



## Understanding Sustainable Lifestyles in Europe to 2050 and the Future Role of Users, Innovators & Entrepreneurs

*International webinar series to showcase emerging findings  
from a groundbreaking research initiative*

### SYNOPSIS

Starting **SEPTEMBER 20**, ABIS will host 6 weekly webinars to present the headline analysis and insights emerging from the **EU-Innovate Project**, one of the largest sustainability-oriented research initiatives ever supported by the European Union.

Each webinar will take place on ABIS' online platform, featuring a senior presenter from the lead institutions in the project's six main empirical Work Packages. Please see below for an overview of the full schedule of webinars, the central themes, and presenting institution. To register for any of these online debates, please email [marco.matrisciano@abis-global.org](mailto:marco.matrisciano@abis-global.org)

### SCHEDULE & THEMES

<i>September 20<sup>th</sup></i> From 15:00 to 16:00	HISTORY OF SUSTAINABLE LIFESTYLES IN EUROPE & SYSTEMIC TRANSITIONS <i>Presenter: <b>Katholische Universität Eichstätt-Ingolstadt</b></i>
<i>September 27<sup>th</sup></i> From 15:00 to 16:00	THE EMERGING PHENOMENON OF SUSTAINABLE ENTREPRENEURSHIP & USER INNOVATION <i>Presenter: <b>Technische Universität München</b></i>
<i>October 4<sup>th</sup></i> From 15:00 to 16:00	COMPANY-DRIVEN SUSTAINABILITY INNOVATION INTEGRATING USERS & ENTREPRENEURS <i>Presented: <b>Aalto University</b></i>
<i>October 11<sup>th</sup></i> From 15:00 to 16:00	MODELLING AND MEASURING SUSTAINABLE LIFESTYLE TRANSITIONS TO 2050 <i>Presenter: <b>Cranfield University</b></i>
<i>October 19<sup>th</sup></i> From 15:00 to 16:00	POLICY MAKING AND INNOVATION TO SUPPORT SUSTAINABLE LIFESTYLES & ENTREPRENEURSHIP <i>Presenter: <b>Copenhagen Business School</b></i>
<i>October 25<sup>th</sup></i> From 15:00 to 16:00	SCENARIOS FOR SUSTAINABLE LIFESTYLES IN 2050: ASSESSING SHORT- AND LONG-TERM OPPORTUNITIES AND OBSTACLES <i>Presenter: <b>Forum for the Future</b></i>

# THEMATIC FOCUS

## WEBINAR 1 - HISTORY OF SUSTAINABLE LIFESTYLES IN EUROPE & SYSTEMIC TRANSITIONS

*September 20, 2016 15:00 – 16:00*

Our first webinar will dive into our investigation of (un-) sustainable lifestyles in Europe from the start of the 20<sup>th</sup> Century up to the present day. The multi-level-perspective (MLP) has been applied to the research in order to explore how the dominance of certain socio-technical regimes – particularly in the domains of food, living, mobility and energy – have resulted in unsustainable lifestyles prevailing today, and by extension what might be done to usher in new, more sustainable regimes.

## WEBINAR 2 – THE EMERGING PHENOMENON OF SUSTAINABLE ENTREPRENEURSHIP & USER INNOVATION

*September 27, 2016 15:00 – 16:00*

The core theme of this webinar is to present the findings from our qualitative and quantitative research regarding the state of user sustainability innovation and entrepreneurship (SIE) in Europe, and how this emerging phenomenon may shape the transition towards a green economy and sustainable lifestyles in the decades to come.

## WEBINAR 3 - COMPANY-DRIVEN SUSTAINABILITY INNOVATION INTEGRATING USERS & ENTREPRENEURS

*October 4, 2016 15:00 – 16:00*

This webinar will focus on the analysis of how users, innovators and entrepreneurs are integrated into company-driven sustainability innovations. Applying a mixed methodology approach, this Work Package will present its key findings around the types of organisational forms, culture, structures and management styles that promote (vs. hinder) the integration of users in corporate sustainability innovation processes.

## WEBINAR 4 – MODELLING AND MEASURING SUSTAINABLE LIFESTYLE TRANSITION TO 2050

*October 11, 2016 15:00 – 16:00*

In this webinar, Cranfield University will present its work around the impacts of future scenarios – see also Webinar 2 – and potential innovation trends in food, energy, mobility and living, against the background of user sustainability innovation and entrepreneurship. Webinar participants will learn more about the exciting agent-based model and systems dynamics analysis which have been developed in recent months.

## WEBINAR 5 – POLICY MAKING AND INNOVATION TO SUPPORT SUSTAINABLE LIFESTYLE AND ENTREPRENEURSHIP

*October 19, 2016 15:00 – 16:00*

This webinar will focus on the political dimension of user sustainability innovation and entrepreneurship. During this session Copenhagen Business School will present their research into the current landscape of policies and instruments at communal, regional, national and EU levels, influencing user integration, invention and entrepreneurship in the context of sustainability, and highlight exciting options for policy makers going forward to be more active co-creators of sustainable lifestyles in Europe.

## WEBINAR 6 - SCENARIOS FOR SUSTAINABLE LIFESTYLES IN 2050: ASSESSING SHORT- AND LONG-TERM OPPORTUNITIES AND OBSTACLES

*October 25, 2016 15:00 – 16:00*

Following the historical analysis of (un-) sustainable lifestyles, this webinar will focus on futures techniques, especially scenario analysis, to test how simultaneous changes in the four domains of food, living, mobility and energy may result in sustainable lifestyles through to 2050. Building upon socio-technical transition analysis, the webinar will augment the existing SPREAD 2050 scenarios that inspired the original Call for Proposals.