

# **THE NEW NORMAL**

**An expert dialogue on  
shaping decisions, attitudes and behaviour  
to achieve Sustainable Development Goals**

*Key messages and summary of discussion*

**3-4 May 2018, OECD Headquarters, Paris**

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## Summary

### Introduction

Individuals make dozens – if not hundreds – of decisions every day. At a basic level, this includes what to eat, where to live and how to move around. For the lucky, they decide what to wear, what to do at home and where to go on vacation. Together, these individual decisions define the quality and well-being of people's lives and make up a mass consumer base whose preferences, attitudes and behaviours drive global patterns of production and consumption and determine how and whether resources will be used sustainably. Sustainable lifestyles need to recognize the power of people as social animals because *our lifestyle choices will affect the planet's future*.

*People do not wake up in the morning with the intention to harm the planet.* Nor do they necessarily wake up motivated to conserve energy or water, or to find the least polluting way to get to work. People wake up, eat, prepare for the day, get to work, school or chores, in accordance with habits and culture and make decisions based on needs and aspirations for family, friends and those around them. Sustainability, as such, is not a lifestyle motivating factor. Individual choices depend on variables such as: time, costs, routine, information, culture, social belonging, convenience etc. Furthermore, research shows that people's decisions are not always rational. Currently, lack of infrastructure, limited options and mass pro-consumption messaging limit sustainability inroads. Therefore, to promote more daily sustainable choices they must be affordable, easy and attractive and relevant to everyone. Ultimately, sustainable lifestyles must be inspirational, irresistible and cool.

*What are companies doing to encourage more sustainable behaviour?* Companies provide the goods and services that meet our needs and the reality is that no company will ever be 100% sustainable. Yet increasing numbers of companies make sustainability efforts, set targets and communicate. Many companies note an underlying sense that they are judged as 'not doing enough' or 'green washing' and hence are reticent to push/communicate broadly on the sustainability agenda because of this push back and keep their communication in a safe 'niche'. The private sector is critical to making sustainable lifestyles a reality. It has needed experience since its success depends on creating, anticipating, shaping and responding to consumer demands. Many companies already integrate sustainability criteria into their business models, recognizing that resource scarcity, energy costs and environmental impacts affect bottom lines. Others acknowledge that customers are increasingly asking for responsible resourcing and they simply find it "good business" to adopt sustainable corporate practices.

*Where do policymakers stand?* Policymakers are challenged to advance sustainability agendas and simultaneously facilitate economic growth. To achieve this, sustainable production and consumption efforts are promoted by governments using their massive influential market power via policies like procurement with businesses on the supply side, and with citizens on the demand side. Governments can influence individual and organizational decision-making through example-setting and policy frameworks. Better data, more innovative policymaking, and better communication on the benefits of sustainable choices can further contribute to the common goal.

Overall, this means that though sustainability may be complex for a few - policymakers and companies designing goods and services - it should be simple for individuals and entities along value chains in daily decision making.

*What is the role of social media?* Most of the work around environmental sustainability is categorized and communicated in terms of resource flows like energy efficiency and water use or under large topic areas like climate change and waste management. Current media messaging and sustainability myths imply that being sustainable means having to go without, suffering, paying more, needing to be highly educated and not being desirable (eco-niche). Yet people do not respond to resource flows or pessimism, they respond to price, access and positive lifestyle triggers. Social media can facilitate enticing messaging (beyond messages of doom and gloom or ultimate utopia) for people, governments and companies to re-align realistic lifestyles with sustainable ideals. Lifestyle influencers (individuals and platforms/channels) can make the exchange dynamic and personal. Other traditional influencers like faith groups can communicate about moderation and sufficiency and offers communication channels to tap. There are many different triggers and ways to communicate sustainability and all are needed as lifestyles vary with every individual.

To address these questions, on **3 and 4 May 2018** the OECD and UN Environment jointly organised a dialogue on shaping decisions, attitudes and behaviours to achieve Sustainable Development Goals (SDGs). Participants included 30 experts from government, international organisations, media, non-governmental organizations (NGOs), private sector and research institutions. The dialogue looked at future trends affecting consumption and production choices and current policy options decision-making – including lifestyles, emerging influencers on decision making. Discussions focused on how better choices can be enhanced by policies, both public and private.

During the dialogue, the question was asked, ‘If you were in the elevator with the Minister of Environment, what would be your pitch to “make sustainability happen”?’ Answers usually referenced subsidizing resources, research and development, innovative policy frameworks and new sustainability messaging. The telling response, however, was once made by a financier who said ‘Given urgency, we need to rephrase the question to be ‘who wants to be in the elevator and what can we do now? Then get everyone else you need in the elevator.’ This expert dialogue is meant to be a step towards “bringing those who want to act into the elevator.”

The following is a summary of the core points that were raised as they were offered. It is meant to provide additional context and insights to the evolving area of targeting individual actions for change. The agenda of the dialogue appears at the end together with a list of speakers and participants.

For more information, please contact [garrette.clark@un.org](mailto:garrette.clark@un.org) and [Filippo.CAVASSINI@oecd.org](mailto:Filippo.CAVASSINI@oecd.org).

The Global SCP Clearinghouse is an online platform to make connections between organizations and individuals who want to share their ideas and initiatives towards the shift to more sustainable consumption and production. This global hub of the One Planet Network is dedicated to exploring consumption and production activities that others are undertaking, exposing your own work to a global audience and accessing collective resources. You can continue the dialogue by sharing your ideas and access the Global SCP Clearinghouse at: <http://www.oneplanetnetwork.org/>

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## Event Opening and closing

**Mari Kiviniemi, Deputy Secretary General, OECD, and Tim Kasten, Deputy Director, UN Environment**, opened the event on 2 May, stressing the importance of the Sustainable Development Goals to advancing sustainable and inclusive development and the need to act now to bring positive change, welcoming the collaboration between the OECD and UN Environment. **Ambassador Annika Markovic, Permanent Representative of Sweden to the OECD and UNESCO, Yuan Yermo, Deputy Chief of Staff, OECD, and Tim Kasten, Deputy Director, Economy Division, UN Environment**, introduced the dialogue on the morning of 3 May highlighted creating enabling conditions for individuals to make more daily sustainable choices and the key role of business and government in creating such conditions for sustainable choice. **Marcos Bonturi, Director, Public Governance, OECD**, provided concluding remarks, highlighting the importance of working together to advance this cross-cutting agenda and stressing the supporting and facilitating role of the OECD in bringing in expertise from different angles and continuing working with UN Environment and other partners to advance this important agenda.

