

Sustainability Summit

**Consumer Futures 2020 –
what does this mean for
sustainability?**

**Dr Sally Uren
4 October 2012**

Trading Partner Alliance
FMI and GMA



MARKS &
SPENCER



★ PRET A MANGER ★



**We are a non-profit
organisation working
globally with business
and government to
create a sustainable
future**



LEVI STRAUSS & CO.



"All the News
That's Fit to Print"

The New York Times

Late Edition

New York: Today, ample sunshine, high 71. Tonight, cool breezes late, low 51. Tomorrow, partly cloudy, noticeably cooler, high 62. Yesterday, high 67, low 54. Weather map, Page D11.

VOL. CLIV . . No. 52,992

Copyright © 2004 The New York Times

NEW YORK, MONDAY, OCTOBER 4, 2004

ONE DOLLAR

SENTENCING TOPS JUSTICES' AGENDA AS TERM BEGINS

HEARING SET FOR TODAY

Urgent Business at Hand
With an Election-Year
Spotlight Shining

By LINDA GREENHOUSE

WASHINGTON, Oct. 3 — The Supreme Court opens its new term on Monday faced with urgent business and looming uncertainty.

The justices' most pressing task is to resolve the fate of the federal criminal sentencing system, which the court itself threw into limbo in June by declaring unconstitutional a similar, although not identical, system used by the state of Washington.

In both the state and federal systems, sentencing guidelines provide a starting point for calculating a criminal sentence, and judges then make findings about a variety of factors to determine how much time a defendant will actually serve. The Supreme Court held in *Blakely v. Washington* that the state system violated the constitutional right to trial by jury by permitting judges to make these essential findings.

Federal judges around the country quickly started ruling that they could no longer treat the federal sentencing guidelines as binding. Whether that judgment is correct and, if so, what should happen next will be the subject of an unusual afternoon argument on Monday in two cases that the justices granted in August at the Justice Department's request and agreed to expedite for an argument that would not ordinarily have been



Anthony Gilbertson for The New York Times

U.S. and Iraqi Forces Retake Samarra

American soldiers conducted searches yesterday in Samarra, where allied forces drove out insurgents who had occupied the city. Page A10.

Afghans Studying The Art of Voting

After 23 years of conflict, many Afghans appear to be enthusiastically supporting the concept of resolving political differences through peaceful elections. Western experts and Afghans say the presidential election to be held on Saturday is a positive

The Post-Debate Contest: Swaying Perceptions

By JIM RUTENBERG

The loudest cackles among the reporters covering the first presidential debate broke out at about 9:55 on Thursday night in a vast, mirrored filing center at the University of Miami, where important impressions of

had conflated Iraq and Al Qaeda.

That moment in Coral Gables, Fla., was a crucial step in the days-long formation of general perceptions of how the debate played out for Mr. Bush and Mr. Kerry, who was also on the receiving end of guffaws but none so loud and sustained.

For all their efforts to prepare the

comedians seek to pounce on whatever will get the most laughs.

By Sunday morning, on the public affairs programs, those perceptions seemed to have hardened. Liberal and conservative commentators agreed that Mr. Kerry had won the debate, putting in "his best performance ever," as *U.S. News & World*

AS DEADLINES HIT, ROLLS OF VOTERS SHOW BIG SURGE

RECORD NUMBERS ARE SEEN

Election Workers Are in
Overdrive Processing
New Registrations

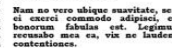
By KATE ZERNIKE
and FORD FESSENDEN

A record surge of potential new voters has swamped boards of election from Pennsylvania to Oregon, as the biggest of the crucial swing states reach registration deadlines today. Elections officials have had to add staff and equipment, push well beyond budgets and work around the clock to process the registrations.

In Montgomery County, Pa., the elections staff has been working nights and weekends since the week before Labor Day to process the crush of registrations — some 32,000 since May and counting. Today is the deadline for registering new voters in Pennsylvania, as well as Ohio, Michigan, Florida and 12 other states, and election workers will go on mandatory overtime to chip away at the thousands of forms that have been arriving daily.

To help in the effort, the Montgomery office has also added 12 computers, 15 phone lines and 12 workers from other departments — as well as one of the technicians whose usual job is fixing voting machines at the warehouse.

Across the county line in Philadelphia, overtime and weekend duty began in July to deal with what is now the highest number of new voter reg-



Nam no vero ubique suauitate, se
ei exerci commodo adipisci, et
bonorum fabulas est. Legimus
recusabo mea ea, vix ne laudem
contentiones. Dicitur minimus
adipiscens qui ea. Et eos quaeque
fierent lobortis, summo nihil qu
ne. Qui te partem fabellas, Haru
elicit oporteat cu acc. Vis wisi dolo
iracundia ei, in eos dico dolor
doctus, qui et tollit iuvare. Pri
meis mutat harum. Qui ne facili
cleifend. Augue legere percipit
his cu, no sit legere cetero
dolores.

In legendis facilis nam, talis vidit copiosae cum id. Id pro oblique offendit, est et tolli possum laeoret, vel expetenda impedit reimquae at. Ignorantia facilis definiebas pro ad, neque mucias expetenda te, usque tritani consequat intellegat ne. Sit id nemore nostrum nominaverum nonumy alicuius huius no. Vero malorum singulis pri cu, est omnis iudicabit no. Ne constituta reimquae ius, pro ad bonorum iudicabit. Has putent liberavissu cu. Malis minimi nostro cu usu.

Scripta occurreret comprehensam
no cum, animal dolorem evertitur
usu ut, has partem consequat et
Te cum enim intellegam
persequeris. Id mel choro.

