WEEKLY FOCUS

#92

VISIONIAS
INSPIRING INNOVATION

Lifestyle for Environment:

From Mindless Consumer to Mindful Citizen

Humans make hundreds of thousands of decisions during the course of their lives. For the lucky among us, those decisions will vary wildly. What food to eat? What house to live in? How to get to work in the morning? What type of clothes to wear? How to spend my spare time? The list is endless. No matter how we choose to answer these questions, the lifestyles we end up living or, in some cases, are forced to live have a profound impact on our planet, affecting everything especially the health of our environment.

In this scenario, the concept of **sustainable lifestyles has been gaining prominence across the world,** especially in India. **With sustainable living being rooted in Indian culture,** India has become a flagbearer for the cause as evident by the launch of the **Lifestyle for the Environment (LiFE) mission.**

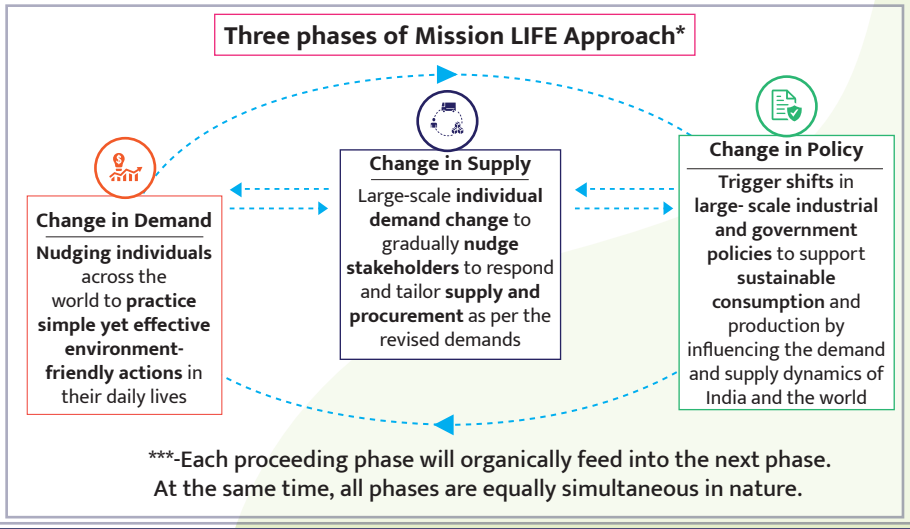
Against this backdrop, let us first understand what exactly the concept of LiFE means? How are human lifestyles impacting the environment? What is the significance of putting individual and the community at the centre of environmental efforts? What impediments lie in the path towards transitioning to sustainable lifestyles? What more can be done to facilitate a transition to sustainable lifestyles? In this edition, we will attempt to answer all these questions.

What is the meaning behind the concept of 'Lifestyle for the environment'?

- The concept of Lifestyle for the Environment (LiFE) was introduced by the Indian Prime Minister **at 26th United Nations Climate Change Conference (COP26) in Glasgow in 2021.**
- It called upon the global community of individuals and institutions to drive LiFE as an international mass movement towards **"mindful and deliberate utilization, instead of mindless and destructive consumption"** to protect and preserve the environment.
- LiFE puts **individual and collective** duty on everyone to live a life that is in tune with Earth and does not harm it. Those who practice such a lifestyle are recognized as **Pro Planet People (P3).**
  - Through the P3 community, LiFE seeks to create an ecosystem that will reinforce and enable environmentally friendly behaviours to be self-sustainable.
- **The underlying philosophy of life is rooted** in India's ancient saying that Nature protects if she is protected.
- **Mindful and deliberate** utilization, promoted under the concept encourages-
  - **Responsible Consumption:** Taking only as much as is needed, using products to the end of their lives.
  - **Living in Harmony with Nature** by practicing the philosophy of **'Vasudhaiv Kutumbkam'** (the World in One Family) and living a life with compassion for all living beings.
  - **Sustainable Resource Management** to reduce overconsumption and promote equitable access to resources.
  - **Coexistence and Cooperation** among countries and communities through the promotion of science and innovation, knowledge exchange, dissemination of best practices, and conservation of traditional knowledge systems.

Mission life

- **Mission LiFE** was launched at the **Statue of Unity** at Kevadia, Gujarat to protect the environment in 2022.
- It seeks to translate the vision of LiFE into measurable impact, designed with the objective to **mobilize at least 1 billion Indians and other global citizens to take individual and collective action for protecting and conserving the environment** in the period 2022–28.