### *Key messages*

- Sustainable lifestyles are key for achieving the Sustainable Development Goals (SDGs). SDG 12 specifically promotes more responsible consumption and production. Sustainable lifestyles which looks at the roles individuals can play, underpins the 16 other goals, with impacts on food security, health, education, water, energy, economic growth, cities, climate change and environment.
- There is a growing understanding amongst policymakers, businesses and civil society on the need to rethink production and consumption patterns to better harness individual decision making for the sustainability agenda. This will enhance individual well-being and quality of life as well.
- Sustainable lifestyles require thinking critically about the role of individuals and what are “lifestyles” (vs. “being a consumer”). By and large people do not intend to harm the environment with consumption. People are driven by needs, expectations, personal desires, and external influences.
- Individual and collective behaviours shape lifestyle sustainability - the challenge and opportunity is to think *holistically* across lifestyle areas on how to shape behaviours.
- For business, it implies making products that are designed with sustainability at their core that are simple, achievable, affordable and fun. It implies new business models, designing products with consumer inputs and around life events (when people are most open to change) and supporting broader, circular economic solutions.
- For governments, it is about supporting more circular economic efforts and policy to facilitate changing mind-sets, introducing data and evidence on behaviour change and the long-term goals of offering more sustainable choices. It also requires factoring in technological transformation and their impacts on sectors like housing, mobility and energy.

- For the media and social influencers, it is about creating an emotional connection that supports individual action, recognising that people are different in attitudes, priorities and aspirations.
- Such a horizontal agenda needs cross-cutting dialogue and solutions. Actions promoting sustainable lifestyles are part of an interconnected agenda that brings together global, national and local policies, factoring context and scale, keeping in mind the ultimate targets and available instruments.

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## Introduction to the dialogue: Setting the stage

### *Key messages*

- As a society, our footprint is 1.5 times the earth's total capacity to provide renewable and non-renewable resources. Today, we consume three times the amount of resources consumed in 1970 – and this is expected to double again by 2050 with a world population expected to reach 9.8 billion and more demands from emerging middle classes.<sup>1</sup>
- Policymakers, businesses and civil society understand that production and consumption needs to be rethought for sustainable development (SDG 12) and to promote more sustainable lifestyles. The challenge is: how? It should be recognised that lifestyles focused efforts are relatively new on the sustainability agenda - for the first time appearing in the SDGs. Hence, better understanding and engagement are needed to set the foundations for advancement.
- One comment clearly noted: ‘The challenge is to harness the behavioural drivers of (in)action and create the enabling conditions for positive action. Be *simple, cheap and fun!*’”
- Equally important is the need to re-orient education and learning at all ages, in formal and informal settings, to develop the knowledge, skills and attitudes to contribute to a sustainable future.
- The role for governments, businesses and individuals are highlighted in the SDGs and the climate change agenda. While sustainable lifestyles is captured by SDG 12 on sustainable consumption and production, it is in fact a theme that runs throughout the 16 other goals, with impacts on food security, health, education, water, energy, economic growth, cities, climate change and our environment.
- It takes a community to achieve this goal. UN Environment has been leading the global efforts at promoting sustainable lifestyles, and the OECD has been playing the ‘best supporting actor’ role to the 2030 SDG Agenda.
- Impact, however, needs understanding and actions from the broader lifestyle community, including large and small businesses, research institutions, NGOs, media and citizens. Bringing these communities together to engage in peer learning can improve understanding of the interface amongst government, the private sector and civil society needed to create better policies that work to promote sustainable lifestyles.

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<sup>1</sup> United Nations, “World population projected to reach 9.8 billion in 2050, and 11.2 billion in 2100”, 21 June 2017, <https://www.un.org/development/desa/en/news/population/world-population-prospects-2017.html>. Most of the middle class will be young and will be in urban environments.

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## Roundtable 1: Do we know what sustainable lifestyles are?

### *Key insights*

- People are at the centre of the sustainable lifestyles discussion, even if sustainability is not a central concern of people. Our consumption is driven by needs, expectations, personal desires and external influences. Understanding how these factors affect our willingness or capacity to adopt sustainable lifestyles is essential for setting a framework for sustainable living.
- First, it is important to think critically about the distinction between “being a consumer” and “having a lifestyle.” The issues are beyond market interactions and include humans as social beings who aspire to live better lives.
- For business, it implies making products that are designed around sustainable lifestyles that are simple, achievable, affordable and fun.
- For policy makers, it is about changing mind-sets and bringing into the policy making process issues around behaviour change and the long-term perspective on sustainable choices in budget and investment decisions, lowering the administrative barriers to produce and consume more sustainably and broadening the tent to include the views and inputs of a wide range of stakeholders.
- Aligning incentives and actions of both private and public actors is an important element to achieving success. Creating the emotional connection through the media and storytelling can make the difference and bring people to care and act.

### *Summary of discussion*

People do not wake up in the morning thinking to harm the environment. They have needs, expectations and aspirations and ultimately they live their lives. Sometimes they live in particular ways because of circumstances and infrastructure. It is key to understand what motivates people and what drives the way in which they consume.

The values that people put on certain actions, decisions and products matter in the same way as does the social and material infrastructure within which individual people behave and consume. Since values are important, the narrative around sustainable lifestyles needs to give sufficient space to ethics and positive values – it is about making behaviours desirable and sustainable and not just changing consumption.

*“How to transform values into actions?” a researcher participating in the dialogue*

First, it is important to think critically about the distinction between “being a consumer” and “having a lifestyle.” Thinking about our daily living as “lifestyles” help us also refocus the debate on the importance of non-market interactions. Economic growth has been traditionally used as the development indicator; in fact, there are factors and goals that inform development beyond the market interactions captured in growth indicators, including belonging to communities and establishing non-market relationships. At the political and policy levels, this shift means re-thinking what growth means and what are the non-market drivers and indicators of development that can also be integrated into the way in which businesses and investors’ measure growth and success.

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*“Sustainable lifestyles? Hmm...Do you want to live better? Yes! This is what most people want”, an exchange at the dialogue.*

Most people are not conscientiously adopting sustainable lifestyles, although this is not to say that people want to live unsustainably. People loath sacrifice and yearn for better things -- this is an opportunity and the decisive question for business becomes how to make sustainable lifestyles desirable.

A possible approach is to redefine what a ‘good life’ is. This implies shifting aspirations to be aligned with what a sustainable lifestyle involves, essentially allow people to aspire to a lifestyle that is sustainable without thinking about it.

*“Sustainable lifestyles need to be simple for many and complex only for a few”, a Brand known for lifestyles messaging*

Sustainable lifestyles can become simple, achievable, affordable and fun by changing the way in which products are conceived. It starts with understanding how people live and to then improve the design so that products are not wasted or discarded too quickly - to make design “democratic.” Form, function, low price and reach are all important for sustainability. Equally important is to think of products as part of a lifestyle or life experience, for example a bed is ultimately about a good night of sleep.