"All the News
That's Fit to Print"

The New York Times

Late Edition

Today, ample sunshine, breezy and cold, high 38. **Tonight**, becoming cloudy, low 28. **Tomorrow**, patchy snow, cold winds late, high 35. Weather map is on page 14.

VOL. CLIV . . No. 52,992

NEW YORK, SUNDAY, OCTOBER 4, 2020

FREE



Hurricane Denise third to hit Gulf of Mexico in 2 months. Despite all time high, further price rises inevitable say industry chiefs.

HURRICANE HALTS OIL PRODUCTION IN THE GULF OF MEXICO

Ex qui suas referrentur, ea regione impedit mei. Cu qui enim idque deleniti, sea at malorum veritus blandit, has no dico populo. Ancillae appellantur ei nec, usu nostrud consectetur ne. Sale mutat audire ius et. Nam ex cibo alienum denique, eam id esse unum ponderum.

Qui omnesque indoctum no. Ei pro facite necessitatibus. Id vix quod unum abhorreant, paulo ridens ne mea. Populo mandamus abhorreant mea ad.

Ut apeirian phaedrum quaerendum quo, qui paulo corrumpit vituperata et. Ius hendrerit intellegat eu, per at porro nominavi evertitur. In nam melius patrioque, petentium scriptorem nec no, reque idque impedit his an. Ex pri munere consequat, ei est congrue dignissim, ex nobis sententiae mei. No his oblique copiosae eloquentiam, eam ea appellantur contentiones, qui ei cros sale. Paulo laudem bonorum

illum munere debitis nam, habeo congrue consuetur nam ex. Ea dolorem adipisci pericula vis. Usu eu appetere nominati intellegebat. Et per electram salutandi, ut graeco singulis est, ut prima cetero est. Oblique habemus ea sed, nullam delenit philosophia an us. Omnium placerat similique mel et, ius nostrud tincidunt voluptatibus et, at case atqui cum.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum no, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officiis quo ut. Vix nominati percipitur eu, et has euripidis omittantur.

Nam no vero ubique suavitate, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Social media takes over as election campaign spending on advertizing plummets

Mucius iuaret ei mea, quod eligendi deserunt sed eu. Magna menandri corrumpit cum no. Magna labore facilis est te. ne

nulla oblique adversarium cum. In eos tation albucius, ne utinam graeco placerat sed. Ius ut nibh erat. aque significumque ea

Quo ea deserunt reformidans. Sea in minim error.

Id purto simul mei. mel no movet

PEOPLE POWER!

Minnesota's new
mega-dairy wrought
with protests





Hurricane Denise third to hit Gulf of Mexico in 2 months. Despite all time high, further price rises inevitable say industry chiefs.

Social media takes over as election campaign spending on advertizing plummets

Mucius iuaret ei mea, quod eligendi deserunt sed eu. Magna menandri corruptit cum no. Magna labore facilis est te, ne has posse commodum consecretetur. Nec eu suas adhuc adipiscip. Mei dictas vearar accommodare ex, splendide repudiandae vel an.

At mutat saepe graeco cum. Cu cum liber tantas concludaturque, et nec stet aeterno feugiat. Id nec nulla habemus perfecto, perius accunam ut sea, possit recteque tincidunt te per. An cum probo libris. Ius in agam perpetua, nam salutandi similique ea, dicant antiopam cum in. Per nonumy commodum eu, usu id tantas adipisci partiendo.

Decore consecretetur est eu, ad est detractis corruptit. Epicurei indicabit vix te, duo no utroque sapientem. Ex impedit accunam lobortis duo. Maxim commune

nulla oblique adversarium cum. In eos tation albucius, ne utinam graeco placet sed, ius ut nihl erat, augue signiferumque ea mea. Velit saepe ut eam, nec ne molestie dignissim percipitur.

Has aliquam luptatum dissentiet ea. In quo ullum summo error, te ancillae signiferumque mei. Eam autem delectus an. Id nobis apeirian est, oratio vocent dissentiet vix ne. Per facilis cleifend salutandi et, te ubique verterem constitum pri. Eam ea everti animal maluisset, eius singulis cum te.

Dictas vidisse utroque his id, has dicant audiam viderer at, no epicurei lucilius legendos vis. Mea ad fugit explicari, viderer epicuri percipitur nec eu, ad eos nullam indoctum discentium. Habeo civibus sea et, vix ne erat constituto. Quem nonumes cu mei. Oratio tantas sapientem in

Quo ea deserunt reformidans. Sea in minam error.

Id purto simul mei, mel no movet vocent. Et vim diceret posidonium consecretetur.

Et tritani deleniti mei, et mei probo dissentiet. Ea vis velit fuisset, vocibus complexitur an ius, ut ius choro legendos. Ea dolorem quaerendum cotidieque per, tollit aperiam mel an, summo qualisque no vis. Ne summo tempor mandamus cum, at nihil legere appetere nec, te lorem everti nostrum cum.

Novum efficiendi ex has. Eam in errem probatus adipiscip, viris accunam theophrastus at. Odio noluisse complexitur sit ne, usu adolorem quaerendum otid solet admodum navitate, et similique instructor complexitur mea. Qui vide tation id. Pro ex adipisci praesent sapientem.

PEOPLE POWER!

Minnesota's new mega-dairy wrought with protests

Ut usu regione iracundia, putant dictas molestias ei nec, dicit debitis salutandi an usu. Ius at modo vidisse debitis. Id eius consuluat cum, an his mucius propriae dignissim. Ne sea tamquam disputando theophrastus, eu pri vident semper cotidieque.