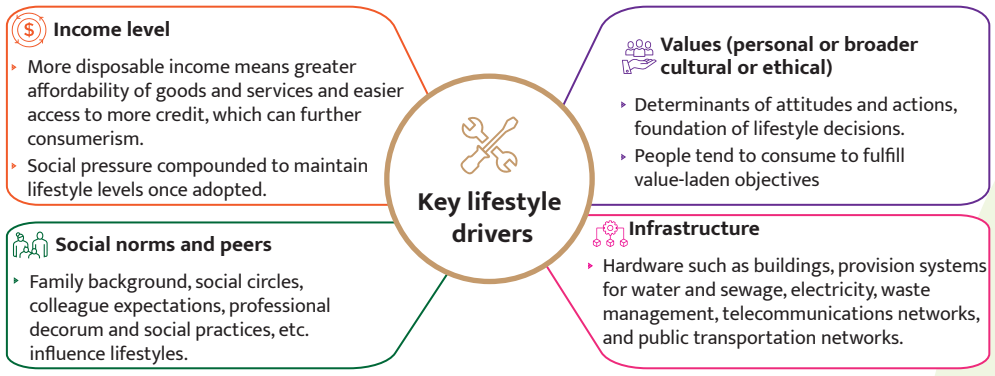
- Within India, at least **80% of all villages** and **urban local bodies** are aimed to become **environment-friendly** by **2028.**
- Given the global commitment to achieving the SDGs by 2030, **Mission LiFE contributes directly and indirectly to almost all the SDGs**
- As a global program, it envisions **three core shifts** in our collective approach toward sustainability.
- **Other features of the Mission:**
  - **Global Call for Ideas and Papers:** Ideas and research proposals are invited from leading global scholars on how environment-friendly actions can be adopted by individuals, communities, and institutions in a measurable and attributable manner.
  - **LiFE Compendium of Global Best and Traditional Practices:** NITI Aayog and MoEFCC, in partnership with United Nations India, will create a comprehensive repository of traditional and contemporary best practices from around the world that facilitate the adoption of environment-friendly lifestyles by individuals and communities.
  - **Partnering with other countries** MoEFCC and the Ministry of External Affairs, with the support of NITI Aayog, will coordinate efforts to continually identify and build the capacity of countries worldwide to implement Mission LiFE.
  - **Proposed International LiFE Day:** By demonstrating the impact of sustainable lifestyles, Mission LiFE will endeavor to mobilize the global community to adopt International LiFE Day.

How are human lifestyles impacting the environment?

Given that consumption is heavily embedded in lifestyles, some key domains have been identified where consumption and lifestyles have the highest environmental impacts by combining an understanding of consumption patterns, life-cycle analysis, and sustainability indicators for carbon, material, and ecological foot-printing. These domains and their major impacts have been stated as below-

What are the main drivers of our lifestyle choices?

Lifestyles and consumption are governed by a set of complex and dynamic drivers, which reflect the personal situation (income, identity, individual taste, and values) and external socio-technical and economic conditions (culture, social context, peer pressures, etc.).



Food: What we eat and drink – how it is produced, processed, and provided – and how we dispose of it all?

Highly processed and packaged food

- Uses a lot of resources like energy, water, chemicals, etc. to produce.
- Creates a lot of **toxic and plastic waste**, clogging landfills and polluting oceans.

Household food wastage: 61% of around 931 million tonnes of food waste was generated in 2019 came from households.

- Leads to methane emissions.
- Puts additional pressure on agricultural land, with farmers resorting to unsustainable and polluting methods of cultivation.

Dietary patterns

- High income individuals increasingly favor more resource-intensive (GHG-producing) foods such as processed foods and meats.

Housing: How we live, where we live, what is used to build, heat, and cool our living spaces, and what we install in our houses?

Greenhouse gas emission

- In 2021, the operation of buildings accounted for 30% of global final energy consumption and **27% of total energy sector emissions.**

Mining for resources needed for construction of modern houses

- Major cause of biodiversity loss, deforestation, and leaching of hazardous chemicals in the environment.

Cities have replaced the natural land cover

- Dense concentrations of pavement, buildings, and other **surfaces absorb and retain heat,** altering the climate and adversely affecting local biodiversity.

