

future.camp®

Centre of Competence for sustainable
modern lifestyles

Concept and Impact Evaluation

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Introduction

Climate change, loss of biodiversity and ecological degradation are acute threats to the human population and all life on earth. The cause of these problems is human progress and the resulting modern lifestyles along with economic models which are based on overconsumption and the overuse of the planets natural resources. This behavior threatens the quality of life and eventually the survival of future generations and is contrary to sustainable development.

In the past decades several public and private campaigns have tried to make ecological issues public to raise awareness about problems such as climate change and environmental degradation. However, no real behavioral change has resulted even though the urgency of the problem has been communicated. It seems as if people are not willing to change without an acute threat to their own wellbeing. They are not able to project global problems onto their private lives and if they do, change is often considered to be too expensive or time consuming.

Even though behavior change is linked to difficulties, promoting a sustainable lifestyle is one of the most promising instruments for sustainable development. However, changing a lifestyle takes strength and will power. Furthermore, there are only few platforms which allow exchange with like-minded people who perform sustainable lifestyles or organizations which offer courses on how to live more sustainably.

One possibility to learn how to live more sustainably is offered by the center of competence future.camp® and its workshops. Guided by sustainability experts and coaches participants are given the opportunity to share experience, knowledge and learn new behaviors.

History

future.camp® was founded 2015 in Zurich as a tourism project in Greece by **Gabriele Kull**. Gabriele Kull is a well-known Swiss Journalist who worked as a documentary filmmaker and produced media for cinema, web and European TV-Stations.

Her interest in sustainability and sustainable lifestyles arose when she produced a web-series about ocean plastic pollution (EXPEDITION PLASTIK ©2014 VIDEOminutes GmbH). The aim of the film and the expedition was to draw attention to the magnitude of the plastic pollution problem in the oceans. After this expedition she felt the urge to change her lifestyle and to give other people the opportunity to adapt sustainable lifestyles. Since this experience, Kull has cut out plastic out of her life and lives a fairly zero waste lifestyle.

Whilst looking for ways to teach sustainable lifestyles she developed a sustainable tourism program in Greece. For this project, Kull is building six cave houses and a larger community shared building which serve as facilities to adapt a sustainable lifestyle whilst enjoying holiday. Besides this tourism project, future.camp® offers sustainable lifestyle education workshops in Zurich which enable participants to learn and exercise solutions for their personal ecological footprint reduction.

The first series of workshops took place in autumn 2016 as a pilot project to find out which structure is best suited for the participants. The second series took place in spring 2017 and the latest series with four workshops took place in autumn 2017.

future.camp® today proudly cooperates with the UN Sustainable Lifestyles Programme and designs its workshops according to the UNEP Framework for Shaping Sustainable Lifestyles. In addition, future.camp® initiatives are part of the 10YFP-Programmme and are listed on the Sustainable, Consumption and Production Clearinghouse platform.

Today's Issues: Why future.camp® is needed

Lifestyles reflect a person's self-image, worldviews and values. In addition, a lifestyle includes the desired type of routine, leisure, interaction and consumption patterns. Present lifestyles are considered to be unsustainable, because they are often based on overconsumption, which is a growing issue in today's society (Backhaus et al., 2012, p. 17). In addition to the overconsumption of goods, many products are composed of substances which have a harmful impact on human health and the environment (Backhaus et al., 2012, pp. 39-44).

Furthermore, today's consumption patterns and lifestyles exceed the planetary boundaries leading to climate change, loss of biodiversity and the overproduction of nitrogen (Robertson, 2017, p. 6). Whilst the primary effects of climate change are visible globally, their cause lies in local activities, connected to private households (Axon, 2017).

It is urgent to adapt more sustainable lifestyles in order to ensure inter-generational justice and to preserve resources for the generations to come (Robertson, 2017, p. 6). **The question should not be "When are we going to change?" but: "How can we change?"**

An indicator for the lack of sustainability in current lifestyles is the ecological footprint. The ecological footprint represents to what extent individuals or a society make use of the regenerative capacity of the natural environment. To calculate someone's footprint, the

quantity of consumed natural resources is compared to the regeneration capacity, which is required to compensate for this consumption. This represents the ecological production area which is needed to neutralize the waste produced by a single person or society as well as the area which is needed to fulfill everyone's needs (BFS, 2016).

