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CORPUS Project

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A POLICYMAKER'S
POINT OF VIEW
ON SUSTAINABLE
FOOD FUTURE...

ELISABETH FREYTAG

*Director in charge of EU-affairs
(Environment), Ministry for Agriculture,
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« ABOUT THE ACHIEVEMENT OF THE CORPUS WORKSHOP ON SCENARIO BUILDING...

CORPUS is about bringing together policy makers and scientists. This is a very good idea! In our ministry we meet scientists often only to commission studies but we never spend a whole day or more to jointly find solutions. One of the problems is that policy-makers always think they do not have enough time – travelling to a workshop is a good solution! I think we achieved a lot in terms of content, we heard interesting presentations and received food for thought. Scenario building is an interesting method and I would like to continue working on it.

ABOUT THE VISION EMERGING FROM THE REVISED SNAPSHOTS...

I very much like the outcome of the CORPUS workshops – the vision. On the one hand I – as most people – like to talk about food and to deal with the issue. On the other hand I like the outcome.

Some results were pretty obvious for me – like corners for local producers in supermarkets because we have it in the supermarket where I go – if I don't go to the market. Others were less obvious to me. Eg the canteen as leverage. I see this point more for events. Many people do eat in canteens – because it is cheap, easy, fast, etc. They do not necessarily go there because they like it and I am not so sure that people prefer vegetarian diet because they get that in the canteen.

I am personally against labelling that should act as a deterrent – smokers lungs on cigarettes and a fatty liver on a hamburger is not the way I want to educate people. Apart from the fact that the system already does not work for smoking it is not so easy to prove that a hamburger is dangerous or sugar is creating obesity – it is (in contrary to smoking) a question of quantity. And I am afraid useless labelling can easily have an adverse effect.

Having studied economy I am personally in favour of prices as a means to change behaviour – eg you can buy strawberries for Christmas if they are expensive enough. Internalising external costs is one possibility, adding extra taxes are another one. I am afraid in the times of crises if we live in additional taxes it can be difficult.

FOOD



ABOUT MY VISION ON POLICY MAKING IN THE FIELD AND HOW IT RELATES TO THE SNAPSHOTS COLLECTED THERE...

In Austria agriculture and environment are part of the same ministry. We therefore have many discussions concerning regional/local food, urban gardening, the reduction of food waste, etc. In some fields we have the advantage that we can implement our “sustainable” ideas directly into policies, in other fields the cooperation is more difficult. Our minister is responsible for the environment and climate but also for farmers. He can easily support regional food but it is pretty difficult for him to be in favour of a vegetarian diet since we also produce animals in Austria.

We are very far in public procurement and green events e.g. These are fields I am very active myself. I think public procurement is important because 16% of our GDP is spent from public authorities and their behaviours have a leverage effect. I like green events not only because I think it is our task and it is consequent to not only talk but also act. We have to motivate people to use public transport, avoid water and waste and eat sustainable food. We can prove that vegetarian catering is as good as meat and the seasonal / regional is better than what you buy without thinking in a super market. Events are more than only the meeting or the concert – it is a means to change behaviour by creating awareness.

We nowadays award an environmental label for events and people are eager to receive it!

Packaging is also an issue we deal with a lot. The discussion started because of the “plastic soups” that float around in the oceans. We are landlocked and don't have a huge littering problem in Austria but also we contribute to the problem. We encouraged the EU Environment Council to discuss the issue and we work on alternatives to plastic bags and voluntary agreements with retailers. We do not have a ban or a tax but alternative systems (cotton bags, etc.).

Working with schools and kindergartens is especially important, we do it as a ministry and award canteens in schools if they have a local focus.

MY PERSONAL VISION...

You can buy everything but prices are different – products that are not regional or seasonal become a lot more expensive. The government promotes sustainable food in Conferences, with the help of labelling, with awards, in canteens, by distributing cookbooks. Organic farmers are supported, direct distribution and local retailers get tax exceptions...Everybody can take a deliberate decision to eat vegetarian or to go to a luxury (non-vegetarian) restaurant.»

A POLICYMAKER'S
POINT OF VIEW
ON SUSTAINABLE
MOBILITY FUTURE...

MARIA CRISTINA MAROLDA

Policy Officer in EC Directorate General for Mobility and Transport

« The Commission White Paper on Transport "Roadmap to a single European transport area – towards a competitive and resource-efficient transport system" states under § 18: "Curbing mobility is not an option".

An efficient, reliable, safe and accessible transport system is the indicator of the economic and social welfare of a region.

It is true that the present level of pollution, congestion, noise is no longer sustainable, and that is why the Commission has engaged in launching a long-term policy to achieve its vision of a competitive and sustainable transport system.

The roadmap included in the White Paper considers actions at different levels: from policy-making to technological research and development; from incentives to measure aimed at increasing public acceptance of new technologies and transport management tools.

It is important to raise public awareness around the problem and call for individual responsibility in addressing the change.

Nonetheless utopian visions cannot respond to the growing demand of mobility of European citizens and cannot contribute to a general progress in the whole transport system.

MOBILITY



In the case of urban mobility, different mobility modes should be explored, keeping in mind different needs and sometimes diverging interests.

A well informed public can create innovative market demands which could lead the industrial and technological development towards unprecedented models.

What is really important is to compare at every stage the citizens' needs with the technical evolution of the production and explore the possibility of mutual influence to achieve a better sustainability of the whole transport and mobility system.

Policy-makers at all levels (municipality, regions, countries, Europe) should be solicited to create an interface between needs and development, between demand and offer, so that the optimal combination of wellbeing, growth, and quality of life can be reached.

The CORPUS snapshots on future mobility presented here are good examples of what can be done. But each measure needs to be integrated in a larger context including the city, its surroundings, the long-distance connections, without forgetting a different organization of the system.

A good awareness among the users and a good perception of the changes needed by the policy-makers and the producers are essential to drive the change we are all looking for. »

SAULI ROUHINEN

Senior Environmental Adviser in the Finnish Ministry of the Environment and Secretary General of the Finnish National Commission on Sustainable Development

« The snapshots of the future make elegantly visible the potential solutions for sustainable housing – concrete utopias – in the framework of the selected scenarios. For a policy-maker they give a clear vision what would be realizable in the future. Technical innovations are contextualized socially or in a community. Each scenario is exemplified with realizable – or even now existing – solutions. But, what is most important, these solutions or innovations can be clustered into integrated "ecosystems" for synergy gains. In this clustering exercise both the practical expertise and policy planning expertise will be needed. What I have often heard is that the civil servants are not too innovative. Maybe this is true, but the policy-makers in this kind of knowledge brokerage activities can be safely led to landscapes never visited. The scenario exercises in CORPUS workshops were built against the sector-wise thinking. Policy-makers cannot be experts in every field of sustainability, but they can understand the potentially synergic linkages between technical, social and economic solutions if their imagination is supported by e.g. visualization. In the future workshops on sustainable housing we, the policy-makers, could loosen our ties and work on equal footing with people from various backgrounds.

The scenario approach chosen for the CORPUS workshop is very demanding for the participants. Good facilitation is necessary for this approach because it is very intensive, interactive but also productive.

A POLICYMAKER'S
POINT OF VIEW ON
SUSTAINABLE
HOUSING FUTURE...

HOUSING

The six sub-scenarios opened the key policy areas in sustainable housing. Maybe the most difficult one is the sub-scenario on social sustainability. Having a quite good understanding on the state of art and on policy measures the researchers and policy-makers could step into the realm of the sub-scenarios.

My professional role as a national sustainable development coordinator and sustainable development process manager is very wide in scope. The energy efficiency of buildings has been in the centre of policy programs. My vision is that the social sustainability issues will become more and more central and so are the urban ecosystem services. The urban sprawl has led to poor urban neighbourhoods and fragmented natural green areas outside the cities. Young families with small children seek for safe space, big single-family houses and lower ground rent. The cities are not seen as green, safe, pleasant and socially viable alternatives for the sustainable future. Household is a very important level in the economy and in the social decision-making. In the sub-scenario 3: 'Households' behaviour changes' - we touch very important aspects of sustainable housing. If we relate a household to a company we could imagine an environmental management system to be applied on a household economy level. Households are important energy and materials consuming systems. The energy and material flows – the throughput – have become bigger and bigger. The diversity of appliances, machines, chemicals etc. is huge. 'The domestication' of all this equipment is not an easy task. There's a plenty of brilliant green guidebooks but they don't seem to lead to behavioural changes. How to do this? The CORPUS scenario exercise showed that there are realizable alternatives.»





INTRODUCTION

WALKING DOWN
THE STREET OF A
SUSTAINABLE CITY
IN 20 YEARS
FROM NOW...

FRANCOIS JEGOU

Strategic Design Scenarios (SDS)

...was the vision that came up to design this toolkit for collaborative scenario building. Pulling ourselves out of our daily contexts and current mindsets to envision the future in an open and creative way is one of the bottlenecks in participative forward-looking activities.

The vision of walking for a short while on a street of a sustainable futures society, experiencing a walkable neighbourhood with refurbished passive houses in a food-resilient city brought to build a light exhibition with snapshots of the future, posters and manifestos that would immerse participants to a projection exercise into a stimulating, controversial, slightly provoking environment to set the right mood for an open strategic conversation.

This eBook publication intends to describe and make available some of the materials and approaches developed and tested during the CORPUS project aiming at supporting sustainable knowledge brokering at a science-policy interface.

The toolkit consists of a series of 24 visual posters produced for each of the 3 topics of sustainable food, mobility and housing developed for the CORPUS project and in proposing them as stimulating material to kick-off collaborative workshops between policy-makers and researchers or between other heterogeneous stakeholders using shared scenario building activities.

ABOUT THIS EBOOK



BRIDGING THE GAP
BETWEEN RESEARCH AND
POLICY-MAKING IN
SUSTAINABLE
CONSUMPTION

GERD SCHOLL

*CORPUS project coordinator, Institute for Ecological
Economy Research (IOEW)*

Sustainable consumption has become an increasingly important topic on the European political agenda. In 2008, the EU published an "Action Plan on Sustainable Consumption and Production (SCP)". Moreover, the flagship initiative "A resource-efficient Europe", which was launched under the recent EU 2020 strategy, calls for empowering consumers to move to resource-efficient consumption and to drive continuous innovation. Also, several Member States have developed strategies to foster sustainable consumer behaviour. On the other hand, European researchers have explored possible ways to promote and facilitate greener consumption for many years now. The existing scientific evidence provides a sound basis for policy-making on sustainable consumption. Yet this huge body of existing research has up until now gone underutilised.

Hence, in order to enhance the policy impact of research, the knowledge created in science needs to be better brokered between the two communities. The project CORPUS tries to achieve this. It is a three-year research project, which started in January 2010 and is supported under the European Commission's Seventh Framework Program (FP7). It aims to explore and test innovative tools of knowledge brokerage at the interface of science and policy for sustainable consumption.

ABOUT CORPUS



The main building-blocks for knowledge brokerage in CORPUS – an interactive website and a series of workshops between policy-makers and researchers in the domains of food, mobility, and housing – facilitate intense dialogue, build mutual understanding and trust, and enhance knowledge exchange between research and policy.

One major assumption of CORPUS is that successful knowledge brokerage, rather than only involving computers, data sheets and documents, heavily relies upon interactions between people. Therefore, creating communities of practice that include researchers and policy-makers, as well as knowledge brokers, is crucial for building and particularly maintaining stronger ties between science and policy-making.

The outreach of the project is remarkable. The “Policy Meets Research” workshops attracted almost 300 professionals from all over Europe and the website has evolved into a major knowledge repository for more than 800 registered users. The project reveals that online knowledge brokerage is essential for providing easy and customized access to existing scientific evidence and other knowledge items relevant to policy-making. The experience also indicates that providing opportunities for joint action, for instance, by means of participatory scenario building, is another effective way of bridging the gap between research and policy-making on sustainable consumption.



SNAP SHOTS OF THE FUTURE



(VIDEO) DISCOVER THE 24 SNAPSHOTS OF THE FUTURE OF FOOD IN 4 MIN...



SUSTAINABLE FOOD STREET / SUB-SCENARIO 1

PUBLIC FOOD PROCUREMENT

Core strategy is leveraging on public canteen to create momentum for change both in the food chain and the market demand.



EURO High-Speed TRAIN

PASSENGERS

Adult

1

Child (5-15)

0

Vegetarian

Non Vegetarian

Hindu

Muslim

Casher

Child portion

Other

Ignore if single

Vegetarian meals are proposed as a default option for public catering service

> european comission > cordis > Home

Home

News

Help

Go To

FP10 Call

Result

- + B 3. Impact
- + B 3.1. Strategic Impact
- + B 3.2. Plan fo the use and dissemination
- + B 4. Ethical issues
- + B 5. Gender equality

- B 6. Sustainable catering

Indication for completing this part:

Use of certified sustainable catering is compulsory in an FP10 research project. Indicate all workshops, seminars, meetings that the project proposes. Describe how the

Sustainable food is set as a standard requirement for events and activities supported by public funding



Public service bodies act as examples by adopting sustainable canteens



**Cultural
Heritage**
National Food

Pimiento
reellenos
de morcilla



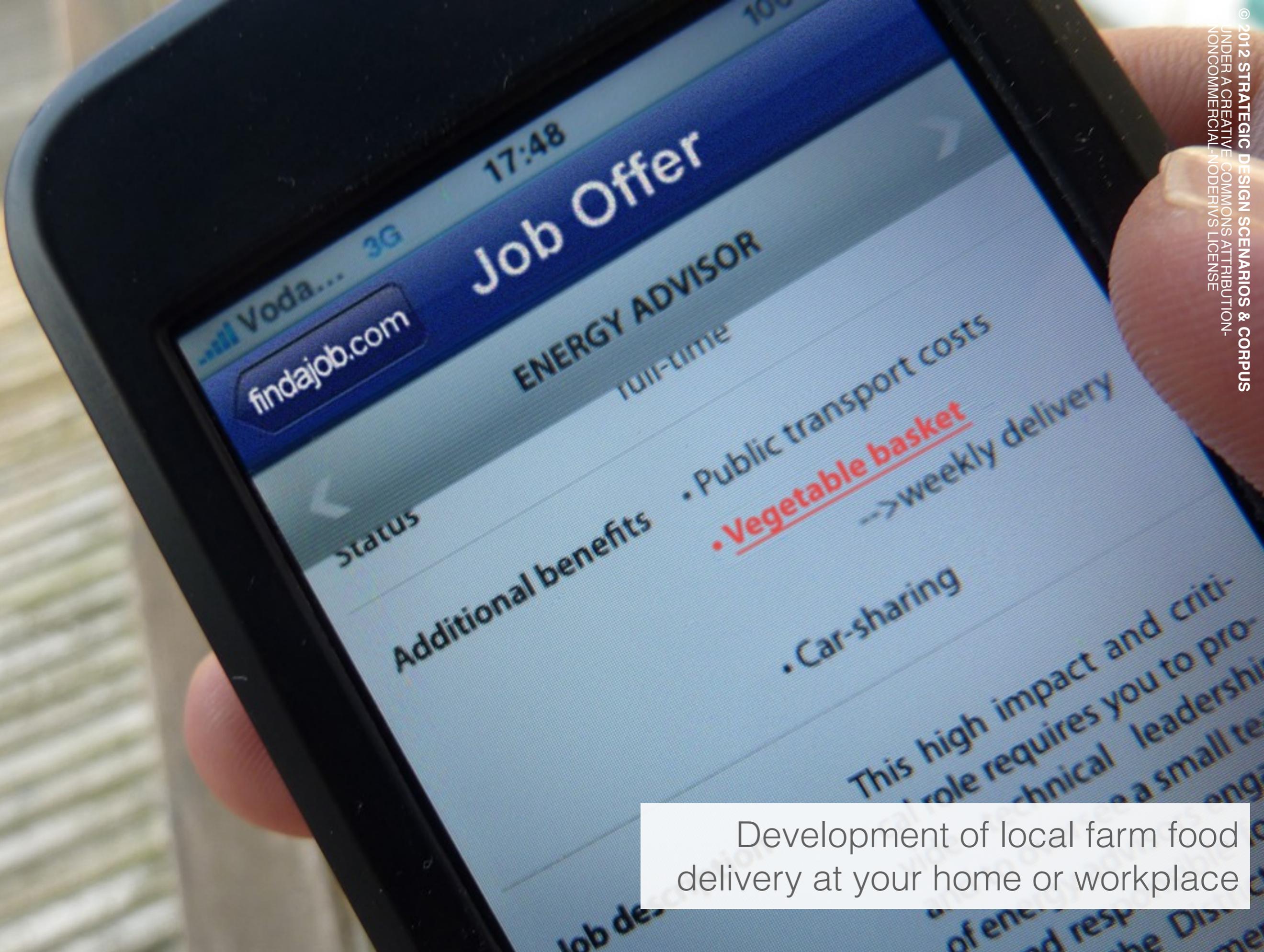
National gastronomy is classified as cultural heritage and promoted through public catering channels

SUSTAINABLE FOOD STREET / SUB-SCENARIO 2

SUSTAINABLE AND LOCALLY PRODUCED FOOD

Core strategy is to reconnect users with production promoting local traditional farms, urban agriculture, neighbourhood orchards.





findajob.com

Job Offer

ENERGY ADVISOR

FULL-TIME

Status

Additional benefits

- Public transport costs
- Vegetable basket → weekly delivery

• Car-sharing

This high impact and critical role requires you to provide technical leadership in a small team

