

# Our Society and Lifestyles in 2050

Challenges and Opportunities from the “Global Foresight Expert Survey of Potential Changes in Society and Lifestyles in 2050”

14th Asia Pacific Roundtable for Sustainable Consumption and Production  
Roundtable 3, Jakarta, Indonesia, 12 November 2018

Caixia Mao, Ryu Koide, Lewis Akenji  
Sustainable Consumption and Production Area  
Institute for Global Environmental Strategies



# Outline

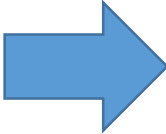
1. Introduction to the Global Foresight Study Expert Survey
2. Results from Culture and Social Norms and Governance
3. Results from Economy and Technology
4. Results from Environment and Demography
5. Challenges and Opportunities Ahead in Future Lifestyles

The presentation is based on the forthcoming publication:  
**“Society and Lifestyles of 2050 - Summary of the Findings of the Global Foresight Study Experts Survey of Potential Changes in Society and Lifestyles in 2050”.**

# Introduction

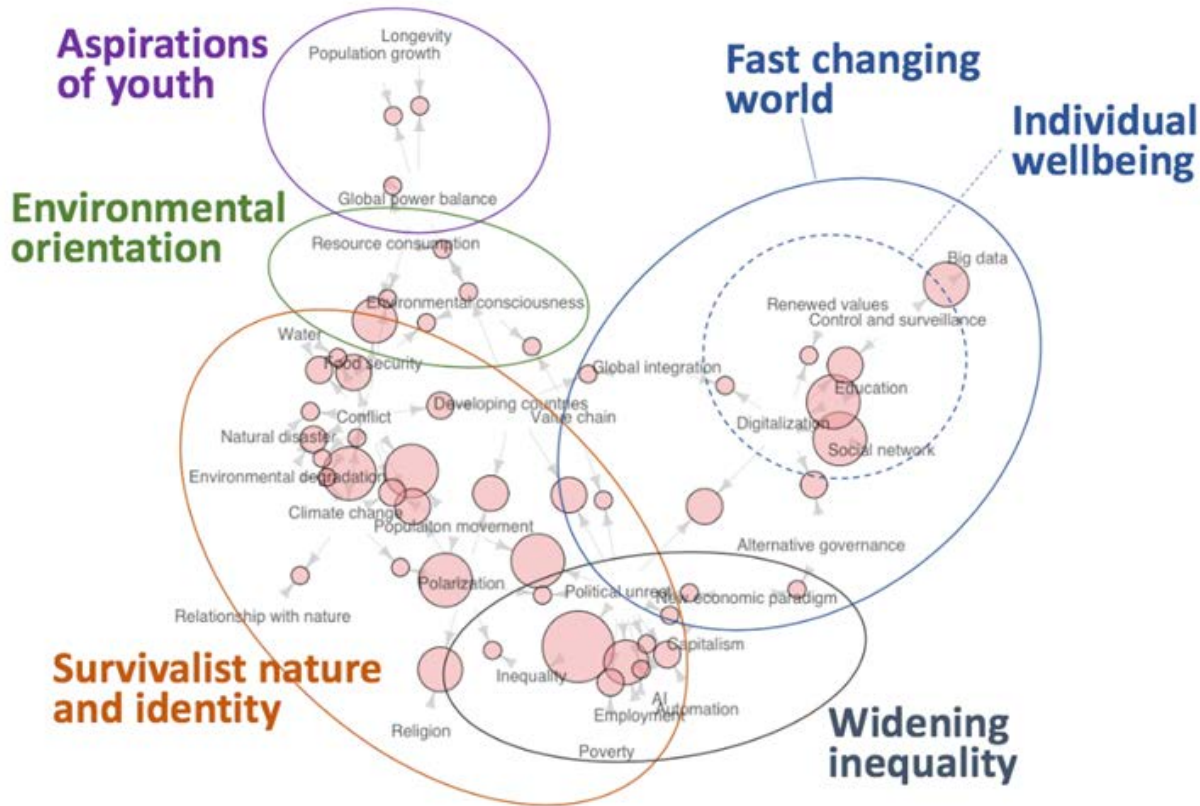
- Society and lifestyles are expected to drastically change by 2050. These changes should be incorporated when developing long-term policy and strategic planning towards sustainable future

## Objective

- 
- **To understand the future lifestyles between now and 2050 through a business as usual lens** with a mixture of optimistic and pessimistic views to explore different options and possibilities based on collective thinking of foresight studies experts.
  - **To interpret the future lifestyles foresights from wellbeing and environmental footprint perspectives** to inform researchers, policy-makers and practitioners on promoting sustainable lifestyles.