If every human being on earth led a lifestyle similar to the one of Swiss population, more than three times the earth's resources would be needed to meet their desires. This overconsumption is only possible because of economic power, the import of merchandise and the overuse of global natural goods. Today's generation is living at the expense of future generations, using their resources (BFS, 2016). The following illustration (1) represents Switzerland's ecological footprint compared to the earth's biocapacity. It shows the shocking loss of biocapacity and the growth of the ecological footprint. Even though the footprint decreased a little within the last ten years, the biocapacity shrinks constantly.

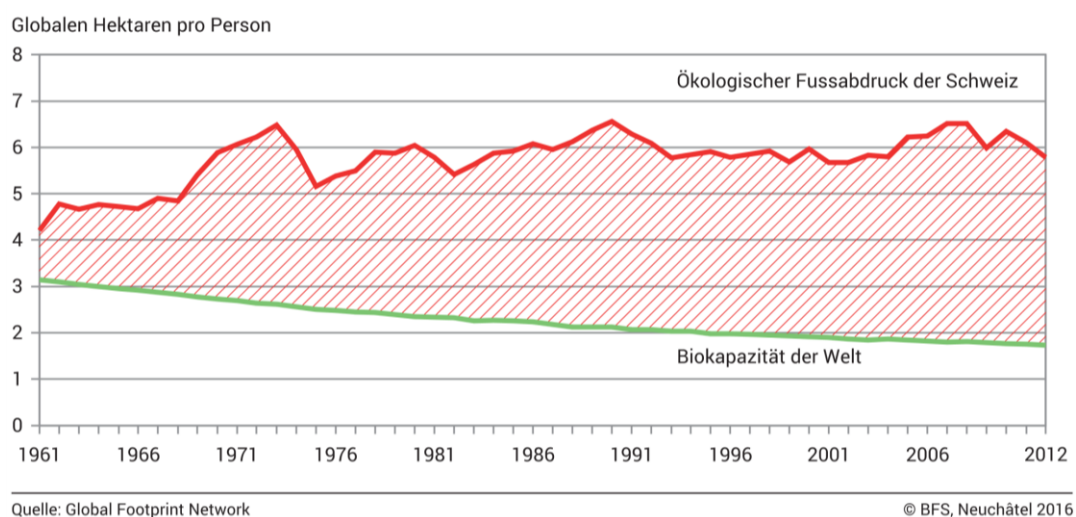


Illustration 1: Ecological footprint of Switzerland compared to the biocapacity of the world

Lifestyles have a huge potential to influence the use of biocapacity and natural resources. This potential has been underrated so far as an essential instrument to saving resources for future generations. The impact future.camp® sees in sustainable lifestyles is a reduction of the ecological footprint of up to 70%. Sustainable lifestyle education is considered an effective driver to tackle overconsumption and the related problems such as environmental degradation, loss of biodiversity and climate change.

Sustainable lifestyle

There is not one sustainable lifestyle as there are various possibilities of living sustainably. To live sustainably, personal behavior has to be adapted to the ecological, economic and social potential of a person. The definition of sustainable lifestyles used by future.camp® corresponds to the one used by the United Nations Environment Programme (UNEP) and 10 YFP.

According to the UNEP a sustainable lifestyle is a cluster of habits and behavior. These habits and behaviors are embedded in social norms, institutions and infrastructures. The goal of a sustainable lifestyle is to minimize the use of natural resources whilst promoting social equality (Akenji & Chen, 2016, p. 3). The definition proposed by 10YFP further includes the prevention of ecological degradation as well as promotion of fair socio-economic growth (YFP, 2014).

To ensure change towards a sustainable lifestyle the following key domains need to be addressed: consumption patterns, diet, mobility and habitats. With changes within these domains most environmental impact can be addressed (Akenji & Chen, 2016, p. 14).

Solution and Goal

future.camp®'s main goal is a **systemic change** as humans have been downgraded to mere "consumers" and drivers for economic growth. This change would result in strengthening communities giving back social and economic competences to their members. This goal is reached via **trendsetting**. If sustainable lifestyles can be established as a global trend, the trend will be able to become a social norm. future.camp® ties in with this and uses effective behavioral change techniques to reach the desired **immediate and broad** impact.