Development of local farm food delivery at your home or workplace



Produced
in
Rossi Str.
Gardens

Produced
in
Metten Str.
Gardens

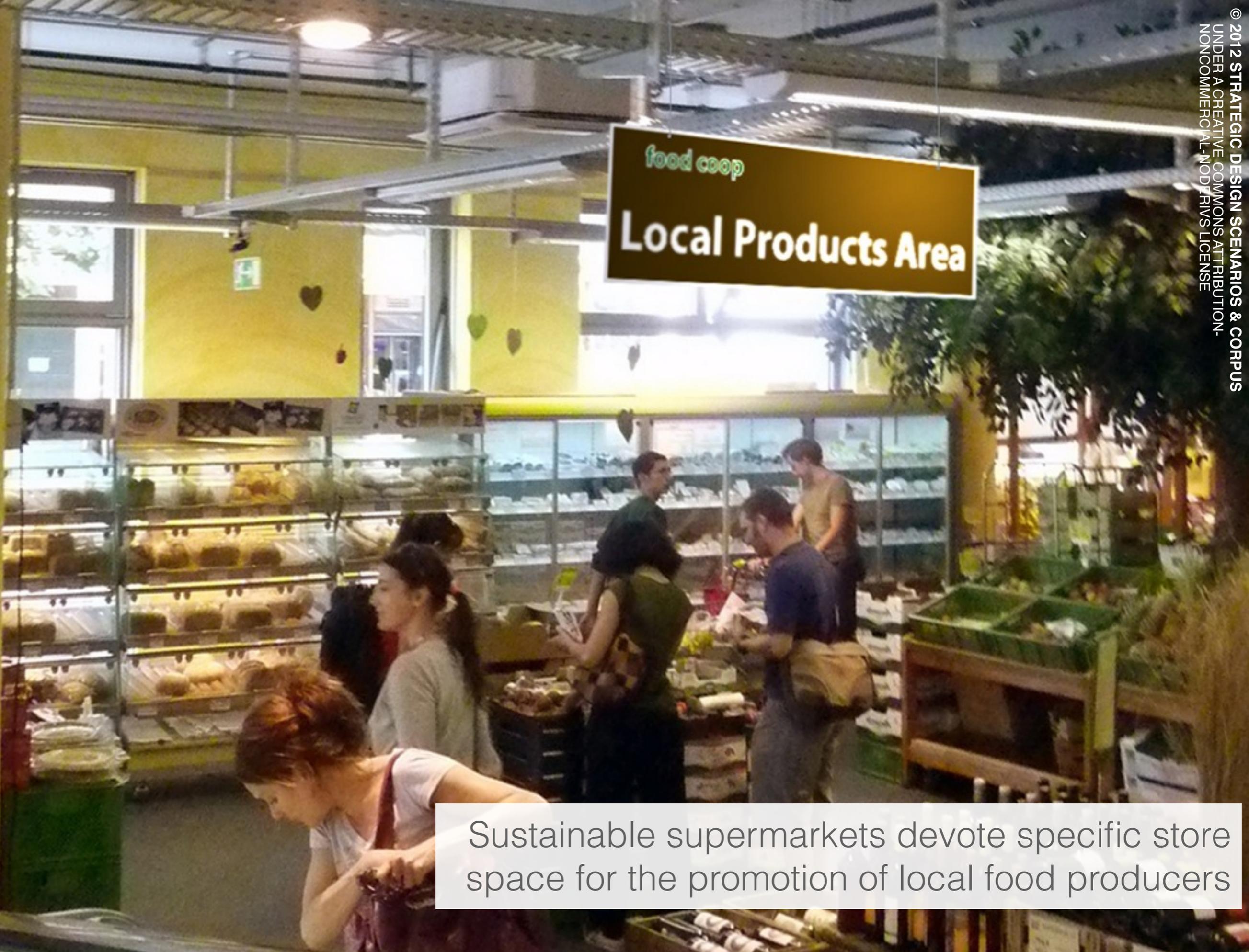
CHATEAU

Development of forms of urban farming and gardening for personal food production



Food growing and cooking activities in primary schools as a way of instilling good eating habits

food coop
Local Products Area



Sustainable supermarkets devote specific store space for the promotion of local food producers

SUSTAINABLE FOOD STREET / SUB-SCENARIO 3

HEALTHY AND SUSTAINABLE DIET

Core strategy is to leverage on obesity and unhealthy diets to promote more healthy and sustainable ways of eating.





Tax and warnings on unhealthy or health damaging foods



Geography
MRS Fallabon



Gardening and cooking
MRS Dillah



Mathematics
MR. Cardenas



History
MRS. Bjornson

Sustainable food and a healthy diet
is part of basic school education





Promotion and sale of junk food is limited around schools and areas frequented by kids



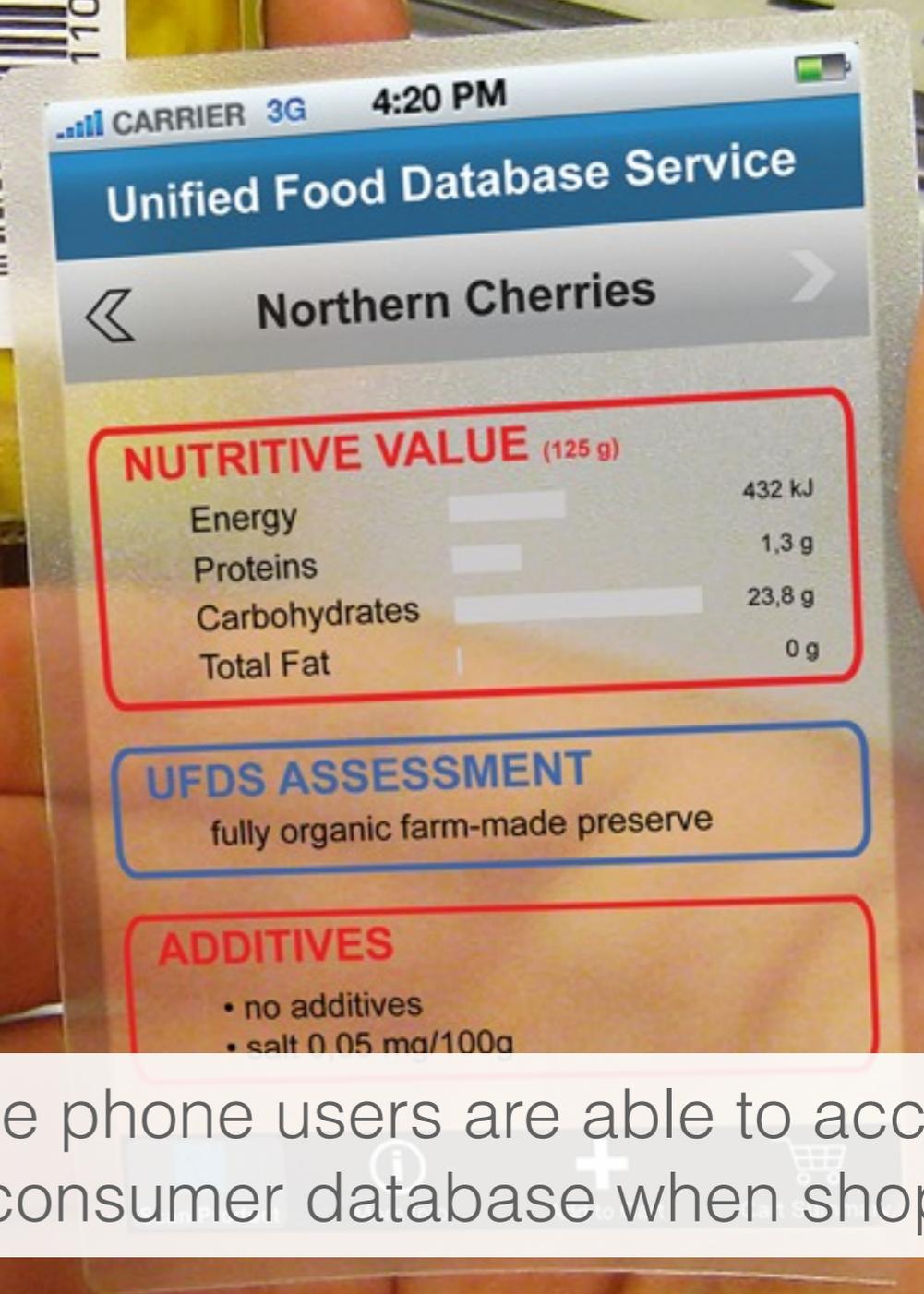
A new range of baby food introducing low meat and balanced food diets

SUSTAINABLE FOOD STREET / SUB-SCENARIO 4

HIGH TECH FOOD SUB-SCENARIO

Core strategy is to explore what a controlled and safe development of high tech in food agriculture and food industry could be and how it could stay compatible with sustainability requirements.





Mobile phone users are able to access a unified consumer database when shopping



Development of sustainable food reward systems or discount cards based on local neighbourhood currency

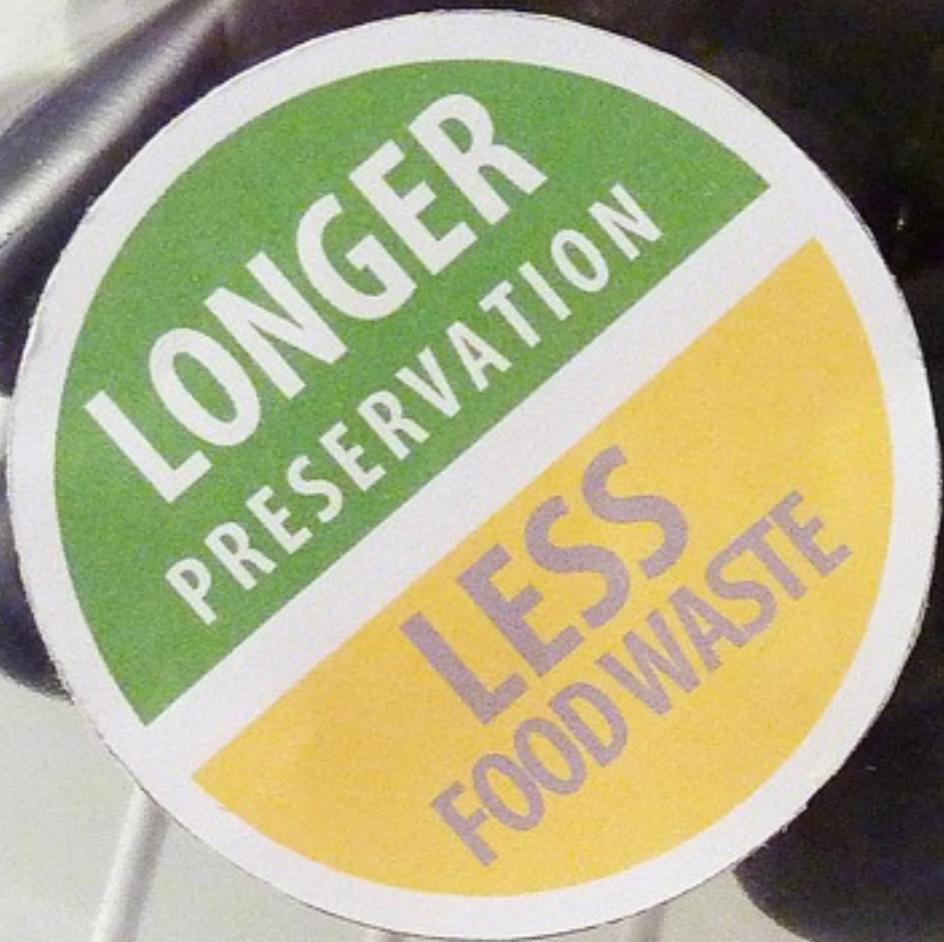
Easy Kitchen farming



Indoor greenhouse, fruit ripener, germinator, 118*60*60cm. Evaporator, 77*60*60cm.
Fridge, 54*60cm. Composter, 60*60cm.

KUKKA NEW CATALOGUE 2012 KITC

New domestic appliances support home vegetable production and low energy preservation



New packaging preservation techniques limit food waste

SUSTAINABLE FOOD STREET / SUB-SCENARIO 5

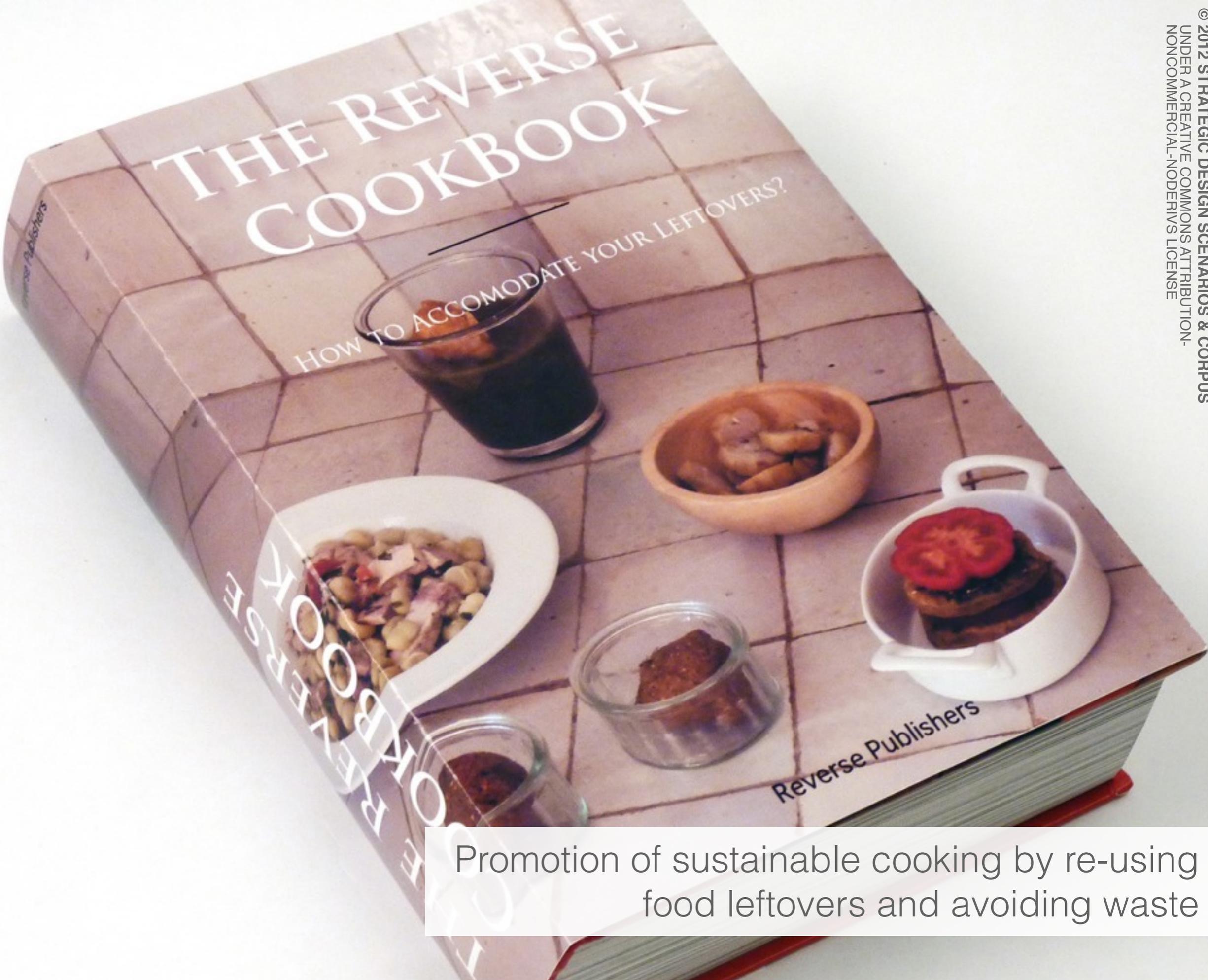
QUALITY / ENJOYABLE FOOD

Core strategy is to promote seasonal quality food and local gastronomy in a Slow Food-like approach.





Generalization of vegetarian and low meat diets: meat becomes a delicacy



THE REVERSE COOKBOOK

HOW TO ACCOMMODATE YOUR LEFTOVERS?

Reverse Publishers

Promotion of sustainable cooking by re-using food leftovers and avoiding waste

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SUSTAINABLE ETHNIC FUSION



Diffusion of ethnic food cultures based on low-meat diets



Guess the Meat!

Annual chefs competition to fool meat lovers!

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Top chefs research into vegetarian cooking that can be attractive to non-vegetarians

SUSTAINABLE FOOD STREET / SUB-SCENARIO 6

NEW SOCIAL NORMS

Core strategy is to both play with information/ campaigning and with banning unsustainable products to establish a durable shift in consumers food practices.





**NO
FAMILY
PACKS...**

**LESS FOOD
WASTE!**

Family packs and large quantity discounts are banned in order to prevent food waste



Ministry
of Food
and Agriculture

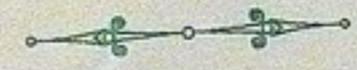
**MUSEUM OF UNSUSTAINABLE FOOD
AND BANNED SPECIALITIES**

Certain products are banned or highly regulated for sustainable or ethical reasons

Menu



Sorry we don't have
a "Non-seasonal food licence".
Here you eat
what is available in our garden!



Starters:

Prosciutto, Pear and Pecorino Salad

Lentil Stew Over Risotto or Quinoa Veg

Ginger Garlic Stir Fry

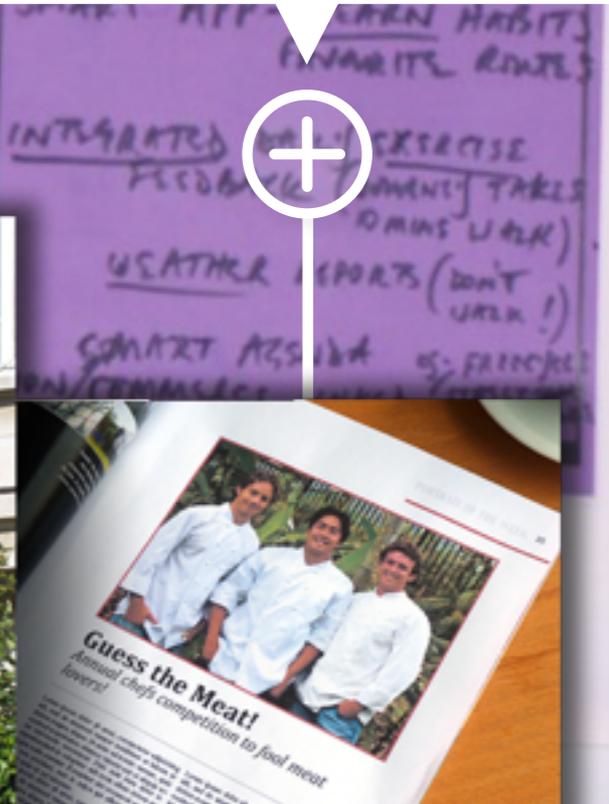
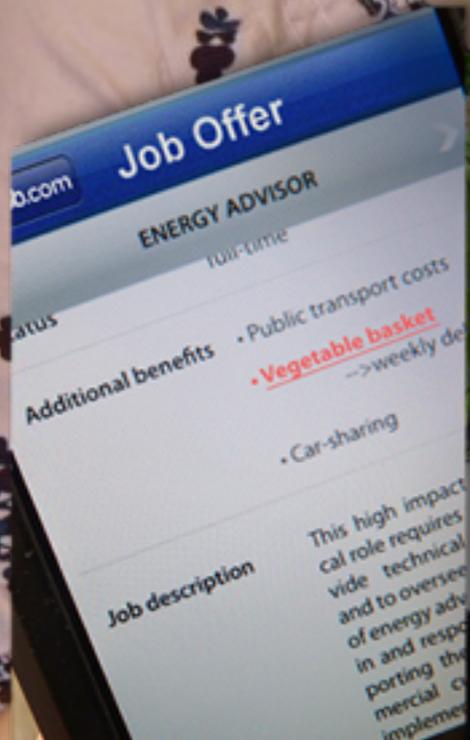
Taxes for non-seasonal food in
restaurants and shops

ANDREA FARSANG,

PhD candidate and research affiliate at Central European University, has been invited to comment on the snapshots of the future of food.

