

Lead.
Transform.
Succeed.
2018.



CONSUMPTION IS KEY

WIDENING THE SCOPE FOR CITY
CLIMATE ACTION

Simon Hansen • Director of Regions, C40





Cities are engines of growth and innovation.

- More than half the world's population live in cities.
- 85% of global GDP.

BUT

Cities are also major carbon emitters and vulnerable to climate change effects.

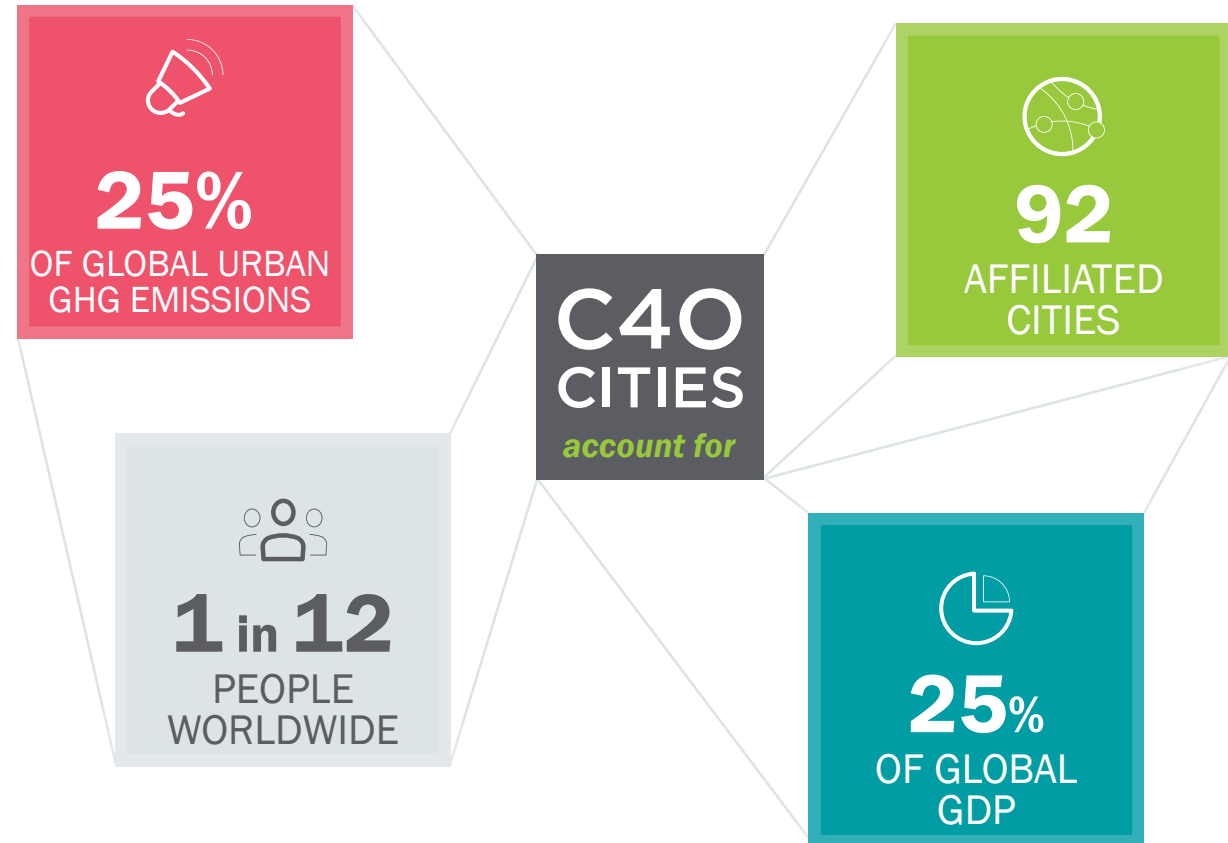
- Cities represent 70% of global CO2 emissions.
- 98% of cities are vulnerable to the impact of climate change.

CITIES CAN MAKE THE DIFFERENCE.

