



# THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

*Forum for Action on Sustainability,  
Intrapreneurship and Innovation*



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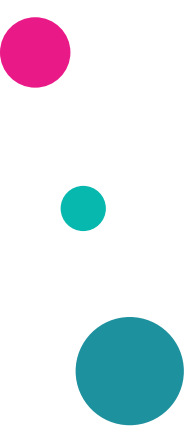
*24th - 25th May 2011 · Cologne (Hürth) · Germany*

If you had to live a sustainable lifestyle this weekend, what would you do?

What are the new business models driving sustainable living trends?

What are the policy mechanisms that can stimulate and promote sustainability-driven innovation, entrepreneurship and lifestyles?

*This May, meet the entrepreneurs and innovators designing the sustainable lifestyle that will be our future...*



## INTRODUCTION

This conference puts innovation at the centre of its dialogue because we feel strongly that to achieve sustainable lifestyles we need to radically rethink current systems that are driving unsustainable trends of global ecological overshoot and vast inequities in human well-being.

While technological innovations and efficiencies in industrial production must play a significant role, vast changes will also be required to individual consumption and lifestyles to make them more sustainable.

The concept of sustainable lifestyles refers to patterns of behaviour shaped by personal needs, desires, motivations and social interactions, conditioned by environmental and socio-economic contexts that aim at improving well-being and health of present and future generations.

There is significant potential in the development of social innovations that will help people to adopt more sustainable lifestyles, and thus, bridge the gaps between current unsustainable business-as-usual trajectories and the visions for sustainable futures that recent research has mapped out.

Herein lays a vast opportunity space for the entrepreneurs, policy-makers, civil society organisations, innovators, inventors and intrapreneurs who dare to address these gaps in the market and in society with their creativity and ingenuity. There is also opportunity to enable and scale up these critical innovations and first-movers to help us achieve sustainable business practices and lifestyles.

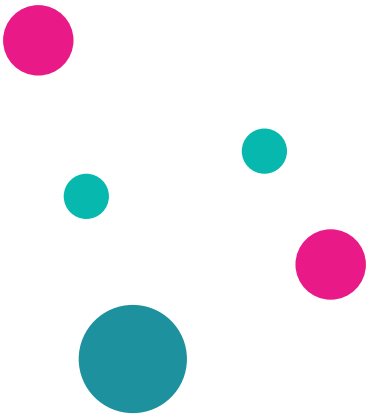
## THE CONFERENCE AT A GLANCE

### **Linking Sustainable Lifestyles, Sustainable Entrepreneurship and Policy**

This conference will provide a platform for participants to sample the latest and greatest thinking on sustainable lifestyles, entrepreneurship and intrapreneurship. Entrepreneurs, intrapreneurs and innovators working on solutions addressing sustainable lifestyles will be invited to test and improve their concepts and business models with potential buyers and promoters.

Roundtable and workshop discussions will provide the next agendas for research, policy and action to promote, incubate and enable sustainability-driven lifestyles and entrepreneurship. The marketplace, networking spaces, match-making, and workshops will help participants to identify and engage in activities with tangible impacts today and for future planning.

We aim to directly address the current urgency for fast progress and new solutions within new cultural and policy frameworks that will drive sustainable lifestyles and entrepreneurship into the future.