Mobility: What forms of transport we choose, how often we travel, and the distance traveled as well as the supporting systems and infrastructure?

Greenhouse gas emission

- The transport sector is responsible for 15% percent of greenhouse gas emissions.

Pollution from growing Vehicles ownership:

The annual car sales alone in India are projected to increase from the **current 3.5 million to about 10.5 million by 2030.** Growing vehicles are causing issues like-

- Noise and carbon monoxide emissions.
- Smog and acid rain

Resource intensive means of transport

- Chemicals, and other hazardous particulates from aircraft and airport terminal operations pollute air and water systems.

Consumer goods: The products we buy, the type and quantity of materials that are used in producing them, how we use them, and how often we replace them?

Expanding role of electric and electronic products in modern lifestyles

- Leads to environmental impacts, through the growth of electronic waste, pollution, and mining of rare earth metals.

Growing demand of globalised consumer products

- High GHG emission from logistical supply chains.

Planned obsolescence

- Products have ever-shorter useful lives, so people will consume more of them.

Leisure: How we spend leisure time, our choice of tourism destinations and activities, and the facilities we use?

High emission lifestyles

- 10% of households with the highest per capita emissions contribute a disproportionately large share of global household GHG emissions.

Nature based Tourism products and services

- Contribute to biodiversity loss, stress on key resources, land fragmentation, forest fires etc.

Wasteful consumption in leisure activities

- Increasing energy usage.
- High emission transport services.
- Consumption based on trends and not needs, e.g., fast fashion, with low lifecycle and high waste.

What is the significance of putting individual and the community at the centre of environmental efforts?

As evident, lifestyle choices have a profound impact on the environment. This is one of the primary reasons why the concept of LiFE puts individual efforts at the core of efforts towards protection of the environment. Other reasons have been described as below-

- **Tailored approach to environmental efforts:** Any efforts directly involving the community helps in **identifying the choices and preferences regarding the lifestyle at the local level**. Such understanding can help identify and give credibility to a variety of cultural and social ways of sustainable lifestyles.
- **Encourages environmental problem solving:** Community participation pools resources and diverse skills and working strategies from within the community, creating **pride and ownership** towards protecting environment.
- **Long-lasting generational impacts:** Bringing individuals to a common platform in relation to the environment are one of the launching steps in the continuous process of **awareness building and attitudinal change.** This is the only way to bring any real change in the long term.
- **Improving procedural legitimacy of environmental policies:** Awareness about the environmental impacts of personal choices helps in enhancing **democratic legitimacy of environmental decisions** at a larger scale.
- **Interlinkages with Personal well-being:** Certain ways in which sustainable choices in our life are linked with personal wellbeing include-
  - **Mental and Physical health:** Zero emission transport such as cycling, are not only good for the environment but can also help improve our cardiovascular health, increase fitness levels and relieve stress.
  - **Social wellbeing:** Engaging in environmental activism, volunteering, and building a social network in the local community, can help in finding a sense of purpose and belonging.
- **Effective Monitoring & Evaluation:** Community participation will ensure that checking and corrective action through monitoring/evaluation can be done by and for the community itself. The local community can ensure close vigilance through community involvement by controlling its own actions, and outputs.

Individual vs collective action: Where does the responsibility to protect the environment lie?

- **Individual action** refers to the actions taken by one individual person, acting based on his or her personal decisions. **Collective action** refers to the actions taken by a collection or group of people, acting based on a collective decision.
  - For example, if you choose to walk instead of drive, then you are taking an individual action. Or, if you are part of a city where local government chooses to install sidewalks to help people there walk more, then you are involved in a collective action.
- It is often debated that the **onus to take substantive action lies on large entities**, government and private alike, **as individual actions can only have an inconsequential effect** in the efforts to protect the environment, including combating climate change.
- **Arguments in favour of collective action-**
  - Fixation on voluntary action alone takes the **pressure off of the push for governmental policies to hold corporate polluters accountable.**
  - Individual actions are **reliant on things outside their control** such as availability, accessibility and affordability of sustainable options.
  - To tackle **systemic global environmental issues collective action** by multiple institutions are needed.
- **Arguments in favour of Individual actions-**
  - In a society, **an individual has the ethical duty to take responsibility** for their personal choices.
  - Individual actions can **ultimately lead to collective action** at a large scale.
  - **Top-down approach cannot be effective without behavioural and attitudinal changes** in the society.