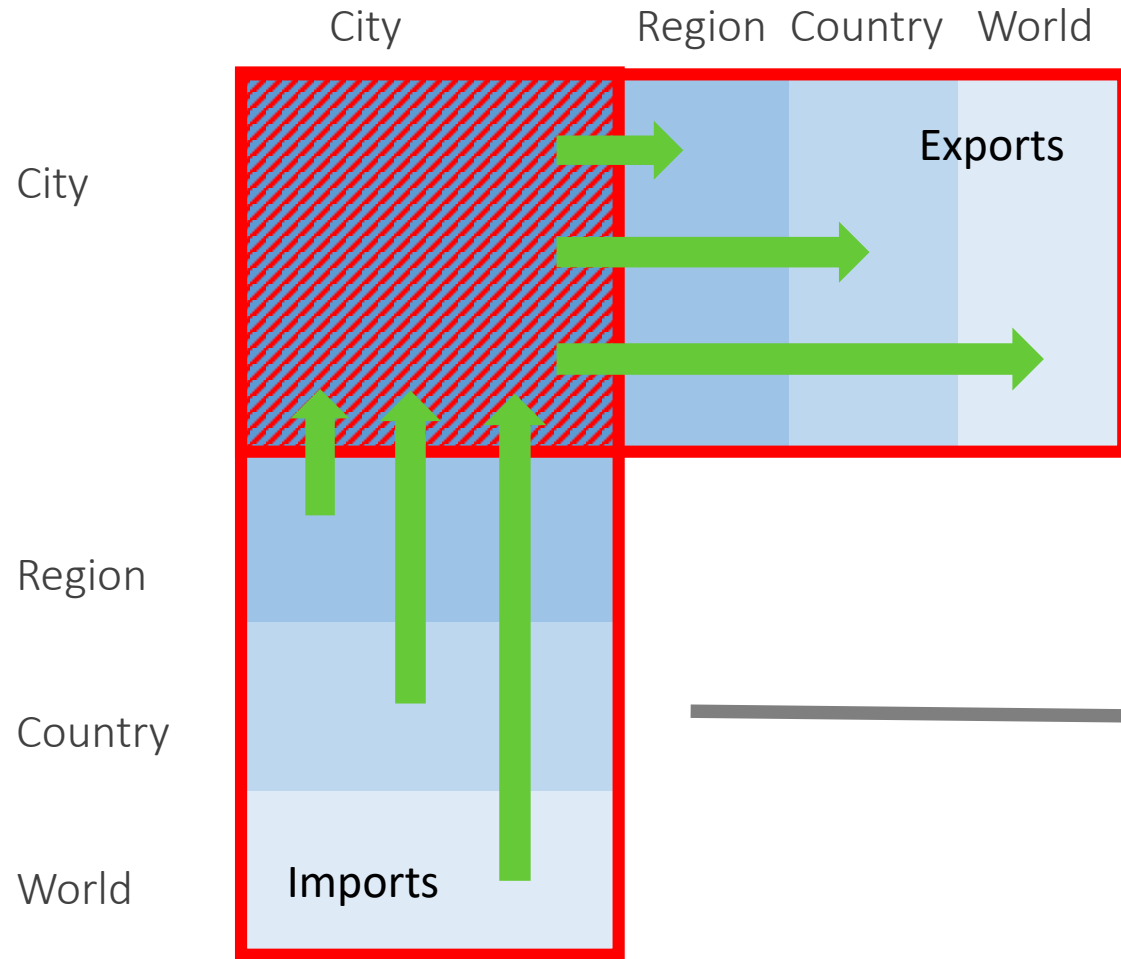
Under 500 cities will be responsible for 60% of global economic growth and 50% of GHG emission growth between now and 2030.



The world's leading megacities working together to tackle climate change:

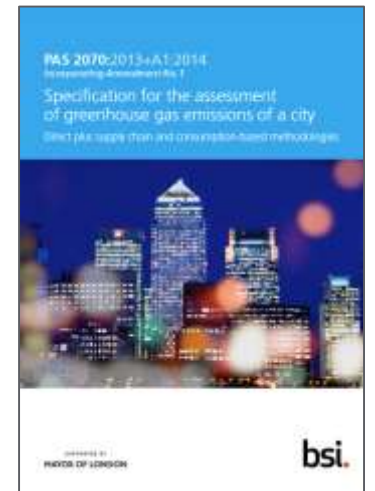


Two ways of measuring GHG emissions

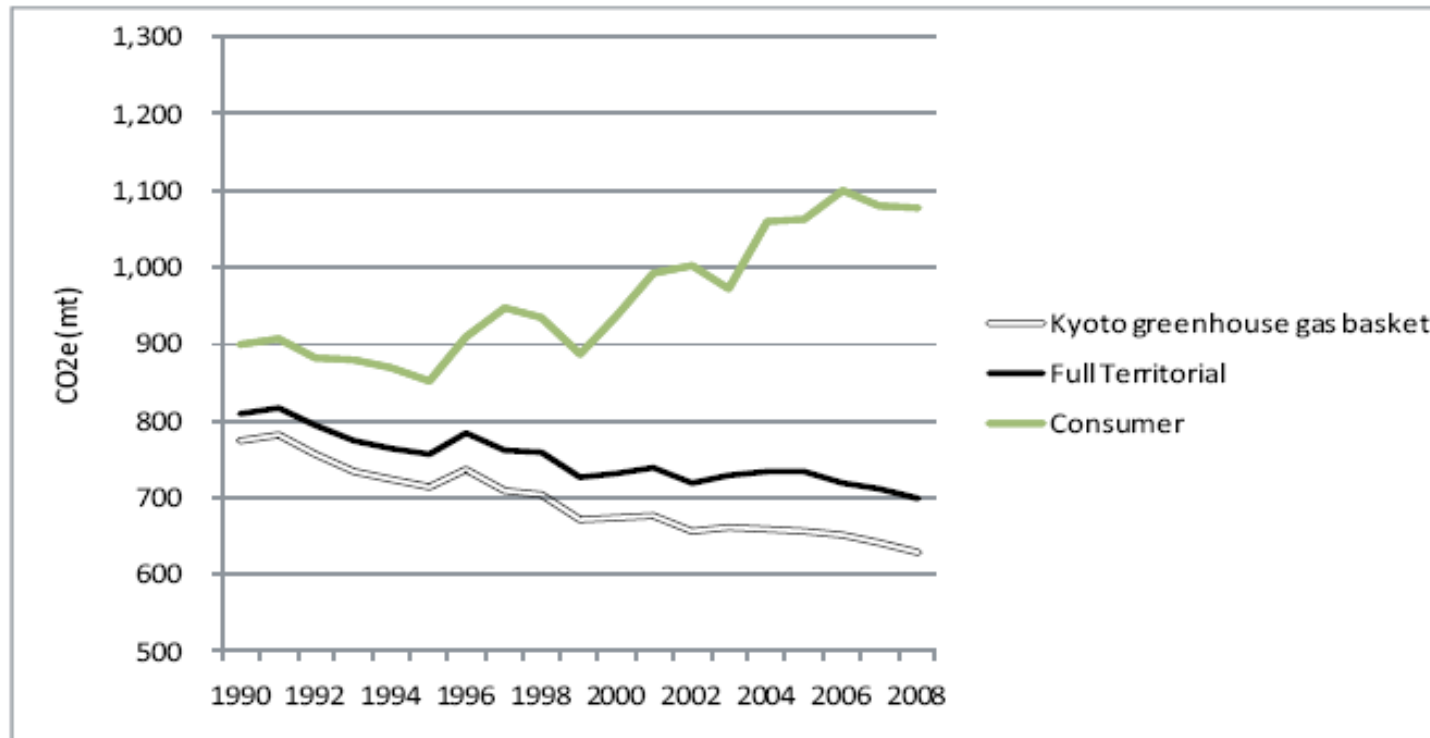


Sector-based
GHG inventory
(e.g. GPC)

Consumption - based
GHG inventory
(e.g. PAS 20700)