*“If people don’t care, they’ll do nothing!” a media expert*

Popular culture connects with most consumers on the planet and directly at a personal level. It can be inspirational and irresistible and can help create the emotional connection that brings people to care. For instance, National Geographic has an audience of 60 million people around the world. People who engage more with the beauty of the world are also more conscientious about protecting it. This is an important lesson also for policy makers and business: what is missing in sustainability policy, data and business solutions is the emotional connection that can trigger action. This implies co-creating stories of what success and inclusiveness means, rather than just sending messages to consume more sustainably.

*“Changing public policy is ultimately about changing mind-sets”, a policymaker and policy expert*

For governments, the focus must be on using some of the tools they already have to achieve mandated goals *differently*. Governments have signed up to ambitious goals, such as the Paris Climate Agreement and the SDGs, but are nowhere near meeting them. Many see that there is a lack of urgency in the public discourse. Sustainability is ultimately about the long-term and the future, and yet achieving it requires action here and now. How can we bring the sustainability debate to the “here and now”?

Green budgeting is a way to encourage – almost force – governments to confront these issues and the tension between doing nothing and the social and fiscal implications of taking a more sustainable course of action. Practically, this also involves bringing together Ministries of Finance with Environment Ministries and stakeholders in a participatory forum to understand the implications of sustainability and gear policy towards solving these issues. It also requires responding to demands from business and consumers for simplifying the stock of laws and regulation to facilitate the development of sustainable consumption and production, a sort of “green simplification”.

It is also about going beyond only the public policy processes which is viewed as a strictly bureaucratic process and broaden the dialogue tent, be open and facilitate exchange to develop policies and interventions that resonate with real life and reflect and understand the actual behaviours of citizens.

Aligning incentives and actions of both private and public actors is an important element to achieving success. Over-enthusiasm combined with improper information can lead businesses and other actors to promote their actions towards sustainability, while perhaps not fully living up to their claims (“greenwashing”). Though this may not be done with malicious intent there is a need to discuss the reality that no company or sustainability solution will ever be 100% sustainable and how can everyone start on the ‘journey’ be transparent and monitor progress.

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## Roundtable 2: Rethinking behavioural change and new policy approaches and business models

### *Key insights*

- Individual and collective behaviours can influence lifestyles towards sustainability – the challenges and opportunity is to think holistically across lifestyle domains (food, mobility, housing, leisure (including consumer goods and tourism) to shape behaviours to bring about positive change.
- Paramount is to connect the dots and see sustainable lifestyle actions as an interconnected agenda, starting within government - connecting global, national and local policies, factoring context and scale, thinking of the audience and of a menu of instruments (including interactions between rewards and taxes) and integrating the agenda so it is not a niche environment/green agenda.
- Equally important is to facilitate and support a context where new business models can thrive – both the government agenda and business can lead such new co-creative approaches. We need more circularity-driven economic actions, designing products around consumer experiences and life events.
- Technological transformation and their impact on sectors like housing, energy and transport also offers new avenues for shaping new and more sustainable lifestyles. Co-creation and collaboration around energy production and consumption can create greater incentives for the responsible use of resources, and data and platforms can steer mobility towards greener and more efficient solutions.
- These evolutions also require a shift in approach and thinking on how to change behaviours. The question is not on how to change behaviour; but how to design goods and services that can fit into more sustainable behaviours and for policymakers to support the broader context to make this happen.
- To advance this agenda it is important to recognise that people all have different attitudes, priorities and aspirations. Reaching out to as many as possible requires thinking about all the ways people receive information and identify social influencers who need to be engaged.

### *Summary of discussion*

Approximately 200 institutions around the world are currently using behavioural insights to help government achieve positive outcomes, including steering individuals towards more sustainable lifestyles. In South Africa, behaviourally-informed intervention encouraged people to reduce water consumption when showering and avoid a shut-down of water supply in Cape Town. So change is possible but how can it be scaled up and aligned with lifestyle priorities?

*“We need to get outside safe zones”, a project manager responsible for large sustainability projects*

It is paramount to identify initiatives that can act as models and lead the way, reaching out to the “middle ground”- the 80 percent of people who are not sustainability enthusiasts but who could drive mass change with their behaviours. The social media

platforms, marketing and the public relations communities offer good potential with youth and key influencers.

Context matters so take it into account. For example, biofuels can work in Nordic countries but can have a negative impact on food security in developing and emerging countries and economies.

Scale is equally important. There is room for global actions, for example for standards for business conduct in some sectors, which would then inform national policies that would make these standards operational.

What are the lessons from the field? In Sweden, for instance, initiatives to enhance sustainability were conducted beyond the environmentalist “bracket” by using trusted and unbiased messengers going beyond the “usual suspects”. They used a mix of carrots and sticks (for example, carbon dioxide vehicle tax coupled with a green rebate for consumers switching to more environmentally friendly vehicles) and took into consideration other impacts (social, educational, well-being) beyond the environment.

For an integrated approach, the different ways in which countries operate e.g. the government structures and implementation, cultures, as well as the stakeholders involved need to be taken into account. Governments and stakeholders need to go beyond ‘silos’ and work collectively to ensure that initiatives are well aligned. There is a need to seek out stakeholders that could contribute to these efforts and ensure that other stakeholders who are genuinely interested and willing are considered.

*“Elephants in the room!?!...governments look more like ants, multiple and often not as well organised as ants...” an exchange at the dialogue...*

Engaging needed stakeholders entails going beyond the usual government actors, e.g. ministries of environment or ministries responsible for consumer rights and protection, and considering the complexity and range of possible government institutions. For example, ministries of finance can help encourage more sustainable consumption by setting VAT reductions for products or services that encourage sustainable actions. At the same time, consumer authorities that traditionally focus on consumer protection could support programmes that address the over-all wellbeing of consumers and encourage more sustainable consumptions.

*“There is no circular economy without a circular society”, an entrepreneur*

Creating this policy eco-system can encourage more innovative business models that place more emphasis on production methods and products that support more sustainable behaviours. For example, Germany aims to halve food waste by 2030. Setting this objective has provided a powerful incentive for new businesses to emerge. But this would not be enough. We need “circular business cases” for people to connect and embrace these ideas to start a business. For example, SirPlus, a food outlet, matches surplus food and demand, selling surplus, near-to-expire or deformed groceries. SirPlus started first by reaching out to people not normally targeted – entrepreneurs with entirely different value systems like chefs, restaurant owners, producers of food — to really understand the food waste problem and think about possible solutions. This initiative has helped reduce food waste and has also allowed people to save money when shopping. For entrepreneurs, it has brought the “impact on society” back into the business equation.