In conclusion, we need to stop putting personal action and collective action in opposition to each other as if there were some kind of activism zero-sum game. The environmental movement needs to sustain a way to do both: **agitate and organize for systemic change while also still encouraging individual behavior changes.**

In Conversation

Fundamental duty towards the environment

Vinay: Hey Vini! Did you notice the smog today? The pollution in our city is getting worse day by day.

Vini: Yeah, it's concerning. But sadly, there is nothing we can do to change it.

Vinay: That's not completely true Vini. We all can make sustainable changes in our lifestyle to help clean up the environment. For example, you can carpool or use public transport to reduce air pollution.

Vini: But how can small changes in my personal life address such a huge problem! And anyways isn't it the duty of the government to provide us with a healthy environment as a fundamental right.

Vinay: It is Vini. But as responsible citizens we also have the fundamental duty to protect the environment. Moreover, small changes in all our lives can manifest results on a large scale.

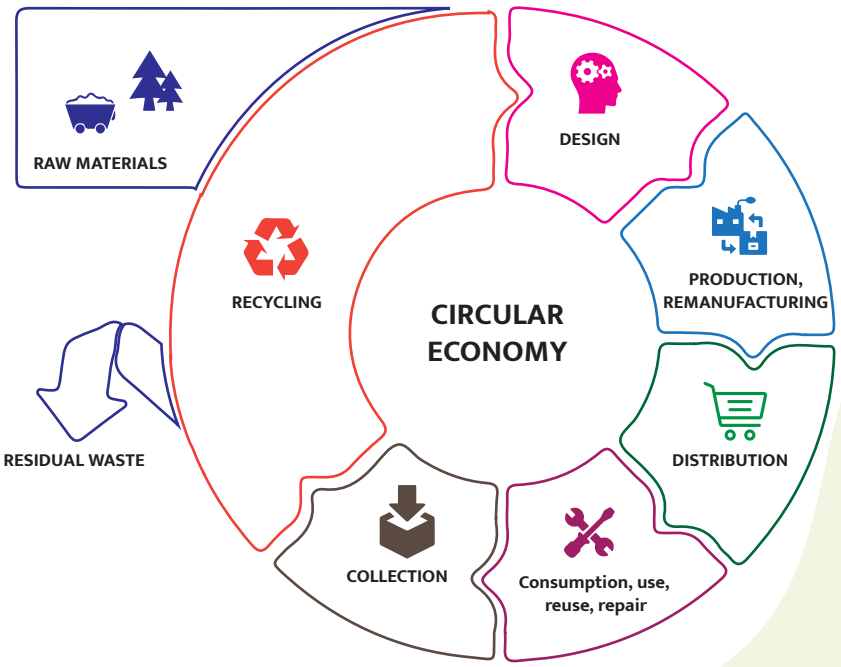
Vini: You are right Vinay. As citizens, we can also organize and put political pressure on the governance systems to be take more environment friendly measures.

Vinay: Exactly! All of us have a part to play in protecting the environment.

What are some of the lifestyle changes that can help protect the future of our planet?

Circular lifestyle

- A model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials and products as long as possible.
- It implies **reducing waste** to a minimum.
- When a product reaches the end of its life, its materials are kept within the economy wherever possible. These can be productively used again and again, thereby **creating further value**



DO YOU KNOW?

Circular economy can generate around **INR 14 lakh crore of additional cost savings by 2030.**

Right to repair

- Refers to **enabling consumers to independently repair and modify their own consumer goods** (such as electronic, automotive, or farm machinery like tractors).
- It requires manufacturers to not limit access to tools and components or put up software barriers to prevent independent repair or modification.

Need of Right to Repair movement

- **Do away with 'planned obsolescence'.**
- **Reduce immense pressure on the environment and wasted natural resources.**
- Boost business for small repair shops
- Save money and time of the consumer.

Minimalism

- The Philosophy that **combats mindless consumerism** by promoting living simply or living with less.
- It is not only good for the environment, but also saves time and money and is significantly less stressful.

Principles of minimalist lifestyles

- **Mindful about spending habits** creating less stress on the ecosystem.
- Buying **only necessary and good quality materials.**
- **Giving unused stuff away** supporting curricular economy.