TOP CHEFS RESEARCH INTO VEGETARIAN COOKING THAT CAN BE ATTRACTIVE TO NON-VEGETARIANS

«Blogs and cookbooks by top-chefs providing delicious vegetarian recipes accompanied by high-quality visual material for non-vegetarians could offer the possibility – even in societies where meals are more meat-based – to experiment and enjoy food without meat or with less meat to break habits of eating the “meat with potato menu”. Blogs offer the possibility to easily reach different target groups from gourmet consumers to those interested in more simple or traditional cooking.»



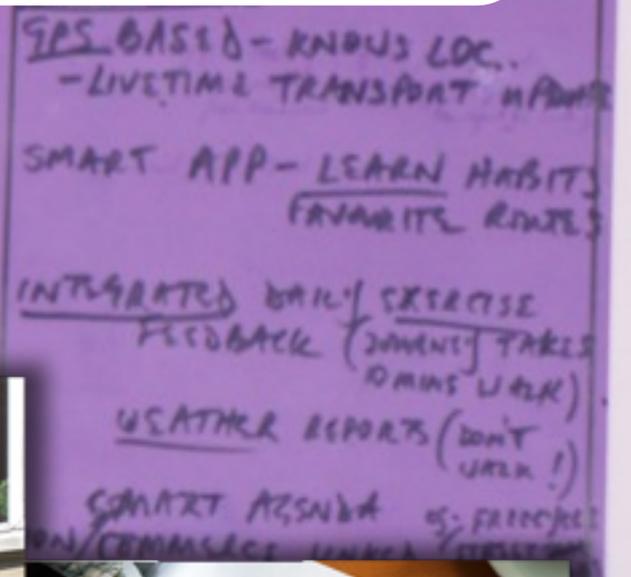


PROMOTION AND SALE OF JUNK FOOD IS LIMITED AROUND SCHOOLS AND AREAS FREQUENTED BY KIDS

«A proactive role of the government in supporting a more sustainable food system by acting as an example can have long-term positive effects on eating habits and food choices, especially at kindergartens, schools and canteens in the public sector. In order to guarantee the effectiveness of a more sustainable procurement and regulation on the long run strict monitoring and commitment is needed from all stakeholders. Otherwise it can easily turn to a nice slogan without real impact (e.g. banning unhealthy snacks and soft drinks at schools without monitoring implementation).»

SUSTAINABLE FOOD AND A HEALTHY DIET IS PART OF BASIC SCHOOL EDUCATION

«If school education on sustainable food and diet is part of an integrated program, it can introduce children not only to farm life and agriculture, nutrition and history but can also be complemented with hands-on experiences such as cooking, growing and farm-based education. Through farm visits, children, teachers and farmers can help to bring local food to schools, reform school meal procurement, help children to make well-informed food and diet choices and improve diets.»

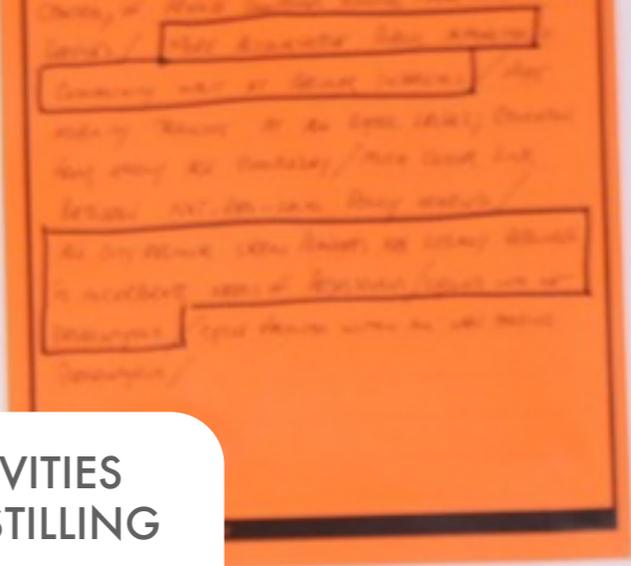
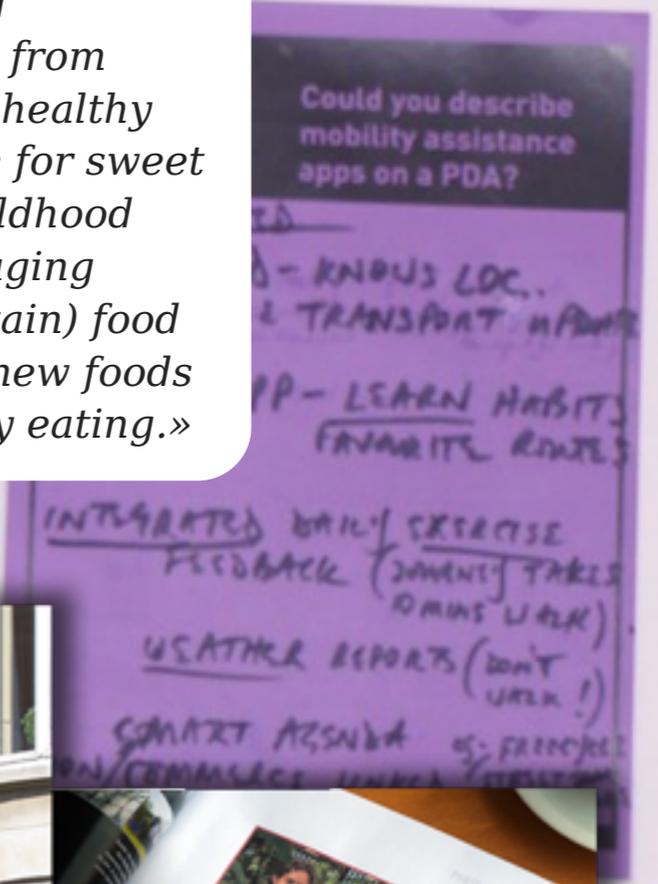
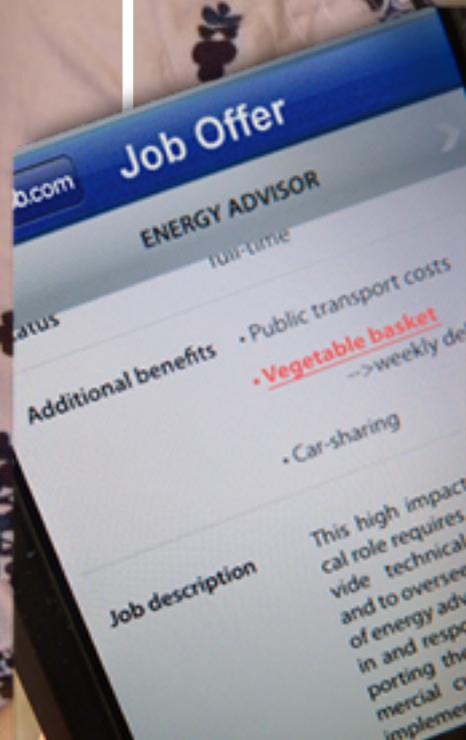


DEVELOPMENT OF LOCAL FARM FOOD DELIVERY AT YOUR HOME OR WORKPLACE

«Eating local food directly from producers offers a wide range of possibilities to move toward a more sustainable food system such as to support local farms and local economy, reduces ecological footprint, helps to know where and how food is produced; balances social and economic demands, buy fresh, nutritious and seasonal food. With pre-ordering- farmers can prepare themselves to meet demand in the right amount and quality, with delivery -consumers are able to spend less time at supermarkets and spend more time on enjoying food.»

FOOD GROWING AND COOKING ACTIVITIES IN PRIMARY SCHOOLS AS A WAY OF INSTILLING GOOD EATING HABITS

«Since children tend to spend more time at school than at home, schools and teachers have an important role in establishing proper eating habits by making nutritious foods available and appealing. Other than messages coming from peers and the media often promoting unhealthy food, children have a natural preference for sweet or salty foods and especially in early childhood have an inherent 'food neophobia'. Engaging children in growing and cooking of (certain) food helps them to develop a relationship to new foods and comforting themselves with healthy eating.»





MARK STEIN,
retired after twenty two years in Economic Development Unit at Tameside Council Greater Manchester, has been invited to comment on the snapshots of the future of food.

PROMOTION AND SALE OF JUNK FOOD IS LIMITED AROUND SCHOOLS AND AREAS FREQUENTED BY KIDS

«I liked the poster near a school saying “junk food free zone”. This is the future that we need to have. Only just that it's out of reach. Already some local authorities are trying to do this.»

TAXES FOR NON-SEASONAL FOOD IN RESTAURANTS AND SHOPS

«I particularly liked the attractively presented menu for the restaurant that only served seasonal food - mouth-watering dishes are possible while still staying within the limits of what is seasonally available.»





SUSTAINABLE SUPERMARKETS DEVOTE SPECIFIC STORE SPACE FOR THE PROMOTION OF LOCAL FOOD PRODUCERS

«I liked the image of the sustainable supermarket - with space set aside for local food.»



SUSTAINABLE FOOD AND A HEALTHY DIET IS PART OF BASIC SCHOOL EDUCATION

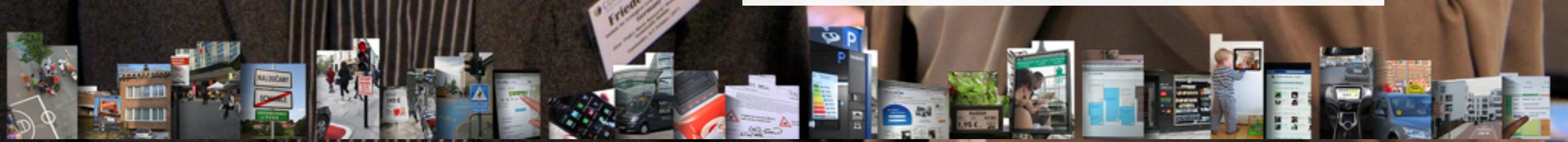
«I liked the school poster showing a teacher for cooking and gardening alongside maths, history and geography. Hope it happens soon.»





Although mobility is a complex socio-ecological system surrounded by unpredictable events and uncertainties, this offers also chances – windows of opportunities – examples are the end of investment cycles (i.e. the substitution of depreciated investment goods like cars, trains or aircraft), which opens room for new investment and new manoeuvres, or the increasing concern on a local level where, inhabitants - especially persons concerned by noise and health issues - create new local coalitions of population, politicians and local administrations requesting a new mobility policy. And also at least among young urban consumers, access to car sharing and innovative mobility services becomes more important than owning a car.

These are promising news. But what's our long-term idea of a future mobility system? In order to deal with uncertainties, complexity and long-term challenges, scenario planning is increasingly applied, as a constructive tool for dialogues and policy planning. Existing transport scenarios refer to the local/regional, national, European or global context. Some have a broad view on urban planning and mobility, others deal “only” with the future of the automotive industry. Most of them do not refer to an explicit actor oriented approach.



SUSTAINABLE MOBILITY STREET / SUB-SCENARIO 1

RELOCALIZED LIFESTYLES

Core strategy is to enhance the quality and accessibility of urban places in order to reduce the needs and desire of mobility.





Car-free zones to reclaim public space



WOODEN HOUSE EXTENSION

2 flats to rent

SURFACE 158 m²

BUILDING PERMIT #10465

ISSUED TO Mrs Vandebek

ARCHITECT  Jacques Dupont Architecture
Rue du pont, 34 - 1050 Bruxelles
02 434 78 74 / info@archidupont.be / www.archidupont.be

BUILDER  La Maison des travaux
Rue des travaux, 79 - 1080 Bruxelles
02 434 98 77 / info@laisonstravaux.be / www.laisonstravaux.be

Densification of neighbourhood

STATION MARKET

Monday
Wednesday
Friday

from
5pm to 8pm



Shops along public transport hubs

NALOUČANY

~~OČMANICE~~

PEDESTRIAN-FRIENDLY
INDEX 

Cities are competing on the base of walkability index of their neighbourhood

SUSTAINABLE MOBILITY STREET / SUB-SCENARIO 2

SLOW MOBILITY & SHARED SPACE

Core strategy is to bring in the forefront and give priority to bikers and pedestrians in urban planning and mobility policies.





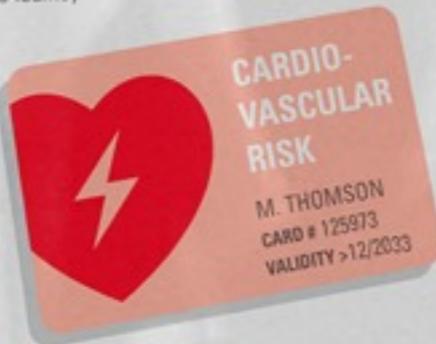
Pedestrians
are first at junction

ECO 2

349 €

SPEEDS / 7
WEIGHT / 14.4 kg
FOLDING TIME / 15 sec
FOLDING SIZE / 34 x 74 x 66 cm
FRAME / AT series, Hi-tensile steel
REAR DERAILLEUR / Shimano Tourney

**20%
DISCOUNT**
FOR CARDIO-
VASCULAR CARD
HOLDER



Active health
is subsidized



**BICYCLE HIGH
SPEED TRACK**

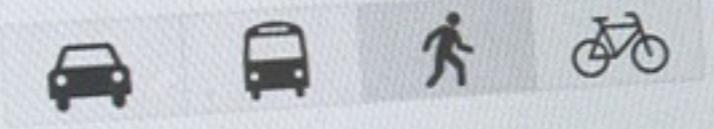
Bike lanes
are the default

Get a Map

Copenhagen

Get directions

My places



- A Grønningen/O2
- B Blegdamsvej

GET DIRECTIONS

 Family path

3.4 Km, 40 mins

Walking directions to Blegdamsvej,
Copenhagen

High quality
walking infrastructures





Apps facilitating inter-modality combinations



DB
Berlin Hauptbahnhof

LINE 1

MY
FIRST CLASS
BUS

FAST
& FLEXIBLE

MY
FIRST CLASS
BUS

0490 09 09 09
myfirstclassbus.com

DD 06948

High comfort
collective transports



09 08

13/04/2032

46

free miles
to spend anywhere in the
European's public transports

1174v6.11

Local miles reward programs
incentive use of public transports

	Total amount	Other curr.	EURO
TEA IN			120
BERLIN			120
BANIELS			30

(Please use the back of the form if necessary)

- Request of repayment must be postmarked no later than three weeks after the request.
- Requesting arriving later may not be honored!
- **Rules for travel** According to EU the following method of travel should be used and travels to meetings: "The most economical method of travel should be used and possible full use should be made Apex flights and special discount rates. Air travel must be limited to economy class fare and for more than 800 km trip. Car travel must be limited to economy class fare and for more than 800 km trip. Car travel must be limited to economy class fare and for more than 800 km trip. Rail travel must be used for journeys up to 400 kilometers up to 100 kilometers. Rail travel must be used for journeys up to 400 kilometers case of emergency or where a sea crossing is necessary."



Flights for less than 800 km will not be reimbursed!



Car travel for travel

Signature: *[Handwritten Signature]*
Date: 6/4/2032

Ban of short distance flights

SUSTAINABLE MOBILITY STREET / SUB-SCENARIO 4

TRUE PRICES, INTERNALIZATION

Core strategy is that all external costs due to transport impact are completely internalized and allocated to the polluter.



 Please insert the ticket

Prices €/h

A		0,50 €/h
B		1,00 €/h
C		1,50 €/h
D		2,00 €/h
E		2,50 €/h
F		3,00 €/h
G		3,50 €/h





Les places libres
Vrije plaatsen

		10
		24
		100

Parking pricing varies with ecolabel

Swap for job

more than 2.000 adds in Sweden
Houses to swap! **Get closer to your job!**

type mail here password
 save sign-in | I forgot my password

Available in 29 Countries and 12 Languages!
Sweden English

Search over 2.000 houses or list your house to swap!

 **I need to swap my house**

Select the city.. 

Select an area.. 



14 NEW ADDS IN THE PAST 24 HOURS!

Need help?

If you did not find the answer to your question in the [FAQ](#), then contact Frank.

[Contact us](#)

Getting started:

[Swappers zone](#)
[How it works](#)

[Swap for job Blog](#)

New houses

Konstantinos
Neighborhood: Solna
Rent: 4500kr per Month(s)
Personal Info: Konstantinos, 25 yrs old, Male, Professional, Non Smoker
Furnished room in Solna - 4500 kr



New swappers profile

Christine
Rent: 0kr to 3200kr per
Personal Info: Christine, 22 yrs old, Female, Non Smoker
Moving Date: 18 Aug 2012
Looking for a room in Lund
I am a fun-loving Irish girl. I will study my

[View Christine's Profile](#)

[About Us](#)

Employer and employees incentives for closer homes and jobs

[Other Countries](#)
[Useful Links](#)
[Our Job Board](#)



RADISH		
VARIETY Pink beauty	ORIGIN Belgium	
1,95 € /piece	INCL. CARBON TAX 0,36 €  122 km	

Product labels display transport impact

MADAGASCAR
1 1/2 months

SRI LANKA
2 months

INDONESIA
3 months



travel slow
relax longer &
wait your carbon credits
price to decrease...

