

Title:

The Future of Sustainable Lifestyles and Entrepreneurship

Launch conference of the European social platform project "SPREAD Sustainable Lifestyles 2050"

Date and place: 24-25 May 2011, Cologne (Hürth), Germany

Summary:

SPREAD Sustainable Lifestyles 2050 is a European social platform project focussing on sustainable moving, living, consuming and society lifestyles. The project invites various stakeholders – from business, research, policy and civil society – to participate in the development of a vision for sustainable lifestyles in 2050. This process will result in a roadmap for strategic action for policy makers and will deliver innovative ideas for business, research and society, regarding the enabling of sustainable lifestyles in European society.

The project's interactive nature is reflected in the launch conference's different formats of convening, which include keynote speeches from distinguished experts, interactive ideas panels, workshops, and a market place presenting creative ideas for sustainable living. By using different meeting formats covering a full range of sustainable lifestyle issues, the launch conference aims to contribute to four crucial components of progress towards sustainable ways of living but also sustainable business models: inspiration, discovery, ideation and co-creation, and action-planning.

SPREAD Workshop topics on 24th May 2011 include: Multi-stakeholder perspectives on Sustainable Lifestyles and Sustainable Living 2050. In addition, there will be workshops conducted on Sustainable Business Models, on Sustainable Entrepreneurship as well as on Entrepreneurs and Policy Makers on the Road to a Green Economy.

SPREAD Workshop topics on 25th May 2011 include: Sustainable Living, Sustainable Moving, Sustainable Consuming, Sustainable Society, Persona Building and Action Planning & Future Proofing Sustainable Lifestyles 2050. Additional workshops take place on Financing Sustainable Innovation and Entrepreneurship; as well as a Match-making of Entrepreneurs, Investors and Companies.

Programme and registrations: <http://www.future-lifestyles-entrepreneurship.org/>

For more information on the SPREAD project: <http://www.sustainable-lifestyles.eu/home.html>