

NEW ERA ACTIONS FOR THE ERA POLICY AGENDA 2025-2027
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Action title: <i>(Please use as a maximum two lines.)</i>	ERA action: Promoting Sustainable Lifestyles in an Inclusive Manner (ERA-SLIM)
Description of the action <i>(Please explain the proposed action in a <u>simple, clear, and communicable</u> narrative).</i>	<p>Introduction</p> <p>Sustainable Lifestyles and behavioural changes concern the use, re-use and repair of goods, transport choices, work organisation, energy and resource savings, sustainable food, waste prevention, and many more, all while preserving and improving quality of life and wellbeing.</p> <p>Fostering energy and resource demand reduction, behaviour change, and the adoption of more sustainable lifestyles is an important lever to support climate and broader environmental objectives. It could contribute to reducing CO2 emissions globally by 40-70% by 2050¹. Recent data shows that the top 10% of emitters are responsible for close to 50% of all CO2 emissions, while the bottom 50% for only 12% of the total².</p> <p>Many households, particularly vulnerable ones, face multiple barriers (including cost barriers and more structural barriers such as lack of available infrastructure) to adopt more sustainable lifestyles which can yield direct economic and health benefits such as decreasing energy, resource and transport poverty. Furthermore, integrating fairness and distributional aspects to support vulnerable groups in this transition in a sustainable manner is crucial for ensuring public support for and societal acceptance of the transition.</p> <p>In the past years, the focus of environmental and climate policies has been on technical innovations and market-based interventions to decarbonise the supply-side of energy, food, and transport systems as well as industrial processes. Thus, leaving the large potential for an additional carbon reduction through demand and lifestyle changes untapped.³ However, sustainable lifestyles changes cannot be limited to individual consumption choices and increased environmental awareness, as habits and patterns of behaviour are embedded in, and may be facilitated by, institutions, norms and infrastructures that frame individual choice.⁴</p> <p>Policies enabling sustainable consumption styles have gained traction at EU level, in particular linked to the circular economy</p>

¹ IPCC Synthesis Report 2023 [AR6 Synthesis Report: Climate Change 2023 — IPCC](#)

² [Climate inequality report 2023, Fair taxes for a sustainable future in the global South - WID - World Inequality Database](#)

³ [Hot or Cool 1.5 lifestyles FULL REPORT AND ANNEX B.pdf \(hotorcool.org\)](#)

⁴ Lewis Akenji, Magnus Bengtsson, Viivi Toivio, Michael Lettenmeier, Tina Fawcett, Yael Parag, Yamina Saheb, Anna Coote, Joachim H. Spangenberg, Stuart Capstick, Tim Gore, Luca Coscieme, Mathis Wackernagel, Dario Kenner. 2021. 1.5-Degree Lifestyles: Towards A Fair Consumption Space for All. Hot or Cool Institute, Berlin.

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	<p>agenda (e.g., Right to Repair, Food Waste Reduction targets, Ecodesign for Sustainable Products Regulation, Single-use plastics Directive, Sustainable food systems, extended producer responsibility for textiles), at national level (e.g., French Anti-waste law for a circular economy⁵, and including the bonus schemes for electronic and textile products⁶ EASI funded projects such as SOULDFOOD and Bike4Green) which underscores a greater need for research and science-based evidence.</p> <p>However, there is limited quantitative data on the environmental as well as economic, employment, social, and distributive impacts and effects of the transition towards sustainable lifestyles at European level.</p> <p>Identifying good examples promoting behavioural changes for sustainability and on how to best support lifestyle changes, while taking into account different needs of citizens, in particular those vulnerable groups who are not meeting basic needs, is needed.</p> <p><u>Objectives</u></p> <p>This action aims to respond to these R&I needs by identifying the current state of research to establish a common measurable understanding of sustainable lifestyles. This would allow for monitoring and benchmarking progress on achieving more sustainability and fairness goals. The action also aims to identify and assess barriers to the implementation of sustainable lifestyles through policy interventions at EU level.</p> <p><u>Deliverables</u></p> <p>To achieve this goal, the action would set up an independent or internal study (depending on available resources) to contribute to conceptualising sustainable lifestyles, including its linkages to the circular economy agenda at EU level. The study will achieve this through employing desk research, in particular of academic studies, and mapping existing EU-funded R&I projects focused on sustainable lifestyles. Depending on available resources, projects financed by Member States and international R&I projects could also be analysed.</p> <p>Secondly, the study should contribute to establish a monitoring mechanism to collect data and benchmark investments and policies to track progress towards achieving fair sustainable lifestyles.</p> <p>Apart from the study, the monitoring mechanism will be based on consultations with Member States who support the action as well as other interested stakeholders. Should resources be available, external experts could be recruited to aid the process.</p>
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⁵ [LOI n° 2020-105 du 10 février 2020 relative à la lutte contre le gaspillage et à l'économie circulaire \(1\) - Légifrance \(legifrance.gouv.fr\)](#)