**An online ad-hoc expert survey (co-implemented with UNEP) to hear from 137 foresight study experts in global scale on society, daily living and roles of stakeholders**

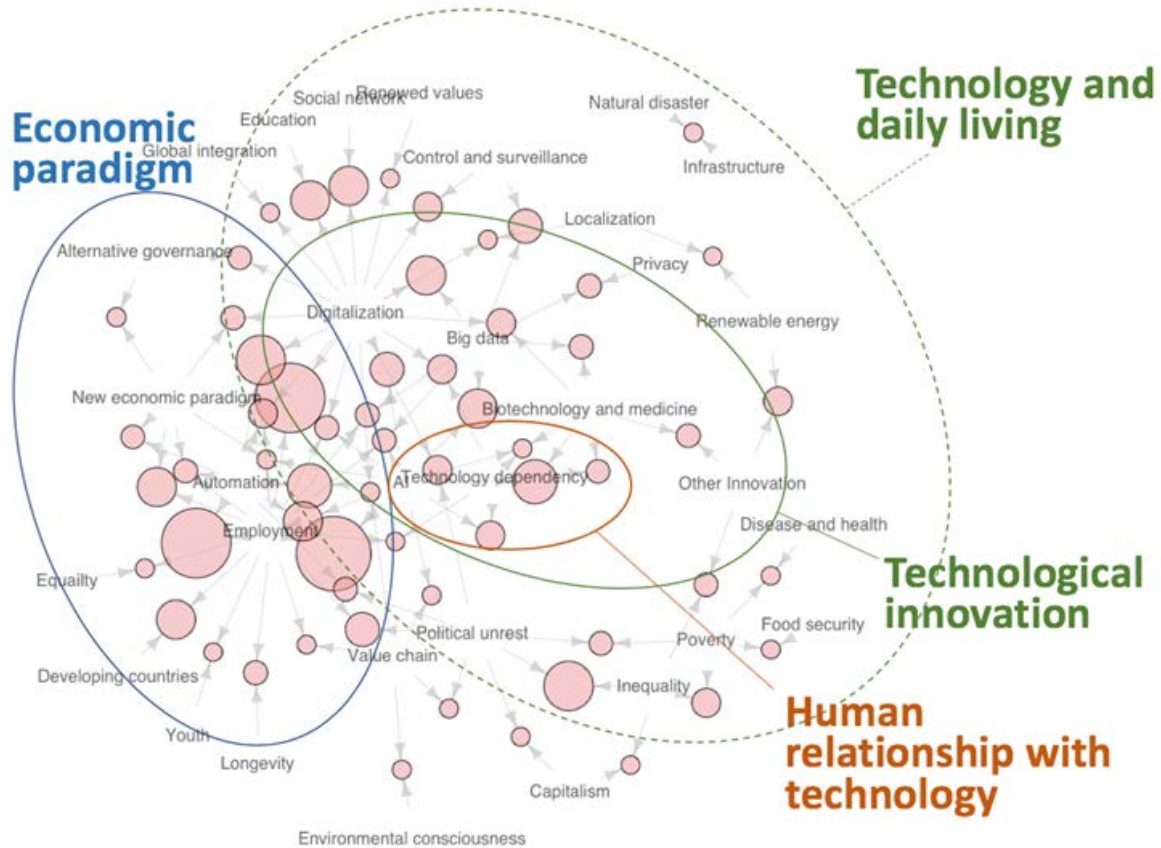
# Results from Culture and Social Norms and Governance



1. Towards **Environmental Orientation**
2. Towards **Individual Wellbeing**
3. **Survivalist Nature** with Anxiety and Uncertainty
4. **Widening Inequality** and Youth
5. Coping with a **Fast Changing World**

Source: Authors based on the Global Foresight Survey of Potential Changes in Society and Lifestyles by 2050.