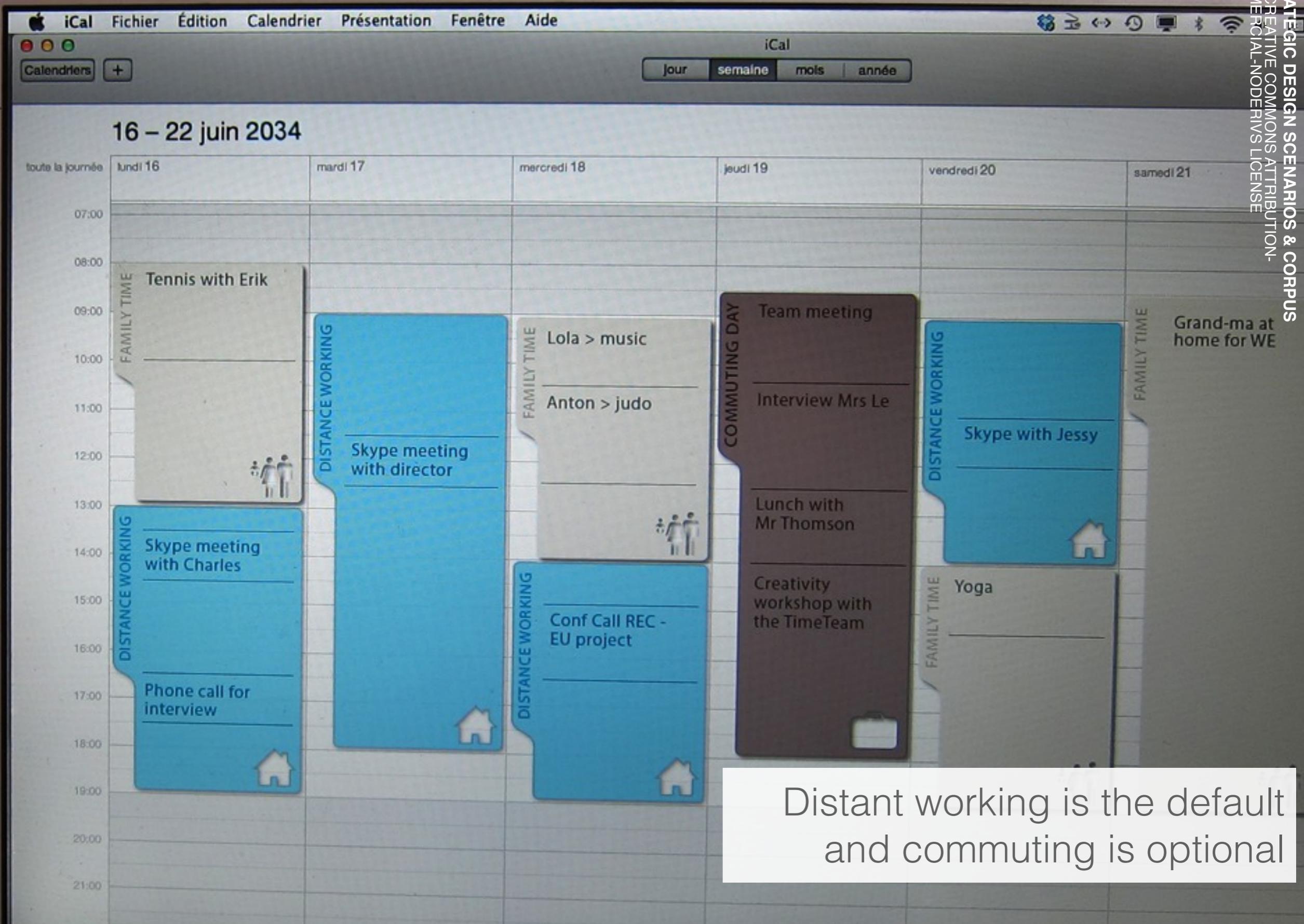
Longer stays and slow transport
are encouraged for holidays

SUSTAINABLE MOBILITY STREET / SUB-SCENARIO 5

DISTANT QUALITY INTERACTIONS

Core strategy is to develop the accessibility, comfort and efficiency of distant interactions to provide attractive local alternatives to access distant services, shops and physical gatherings.





Distant working is the default and commuting is optional



ALL IN SERVICES

POST OFFICE

€ \$ € ¥
currency index

TRAVEL TICKETS i

Wi-Fi

recharge

www.rusel.com

Multi-services shops concentrate all services at walking distance



High quality distant interactions are the default



Ana Gabriela Mendez

Friends

Find out your friends' distance

Friends within 5 Km



Ana Cortés
Lectora presso DMW World
Disney World
Aggiungi agli amici



Isabel Sanchez C
UNM Guadalajara Sur
Aggiungi agli amici



Fernandita Mdz
Pittagora presso
Monsieur
Aggiungi agli amici



Arturo Francia Mendez
Lectora presso Grupo
Vivento
Aggiungi agli amici



Maria Fernanda Centeno
Mexico City, Mexico
Aggiungi agli amici



Ximena Beltran
Aggiungi agli amici

See more

Friends within 15 Km



Juan Jose Cordero
Mexico City, Mexico
Aggiungi agli amici



Maite Garcia
Politecnico di Milano
Aggiungi agli amici



Ma Hdez
Aggiungi agli amici



Pedro Vizcaino
Sales and quality
engineer presso
Multi-Wing Service
Aggiungi agli amici



Marifer Castillo
Coordinadora, Jirón
Aggiungi agli amici



Ulises Morales Payán
Aggiungi agli amici

Friends within 50 Km

Relocalization of social networks

SUSTAINABLE MOBILITY STREET / SUB-SCENARIO 6

SHARED MOBILITY SERVICES

Core strategy is to extend the concept of public transport, pooling all means of individualized mobility (and in particular cars) into shared, easy access to different modes of transport services.





New culture of car
as public good



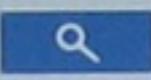
Incentives for drivers
for collective cars



Remote parking
are the default

Calendar

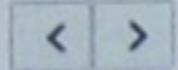
Search in calendar.



michael.ferrario@...

Calendar

Today



23-29 April 2031

CREATE

April 2012

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

My calendars

- Michele Ferrario
- Tasks

Other calendars

GMT+01	Mon 23/4	Tue 24/4	Wed 25/4	Thu 26/4
08:00	Work at home	Work at office	Work at office	Work at home
09:00				
10:00	Phone call 09.30 Ms. Roberto of the communication office	Sky mee 10.30 Giorgio S Project: S	Meeting at office	
11:00				
12:00	Sky meeting Andreas Álvares 11.30			
13:00				
14:00				
15:00	Sky meeting 14.00 Giorgio Sironi Project: Serra	Group me 14.30 - 16.3 Milano, Via Tenca Communica		
16:00				
17:00				
18:00				Sky meeting 16.00
19:00				
20:00				

Event | Between 14.30 - 18.30

When: Tuesday 26/04/2031

What: Meeting communication office

Car sharing: I have a car to share
 I need a lift



Transport sharing is embedded
in communication tools

CAR-FREE ZONES TO RECLAIM PUBLIC SPACE

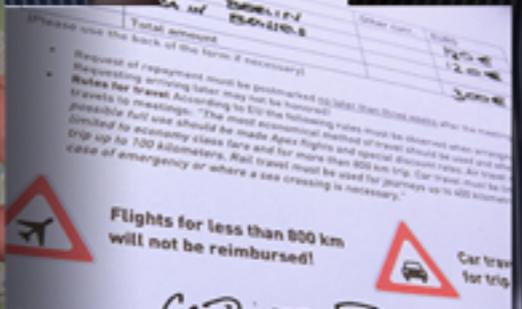
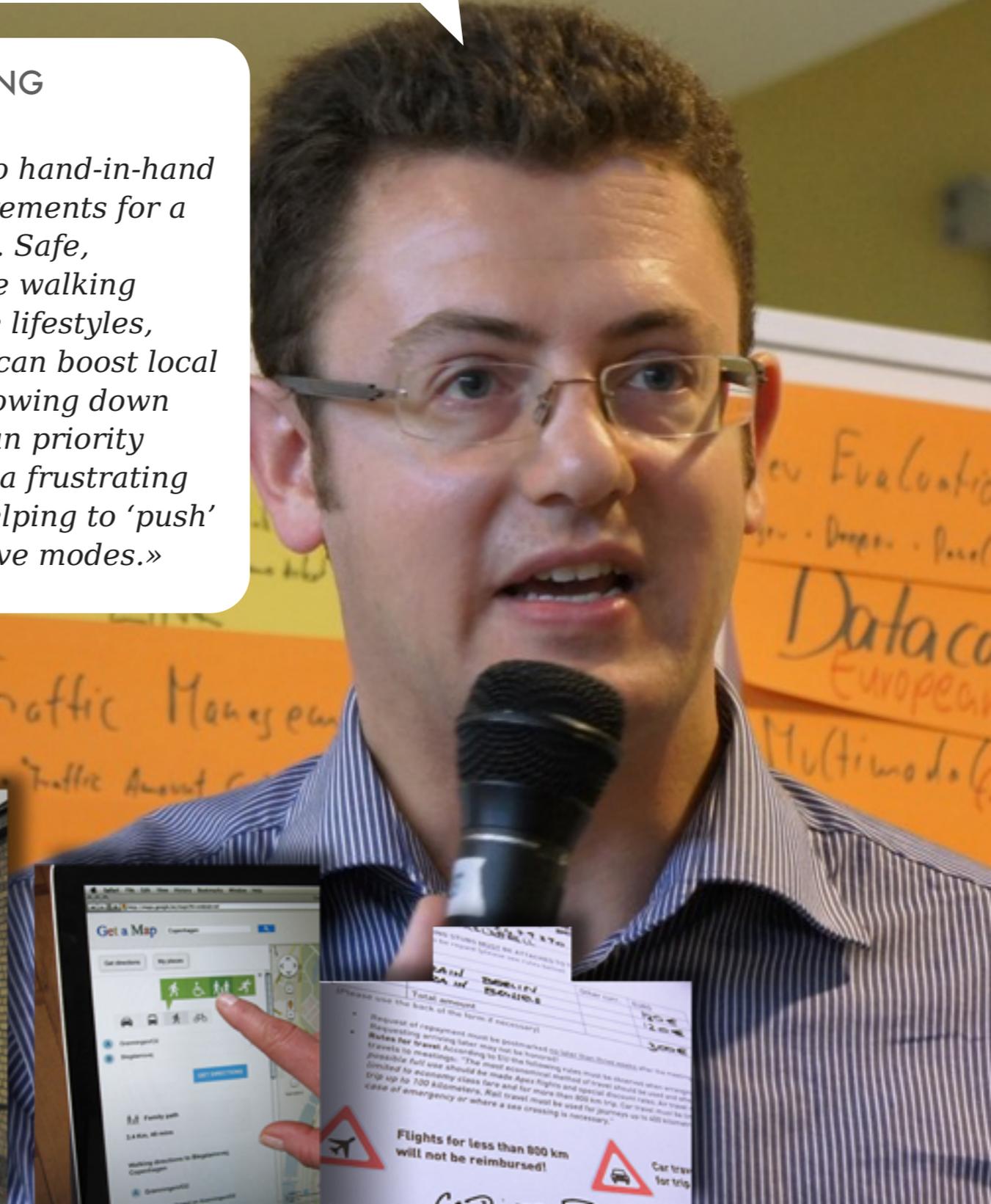
«Car-free areas are a must! They offer many environmental, social and economical benefits, including lower per capita carbon emissions and family-friendly streets in residential areas (see Institute for Transportation & Development Policy's Europe's Vibrant New Low Car(bon) Communities Report) to the urban cooling effect and recreational potential of green spaces and water features, and greater consumer spending in pedestrian zones.»

SIMON FIELD,

freelance transport planner has been invited to comment on the snapshots of the future of mobility

HIGH QUALITY WALKING INFRASTRUCTURES

«These two scenarios go hand-in-hand and are essential requirements for a sustainable town or city. Safe, attractive and delay-free walking routes encourage active lifestyles, promote street life and can boost local economic activity. By slowing down the car traffic, pedestrian priority measures make driving a frustrating and slow experience, helping to 'push' motorists onto alternative modes.»



CITIES ARE COMPETING ON THE BASE OF WALKABILITY INDEX OF THEIR NEIGHBOURHOOD

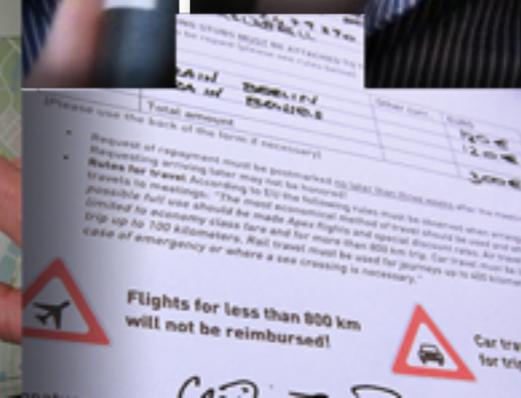
«This is a great idea that could be incorporated into quality of life indices. It is no coincidence that pedestrian-friendly cities with low car use – such as Freiburg, Vienna and Zurich – are consistently ranked highly in such assessments. EU projects such as EcoMobility SHIFT and CIVITAS are already developing city labelling / award schemes that will/could include walkability.»

HIGH QUALITY WALKING INFRASTRUCTURES

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BAN OF SHORT DISTANCE FLIGHTS

«This is an attractive idea but perhaps would not be necessary if ticket prices included the external costs of aviation, thus reducing demand significantly. A flight ban would boost inter-city rail travel enormously, possibly creating a capacity challenge. A major co-benefit would be the release of airport capacity for long-haul flights, reducing the need to build new terminals and runways.»



CARLOS LÓPEZ GALVIZ,

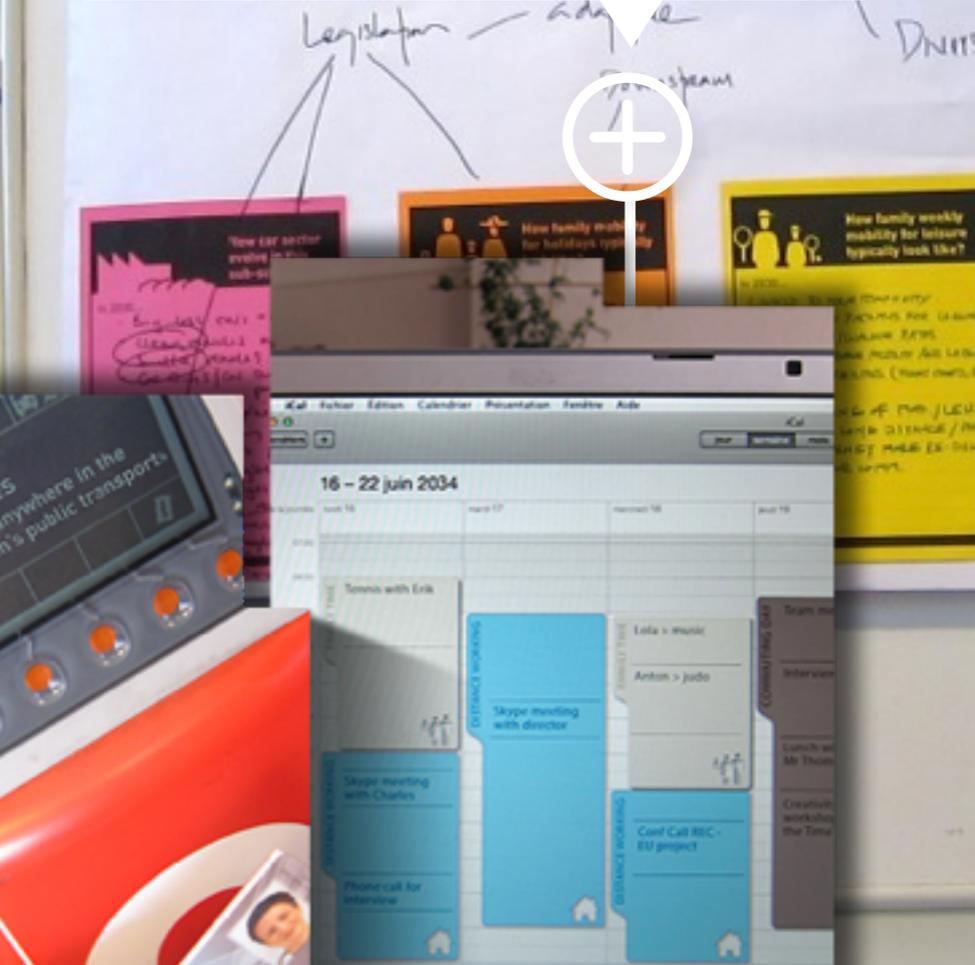
researcher at the Royal Holloway, University of London has been invited to comment on the snapshots of the future of mobility

LOCAL MILES REWARD PROGRAMS INCENTIVE USE OF PUBLIC TRANSPORTS

«I think the miles reward programme is a great initiative. It focuses on giving an incentive to users rather than penalizing behaviour that is deemed inconsistent with policy.»

DISTANT WORKING IS THE DEFAULT AND COMMUTING IS OPTIONAL

«What 'distant' working means? If it is remote working as working from home, then I think there are three things that are central to this: the relationship between home and work, the flexibility of labour, and investment in transport infrastructure. How they relate to each other depends on how you look at it. If the question is how the travel demand can be lowered by, say, discouraging people to commute, then you realize the importance of addressing the topic by reference to the three points above.»