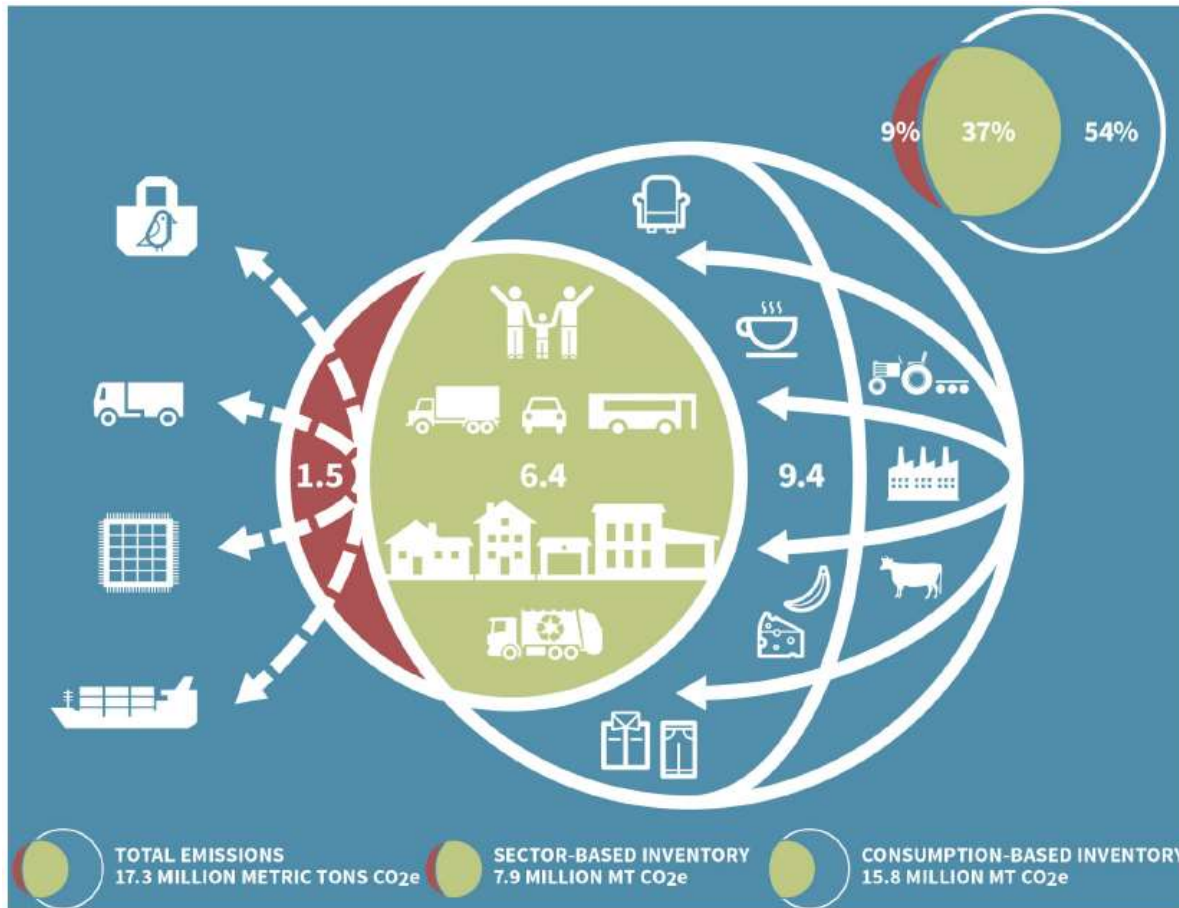


Complementing current reporting standards



Comparison of UK consumption-based ghg emissions with territorial ghg emissions from 1990 - 2008.
(Source: Wiedmann and Barrett, 2011)

Portland, Oregon



Source: Climate Action Plan, Portland (2015)