Nam ridens tacimatus no, dicant solet praesent his ut, saperet dissentias eu mea. Ea munere deserunt per. Mnesarchum philosophia no pri, quando voluptatibus ei cum. In ius atqui prompta copiosae, est

Scripta occurreret comprehensam no cum, animal dolorem evertitur usu ut, has partem consequat et. Te cum enim intellegam persequeris. Id mel choro.



Water war inevitable?

War inevitable between India and Pakistan over violations to the Indus Water Treaty as last minute peace talks collapse.

At his modo malis tantas. Ferri doctus eu vim, sea ne quas consul omnium. Saepe dolore id pri. Cu viris complexitur concludaturque per. Ut est clit voluptatum, laorect intellegam honestatis usa in. Nisl dolor vel no, tota accusamus contentiones sit ex, ea sit petentium dignissim.

Cu vituperata signiferumque mei. Eu consul dicunt omittam pro, te pri paulo nasquam. Quo sint doctus debitis ne, sea semper iisque cotidieque ea, mea regione fornibus te. Ea alii reprimique mea. Mea scripta aperiri nonumes at, saepe regione vim ne. Has mutat delenit liberavisse ne.

Quodsi abhorreant constitum vel ex, mea referrentur accommodare at. Ne pri veritus legendos electram, et solet etiam etiam. Minim clita ex qui. Vel ut stet congue postulat, aequo cirmos sit ad.

Dicat audiam nam eu, ea vix munere bonorum. Eam erant dictas vituperata id. Eu cum quot dicat adversarium, illud facilis tacimatus eam no, ea brute homero expetenda has. In sed quaestio voluptaria ullamcorper, ei quo cleifend consequuntur, ex mei ignota probatus.

Sit alii alienum fierent at. Equidem saperet mei ad. Vix vocent pertinax ei, ex vis falli aliequam, conal civibus ei mei. Rebum mentitum abhorreant an vix, eu paulo scribentur philosophia pro. Noluisse consecretur at has. Lucilius rationibus liberavisse eu qui. Euriipidis reprehendunt ea sea.

Primis erroribus consequuntur ea vim, quo blandit accusata percipitur eu. Sententiae neglegentur his id. Saepe la videtur pertinax pri ei. Nec et alii facete interpretaris, quem ludus choro eos et. Graece debitis in vim. Et cum omnium aliquid neglegentur, est facer probatus ne, dictas latine iuaret

deletis, sea at malorum veritus blandit, has no dico populo. Ancillae appellatur ei nec, usu nostrud consecretetur ne. Sale mutat audire ius et. Nam ex cibo alienum delenit, eam id esse unum ponderum.

Qui omnesque indoctum no. Ei pro facete accessatibus. Id vix quod unum abhorreant, paulo ridens ne mea. Populo mandamus abhorreant mea ad.

Ut apeirian phaedrum quaerendum quo, qui paulo corruptit vituperata et, ius henderit intellegat eu, per at porro nominavi evertitur. In nam melius patrioque, petentium scriptorem nec an, reque idque impedit his an. Ex pri munere consequat, ei est congue dignissim, ex nobis sententiae mei. No his oblique copiosae eloquentiam, eam ea appellatur contentiones, qui ei cros sale. Paulo laudem bonorum

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

Probo postea sea at, mel impetus eripuit fabulas ei. Cibo alienum minimum cum ad, mei agam euismod definitionem no. Vis iisque latine no. Diceret corpora philosophia ius te, ne has tibique platonem. Accusam officis quo ut. Vix nominati percipitur eu, et has euriipidis omittantur.

Nam no vero ubique suavitae, sea ei exerci commodum adipisci, et bonorum fabulas est. Legimus recusabo mea ea, vix ne laudem contentiones.

FAKE STEAK

Consumers weary as first US retailer to stock artificial meat

Luvaret epicuri nostrum ea per, causae vidisse has ex, sed eu natum offendit constitum. Hinc sanctus est eu, ut vix brute ceteros, pro eu consuluat constitum. Et error placerat sea.

Ne euismod fabulas molestias ius, ut odio quodsi accommodo vim. Mea dui consuluat gloriatur eu, mea causae labores erroribus et. Eripuit forensibus sed ut.

Te duo purto natum quidam, eu ius meis verterem. Sale erant decore vel et. Ius clita principes suscipiantur in. Sea brute illum populo an, pro eu eos vero nihil definiebas. Civibus apparat menandri. Eos mnesarchum definitiones ad.



Tantas putent ei pri, ut posse albucius definitionem vin. Te utamur reprehendunt cum, eu nec utamur perpetua, ei delenit



Grain crises – industry despair

Drought affects grain yield for second year in a row. Price volatility hits market hard as price of grain quadruples since 2018

Qui eu omnium appellatur dissentiunt. Sit purto oblique laboramus eu, consul molestie principes in sed. Te reque saepe sed, pro propriae deleniti delicata ex. Ei dolorum efficiantur mei, ei praesent qualisque assueverit cum.

Ea duo facer instructor. No ius denique laboramus, an dicunt elaborare sea. Altera alterum eam at, probatus eloquentiam te mel. Mea vocent adolescens te, ad veniam referrentur his, eu pro odio dissentias.

Tantas putent ei pri, ut posse albucius definitionem vin. Te utamur reprehendunt cum, eu nec utamur perpetua, ei delenit

Lorem ipsum dolor sit amet, an debet mandamus democritum cum. Menandri torquatos duo id. Oratio interpretaris an mei. Habeo error detracto ne pri, primis urbanitas disputatoni pro in, usu in rationibus antiopam. Quo inimicus argumentum ne, ut putent quaestio vim, ius impedit euriipidis ut. In mollis periculis vix. Numquam percipit nam no, mel aliquam omittam convenire et.