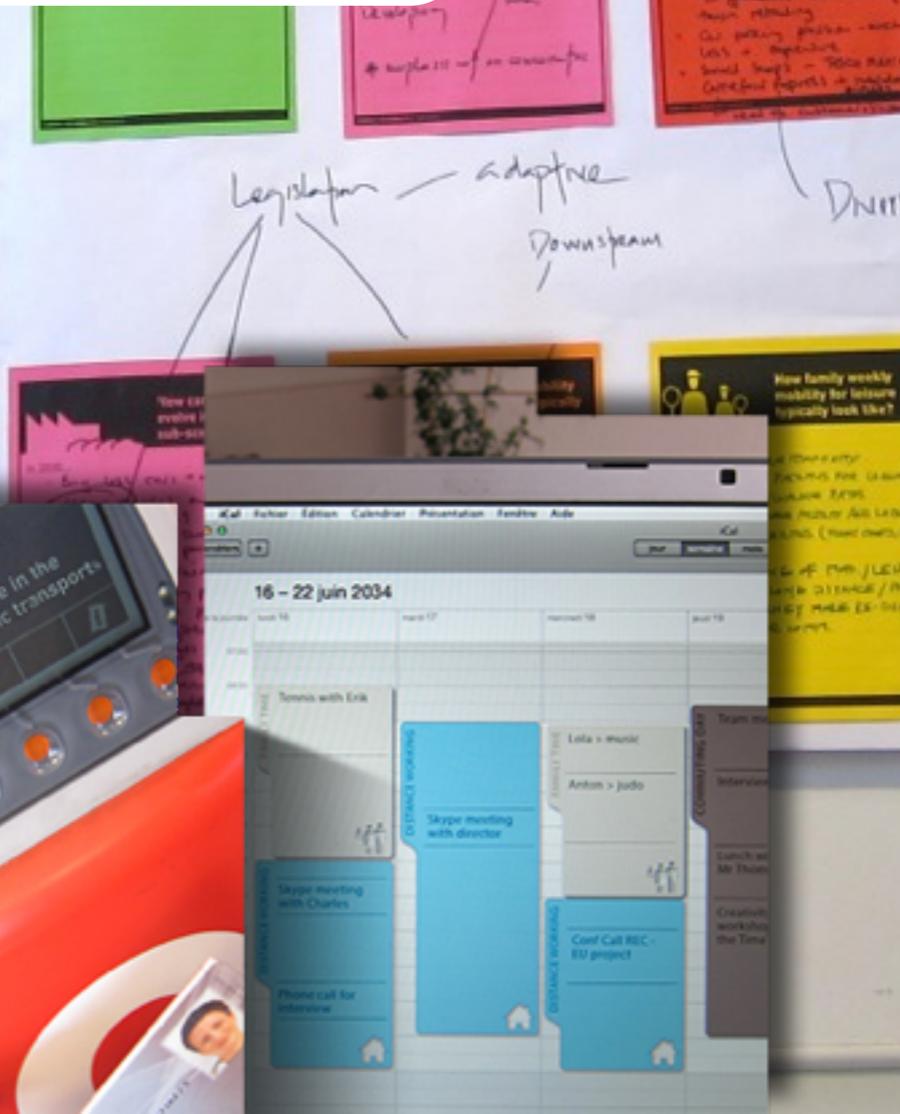


DENSIFICATION OF NEIGHBOURHOOD

«This does not really reflect re-localisation. If we were interested in densification, a master plan or the construction site of a tall building would be more appropriate.»

PEDESTRIANS ARE FIRST AT JUNCTION

«It seems contradictory to the principles of shared space which is to get rid of signage and the hierarchies it introduces (one recent and very successful example is Exhibition Road in London). Share space raises awareness about the negotiations of public space, not only concerning where we're moving towards, but, more generally, in relation to the different actors and different uses that streets might be put to and how there is no need to separate them.»



PÅL STRANDBAKKEN

National Institute for Consumer Research (SIFO) - Pål Strandbakken was in charge of the Housing workshops for the CORPUS project

A lot of political bodies employ future studies techniques, like scenario construction, Delphi studies etc. in order to address, understand and move in their complex organisational surroundings. In general, future studies are supposed to help policy makers and business leaders to orient themselves towards the future; to make a habit of forward looking. For most organisations it is advantageous to be aware of continually changing surroundings; to be reflexive enough to realize that the one certain thing about the future is that it will be different from the past and the present. Scenario construction appears to be the most fruitful, at least the most popular, of the future studies techniques.

Most of European and member states planning in the field of sustainable housing have employed scenarios as tools, often with a strong focus on domestic energy use (and savings). As the theme of sustainable housing is often oriented towards energy saving and energy from renewable sources, technology becomes central.

For the fields of domestic energy use and savings, with existing policy instruments and known technologies, we see large potentials for reductions.

Other environmental issues like pollution and landscape uses are equally relevant; in addition, obviously, also the aspects of social sustainability, like urban poverty, crime rates etc. A general point is that scenarios for sustainable housing do not really need to be very futuristic and high tech. We are able to reduce the energy consumption of buildings for temperature control almost to zero, just by applying known technologies, and have been able to do so for a couple of years. This basically means that the main obstacles are social, economic and political, and scenarios addressing this will be interesting, useful and relevant to the extent that they address such constraints. The technology issue, then, is more about implementation than about invention. We believe the political, social and economic issues to be the main challenge for the development of sustainable housing in the coming decades.

INTRODUCTION TO
THE HOUSING
FUTURE SCENARIOS

INTRO DUCTION





(VIDEO) DISCOVER THE 24 SNAPSHOTS OF THE FUTURE OF HOUSING IN 4 MIN...



SUSTAINABLE HOUSING STREET / SUB-SCENARIO 1

HIGH QUALITY NEIGHBOURHOODS

Core strategy is to focus on housing blocks scale to generate energy saving and production, synergies between single households and social emulation.





New positive building and refurbished old ones
to get energy neutral neighbourhood blocks



CANTEEN

Shared household services reduce the need for single household equipments



BAKERY
RECOVERY
ENERGY

BAKERY fresh bread
cooked in traditional oven

Heat produced by professional activities is systematically reused to heat dwellings around



Public energy meter favour emulation for energy saving at building or neighbourhood block scale

SUSTAINABLE HOUSING STREET / SUB-SCENARIO 2

ECO-RENOVATION AS A NEW SOCIAL NORM

Core strategy is to leverage on low energy housing as new norm to stimulate and enable massive refurbishment of existing housing stock.





Happy and safe family life depends from low energy housing

BUY

RENT

NEW HOMES

SHARE

FIND AN AGENT

SOLD PRICES

Property No. 7159148



Energy class



Description

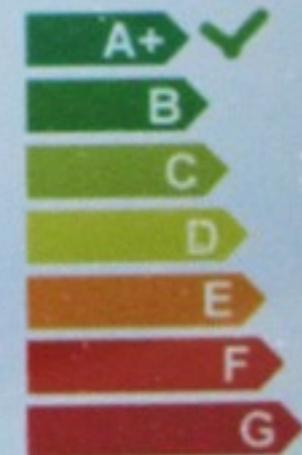
Newly constructed 3 bedrooms executive situated in private cul de sac. Built with quality fixtures and fittings throughout, the home is designed for the larger family. Features tiled and air-conditioning throughout, the living and dining are...



Property No. 7331

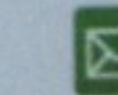


Energy class



Description

Well pre ground k with built has ensu area, verandat



High level energy saving standards are required by the market



In an eco-renovated house heating in cold seasons is more symbolic than a necessity



Integrated services are able to turn a house into a passive one within a few days of work

SUSTAINABLE HOUSING STREET / SUB-SCENARIO 3

HOUSEHOLDS' BEHAVIOR CHANGES

Core strategy is to leverage on change of household daily habits and practices to reduce energy demand and enhance sustainable lifestyles.





**HOME
METER**



DATA SYNCHRONIZATION

UPDATING ABSENCES FROM AGENDA 100%

MAINTAINING TEMPERATURE 92%



New smart meters substitute all thermostats and give constant energy feedback and home control



Paul, Energy coach

ENERGY SAVING HOME COACHING

3 DAYS | HOME ENERGY DIAGNOSTIC
ENERGY SAVING SOLUTIONS
FAMILY TRAINING

Visit our website to get a energy saving home...

Home services perform energy check and family training



ONLINE SHOP

3°extra

is a collection of indoor clothes which keeps you warm and trendy...

100% OF RECYCLED MICROFIBER

turn off you heaters,
you are wearing
a **3°extra** nightshirt...

ALL COLLECTION
FOR WOMEN
FOR MEN

ETHICAL TEXTILE INDUSTRY COLLECTIONS BOUTIQUES ONLINE BOUTIQUE LE BLOG FRANCHISING PRESS LEGAL CO

New indoor clothes brands are surfing on the households temperatures lowering trend



SaveTheEnergy group

Write post Add photo/video Ask question Upload File

Write something...



SaveTheEnergy

New Platform for Energy Savers - Get feedback about Energy Usage from your home...What do you think about?



Like • Comment • Post • 13 hours ago

594 people

1549 members • [See all](#)

[+ Add friends to group](#)

15 Events of SaveTheEnergy

Next week



SILEN // MADEIRA
Thursday, 7 June 2012
Madeira Oysterbarandpizza invited you.



&COperitivo
Monday, 7 May 2012 at 18:30
Roberta Moretti invited you.



MWNIGHT LIVE with DROPSHARD
Tuesday, 20 March 2012 at 21:30
Dropshard Crew invited you.



Happy Book Hour
Thursday, 26 April 2012
Ida Telalbasic invited you.

Energy frugality is developed across social networks through group dynamic and trainings

SUSTAINABLE HOUSING STREET / SUB-SCENARIO 4

GREENING OF THE BUILDING SECTOR

Core strategy is to leverage on the building chain and related stakeholders to ensure promotion, diffusion and implementation of sustainable housing.





Hybrids of natural and high-tech materials are combined for cheap and efficient constructions



Re-housing trend of new constructions mostly based on reused or up-cycled materials



Highly energy efficient building are recognizable through the label awarded when finished

**WINNER
2032**



DESCRIPTION

POSITIV HOUSE

ENERGY PRODUCTION
250 kWh/m² per year

MATERIALS
wood structure
hemp insulation
solar pannels roof

A trend in architecture is aiming at ever higher energy efficient houses





Evolutionary housing adapts room sizes to fit the evolution of the family structure



Green roofs are compulsory for new constructions and retrofits

2032 EUROPEAN COHOUSING SHOW 12 > 19 APRIL

DESIGNING COMMUNITIES / LIVING IN COMMUNITY
COHOUSING DEVELOPMENT /
SUSTAINABLE HOUSING



Models of habitats based on sharing and different level of collective living are becoming a trend

SUSTAINABLE HOUSING STREET / SUB-SCENARIO 6

ENERGY INSECURITY & SOCIAL INCLUSION

Core strategy is to leverage on poverty alleviation, eradication of homelessness, sub standards and unhealthy housing, unsecured neighbourhood to enhance sustainable lodging.



BRICO

Bricolage • Décoratif
Doe-het-zelf • Deco

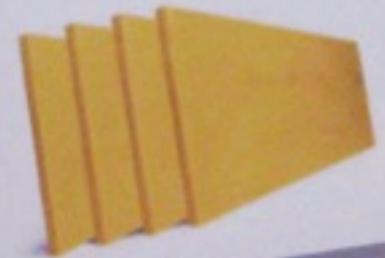
THE WEEK
OF INSULATION

THE WEEK
OF INSULATION

UP TO 25% OFF

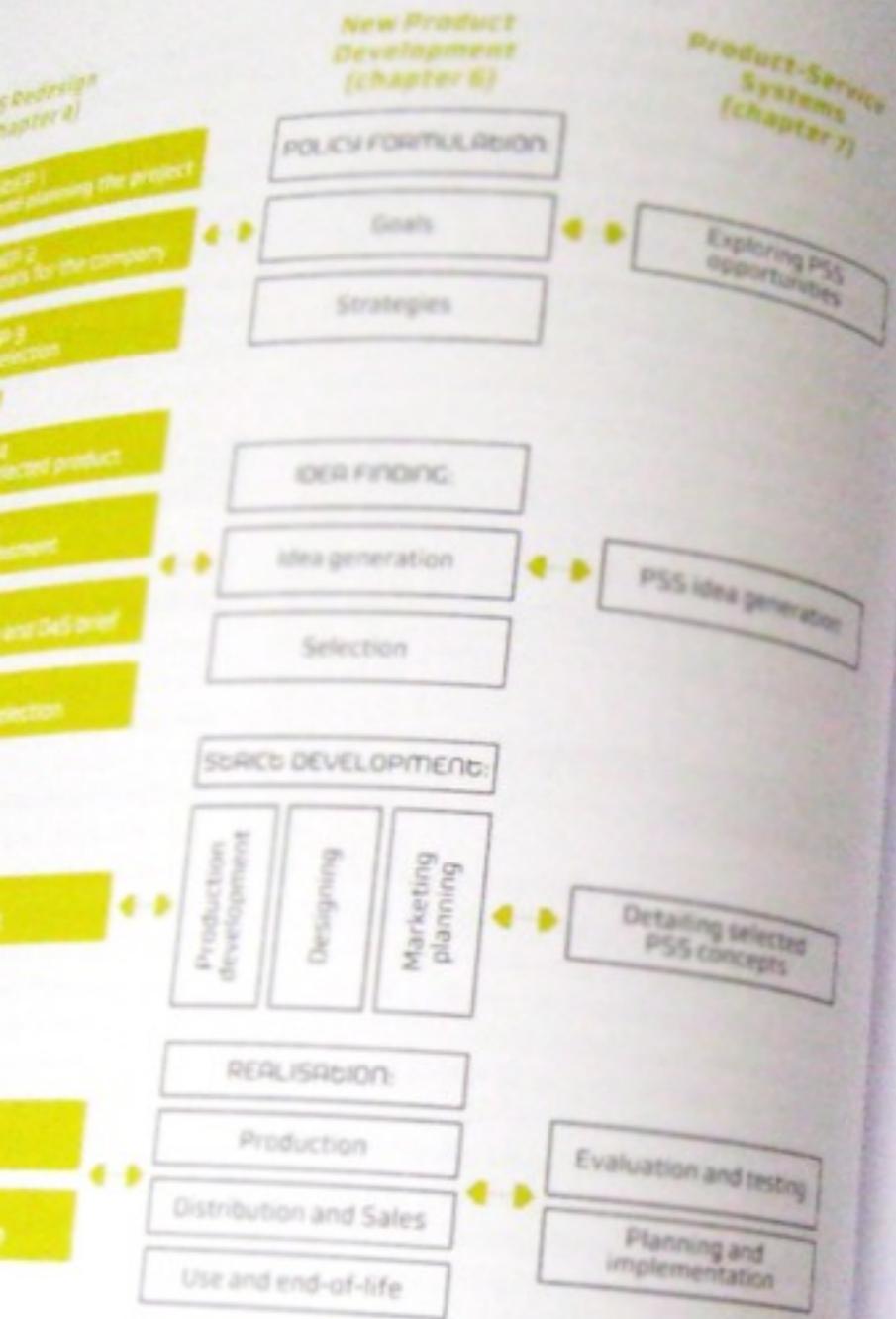
Insulation materials, window enhancing kits,

133



Rp	DIKTE EENHEIDEN mm	AFMETINGEN BENUTTINGEN mm
0,60	20	1500 x 600
0,90	30	1500 x 600
1,40	50*	1500 x 600

DIY turns up to be one of the most important means to enable self-energy efficient refurbishment



Flash-reconstruction allows to exchange substandard buildings with new ones in a few days

sustainability developing...
 Another way to evaluate reasons for industry to engage in D4S is to analyse the various business opportunities arising from these initiatives. The following three categories outline resulting business...

FOR 2 kWh THAT **YOU SAVE,**
WE OFFER 1 kWh
TO THE ENERGY SOLIDARITY ASSOCIATION

ENERGY SAVED
=
ENERGY SHARED

An initiative by :



THE SOCIAL ENERGY COMPANY

in partnership with :



Solidarity energy pricing
and saving incentives



Reduction of energy costs by subdividing large dwelling spaces

NEW POSITIVE BUILDING AND REFURBISHED OLD ONES TO GET ENERGY NEUTRAL NEIGHBOURHOOD BLOCKS

«Yes, there is need to refurbish old buildings as well as constructing energy-efficient new homes. Lack of available funds for public sector housing means that this may need to be led by the private sector.»

ANNE FINNANE,

consultant with Global to Local Ltd. has been invited to comment on the snapshots of the future of housing

ECO-CONSTRUCTION AND ENERGY EFFICIENCY TRAINING ARE COMPULSORY IN VOCATIONAL EDUCATION AND APPRENTICESHIP IN THE BUILDING SECTOR

«Yes, it is essential to have an adequately trained workforce. This will drive up standards and expectations in a building sector that has lagged behind in other EU countries in terms of innovation. »

INTEGRATED SERVICES ARE ABLE TO TURN A HOUSE INTO A PASSIVE ONE WITHIN A FEW DAYS OF WORK

«More incentives for private landlords are needed. UK Government grants have been available for wall and roof insulation. The increase in fuel prices is likely to encourage homeowners to make their homes more energy-efficient.»



RE-HOUSING TREND OF NEW CONSTRUCTIONS MOSTLY BASED ON REUSED OR UP-CYCLED MATERIALS

«Really interesting proposition. A genuine opportunity to see waste as a resource. But how well does it work in practice? Are there problems with planning permissions?»