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*“The first step in solving a problem is not creating it in the first place”, the CEO of a start-up*

There is room to rethink the way business think about consumer behaviours. Businesses promote products – “come to use, here are the good products” – or values – “come to us, here you will do good”. Can this approach be shifted? Think of consumers’ decisions and decision points, instead. For instance, expectant parents are in a transitional space in terms of their consumption decisions. They are more likely to be interested in “better” choices in terms of products AND in terms of lifestyles. The opportunity (and the challenge) for business is to offer a whole life cycle sustainable solution – high quality, low price, low waste – which connects to a situation consumers can directly identify with - neither too macro and abstract (a benefit to humanity) nor too micro and niche.

*“The challenge is the opportunity and citizens and users can be the drivers”, an energy expert*

With the emergence of new technologies and enabling platforms, the energy sector is becoming an ecosystem and is less perceived as a one-way system. In this rapidly changing context, citizen participation is becoming increasingly important: co-creation, collaboration, new partnerships are changing ownership models and offering new opportunities for sustainable energy without the same levels of needed investments in large infrastructure in emerging economics.

Changing behaviours to encourage more sustainable consumption is also on the agenda in the transport sector, which is also undergoing significant transformations driven by rapid technological changes. As a way to steer the mobility sector towards greener pathways, policy makers are looking into (1) investing in alternatives to car use and infrastructure; (2) reviewing incentives related to car use; (3) understanding how people make mobility decisions; and (4) designing interventions based on enhanced understanding of users’ actual behaviours.

*“When studying behaviours, the question shouldn’t be ‘how to change behaviour’!” a behavioural scientist*

Asking people whether they would like to change their lives usually leads to a resounding “No, thanks!” An effective approach could be to frame information in a way that helps people think through change for better, easier more satisfying results. This can impact product design. For instance, when you ask people what they do with a couch, most people say they sit on it, but in fact they do much more than that. People read, sleep, do their homework, watch TV, listen to music etc. on a couch. That couch fits into how people live beyond the stated function and can shape the behaviour of the user. The challenge and the opportunity is to design products that can fit into behaviours that are more sustainable.

*“We are not talking to people like us but to people who are fundamentally different from us!” , a communication expert*

Humans are complex beings – we act before we decide and after we act, we catch up and justify why we acted the way we did. The question remains on how shape behaviours of which people may not be conscious.

Information is useful but what kind of information? Can we process it? Education helps but does not always work, especially with adults – they do not like to be educated without consent; often, it appears condescending. Nudges work (sometimes), but who controls the nudgers? Are they always used for positive/better outcomes?

Ultimately, advancing the sustainable lifestyle agenda will require better understanding to whom we are talking (and recognizing our many differences). To help better reach large groups of disparate kinds of people it can be useful to group them based on their behavioural tendencies. This approach, used by marketers, helps align messages to be more effective. One grouping for promoting sustainability messages was presented as an illustration:

- Brick settlers: Their world is their community. Anything out of local geography does not exist. Climate change and resource constraints-- irrelevant. They look backwards and do not like change. *“Want the cheapest, the best value and no rip-offs! Be safe and familiar”*
- Green pioneers: These are big world thinkers. They know the people around the world better than their neighbours. They love change and do not like mainstream. They are the first to buy a hybrid car and first to say “cars are over”! *“Do the right thing!”*
- Gold prospectors: They like to be successful and smart. *“Better product and experience!”*

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## Agenda

### *May 3: Evening Cocktail - Room Roger Ockrent, OECD*

Welcome:

- **Mari Kiviniemi**, Deputy Secretary General, OECD
- **Tim Kasten**, Deputy Director, Economy Division, UN Environment

**Short keynote(s)** from new influencers

- **Ali El Idrissi**, Founder & CEO, UpChoose, United States
- **Guy Champniss**, Visiting Professor of Consumer Psychology, IE Business School, Spain & Vice President, Insight and Outreach, Enervee, United States
- **Lauren Singer**, Founder, Trash is for Tossers, The Simply Co., Package Free, United States

### *May 4: Expert Dialogue - Room E, OECD*

The meeting will be structured around two interactive roundtable discussions where all participants/speakers are expected to contribute. Speakers in each roundtable will be asked to respond to scene-setting questions or issues (5' each) followed by open discussion guided by discussants.

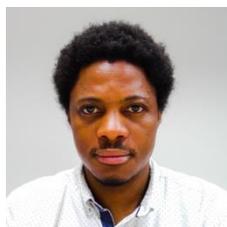
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8:45 – 9:15	<b>Welcome coffee</b>
9:15 – 10:00	<p><b>Introductory remarks</b></p> <ul style="list-style-type: none"> <li>• Annika Markovic, Ambassador, Swedish Delegation to OECD and UNESCO</li> <li>• Juan Yermo, Deputy Chief of Staff, OECD</li> <li>• Tim Kasten, Deputy Director, Economy Division, UN Environment</li> </ul>
10:00 – 12:00	<p><b>Roundtable 1: Do we know what Sustainable lifestyles are?</b>            What will our lives look like tomorrow? What to do now, to have the lifestyles we want? How would they be sustainable? This first roundtable will set the scene and lay-out key issues of enabling sustainable lifestyles, including behavioural barriers informing choices and decisions</p> <p><b>Chair:</b> Garrette Clark, Sustainable Lifestyles Programme Officer, Consumption and Production Unit, Economy Division, UN Environment            UN Environment</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Lewis Akenji, Director for Sustainable Consumption, Institute for Global Environmental Strategies, Japan</li> <li>• Vimlendu Jha, Founder, Executive Director, Swechha, India</li> <li>• Julian Hill-Landolt, Director, Sustainable Lifestyles World Business Council for Sustainable Development, Switzerland</li> <li>• Lena Pripp-Kovac, Sustainability Manager Range &amp; Supply,</li> </ul>

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	<p>IKEA, Sweden</p> <ul style="list-style-type: none"> <li>• Carolyn Managh, Director, WiLD Studios, New Zealand</li> </ul> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>• Žiga Zarnic, Manager, Inclusive Growth Project, Office of the Secretary General, OECD</li> <li>• Lana Žutelija, Policy Officer, Sustainable Production, Products and Consumption, Directorate General Environment, European Commission</li> </ul>
12:00 – 13:30	<p>Lunch and networking</p> <p><b>Roundtable 2: Identifying Pathways to Behavioural Change</b> Rethinking behavioral change and new policy approaches and business models. The second roundtable will chart a path for action, identifying next steps and required actors - public and private - to bring the agenda forward</p> <p><b>Chair:</b> Filippo Cavassini, Economic Adviser, Regulatory Policy Division, Public Governance Directorate, OECD</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Peter Repinski, Head of Societal Transitions Unit, Stockholm Environmental Institute, Sweden</li> <li>• Alexander Piutti, Managing Director, German Tech Entrepreneurship Center, Germany</li> <li>• Walid Oueslati, Senior Economist, Environment Directorate, OECD</li> <li>• Kathleen Gaffney, Senior Programme Manager, International Energy Agency</li> <li>• Ali El Idrissi, Founder &amp; CEO, UpChoose, United States</li> </ul> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>• Sara Fyson, Counsellor, Director's Office, and Ronnie Downes, Deputy Head, Budgeting and Public Expenditures Division, Public Governance Directorate, OECD</li> <li>• Guy Champniss, Visiting Professor of Consumer Psychology, IE Business School, Spain &amp; Vice President, Insight and Outreach, Enervee, United States</li> </ul>
13:30 – 15:30	
16:00 – 17:00	<p><b>Panel: What's next: the agenda for action – closing remarks</b></p> <ul style="list-style-type: none"> <li>• Solitaire Townsend, Co-founder, Futerra, United Kingdom</li> <li>• Tim Kasten, Deputy Director, Economy Division, UN Environment</li> <li>• Marcos Bonturi, Director, Public Governance Directorate, OECD</li> </ul>
17:00	<b>Close</b>

