Four Future Scenarios for 2040

Rosa Strube
Collaborating Centre on Sustainable Consumption and Production (CSCP)
How can healthier and more sustainable lifestyles, as well as greater health equity look like in Europe in 2040?

**Positive Future Visions:**
European Societies in 2040

**Focus areas**
- Green space
- Energy efficient housing
- Active mobility
- Consuming

**The triple win**
- Health
- Health Equity
- Environment
HOW WE BUILT THE SCENARIOS

• Scenario building process
• The Scenarios’ Axes
Scenario building process

1. **The framework of the scenarios**

   EU focus; lifestyle areas: living (green space, energy efficient housing), moving (active mobility) and consuming (food and beverages); triple win for health, health equity and environmental sustainability

2. **Identification and analysis of the drivers**

   Horizon scanning approach and consolidation of the most relevant social, technological, environmental, economic, political, legal and ethical (STEEPLE) trends and drivers

3. **Rank by importance and uncertainties**

   30 multi-disciplinary experts ranked the trends according to their perceived impact and expected uncertainty at the INHERIT Future Scenario Workshop

4. **Selecting scenario logics**

   Two main axes: driving sector (private, public) and social dynamics (collective, individualistic)

5. **Fleshing out the scenarios**

   Identification of key trends behind each scenario and development of narratives illustrating how life in 2040 could look like with a positive approach and European general focus

6. **Implications of scenarios**

   4 scenarios following the axes; 4 narratives describing the “life of citizens in 2040”; linking the scenarios to the INHERIT behaviour change model

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Based on the methodology outlined by JRC, European Commission, 2006
The scenario axes
Collective social dynamics

- Citizens collaborate with each other
- Jointly support **common goals**
- **Cooperation** is more important than **competing**
- **Social cohesion** is highly valued
- The **interests of all citizens** are advanced
Individualistic social dynamics

- Needs and aspirations of the individuals are valued most
- Personalised solutions towards satisfying those needs
- Elevated competition among citizens as well as service providers (public or private)
The private sector as a driver

- **Companies and the economy** drive development
- Strong focus on **expected benefits** from each activity
- Benefits are conceptualized as the immediate, short and long term returns that already **take into account the externality prices**
- Even though business driven, the governments still have a strong role **in setting the market framework**
The public sector as a driver

- Policy makers (EU, national and local level) strongly intervene into society
- By the way of various policy tools they steer social developments and limit company power
- A lot of services are being managed or strongly regulated by the public sector
FOUR FUTURE SCENARIOS FOR 2040

• My life between realities
• Less is more to me
• One for all, all for one
• Our circular community
My life between realities

Everything is digital, connected and personalized

- Strongly **business driven** – few big multinational companies compete and offer **various** products and services to the citizens for a better and healthier living
- These offers are personalised through **big data** deployment and technological advances (doctor bots; programmed diets etc.)
- **Market-oriented governments** have a **limited role** in ensuring egalitarian, ethical and non-disruptive economical operations
- Rapid technology development and “**smart everything**”
- **Personalised health prevention** and services
- **High transparency** on the production and sustainability performance of goods and services
INHERIT areas

- New understanding of green space through programmed and personalised green spaces through **virtual and augmented reality technology**

- Highly connected **smart homes**
- Sensor based environments based on occupants’ needs take care of air quality and heat

- Highly **efficient and interconnected transport systems** enabled by technological advancements
- **Self-driving cars** and changes in the concept of car ownership have led to a decrease of cars
- Walking or biking are **rewarded by health insurance and employers**
- The need to travel to other locations has been **reduced** by mixed reality applications

- **Personalised nutrition** based on the consumers’ health needs
- **Laboratory grown meat**
- Transparent and accessible **value chains**
Our future scenarios for 2040

DRIVING SECTOR

Private

PUBLIC

SOCIALL DYNAMICS

Collective

Individualistic

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Less is more to me

Less material ownership and tendency towards sufficiency

- **Strong centralised government** enforces strict regulations
- The **private sector is limited** to complementing the governmental services in health care services and the health education sector
- High levels of citizens’ **self-awareness** in regards to their environmental surrounding; demand for **long lasting** products
- High valuation of personal health and well-being: **prevention** rather than treatment and **elevated health literacy**
- Technology and digitalisation are **curbed** due to previous misuse of the former
- Qualitative, transparent and sustainable **food and beverages market** ensured by governmental interventions
Less is more to me