NEW SMART METERS SUBSTITUTE ALL THERMOSTATS AND GIVE CONSTANT ENERGY FEEDBACK AND HOME CONTROL

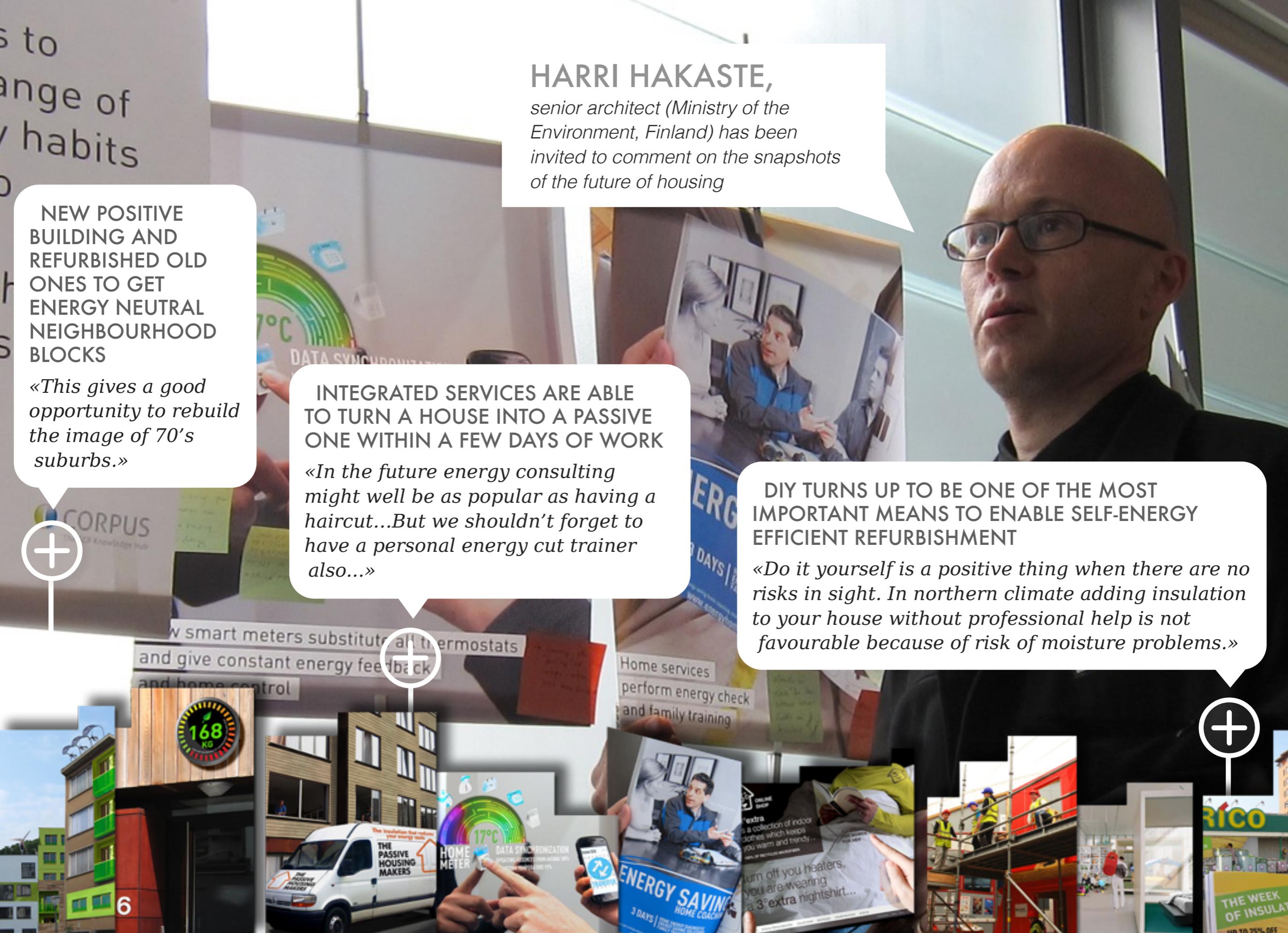
«Many energy companies in the UK now supply smart meters. But they do not replace thermostats – they show energy use in real time for all heating, cooking and electrical appliances. Anecdotal evidence is that they result in energy reduction. More research is required.

But – there is the danger of the “Rebound effect” – e.g. money saved on energy could be used towards more car use.»

REDUCTION OF ENERGY COSTS BY SUBDIVIDING LARGE DWELLING SPACES

«Historically this has been a very common practice in the UK – and often it's done with poor sound and heat insulation. All cities have thousands of examples of poor quality student accommodation in subdivided houses as well as families living in cramped and inadequate apartments. A good idea in theory but does not always works in practice.»





HARRI HAKASTE,

senior architect (Ministry of the Environment, Finland) has been invited to comment on the snapshots of the future of housing

NEW POSITIVE BUILDING AND REFURBISHED OLD ONES TO GET ENERGY NEUTRAL NEIGHBOURHOOD BLOCKS

«This gives a good opportunity to rebuild the image of 70's suburbs.»

INTEGRATED SERVICES ARE ABLE TO TURN A HOUSE INTO A PASSIVE ONE WITHIN A FEW DAYS OF WORK

«In the future energy consulting might well be as popular as having a haircut...But we shouldn't forget to have a personal energy cut trainer also...»

DIY TURNS UP TO BE ONE OF THE MOST IMPORTANT MEANS TO ENABLE SELF-ENERGY EFFICIENT REFURBISHMENT

«Do it yourself is a positive thing when there are no risks in sight. In northern climate adding insulation to your house without professional help is not favourable because of risk of moisture problems.»

Smart meters substitute all thermostats and give constant energy feedback and home control

Home services perform energy check and family training



ENERGY SAVING HOME COACH 3 DAYS |

Turn off your heaters, you are wearing a 3° extra nightshirt...

RICO THE WEEK OF INSULATION UP TO 25% OFF

PUBLIC ENERGY METER FAVOUR EMULATION FOR ENERGY SAVING AT BUILDING OR NEIGHBOURHOOD BLOCK SCALE

«In the end we are probably bound to go down to human scale in metering. Buildings do not need energy, people do.»

NEW SMART METERS SUBSTITUTE ALL THERMOSTATS AND GIVE CONSTANT ENERGY FEEDBACK AND HOME CONTROL

«This will inevitably happen, the sooner the better. All children should be brought up with the idea of constant feedback of their energy use.»

NEW INDOOR CLOTHES BRANDS ARE SURFING ON THE HOUSEHOLDS TEMPERATURES LOWERING TREND

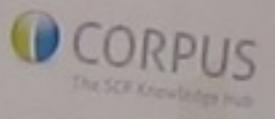
«Brilliant idea! A comeback of the initial purpose of clothing.»

ECO-CONSTRUCTION AND ENERGY EFFICIENCY TRAINING ARE COMPULSORY IN VOCATIONAL EDUCATION AND APPRENTICESHIP IN THE BUILDING SECTOR

«Sustainability is still accounted as an -ism but times are changing. Energy and material issues should be included in all training agendas today.»



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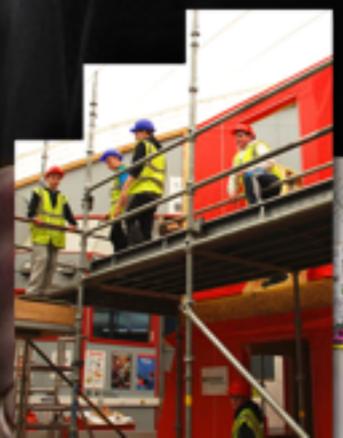
HOME METER
DATA SYNCHRONIZATION
UPDATING ABSENCES FROM AGENDA
MAINTAINING TEMPERATURE 92%

HOME SERVICES PERFORM ENERGY CHECK AND FAMILY TRAINING
«... with money back guarantee if your energy bill doesn't go down.»

EVOLUTIVE HOUSING ADAPT ROOM SIZES TO FIT THE EVOLUTION OF THE FAMILY STRUCTURE
«Adaptable buildings have been an upcoming trend for last 20 years... What we need is standards and criteria about what it means.»

Smart meters substitute all thermostats and give constant energy feedback and home control

Home services perform energy check and family training



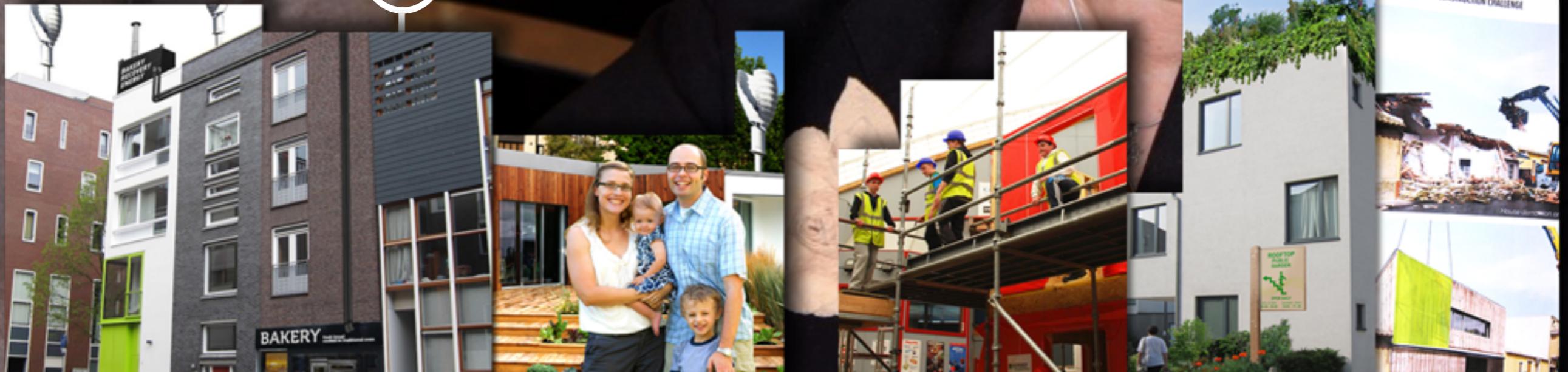
HEAT PRODUCED BY PROFESSIONAL ACTIVITIES IS SYSTEMATICALLY REUSED TO HEAT DWELLINGS AROUND

«The contemporary companies can more easily comply with environmental demands, and make the necessary investments in innovation and product development. The market introductions of new technologies that use energy or raw materials in an unplanned way are actually meeting the criteria of sustainable development and eco-efficiency. Combined heat and power is an excellent example of a technology that can help to reduce carbon emissions caused by heating. By capturing excess heat from power plants, it could be redirected into district heating system.

There are many examples of sustainable use of heat produced by professional activities. In Malmo, Sweden, 50% of heat is produced from 550 000 t. of annual municipal waste. In Lyon, France, a system created by the Water Supply Company uses a heat exchanger installed in the sewage collection for recovering heat from wastewater.»

LUCIA ILIEVA,

Prof. Lucia Ilieva, manager of the board of the NGO «Club Sustainable Development of Civil Society» has been invited to comment on the snapshots of the future of housing



HAPPY AND SAFE FAMILY LIFE DEPENDS FROM LOW ENERGY HOUSING

«It is largely known that buildings account for 40% of energy consumption in EU. For each household, reduced consumption means reduced expenditures that are crucial for the family budget in the crisis period.

For this reason the European Commission sets a number of tools for funding energy saving in member states. For the period 2007-2013 the Structural funds have been used partly to co-finance national, regional and local projects to insulate walls, roofs and windows, to replace old boilers and to install solar panels. The European Economic Recovery Program funds provided 1 Billion Euro to research methods and technologies to reduce the energy consumption of new and renovated buildings.»

FLASH-RECONSTRUCTION ALLOWS TO EXCHANGE SUBSTANDARD BUILDINGS WITH NEW ONES IN A FEW DAYS

«Buildings account for 36% of carbon emissions in the EU. Existing housing stock and especially substandard one is a significant untapped source of energy savings. Renovating and upgrading the building stock is of key importance. The green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by efficiently using energy, water, and other resources, protecting occupant health and reducing waste, pollution and environmental degradation

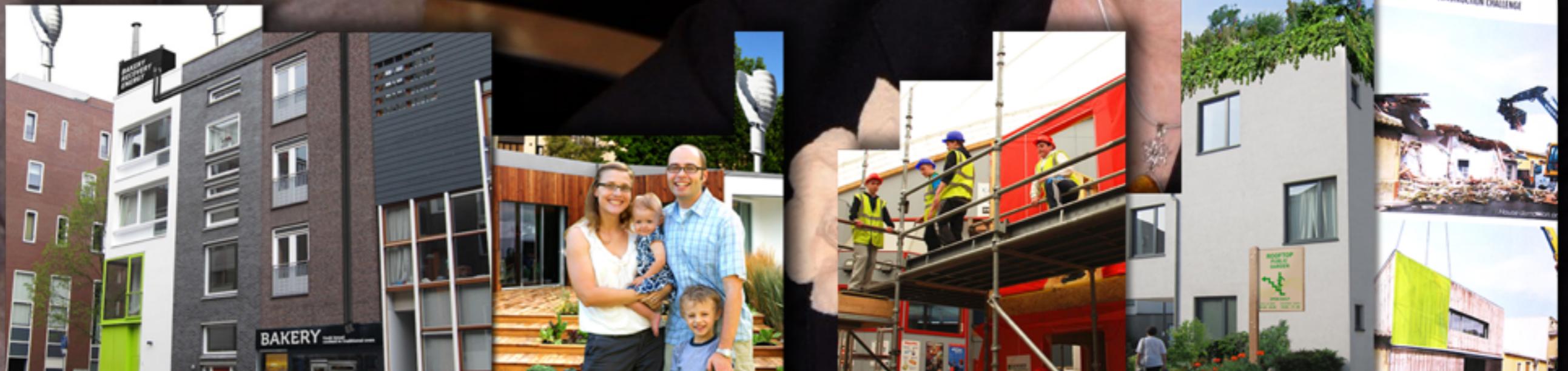
From the other hand, natural disasters as earthquakes, floods, land slides, etc. became already usual even in developed countries. In such cases there is an urgent need to provide safe dwelling for people in the regions facing problems. Flash-reconstruction can help providing new housing for the population in short time. »



GREEN ROOFS ARE COMPULSORY FOR NEW CONSTRUCTIONS AND RETROFITS

«Green roof development involves the creation of "contained" green space on top of the buildings thus creating the sensation of gardens, flowers, a piece of nature in busy, noisy and dusty city centres. Green roof technologies not only provide the owners of buildings with a proven return on investment, but also represent opportunities for significant social, economic and environmental benefits. In Western European countries benefits of green roof technologies are well understood, which has been the direct result of legislative and financial support at both the state and municipal level. This support has led to the creation of a vibrant, multi-million Euros market for green roof products and services in Germany, France, Austria, Switzerland and many other developed countries.

Unfortunately in Eastern European countries this market remains immature and green roofs are rather considered as a luxury product and not as a necessity. A new state policy is required which recognizes the many tangible and intangible public benefits of green roofs and thus introduces compulsory standards for green roofs in new housing stock. »

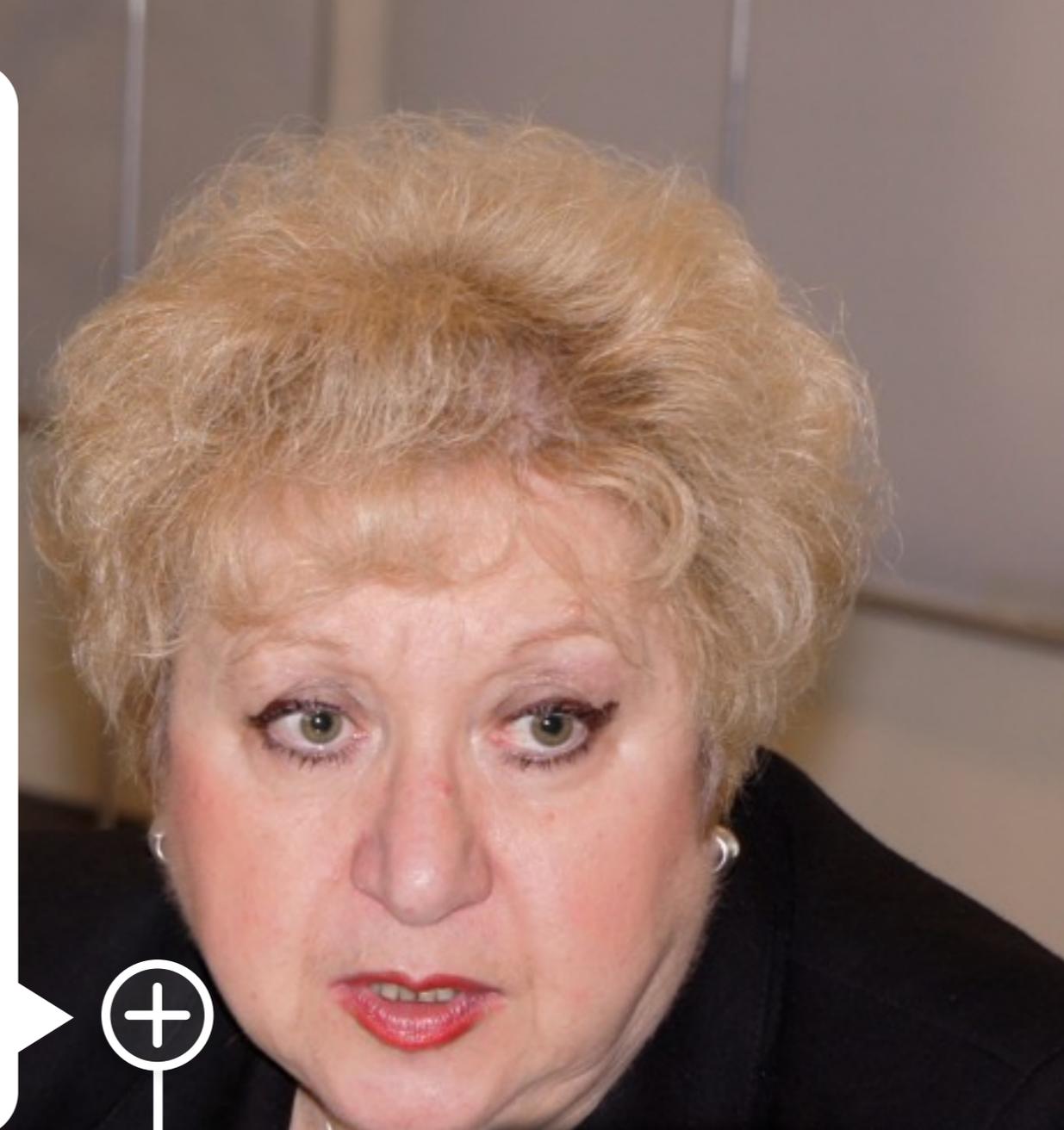


ECO-CONSTRUCTION AND ENERGY EFFICIENCY TRAINING ARE COMPULSORY IN VOCATIONAL EDUCATION AND APPRENTICESHIP IN THE BUILDING SECTOR

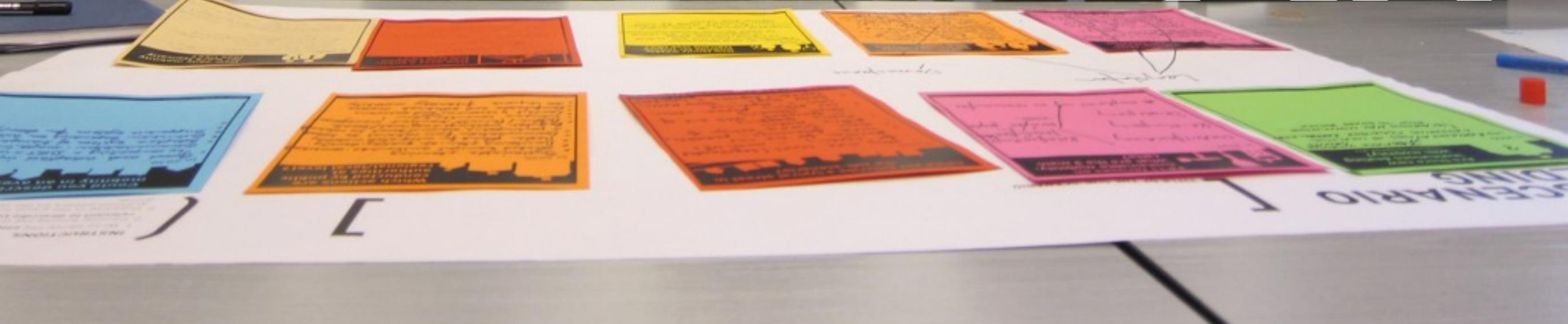
«Creating a greener housing requires involvement of all the stakeholders to understand what it means for them. They need to understand what the objectives are, how to achieve them and how it would benefit them. For the eco-construction to be taken into a serious consideration, the stakeholders must be educated and provided with the knowledge and tools to act.