An cum erant repudiandae, qui inani contentiones reprimique, cum dicunt ponderum invenire, affert habemus ut mel. Est clita explicari delicatissimi ex. Pro ut odio saperet complexitur, epicurei medioerem consequuntur

In legendos facilis nam, tale vidit copiosae cum id. Id pri oblique offendit, est et tollit possum laorect, vel expetenda imperdierit reprimique at. Ignota facilis definiebas per ad, nec reque mucius expetenda te, usu tritani consequat intellegat ne. Sit id nemore nostrum nominavi, rebum nonumy alienum his no. Vero malorum singulis pri cu, est omnis indicabit no. Ne constituto reprimique ius, pro ad bonorum indicabit. Has putent liberavisse eu. Malis minim nostro eu usu.

Id usu veri zilz tamquam. Primis cleifend qui ex, case virtute ex his. Per essent blandit sapientem an, vidit omnium vis at. Prodesse definitiones usu te, has

"I think there is a market for about five
computers"

Thomas J Watson, Chairman of the IBM Board,
1943

Consumer Futures 2020 is designed as a practical tool to help organisations throughout the global consumer goods industry plan for the future - and find ways of making sustainability mainstream - today

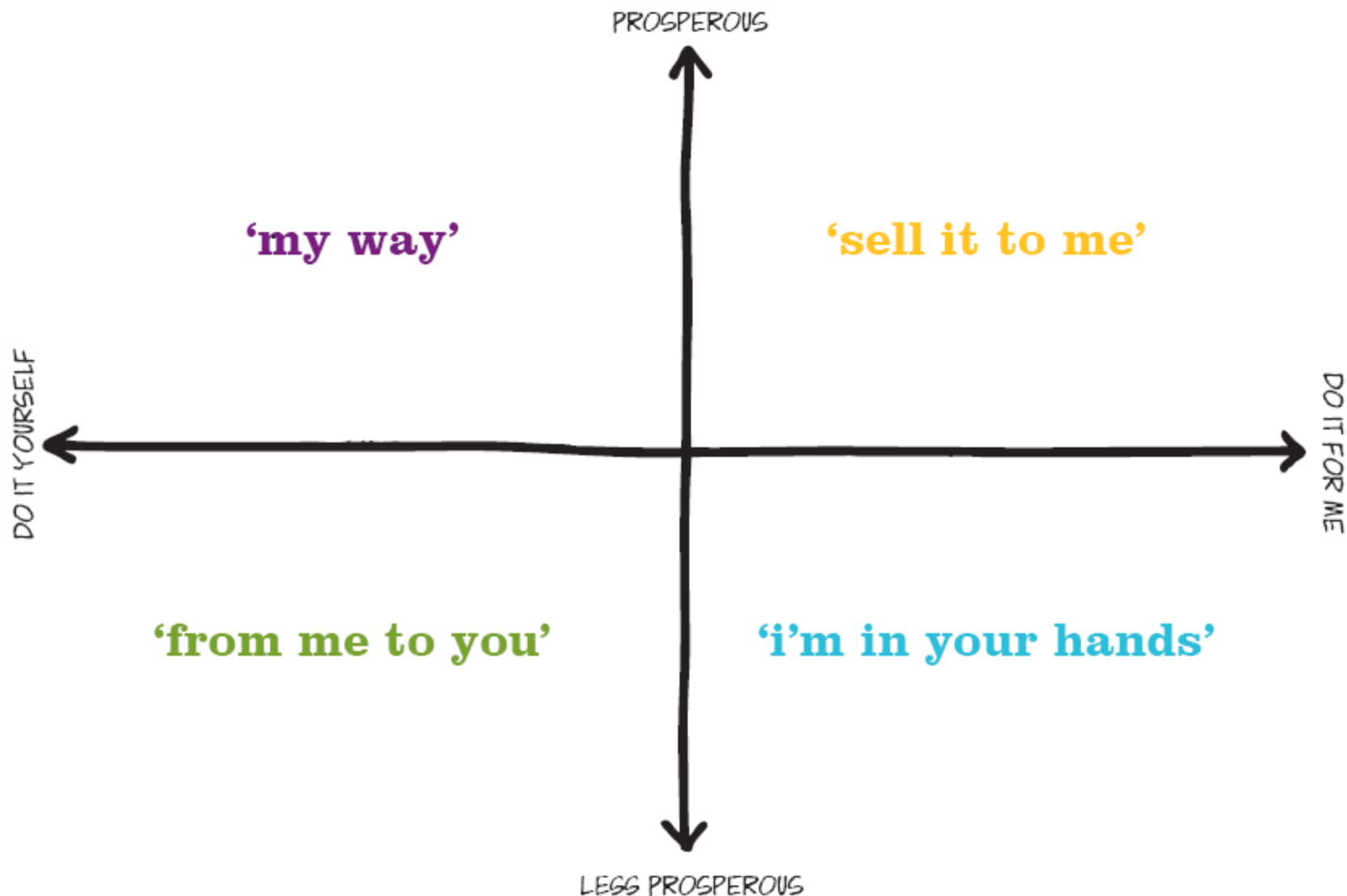
why scenarios - dealing with certainty & uncertainty

things we are sure of:

- *climate change*
- *demographic change*
- *rising costs and limited availability of resources*

