



The Good Life 2.0 (US Edition)

Making a healthier, happier and sustainable lifestyle aspirational

v1.2 2017

New York



Can marketers sell a better world?

As marketers, you're in the growth business. You help brands grow through better insights into their markets, more effective communications and more meaningful relationships with customers, influencers and channels. When you're successful, you are able to balance both short-term gains and long-term returns.

For about a century now, marketers have successfully fueled consumer desire for, and shaped the imagery of, the "good life". Today, millions of people around the world enter the ranks of the middle class every month, and they're aspiring to a lifestyle that is no longer sustainable.

The WBCSD and Havas have worked together to propose a solution. If marketers shape new aspirations and ambitions for living well in today's world, you can create the cultural foundations to support a better future for all of us. If you present a world where better beats bigger, where smarter consumption beats excessive consumption, where more time beats more stuff, we will all prosper.

This may sound idealistic, but we're seeing a vanguard, not just Millennials, but Gen Xers and Boomers too, already embracing and sharing their better versus bigger version of living well, recording it all on their phones every day. So rather than tell people what living well looks like, we're letting them show us.



Richard Notarianni
@richnota



Julian Hill-Landolt
@juleshl

What are we working towards?

WBCSD member companies are exploring the innovations that will make sustainable lifestyles possible and how their brand power can make sustainable lifestyles *aspirational*. We want to lead and succeed in creating an exciting future where sustainable lifestyles are accessible and inspirational around the world.

The Playbook's Goal

We need to re-establish the cues for what aspirational middle class lifestyles look like—matching business solutions and changes in behavior that together will make more sustainable living possible. This playbook is not designed to help marketers sell “sustainability.” **We are simply advocating a shift in the aspirational landscape of brand communications—towards a world that just happens to be more sustainable.**

This is part of a Commercial Strategy

Adopting the Strategies of Today's Most Successful Brands

There are some astonishingly successful brands. What is it that they do that attracts such loyalty from their customers and generates such steady and significant returns? What are the best practices of today's leading brands that we can use to grow the next generation of customers for aspirational products and services (that happen to be more sustainable)?



- 1. Listen and look more closely** to what people need, want and expect. More importantly, know how your customers feel and behave. As you will see, this Playbook forms part of this vital *listening* step.
- 2. Eliminate friction in any form:** cost, worry or inconvenience. Remove waste and inefficiencies. Innovate a better life for your customers.
- 3. Anticipate and address the changing needs and desires of the marketplace.**
- 4. Recognize and reward customer commitment.** Turn the brand experience into social currency.
- 5. Continuously grow their market universe, share of market and customer lifetime value.**

Playbook (US Edition)

Contents

1. Sustainable Aspirations?	6
2. The Good Life 1.0	8
3. The Cost of Living Well	12
4. The Good Life 2.0	17
The Science of happy	18
The Methodology: Citizen-generated imagery	19
The Visual Vernacular: Sharing The Good Life	20
Home & Family	21
Time to Slow Down	25
The Journey Matters	33
Work & Life in Balance	38
6. Commercial Realities: doing your job AND using the playbook	45
7. Meaningful Brands	55
8. Acknowledgements	63
9. Exec Summary	57
10. Appendix	59

Sustainable Aspirations?

Living well is out of sync with living a sustainable lifestyle. Marketing sustainability involves selling people aspirations that conflict with living well.

Firstly, remember: sustainability sucks.

Messages promoting the traditional version of sustainable living are simply not resonating with the contemporary mainstream.

People think that Sustainable Living is about less.

And “less,” on its own, isn’t going to interest people, or move them to action.

Sustainability marketers have focused attention on combating the legacy of compromise in particular, but this still leaves them selling things that do “less” (even if it’s less pollution) when people aspire to “more”.





The Good Life 1.0

Since the 1950s, the good life has been portrayed and popularized by marketers. Whether as a product, or as the backdrop for goods and services, the dominant version of living well is based on consuming as much as you can.

Today, marketers continue to promote this lifestyle...

Our society tells us that more is better, and we buy it.



Living large

Today's new homes are 1,000 square feet larger than in 1973, and average living space per person has doubled.

– AEI, Today's New Homes ¹



Driving solo

85% of Americans get to work by car, spending an average of 50 minutes round-trip, or 200 hours annually at a cost of \$2,600. About 76% drove alone to work.

– Washington Post, "The lonely American commute" ²



Slicing it thick

Nearly 60% of an American's daily calories come from "ultra-processed" food... food that contains ingredients such as flavors, colors, sweeteners and hydrogenated oils, emulsifiers and other additives that you wouldn't cook with at home.

– TIME, "You Won't Believe How Much Processed Food Americans Eat" ³



Pouring it on

The average American family of four uses about 200 gallons of water a day—that goes down the drain—but could be reused as grey water; this is water from bathing, bathroom sinks, and laundry.

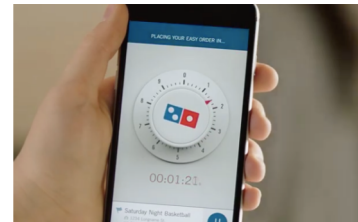
– WaterSense, US EPA ⁴



Throwing it away

Whether it's electronics or clothes, Americans want the latest thing, which means throwing out anything that isn't. In 2013 the US produced over 3 million tons of e-waste and over 13 million tons of textiles were discarded

– US EPA ⁵

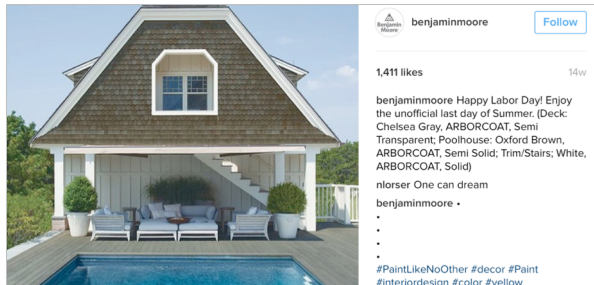


Getting it fast

80% of shoppers surveyed want same-day shipping, while 61% want their packages even faster—within 1-3 hours of placing an order

– State of Shipping in Commerce 2016 ⁶

These aspirations are embedded in modern culture



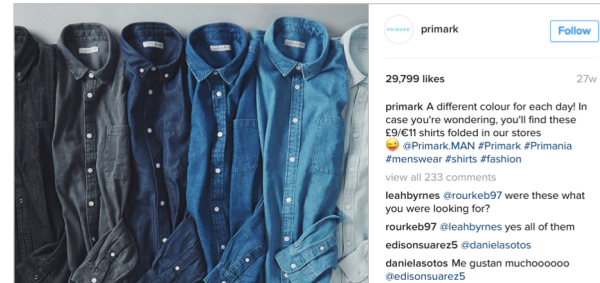
Living large



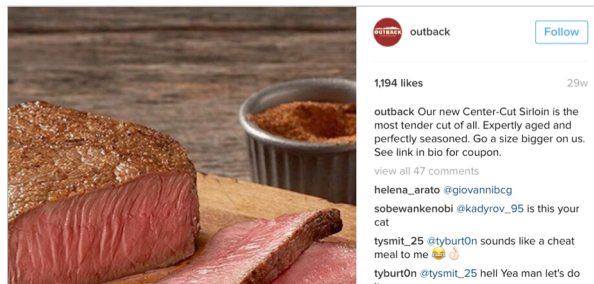
Pouring it on



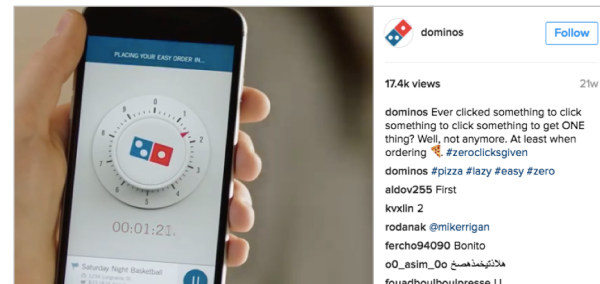
Driving solo



Throwing it away



Slicing it thick

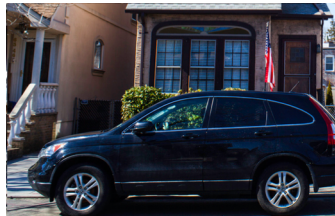


Getting it fast

The Cost of Living Well

Living Well (Beyond our Means)

The traditional version of the Good Life is within reach of less than 15% of US households



\$95K
“Good Life”

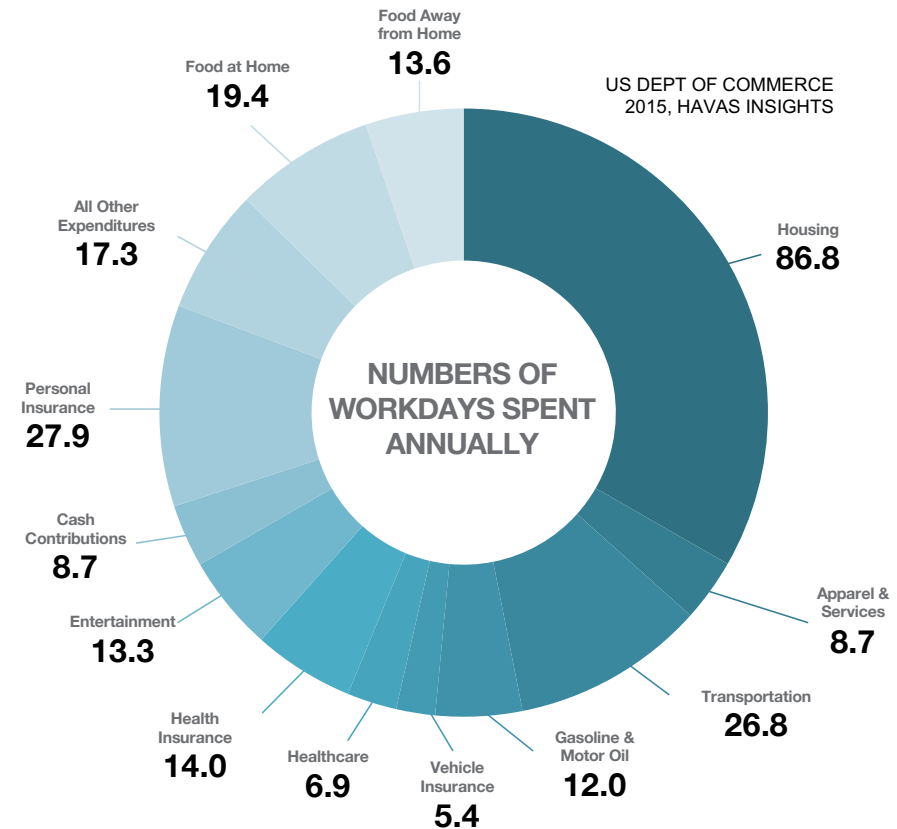
\$52K
Median HHI

What does “the good life” cost?

Most people do not aspire to “sustainable living” in its current sense. Why? Because Sustainable Living seems to be about less. The Good Life we aspire to is about more. But increasingly it’s about more compromises. Aren’t we paying too much for the Good Life?

- We’re working an extra month or two each year to pay for the additional bedrooms that nobody uses
- We’re working two full weeks to pay for our extended commute to work
- And for those Americans whose drive includes caffeine to keep them awake, they’re spending nearly a week working for that daily cup of take-away coffee
- We do almost two weeks’ work to buy clothes that will end up in the trash after being “worn out” just a few times...

Maybe the good life isn’t so good after all.



Consumption isn't what it used to be

When surveyed as part of Havas' 2016 Prosumer Survey, Americans agreed with the below statements in much higher numbers than in the past.

Parents should teach their children how to be happy with less money and fewer possessions **78%**

If we consume less, we will be happier **58%**

I need to get used to living with less money than I had a few years ago **54%**

We know that, despite good intentions, people rarely allow the environmental cost of something to get in the way of their aspiration to have it or experience it. But increasingly, the good life is simply costing us too much: individually and collectively. It's not making us happy any more.



Rethinking the good life

What if the “good life” we aspire to was actually good for us, our families and the communities we live in? What if the cost for living well actually allowed us to live well?

Are we working hard to achieve more, or just to get more stuff? Do we use the extra rooms in our homes? What if we owned less and still got the things we needed—could we do more?

How far do we commute in order to make a living? What if we had that time back?

Is our diet killing us? What if eating the foods we loved made us healthier?

Have we traded meaningful time with our friends and family for social recognition from strangers? What if togetherness was a status symbol?

Brands have the power to rethink the world they present to their customers. They can present them with a single vision of a present, not a future, that is more in line with what it truly means to live well.

The Good Life 2.0

What is it and are
people actually living it?

The Science of Happy

What is it that people want from life?

This question has been given considerable attention by businesses and academics alike. Unsurprisingly, true happiness is dependent on very simple needs, primarily based on our ability to connect in a social group and exist within a safe environment.