Zero waste living

- Aims to **reduce the amount of waste an individual creates on a daily basis.**
- The primary purpose of this lifestyle is a commitment to sending as little waste to landfills as possible.
  - For example, individuals can refuse plastic packaging, carry cloth bags, buy locally from farmer's market, segregate waste at source, etc

5 R'S OF ZERO WASTE

Refuse
Single-use and disposable items.

Reduce
Your consuption and carbon footprint.

Reuse
As much as possible. Repair things too.

Recycle
What you cannot refuse, reduce or reuse.

Rot
Compost anything leftover and living.

Mindful consumption

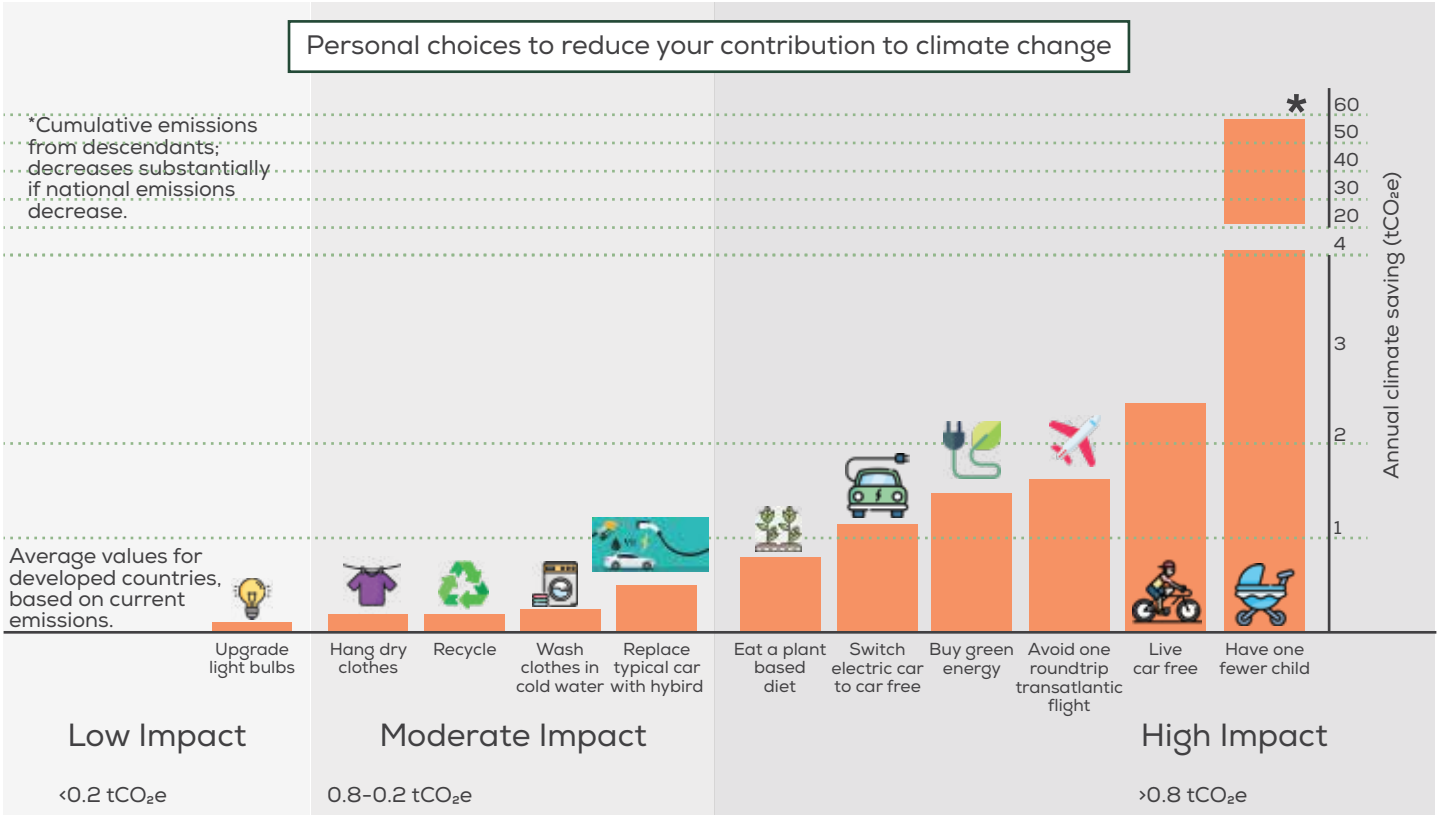
- Its roots can be traced back to the principles of Buddhism, which defines mindfulness as a **"deliberate and conscious focus on the present moment".**
- Encompasses consumer behaviors where an individual with a **compassionate concern towards self, community and environment, carefully attends to and be aware of his/her consumption needs,** while adopting flexible options and novel approaches in the purchase, usage and disposal of goods in order to reduce his/her overall consumption.