⁶ "Bonus réparation électroménager/textile", introduced in December 2022 and July 2023, respectively

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	The study should further identify and assess the most important barriers to the implementation of sustainable lifestyle policies at EU level.
Actors <i>(Please explain who would take part in the action and who would benefit from it).</i>	<p>The Commission will implement this action with the involvement of Member States, Associated countries, and various stakeholders. To ensure a solid evidence base and wide consensus, the action will invite the following actors from Member States and associated countries:</p> <ul style="list-style-type: none"> • R&I ministries • Labour and Social Affairs ministries • Behavioural Insights units in government • University associations and research entities • Consumer organisations • Circular economy actors (businesses, trade unions, NGOs, research organisations)
Expected impact. <i>(Please describe the expected impact of the action (including outside the scientific community), paying attention to the fact that it needs to focus on concrete results and reachable deliverables).</i>	<p>The action desired impact consists of the following target:</p> <ul style="list-style-type: none"> • Gather best practices as well as evidence regarding environmental as well as economic, employment, social, and distributive impacts of sustainable lifestyles towards the green transition. • Strategic gap analysis of the European/Member State R&I landscape(s) on sustainable lifestyles to shape a common understanding and conceptual framework. • Establish a monitoring mechanism to collect data, identify best practices and benchmark progress towards more sustainable lifestyles. • Disseminate and discuss the results at relevant fora as appropriate, including at COP conferences and CEM summits.
Why do we need this action? <i>(Please indicate the need for this action in view of implementing the <u>Pact for R&I</u> and <u>achieving the ERA objectives</u> and explain why its <u>objective cannot be reached through existing programmes/ activities</u>. What is the action's <u>added value</u> at national and European level as well as for stakeholders? How does it <u>make a change</u> and how is <u>co-creation</u> ensured?)</i>	<p>Such an action would be rightly suited under the priorities of the European Research Area, given that the normative nature of fairness questions in the green transition such as defining sustainable lifestyles and fair consumption spaces as well as policy measures enabling and constraining sustainable behavioural changes. Therefore, this requires a participatory approach and co-creation to include a diverse range of perspectives.</p> <p>Furthermore, such an action is well placed in the context of the Pact for Research and Innovation which recommends coordination and coherence in directing R&I investments and reforms towards speeding up the green transition and digital transformation.</p> <p>It also corresponds to the challenge-based approach which aims to foster R&I-based solutions and mitigate future risks in view of developing sectorial policies to support Europe's resilience and sustainability goals of the green transition and digital transformation.</p>

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	<p>Finally, it would ensure synergies with Horizon Europe Missions on Adaptation to Climate Change and on Smart and Climate-neutral Cities, as well as the Horizon Europe Work Programme, especially Cluster 5 on Climate, Energy and Mobility and Cluster 2, destination 3 on Social and Economic Transformations. There could also be further synergies with the proposed Mission on the New European Bauhaus. The collaborative approach under ERA is a real added value to the project. Horizon Europe has tools at its disposal to leverage a collaborative approach through coordination and support actions (CSA).</p> <p>A CSA would provide money to the beneficiaries to develop their deliverables. However, ERA has several natural advantages that suit this endeavour best. To start with, it will deliver faster results (2026 compared to 2028). Second, the ERA would ensure policymakers' involvement, which suits the development of a benchmarking methodology. This action will also be relevant to the implementation of the European Pillar of Social Rights⁷ (EPSR) and develop synergies with actions foreseen in the EPSR Action Plan⁸.</p>
<p>Timing and milestones</p> <p><i>Please indicate the tentative timing throughout the implementation period, including all major milestones</i></p>	<p>Depending on the adoption of the New ERA policy agenda, and the time required to receive the endorsement of the ERA Forum, the action could start as early as late 2025.</p> <p>The first month will go towards consulting with the endorsing Member States and stakeholders and establishing (depending on resources) a timeline for the publication. Should the action aim for an external contractor, the study period could take longer, however, the completion of the study should not take longer than 8 months since the start of the action.</p> <p>The consultation with the Member States could start simultaneous with the study. Working first as a steering board for the study and then providing feedback for the monitoring mechanism. All in all, the final deliverable should be finalised in Q1 of 2026.</p>
<p>Funding</p> <p><i>Please indicate what funding is needed and where it is supposed to come from</i></p>	<p>Horizon Europe budget could provide "seed money" to:</p> <ul style="list-style-type: none"> • Design EU & MS analysis for R&I actions, based on but not limited to first EC portfolio analysis (experts). • Draft annual reports (EC & experts) and disseminate results. <p>Provide logistics to set up meetings & events as foreseen in the above section.</p>
<p>Additional information</p> <p><i>e.g., communication activities. Links to other actions or relevant programmes</i></p>	

⁷ https://ec.europa.eu/info/strategy/priorities-2019-2024/economy-works-people/jobs-growth-and-investment/european-pillar-social-rights/european-pillar-social-rights-20-principles_en

⁸ <https://op.europa.eu/webpub/empl/european-pillar-of-social-rights/en/>

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