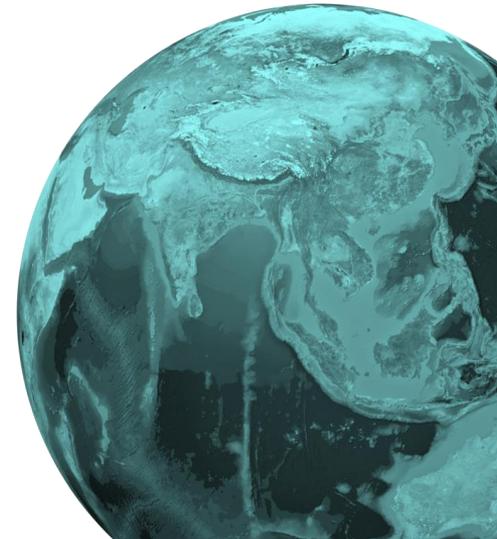


SITRA

Markus Terho, Project Director

SUSTAINABLE LIFESTYLES

**How to engage people and
build sustainable good life?**



1.5°C path and our hidden, untapped potential

When **one person** in a household cuts his/her emissions by 20%

5,6 MtCO₂e



-37 %



When **two persons** in a household cut their emissions by 20%

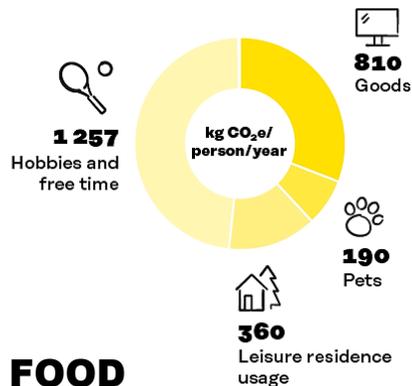
11,2 MtCO₂e



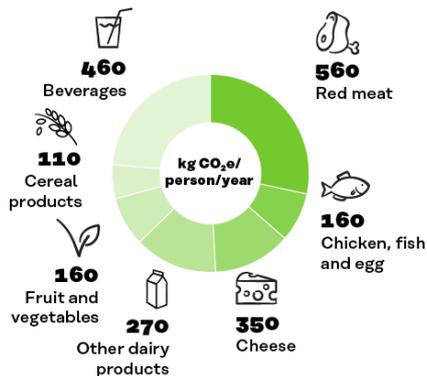
-73 %

of the national Paris Agreement goal for carbon emission reductions

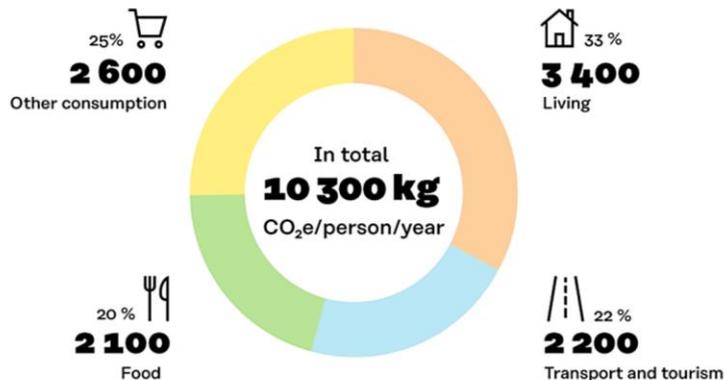
OTHER CONSUMPTION



FOOD



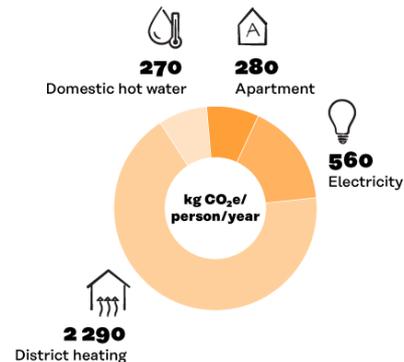
CARBON FOOTPRINT OF AN AVERAGE FINN



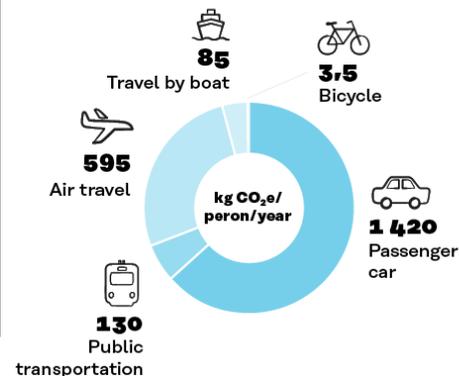
Sources:

