

Enabling Sustainable Lifestyles in a Climate Emergency

“Sustainable Lifestyles choices are the key. The choice to live sustainably must be made available to everyone, everywhere.” — UN Secretary General, António Guterres

Scale of Impact



Our lifestyles are responsible for around 2/3 of all greenhouse gas emissions.



Our food systems are responsible for around 80% of biodiversity loss.

Beneficiaries of the Brief



Policymakers

can find concrete and impactful policy recommendations



Private sector

can be inspired by ideas for innovative social business models



Civil society

can be informed about what to ask from policymakers and businesses for effective change

In this Policy Brief

1. Consider the drivers of lifestyles, which can contribute to significant changes when addressed together:

- > **Attitudes:**
e.g., knowledge, media, values, norms
- > **Facilitators:**
e.g., incentives and disincentives
- > **Infrastructures:**
e.g., physical and technological

2. Apply the choice-editing framework, which presents a wide range of tools for just and sustainable transitions:

- > **Edit out harmful options**
e.g., regulate ads of carbon intensive products
- > **Edit in sustainable alternatives**
e.g., develop cycling lanes and public transport
- > **Ensure fair access to all**
e.g. subsidize loans to incentivize homes retrofitting

3. Tackle high impact lifestyle sectors, and build on what is happening:

- > car-free transportation
- > sustainable housing
- > plant-rich diets
- > sustainable fashion



The policy recommendations can contribute to the urgently needed lifestyles change.

Addressing lifestyles change can reduce 40–70% of the GHG emissions by 2050, according to the latest IPCC climate report.