

Unprecedented events have thrust us to re-examine how we live - questioning how we can emerge as a healthy, resilient and prosperous society. COVID-19 leads us to question not only healthcare systems, but all the interlinked systems that meet our daily needs and enable us to pursue our aspirations. In a world stretched thin for resources and under threat from global health concerns, biodiversity loss and climate change, our living and lifestyle decisions will (collectively) determine our future. The importance of behavioral change and switching to more sustainable lifestyles are highlighted in several of the SCP national action planes developed under SwitchMed I.

## WEBINARS COVER:



The case for sustainable lifestyles (people centric approaches)



Deep Dives: how we live and what we can do to live better and lighter



Creating, motivating and celebrating change: existing good practices for replication



Available and impactful tools and resources for policy and changemakers



**Webinar Series: Sustainable Living 1.5 - Empowering people to live better and lighter.** SwitchMed therefore would like to introduce you to this webinar series to shape and inform the dialogue on people centric approaches in a COVID19 context. This series of information session is organized by the United Nations Environment Programme (UNEP) in tandem with the One Planet Network and partners like [Hot or Cool](#).

The series will inspire participants to drive change, highlight operational forward pathways for more sustainable living, underscore lifestyle features within the Sustainable Development Goals and provide evidence and communication messages for targeted communities of practice. It will run during 3rd and 4th quarters of 2020. The first four webinars are available online:



### **23 June - Getting Serious about Living: 1.5-degree lifestyles and opportunities from visionaries in a post COVID world.**



Provides insights on sustainable living in a COVID-19 context & introduces the broader webinar series "Sustainable Living 1.5: Empowering people to live better and lighter"



### **7 July - There's no place like home: Cities making sustainable living a reality**



Envision what you can do to initiate change in your neighbourhood and hear the experience from people who co-created more liveable cities with their governments.



### **12 August - Keeping Fashion close to home for better and lighter living**



Learn about fiber systems and how healthy regional textile economies can avoid polluting air, land, or water systems. Speakers will cover: sustainability challenges and new business models that close textiles loops, enhance jobs and community.



SwitchMed Programme is funded by the European Union



**25 August - Dispelling myths on sustainability and people: If it's the right thing to do why isn't it**



Debunking myths on the sustainability/development tradeoff and how to effectively engage people. Speakers will cover: how to motivate people for sustainability; global consumer trends and local realities; youth activists and new policy wild cards.

**Coming Sessions:** updates on upcoming webinars can be found [here](#). They will include:

**15 September - Going to work or on vacation: mobility in a post COVID context**

Speakers will cover: COVID trends on mobility; sustainability challenges and opportunities; contrasting African/European mobility policies; and COVID trends on leisure- focusing on experiences, staying closer or staying longer and BUYING BETTER!

**16 October 18:00-19:30 CET - Changing how and what we eat: Who can lead the way?**

Speakers will cover: Food and 1.5 implications; Post Covid19 trends and upscaling trends for healthy and sustainable eating. Interventions from chefs, cultural influencers and successful sustainability (default) efforts.

**20 October 14:00-15:30 CET - Tell me more and (maybe) I'll do it: consumer information for better decisions**

Speakers will cover: What are consumer information tools: What they target, what they can do and available resources including sustainable procurement, campaign tools and approaches.

**TBC - Don't touch my stuff! consumer products fashion and plastics**

Speakers will cover: COVID impacts on consumer goods; what's driving demand, how to motivate change while 'looking good' and keeping up the plastics push.

**TBC - Creating and Celebrating heroes of change**

Speakers will cover: How to create an (evidence-based) buzz for change; successful campaigns & awareness raising efforts such as the Good Life Goals, Anatomy of Action and related campaigns.

**1 December 14:00-15:30 - Sustainable living: the future of people centric approaches**

The Leadership Final webinar will bring together thought leaders to reflect on 1 year into COVID19 and how a people centric approach is going.

For more information please contact UNEP: [garrette.clark@un.org](mailto:garrette.clark@un.org); [luc.reuter@un.org](mailto:luc.reuter@un.org); [chang.yan@un.org](mailto:chang.yan@un.org)

## UN Environment Programme

UNEP is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system, and serves as an authoritative advocate for the global environment.



The EU-funded SwitchMed programme assists eight countries in the southern Mediterranean to switch to sustainable patterns of consumption and production and supports national and regional stakeholders in achieving productive, circular, and sharing economies in the Mediterranean. [www.switchmed.eu](http://www.switchmed.eu)