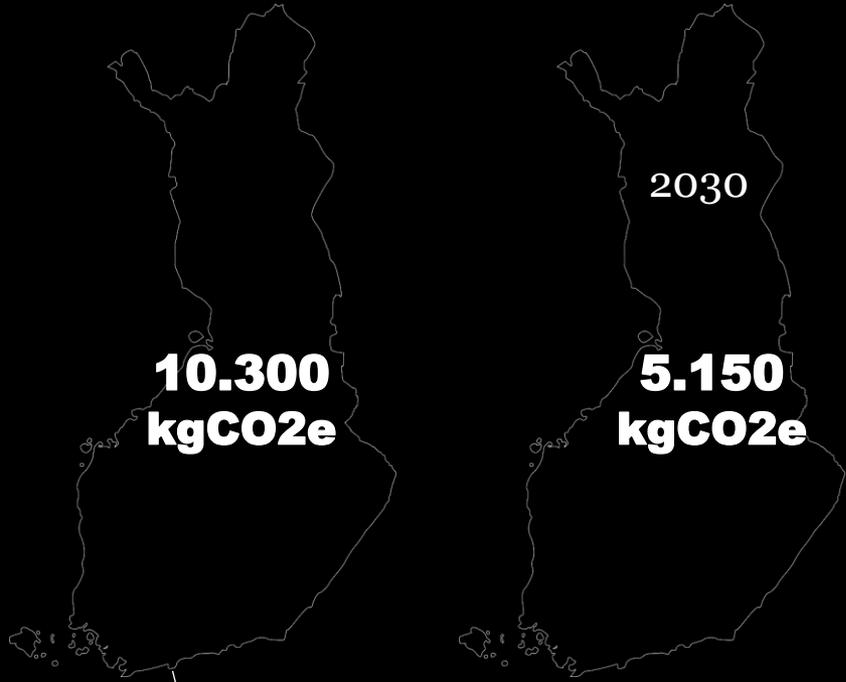
Statistics Finland, Motiva, Natural Resources Institute Finland, Finnish Transport Agency, VTT Technical Research Centre of Finland, SYKE Finnish Environment Institute, Environmental impacts of material flows caused by the Finnish economy (ENVIMAT), Ministry of Agriculture and Forestry and D-mat Oy
CO₂e = carbon dioxide equivalent

