

Session Title: Smart Consumer

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Abstract title: Making sustainable lifestyles possible, and desirable.

We believe Sustainable Lifestyles can be enabled through a greater understanding of people's needs and aspirations, in order to make their lives better in today's world. Traditionally, efforts to encourage sustainable consumption focus on behaviour change. This approach typically asks people to "sacrifice" and makes it difficult to align sustainable consumption initiatives with maintaining economic growth. WBCSD has shifted its approach, instead investigating how to give people what they need and want but in a "better" way. If we can offer "better" (in sustainable way), would people then choose different products, services and behaviours as a result?