MINDFUL CONSUMPTION

- **CARING MINDSET**
  - SELF
  - SOCIETY
  - NATURE
- **CARING CONSUMPTION**
  - REDUCE/RECONSIDER
  - REUSE/REPAIR
  - RECYCLE/RE-IMAGINE

Personal choices for climate change mitigation: What can every person do to limit warming to 1.5°C?

- According to the United Nations Environment Programme (UNEP), if **1 out of every 8 people worldwide adopt environment-friendly behaviours** in their daily lives, **global carbon emissions could drop upto 20%.** Some personal choices that can help mitigate for climate change have been presented below-



What impediments lie in the path towards transitioning to sustainable lifestyles?

- **The "Iron Cage" of Consumerism:** The institutions of our capitalist consumer society often encourage **individualism, competition and mindless consumption** to drive economic growth. E.g., ownership of private transport is popularised as an aspirational goal through advertisements to boost vehicle sales.
- **Socio-economic inequity and challenge of choices:** The availability, accessibility and affordability of sustainable products is lower than that of conventional products. This makes opting for sustainable choices especially difficult for marginalized and low-income population.
  - For instance, **natural fibres are more expensive** than mass produced chemically synthesized fibres.
- **Infeasibility of one-size fits all approach:** Contexts and resources to adopt sustainable lifestyles vary considerably across population. Sustainable practices that make sense for a certain community can be completely unviable for others.
  - For instance, in the state of Himachal Pradesh in India, a shift from LPG to electricity among rural households, with induction stoves, has been successful due to the availability of stable and continuous electricity, which has been difficult to achieve in any other Indian state.

- **The Paradox of Well-being:** In modern society, progress and well-being is often confused with the capabilities to participate in and afford mindless consumption.
  - **Crucial factors like**—family, friendship, health, peer approval, are known to have a strong correlation with reported happiness are ignored in the process.
- **Greenwashing:** It refers to the provision and dissemination of **false or misleading information** about the sustainability of a company's product or service. Companies responsible for greenwashing spend more money and time **portraying themselves as environmentally friendly,** rather than actually making efforts to introduce sustainability in their business strategies and operations.
  - It not only presents a false picture of the environmental progress in the eyes of consumers, but also rewards entities for irresponsible behaviour.
- **Difficulties in measuring sustainability:** From an implementation perspective, understanding how to measure and scale sustainable lifestyles still remains challenging.
  - The means of measuring sustainability at the global or national level are well established, but tools for individual or household level are not as well developed.
- **Consideration of the physical limits of the planet not fully linked to wellbeing:** The interlinkages between the science of planetary boundaries and well-being have not been fully understood and mainstreamed into establishing sustainable lifestyles.
- **Limitations of current understanding based on standard domains:** Currently, much of the focus within sustainable lifestyles are around domains such as food, buildings, mobility, consumer goods, and leisure. Although consideration of these areas is vital, an overemphasis may prevent proper consideration of different lifestyle aspects.

Well-being vs Climate mitigation: Is demand reduction as a solution to climate change compatible with the growth of human well-being?

- Improving living standards and well-being of an individual in our society are often linked **with growing demand of primary energy and physical resources** which are main drivers of GHG emissions.
- In this regard **demand-side mitigation strategies** are often pitched to have potential to improve the social constituents of well-being.
- Demand-side solutions for mitigation of climate change **modify demand for goods and services by targeting lifestyles,** among other things, to improve accessibility and living conditions and increase nutritional quality while decreasing energy input and emissions GHG.
  - For example, **reducing the demand for biomass among women through provision of clean-cook stoves** can save their time for biomass collection and cooking and enhance their participation in economic and social life.

