



## **FACT SHEET: SUSTAINIA** (more info please check [www.sustainia.me](http://www.sustainia.me) + [facebook.com/sustainia](https://facebook.com/sustainia))

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### **WHAT IS SUSTAINIA?**

It is a new and much needed approach to sustainable growth. It is a global communications platform that demonstrates how we could live if ready and available solutions were implemented. Inspired and designed by world leading companies, institutions and experts, Sustainia solely builds on best practice, knowledge and technologies ready for use. Sustainia is simply the world we could create if sectors, companies, scientists, politicians and civil society worked together to implement what is already possible.

### **WHY SUSTAINIA?**

For forty years we have taken the same approach. Progress from this approach is very slow. If you keep doing what you have always done, you will keep getting what you always gotten.

The world needs inspiration. A vision of something to aim for. A picture of a place we *want* to live. Motivation based on excitement, not fear or prevention. We believe inspiration and something desirable to strive for is missing. Sustainia aims to provide that.

The lack of a clear and tangible picture of a sustainable society is an important reason why environmental legislation, global agreements and dissemination of technologies are not happening at the pace and scale needed. It is a major obstacle to ambitious action on all levels – civil society, political, technological etc. The partners behind Sustainia aim to make sustainability more tangible and easier to grasp for both decision makers and citizens by developing a new narrative and language to communicate about a desirable sustainable future.

### **WHO IS BEHIND SUSTAINIA?**

Sustainia is a community of civil society, companies, foundations, scientists, organisations and experts. The concept of “Sustainia” is developed by Scandinavian think tank Monday Morning in a collaborative effort with 20 global companies, organisations and foundations. These are: Realdania, DONG Energy, DNV and Novo Nordisk, Microsoft, General Electric, Philips Lighting, Tetra Pak, Cisco, Interface Flor, BIG Architects, Knoll, IKEA, Vestas, Velux, Scandinavian Airlines SAS, Ramboll, UBS Investment Bank. Key organisational partners are the UN Global Compact and R20 - Regions for Climate Action. R20 is Arnold Schwarzenegger’s new climate initiative, working to help sub-national governments around the world create low carbon and climate resilient economic development.

The Sustainia Award Committee is chaired by Arnold Schwarzenegger (Honorary Chair of the Committee), Ms. Connie Hedegaard (European Commissioner for Climate Action), Gro Harlem Brundtland (former Prime Minister of Norway and former Director General of WHO, member of The Elders) and Dr. Pachauri (Chair of the IPCC). The Sustainia Committee is heading the Sustainia Award.

More partners will join as we expand and develop Sustainia further.



## HOW WILL WE BUILD SUSTAINIA?

Sustainia is a global collaborative building project therefore we build it with our community – civil society, sustainability organizations, and companies. We will continually expand our model based on intelligence and knowledge from our network of partners.

The community will build Sustainia focusing on three key elements:

- 1) Identifying the solutions, best-practice and technologies
- 2) Building the model/vision
- 3) Communicating the model/vision and engaging across sectors, borders, cultures.

## WHAT ARE YOUR PRODUCTS?

**GUIDE TO SUSTAINIA:** Our flagship work. It describes the vision of Sustainia, and connects our homes, cities, transportation, and energy sources, as they could look by 2020. More sectors will be added in subsequent editions. It's written and illustrated in a simple, clear and appealing way.

**CITY GUIDES:** In the same manner as Guide to Sustainia, but based on real plans from real cities. Our first is Guide to Copenhagen 2025. The Sustainia City Guides aims to visualize concrete political plans and make the transformation tangible while exciting citizens about the future to come. More editions are to follow.

**SECTOR GUIDES:** Using the same approach as the other guides the Sustainia Sector Guides will zoom in on key sectors in greater depth than the overall Guide to Sustainia allows. The first Sustainia Sector Guide will focus on the building sector and will be launched in October 2012.

**SUSTAINIA100:** A guide of 100 ready and available solutions. Individually, the solutions represent sustainable innovation in various sectors. Collectively, they provide a guide of the building blocks available for transforming our societies. The first Sustainia100 will be launched during the Rio+20 Summit at a high level event on June 20<sup>th</sup>. Annual editions planned.

**THE SUSTAINIA AWARD:** Chosen from the Sustainia100, the Sustainia Award will help create global awareness around successful sustainable solutions. The Sustainia Award winner will be announced at the annual Sustainia Award Ceremony.

**THE SUSTAINIA INDEX:** The worlds first way to measure and rank countries according to social, economic, and environmental sustainability *together*. The most holistic sustainability index to date. At most, other indexes have only included two of the three. You need all three to work together for real sustainable growth.

**VIRTUAL SUSTAINIA:** We're building a virtual Sustainia with real city planners, which anyone with an internet connection will be able to explore, and see the parts of Sustainia – the solutions that exist today – working together. To date we have developed a map of Sustainia in collaboration with world-leading urban planners. The map of Sustainia offers a place to experiment and a place where we can see how we tackle challenges through the right implementation of solutions. We plan to turn the map into an interactive platform to showcase solutions and best practice.