Dr. Jaak Panksepp's work on *Affective Neuroscience* proposes that positive emotions are based on the four most important environmental conditions that were persistent during brain evolution:

- 1. Familial and social bonding**
- 2. Staying safe and avoiding bodily destruction**
- 3. Overcoming restrictions to freedom of movement**
- 4. Rewarding curiosity and goal-directed achievement**

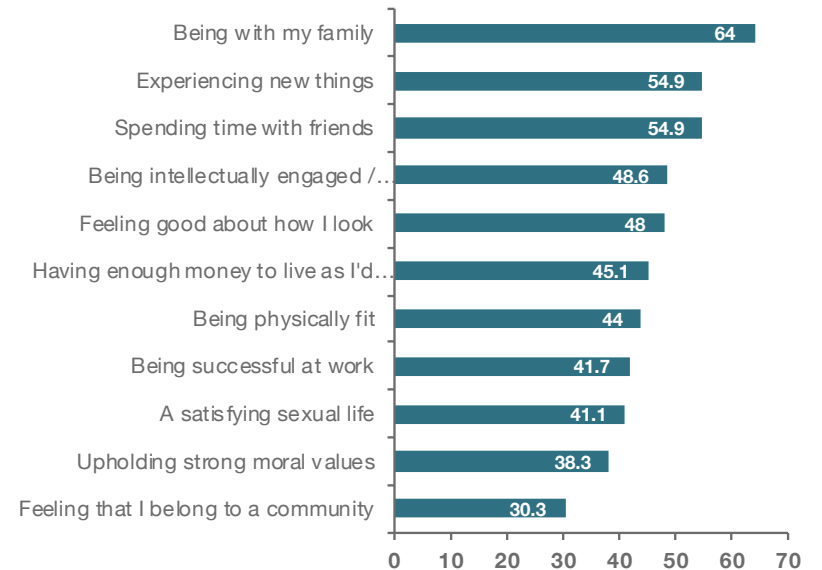
Surveys regularly validate this. In 2009, the Sustainable Development Commission reported the factors influencing wellbeing and happiness as: 47%, Partner/spouse and family relationships; 24%, Health; 8%, A nice place to live; 7%, Financial situation and; 1% other.

As we investigated what “living well” meant for Americans, themes began to emerge – people were getting joy from their homes, from taking time for simple pleasures and sharing moments with friends, from growing their own food to moving from A to B in any number of ways. We didn't force our analysis, but the links are clear: our point of view aligns with academic theory, as well as with commercial insights.

HAVAS PROSUMER STUDY 2016 – US MILLENNIALS

Q. What makes you happy?

When asked, Millennials tell us they aspire to the basics of family, friends and personal growth



The Methodology: Citizen-generated imagery



In order to get a finger on the pulse of emerging consumer aspirations, we looked at how people share their experiences on social media. Sharing imagery and situational context has become an essential aspect of contemporary culture. Profiles are windows into the life of the individual; they portray realities, dreams, and desires.

Instagram was chosen as the main research platform. Its simple picture + story medium made it the perfect source for our search. Imagery was selected by identifying key #hashtags describing home, food, mobility, and goods.

It is evident that there are online communities that support each other's endeavors: they share things they learn and love, educate, provide inspiration, and celebrate each other's successes. This search expanded our perspective on the chosen categories, and provided new insight into what resonates within current individual mindsets.

Our imagery is drawn from real people who are seeking a new version of success. They're pursuing more meaningful things as opposed to simply more things. They're looking to share, to grow, and to fill their homes with life. They love their clothes, technology and cars, but they place even more value on having time to enjoy them, both on their own and with their friends and family.

The Visual Vernacular: Sharing the The Good Life

How people are sharing the four essential ingredients of living well

HOME & FAMILY



TIME TO SLOW DOWN

THE JOURNEY MATTERS



WORK & LIFE IN BALANCE

HOME & FAMILY

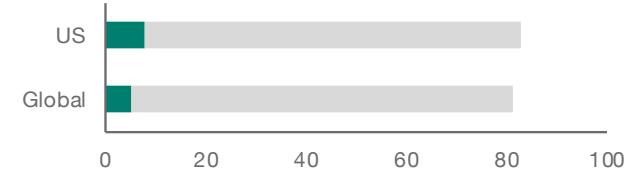
We want to go home



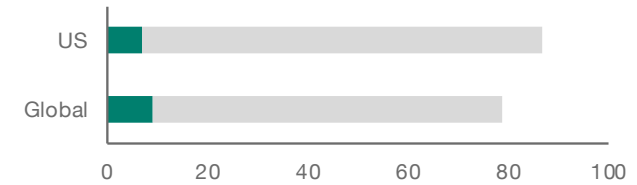
Havas Prosumer Study 2016

Contemporary family values include both traditional and modern perceptions.

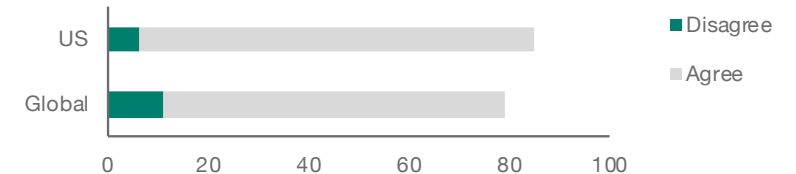
I have a loving relationship with my family:



There is no greater success than being a great parent:

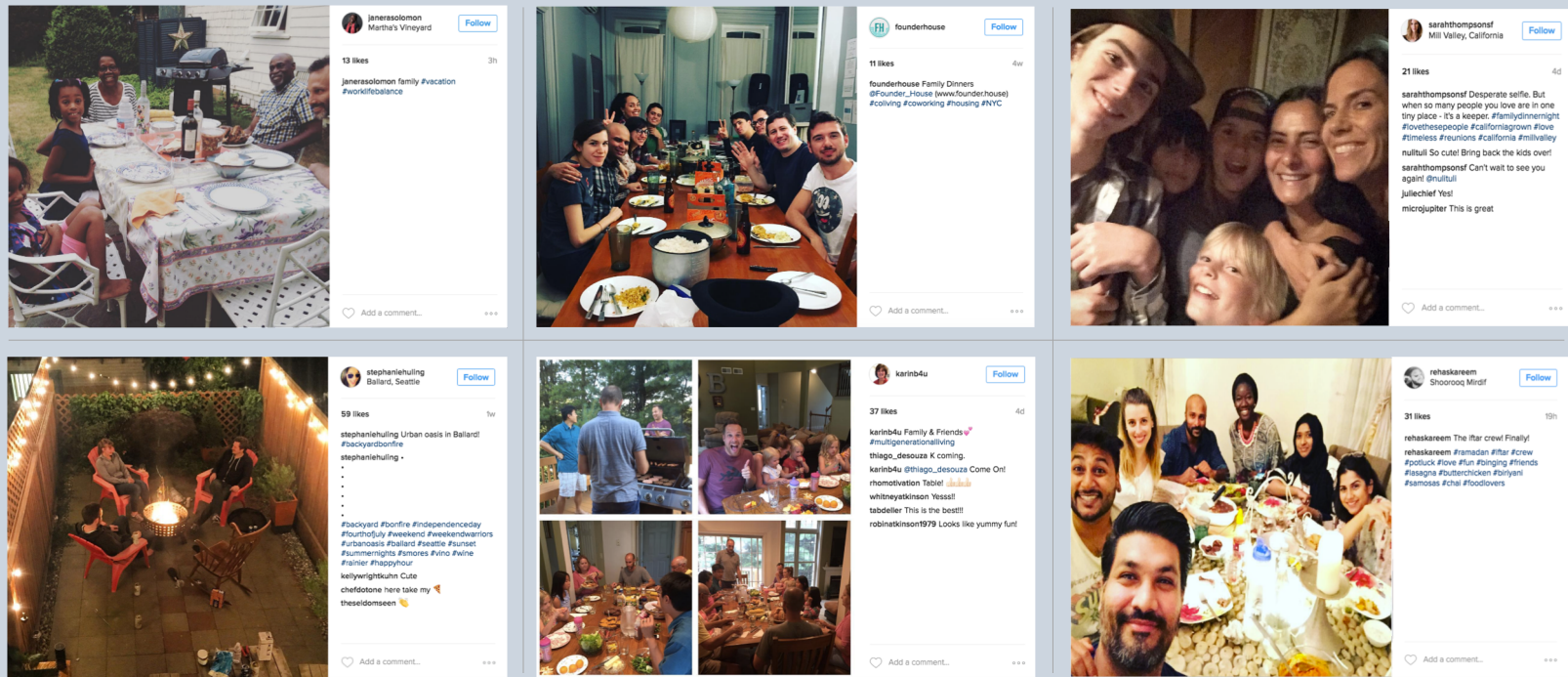


Friends can be as much “family” as blood relatives:



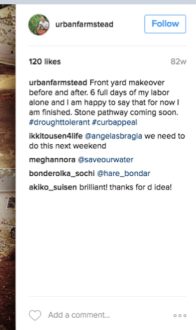
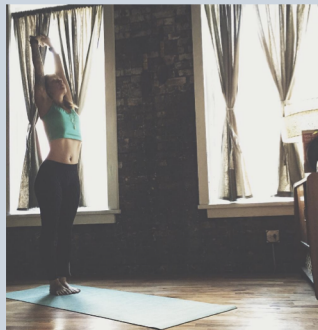
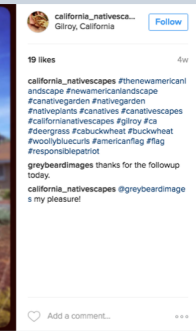
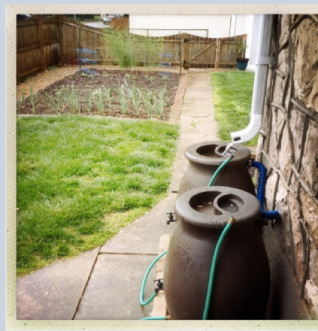
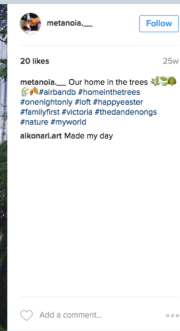
A full house

Togetherness has real social currency



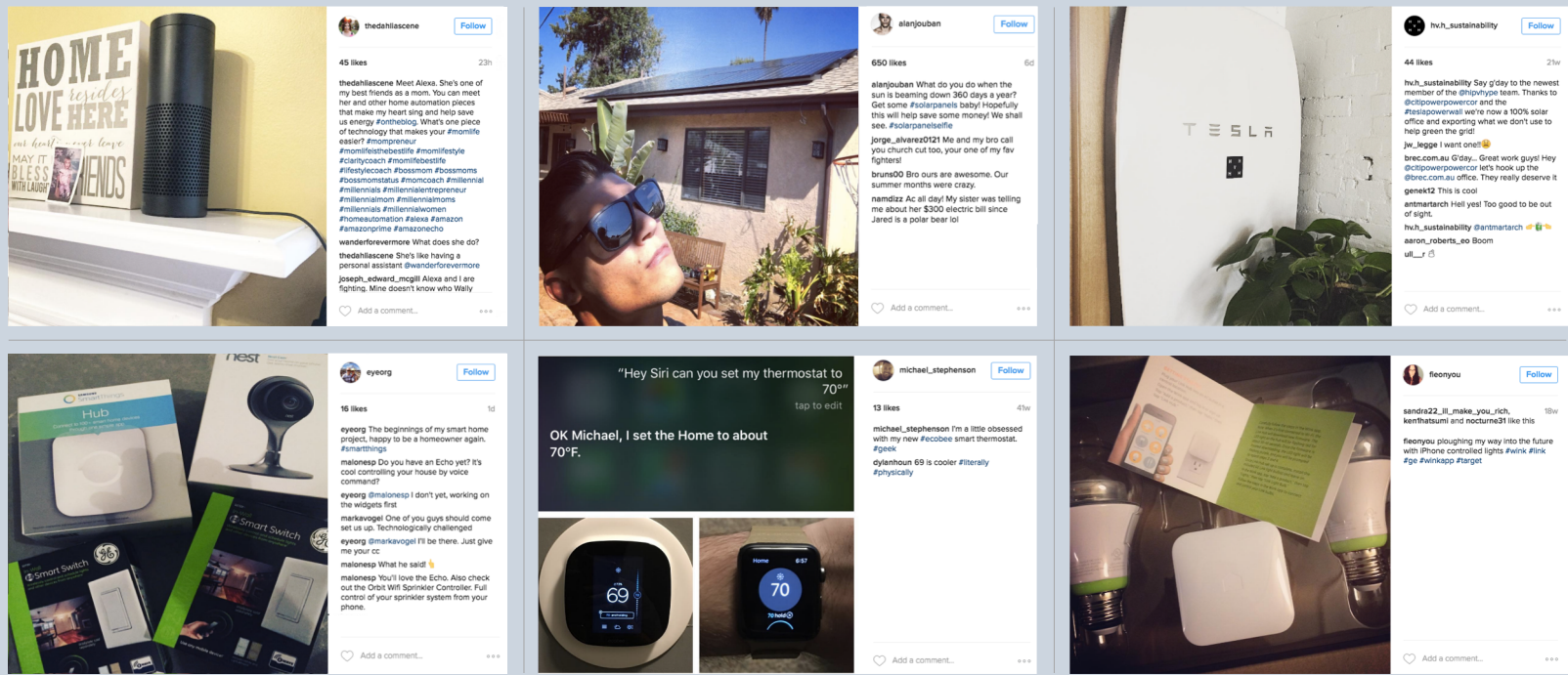
A sense of place

We're growing more sensitive to native environments



A smarter house

Our homes are starting to know us



TIME TO SLOW DOWN

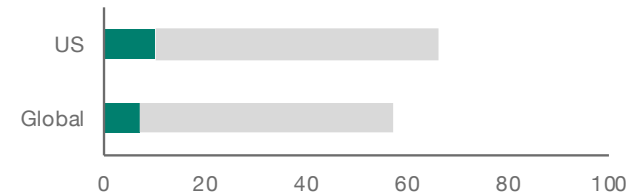
Free time is an experience worth sharing



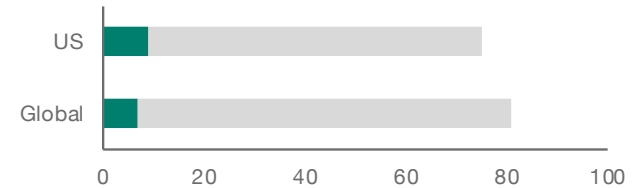
Havas Prosumer Study 2016

We've recognized that time is the ultimate currency.