LIVING

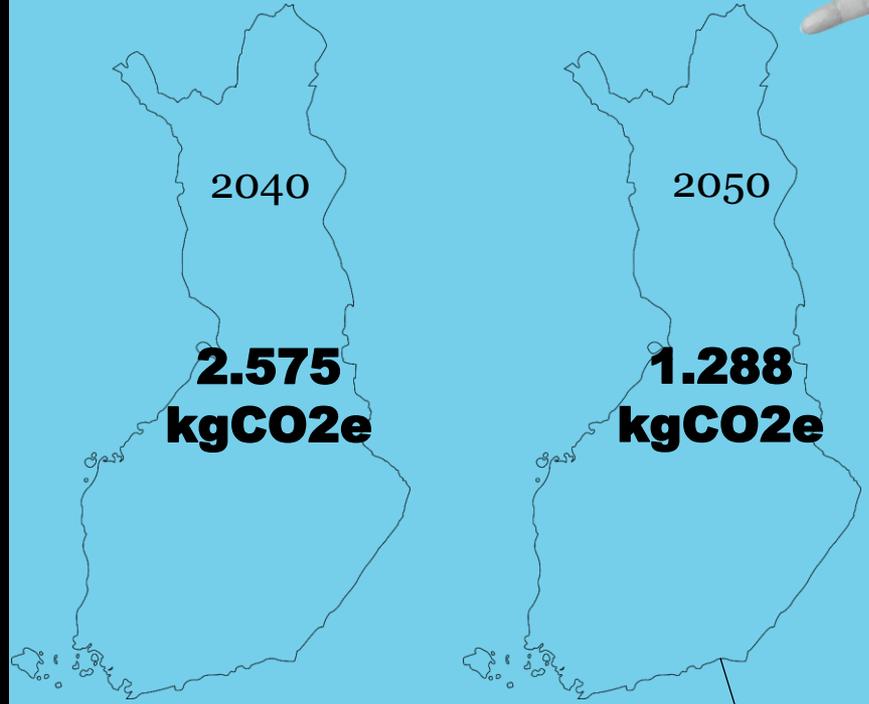


TRANSPORTATION





This is where we are now.



This is where we have to get.

People think sustainability sucks

Messages promoting sustainability have not resonated.

People think sustainable everyday is about less, to give up, stop, bring down, decrease, diminish, or minimize.

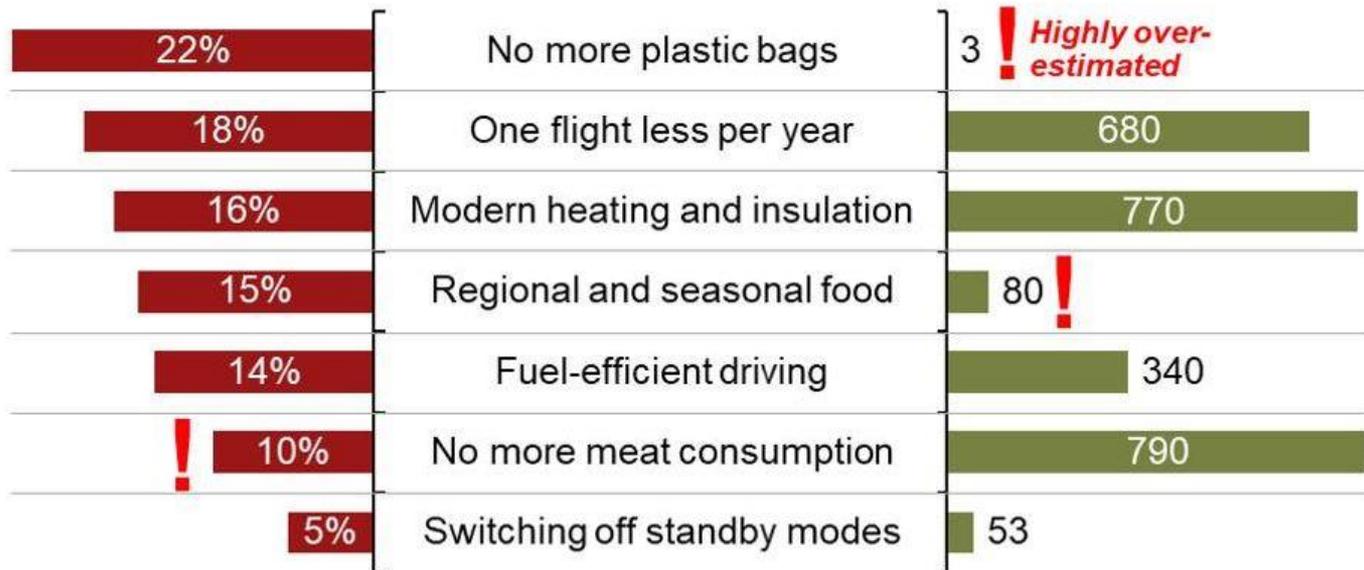


Misunderstandings

Personal actions to reduce CO₂

Belief (% of respondents*)