Another of future.camp® goals is to achieve **deep sustainability** which defines society and economy as to be embedded within the natural environment (Illustration 2). However, this change is met with difficulties as society and economy are currently defined as interacting systems, whereas the natural environment is often excluded. A first step towards deep sustainability is achieving regular sustainability where society, economy and ecology are presented within an interrelated model. If this is achieved, the path is prepared to reach deep sustainability (Fisher, n.d).

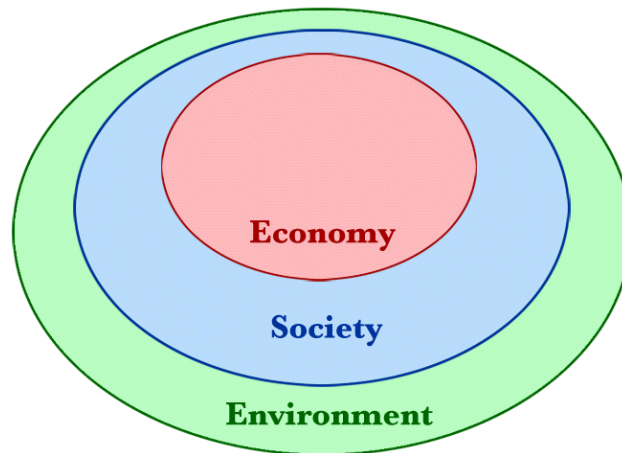


Illustration 2: Deep Sustainability by Dr. David Fisher

Deep sustainability contains several principles of which one is **holism** as opposed to reductionism. Holism is about understanding the system as a whole and not only its individual elements. Further, holism recognizes that elements of the system do not function independently from one another, but rather how the change of one element has an effect on other elements or even the whole system (Fisher, n.d). This correlates with the concept of strong sustainability which assumes that the natural capital cannot be replaced by an artificial one and nature's biodiversity must be preserved. In addition, the renewable resources should be used in a way that ensures their availability for future generations (Ott, 2017, pp. 23-25).

The idea of nature being a machine is rejected and the need to return to understand nature as ecological system is proposed. Synonymous with the concept of Deep Sustainability are inclusive knowledge, indigenous knowledge and cooperation for a long-lasting common goal (Fisher, n.d).

Methods used and Concept

future.camp® organizes up to 12 sustainable lifestyle workshops in Zurich each year. The used methods apply a **bottom-up principle** training trendsetters, who will pass on their knowledge to their communities.

The presented knowledge is transmitted by experts in specific fields such as people living zero waste, Cradle to Cradle experts, insect food promoters and many others. The main task of these experts is to understand the needs, interests and expectations of the participants in order to present solutions for a lifestyle adaptation. Designs and tools used by experts are further used to enable the adaptation of sustainable lifestyles (Backhaus et al., 2012, pp. 82-

85). The experts also work as influential role models, who have the power to change the behavior of peers according to the social learning theory (Bandura & Walters, 1963). Another used method is **decentralization** to appeal to a varied target group in order to achieve broad impact. Further used methods are **practices** which enable the participants to learn behavior which can be easily implemented into their everyday life. future.camp® wants their participants to learn by **socialization** and **emotions** by engaging with other peers and role models as this is what future.camp® considers to be the right mix of knowledge, enthusiasm and motivation.

Workshops

future.camp® workshop's target audience consists of communities interested in social change (Transition communities), general public interested in sustainability and individuals of all social backgrounds. The age group is set from 16 to 80 years. For some workshops specific groups are targeted such as students, seniors, families, housewives/men, expats, activists, NGO's and others. Furthermore, random audience is addressed via social media, ads on specific channels, event posters and flyers.

The main topics of the workshops are: consumption in general, **food, transport, clothing, housing, energy, water, design, marketing and community issues**. future.camp® covers a wide range of topics in order to target different people with various interests. Each workshop covers three related topics which are conveyed to all participants in a 90-minute circuit. The structure of the workshops was adjusted after the first series of 2016 was carried out: instead of five topics, only three are addressed in today's workshops.

At the beginning of every workshop future.camp® presents the main topic "overconsumption" as well future.camp®'s goals in general. After attending the three topic groups of 30 minutes each, the participants engage in a 15-minute wrap-up with feedbacks. This feedback round allows time for sharing goals and visions. The workshop closes with a sustainable food and networking session. The participants are also asked to list their email address for the online survey. The survey is sent out 10 days after each workshop and measures the impact future.camp® has on the participants and allows continuous improvement of the workshops.