## Who's who



**Lewis AKENJI**, Director for Sustainable Consumption, Institute for Global Environmental Strategies, Japan

Lewis Akenji leads the sustainable and future lifestyles team at IGES. He coordinates the research project REDUCTIONS (Reducing Environmental Degradation & Unsustainable Consumption Trends & Impacts On Nature & Society), and is Guest Managing Editor of the Journal of Cleaner Production special volume on Absolute Reductions. He is lead author of two recent UNEP publications: "Sustainable Consumption and Production: A Handbook for Policymakers (Global Edition)"; and "A framework for shaping sustainable lifestyles: determinants and strategies". He is co-lead representative of the UN Sustainable Lifestyles and Education programme under the 10YFP.



**Winona Rei BOLISLIS**, Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD

Winona is a Philippine national and supports the work of the Regulatory Policy Division on the governance of regulators. She primarily works on issues related to Southeast Asia. At the OECD, she has worked with other directorates focused on global relations and green growth. Prior to that, she has served as a Natural Resource Management Analyst and as a Research Analyst at the World Bank. She has also worked for several research institutions on an extensive set of thematic issues focused on macroeconomics, social policies, energy, and environment. Winona holds a BA in Social Sciences with a major in Economics and Political Science from the University of the Philippines and a MSc on International Economic Policy from Sciences Po. You can follow her on twitter [@iwinniebee](https://twitter.com/iwinniebee).



**Marcos BONTURI**, Director for Public Governance, OECD

Marcos Bonturi is the OECD Director for Public Governance. He leads a team of over 200 staff at the Public Governance Directorate (GOV). GOV helps governments design and implement strategic, evidence-based and innovative policies to strengthen public governance, respond effectively to economic, social and environmental challenges and deliver on government's commitments to citizens. It covers topics such as innovation, digital government, transparency, integrity, public procurement, public budgeting, gender-responsive policies, risk management and regulatory reform. Mr. Bonturi, who has both Italian and Brazilian citizenship, joined the OECD in 1990. Throughout his OECD career, Mr. Bonturi has held various senior positions, including Director for Global Relations and Deputy Chief of Staff in the Secretary-General's Cabinet, and has worked in several OECD Directorates. Mr. Bonturi studied Engineering at the Federal University of Rio de Janeiro, holds a Master's degree in Economics and has also undertaken Doctoral studies in Trade Policy and Development Economics at the University of Maryland.



**Gunilla BLOMQUIST**, Deputy Director, Swedish Ministry of the Environment and Energy

Gunilla Blomquist is the Deputy Director at the Swedish Ministry of the Environment and Energy. She is currently seconded to the UN Environment Programme in Paris, the Secretariat of the 10 Year Framework of Programs (YFP) on Sustainable Consumption and Production (SCP)/One Planet network until July 2018. Gunilla has been involved in the development of the 10 YFP on SCP since the start in 2002 and has led an international Task Force on Sustainable Lifestyles for the Swedish Government during the Marrakesh process (2005 -2009). She is now one of the MAC members (Multinational-Stakeholder Advisory Committee) for the global program on Sustainable Lifestyles and Education, and responsible for the program on behalf of the Swedish Government. Sweden co-leads the program together with Japan. At the 10YFP Secretariat, Gunilla is assisting the development of new strategy to engage business more, enhance cooperation between programs, fundraise and prepare for the High Level Political Forum in New York in July 2018. At the Ministry, Gunilla is responsible for sustainable consumption and production, circular economy and resource efficiency at national and international levels. She holds a Master's degree in Ecology and Biology.



**Filippo CAVASSINI**, Economic Adviser, Regulatory Policy Division, Public Governance Directorate, OECD

Filippo has 15 plus years of experience working in government and international organisations. At the OECD, Filippo has been a key contributor to the work that the Organisation has been developing on the [application of behavioural insights to policy design and implementation](#) and the work on the [organisational performance of regulatory agencies](#), the [governance of regulators](#) and the performance of public sector organisations through the [OECD Network of Economic Regulators](#). Previously, he worked on public administration reform, supporting organisational effectiveness of public sector organisations in Central and Eastern Europe. He has also worked extensively on good regulatory practice and public sector reform in Europe and Asia. Before joining the OECD, Filippo worked for several years at the World Bank and the French National Assembly. Filippo holds a Master in Public Policy from Harvard Kennedy School. You can follow Filippo on Twitter [@FilippoCavass1](#)



**Dr. Guy CHAMPNISS**, Vice President of Insight & Outreach at Enervee (US); Visiting Professor of Consumer Psychology at IE Business School (Spain); Visiting Fellow and Cranfield School of Management (UK).

Guy is vice president, insight & outreach with Enervee, a US-based energy technology company. He is also a visiting professor of consumer psychology at IE Business School (Madrid), a visiting fellow at Cranfield School of Management (UK) and an advisor to the UK's smart meter initiative. Enervee provides award-winning software and services to engage consumers in energy-smart buying decisions, and to date reaches over 50 million households across the US and Europe, engaging consumers in buying decisions from appliances to solar to EVs. Guy's research explores consumer behaviour, social influence, decision-making and behaviour change. His award-winning thesis focused on pro-social consumer behavior change. His research has been published in Energy Efficiency, Technological Forecasting and Harvard Business Review. Conference papers include AMA, AMS, EMAC, ANZMAC and the WMC. Energy conference outputs include EEDAL, ACEEE, Behave and BECC. Guy is also co-author of 'Brand Valued: How socially valued brands hold the key to a sustainable future and business success.' (Wiley & Sons). Previously, Guy held global management roles in advertising (planning and insight, Havas) and, before that, was an award-winning producer/director (two Royal Television Society awards). Guy lives in the UK with his wife, Ness and their three children.