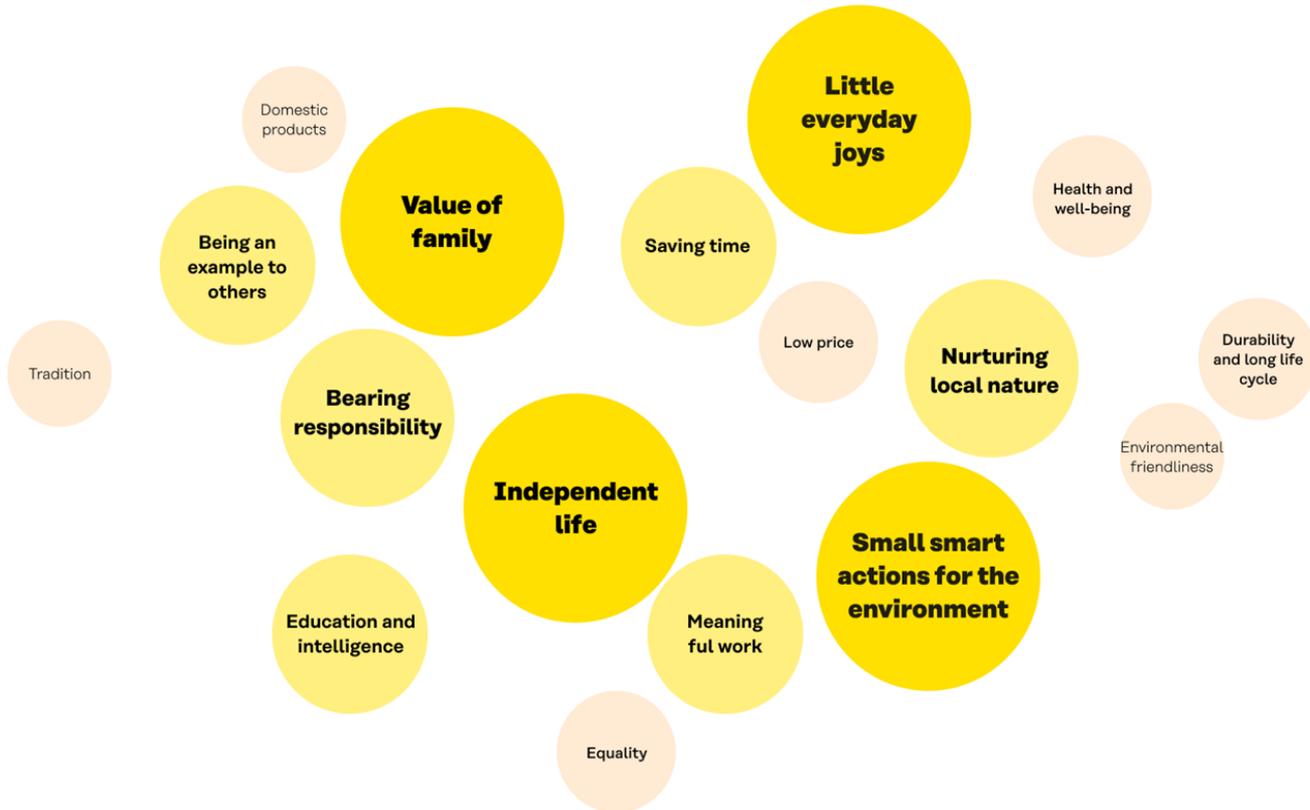
Facts (CO₂ kg reduction p.a. per capita**)