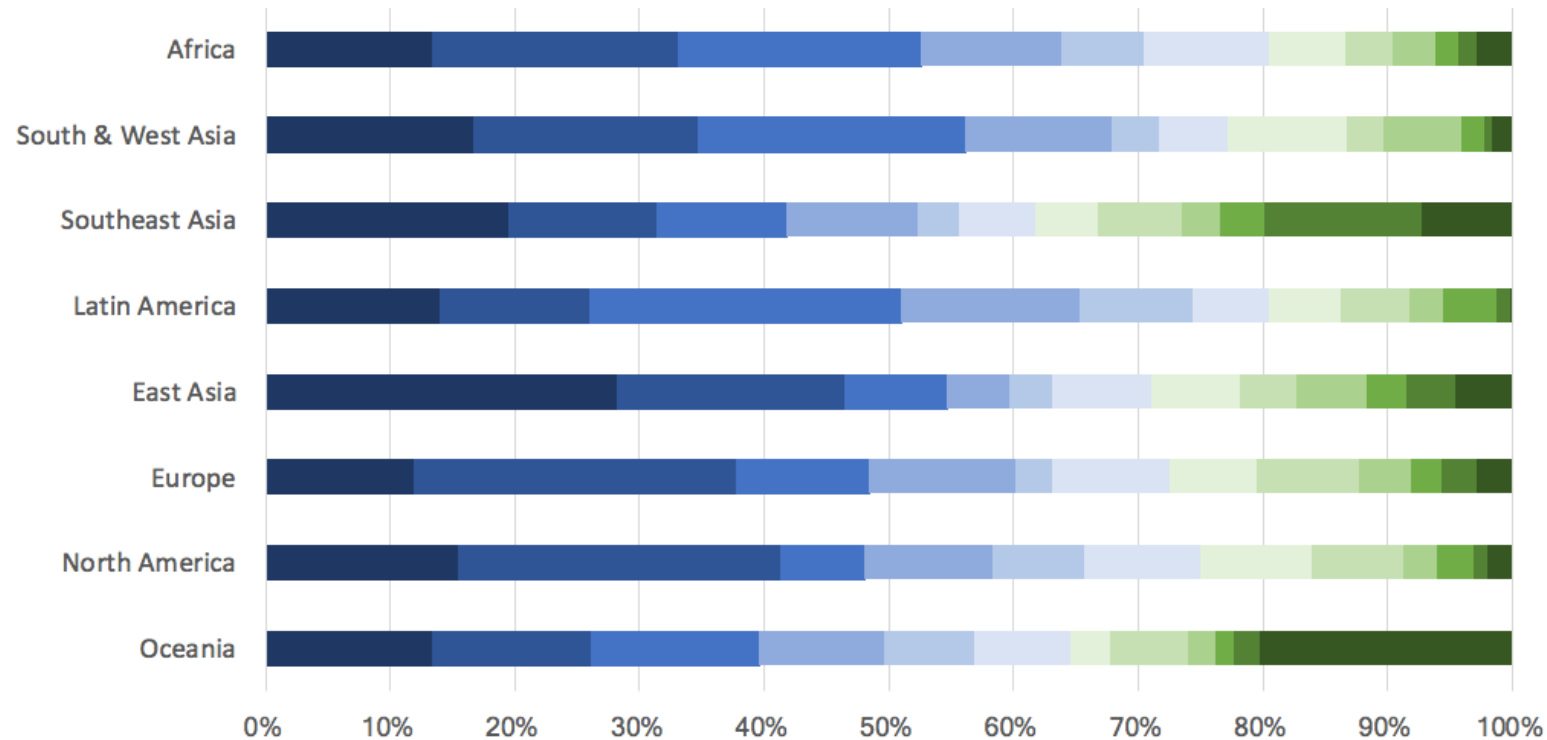
Sector-based inventory
= 7.5 mtCO₂e



Consumption-based inventory
= 15.8 mtCO₂e

Total
= 17.3 mtCO₂e

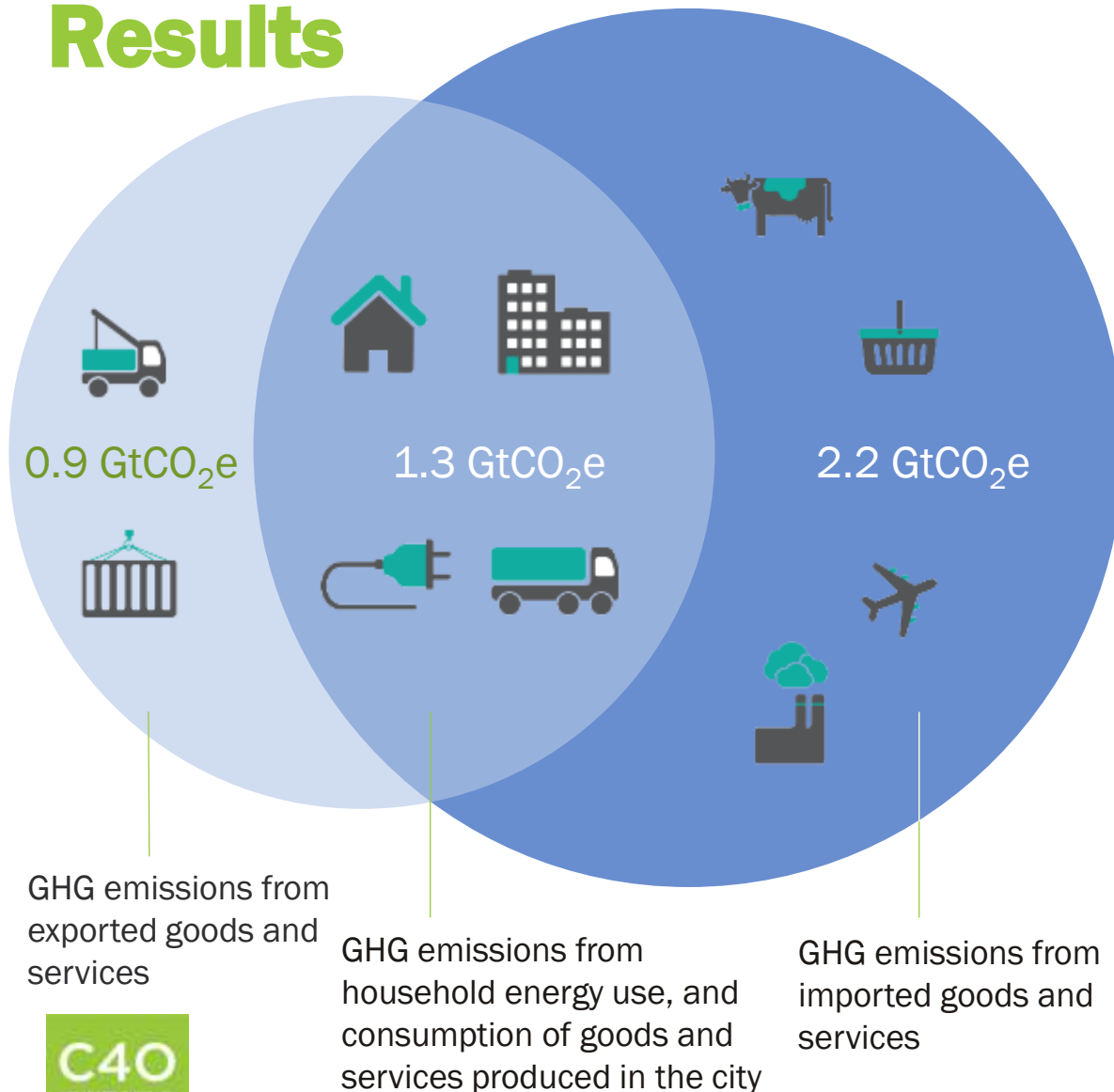
Consumption-based emissions by sector



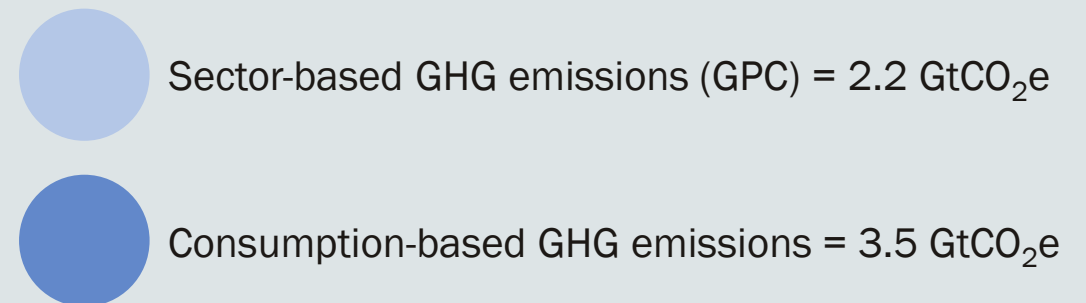
Over 70% of emissions from five categories:

- Capital expenditure
- Utilities and rent
- Public and private transport
- Food and beverages
- Government

Results



- Total consumption - based GHG emissions = 3.5 GtCO₂e
- 60% increase on GPC emissions
- Traded component (imported emissions) same order of magnitude as GPC emissions
- 4 out of 5 cities have higher consumption-based GHG emissions than GPC emissions



Thank you

CONTACT

www.c40.org

C40
CITIES

Sustainable Lifestyles

Julian Hill-Landolt,
Director Sustainable Lifestyles



Sustainable Lifestyles: **Projects**

Our Sustainable Lifestyles work is focused on reframing the traditional consumption and production challenge as a systemic innovation and marketing opportunity for business to turn its significant resources towards. We are supporting and driving members to make sustainable lifestyles both *possible* and *desirable*.



Making Sustainable
Lifestyles possible



Making Sustainable
Lifestyles Desirable

Work Program at a **Glance**

THE VISION

Create a world that offers an **improved and aspirational quality of life**, but with a fraction of the impacts – in short: **A Good life 2.0, in which lifestyles are better rather than bigger.**

THE CHALLENGE

Make sustainable living **possible**, and **desirable**.

THE KEY

Aspirations – we will only shift towards sustainable lifestyles if we succeed in making them aspirational. But it's not just about marketing: we must also drive new innovation pathways.

THE GOAL

To help company “**innovation engines**” more effectively **uncover**, and **create demand** for, **new opportunities** that offer customers **aspirational, sustainable lifestyles**.

Sustainable Lifestyles **Better, not Less**

Aspirations as our inspiration