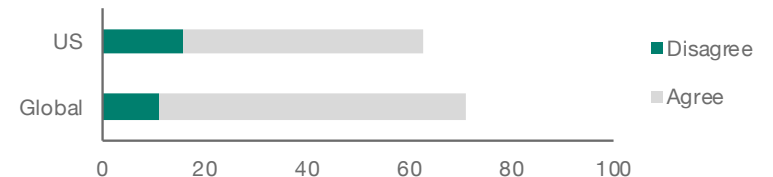
People always on the go are missing out on the important parts of life:



I admire cultures where people take longer lunch breaks to eat a good meal in the company of others:

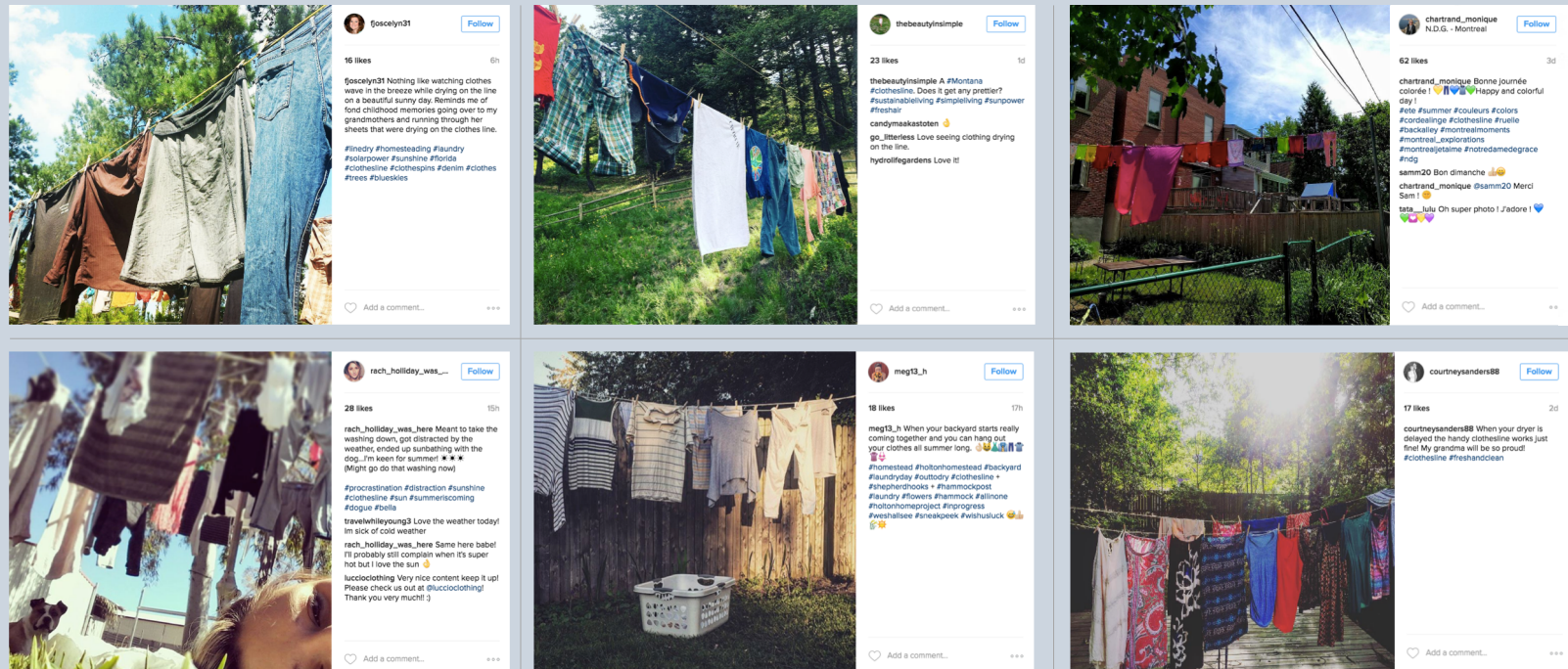


My life would be better if I relaxed more:

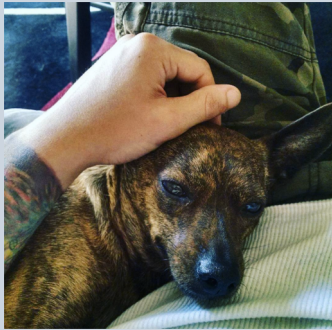


Time for hanging out

The simple act of hanging laundry holds a fascination for us



We're sharing tiny moments of delight



 [george_is_hungry](#) [Follow](#)

[dtmbrown13](#), [_meanchelle](#),
[matthewmoyer](#), [brgon_](#), [seanbrady](#),
[dude_itsdavid](#), [m.carlotti.nunn](#) and
[crystal03](#) like this

[george_is_hungry](#) When life gets me stressed, my therapist always comes to the rescue. #timmyrocks #petyourdog #coffeebreak

[brgon_](#) Dawwww



95 likes

j_p_palmer_ Nothing better than relaxing after breakfast in a hammock sipping coffee! #camping #cowboyn #coffee #hammock #livingdream #countrylife #country_features #sippingcoffee #relaxing

lmarry i wanna be doing that!!

thunus... Yes please 😊

martin_chag @devineonard_ says stop staging your pictures!

j_p_palmer @martin_chag tell @devineonard_ if he would man up and come on my trip he know there not staged haha...

martin_chag Haha!

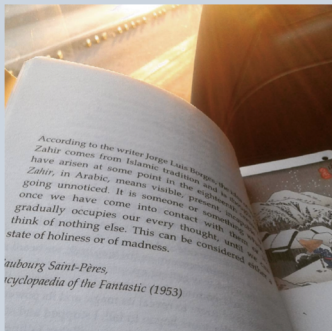
j_p_palmer @martin_chag you're the man!



 **sunny5miles** [Follow](#)

mamibear_com, ggold16,
sarahsheps85 and georgina_harrt like
this

sunny5miles Could this be the last time this
year? #sundaydaytrip #bridport
#feetintheland



 **kdmooketsi**
Johannesburg, Sout... [Follow](#)

18 likes 4w

kdmooketsi ... someone or something which, gradually occupies our every thought, until we can think of nothing else. - The Zahir [@paulocoelho](#) [#joyofreading](#) [#paulocoelho](#)

[katiego_tshabangu](#) State of holiness or madness? 🤔



 oncupunctumInva...
Stumptown Ace Hotel [Follow](#)

49 likes Th

oncupunctumInva... Unintentional
started off the morning in the most hasty
way possible ☹️ oncupunctumInva... Portland
oncupunctumInva... vancover ☹️ #acehotelpdx
#stumptowncoffee
#upperhellulax #pdx #pdxnow #portland
#stumpthophone #people'screatives
#figscomewhere #natgeotravel
#famouscurves #myriamys
#thardling #vacations
#theocratidress #neverstopexploring
#lifedeadend #createxteople
#exploretocreate #vethelltheflings
#fextocreaming #artofvisuals
#northwestcreatives #pdxnowdail
#thatspivella #flatteat #butfirstcoffee
#dairlingadventure



A screenshot of a social media post from the user 'beauofthevalley'. The profile picture shows a colorful sunset or sunrise over water. The name 'beauofthevalley' is next to it, followed by a blue 'Follow' button. Below the name, it says '19 likes' and '4d' (4 days ago). The caption reads: '#sunset #sunnyside #jettyslife #njspsots #asburypark #njisbeautiful #njisntboring #jshn #toxicinsgallery #myasburypark'.

Time to share

We love to share sentimental moments



farminggrace Follow

kelseydaleine, fermgirlsatheart, sewdebisew and marriedamilkmen like this

farminggrace Today he taught her how to put in a hardwood floor. She's so lucky to have a Dad that teaches and participates in her life. God bless him. #dadaughtertime #lessonsfromdad #construction

6w

♡ Add a comment...



ebbotkinmeyrealesta... Venice, California Follow

53 likes 4w

ebbotkinmeyrealestate HAPPY FATHERS DAY! 🇺🇸🇺🇸🇺🇸 #everydayheroes #dads #dadsday #fathersday #happyfathersday #superdad #coloredtodd #celebratefathers #herodad #ebbotkinmeyrealestate fantastic_petrick 41

♡ Add a comment...



4duckings Follow

13 likes 9w

4duckings Rainy morning art lessons. #homeschool #art #artistsintraining #lessonsfromdad #kidsareveryquietnow #eliseistheresoo

♡ Add a comment...



keshiareddy Follow

16 likes 63w

keshiareddy Thanks to my teachers! #firsts #aermbike #ideordie #priceless #memories camillarandiev Sweett 🍷🍷🍷 nika_o9 So cute haha :D girleatsbike 🍷🍷

♡ Add a comment...



c_vantez Follow

18 likes 2w

c_vantez #ukulele #lessonsfromdad #ontoporch garytallent Love it.

♡ Add a comment...



morethanatrainer Follow

15 likes 11w

morethanatrainer Picnic at my daughter's school. #Crafttime #priorities #TimewellMoney cynkilla Super cute. You are doing fatherhood right my friend. morethanatrainer Thanks so much @cynkilla. I figure to get gains, there must be an investment 🍷

♡ Add a comment...