Upcoming workshops will offer four categories (Illustration 3) to ensure that participants find a workshop which meets their interests.



Illustration 3: Workshop categories

At the **beginners** (1) workshop participants calculate their personal ecological footprint and discuss what a sustainable lifestyle is and how it can be adapted. Furthermore, this workshop presents advantages of sustainable lifestyles.

The **implementation** (2) workshop offers behavioral exercises, practical tips and apps supporting the transition to sustainable lifestyles. This workshop addresses the areas in which behavioral change has the best footprint impact: food, consumption (clothing, consumer products) and transport (commuting and travel).

Next are workshops for “**further education**” (3). They cover topics such as smart use of media, strategies of self- information and critical use of sources. It informs about topic-related websites, studies, blogs, books and movies.

The workshops for **experts** (4) aim to consolidate the participant’s behavior. They learn how to produce food, household articles and body care products. The goal of this workshop is to establish zero waste and minimalism as a cool lifestyle and as key behavioral standard.

Participating in a future.camp® workshop costs 20 Swiss Francs to cover the experts’ engagement as well as other expenses for catering and premises. Payment also increases the commitment to attend a workshops, especially if tickets are booked in advance. Costs for planning, implementing and selling 12 Workshops are 93’200 CHF of which 4’800 CHF can be covered by a minimum sale of 20 tickets per workshop. The remaining 88’4000 CHF are yet to be raised via application at foundations, impact investors, international programs, research institutes and NGO’s.

Behavioral Change

Even though several models predict behavioral change and the adaption of new behavior is theoretically given, there are difficulties, which occur in real life situations. One of the difficulties is that knowledge and awareness do not automatically lead to behavioral change (Backhaus et al., 2012, p. 42). Furthermore, people have to deal with paradox consumption possibilities as businesses increasingly sell sustainable products. The contradictory statement arises from the fact that a sustainable lifestyle is associated with less consumption, but

business continue to drive consumption with new, sustainable products. Advertisement also increases consumption of these sustainable products. In addition to ambiguous marketing and consumption, there are only few sustainable products in the supply chain, which meet the requirement in terms of price, quality and current trend (Backhaus et al., 2012, p. 45).

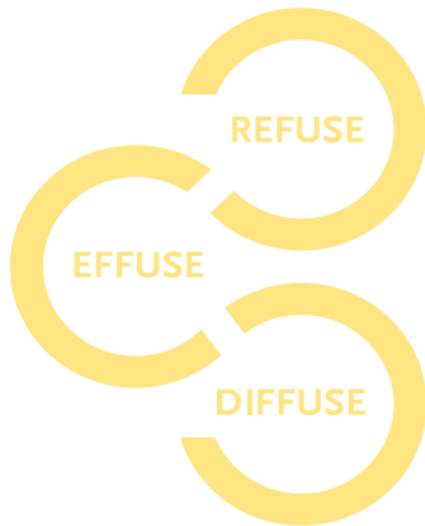


Illustration 4: The REDuse Framework for sustainable lifestyles: UNEP

The behavior change model used by future.camp® is the one presented by the UNEP: the REDuse framework. Within this framework the first step towards change is to focus on behavior which should undergo change. This behavior and the negative impact it has are being refused. Next up positive, ecological friendly behavior is supported. Positive behaviors, such as composting biological products or using the bicycle instead of the car are encouraged. The third step of this model is diffuse. Diffuse goes beyond the individual behavior and its related impact and addresses the society to enable collective sustainable behavior (Akenji & Chen, 2016, p.

26).

Due to the variety of current lifestyles and ecological, social and economic circumstances which influence lifestyles, it is obvious that there is no unified concept which can be applied to achieve sustainable lifestyles. **A holistic, all-encompassing procedure, which is adapted to each person's need is necessary.** Solutions presented by future.camp® workshops are specifically designed to be fun, appealing and most important: easy to implement in daily life.

Impact

The past future.camp® workshops underwent an impact analysis in order to analyze the impact they had on the participants. For this study, 58 participants were asked to fill out a survey, of which 59% did so. The findings are presented in the following sections and are divided in audience, media presence of future.camp® and the detected impact.