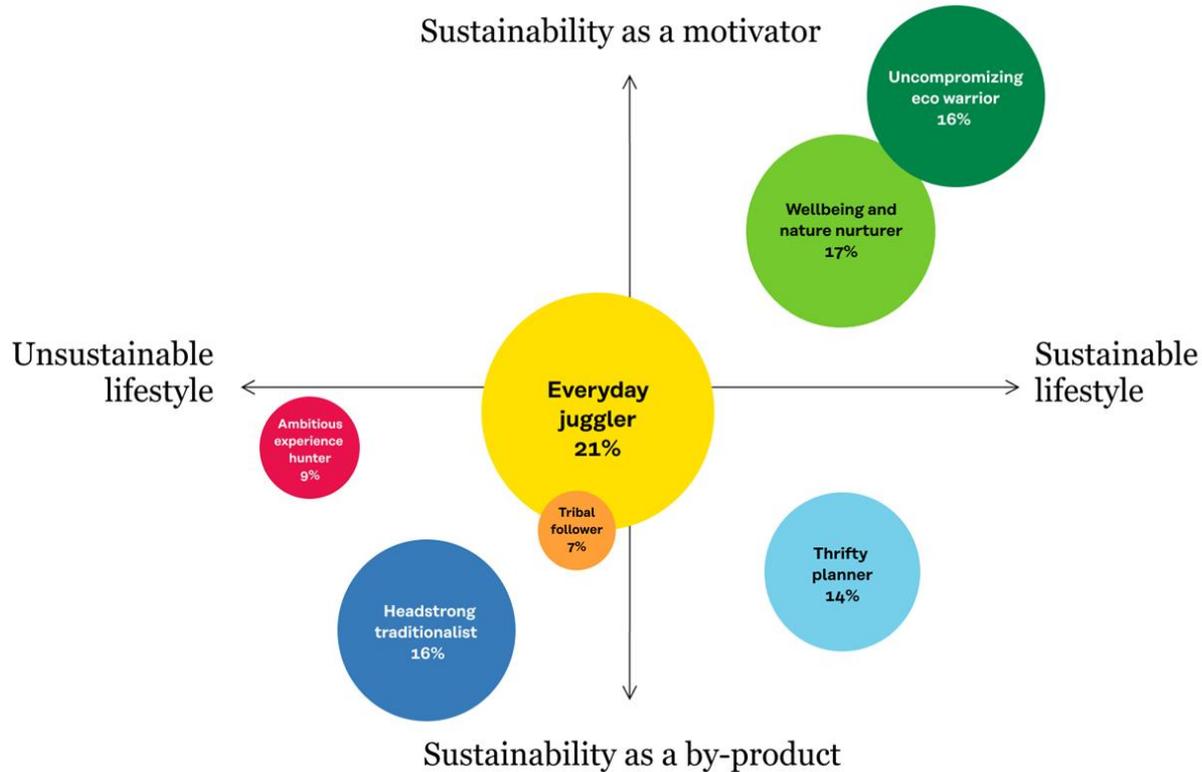
*) Representative online survey of 1500 Germans (18+ years), September 2019

***) A.T. Kearney computations based on German Environment Agency, co2online, Federal Statistical Office, etc.

Different motivation for sustainable choices



Motivation profiles and a sustainable lifestyle 2/2



100 SMART WAYS

That's plenty to choose from.

Transport Tourism Living Food Services Good deed **Show all**

ENVIRONMENTAL IMPACT

Large Medium Small **Show all**



MAKE A CLIMATE CHANGE ACTION PLAN

TAKE A TEST

PLAN

REGISTER

COMMIT

Test your carbon footprint and choose the actions you are ready to take.
Each individual plan is important.
Making a Sustainable Lifestyles Commitment takes just 10 - 20 minutes.

Start here ▶



HENRIK



Starts replacing dairy products with local organic produce



Switches to an electric car and starts biking to work



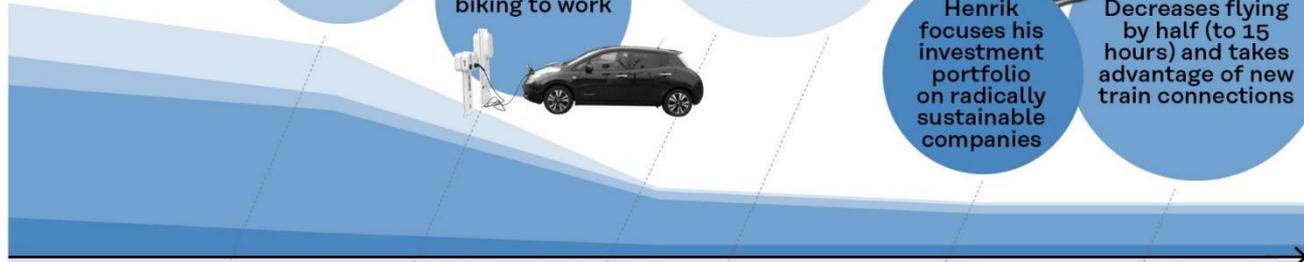
Invests in a new smart home app to control the domestic appliances at home – Switches to renewable energy in heating