**Garrette CLARK**, Sustainable Lifestyles Programme Officer, Consumption and Production Unit, Economy Division, UN Environment

Garrette Clark is the Sustainable Lifestyles Programme Officer, Consumption and Production Unit, Economics Division of UN Environment in Paris. Her expertise lies in cleaner production and sustainable product development and she now leads UN Environment's activities to support a shift to sustainable lifestyles and education. Activities include: building a shared vision and understanding on what are sustainable lifestyles; supporting research in general and in priority, resource-intensive lifestyle domains; developing tools and capacity building and educational materials; and carrying out city-level projects and campaigns to test and promote action at urban level - where action is happening for individuals. She represents UN Environment on the Multi-Stakeholder Advisory Committee of the 10 Year Framework of Programme of Sustainable Lifestyles and Education (co-lead by Sweden, Japan and WWF), has run diverse projects (e.g. Sustainable Tourism Marketing, Design for Sustainability at country level) and has published widely. She has a Master's degree from Goldman School of Public Policy (University of California, Berkeley).



**Ronnie DOWNES**, Deputy Head, Budgeting and Expenditures Division, Public Governance Directorate, OECD

Ronnie Downes is Deputy Head of the Budgeting & Public Expenditures Division, OECD, where he has been responsible for the introduction of OECD Principles of Budgetary Governance and the conduct of country-specific reviews and OECD-wide analysis in the area of public financial management. His current research areas include budgeting for performance and results, effective parliamentary and civic engagement in budgeting, and assessing the impacts of policies on inclusiveness and gender equality. Mr Downes is an Irish national with a background in the Department of Finance and the Department of Public Expenditure and Reform in Dublin, where he was responsible for budgetary and expenditure management during the crisis period 2008-2012, while also promoting a range of budgetary reforms including performance budgeting, a medium term expenditure framework, systematic policy evaluation and spending review. He holds a Masters degree in Economics and Policy Studies from Trinity College Dublin, as well as diplomas in Legal Studies and Accounting.



**James DRUMMOND**, Junior Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD

James is a Canadian national who works as part of the Regulatory Policy Division on projects related to behavioural insights, the independence of regulators, and regulatory governance. Previously, he also worked with the Reform of the Public Sector Division in the Public Governance Directorate on issues related to risk governance, policy advisory systems, and trust in government. He started his career in finance, specialising in Canadian Armed Forces and Government of Canada relocations. James holds a Master in Public Policy from the University of Toronto and a Master of Arts in Political Science from Carleton University. You can follow James on twitter [@JamesRDrummond](https://twitter.com/JamesRDrummond).



**Ali EL IDRISSEI**, Founder and CEO, UpChoose, United States

Ali is the Founder and CEO of [UpChoose](https://www.upchoose.com), a mission-driven company focused on activating consumers' role in building a [sustainable future](https://www.upchoose.com). UpChoose designs products and services that radically simplify consumption while helping people transition to a more sustainable lifestyle. They focus on key life moments and their first release is a seamless and accessible solution for parents to get healthful clothes at each phase of their children's growth, while also organizing the secondhand market on their behalf. Ali is an advisor to the UK Government on sustainability. Prior to launching UpChoose, he was a founding member and VP of J.P. Morgan Sustainable Investments where he helped develop investment structures like the Global Health Investment Fund ([GHIF](https://www.greif.com)), the Dementia Discovery Fund ([DDE](https://www.dementiafund.com)) and [NatureVest](https://www.naturevest.com). Ali holds a Master of Economics and Finance from Columbia University, a Master of International Affairs from Sciences Po Paris and a BA in Philosophy from La Sorbonne University. He teaches Social Entrepreneurship and Impact Investing at Sciences Po Paris, in the Master in Economics and Business.



**Sara FYSON**, Counsellor, Director's Office, Public Governance Directorate, OECD

Sara Fyson is Counsellor to the Director in the Public Governance Directorate of the OECD. Her role includes leading the work on the national governance of the Sustainable Development Goals. Ms Fyson was previously lead governance advisor in the Development Cooperation Directorate managing analytical work on donor-supported governance programmes, citizen-centred governance, peer-to-peer learning methodologies, and the development of public procurement and public financial management indicators. She has also managed the Effective Institutions Platform, a multi-stakeholder network of over 60 countries and organisations supporting international commitments on the strengthening of public sector institutions. Prior to coming to the OECD, Ms Fyson worked at the World Bank covering issues related to public finance and public procurement. She has degrees from the London School of Economics and Oxford.



**Kathleen GAFFNEY**, Senior Programme Manager, International Energy Agency

Kathleen Gaffney recently joined the IEA in the Energy Efficiency Division. She is responsible for leading the Division's work on energy efficiency trends, policies and technology analysis – including a special focus on consumer engagement and behaviour change initiatives. Prior to joining the IEA, Kathleen has directed the work of expert sustainability teams within various energy-sector consulting organisations – including Navigant, Ecofys, DNV GL and KEMA – and has been based in the US (California), Sydney Australia and London UK.



**Julian HILL-LANDOLT**, Director, Sustainable Lifestyles World Business Council for Sustainable Development, Switzerland

Julian leads the Sustainable Lifestyles work at WBCSD, part of its People Program, which also covers Human Rights, Social Impact and the SDGs. The Sustainable Lifestyles work explores a broad range of challenges, from understanding where the most significant impacts take place within our lifestyles, to the innovation of new transformative products, services, business models and collaborations beyond existing corporate product portfolios, to how companies can inspire their customers to live more sustainable lifestyles. Previously, he managed the President's Office, supporting Peter Bakker in his global role as President and CEO of WBCSD. Julian holds a MSc in Environmental Technology from Imperial College London and an LLB in Law from University College London.



**Shelly HSIEH**, Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD

Shelly Hsieh is a Canadian national focusing on energy and trade regulatory policy as part of the Regulatory Policy Division. Prior to joining the OECD, Shelly worked at the International Energy Agency (IEA) where she led the Agency's engagement with the Asia Pacific Economic Cooperation's (APEC) Energy Working Group and served as the principle advisor for the Agency's cooperation with Southeast Asian countries. Shelly also contributed analysis to a number of IEA publications including the flagship World Energy Outlook and medium term market reports. Before joining the IEA, Shelly was based in Beijing, where she analysed Chinese energy and environment policies and trends for academic, institutional and privately-commissioned projects. Shelly holds a Double Master's Degree in Sustainable Development and International Relations from Sciences Po (Paris) and Peking University (Beijing).



**Tim KASTEN**, Deputy Director, Economy Division, UN Environment

Tim Kasten is Deputy Director of the UN Environment Programme, Economy Division in Paris. Tim has been working with UN Environment Programme (UNEP) since 1998 over four duty stations covering work in ecosystems, climate change, chemicals and waste, marine pollution and resource efficiency. Tim also spent 12 years with the United States Environmental Protection Agency in Washington, DC, working on national and international water pollution and hazardous materials programmes. His 30+ years of professional experience in development and environment, spans from the grass-roots, to national, and regional and global international levels. He is a biologist with additional studies in environmental resource management and public administration.