Instead of identifying impacts and suggesting fixes – **think about what people need and want** – what pressures are they facing today, what aspirations do they hold?

Offer them better.

Give companies **an inspiring shared vision** that they can work towards with partners.





GOOD LIFE 2.0 ASPIRATIONS

Guilt-free | Togetherness | Deeper connection with ourselves, others and our surroundings | Feel better, stronger | Smart
Less stress | More time to slow down and play | Experience of the world | Savings | "In service" as much as "in charge"

DOMAIN

Eat

Live

Move

VISION

Food *TO* Nourish

mind, body and spirit for longevity and vitality

Home *AS* Springboard

to realize the full potential and promise of urban life

Mobility *TO* Experience

the world around you, whether it's the everyday point A-to-B or an adventure

Connect | Trust | Make easy decisions | Celebrate

Protect | Care | Recharge | Cultivate

Discover | Access | Enjoy | Share

WHAT THIS MEANS For a Person's Life

Connect to ourselves, others and nature through our food

Trust how everything is grown, produced and delivered

Have the information to make easy decisions

Celebrate culture, family and friends

Protect against the urban environment

Care for body, mind, spirit

Recharge the urban ecosystem

Cultivate self and memories with family and friends

Effortlessly discover possibilities near and far

Access safe, clean transit modes based on your needs and available time

Enjoy the experience of moving around your world

Share the journey with others

WHAT THIS MEANS Practically

We understand the nourishment we personally need to live long, healthy lives. Everyone has access to a balanced diet that is affordable, safe, healthy and tasty.

Better transparency and tools make it easier to discover, plan and create meals, facilitating the purchase, preparation and disposal of food.

Nothing is wasted.

All the people involved in getting food to us are provided with a living wage and good working conditions.

Our food is cruelty-free and sustainably produced.