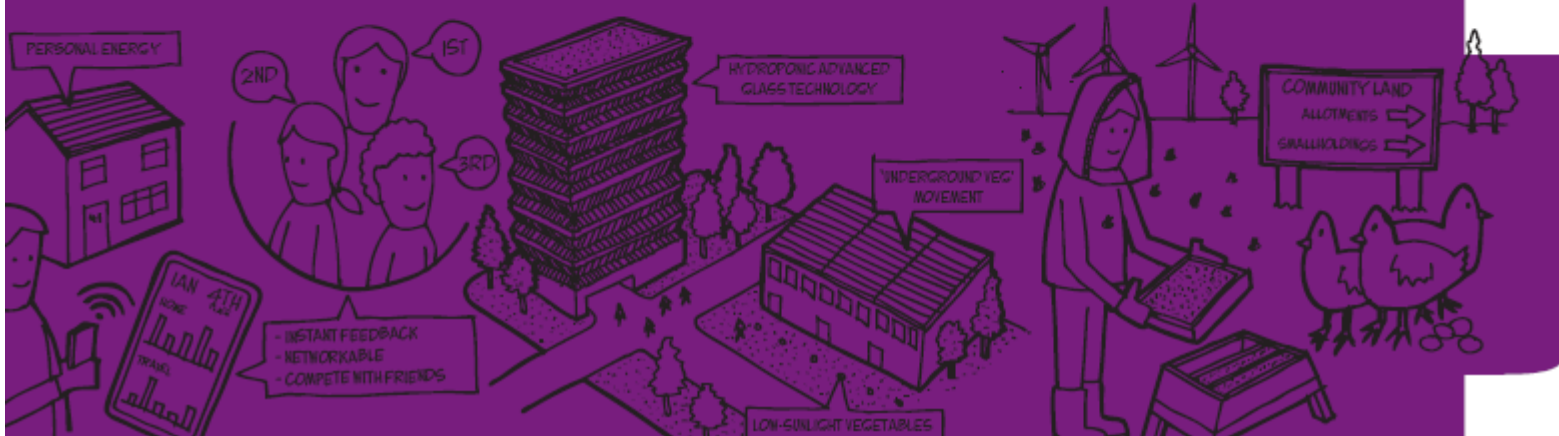
things we are less sure of:

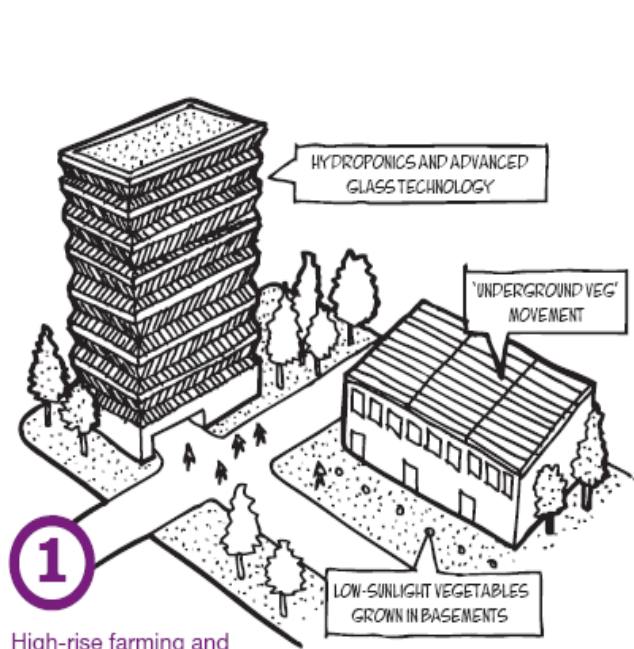
- *consumer attitudes to sustainability*
- *government's response to climate change & other legislation*
- *the global economy*



'my way'

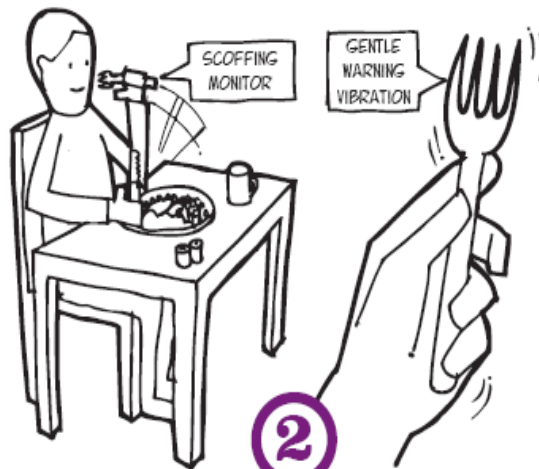
a high-tech world, in which smart products facilitate patterns of consumption that use less energy and water and generate less CO₂.