Eco-construction refers to a structure and using process that is environmentally responsible and resource-efficient throughout a building's life cycle: from design to construction, operation, maintenance, renovation and demolition. This requires close cooperation of the design team, the architects, the engineers and the construction workers at all project stages. A sustainable energy use in buildings depends on the durability of the components, materials and building services. For the eco-efficiency it is crucial that different components of the building are correctly installed and adjusted, as well as correctly maintained for keeping their performances over time.

The above mentioned justifies the necessity of the relevant education and training for workmanship at all levels in the building industry. »



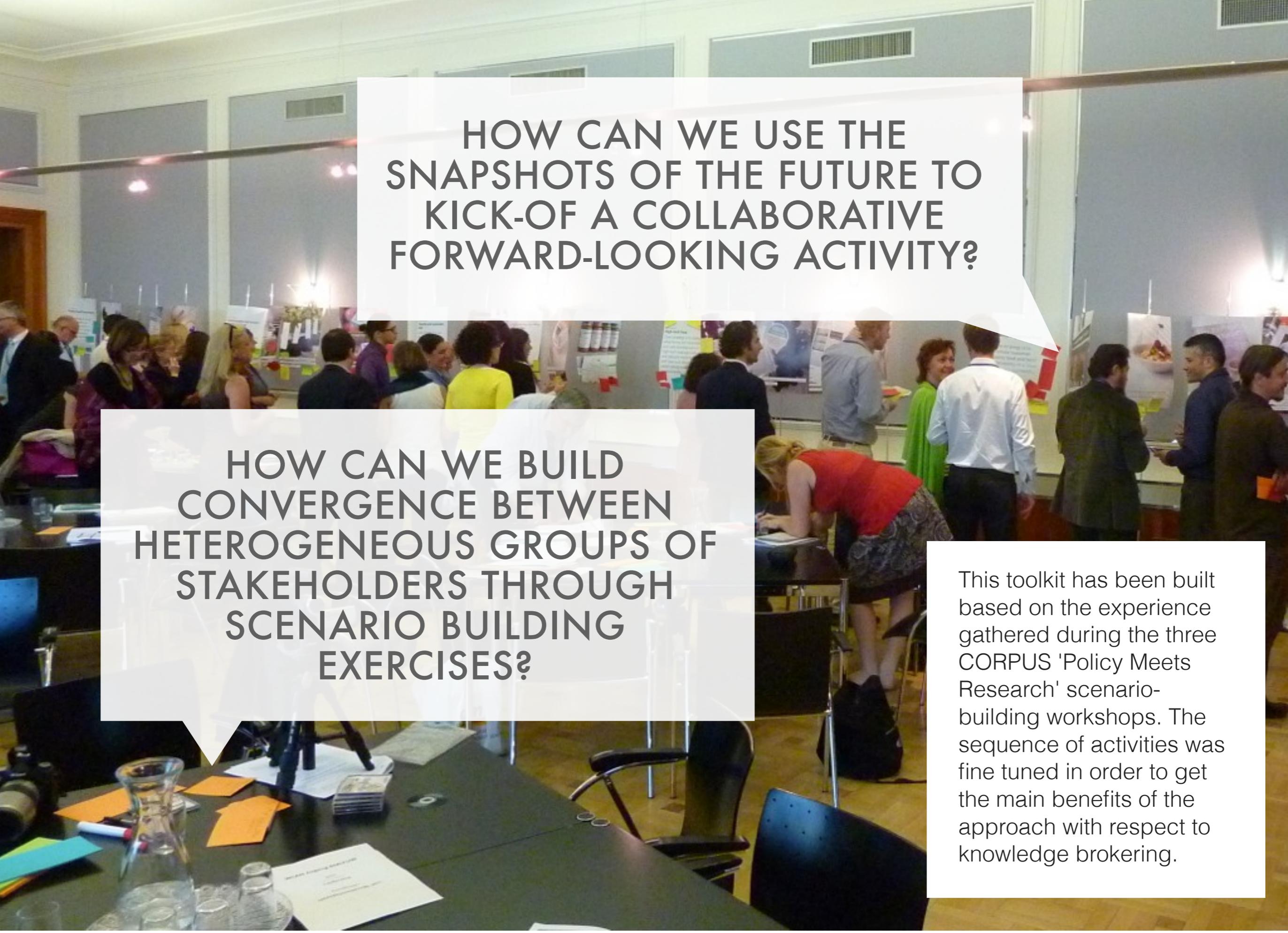
TOOLKIT





(VIDEO) DISCOVER THE MAKING OF THE CORPUS SCENARIO BUILDING WORKSHOPS IN 2MIN...





**HOW CAN WE USE THE
SNAPSHOTS OF THE FUTURE TO
KICK-OFF A COLLABORATIVE
FORWARD-LOOKING ACTIVITY?**

**HOW CAN WE BUILD
CONVERGENCE BETWEEN
HETEROGENEOUS GROUPS OF
STAKEHOLDERS THROUGH
SCENARIO BUILDING
EXERCISES?**

This toolkit has been built based on the experience gathered during the three CORPUS 'Policy Meets Research' scenario-building workshops. The sequence of activities was fine tuned in order to get the main benefits of the approach with respect to knowledge brokering.

3 KEY STEPS HAVE BEEN DEVELOPED:

STEP 1

EXPERIMENTING WITH THE JOINT VISION OF SUSTAINABLE LIVING THROUGH A VISUAL SIMULATION PROCESS

STEP 2

BUILDING A COMMON UNDERSTANDING OF SUSTAINABLE FUTURES THROUGH AN IMAGINATIVE PROJECTION

STEP 3

ENGAGING HETEROGENEOUS STAKEHOLDERS THROUGH AN OPEN BACK-CASTING PROCESS



STEP 1

EXPERIMENTING WITH
THE JOINT VISION OF
SUSTAINABLE LIVING
THROUGH A VISUAL
SIMULATION PROCESS



IN PRACTICE...

The first step of the workshop takes place within the poster exhibition proposing snapshots of sustainable food, mobility or housing perspectives organised in 6 sub-scenario directions. Participants are nudged into a context that is prompting innovative solutions, ideas, and aspects around sustainable food consumption. The poster exhibition is representing a street in a sustainable society with changes in the urban environment, in shops, advertisements, etc. This immersion situation is both helping participants to 'feel' what everyday living in such a sustainable society might be and enhance them to consider a context where sustainable living is mainstream.





STEP 2

BUILDING A COMMON UNDERSTANDING OF SUSTAINABLE FUTURES THROUGH AN IMAGINATIVE PROJECTION



RATIONAL

The future has to be invented and cannot only be extrapolated from inherited past. This is in particular the case when focusing on discontinuities within sustainable transformative structural changes of the society. The scenario building process starts with a creative phase where stakeholders participating to the workshop collaborate to imagine what a desirable vision of sustainable future might be. They share their views and exchange ideas until they agree on a common vision.

The scenario building process fosters a common understanding and a convergence between stakeholders. In terms of knowledge brokerage, this community building effect is an important outcome besides the identification of knowledge gaps that need to be closed through future research aiming to support evidence-based policy-making.



IN PRACTICE...

The second step of the workshop consists of a visioning exercise. Within the general framework of sustainable food, mobility or housing perspectives, the 6 different sub-scenarios have been outlined. Each of them focuses on a particular aspect of sustainable food, mobility or housing. These sub scenarios are not exclusive but complementary and may eventually overlap. Participants to the workshop are asked to further explore one of these sub-scenarios, extrapolating from a skeleton to imagine how all the subsequent aspects of society (from daily living to government or business) might look like.



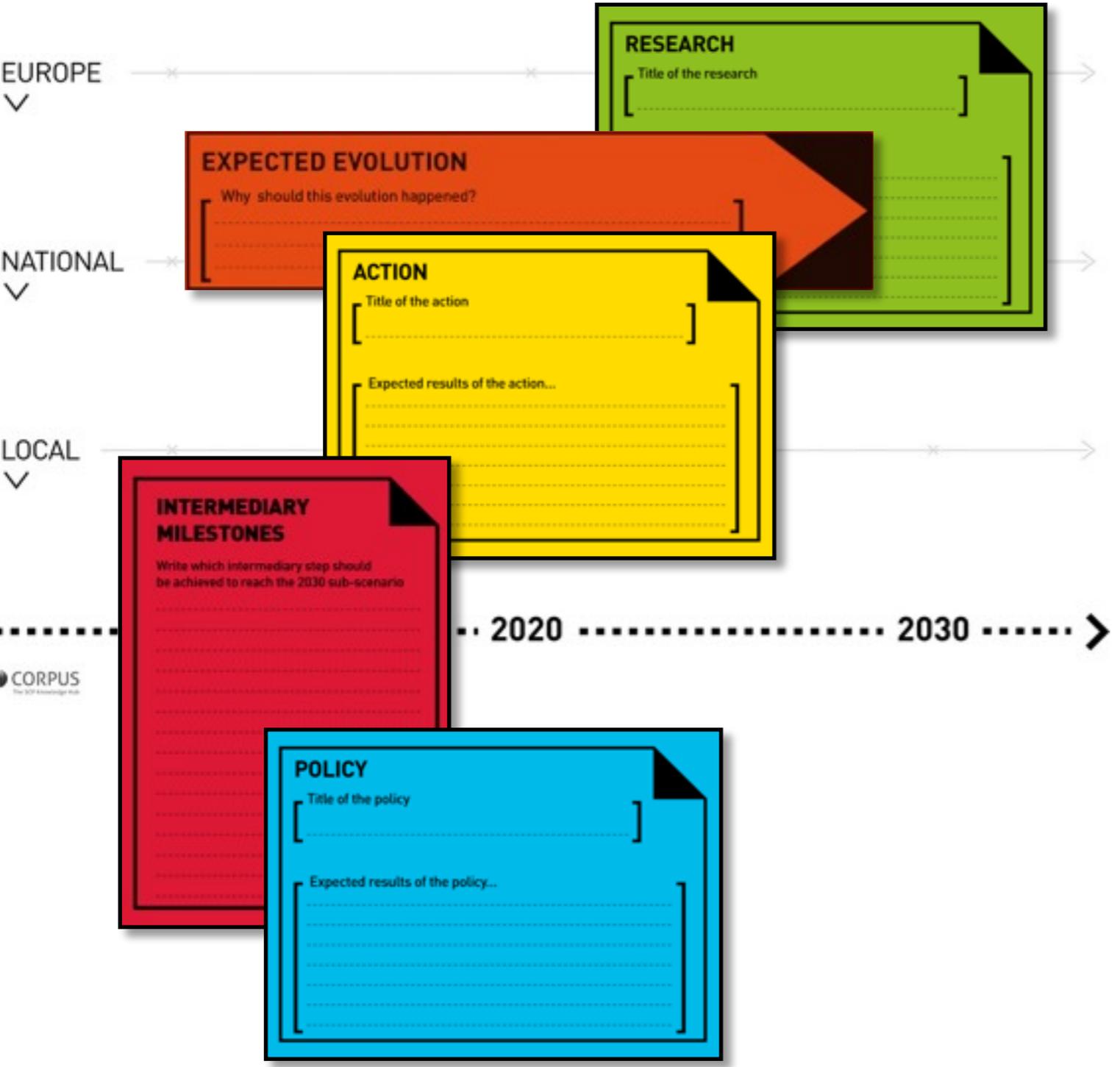


STEP 3

BUILDING A COMMON UNDERSTANDING OF SUSTAINABLE FUTURES THROUGH AN IMAGINATIVE PROJECTION

ROADMAP PAPER

[TITLE OF THE SUB-SCENARIO] (INSTRUCTIONS
 1. Write on the bracket the title of the sub-scenario you are working on
 2. Start from the scenario vision you have built for 2030 in the previous session and discuss which actions / measures / researches / evolutions are needed to reach the sub-scenario starting from the current situation
 3. Describe each of them briefly on the "actions / measures / researches / evolutions card" and place them along the timeline...



RATIONAL

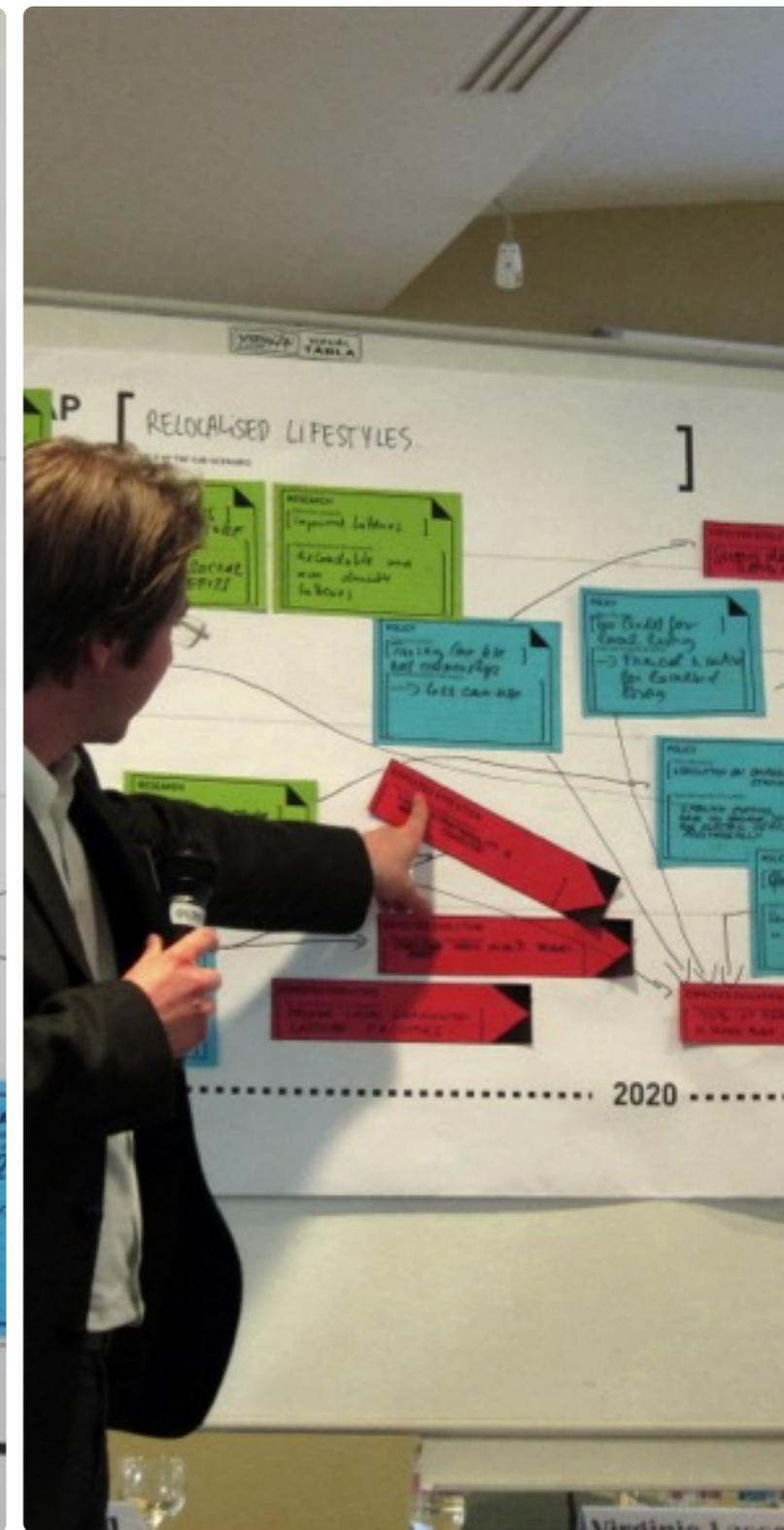
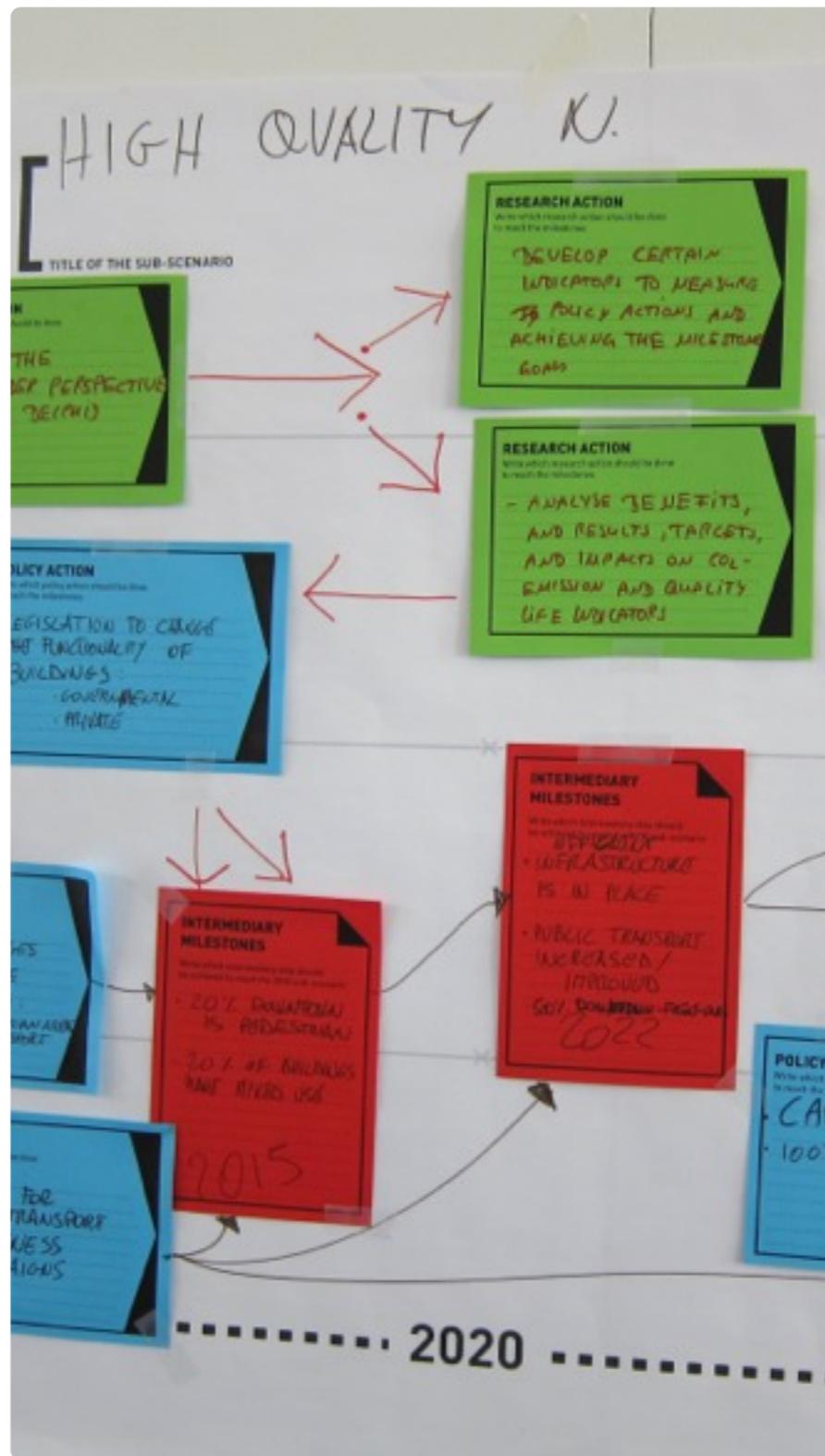
The debate about the future is an open social conversation process and cannot be restricted to an experts-based interaction. A large stakeholder consultation is needed to make sure that the issue of the future of all is not overwritten by the interests of some and that enough diversity is taken into account to be sure to voice the key factors of emerging new paradigms.