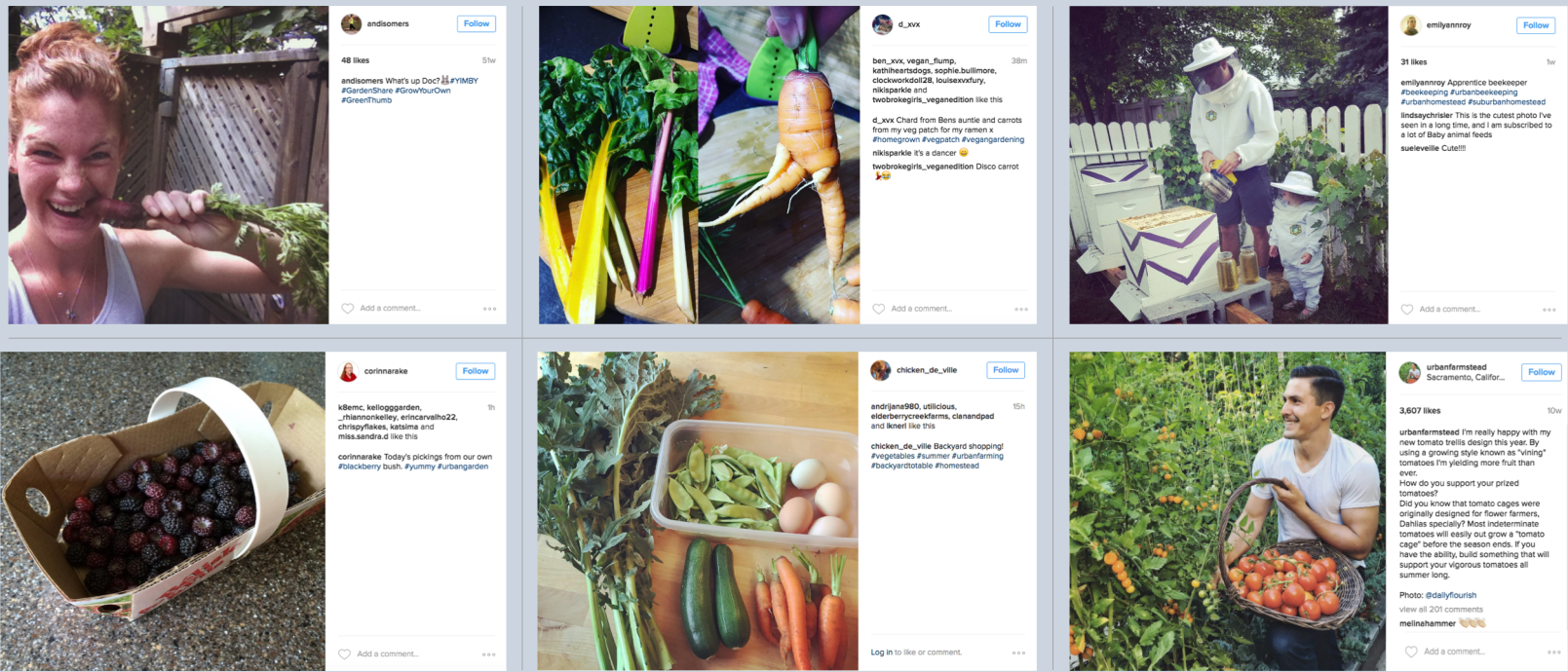
Time to sleep in

When something is scarce it becomes a luxury



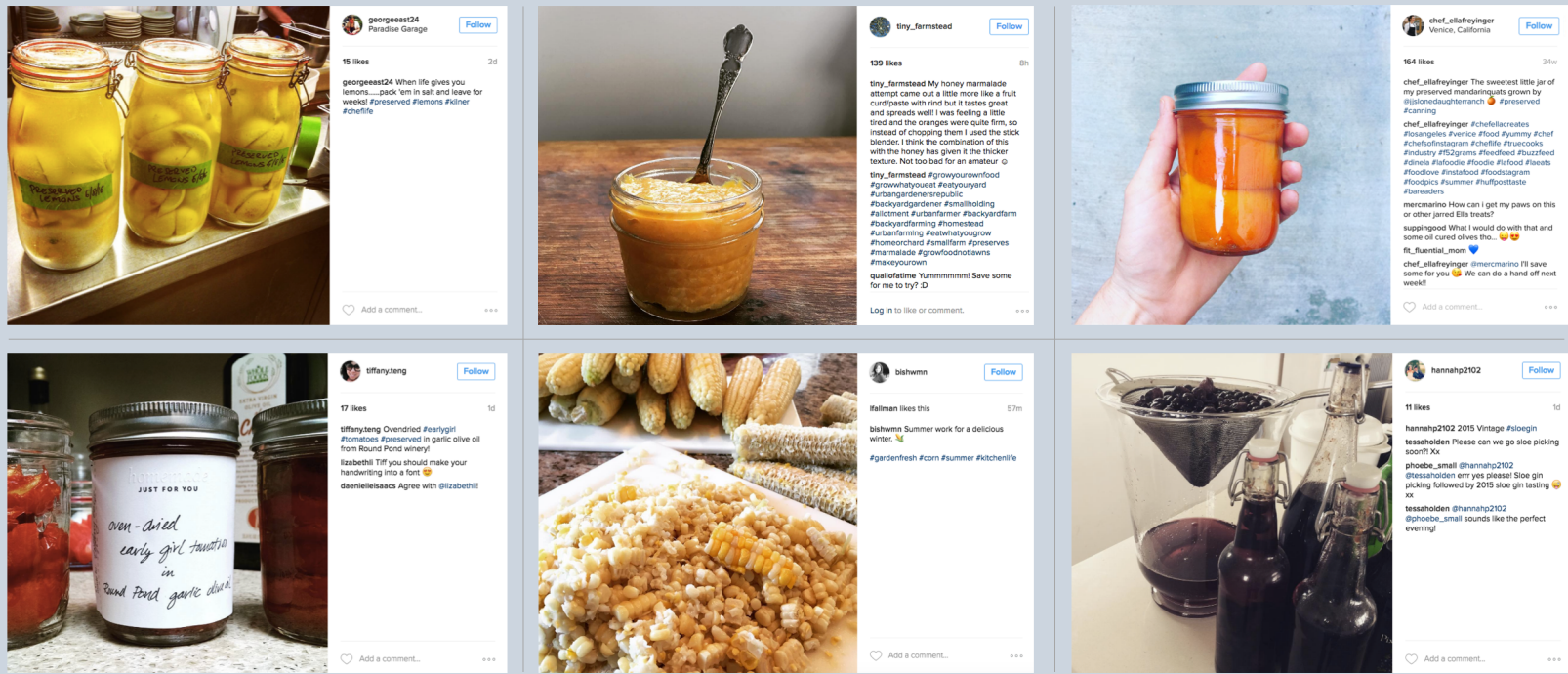
Time to grow

We're growing and sharing food



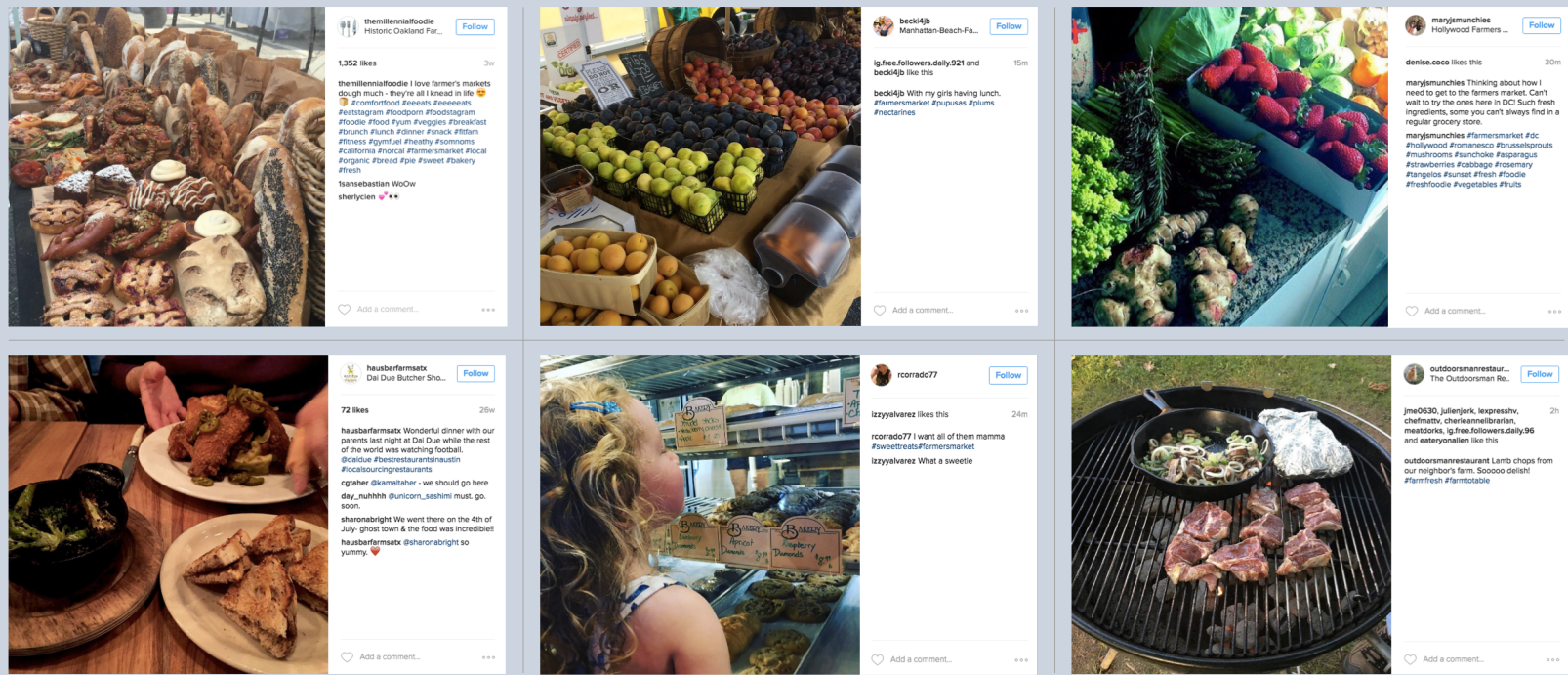
Time to save

Canning and sharing things we grow is pure indulgence



Time to savor local flavors

Real food is beautiful (and delicious) enough to share



THE JOURNEY MATTERS

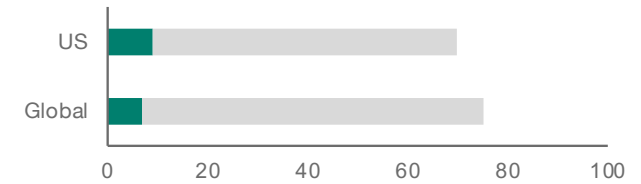
We crave freedom and discovery



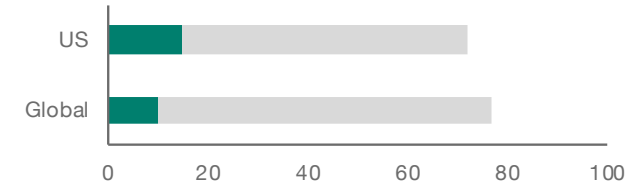
Havas Prosumer Study 2016

While we love the slower pace, the lure of automobiles continues to attract us.

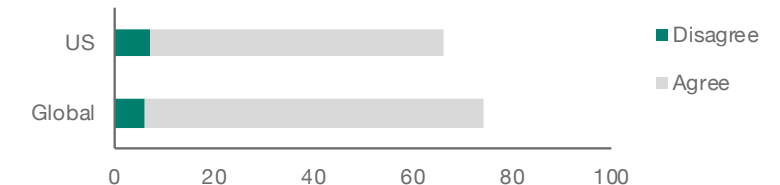
A big problem with society is that people no longer walk places:



Traveling is one of the greatest joys of my life:



By 2050, most cars will be electric or run on another type of renewable energy:



Enjoying the journey

Getting there is half the fun

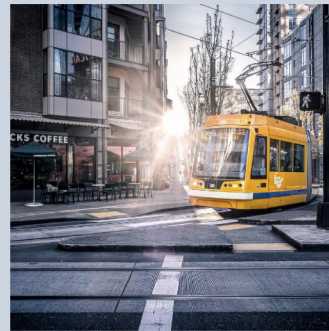


jmarqueza Follow

26 likes 18h

jmarqueza Ctbike mamas #ctbikem #currentmood #ctbike #settwo #newadition #classyale Gupass 🍷 yeidy07 🍷🍷

Add a comment...



@thesonman Portland, Oregon Follow

20 likes 24w

@thesonman A spring sunset with Starbucks and streetcars. Alteration and good weather are aplenty this week in Portland. #alteration #pdx #warddistrict #pdxlife #pdx #pdxstreetcar #tjseries #tjv70

Add a comment...



wffnyc_souvenirs MTA NYC Subway Follow

31 likes 2w

wffnyc_souvenirs Friday!! Long weekend!! Get crazy 🍷 Photo@shomeimages Subway #longweekend #bordertay #subway #nycsubway #mta #seeninny #newyorkcity #nyc #artist #musician #subwaymusic #friday #welcometothetown #subwaymusic #newyorkcityphotography #wffnyc #marian_music Great! Maybe you like my stuff, too! 🍷 luchito Flawless squirednyc Aww rice

Add a comment...



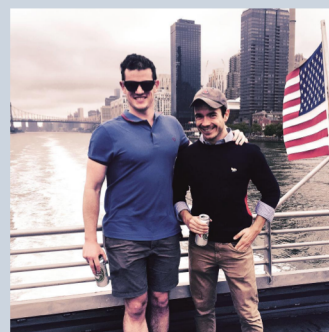
trevitography The High Line Follow

17 likes 2h

trevitography Take an old abandoned railroad bridge and don't tear it down, give it a makeover! Add a layer of boards to walk on, plant lush gardens on the edges, set up some organic snow cone stands and you get The High Line. Stretching across the Meatpacking District giving walkers an elevated view of the streets below and a pleasant escape from the crazy NYC traffic. What a gem that shows that you actually can teach a very old city some grand new tricks.

trevitography #newyork #nyc #manhattan #newyorkcity #nyc #chelsea #highline #thehighline #meatpackingdistrict #thehighline #architecture

Add a comment...



ckuratek New York, New York Follow

51 likes 1w

ckuratek I have chartered a course for the Vineyard, but tonight I am Nantucket bound... Been waiting my whole life to stay this. Literally. #jilljoyce #seastreak #literally #nantucket

georgianay Classic 🇺🇸 vdb2003 Connor u are so hot. snowman2782 Get that bottle of rum ready! theguerrillagardeners Great stuff!

Add a comment...



vj_ferr Court Street Follow

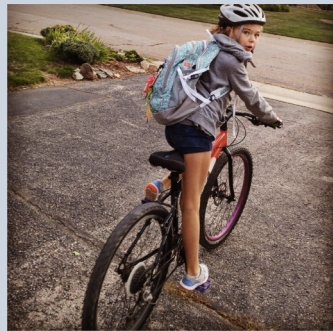
26 likes 32w

vj_ferr My favorite thing about the #snow today was how naturally we #reclaim our public spaces in the absence of the threat of traffic violence. The streets were brimming with people walking down the traveled way, pulling children on sleds, and simply enjoying this vast expanse of space that is closed to the walking public for the majority of the year. In the event that an occasional motorist did pass, they did so cautiously, yielding the #rightofway to people, and with the understanding that the #streets were not their exclusive domain. #CourtSt, #CobbleHill, #Brooklyn, #NYC, #Bizzare2016 #NYCBizzare #PublicSpace #WashNYC #PhotoStrainCity think, katrina Precisely 🍷 olivaiamnnn 🍷

Add a comment...

Human powered

Feel good, look good



wneiffer [Follow](#)

ellelynn9, jodicelebrate, eandismom, dciementso, hannahgriffin4, lifeinthetwizzle and piggybike like this

wneiffer #bikecommute #Charlie

6d

♥ Add a comment... 333



lisaieb2b [Follow](#)

melissa_potwarka, astmarie, busherton, customcruisers, robymw070, mynamistyle, peopleofpenetration, mrnyaps and thanke77 like this

lisaieb2b Was starting to run out of energy on the way home when I noticed I wasn't the only one a little tired. #commute #bike #biketowork #chariot #nap customcruisers Creative Pic

2h

♥ Add a comment... 333



chef_nico_d [Follow](#)

Bella Gioia

247 likes

6w

chef_nico_d When @catt_cimm leaves her scooter unsupervised at work. #workinghardordriving #tagbaby #scootersandstrollers #ranspocoter clouddi Hard workers. catt_cimm Yaassss work tape.myheartbox Lol biblexports That's great

♥ Add a comment... 333



cathym44 [Follow](#)

Washington, District ...

22 likes

3w

cathym44 Plus side of my commute to work is seeing these views ahead of me and in the mirrors everyday...but I'm considering #bikingtowork #reflections #cbsights #washingtonmonument #uscapiot #bluesky #easdays #happy #blessed #thankful #countingblessings #fourinthemidnight #todaytopostearlier #feelingartsy #bike #ride #bikes #bicycles #bikelane #safetyfirst

♥ Add a comment... 333



runa60 [Follow](#)

Portland, Oregon

110 likes

3w

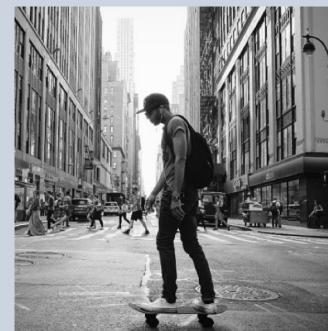
runa60 It's highly evident to tourists and visitors that Portland is a bike town. You'll find bright orange bikes for rent in most every neighborhood and miles of these green bike lanes all over town.

runa60 @furbankville @furbanking @freephotojournalism @city @furban @furbankexploration

runa60 @portland @pdx @portlandor @portlandme @portlandia @f503 @pdx @portlandor @portlandpdx @citylife

runa60 #travelbug #travel #firsttravel #wanderlust #norcal #earthquakecountry #wanderer #wanderlust #travelgram #g_travel

♥ Add a comment... 333



maksforeigner [Follow](#)

New York, New York

116 likes

9w

maksforeigner #nyc #newyork #newyorkcity #manhattan #contrast #midtown #timesquare #skating #sail #classic #dailynycphoto #ow #blackandwhite #random #stranger #streetphoto #documentary #man #skate #skater #vanishingpoint #skatetowork #nydocumentary #skateboarding #skatestreet #newyorkcityblackandwhite #newyorkcitymonochrome #tjfilmx70 #og #tj70

melisinstudio Gorgeous shot

♥ Add a comment... 333

Sharing a ride

Meet the nicest people



Going electric

Plugging in is a new form of freedom



khakken [Follow](#)

35 likes 58w

khakken Green car. #bmw3, #ev, #gardening
isabella.kokoli nice shot!
bmw (@khakken) We really like your photo! Is it yours? Would you allow us to share it with the #bmw communities on our social media channels? Of course we would give you credit and tag you in the photo. #BMWWirepost
khakken Absolutely!
bmw (@khakken) Thank you. We love it.