Whether it's an urban core micro-apartment or multi-generational family home outside the city, home is a safe haven for healthy recovery and recharge; a place to nurture, grow, play, love, celebrate and create lasting memories.

It's an adaptable, transformable space that evolves with you.

It's connected 24/7 to the endless possibilities of urban life; home extends beyond a physical place of residence.

It exists within the urban ecosystem in super-smart, connected networks of clean energy, waste repurposing, local food, sanitation and transport.

Our homes allow us to live not just smarter, but wiser – in relationship with ourselves, others, our environments and our beloved communities.

Mobility becomes an information network that enables safe, zero-emission, frictionless, integrated travel and discovery – on-demand, everywhere.

It only adds to our quality of life – our ability to express ourselves, to exercise, to discover.

It's never "dead time" – unless we want it to be.

How we move around is not just free of harmful emissions; it doesn't involve any dangerous or socially damaging materials.

Mobility infrastructure is smart and efficient, making use of available capacity and space.

INNOVATION SPACES

Specific Innovation Spaces



WHAT MUST BE TRUE

Zero waste | Regenerative | Resilient | Safe & secure | Within planetary boundaries | Inclusive & equitable | Fair labor standards & decent work

ENABLERS

Policies & incentives (financial & non-financial) | Shifting of status & promoting TGL 2.0 aspirational lifestyles | Systemic, smart & interconnected

Member Action

Ursula Mathar

Group Head, Sustainability and Environmental Protection
BMW

Member Action

Frantz Beznik

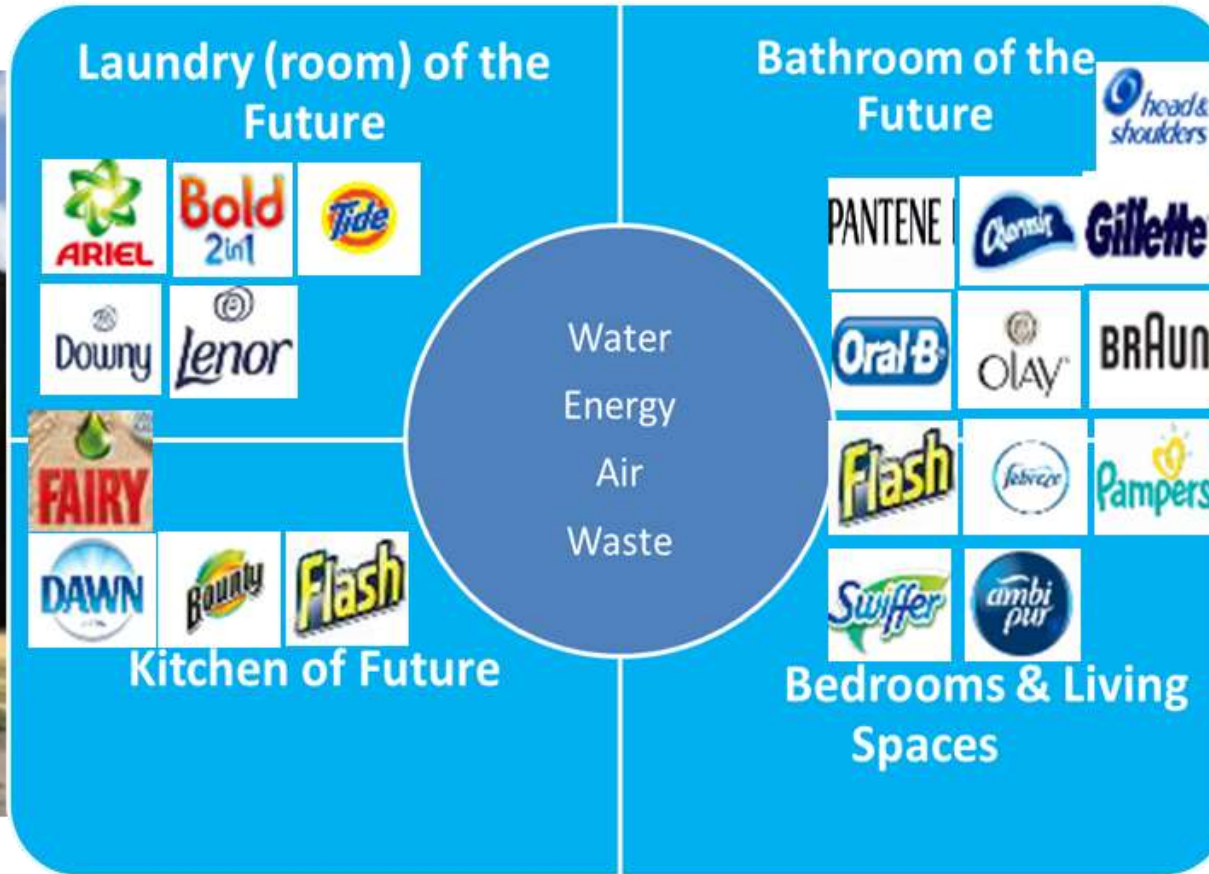
R&D Director of Sustainability, P&G

P&G Ambitions 2030: Home of Future

**Make Sustainable Irresistible” in the Homes
of the 5bn+ Humans we serve every Day over the World
as Force for Good & Force for Growth, within Planetary Limit.**