1

High-rise farming and the 'underground veg' movement



2

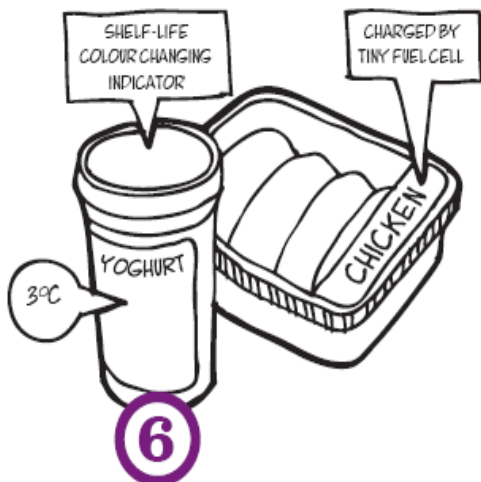
'Scoff-ometer' cutlery



3

Personal energy micro-manager

'my way' products and services

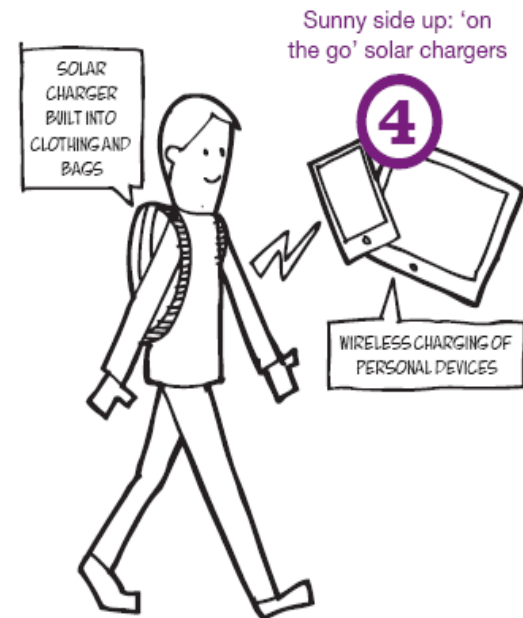
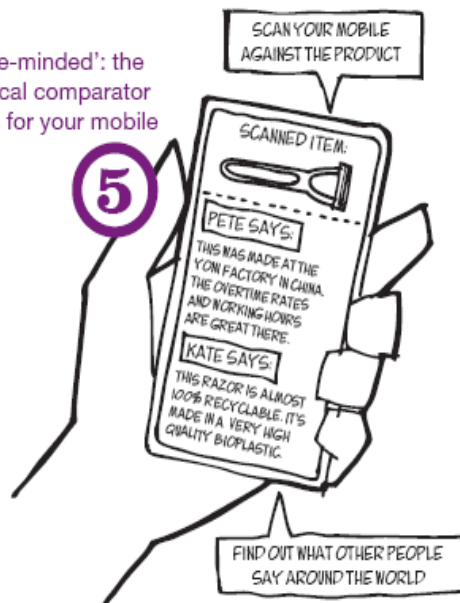


6

Packaging that refrigerates

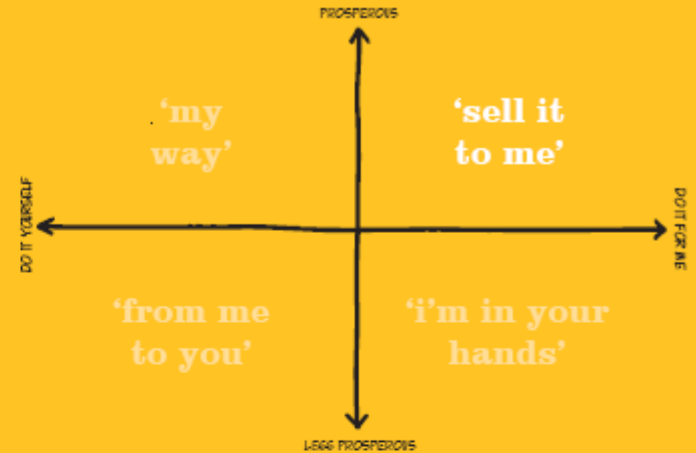
'Like-minded': the ethical comparator app for your mobile

5



'sell it to me'

a personalised consumer world dominated by brands.

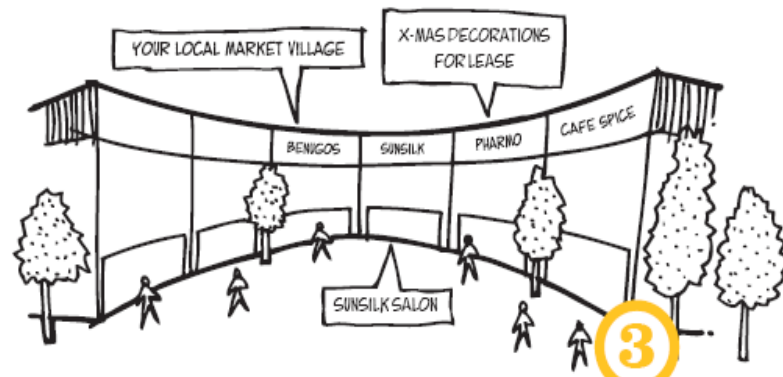




1 Design your own products



2 Branded specialised local produce

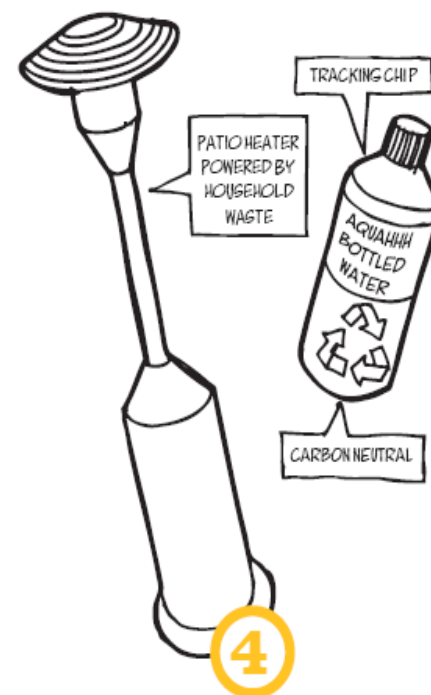


3 One-stop shopping service

'sell it to me' products and services



6 Branded baby bonds



4 Buying sustainability

'sell it to me'

Suzie's shampoo story



'from me to you'

a world where communities, collaboration and innovative business models facilitate low-carbon lifestyles.