♥ Add a comment... ***



natalie_e_s [Follow](#)

31 likes 40w

natalie_e_s an interesting thing about marriage is that his hobbies + interests that were initially cute + quirky could get annoying... if I let them. I'm learning to embrace + enjoy them, so tonight we are taking an electric car to our date night destinations. he's quite excited about it (and I think it's pretty cool, thanks for loving our Milo, @mjgubz + @mrsjwebb)
natalie_e_s #bluedndy #loveindy #fornight #spendtime
ehuling Do they just have them parked around town that you can rent? Fun!
jhangstend22 drs...dan...this is amazing! Once I'm all moved back, we'll leave the kids at home with the ladies and go cruising in one of the electric cars. It'll be just like the old days only so much more energy efficient.

♥ Add a comment... ***



annephyte [Follow](#)

38 likes 2d

annephyte Two of my great loves: my Sprint Eze electric bike and our Nissan Leaf, both now powered by our solar panels from A&R Solar. This isn't a humble brag, this is a promotion of two amazing ways to get around town sans fossil fuels. One of them avoids traffic and parking, the other cost \$5,000 (2014 model). Go see DJ at Electric & Folding Bikes for the former, and Craigslist for the latter! And if you go solar, mention us to A&R and you (and we) will get cash back :) #electricbikesrule #risianleaf #fornitebike #seattlelife #solarpowered @andsolar
annephyte #ilovemyleaf
annephyte @electricbikesnw

♥ Add a comment... ***



antonwatts [Follow](#)

171 likes 10w

antonwatts #tesla3 yep! My car!
jmaughan Looks pretty. How is it? I ordered one as well.
road99 @antonwatts slick!
joneslandscapes.la You look amazing! I mean the car! 🍌
cindywildie Yay!
lucask8tr Is that the car we are getting this summer? V2 Car I guess...
lucask8tr Cool
reneestoddard Damn Gina! @antonwatts
antonwatts @lucaskaterat 🍌
tomwockieford 🍌
challenger_227 How long can that car drive

♥ Add a comment... ***



domdeleone [Follow](#)

56 likes 11w

domdeleone My first pride walk and so stoked to do it with @teslamotors #teslapride #pride2016
tiff67987 You're a BABE!
bodybynoddy 🍌
yosib 🍌
kzayca2 Are they making a diesel model yet? I'm all in when they do!

♥ Add a comment... ***



ckommavong [Follow](#)

16 likes 9w

ckommavong Wife's new ride Electric Focus, finally settled the deal.
#ev #evmovement #electriccar #electric #focus #ford #fordowners #fordfocus #electric #nogas #makesmefeebetter

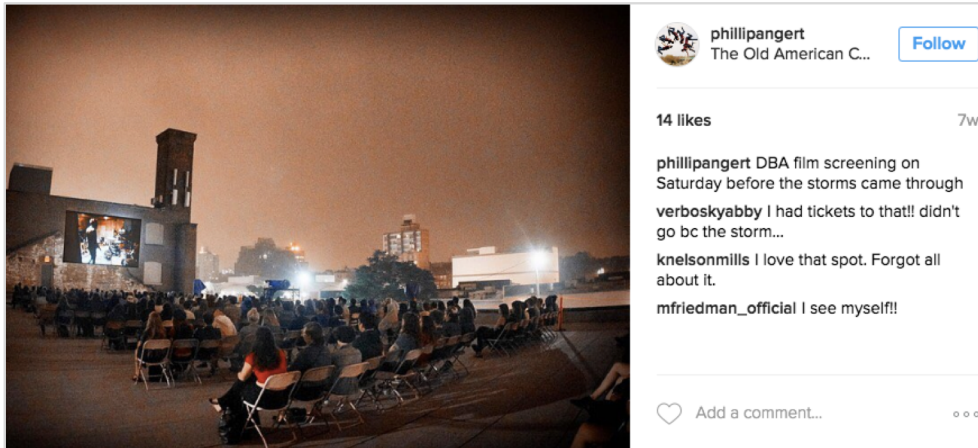
♥ Add a comment... ***

WORK & LIFE IN BALANCE

Managing what we have to, and want to do

Havas Prosumer Study 2016

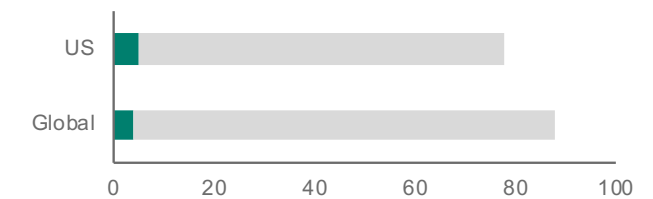
We're anxious to find a better balance.



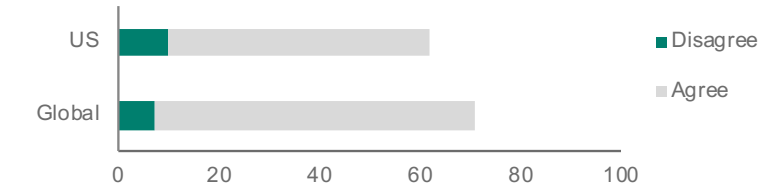
Employers should offer parents flexible hours:



It's important to eat at least one meal a day with one's family:

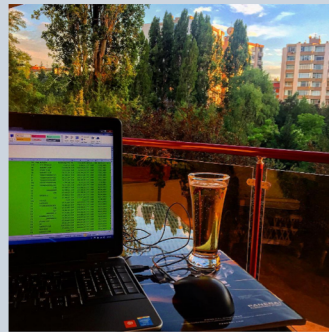


People waste too much time at work doing things that don't really matter:



Rethinking where we work

WFHT is status



mykukupglu Follow

40 likes 3h

mykukupglu "improved working conditions" #homeoffice
#homeoffice
banutabanli Bizim mailere donumuyor
nidenise amaaz
mykukupglu Cok yakinda ti tutarlara
kargınızda olcam 🤔@banutabanli
banutabanli Hahahaha 🤔🤔

♥ Add a comment... 🌐



apropos_sf Follow

18 likes 4h

apropos_sf Morning meeting @parlonsmf
#coworkingspace #sanfrancisco #aproposf
#workingprogress

♥ Add a comment... 🌐



a_penny_gabon Follow

63 likes 10w

a_penny_gabon /tit to
#fakeyourdaughteratworkday when dad
took me all the way to his office...at home.
He said something about deceased
productivity due to lack of sleep blah blah
Work is boring dad, let's play!
#homeoffice #workfromhomeproblems
#virtualworker #lifeofabypenny
#workisboring #playplay #distractions
#playwithme #finishtyourcereal
#pushmedown
#merrymaps Someone's gotta pay the
bills...punk baby 🤔

♥ Add a comment... 🌐



warehouse05 WAREHOUSE No.5 Follow

113 likes 7h

warehouse05 [WORKSPACE]
Start your week right at WAREHOUSE No.5
In a light filled, open planned space where
the coffee is on point and the fresh air is
flowing.
warehouse05 .
.
.
#warehouse05 #warehouse #workspace
#coworkingspace #coworking #collaborate
#monday #coffee #morning #office
#worklife #study #motivation #industrial
#creativity #freelance #entrepreneur
#design #burleigh #burleighheads #cgc
#picoftheday
cgcsciotla Love what you're up to. 🤔
happinesconclerge @raechelharding
where I'm off to tomorrow "a"!!
warehouse05 Thank you! @cgcsciotla
warehouse05 Woo hoo!

♥ Add a comment... 🌐

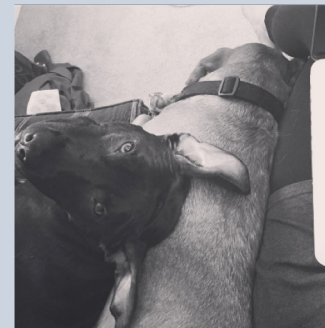


mjesicaneole WIP Coworking Follow

64 likes 5h

mjesicaneole Woof at WIP 🐶
mjesicaneole #puppy #officecoworking
#cowork #digitalnomad #remote
#freelance #coworking #wip #puppy #croatia
#travelgram #finstadog #wanderlust
#travelmore #nomad #rescuepup #adopt
#absterick #ivoon
jackieup 🤔
coworkitell Awesome!
compleio Nice space 🤔

♥ Add a comment... 🌐



bethanybwomack Follow

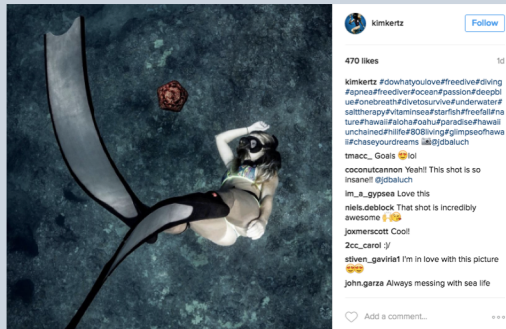
32m

bobovibes96, petoji, hapiore,
krmido, sebastiangruff,
xxxiioveluaky, marianmalac,
photographytruk and anjalejke like
this
bethanybwomack My work buddies are
bringing me down today. Just kidding...
How can that face not make you smile? .
.
.
#dogsofinstagram #LouLouWomack
#fizzwilywomack #adoptiontopup
#rescueadoption #homeoffice

♥ Add a comment... 🌐

Pursuing our passions

We want to have (and share) more interesting lives



Celebrating makers, craftspeople, artisans

We hold makers in high regard

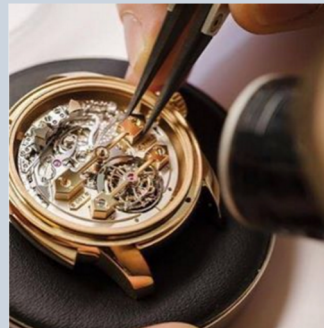


violinistanbu2 Follow

pyanistanat_canduman50, pauplexi, esarrmaa, hanson_riz, emsin, elise_sophia_sinel, emch, and thereajunsungkim like this

violinistanbu2 #Lutherie #Violin #Kemanfensin

♡ Add a comment...



girardperregaux Follow

778 likes

girardperregaux Extreme #Precision and #Craftsmanship define the #new #GirardPerregaux Minute #Repeater Tourbillon with Gold Bridges

htmlm_official Check out our page.

gltwins @g_for_gabriele

g_for_gabriele @gltwins |adore!

Log in to like or comment.



sylve_spoon Madison, Wisconsin Follow

217 likes

sylve_spoon These bird bowls are so much fun.

noble_woodcraft I wish I was there to learn that

sylve_spoon @noble_woodcraft the small bird bowls, like this one, use pretty much the same techniques as spoon carving.

noble_woodcraft I was surprised when I looked up the dimensions! David's bowls have a huge presence. I'm not sure when I'll get to carving one but I want to make something different soon. I'm stuck carving spoonwood spoons but have been daydreaming of forging tools haha

green_wood_spoons Looking good! Just got all the rough work on mine done last night. Now I need to catch up with all the blanks I made there...

♡ Add a comment...



quiltsonroute66 Follow

62 likes

quiltsonroute66 Here is Dorothy. She took Carol Collettes class called Hanley Quilt. Finished her top and Scottsdale Quilt custom quilted it. You can see it in person next year at the Mesa AGG show. #crazyquilt #hanleyquilt #handmadequilt summerquilt Beautiful, I'd love to see a close up.

pinkcherryblossoms Very beautiful nancyhamy Wow, she did such a beautiful job!!!

jellscottsdale I happened to be in the shop when Dorothy and her quilt were there. It's spectacular in person. Quilt love

quiltsonroute66 summerquilt @pinkcherryblossoms @nancyhamy @jell480 I thought when she saw it quilted she was going to cry. She was just so touched. She is in her 80's and

♡ Add a comment...



blernuss Follow

22 likes

blernuss Hot like a forge #blacksmith #forge #fire #hammer #anvil #beard #bearded

♡ Add a comment...



planeandsquare Follow

56 likes

planeandsquare Some #freakingamazing #flamps are being born out of the #workshop these days!

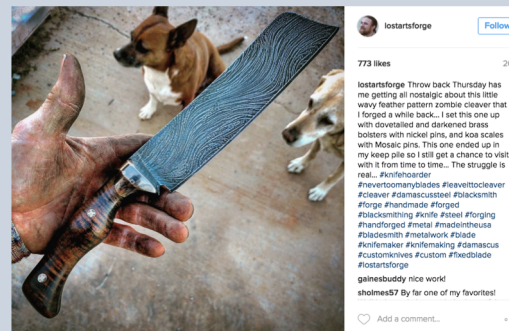
Here's another #reaser for some #neoclassical themed pieces I've been working on, as part of a set, built from a variety of #castiron parts.