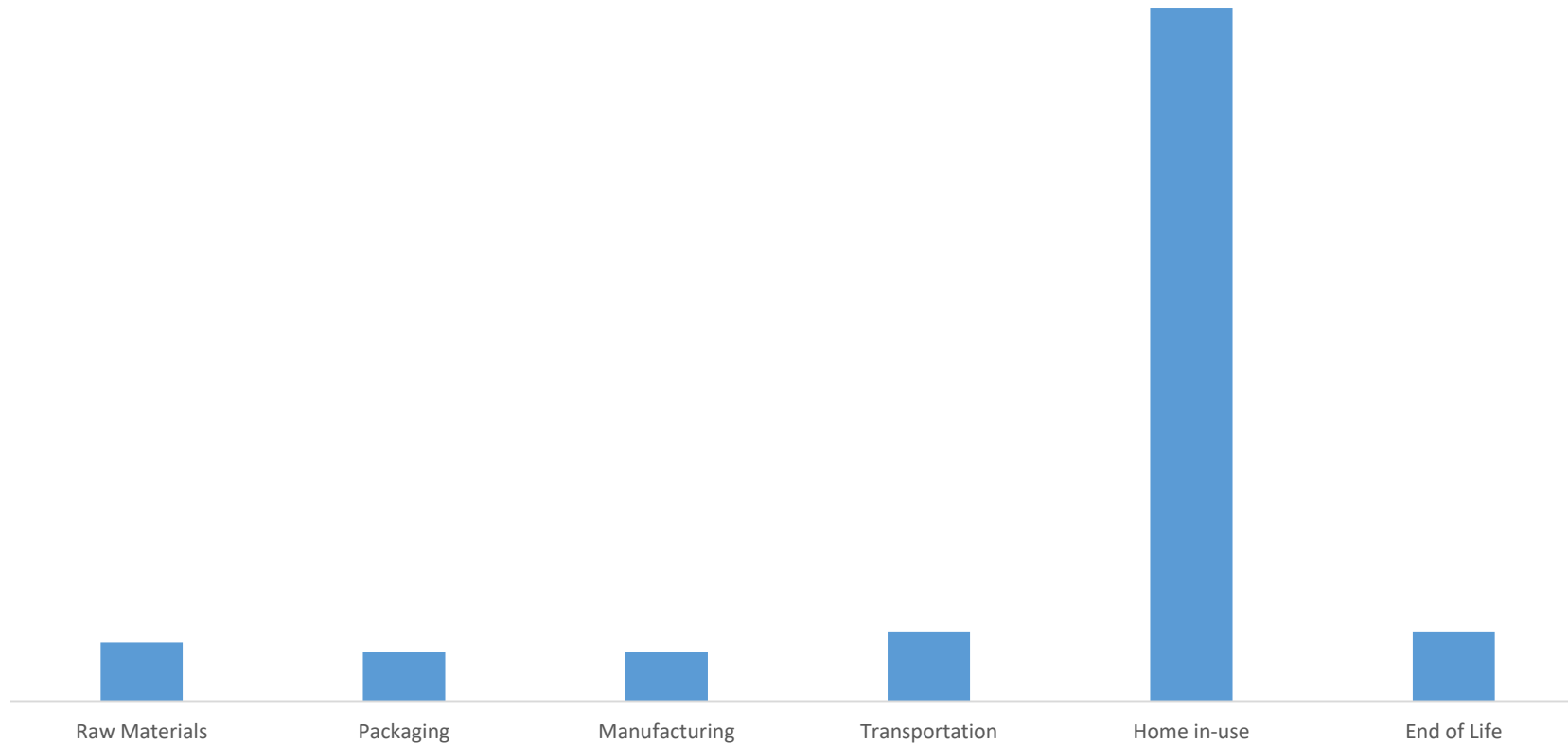
New Homes

Retrofitted Homes



HOME OF FUTURE

Home is 70%+ of the footprint, in the (hidden) form of hot water.
Waste is the most visible impact to consumers.



Discussion

Clinton Moloney

Managing Director, PwC USA

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What is the most promising action your company is taking to make sustainable lifestyles possible today?

Where is more collaboration
needed to make sustainable
lifestyles available in cities?

How might WBCSD support
that collaboration?