INHERIT areas

• Minimum share of green spaces in cities and new housing projects

• New housing to be more flexible and customizable to the inhabitant’s needs (change of size of living space)

• Increased energy efficiency due to governmental energy and behaviour change programmes

• A shift towards active mobility due to stricter regulations on individual car use, investment in infrastructure and governmental campaigns informing citizens about health benefits and personal footprint

• A big share of road infrastructure has been turned into walking and cycling paths

• Increased taxation and awareness campaigns on food products with negative impact on health and environment

• Uptake of vegetarian diets

• Uptake of prosumerism – indoor gardening is the norm

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One for all, all for one

Everybody plays an important role in the local context

- Decentralised governance approach at the local level
- Strong role and involvement of local communities through participative governance, connected on a national and regional level
- Small family owned enterprises and cooperative drive production, often based on resources
- Health is promoted within and through the education system
- Local communities work together towards common targets, share knowledge and conduct common social activities
- Technology is mainly used to facilitate the inter and intra community communication
INHERIT areas

- Essential part of the local identity
- Communal activities e.g. crafts, cooking etc. take place in green areas

- Co-housing solutions supported by local authorities
- Increased energy efficiency through refurbishment and construction using reused and local bio-based material
- ‘Train the trainers’ initiatives for building and repairing things together

- Everything in the living environment is in a short radius
- Increase of pedestrian-only zones; vehicles are limited to peripheral areas

- Local, seasonal and traditional approach
- Citizens grow their own food, often community shared gardens
- Food is often used as a payment tool for goods
Our future scenarios for 2040

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Our circular community

Co-creation, citizen sciences and the circular economy

- **Community** rather than individual driven
- Close cooperation between **companies, governments and citizens** in creating a **closed loop economy**
- **Citizen science and co-creation** are widely spread
- **New business models** for environmentally friendly production and consumption solutions
- **Emphasis on services rather** than product ownership as well as common over private one
- Premium health services and products through **hybrid public-private** models (governmentally ensured, implemented by private companies)
- Technology has an **increasing influence in shaping lives** from medical treatments, tracking of personal health to peer-to-peer knowledge exchange and communication
Our circular community

INHERIT areas

• Personal health devices connected to outdoor gyms indicate the best place to exercise

• Connected systems of renewable energy are offered by companies
  • Efficient energy generation and usage is enabled through local electricity grids and shared energy devices
  • Bio-based sources have replaced fuel for house heating

• Companies are (financially) rewarding their employees and citizens in general for engaging in active mobility
  • Technology have enabled smart mobility solutions (e.g. ride sharing between different citizens)

• Apps are used to order food directly from the farmers; this has led to greater appreciation of food and less food waste
  • Meat is grown artificially in labs decreasing the environmental impact of meat production
THANK YOU

For more information please contact:
Rosa Strube
rosa.strube@scp-centre.org
Risks of this scenario for the INHERIT triple win

- Malfunctioning of equipment or hacking
- The potential of compromised data quality
- Poorer mental health due to strong reliance on technology and decreased human interaction

**Health**

- Using health data for discrimination e.g. when choosing an insurance policy or applying for a job
- Exclusion from information: voluntary (reduction of digitalisation in one’s life) and involuntary (no access to technology, lack of qualifications or existence of a disability)
- Technology might be too expensive for some people

**Health equity**

- Resource needs and waste related to high level of technological deployment

**Environment**
Less is more to me

Risks of this scenario for the INHERIT triple win

- **Not all people living up** to increased focus on individualised health prevention focus despite increased investments in education

- **Low levels of self-awareness** (especially among lower socio-economic groups) might lead to a less uptake of prevention activities

- **Slowed technological development** might lead to **less clean technologies** leading to less environmental sustainability
Risks of this scenario for the INHERIT triple win

- **Citizens’ lack of ability or willingness** to integrate health prevention recommendations and educative learnings into their lives

- **Differences in the overall health of citizens** due to *procedural differences of local communities* for the same context

- **Climate conditions** can inhibit seasonality of healthy food, leading to the need for imported, transported and/or food grown in green houses, increasing the **CO2 emissions**
Risks of this scenario for the INHERIT triple win

- **Slightly less focus on prevention** leading to people falling sick in the first place

  **Health**

- **High levels of e-literacy** (including on the benefits of hybrid public-private schemes) are required to enable equal participation of citizens in the society

  **Health equity**

- Increasing consumption and **rebound effects** might offset the benefits from implementing circular and closed loops models

  **Environment**