Henrik focuses his investment portfolio on radically sustainable companies



Decreases flying by half (to 15 hours) and takes advantage of new train connections



2019 **2020** **2025** **2030**

Plant-based products available are trending

Strongly branded electric cars and bikes

Smart home solutions

Renewable, carbon-free energy for heating

Mainstream companies finding competitive advantage from being carbon negative

Land-based travel services

SOLUTIONS FROM COMPANIES

Proper aid for purchasing electric cars

Investments in infrastructure for electric cars

Support for decentralised renewable energy production

Investments in electricity transmission networks to cover renewable capacity and production growth

Tighter regulation is pushing the stock value of carbon-intensive companies down

Design of Helsinki-Tallinn tunnel is approved

POLITICAL DECISIONS

5 years we have created and developed tools for equipping people to be change makers in their daily life — at work, through their work and in their free time

1 000 000

of 5,5 Million Finns have already taken the Lifestyle test

53%

of Finns have deliberately reduced their consumption for environmental reasons and strive to make responsible consumption choices



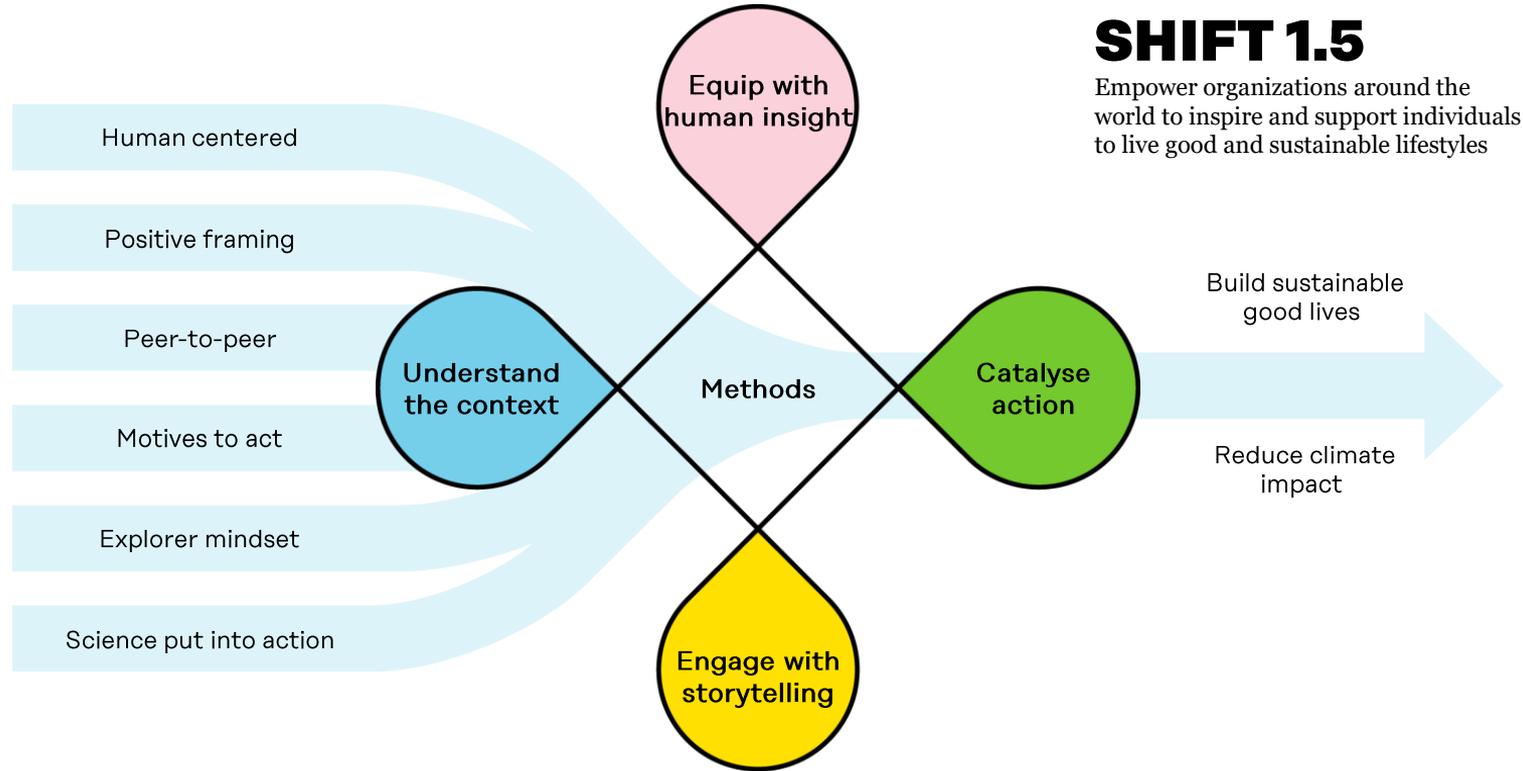
