



INHERIT

Health | Equity | Environment

Four Future Scenarios for 2040

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INHERIT scenarios - Objectives

Focus areas



Green space



Energy efficient
housing



Active mobility



Consuming

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

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

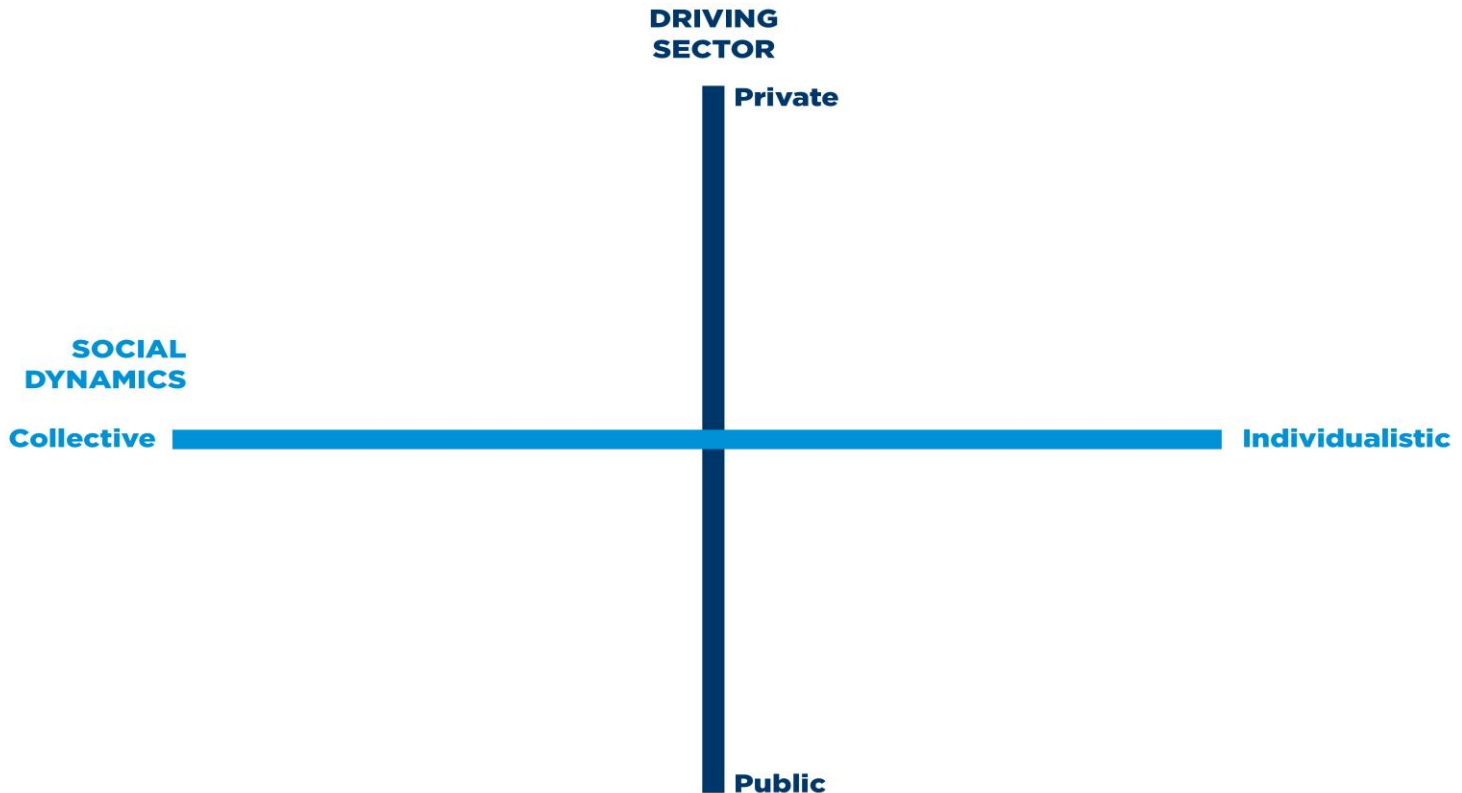
Identification of key trends behind each scenario and **development of narratives** illustrating how life in 2040 could look like with a positive approach and European general focus