Efforts of the Indian Government to bring lifestyle and behavioural changes

- **The Swachh Bharat Mission (SBM)** led to the construction and use of over 100 million toilets in rural India within a span of 7 years.
- **Ujjwala Scheme** increased households with LPG connections from 62% in 2015 to 99.8% in 2021.
- **Swachh Sagar Surakshit Sagar** campaign aimed to remove approximately 15,000 tonnes of waste from 75 beaches in 75 days.

- **Right to repair framework:** The Ministry of Consumer Affairs (MCA) has set up a committee to come up with a Right to Repair framework. The framework is significant as it will give consumers a chance to repair their products at an optimal cost instead of buying new products altogether.
- **Ban on single use plastic:** The manufacture, import, stocking, distribution, sale, and use of notified single-use plastic, including polystyrene and expanded polystyrene, commodities have been prohibited.

What more can be done to facilitate the transition to sustainable lifestyles?

- **Measuring impacts of sustainable lifestyles:** Accurate and outcome-oriented indicators related to impact of sustainable choices on the environment are needed to motivate people in bringing sustainable changes in their lives.
- **Enabling individual action with collective action:** Truly transformative options need to be available, affordable, and attractive to individuals so that they can make better daily decisions. For this support is required of all stakeholders including governments, businesses, and institutions. Major interventions needed from other stakeholders include-

Governments	• **Nudging citizens** with information about importance of sustainable lifestyle and health and wellbeing. • **Incentivising adoption of sustainable options** through tools like tax breaks, carbon pricing etc. • **Enabling policy frameworks** to encourage and facilitate the adoption of clean technologies and green initiatives. • **Building green infrastructure** such as blue-green spaces, sidewalks etc. in urban areas that facilitate adoption of sustainable lifestyle choices.
Business entities	• **Investing in development of environment friendly industrial materials** that can be manufactured sustainably, is durable in use, and are easy to recycle or remanufacture. • **Making efforts towards decarbonisation of operations.** • **Formulating industrial standards and indicators** to avoid greenwashing.

- **Transforming societal values:** Transformational change in societal values needs to occur at three levels by-
  - **Being responsible and ethical** in dealings with other people and the environment
  - **Better integrating ourselves into communities;** and
  - **Reconnecting with and valuing nature.**
- **Technological transformations:** Research and development should be oriented towards making sustainable lifestyles more accessible and affordable for all.
- **Building changemakers through education:** Knowledge about sustainable lifestyles should be integrated into education programs for all ages to bring about transformative change.

Sustainable Technology: Innovation enabling sustainable living

Several emerging technologies have the capabilities to enable sustainable lifestyles-

- **Internet of Things (IoT):** Using IoT-enabled appliances can help cut down energy waste through automation and remote access.
- **Energy storage systems:** New advancements in battery storage systems can make it possible for people to store and use power in a much less wasteful manner.
- **Big Data Analytics:** By collecting and analysing large pools of data, individuals can grow more informed about environmental concerns of their lifestyles.
- **Meat Alternatives:** Plant-based meat substitutes and artificial meat can fulfil public demand as well as help cut down emission from meat processing sector.

- **Taking inspiration from cultural and traditional practices:** The average **carbon footprint per person in India is 1.8 tonnes per year**, as compared to the global average of 4.5 tonnes. This is an indicator of how sustainability is ingrained in the 'Indian way of living'.
- **Attitude-Facilitator-Infrastructure (AFI) framework:** It is a **top-down approach** to support government policy, business models, institutional arrangements, and actions that set the conditions necessary for sustainable lifestyles to thrive.
  - **Attitude** – pro-sustainability value orientation
  - **Facilitators/ Access** – institutional arrangements and enablers
  - **Sustainability infrastructure** – the hardware and systems of provision.
- **Domains-Based Approach:** There are many entry points for sustainable lifestyles, including design and technology, local sustainability issues, urban greening, minimalism, personal development, and livelihoods amongst many others. Such domains should be holistically incorporated into understanding sustainable lifestyles.

India's environment-friendly culture and traditional practices

- **Use of Plant-based biodegradable utensils** (sal tree leaves, banana leaves etc.) and **clayware** (kulhad, matka etc.) for cooking and serving purposes.

- **Water harvesting techniques contextual to local conditions:** These include the step wells of Gujarat and Rajasthan, the underground tanks (tankaa) of Tamil Nadu, the check dams (johads) of Rajasthan and the Zabo system of Nagaland that deposit the water in pond-like structures on terraced hillsides.