30%

average reduction in personal carbon footprint in the first year committed by Finns through the menu of actions suggested on [Commitment2050](#)

80%

feel that pursuing sustainable lifestyles helps to address feelings that arise due to climate change

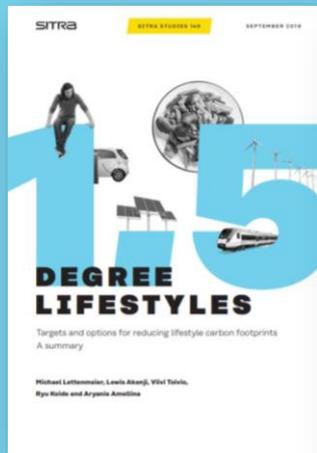
Empowering People Through Local Implementation Teams



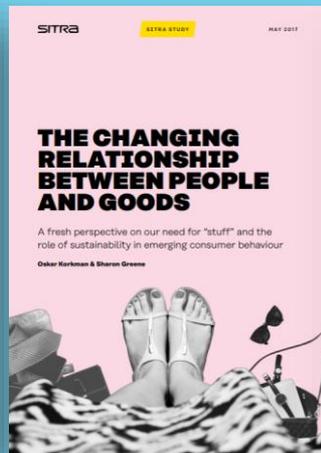
Accelerates Global Adoption and Local Contextualization

Collaborative peer-learning global community – shares methods, data and intelligence on consumers' values and motivations





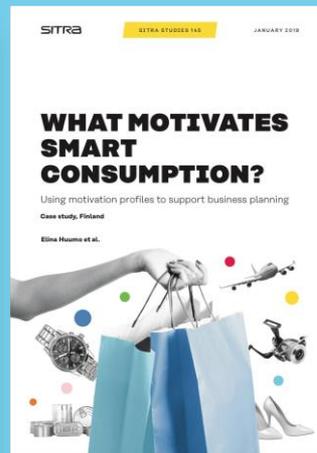
<https://www.sitra.fi/en/publications/1-5-degree-lifestyles/>



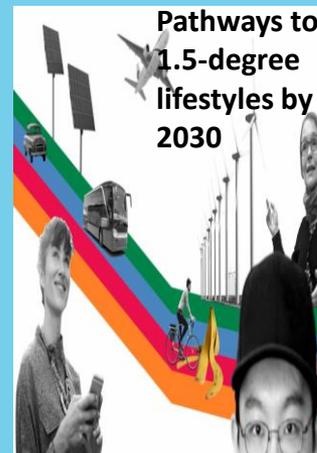
<https://www.sitra.fi/julkaisut/changing-relationship-people-goods/>



<https://www.sitra.fi/en/publications/shift/>



<https://www.sitra.fi/en/publications/what-motivates-smart-consumption-using-motivation-profiles-to-support-business-planning>



<https://www.sitra.fi/en/publications/pathways-to-1-5-degree-lifestyles-by-2030/>

**There is no single way
to live sustainably,

we can all find our own
way to live a sustainable
good life.**

Thank You!

markus.terho@sitra.fi

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