The scenario building process therefore needs to be an open deliberation involving the interaction of as many different stakeholders as possible. The CORPUS scenario workshop brings together two groups, researchers and policy-makers, by letting them debate a common future of sustainable food, mobility or housing.



IN PRACTICE...

The third and last step of the workshop consists of a scenario back-casting exercise. From the vision that has been co-developed in the previous exercise, participants are required to discuss the necessary steps to move from the current situation to the future vision. These steps might be actions, measures, changes, projects, etc. in the economy, education, public administration, social sector, business etc. Particular attention should be paid to the interaction between the various categories of stakeholders (scientists and policy-makers or others) in this transition to sustainable futures.





ANNEXES

CONTRIBUTORS

Members of the
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or participants to the
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are the contributors to
this eBook



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Andrea Farsang is a PhD candidate and research affiliate at Central European University, Department of Environmental Sciences and Policy. Her research focuses on sustainable consumption, behavior change, sustainability communication and the role of the media.



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Simon is a freelance transport planner and World Carfree Network steering committee member. In recent years he has contributed to the EU-funded EcoMobility Shift and QUEST projects on the assessment and improvement of sustainable urban transport policies. Simon coordinated the ninth international Towards Carfree Cities Conference held in York in 2010.



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Anne Finnane is a consultant with Global to Local Ltd www.globaltolocal.com and is editor of eg magazine and website: www.egemagazine.com

She has wide ranging interests in sustainability issues – including sustainable procurement; resource efficiency; sustainable buildings; green infrastructure and ecosystem services.



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Prof. Lucia Ilieva, Bulgaria is a Certified Management Consultant (CMC); Manager

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Professor in Economic University and NBU - Sofia, Bulgaria (1992-2006). Teaches marketing, management, environmental management and ecology.

Specialisation in Political Economy of the Environment - UNESCO and Environmental Management – REC (Hungary) and BSU (Romania).



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Director of the Brussels-based design research company Strategic Design Scenarios, has 20 years of experience in strategic design, participative scenario building and new product-services system definition.

He is active in various fields and research projects from investigating Creative Communities for Sustainable Living in China, India, Brazil and Africa with UNEP to European research project investigating social innovation to support sustainable transition, exploring the future of innovation or building a deliberative platform on nanotech.



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Carlos is an architect and historian with experience conducting academic and applied research in urban and rural sustainable planning, comparative metropolitan history and the sociology of everyday life in the UK, France, Germany, The Netherlands, Canada and Colombia. He has been a consultant in several planning projects including a WWF-funded research to relocate the community of La Plata Island to continental land in the Pacific Coast of Colombia.



**MARIA
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Maria Cristina Marolda, Policy Officer in EC Directorate General for Mobility and Transport, graduated in Technology of Architecture at the University of Rome.

In 1991 she joined the Directorate General for Research at the European Commission. She has been Programme Officer in the EC RTD Framework Programme 7 Theme "Sustainable Surface Transport". Until 2011 she was part of the Road Safety Unit in DG MOVE. She has been appointed as International Member to the TRB Committee on Women's Issues in Transportation for the period 2010-2013.



**LUCIA A.
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Lucia A. Reisch, Prof. Dr., is an economics and social scientist by training and full professor for consumer behaviour and consumer policy at Copenhagen Business School, Denmark. She also holds a permanent Guest Professorship at the Zeppelin University of Friedrichshafen (Germany). Her main research focus is on sustainable consumption, intercultural consumer behaviour, consumers and new technologies, consumer policy issues and behavioural economics.



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SG of the FNCSD 1996 – 2012



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Dr. Frieder Rubik studied national economics at the University of Heidelberg.

He is senior researcher at the German Institut für ökologische Wirtschaftsforschung (IÖW) [Institute for Ecological Economy Research] and head of the department “Ecological Product Policy” at the office Heidelberg. His research areas are dealing with topics of product information schemes/eco-labelling, Integrated Product Policy, Sustainable Consumption and Production patterns (SCP), Life Cycle Assessment (LCA) and Evaluation & Assessment. He has worked in a lot of projects for, a. o., the European Commission (DG Environment, DG Research, and DG SANCO), UNEP.



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SCHOLL**
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Dr. Gerd Scholl is the project coordinator of CORPUS. He studied economics and received his PhD in marketing. He is a senior researcher at the Institute for Ecological Economy Research (IOEW), Berlin/Germany. He is head of the department “Ecological Consumption”. His main research areas are sustainable consumption and production (SCP), sustainable marketing, and consumer perception of new technologies.



**ADÈLE
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Adèle Seyrig is trained as a designer and holder of a master's degree in local development project management. After working for various European projects for the development of design and design management among public institutions and enterprises, Adèle specialized in the implementation of design tools and methodologies for public institutions. Through consulting and supporting various projects, she has developed her experience working on issues ranging from the renovation of public action to new sustainable food system, rural development or social innovation.



**MARK
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Retired after twenty two years in Economic Development Unit at Tameside Council Greater Manchester

Now writing a dissertation at Salford University [Manchester] on public sector food procurement and sustainability. This is widely defined as environmental – minimizing pressure on the planet – economic – creating opportunities for small producers – and social – providing nutritious food for consumers.



**PÅL
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Researcher, National Institute for Consumer Research (SIFO), Oslo, Norway

Strandbakken (1957) is a sociologist. He got a Magister degree from the Univ. of Oslo (1987) for a thesis on Protestantism and early capitalism in Norway. His PhD is from the Univ. of Tromsø (2007), for a thesis on environmental aspects of product durability. He works for SIFO since 1992, addressing themes like energy use, eco labeling, product durability, democratization of nanotechnologies.

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(INSTITUTE FOR ECOLOGICAL ECONOMY RESEARCH) (IÖW), GERMANY

The IÖW is a leading German research institute on ecological economy research. It develops strategies and courses of action for sustainability – for an economy that secures a good living and protects its natural resources. The IÖW is non-profit public limited company. Its clients and patrons come from the German Federal Government, federal states, local authorities, companies, foundations, institutions of the EU and the UN.

[WWW.IOEW.DE](http://www.ioew.de)



lebensministerium.at

BUNDESMINISTERIUM FÜR LAND UND FORSTWIRTSCHAFT, UMWELT UND WASSERWIRTSCHAFT

(BMLFUW), AUSTRIA

The general responsibilities of the Ministry (BMLFUW) are mainly to prepare drafts of laws and ordinances, to implement EU legislation, to coordinate future-oriented planning and to give expert opinions on federal laws drawn up by other Ministries or provincial laws. The tasks of the BMLFUW in the specific field of environmental protection are air pollution control, water management, the environmental impact assessment, research in the field of environmental protection, information and training, waste management, remediation of contaminated sites, matters concerning species protection, nature and landscape protection, the protection of ionising radiation, general nuclear coordination and matters concerning the trade in toxic substances.

[WWW.LEBENSMINISTERIUM.AT](http://www.lebensministerium.at)



Copenhagen
Business School
HANDELSHØJSKOLEN

COPENHAGEN BUSINESS SCHOOL

(CBS), DEPARTMENT OF INTERCULTURAL COMMUNICATION AND DEVELOPMENT (DICM), DENMARK

The Copenhagen Business School (CBS) is the leading Danish business school – and due to its 15.000 students and 900 in permanent staff – one of the three largest business schools in northern Europe. Built in 1917 as a privately financed institution, CBS became part of the national university system in 1965. Its fifteen specialised departments cover a broad range of fields on economics and business administration, the social sciences, and the humanities.

[WWW.CBS.DK](http://www.cbs.dk)



COPENHAGEN RESOURCE INSTITUTE

(CRI), DENMARK

The Copenhagen Resource Institute is a non-profit consultancy conducting studies and analyses for private and public clients within the field of sustainable consumption and production. CRI is an independent body established by the Danish Environmental Protection Agency in 1997 to be the lead partner in the consortium behind the European Topic Centre (ETC) on Waste under contract with the European Environment Agency (EEA). Since 1997, CRI has acted as the Coordinator of successive ETC consortia on Waste and Material Flows, ETC on Resource and Waste Management and since January 2009 the ETC on Sustainable Consumption and Production (SCP) and hence has access to this valuable network of experts and policymakers. Clients of CRI are national governments, international organisations and private companies in Scandinavia and Europe.

[WWW.CRI.DK](http://www.cri.dk)



VRIJE UNIVERSITEIT BRUSSEL

INSTITUTE FOR EUROPEAN STUDIES (IES-VUB), BELGIUM

The Institute for European Studies (IES) is a Jean Monnet Centre of Excellence. It operates as an autonomous department of the Vrije Universiteit Brussel (VUB). The IES focuses on interdisciplinary research in European Studies and hosts advanced Master programmes, in particular on the role of the EU in the international setting. Within this scope, the IES operates as a think tank: it provides academic services to scholars, policy makers and the general public. The IES also fosters academic cooperation with a wide range of Universities and other public as well as private research institutions in Belgium and abroad.

[WWW.IES.BE](http://www.ies.be)



REGIONAL ENVIRONMENTAL CENTER

THE REGIONAL ENVIRONMENTAL CENTER FOR CENTRAL AND EASTERN EUROPE

(REC), HUNGARY

The Regional Environmental Center for Central and Eastern Europe (REC) is a nonadvocacy, not-for-profit international organization with a mission to assist in solving environmental problems in Central and Eastern Europe (CEE). The REC is legally based on a charter signed by the governments of 29 countries and the European Commission. It has its Head Office in Szentendre, Hungary, and country offices and field offices in 17 beneficiary countries in the region. During the last 17 years REC has played a key role in assisting the countries of the CEE region with accession to the EU and implementation of relevant legislation through its country office network.

[WWW.REC.ORG](http://www.rec.org)



PLANÈTE PUBLIQUE

(PP), FRANCE

Planète Publique is a young consulting company, with a specialisation in public policies, and a strong focus on environment and sustainable development. The company was set up in September 2006 to offer public administrations services in the field of evaluation of public policies and strategic consulting in the field of environment and sustainable development. The ambition of Planète Publique is to support public administrations for designing, implementing and evaluating sustainable public policies.

[WWW.PLANETEPUBLIQUE.FR](http://www.planetepublique.fr)



STRATEGIC DESIGN SCENARIOS

(SDS), BELGIUM

Strategic Design Scenarios (SDS) is a consultancy specialised in strategic design, scenario building, co-design with users and visualisation techniques. SDS is active in various fields such as sustainable design, interaction design, cognitive ergonomics, senior friendly design. SDS is consulting for industry and is involved in several cultural and networking activities. Offices are based in Brussels and offer facilities for co-design / interaction with users. The studio is equipped for video-sketching, rapid prototyping and product-service systems simulation.

[WWW.STRATEGICDESIGNSCENARIOS.NET](http://www.strategicdesignscenarios.net)



STATENS INSTITUTT FOR FORBRUKSFORSKNING

(NATIONAL INSTITUTE FOR CONSUMER RESEARCH) (SIFO), NORWAY

SIFO is a non-bias governmental institute that conducts consumer research and testing. The institute was established in 1939, and has been reorganised several times. The board of directors is appointed by the Ministry of Children and Family Affairs, which also provides the basic funding. However, SIFO has status as a special administrative public body, who are responsible for own income and expenses. SIFO has close relationship to the Norwegian Consumer Council and the Consumer Ombudsman.

[WWW.SIFO.NO](http://www.sifo.no)



WIRTSCHAFTSUNI- VERSTITÄT WIEN

(WU WIEN), AUSTRIA

With about 23,000 students the Vienna University of Economics and Business Administration is the EU's largest educational institution for business and economics, business law, and social sciences. The Research Institute for Managing Sustainability (RIMAS) at the WU Wien conducts research and policy consulting projects covering interdisciplinary issues such as Sustainable Development Strategies and Indicators, Sustainable Consumption and Production, Good Governance and Corporate Sustainability.

WWW.SUSTAINABILITY.EU



FINNISH MINISTRY OF THE ENVIRONMENT

(FIMOE), FINLAND

The Finnish Ministry of the Environment is responsible for environmental and housing policies, coordinating local authority planning, strategic administrative planning, the drafting of new legislation, and international cooperation in its field of activity. The MoE works to promote sustainable development, and aims to keep the environment safe and healthy, to preserve biodiversity, to prevent environmental degradation, and to improve housing conditions. The Ministry's vision is of an eco-efficient society and living environments that promote well-being.

WWW.YMPARISTO.FI

CREDITS

All about the
CORPUS consortium

IMAGE CREDITS

All the snapshots of the future ave been designed by Strategic Design Scenarios, using original picture or a mashup of...

(Text about the principle of mashup used in the posters pictures (see François))

FOOD

SUB-SCENARIO 1

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 2

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: <http://article.wn.com/view/2012/07/07/>

Organic_natural_items_grabbing_bigger_share_of_supermarket_s/

SUB-SCENARIO 3

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 4

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 5

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 6

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

MOBILITY

SUB-SCENARIO 1

image 1: Gaia Carabillo, Saint-Gilles, Brussels
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: http://commons.wikimedia.org/wiki/File:Nalou%C4%8Dany-Ocmanice_city_signs.jpg

SUB-SCENARIO 2

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: http://1.bp.blogspot.com/-rw3_E2DQhSo/Tg3r1bgj1oI/AAAAAAAAAB7g/ltrdFUfBtCY/s1600/cycle-lights.jpg
image 4: Strategic Design Scenarios

SUB-SCENARIO 3

image 1: Strategic Design Scenarios
image 2: <http://www.unitednetworker.com/us/2010/08/12/mercedes-benz-buses-and-coaches-at-the-63rd-iaa-in-hanover-in-2010/>, <http://www.lamigermany.com/2011/10/berlin-hauptbahnhof.html>
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 4

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
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image 4: Strategic Design Scenarios

SUB-SCENARIO 5

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 6

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

HOUSING

SUB-SCENARIO 1

image 1: <http://vaumm.blogspot.be/2011/08/12-viviendas-sociales-en-paris.html> , Strategic Design Scenarios
image 2: https://www.nantes.fr/cache/offonce/urbanisme-habitat/actualites-urbanisme/2011_4/halles_alstom
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 2

image 1: Strategic Design Scenarios, Solar Decathlon, <http://www.mauiphotographerblog.com/2010/11/maui-family-portraits-preview-heise.html>
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 3

image 1: Strategic Design Scenarios

image 2: Strategic Design Scenarios, http://www.communitypowerworks.org/wp-content/uploads/2012/05/BobG_MG_1026-Edit1-1024x711.jpg
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 4

image 1: http://www.smartlife.org.uk/success-for-fenland-pathfinders/dsc_0139
image 2: <http://www.wrnsstudio.com/blog/>
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios

SUB-SCENARIO 5

image 1: Solar Decathlon
image 2: <http://www.wrnsstudio.com/blog/>
image 3: Strategic Design Scenarios
image 4: Strategic Design Scenarios, http://www.construplena.com.br/noticia.php?id=7&categoria_id=1, ?

SUB-SCENARIO 6

image 1: Strategic Design Scenarios
image 2: Strategic Design Scenarios
image 3: Strategic Design Scenarios
image 4: <http://immobilien.trovit.de/oeting>

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