# Results from Results from Economy and Technology



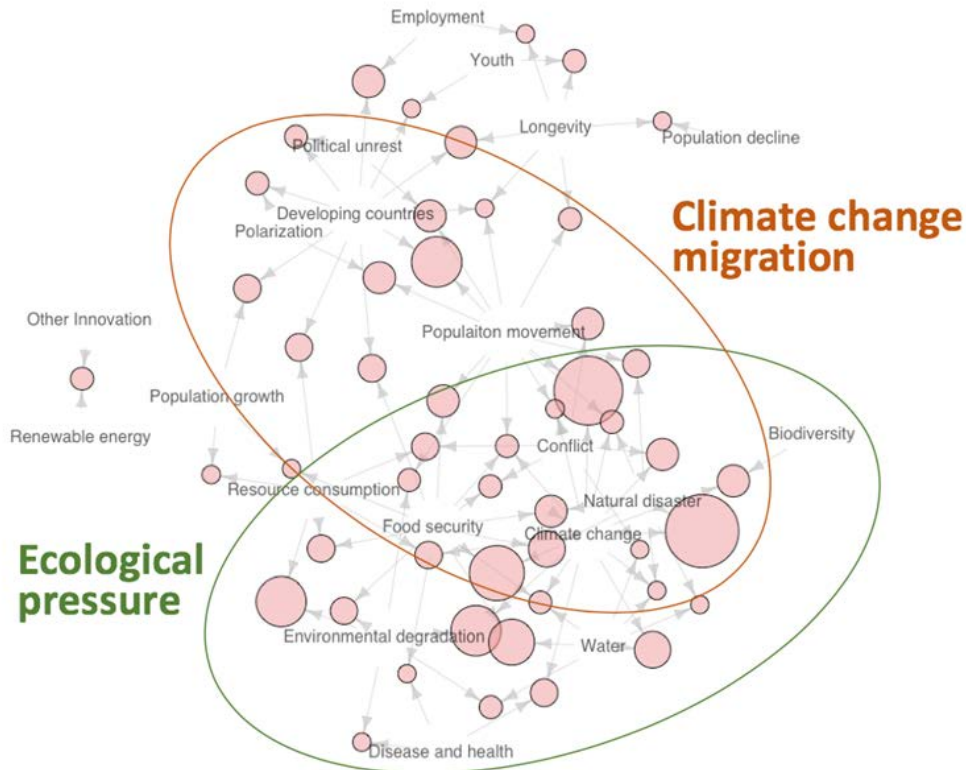
6. **Technology Innovation** in Economic Infrastructure

7. Triggering **New Economic Paradigm**

8. **Expanded Role of Technology** in Daily Living

Source: Authors based on the Global Foresight Survey of Potential Changes in Society and Lifestyles by 2050.

# Results from Results from Environment and Demography



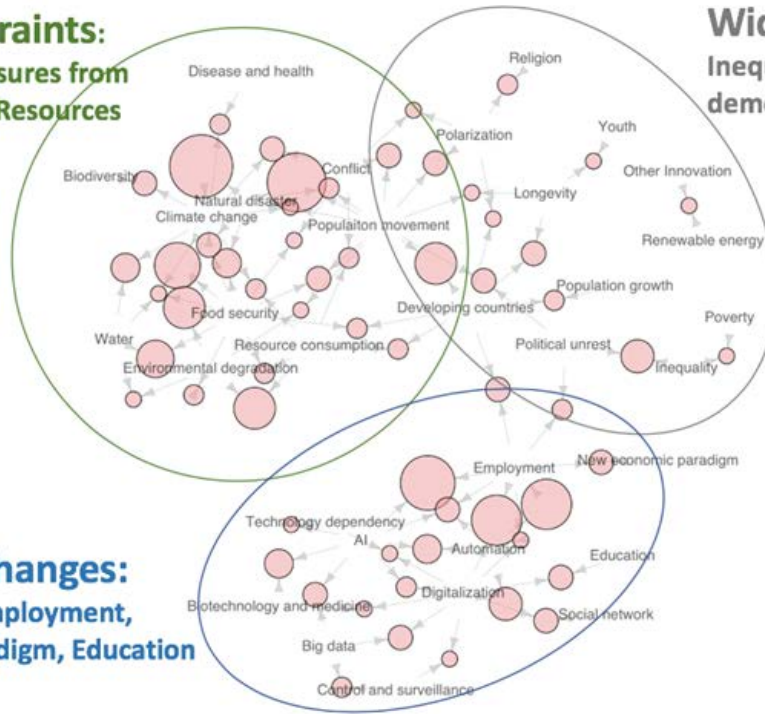
**9. Catastrophic Ecological Pressure**

**10. Mass Climate Change Migration**

Source: Authors based on the Global Foresight Survey of Potential Changes in Society and Lifestyles by 2050.

# Challenges and Opportunities Ahead in Future Lifestyles

**More constraints:**  
Interlinked pressures from  
Environment & Resources



**Widening gaps:**  
Inequality, polarization,  
demographic changes

**Speed of changes:**  
Technology, Employment,  
Economic paradigm, Education

1. Widening Gaps Between Aspirations of Individuals and the Foresighted Future
2. Increased Speed of Changes of Both Physical Infrastructure and People's Norms
3. More Constraints compared to today

Source: Authors based on the Global Foresight Survey of Potential Changes in Society and Lifestyles by 2050.



# Thank you!

In the forthcoming report, there will be analysis on nine lifestyles domains (food, consumption of manufactured goods, mobility, housing, work, education, leisure, health and social connections and relationships) from wellbeing and environmental footprint perspective.

[mao@iges.or.jp](mailto:mao@iges.or.jp)

Caixia Mao

Source: Authors based on the Global Foresight Survey of Potential Changes in Society and Lifestyles by 2050.