

ADVANCING RESEARCH AND EDUCATION ON SUSTAINABLE LIFESTYLES (SL), MORE-SL WORKSHOP IN VIENNA

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Under the roof of the 10-Year Framework of Programs (10YFP) for Sustainable Production and Consumption, the United Nations Environment Programme (UNEP) established several programmes to reach the sustainable lifestyles. Their overall aim is to make sustainable lifestyles desirable, beneficial and accessible for everyone, enabled, supported and encouraged by all sectors of society, including governments, the business sector and civil society. The objectives of the programme are to:

- build a shared vision of sustainable lifestyles; achieve a common framework of understanding of sustainable lifestyles through multi-disciplinary approaches.
- integrate sustainable lifestyle principles and practices across all sectors of society.
- develop tools and incentives, provide capacity-building for achieving sustainable lifestyles and disseminating good practices.
- empower individuals to adopt sustainable lifestyles through education, awareness-raising and participation.
- measure and track the benefits of action targeting lifestyles.



One special activity of the 10YFP focusses on **“Mobilising research and knowledge for understanding and expanding the adoption of sustainable lifestyles” (MORE-SL)**.

A group of 25 expert members met in Vienna on 20th November 2015 for a workshop, among them IFHE Members Dr. Sylvia LOREK and Dr. Stefan WAHLEN.

The aims of the workshop were:

- To develop a coherent understanding of the role of sustainable lifestyles research and education within the transition to sustainable production and consumption systems.
- To develop strategy and working plans for the MORE-SL and TRANSFORM initiatives and explore their collaboration.



SL-Workshop Participants in Vienna
(Source: Philip VERGRAGT)

- To create a project management model for MORE-SL and TRANSFORM and their collaboration.
- To develop separate and collaborative fundraising strategies and proposals.
- To discuss institutional and administrative support.

The MORE-SL participants teamed up with colleagues from the “TRANSFORM” and “PERL” initiatives, both engaged in the 10YFP as well.

The workshop participants focussed on four areas. An “**Action plan to promote education for sustainable lifestyles**”, presented by Victoria THORESEN, Chair of the TRANSFORM working group was discussed. The second area was “**Regional approaches for cities**”.

The perspective of MORE-SL cities by virtue of their critical mass (or density of networks) offers much greater system level potential at a scale that would yield better results than encouraging incremental shifts at the individual level. Another important working field of MORE-SL is “**Framing on Communication**”. Communicating sustainable lifestyles is an important issue in the context of a transformation to sustainable lifestyles. One working group focused on scenarios in different areas of societies and discussed which key questions should be answered through research.

The participants discussed which ways might be the best to promote sustainable lifestyles? Which questions must be answered through research? And which concepts should be developed? One key aspect was the development of a resource platform for all existing and future research findings, documents, tools, best practices. The participants agreed that in the past many valuable papers, books, conference results, books, toolkits and best practices were published. But for many actors, stakeholders, and teachers it is difficult to find and adapt those documents. For example there is still a big gap between the existing knowledge regarding education for sustainable development and the current transformation in schools. As a result of the MORE-SL key questions for specific research areas and required concepts were discussed.

To watch an interesting and inspiring presentation of the working paper of the language and communication group for the workshop MORE-SL/TRANSFORM please click <https://www.youtube.com/embed/kLCDvM7uLp4?feature=oembed&wmode=opaque>