## The conference will explore

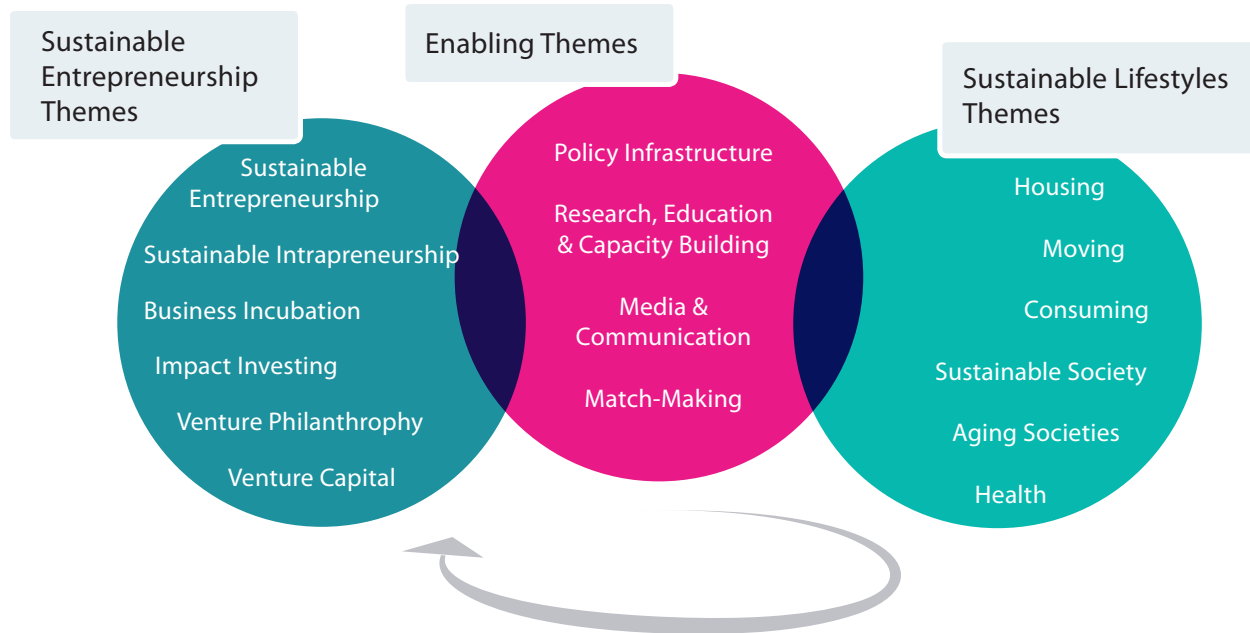
- What are sustainable lifestyles, associated sustainability trends and the current best practice already being revealed?
- What are the drivers of unsustainable consumption and lifestyles, and what are the current innovations addressing them?
- Who are the entrepreneurs, intrapreneurs and innovators working in this space and what business models will be the sign-posts to the future businesses that enable sustainable lifestyles?
- How can businesses foster continuous innovation to address consumer needs as they shift to more sustainable lifestyles, cultural and social mindsets?
- How can investors interested in societal impacts and returns ensure continuous deal flow of investible sustainable businesses?
- What are the most relevant research topics to inform policy and promote sustainability-driven entrepreneurship and intrapreneurship for sustainable lifestyles?

## Who should attend?

- Sustainability Practitioners
- Sustainable Consumption Practitioners
- Lifestyle Experts
- Healthcare Professionals
- Civil Society Organisations
- Policy-Makers
- Entrepreneurs
- Intrapreneurs
- Innovators
- Innovation Managers
- New Ventures Managers
- Sustainable Business Models
- Impact Investors
- Venture Capitalists
- Philanthropic Foundations
- Marketers & Advertisers
- Designers
- Film Producers
- Communicators
- Journalists
- Media Organisations

## CONFERENCE TOPICS

The “un”-conference elements will cover key topics and themes in the areas of sustainable lifestyles and entrepreneurship. Special attention will be paid to capitalizing on the linkages between these areas and uncovering the resulting opportunities for influencing future lifestyle patterns and business ventures for sustainability.



The conference will launch the EU SPREAD Sustainable Lifestyle 2050 project and will be the first event to link the existing knowledge on sustainable lifestyles, with the creativity and innovation needed to overcome current barriers to sustainable moving, consuming, living and the creation of a sustainable society.

The EU SPREAD Sustainable Lifestyles 2050 project is part of the 7th Research Framework Programme of the European Commission (EU FP7). The project is developing a vision for sustainable lifestyle models of the future. It will deliver a roadmap of action strategies for individuals, businesses, civil society, research and policy to mainstream, or SPREAD, sustainable living now and into the future.



## CONFERENCE PERKS

This “un”-conference will be a highly interactive, experiential and experimental two days. Best practice, key levers for change and facilitated action will be explored and conducted through the unique architecture and design of the event.

