled?**
- c. What new coalitions (e.g., across movements, sectors, or governance levels) promote structural changes to enable “radically sustainable” lifestyles?**



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Part 3: Ways Forward II - Open Space (20 min)



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Part 2: Ways Forward II - Open space: Table topics proposed by participants

- **Participants co-create the agenda:**
 - Participants propose additional table topics inspired by earlier discussions or introduce critical themes not yet covered (e.g., finance, infrastructure, global justice).
 - Tables can also choose to revisit themes from Part 2 to deepen the conversation.
 - Facilitators capture emerging ideas and linkages.





CONCLUSION & RAPPORTEUR PRESENTATIONS



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[HTTPS://ONEPOINTFIVELIFESTYLES.EU/](https://onepointfivelifestyles.eu/)

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