**Mari KIVINIEMI**, Deputy Secretary General, OECD

Mari Kiviniemi took up her duties as OECD Deputy Secretary-General on 25th August 2014. Her role consists of sharing her extensive experience to help increase the impact and relevance of OECD work and to contribute to the public policy challenges of promoting inclusive growth, jobs, equality and trust. She is responsible for the strategic oversight of the OECD's work on Efficient and Effective Governance; Territorial Development; Trade and Agriculture, Statistics; for advancing the Better Life Initiative; as well as Entrepreneurship, SMEs', Regions and Cities. Ms. Kiviniemi was Finland's Prime Minister from 2010 to 2011. Previously, she was Special Advisor on Economic Policy to the Prime Minister, Minister for Foreign Trade and Development, Minister for European Affairs and Minister of Public Administration and Local Government. Elected for the first time at the age of 26, she was a Member of Parliament from 1995 to 2014, chairing and participating in a vast number of committees. She also held a variety of leadership positions in her political party, the Finnish Center Party. An economist by training, she studied political science at the University of Helsinki and holds a Master's degree in Social Sciences.



**Carolyn MANAGH**, Director, WiLD Studios, New Zealand

Carolyn's career spans over 25 years of brand marketing and strategic consulting. Working in NZ, UK, Europe and Australia with blue-chip brands including eBay UK, Unilever, Kraft, MSN, Kellogg's, Stella Artois, GlaxoSmithKline, and the Australian Federal Government. Carolyn's expertise lies in developing brands and initiatives that shift millions of consumers to do something more or different. Recently returning to her homeland New Zealand, Carolyn has joined forces with award-winning, wildlife filmmakers Natural History, to set up and run the new short-form division WILD Studios; with the mission of strengthening connections between brands and our natural planet. Based in the South Island with views of the Pacific Ocean, Carolyn believes that giving brands unprecedented access to extraordinary wildlife for their storytelling, is a key step for inspiring consumers to engage in sustainability aspirations.



**Annika MARKOVIC**, Ambassador, Swedish Delegation to the OECD and UNESCO

Ambassador Annika Markovic took up her duties as Permanent Representative of Sweden to the OECD and UNESCO on 18 February 2014. Ms. Markovic holds a degree in business administration from Stockholm University. Ms. Markovic started her diplomatic career at the Foreign Ministry in 1990, working on multilateral issues such as disarmament and non-proliferation and reform of the United Nations. She was first secretary at the Swedish Mission to the United Nations in New York 1995-1999 and was appointed Deputy Director at the multilateral department at the Ministry in 2000. Between 2003 and 2007 she served as Sweden's Ambassador to the Philippines and Palau. In August 2007 she was appointed Sweden's Ambassador to Brazil also accredited to Suriname. From September 2011 until her nomination as Permanent Representative of Sweden to the OECD and UNESCO, Ms. Markovic was in charge of international negotiations in the field of environment and sustainable development as Sweden's Environment Ambassador at the Ministry of the Environment. She has co-chaired the Arctic Council high-level task force on black carbon and methane as well as the Climate and Clean Air Coalition, a global initiative to reduce emissions of short-lived climate pollutants that Sweden has been part of developing. Ms. Annika Markovic is married to Mr. Drasko Markovic and they have three children.



**Walid OUESLATI**, Senior Economist, Environment Directorate, OECD

Walid Oueslati holds a PhD degree from the University of Paris Ouest - Nanterre (France). He is currently working as a senior economist at the OECD Environment Directorate. He was previously a full professor of Environmental Economics at Agrocampus, University of Angers (France) and a visiting professor at Newcastle University (UK). Walid Oueslati has extensive research and research management experience across a number of fields, including economic growth theories, environmental economics and urban economics, ranging from pure academic to policy supporting research. He published over forty scientific articles in refereed journals, text books and several conferences. His recent work has been concerned with economic and environmental effectiveness of land use policies, and individual behaviour and environmental policies.



**Alexander PIUTTI**, Managing Director, German Tech Entrepreneurship Center, Germany

Alex is a passionate innovator and enjoys working with creative minds, which made him a serial entrepreneur: Global Venture Partners, Overture (\$1.6 bn exit to Yahoo!), GameGenetics, Bjooli, SirPlus. His focus is on tangible & measurable impact. His latest venture [SirPlus](#) is aimed at massively reducing food waste. Alex is running [GTEC German Tech Entrepreneurship](#) as GTEC's Managing Director. When it comes to social impact entrepreneurship, Alex is a strong advocate of building sustainable & scalable companies, driven by a strong business models, tailored to a given venture's mission & purpose. [SirPlus](#) serves as an example. He is convinced that we are able to crack some of society's major problems – such as food waste – with a pragmatic and entrepreneurial approach, while actively involving all relevant stakeholders on a case by case basis. He also enjoys sparring with C-level execs, to help them leverage relevant mega-trends, protect their market position and prepare their businesses for the future. High school in Hong Kong. MBA & MA at Wharton (Strategic Management & Entrepreneurship). Proud daddy & sports lover.



**Peter REPINSKI**, Head of Societal Transitions Unit, Stockholm Environmental Institute, Sweden

Peter Repinski is a Senior Project Manager and Head of Societal Transitions Unit at SEI Stockholm. His work at SEI focuses on sustainable consumption and production, where he contributes to existing projects and is responsible for broadening SEI's project portfolio. Peter joined SEI Stockholm in February 2014. Peter has over 15 years' experience of managing large, complex projects and programmes in the area of sustainability, covering environmental, social and ethical risks and opportunities. He has worked extensively with capacity building, facilitation, development and the implementation of environmental management policies and systems in partnership with businesses, NGOs and decision makers. He has also been an expert evaluator for several European Union finance mechanisms in the environment field, including LIFE+, SWITCH Asia and FP7. Peter has worked in over 50 countries in Asia, Europe, North America and South America. Peter's experience of international environmental policy work includes five years with the United Nations Environment Programme (UNEP), most recently in the role of Regional Industry Representative for North America, based in Washington, DC. He has an MSc in Geoscience from Stockholm University and has conducted research in Palaeoclimatology. Peter also holds a master's degree in Environmental Management from the Erasmus School of Management and Imperial College, London.



**Lauren SINGER**, Founder, Trash is for Tossers, the Simply Co., and Package Free, United States

Lauren Singer is author of the Zero Waste blog Trash is for Tossers, CEO of the organic cleaning product company The Simply Co., founder of Package Free shop, the world's first Zero Waste lifestyle store. Widely regarded as the woman that popularized the Zero Waste movement, the amount of trash that she has produced over the past five years can fit inside of a 16 oz mason jar. Through her work, she has empowered millions of people to produce less waste by shopping package free, making their own products, and refusing plastic and single use items. Her work has been profiled by The New York Times, New York Magazine, Vogue, MSNBC, NBC, AOL, CNN, Yahoo, Fox Business, BBC, and NPR amongst others.



