

EUROPE'S TRANSFORMATION:
WHERE PEOPLE MATTER

www.growthintransition.eu/conference2018/

14-15 NOVEMBER 2018 AUSTRIA CENTER VIENNA

Send your suggestions to
calltoaction@growthintransition.eu

Call to Action; suggestions

1. We do not wait for the future - we build it!

SUSTAINABLE DEVELOPMENT GOALS

2. The Sustainable Development Goals (SDGs) lay out a clear vision for a sustainable future. The robust follow-up and review mechanism for the implementation of the 2030 Agenda for Sustainable Development requires a solid framework of indicators and statistical data to monitor progress, inform policy and ensure accountability of all stakeholders.

ECO-INNOVATION

3. In general, eco-innovation is enabled under EU environmental law. However, environmental legislation is often based on current technology or designed for classical business models and production sectors. Thus, while the goals of the legislation are still valid, the means to deliver them may no longer be the most appropriate. Policy initiatives should support innovative business models. Governments can help innovative companies to overcome barriers to market entry.

Examples of behaviour changing principles related to circular economy or climate change may also foster inspiration among practitioners.

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Fair pricing in order to guarantee ecological and social responsible production will enhance eco-innovative business models, too. In this context, the bio-economy as a future-proof economic concept enables a more sustainable use of natural resources. Policy initiatives, such as the EU strategy on bio-economy may fuel the circular economy and should support eco-innovative solutions.

SUSTAINABLE FINANCE

4. The transition to a more sustainable economy is strongly supported by integrating sustainability considerations into ongoing investment decisions. In this respect, mobilizing private capital is a key enabler for the transition. Furthermore, the participants encourage the European Commission to pursue ambitious targets regarding Sustainable Finance, proposing effective regulations in accordance to the commitments made at the climate summit in Paris 2015.

DEMOCRACY

5. European citizens do not seem to perceive enough national and EU steps towards further democratization. Participants believe that EU and national decision makers should strengthen the involvement of citizens in shaping the transformation process towards sustainability. The participants call upon the European Commission and national leaders to address the relevant issues such as decarbonisation, circular economy, sustainable management of natural resources, mitigation of climate change and digitalisation in the framework, among others, of the ongoing EU citizens' dialogues and consultations. They should provide more opportunities framing the sustainable future of the European Union.

FINANCIAL SUPPORT FOR RESEARCH

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6. While the SDGs have been globally accepted as political targets, more research is needed to provide a knowledge basis for their successful implementation. Particular emphasis needs to be put on synergies and trade-offs between the different SDGs and the corresponding sub-targets. Further, more empirical research into the environmental and economic impact of new trends, such as collaborative consumption or service-based business models, bio-economy, [*to be supplemented*], is urgently needed. Consequently, a more focussed and strategic approach towards these issues under Horizon Europe is needed.

SUSTAINABILITY MUSEUM/FACTORY/LABORATORY

7. As to make sustainability visible, participants recommend the foundation of a Museum/Factory/Laboratory for Sustainability Development. At this museum creative, communicative and reflective spaces should be opened up - people need to be able to feel and grab sustainability.

ARE MEDIA ENCOURAGING TRANSFORMATION?

8. Media coverage of sustainability issues and sustainable practices is often questioned by stakeholders engaged in these issues. However, blaming media is not a very fruitful approach. Instead, we should try to understand media logic(s), frame our messages correspondingly and point out why our messages are important for people's everyday life.

KNOWLEDGE-BASED SOCIETY

9. A knowledge-based society is one where the generator of exchange value - wealth - has shifted from material goods to knowledge and ideas. Both, consumer satisfaction and the achievement of the entrepreneurial goals become possible. Independent parallel processes needs to respect borders, but new frame conditions give more people access to the kind of rules that they would like to live

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and work under, give access to knowledge and access to applied tools and methods in learning.

INTERNATIONALISATION

10. Participants welcome the initiative Growth in Transition as a fruitful platform to explore and discuss instruments of cross-sector implementation of the SDGs and to foster the transition towards a sustainable future. They would like to see this initiative to further extend on European level and are prepared to participate in it.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 811144.