The audience has an **average age of 32** and is 74% female and 26% male. Out of this audience, 48% said to have a **flexitarian diet**. This indicates a primarily vegetarian diet with very little meat and / or fish consumption. Another dominant diet is vegetarian with 28%. Only very few participants, around 7% eat everything, including meat and dairy products.

To reach its audience future.camp® makes use of different media channels. Frequently used is social media with profiles on Instagram, Facebook, YouTube and Twitter. This correlates with the findings as 40% of the audience found future.camp® through a social media page. Further the spreading by word proved as useful technique as 23% of the participants joined due to acquaintance. Surprising was how only 6% used the regular webpage of future.camp® to find out more about the workshops. It is thought, that the presence and information on social media may be sufficient and therefore the information on the website is no longer necessary for the participants who use social media.

Reason and motivation for participation was mainly the search for practical solutions for the participant's personal life. Further, being able to exchange with like-minded people is what lead to enrolling to a workshop. Exchange with like-minded people and networking is what future.camp® considers to be the main drivers of sustainable lifestyles adaptation.

The following diagram (Illustration 4) shows that after a workshop 68% of the participants performed a change in their lifestyle within ten days. 14% of the attendees performed a partial change; however, 18% did not perform change at all.

Important to note is that the survey was sent out ten days after the workshop and some people may not have adapted change yet, but the workshop could have an impact on their life in the future. On the other hand it is possible that some people performed a short-term change and will soon lose their new behavior.

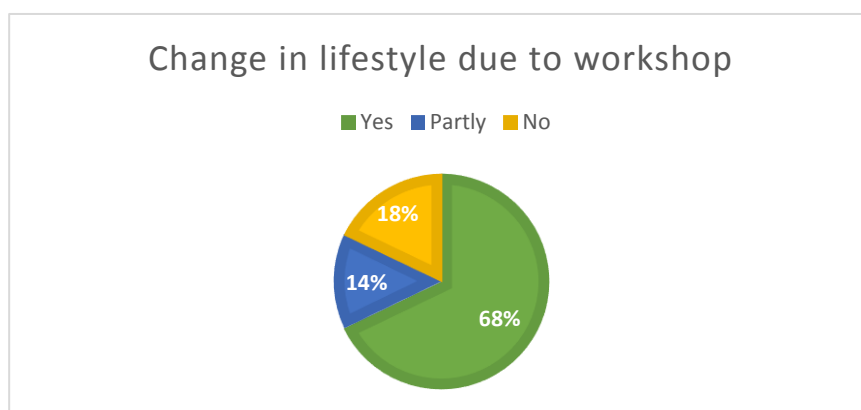


Illustration 5: Change in lifestyle due to workshop

Often mentioned changes are related to consumption patterns. Participants describe how they went to sustainable stores such as rrrerevolve and foifi (bulk-store with Zero Waste products in Zurich) or reduced their use of plastic bags. Further, inspiration was spread by the

coaches. One participant mentioned how Tara Welschinger, founder of foifi, gave an incentive to continue performing change within her lifestyle.

One person who performed only partial changes mentioned how the ten days between workshop and survey were too short to perform change. However, the participant also predicted that the workshop-experience will have a bigger impact on her life, as she plans to perform a change to a radically sustainable lifestyle.

People who have not performed changes stated to have used the workshops to inform themselves about new solutions or they stated it was too hard to implement change within their current life situation. One answer that stood out was of a person who did not perform any change since her lifestyle was already very sustainable.

Overall, the workshop's goal to impact personal lifestyles was achieved. Change was performed and several participants returned for further workshops which focused on different topics.

Further planning

After having performed three series of workshops in Zurich, future.camp® is now planning to offer sustainable workshops in other Swiss cities. Planned are workshops series in Aarau, Basel, Bern, Lucerne and St. Gallen. For this series, future.camp® is looking for cooperation and partnerships to address a diverse audience. Furthermore, the tourism project in Greece will start in summer 2018.

Parallel to the workshops in Switzerland and the tourism project in Greece a new project was set up in Brazil from March until July 2018. The project is called "LIVETOGETHER" and allows tourists to have an eco-friendly holiday experience while living in a shared sustainable house, participating in beach clean-ups and workshops and practicing sustainable lifestyles.

The goals are set and now it is time to take action and work together for a more sustainable future!

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Illustration 3:

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Illustration 5:

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