They're looking #hellu fly so far if I do say so myself! Hold your breath for those super #snazzy #photos when they're finished!

planeandsquare #flamp #craftsman #artisan #lighting #design #repurpose #powertools #flattools #homedecor #improvement #gnarly #art #build #electrician #light #superstarry #vintage #decorate #mattdrawthings I gotta come over and see this stuff next week

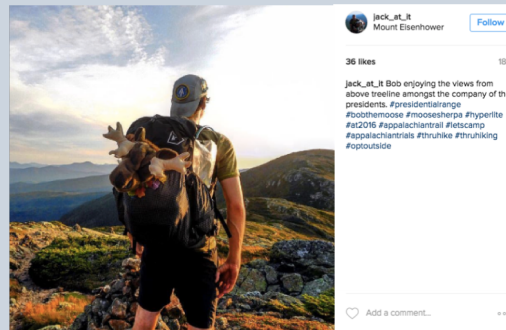
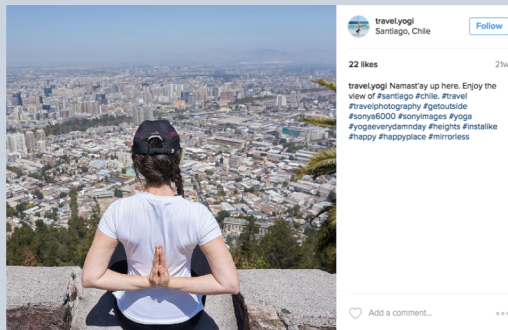
♡ Add a comment...

In a disposable world, timeless products can achieve cult status



Learning about the world we live in

Nothing beats being there



Taking care of mind and body

We want to feel better and be better



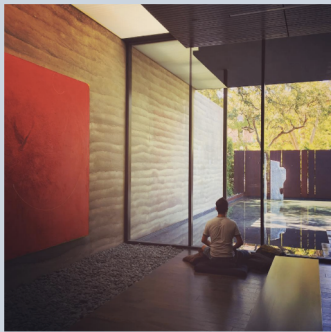
vanny_matt
MacDonald Park
Follow
148 likes 6d
vanny_matt The most awesome group of people I know 🙌 #vannymates #kingsofqueens #therienyc #funisgoingout #nigntive m.dawges GAINZ 🙌🙌
ninja29800 🙌
Add a comment...



youniqueyoga_jerse...
Follow
86 likes 6w
youniqueyoga_jersey Repost from our friend @loveitaps! Thank you so much to Jen and Taps for sharing their gifts and to everyone who came out for an amazing cause last night at our Highlands studio. So much love to our @root_to_rise family! Providing love and support to those on their path to recovery 🙌🙌
malindrose @hannah_high @megely26 @elizabethelzie look at those babes
hannah_high @malindrose 🙌🙌
elizabethelzie @malindrose 🙌🙌
root_to_rise @youniqueyoga_jersey Thank You for your love and support! Thank you for sharing your space, teachers and community! 🙌🙌
Add a comment...



jessicaparieta
Body Tech Eborado
Follow
567 likes 34w
jessicaparieta Com a topsima @camilguper 🙌🙌🙌🙌🙌🙌
#pedal #handbike #noconotula #nopeinogoin #institutomaregabril #paratieta #fitness #nopeosoundemagossocorer #muscle #motivation #workouts #love #flajibotrabal #quzooconstruira #fanciosa #kingdom #lifestyle #esporte #cardiofisco #mbilite #exkp #fancusateam #kickboxing #p #ile
andrefg2 Agora morri de vez! Amo ela!
andrefg2 Esse é O corpo! Ela é perfeita! nutricionistabrunemoises Mentilliraasaaa
oooooooooooooooo! Eu sou tão fi dele 🙌🙌
🙌🙌 Indas
camilguper 🙌🙌🙌🙌
Add a comment...



shuleiweng
Windhover
Follow
31 likes 4w
shuleiweng #windhover #aidindarlingdesign #stanforduniversity #architecture Art Meditation #NetherOliveraPainting
Add a comment...



nov_projectic
Rock The Parkway H...
Follow
75 likes 15w
nov_projectic Congrats to all of you who crushed the #rocktheparkway half and 5k. Hope we were the boost of support you needed!! Now we need to rest our voices for Wednesday morning! #talk30time #freelance
owuuuuuu I loved these signs! You guys were some of my favorite fans on the course :)
erislathrop Come join us for free workouts at Liberty Memorial every Wednesday at 6:20am!!
btzlgler0203 Thanks for cheering us! withwhynt2019 Loved the signs today! Made me smile 🙌
kamstnagarcia You guys were awesome! juhebd008 Signs and support were awesome!!
Log in to like or comment...



willatf
Madison Square Park
Follow
97 likes 13w
willatf only @therienyc could convince me to hold a squat for this long #therienyc #freandgrind #myfitness #fitfam
josephyonnullins Good lookin squat mate! requelponce16 🙌
Add a comment...

Commercial realities

Doing your job AND using the playbook

Using the Playbook

How ordinary people see and share an aspirational lifestyle

Citizen-generated imagery shows the people, places and moments that define the Good Life 2.0. We have focused on themes of home & family, time, mobility and work/life balance.

The Playbook is:

An authentic visual reference of the more accessible and sustainable lifestyle being embraced today. It provides:

- A backdrop and/or context for brand and product communications and collateral
- Inspiration for product development and innovation
- A peek into a world their customer can aspire to.

The Playbook is NOT:

A comprehensive set of guidelines that must be complied with. It is not:

- A complete image set or representative of all situations
- A final perspective but rather a moment in time—people will continue to evolve how they see their world
- It is not an image library—the images collected are the property of their respective owners.

The Playbook: A Vision for the Present

Listening to how people are defining The Good Life today

While we fantasize about untold wealth, easy living and the freedom of empty highways, the majority of us will see no choice but to settle for less – at least, that’s how we see it.

Or do we? If you listen carefully to your customers, you’ll find that there’s a group of them who are redefining what they need, want and expect from their lives. They aren’t settling for less at all.

Brands can reframe the question, just like their customers have. **Can we aspire to better?**

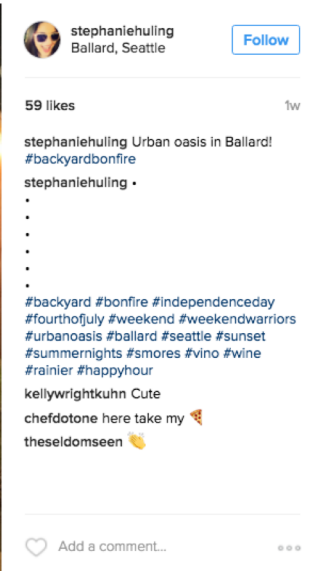
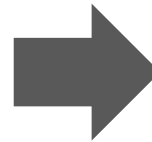
This is the question that brand marketers need to ask as they decide what world their products will exist within. Can they present a better world, where the aspirations they promote focus on what makes us happy? Where the focus is on quality over quantity, care over convenience?

In addition to asking “what do we aspire to”, marketers should be asking ***“what does living well look like”?***

- What makes us happy?
- What are we afraid of?
- What is the human cost of living well?
- How do we share the moments that matter?

There's a new Good Life

The playbook helps you imagine your brand in this emergent reality



Curating a New (and present) Vision for Living Well

From Living Bigger to Living Better

From:

Living Large



To:

Being Connected

Driving Solo



Sharing Journeys

Slicing it Thick



Knowing Your Food

Pouring it On



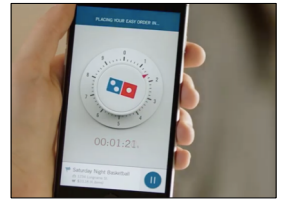
Spending It wisely

Throwing It Away



Holding On To It

Getting it Fast



Slowing Down

Who Can Participate in TGL2.0?

Examples of sectors who, together, can shift the system

Being Connected



- Smart homes & Automation
- Connectivity & Broadband
- Car + Home Connectivity
- Utilities/Grid
- Home Finance
- Workforce & Gov't & Private Employers

Sharing Journeys



- Automotive
- Car Service/Hailing
- Car Sharing
- Public Transport
- High Speed Rail
- Bicycles/Bike Sharing
- Travel/Hospitality
- Co-Working

Knowing Your Food



- Food/Beverage
- Supermarkets/E-Commerce
- Subscription Meal Kits
- Restaurants
- Super foods & Supplements
- Healthcare / Wellness
- Food Tech
- Home Agriculture

Spending It Wisely



- Appliances
- Gray water /Rain/Compost/ Recycling
- Household Consumer Packaged Goods
- Water Authorities / Local Gov't
- Developers, Landscape Design, Urban Planning

Holding On To It



- Home goods and Furnishings
- Cleaners and Fabric-care
- Clothing, Shoes, Accessories, Sportswear
- Consumer Electronics
- Up-cycling/ Recycling and Repair

Slowing Down



- Home Services
- Prescription medicines and Healthcare
- Mind/Body Wellness
- Fitness & Training
- Hospitality
- Insurance and Financial Services

The Good Life 2.0 Commercial Strategy

Adopting the Strategies of Today's Most Successful Brands

There are some astonishingly successful brands. What is it that they do, or that their products and services offer, that attracts such loyalty from their customers and generates such significant returns? What are the best practices of today's leading brands that we can use to grow the next generation of aspirational (and sustainable) products, services and loyal customers?



1. Listen and look more closely
to what people need, want and expect. More importantly, know how your customers feel and behave.

The Playbook forms part of this vital **listening** step. It shows us what some of our customers need, want and expect from a Good Life.

2. Eliminate friction in any form: cost, worry or inconvenience. Remove waste and inefficiencies. Innovate a better "Good Life" for your customers.

3. Anticipate and address the changing needs and desires of the marketplace.

4. Recognize and reward customer commitment. Turn the brand experience into social currency.

5. Continuously grow their market universe, share of market and customer lifetime value.

Workshopping The Good Life 2.0

Understanding how your brand can play a role in making The Good Life 2.0 possible for your customers



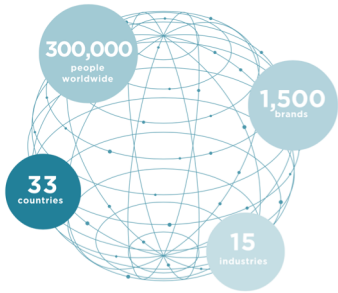
- What are the greatest barriers in the category experience for your customers?
- Where is the static coming from?
- How can we eliminate friction or waste?
- Can we meet unspoken needs?
- How can we anticipate acute moments of customer relevance?
- In an always-on world, speed is essential; can we create a real-time brand experience?
- How can we create a more personal experience?
- How do we recognize customers?
- What value do we reward them with?
- Collectively, what are we giving back to the world?
- Will our customers invite us in to their lives?
- What brands, channels and culture forces will we collaborate with?

The Good Life 2.0 and Meaningful Brands

Is the good life 2.0 good business?

Havas' Meaningful Brand Study says yes

HAVAS MEANINGFUL BRAND STUDIES



There are brands that perform better, help us feel better, and make the world a better place.

These brands improve our quality of life and are the ones **we won't let go of**.

According to [Havas' Meaningful Brand Study](#), this subset of brands enjoys measurably higher purchase intent, customer loyalty and share-of-wallet.

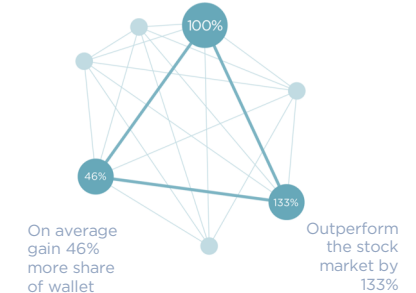
And yet, the 2017 Meaningful Brands Global Analysis also delivers a stark wake-up call: 60% of content created by brands is found to be poor, irrelevant or failing to deliver. The 2017 report also analyses the relationship between a brand's performance, its meaningfulness and the content it produces.

The results show that content delivered by brands is underperforming to such an extent that it's having little impact on business results or people's lives. Increasingly, meaningful brands will need ensure that their content aligns in a meaningful way their customers' lives and aspirations.

Meaningful brands will play an essential role in creating and promoting the Good Life 2.0 and they will be rewarded for it by their customers.

MEANINGFUL BRAND ADVANTAGE

100% better KPIs



MARKETPLACE

Going beyond the product



PERSONAL WELLBEING

Exploring how brands tangibly improve people's lives

COLLECTIVE WELLBEING

And the role brands play in society

Acknowledgements

Acknowledgements

This Playbook has been made possible by people's public Instagram posts. Our sincere thanks go to the thousands of people who shared their own personal Good Life passions with the world via Instagram; thanks for making the world a little bit better.

Your names appear alongside each and every one of the images in this Playbook – the rights to all images remain with you. We have highlighted your public Instagram posts in this Playbook because we believe that this constitutes fair use. We have credited each instagramer by including the full screen shot of the Instagram post. A small selection of posts have been cropped and included in the Playbook a second time.

We will never use the Playbook for commercial purposes. If any of the Instagramers object to the use of their image in this Playbook, please contact us through our own [@tql2.0](#) account and we will immediately remove your image from the Playbook. All other images in the Playbook have been licensed from the copyright holders.

Project team



Richard Notarianni
USA
[@richnota](#)



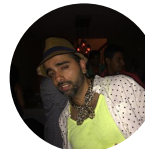
Michael Byrnes
USA
[@byrnesmichael](#)



Orr Genish
USA
[@orrgenish](#)



Alla Gonolposky
Globetrotting
[@travel.yogi](#)



Neeraj Kher
USA



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Executive Summary

WBCSD and Havas have been discussing the role of marketing in addressing sustainability challenges since early 2014. Our discussions became investigations, taking us to Brazil, India, China, the UK and the USA, supporting a work program bringing companies together to collaborate in the design of the products and services that would enable future sustainable lifestyles.

