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Futerra and the United Nations 10 YFP Sustainable Lifestyles and Education Programme to create consumer ‘lifestyle asks’ for all Sustainable Development Goals.

Futerra to announce the joint project to identify personal actions for everyone to contribute to the Sustainable Development Goals.

United Nations High Level Political Forum 2018, New York, July 13, 2018

Today the global change agency Futerra, and the UN’s 10 YFP Sustainable Lifestyles and Education (SLE) programme, launch a joint project to help billions to take personal action on the SDG’s.

The partners in the project include: Futerra, the 10 YFP Sustainable Lifestyles and Education programme, Co-led by the governments of Sweden and Japan represented by the Stockholm Environment Institute (SEI) and the Institute for Global Environmental Strategies (IGES), UN Environment, World Business Council for Sustainable Development (WBCSD) and UNESCO.

During the United Nations High Level Political Forum 2018, Co-founder of Futerra, Solitaire Townsend, will launch the project and share a short film of the first few evidence-based actions. The finalized list for all seventeen Sustainable Development Goals will be unveiled during the United Nations General Assembly in September 2018 in New York City.

Solitaire Townsend said “The Global Goals have driven new action by policy-makers and corporations across the world, but what about the other billions of us? Sustainability isn’t just for institutions, it must also inspire individuals. By sharing clear, evidence based, personal actions for each SDG we can build confidence that we are all important, needed and can make the Global Goals a reality. Changing the world has never just be about policies or products, it always comes down to people.”

Peter Repinski from SEI said “Finding evidence-based actions that are relevant to lifestyles worldwide, from over to under-consumers, and in different cultural contexts, will be a challenge. But we all share a planet, and the SDGs themselves, so the process of creating these SDG links to lifestyles is a necessary, and overdue, step in the SDG process.”

The new public asks will be used as a communications and educational tool to engage the global public in the Sustainable Development Goals. Companies who support ‘sustainable lifestyles’ will also be invited to focus their efforts on these behavioral links to the SDGs.

This project was inspired by a hack by Futerra of the SDGs into personal actions that then went viral with thousands of consumers, business leaders and change-makers sharing the idea and suggesting additional actions and consumer behaviors.



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Notes to Editors

- Futerra is a global change agency with offices in New York, London, Stockholm and Mexico City. Established in 2001, Futerra works with the world's largest brands, breakthrough entrepreneurs and national governments on the logic of sustainability strategy and magic of creative ideas. Futerra's believes that to build a better world first we must imagine one. The company is majority female owned and a certified BCorp.
www.wearefuterra.com
- The Sustainable Lifestyles and Education (SLE) Programme is one of six Programmes within the 10 Year Framework of Programmes on Sustainable Consumption and Production. The mission is to foster the uptake of sustainable lifestyles as the common norm. The programme brings together and helps to scale up existing and new initiatives and partnerships, facilitates new projects and activities responding to regional and national (and sub-national) priorities and needs. The programme is Co-led by the governments of Japan and Sweden in partnership with a Multi stakeholder Advisory Committee representing international organisations, business, policy, research.
<http://www.oneplanetnetwork.org/sustainable-lifestyles-and-education>



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