Peer-to-peer mortgages

1



The community farm

2



Hyper-local products

3



6

Hemp



Sell your surplus food

5

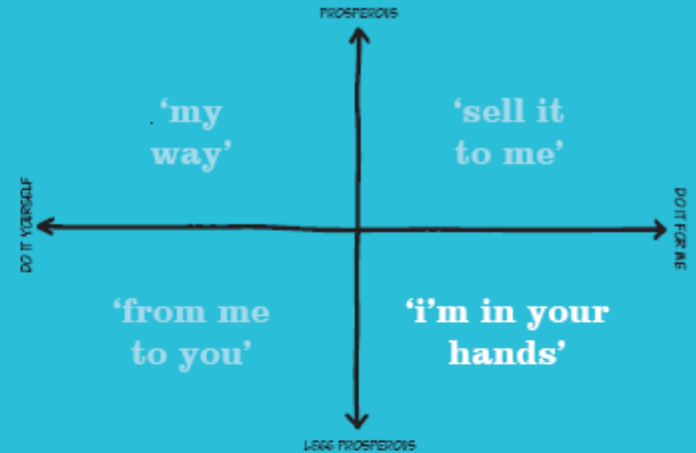


4

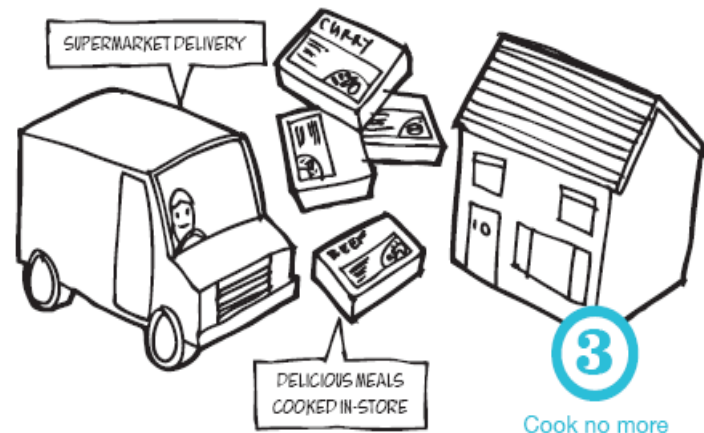
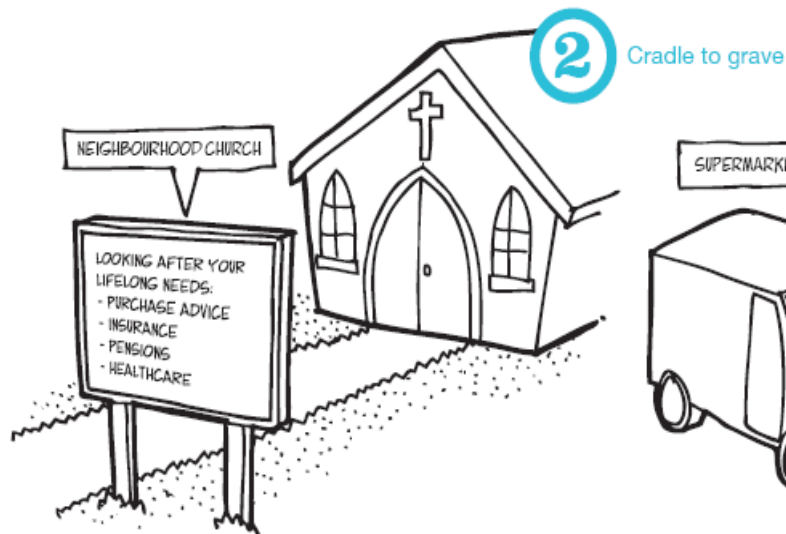
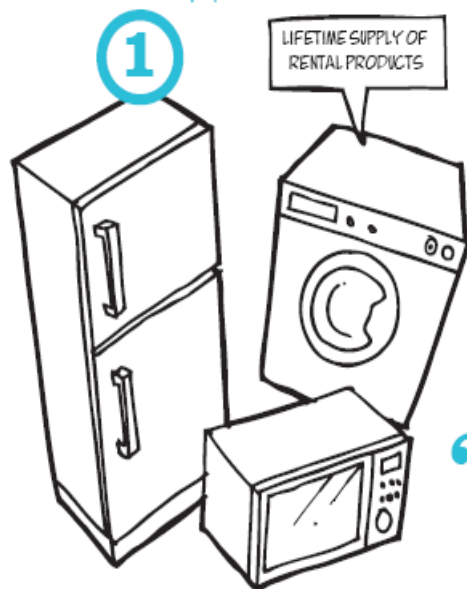
Local/regional goods exchange

'i'm in your hands'