6

Implications of scenarios

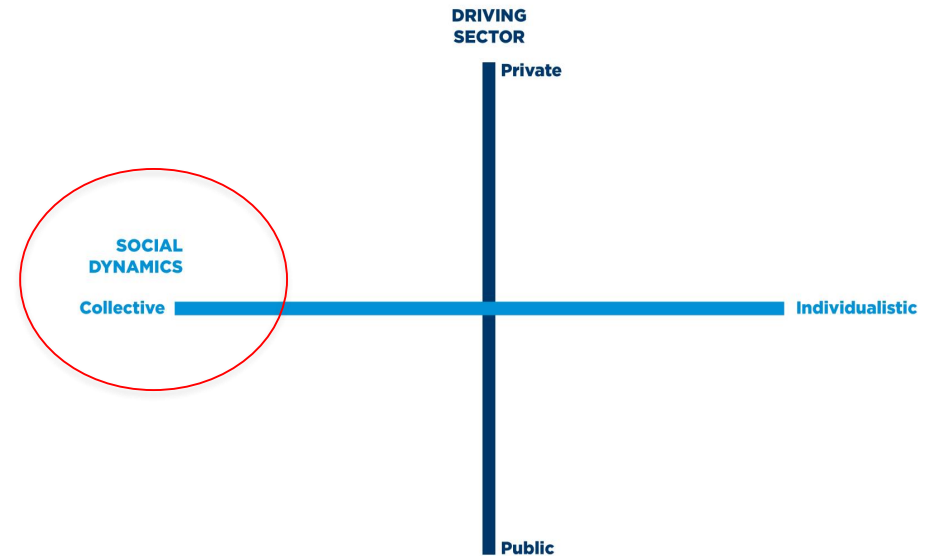
4 scenarios following the axes; 4 narratives describing the **“life of citizens in 2040”**; linking the scenarios to the INHERIT behaviour change model