There is a large body of work on the topics of sustainability marketing and encouraging more sustainable consumer behaviors. Most of it focuses on promoting a behavior alongside products, or selling products by promoting sustainability. Both are difficult sells. We felt there was something missing. Someone could buy into healthier food choices at the same time as they bought into the idea of a credit card that would let them buy a second AC unit or scooter. In countries like the US, there's no shortage of people making their way to their local Organic Store in an SUV.

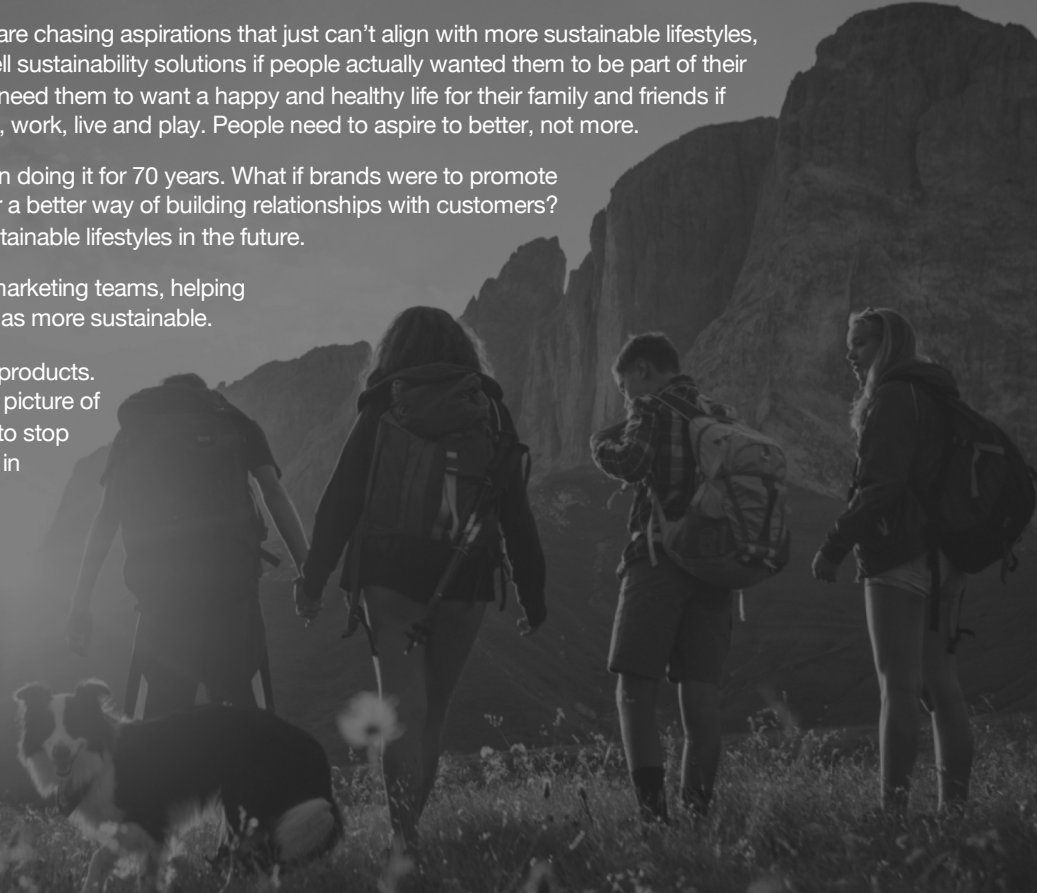
We believe that aspiration could be the key. All over the world, people are chasing aspirations that just can't align with more sustainable lifestyles, even if the solutions are there to enable them. It would be a lot easier to sell sustainability solutions if people actually wanted them to be part of their lives. We need people to want good food more than another AC unit. We need them to want a happy and healthy life for their family and friends if we also want them to take more care over the way they eat, move around, work, live and play. People need to aspire to better, not more.

Luckily, brands have a lot of experience in selling aspirations. They've been doing it for 70 years. What if brands were to promote aspirations that build on what makes people truly happy? Would that offer a better way of building relationships with customers? We think so. It's an essential first step if brands are to successfully sell sustainable lifestyles in the future.

So that's how this Playbook came about. It's designed to be used by marketing teams, helping them to inspire customers to live a life that is both more rewarding as well as more sustainable.

Let's be clear though: It is NOT about selling sustainability, or sustainable products. We want forward-looking brands to draw on the playbook and rethink the picture of the world that they paint through their advertising. We're not asking them to stop selling their products, we're just asking them to stop selling their products in a world that is all about bigger, faster, and more.

The Playbook shows how people are already taking pleasure from a different type of world, one where time with friends and family, health and good food are all luxuries to aspire to. At the end of the day, this isn't rocket science. We're suggesting that forward-looking brands should check the structural integrity of their messaging.





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APPENDIX: The Evidence

Why we need to address the individual and collective costs of the Good Life 1.0, and how you might consider doing this as a brand

What does participation look like?

In the following pages we provide you with some inspiration around how you could help your customers to pursue the Good Life 2.0 in the future. This section isn't about the aspirations that you promote, but about what the future can look like (and indeed is already starting to look like today).

The data on the challenges is provided to reinforce that, ultimately, some form of the future described is inevitable. The speed of its arrival depends on how and when people's aspirations align with the smarter, cleaner, happier lifestyles that this future holds.

We focus on four examples of activity – where people live, how they move around, what they eat, and our relationship with the stuff that we buy.

For each example, we offer

- evidence of the real costs of our current pursuit of the Good Life 1.0
- the type of transition (in terms of the customer experience) that companies could make possible
- the narrative that we are beginning to see emerge in the press.

1. Why do we need to change our Homes?

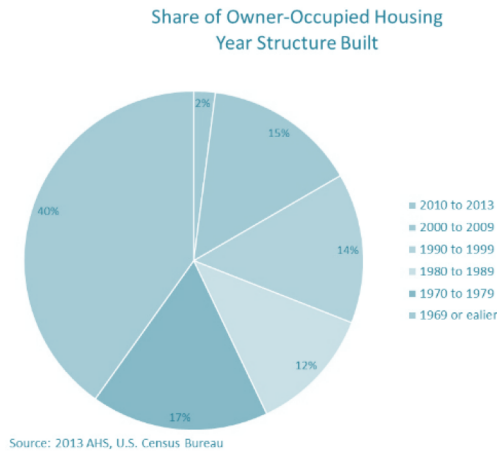
ENERGY INTENSIVE LIVING

U.S. residences account for over 22% of the country's total primary energy consumption, which equates to more than \$2000 per household. ⁷

Less than about 1% of US homeowners living in units that are at least five years old rely on an on-site renewable energy source such as solar, wind, or geothermal. ⁸

THIS OLD HOUSE NEEDS AN UPGRADE

US Homes built in the 2000s consume a quarter less energy per square foot than those built before the 1970s. ⁹



SHRINKING FAMILIES, EXPANDING HOUSES

The average household size shrunk from 3 people in 1973 to 2.5 today. ¹⁰

Average living space per person has almost doubled in the last 41 years. We lived in 1,660 square feet in 1973—and 2,679 in 2013. ¹¹

Americans are having fewer children. One reason is the soaring cost. Today, the average middle income couple will spend \$241K to raise a child to 18. ¹²

WATER CRISIS EVERYWHERE

40 states expect water shortages in some portion of their states under average conditions in the next 10 years. ¹³

Most of the 1.1 billion people categorized as lacking access to clean water use about 5 liters a day—one tenth of the average daily amount used in richer countries to flush toilets. ¹⁴

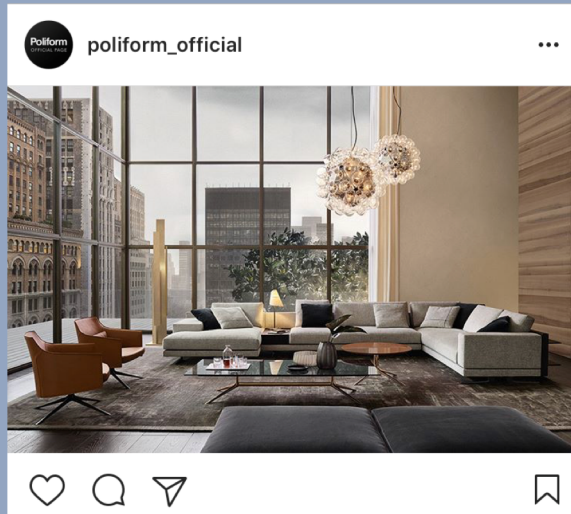
Dripping taps in rich countries lose more water than is available each day to more than 1 billion people. ¹⁵

TOXIC HOMES

More than 30 million US homes have significant health issues, including lead-based paint hazards, radon exposures and unsafe drinking water. ¹⁶

Making our homes smarter and more personal

FROM: A Bigger Home Is a Better Home



We begin to understand that a bigger living space does not necessarily make for a better living space. Bigger homes come with trade-offs: heating/cooling costs, time spent mopping floors, money spent filling them with stuff that we don't really need. Bigger homes misdirect precious individual resources away from avenues that are more gratifying – spending time with loved ones, learning something new, life-enhancing experiences, or even doing some important work.

To: A Connected Home, Full of Energy

We can have smarter homes: ones that save us time, energy and money to be better used elsewhere.

How could homes be smarter? They will, in fact, can already, operate as integrated systems. Renewable energy can heat space and water, heat can be recaptured from waste water running off from the showers (which can itself be reused for toilets), and appliances, such as fridges and dishwashers, can share energy and direct individuals to their most efficient usage. Products used in the home will, in time, work with each other and enable secondary benefits. For example, our washing detergents could help to clean waste water in natural infrastructure solutions, which is a fancy way of saying that every community will have a little reed marsh that cleans our waste water, and the detergents will help this to happen – the algae in the reed beds could even be harvested to contribute to community energy requirements.



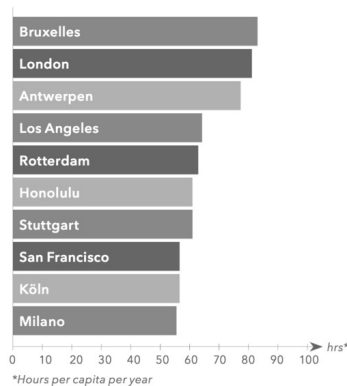
Emergent Narrative: Homes are getting smarter, more connected and “tiny”



2. Is the way we commute costing too much time, money, and happiness?

MILLIONS OF HOURS ARE WASTED IN TRAFFIC EVERY DAY AROUND THE GLOBE ¹⁷

Number of hours spent in traffic in the top 10 most congested cities in Europe and the US.



WE SPEND 9 DAYS A YEAR COMMUTING.

85% of Americans drive to work, **75% drive to work alone** and the average round-trip journey length is 50 minutes. ¹⁸

The average American family **spends 19-25% of their income on transportation.** ¹⁹ Families living in areas with transit options and walkability can **reduce their mobility costs by 10%.** ²⁰

Congestion can cost as much as 2 to 4% of GDP by measures such as wasted fuel, lost time and increased cost of doing business.²¹ Traffic is so bad in Los Angeles that each resident loses around \$6,000 p/a at a total cost of \$23 billion. ²²

PARKING ANOTHER BILLION CARS?

US cities devote as much as **1/3 of urban land to vehicle parking.** ²³

At any given moment, 95% of vehicles in Germany are parked. ²⁴

Approximately 70 million cars are sold every year. There are 1.2 billion cars around the world today and this could double by 2030. ²⁵

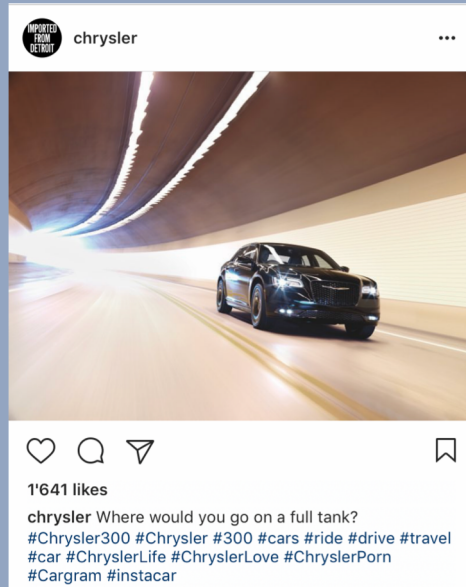
FASTEST ROUTE TO HEALTH & HAPPINESS?

Globally, seven out of eight urban citizens breathe air that fails to meet World Health Organization safe levels. ²⁶

If you can cut an hour long commute each way out of your life, it's the happiness equivalent of making up an extra \$40,000 a year if you're at the \$50,000 to \$60,000 income level. ²⁷

Creating a new destination for mobility

FROM: Expression of Freedom



TO: The Freedom to Move

No one will argue with the rush of feeling wind in your hair, or the value of experiencing new places and cultures. And most of us still have to get to work, make sure the kids get to school, and shop. But today's focus on personal (and usually individual) motorized mobility is slowing us all down while the world around us is speeding up.

We're moving to a world where mobility is integrated, connected, on-demand and supplemented by greater virtual access to people and places, offering new levels of convenience and the assurance that we can get to the places we need to be in ways that were the stuff of sci-fi until a few years ago.

