

PATHWAYS TO 1.5-DEGREE LIFESTYLES STUDY

Have you ever wondered how we are supposed to reduce our carbon footprint drastically in order to stay on the 1.5-degree path? In this report, four different profiles with different lifestyles go through a transformation.



ACCESS MATERIALS

[Pathways to 1.5 degree lifestyles](#) ➔ Use this as your background material or create a local version of this report using the methodology.



OVERVIEW

This study presents four alternative lifestyles for meeting the 2030 target for a globally sustainable level of carbon footprints. But what does the transition mean for the life of four different characters with very different lifestyles, values and motivations?

This study presents four different pathways. These consist of changes in individual, civic and political actions as well as in consumer choices and technologies. The changes portrayed are not only motivated by climate consciousness but occur as an organic part of the lives the people live: as they grow up, move to a new apartment, start a new hobby and so forth.

Given the right conditions, these moments of change in one's life can be the moments for choosing a more sustainable path. This, however, cannot happen without enabling policies and markets offering low-carbon choices by default that suit each lifestyle. ●



PAYOFFS

1 **Examples** of how different characters with different lifestyles can stay on the 1.5 pathway and lower their own carbon footprint.

2 **Creates visions** of a future in 2030 from the perspective of the individual.

3 **Paints a picture** of the kind of role the private sector and decision-makers have in this transformation. ●

Results — Finland

- ✔ Study has offered a vision how the everyday life feels and looks like in the future and how the changes are done.
- ✔ City in Finland, Turku, has used this study in their citizen engagement planning work and they have imagined what the profiles would be if they are inhabitants of Turku and how they would be able to make the choices to live more sustainably.



ADDITIONAL RESOURCES AND CONTACTS



PATHWAYS TO 1.5 LIFESTYLE STUDY

Access the webpage of the study.

➔ sitra.fi/en/publications/pathways-to-1-5-degree-lifestyles-by-2030



PRESENTATION MATERIALS

Take advantage of the ready-made presentation slides that illustrate the main findings of the study. ➔ Request them from the contact person.

CONTACTS

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