The scenario axes

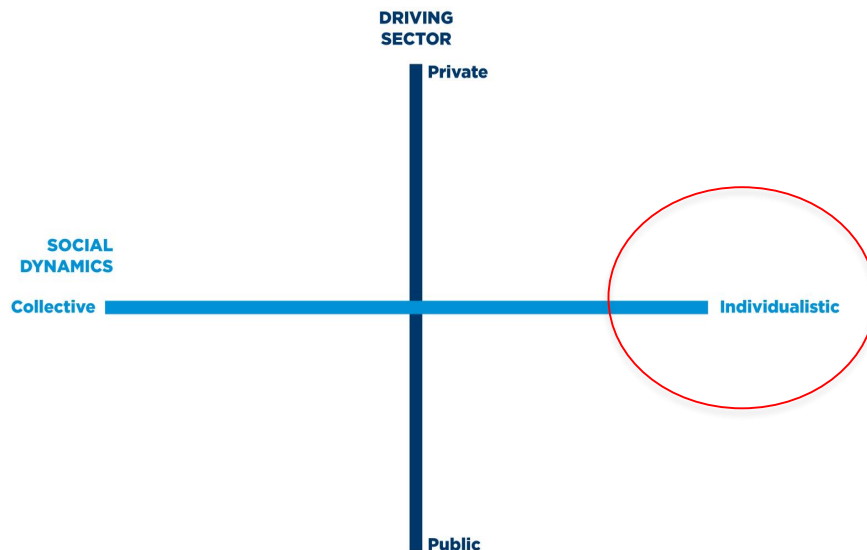


Collective social dynamics

- ❖ **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



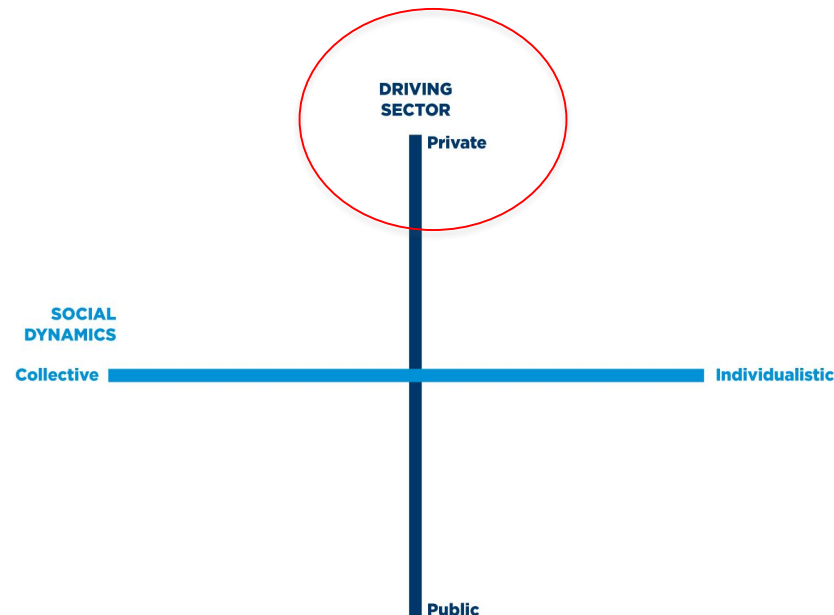
Individualistic social dynamics



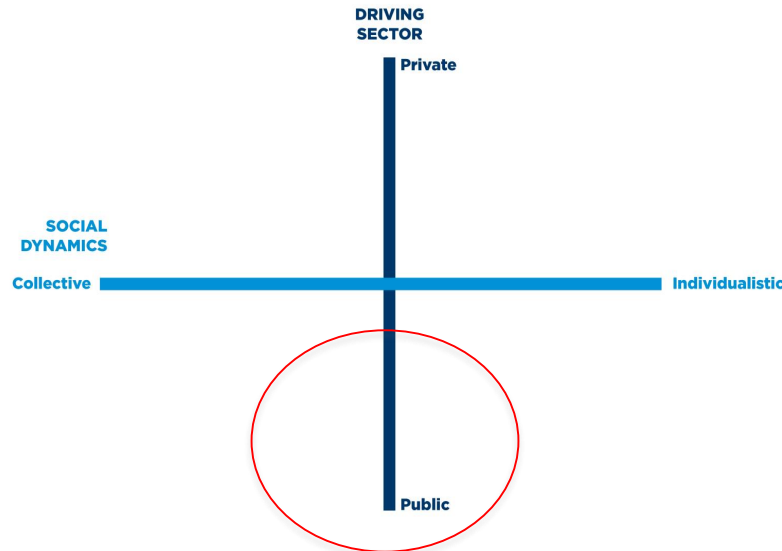
- ❖ **Needs and aspirations of the individuals** are valued most
- ❖ **Personalised solutions** towards satisfying those needs
- ❖ **Elevated competition** among citizens as well as service providers (public or private)

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



DRIVING SECTOR

Private



Public

SOCIAL
DYNAMICS

Collective

Individualistic

DRIVING SECTOR

Private



SOCIAL
DYNAMICS

Collective

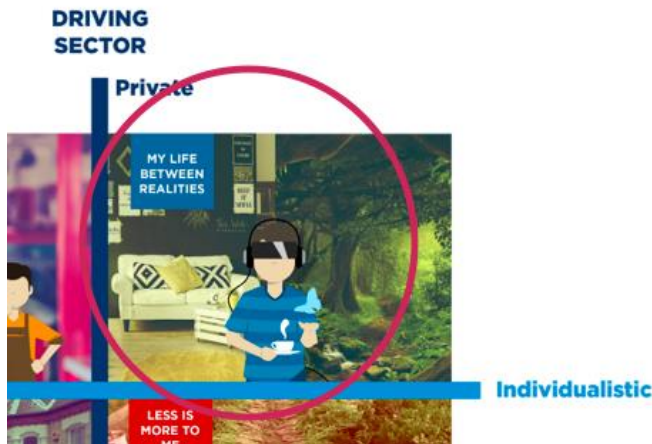


Individualistic

Public

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

My life between realities



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**

DRIVING SECTOR

Private



SOCIAL
DYNAMICS

Collective



Individualistic

Public

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

DRIVING SECTOR

Private



Public

SOCIAL
DYNAMICS

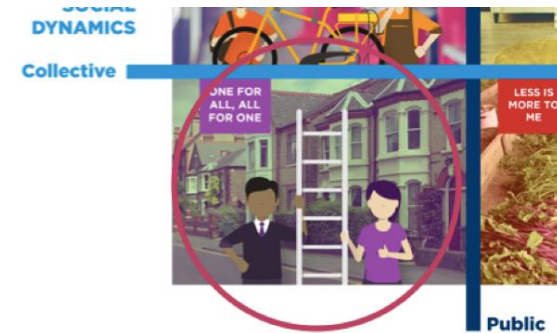
Collective

Individualistic

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**



One for all, all for one



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

DRIVING SECTOR

Private

SOCIAL
DYNAMICS



Collective



Individualistic



Public

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

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My life between realities



Risks of this scenario for the INHERIT triple win



Health

- 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 equity

- **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



Environment

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

Less is more to me



Risks of this scenario for the INHERIT triple win



Health

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



Health equity

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



Environment

- Slowed technological development might lead to **less clean technologies** leading to less environmental sustainability

One for all, all for one



Risks of this scenario for the INHERIT triple win



Health

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



Health equity

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



Environment

- 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**

Our circular community

OUR
CIRCULAR
COMMUNITY



Risks of this scenario for the INHERIT triple win



Health

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



Health equity

- **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



Environment

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