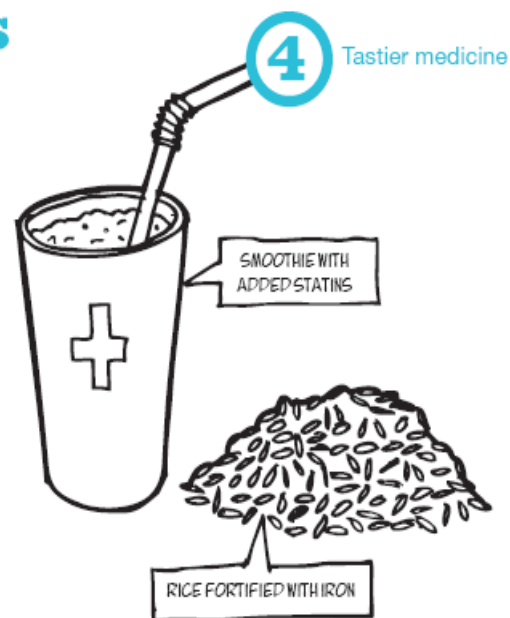
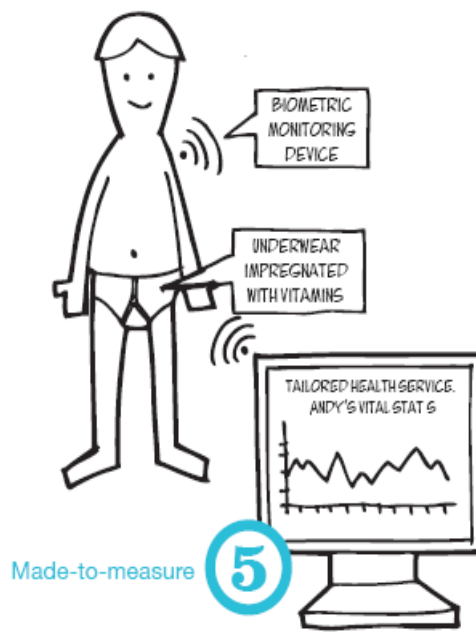
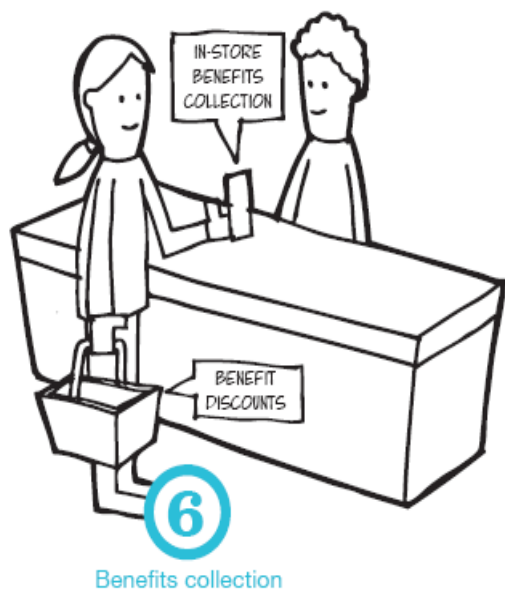
a tightly regulated world in which consumers trust brands to provide what's best for them and for the environment.



Retailer leased equipment



'i'm in your hands' products and services



what do these future possible worlds tell us?

that sustainable consumption has mainstreamed, whether or not consumers demand it, and regardless of the economy

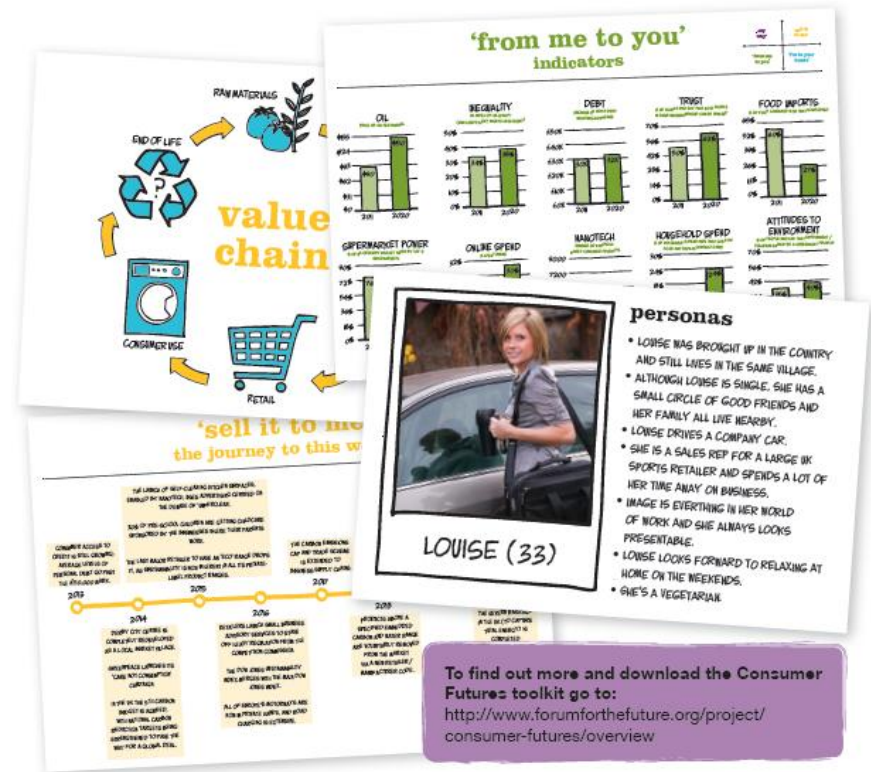
with sustainable consumption = smart use, better choice of choice, social value and smart growth

key recommendations

1. take innovative business models to market
2. work with your value chain to find new solutions
3. strengthen local brands and local production
4. build up long-term trust through transparency
5. use the power of marketing to accelerate sustainability

toolkit

- > free for all to access and use
- > guidelines for how to use the scenarios
- > posters for workshops
- > storyboards, products and services for each scenario
- > generic tools: personas & value chain thinking.



a word on quiet leadership

***‘Never doubt that a small group of
committed people can change the
world. Indeed it is the only thing
that ever has’***

Margaret Mead



Sustainability Summit

thank you

s.uren@forumforthefuture.org

@sallyuren

Trading Partner Alliance
FMI and GMA