Here is a sneak preview of what we are planning:

### Draft Conference Program

	Day 1 <b>My Future</b>	Day 2 <b>Our Future</b>			
	Sustainable Days of our Lives – Marketplace & Demonstration Centre				
	Opening Demonstration Arts				
Inspiration	Opening Key Note Speeches	<ul style="list-style-type: none"> <li>• Sustainable Living Workshop</li> <li>• Sustainable Society Workshop</li> <li>• Sustainable Moving Workshop</li> <li>• Sustainable Consuming Workshop</li> <li>• Persona Building Workshop</li> <li>• Financing Sustainable Innovation &amp; Entrepreneurship Workshop</li> <li>• Match-making Workshops</li> </ul>	Ideation & Co-Creation		
	Interactive Ideas Panel				
Discovery	<ul style="list-style-type: none"> <li>• My Sustainable Lifestyle Workshop</li> <li>• Vizualizing Sustainable Lifestyles Workshop</li> <li>• Sustainable Living Workshop</li> <li>• My Sustainable Business Models Workshop</li> </ul>			<ul style="list-style-type: none"> <li>• SPREAD Sustainable Lifestyles Workshop</li> <li>• Policy Workshop</li> </ul>	Action Planning
	Sustainable Days of our Lives – Marketplace & Demonstration Centre				
	Open the Box: Sustainable YOU Dinner Party	Closing Demonstration Arts			
	Networking Space				

## MY FUTURE



### Inspiration:

Expose yourself to new ways of living, working and playing that link innovation, sustainable lifestyles, and entrepreneurship. Keynote speeches and interactive ideas panels aim to inspire creativity and highlight opportunity spaces of the future, already being revealed today.



### Discovery:

Explore existing state of the art thinking, best practice examples, and innovation demonstrations in the areas of sustainable lifestyles, innovation, sustainable entrepreneurship and all of the linkages in between.

## OUR FUTURE



### Ideation & Co-Creation:

Experiment, test, and interact with new techniques that challenge current barriers and develop new thinking, linkages and collaborations for sustainability-driven innovation, sustainable lifestyles and sustainable entrepreneurship.



### Action Planning:

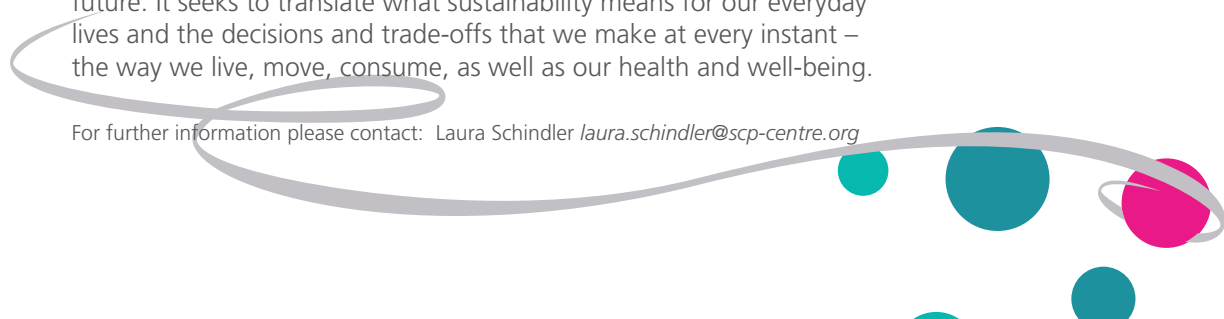
Results of co-creation during the event will be immediately feedback to foster continued collaboration and pathways of work. Outcomes of the event will continue to foster and stimulate increased innovation and entrepreneurship to address the pressing societal and technological needs that will enable sustainable lifestyles for all.



### Marketplace & Demonstration Center:

We challenge the participants of this conference to live a day in the future more sustainably! The marketplace will be participants' ticket to a day in their lives in the future. This interactive and future looking marketplace and demonstration centre seeks to stretch our thinking to the realm of possibility for what our lives could be like in a sustainable future. It seeks to translate what sustainability means for our everyday lives and the decisions and trade-offs that we make at every instant – the way we live, move, consume, as well as our health and well-being.

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# COLLABORATORS AND PARTNERS

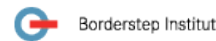
CONFERENCE ORGANISER:



PARTNERS:



SUPPORTERS:



KINDLY SUPPORTED BY:



HOSTED BY:

Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia



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For registration go to:

<http://www.future-lifestyles-entrepreneurship.org/registration.html>

