

São Paulo in 2030 A Preliminary Community Vision For 1.5 Degree Lifestyles



In order to better understand current lifestyles in São Paulo, we have been conducting workshops and household experiments with members of our community. Considering the context and reality of each citizen, our goal has been to construct a more sustainable future by promoting and adopting lifestyle options with lower-carbon emissions so that we can live within 1.5 degrees Celsius of global warming.

In our discussion, we explored some points to clarify exactly where we stand today. We

asked: Is this lifestyle option already adopted? Is that option easy to implement in the near future? What are the main barriers? Why is a particular option very difficult (or even impossible) to adopt?

Here are some of our preliminary findings:

Easy to adopt ('C'mon, I can do this!')

- Avoiding food waste by reusing leftovers, planning food shopping to avoid waste, house sharing, turning-off lights when leaving a room and using eco-bags are options with a very high adoption rate (75%). Food composting, reducing hot shower time, using LED lighting, using natural light, selling or donating used clothes are somewhat adopted (50%). Use of ethanol (vehicle), reusing water from showers, reducing tv time and avoiding food delivery services are options that are not very easy to adopt (25% of adherence.)

Not so easy to adopt ('I'll have to put an effort here but why not, I can try to do this too')

- Avoiding excessive packaging, substituting meat with low carbon protein, walking to work, using public transportation, avoiding car use, separating recyclable waste from organics and extending the lifetime of electronic devices are all options that have a high adoption rate (75%). On the other hand, selecting locally-produced food, having a meatless day, working from a home office and avoiding single-use items have a moderate adoption rate (50%). Avoiding excessive eating is not commonly adopted (25%).

Hard to adopt ('Oh, that's tough')

- Reducing meat consumption, repairing items (instead of buying new items) and consuming organic food items are moderately adopted (50%). Reducing dairy consumption, choosing a vegan/vegetarian diet and using bicycles are options that have a low adoption rate (25%).

São Paulo in 2030 (Part II) A Preliminary Community Vision For 1.5 Degree Lifestyles



Photo: Heron Rossato

High willingness ('If I had to choose one thing that I'm willing to do, that would be it!')

- When we talk about willingness to do something, despite the potential challenges, some options were noted as favorites (75% willingness): increasing organic food consumption, having a meatless day, food composting, increasing bicycle use, reusing water from washing machines and buying clothes from thrift shops.

Medium willingness ('It's kinda blurry. I want to do this, but it's not my priority, so who knows...')

- People are somehow willing to adhere to these options (50% willingness): avoiding excess packaging, accumulating clothes to launder (waiting for a full load), installing solar panels and avoiding single-use items.

Low willingness ('Well, honestly, there's a thousand things I would adopt before this')

- Our participants were the least willing to reduce dairy consumption and sell their car.

So, what do you think? Do you agree with a couple of things? Or many of them? What do you not agree with? Have a look at all of the lifestyle options in our catalogue and share your Vision of the Future for a 1.5 Degree Lifestyle!