How will mobility be more convenient? It will be is focused around hubs where people combine moving about with daily lifestyle demands such as retail, childcare, laundry and work meetings. Getting around will be by the fastest and most efficient intermodal methods, combining walking, cycling, hover-boarding, ridesharing, on-demand public transport – all connected through smart ICT systems that already exist today.



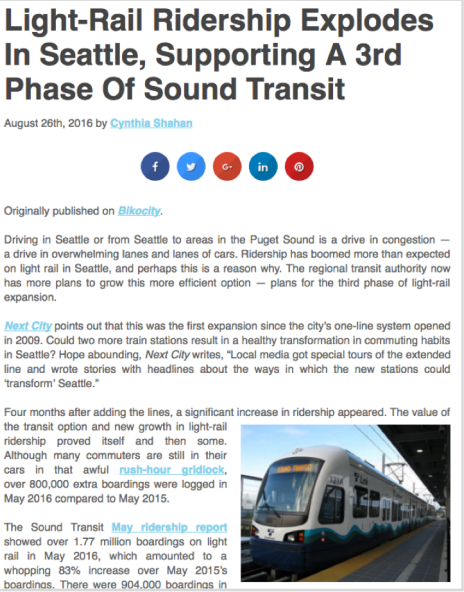
Emergent Narrative: Human power and smarter cars



New York



66



3. Has our relationship with food spoiled?

PEOPLE STARVE, BUT FOOD IS WASTED

There is enough food for everyone on the planet, but 795 million people still go to bed hungry every night. **30 to 50% of all food produced never gets eaten.** ²⁸

\$750B worth of food is lost and wasted globally each year – equivalent to the GDP of Switzerland. ²⁹

30% of some crops are deemed too ugly and end up in landfills. ³⁰

A PRICE TO PAY FOR OBESITY

Obesity costs the US health care system an estimated \$147 billion a year. Three of every five Americans are overweight; one of every five is obese. ³¹

44% of male doctors and 55% of nurses surveyed in the United States are overweight, even though they have ready access to information and education on the links between diet and health. ³²

For the average US diner, eating one meal away from home each week translates to roughly 2 extra pounds gained each year. ³³

More than 15m American children live in food-insecure households. ³⁴

CARNIVORE CULTURE

Meat consumption is projected to double from 2014 to 2040. ³⁵

46% of global freshwater use is for producing animal-based food. ³⁶

1 in 10 US Millennials is vegetarian or vegan, well above the national average (between 2-3.5%). ³⁷

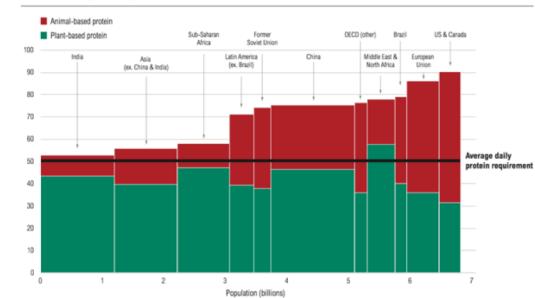
“CARnivore” CULTURE

Americans are eating 20% of their meals in their cars. ³⁸

US expenditures on “food away from home” as a share of total food expenditures grew from 25% in 1954 to 55% in 2016. ³⁹

PROTEIN OVER-LOAD

Figure ES-1 | Protein Consumption Exceeds Average Estimated Daily Requirements in All the World's Regions, and is Highest in Developed Countries g/capita/day, 2009



Source: GlobalAgri model with source data from FAO (2011) and FAO (2014). Width of bars is proportional to each region's population. Average daily protein requirement of 50 g/day is based on an average adult body weight of 62 kg (Wolke et al. 2012) and recommended protein intake of 0.8 g/kg body weight/day (Paul 1989). Individual energy requirements vary depending on age, gender, height, weight, pregnancy/lactation, and level of physical activity.

Rediscovering and reconnecting to the food we eat

FROM: Thoughtless Mass Production

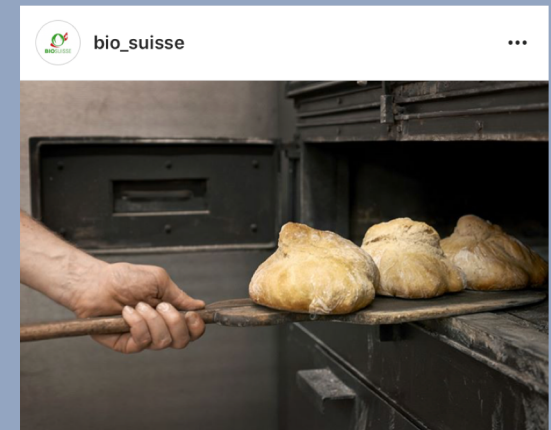


TO: Appreciating Local Flavors

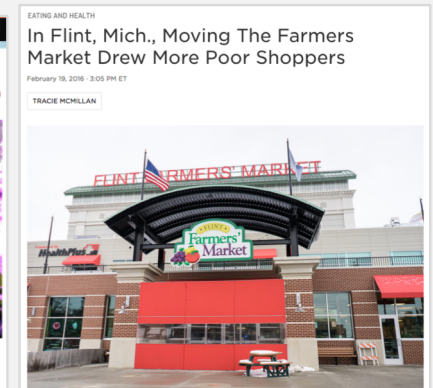
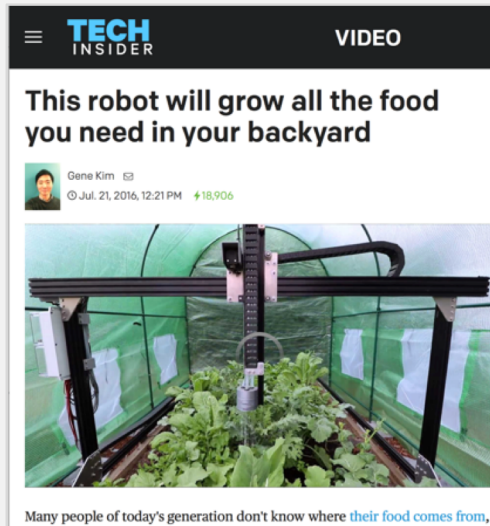
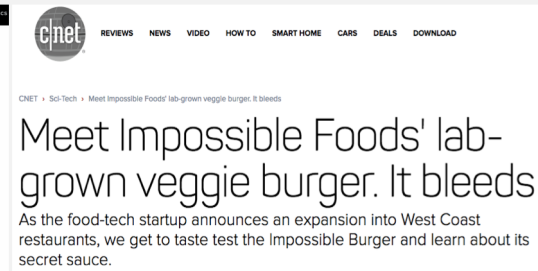
We know that feast or famine won't work in the long run, neither on a global scale, nor at the individual level. Habits of over-indulgence and self-deprivation leave us without the energy we need in our daily lives. Exotic, imported delicacies cost too much and lack freshness. We have lost touch with the link between the Earth that our food is grown in and the seasons that govern the harvests – We have forgotten that animals need to be killed before they become a meal.

When we live the Good Life, locally produced, seasonal, nutrient-rich foods give us the fuel we need to be our best, and the rituals we establish around eating deepen community bonds. How will our food become better whilst less impactful? Well, firstly we can make it more a part of our lives, rather than a matter of necessity or indulgence. People are already taking pleasure in growing their own food and converting leftovers into future meals. We can scale this up at a community level. For instance urban farms can facilitate greener, cleaner cities and shorter supply chains.

ICT can play a big role, connecting appliances and wellbeing-monitoring wearables to help us toward healthier, aspirational diets as well as shifting shopping habits and eliminating food waste from farm to fork. We're also developing viable alternatives to animal proteins that people actually want to eat. Finally, improvements in our mobility infrastructure will offer options such as regular food deliveries and easy access to fresh local food at urban mobility and retail hubs.



Emergent Narrative: Urban gardens, eating local and slow food



4. Could we consume better?

CONSUMING CULTURE

“Our enormously productive economy demands that we make consumption our way of life, that we convert buying and use of goods into rituals, that we seek our spiritual satisfaction... in consumption. We need things to be consumed, burned up, worn out, replaced and discarded at an ever-increasing rate.”

Victor Lebow, 1948

In the the US in 2015, someone filed for bankruptcy every 30 seconds, slightly down from previous years. ⁴⁰

PLASTIC OVERLOAD

Today, an average person living in Western Europe or North America consumes 100 kilograms of plastic each year, mostly in the form of packaging. ⁴¹

2.4 million pounds of plastic pollution are estimated to enter the world's oceans every hour. ⁴²

2.5 million fridges are trashed around the world each year. ⁴³

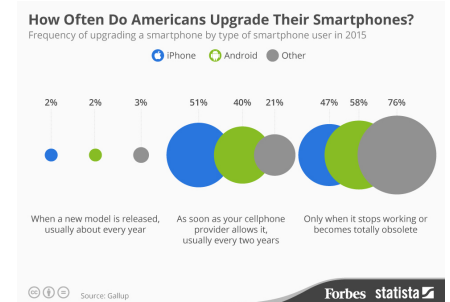
WHERE DID IT GO? 6-MONTH PRODUCT LIVES

Every year, worldwide, we dump a massive 2.12 billion tons of waste. 99 percent of the stuff we buy is trashed within 6 months. ⁴⁴

THE LATEST STUFF

Nearly half of Americans have cut back on spending, including for travel, food and health care, in order to afford their technology. ⁴⁵

In 2013 the US produced over 3 million tons of e-waste and over 13 million tons of textiles were discarded. ⁴⁷



WASTE STREAMING

Every minute, every day, the US uses:

- 3,000,000 sheets of office paper
- 27,000 disposable paper cups
- 200,000 aluminum cans
- 400,000 plastic bottles
- 720,000 plastic bags

Extrapolated from [Chris Joran's artwork](#). ⁴⁸

Better buying and conscious consumption

FROM: Disposable stuff



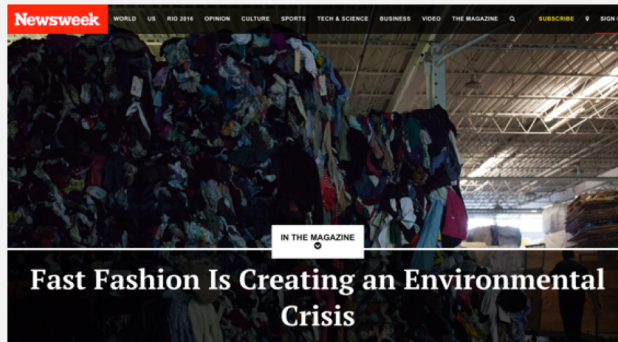
TO: Things that last and are loved

When the Good Life is valuing oneself, one's environment and loved ones, the products we buy will reflect that commitment.

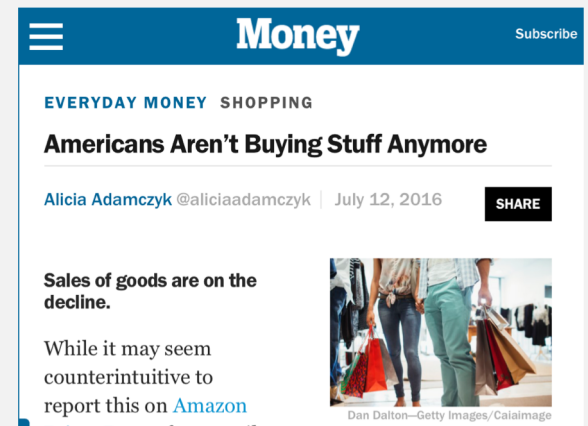
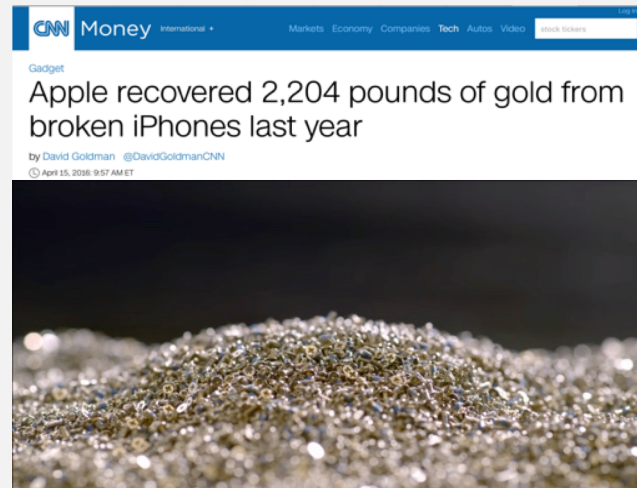
Are companies able to help us reflect this sort of commitment? There are a whole range of sectors that are exploring how we can use resources more carefully, reuse old materials, and share things that we don't necessarily need to own. We see this through companies such as AirBnB and Uber, but they're not the only ones. The circular economy is no longer a buzz phrase – companies are figuring out how to make it a reality. Novelis makes high grade aluminum for cars and drinks cans solely from recycled material. Patagonia is moving closer and closer to providing customers with new clothing made from old. Electronics are stuffed full of too many valuable materials for companies not to want them back again. Appliance companies are constantly increasing the efficiency and longevity of their products. And social media simply won't allow people to buy products with inbuilt injustices or hazards any more. It doesn't matter whether its clothing, electronics or food, people want the things they buy to be safe and free of cruelty.



Emergent Narrative: Co-working, up-cycling and buying better



Emma Watson dons dress made of this (Met Gala 2016)



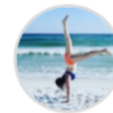
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travel.yogi A little secret - we couldn't see the ray of light until we threw some sand up in its path. Sometimes seeing the light requires human intervention.

#antelopecanyon #nature #arizona
#naturalbeauty #travel #travelphotography
#bwphotography #bw #mirrorless
#choosetravel #getoutside #instalike
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#sonyalphasclub #wonderful_places
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downshiftlabs Like where this is going 😊

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