**Solitaire TOWNSEND**, Co-Founder, Futerra, United Kingdom

Solitaire Townsend co-founded Futerra, the leading sustainability change agency, working with global brands, charities and governments to make sustainable development so desirable it becomes normal. Solitaire advises clients including Danone, Target, L'Oréal, C&A and Rainforest Alliance on making green messages great. Solitaire is passionate (and occasionally argumentative) about the need to make sustainability desirable rather than doom-laden. She leads the [www.climateoptimist.org](http://www.climateoptimist.org) campaign. Named 'Ethical Entrepreneur of the Year', London Leader for Sustainability and author of *The Happy Hero – How To Change Your Life By Changing The World*.



**Jha VIMLENDU**, Founder, Swechha

Vimlendu, currently one of India's foremost environmentalists, founded Swechha in 2000 and has turned it into one of India's most influential organisations on youth and ecology matters. In 2004, India's leading news magazines, India Today and Outlook, acknowledged Vimlendu as one of the top 25 youth leaders of India. In the same year, he was profiled as one of the top 25 youth leaders of the world by the International Youth Foundation through the international publication 'Our Time is Now'. In 2007, Vimlendu was selected as one of 6 worldwide change makers by CNN International to be part of the Be the Change programme, which followed his work for over a year and was viewed by more than 100 million people worldwide. Vimlendu also anchored the International Year of Volunteers 2001 initiative in India through UNV, heading the Volunteer Promotion Unit in New Delhi. His ability to network with environment and youth organisations across the country, as well as his keen understanding of the issues facing young people and ecology, makes him regularly sought after for advice and sharing expertise. He features quite frequently across all national and international media, print as well as electronic, putting forth the agenda of equity, justice and human growth. Vimlendu serves on the board of several national and international foundations. Vimlendu also serves on The Ridge Management Board of Government of NCT of Delhi.



**Juan YERMO**, Deputy Chief of Staff, OECD

Mr Juan Yermo took up his functions as Deputy Chief of Staff of the Secretary-General of the OECD on 1st October 2014. Previous to his current position, Mr Juan Yermo acted a Senior Advisor for the Secretary-General's [Better Policies Series](#). In that role, he supported the Chief and Deputy Chief of Staff in the planning, conception and content of the "Better Policies Series" designed to provide first-hand and horizontal policy advice for Heads of State and Government and Ministers. He also supported Deputy Secretary-General Danvers in the oversight and co-ordination of the [CleanGovBiz](#) initiative. Mr Yermo joined the OECD in July 1999. He was initially in charge of the private pensions unit and oversaw the Working Party on Private Pensions. He also led the launch of the [OECD Pensions Outlook](#), among other publications. Before joining the Office of the Secretary-General, Mr Yermo was Deputy Head of the Financial Affairs Division of the [Directorate for Financial and Enterprise Affairs](#) and supported the organization's input to the [G20 project on investment financing](#), including the development of the G20-OECD High-level Principles of Long-term Investment Financing by Institutional Investors. Prior to joining the OECD, Mr Yermo was a consultant in the Latin America and Caribbean Department of the World Bank and a Risk Analyst for Bankers Trust. Mr Yermo, a Spanish national, holds a PhD. (DPhil) and MPhil in Economics from Oxford University and an MA in Economics from Cambridge University.



**Žiga ŽARNIĆ**, Manager, Inclusive Growth Project, Office of the Secretary General, OECD

Žiga Žarnić is Manager of the Inclusive Growth report for the 2018 OECD Ministerial Council Meeting. As a member of the OECD Secretary-General Office, he acts as a Deputy to the Head of Inclusive Growth Unit on the advancement of the OECD inclusive and green growth agendas. Mr. Žarnić works in close co-operation with the OECD Chief of Staff and Senior Management to foster interaction with OECD substantive Directorates and contribute to the OECD work on New Approaches to Economic Challenges as well as with the G20 and G7 under co-ordination of the Sherpa. Mr. Žarnić also co-chairs GGKP Research Programme on Metrics and Indicators. Mr. Žarnić has been working with the OECD since 2010. He was successively Special Advisor to the OECD Environment Director since 2013, where he advised the Environment Director and his Deputy on strategically relevant environmental, economic and political topics, led Directorate's support to OECD member countries in the context of the 2030 Sustainable Development Agenda, and contributed to the OECD Green Growth Strategy and Indicators. Before joining the OECD, Mr. Žarnić held different positions at the International Monetary Fund, DG ECFIN of the European Commission, Kiel Institute for the World Economy and leading economic research institutes. Mr. Žarnić is Slovenian with a PhD in economics from the Catholic University of Leuven.



**Lana ŽUTELIJA**, Policy Officer, Sustainable Production, Products and Consumption, DG Environment, European Commission

Lana Žutelija is a policy officer in the Sustainable Production, Products and Consumption Unit of the Directorate-General for Environment of the European Commission. She is responsible for the implementation of the Circular Economy Action Plan, mainly related to consumption, innovation, funding and international cooperation. She follows consumer related policies from the environmental perspective, with a focus on sustainable consumption and consumer environmental information. She is in charge of mainstreaming circular economy policy needs in EU funding programmes, such as Horizon 2020, LIFE, COSME and the EU Structural and Investment Funds. She follows the international aspects related to circular economy, in particular the 2030 Sustainable Development Agenda and the UN Environment related work, but also bilateral and multilateral cooperation and the work with development countries. She is a member of the Multi-Stakeholder Advisory Committee (MAC) of the 10YFP Programmes on Consumer Information on SCP and Sustainable Lifestyles and Education. She was previously in charge of the Eco-innovation policy and was responsible for the implementation of the Eco-innovation Action Plan, including the organisation of the Forum on Eco-innovation. Finally, she is experienced in EU RTDI funding from a Member State perspective, working for the Ministry of Science, Education and Sports of the Republic of Croatia, and related governmental agencies. She was the Croatian Programme Committee Member and National Contact Point for the areas of Food, Agriculture, Fisheries, Biotechnology and Environment and the Joint Research Centre in the Sixth and Seventh Framework Programmes for Research and Technological Development (FP6 and FP7) and Horizon 2020, the Framework Programme for Research and Innovation.



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**For more information, please visit:**

[www.oecd.org/gov/regulatory-policy/behavioural-insights.htm](http://www.oecd.org/gov/regulatory-policy/behavioural-insights.htm);

[www.oneplanetnetwork.org/](http://www.oneplanetnetwork.org/).