- **Minimising electricity consumption** through handwashing and sun-drying of clothes and utensils

- **Sustainable dietary preferences:** A large chunk of Indian population consumes plant-based foods and water conserving and climate resilient millets.
- **Upcycling and reuse:** When a garment or cloth outlives its function, it is converted into a new product such as bags or even used for dusting purposes.

Conclusion

Decoupling economic growth and environmental degradation demands more efficient and environmentally friendly management of resources, including improving energy efficiency, sustainable infrastructure, access to basic services, and providing green and decent jobs to ensure a better quality of life for all. The societal responsibility to achieve this goal goes beyond businesses and requires the involvement of individual consumers as active participants. We need to understand that to a enjoy the right to healthy environment, it is equally important to fulfil our duty towards protecting the environment.

उपस्थास्ते अनमीवा अयक्ष्मा अस्मभ्यं
सन्तु पृथिवि प्रसूताः।
दीर्घं आयुः प्रतिबुध्यमाना वयं
तुभ्यं बलिहृतः स्याम ।।

"We aspire to live long, our children too should live long and be free from sickness and consumption. We are reared in the lap of the Mother Earth. May we have a long life [provided] we are watchful, alert and sacrifice our all for Her."

Atharva Veda (A.V.) 12.1.62

TOPIC AT A GLANCE

LiFE
Lifestyle for Environment

- Concept introduced by India **UNFCCC COP26 in Glasgow in 2021.**
- An international mass movement towards **"mindful and deliberate utilization, instead of mindless and destructive consumption"** to protect and preserve the environment.
- Puts **individual and collective** duty on everyone to live a life that is in tune with Earth.
- **Underlying philosophy of life is rooted** in India's ancient sayings.

Impact of human lifestyles on environment

Food	Housing	Mobility	Consumer goods	Leisure
GHG emission and pollution from **Highly processed and packaged food, Household food wastage, dietary patterns etc.**	GHG emission and pollution from **Mining for resources, high** energy consumption etc **Diminishing natural land cover.**	GHG emission and pollution from **growing Vehicle ownership,** **Resource intensive means of transport etc.**	**Wasteful use of resources to Planned obsolescence** **High waste generation and emission due to high demand of globalised products in modern lifestyles.**	Biodiversity loss, stress on key resources, land fragmentation etc. due to **Nature based Tourism.** **Wasteful consumption in leisure activities.**

Significance of putting individua/community at the centre of environmental efforts

- **Facilitates Tailored approach to environmental efforts.**
- **Encourages environmental problem solving.**
- **Has Long-lasting generational impacts.**
- **Improves procedural legitimacy of environmental policies.**
- **Environmental efforts are interlinked with Personal well-being.**
- **Enables effective Monitoring & Evaluation.**

Examples of the lifestyle changes

Circular lifestyle	A model of **production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials** and products as long as possible.
Right to repair	Refers to **enabling consumers to independently repair and modify their own consumer goods** (such as electronic, automotive, or farm machinery like tractors).
Minimalism	Philosophy that **combats mindless consumerism by promoting living simply or living with less.**
Zero waste living	Aims to **reduce the amount of waste an individual creates on a daily basis.**
Mindful consumption	Individual **carefully attends to and be aware of his/her consumption needs**, while adopting flexible options and novel approaches in the purchase, usage and disposal of goods.

Challenges in transitioning to sustainable lifestyles

- **Iron Cage of Consumerist lifestyles.**
- **Socio-economic inequity and limited availability of sustainable choices.**
- **Infeasibility of one-size fits all approach.**
- **Paradox of Well-being.**
- **Greenwashing from corporates.**
- **Low awareness and disconnect from nature.**
- **Difficulties in measuring sustainability**
- **Consideration of the physical limits of the planet not fully linked to wellbeing.**
- **Action on and understanding sustainable lifestyles often reduced to standard domains.**

Way Forward

- **Measuring impacts of sustainable lifestyles.**
- **Enabling individual action with collective action** from the Government and Business entities.
- **Transforming societal values** to be more inclined towards environmental protection.
- **Utilizing technological innovation** like IoT, Big data etc. for enabling sustainable living.
- **Building changemakers through education.**
- **Taking inspiration from cultural and traditional practices.**
- **Adopting Attitude-Facilitator-Infrastructure (AFI) framework and Domains-Based approach.**