

A Nordic Council of Ministers programme 2021–2024

**BÆREDYGTIG
LIVSSTIL**

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Sustainable Living in the Nordic Region

The purpose of this programme is to help make it easier to live sustainably in the Nordic Region; to make sustainable lifestyle choices; and to accelerate the normalisation of a sustainable lifestyle.



SUSTAINABLE LIVING





Massive private consumption in the Nordic Region may prevent us from reaching our climate goals. We need to make it easier to choose sustainable solutions.

– Paula Lehtomäki



A cross-sectoral programme

The programme's six projects examine our lifestyle challenges through a unique combination of multifaceted perspectives and disciplines:

1. Sustainable and healthy food systems
2. Sustainable cultural experiences in the Nordic Region
3. The Nordic Swan Ecolabel's contribution to realising the Nordic Council of Ministers' vision and climate goals
4. Sustainable education in the Nordic Region
5. Sustainability, lifestyle and consumption from a gender perspective
6. Good Life Goals – A communications initiative by and for young people



It must be easy to make sustainable choices in everyday life

This programme will contribute to:

- policy development and implementation tools
- citizens' knowledge and competences
- accelerating behavioural and cultural change



Sustainable and healthy food systems

This project will create, promote and share knowledge about sustainable food systems in a Nordic context.

Specifically, the project will map ongoing and planned initiatives, analyse and recommend new strategic proposals, and launch knowledge-generating and policy-developing activities.



The Nordic Ecolabel's contribution to realising the Council of Ministers' vision

This project will ensure that new product areas can use the Ecolabel, and facilitate quicker revisions of the existing requirements for products.

It will also ensure increased visibility of the Nordic Swan Ecolabel as a tool to achieve more sustainable consumption and, via digital solutions, make it easier to find Nordic eco-labelled goods.



Sustainable education in the Nordic Region

The project aims to boost sustainable development in education, with a focus on the role of teachers and their competencies.



Sustainability, lifestyle and consumption from a gender perspective

This project will take a closer look at differences in women's and men's lifestyles and consumption in the Nordic countries. Analysing sustainability and lifestyle from a gender perspective will improve the understanding of, and opportunities for, sustainable consumption.



Good Life Goals

– A communications initiative by and for young people

This project aims to raise awareness of Agenda 2030 through the use of Good Life Goals.

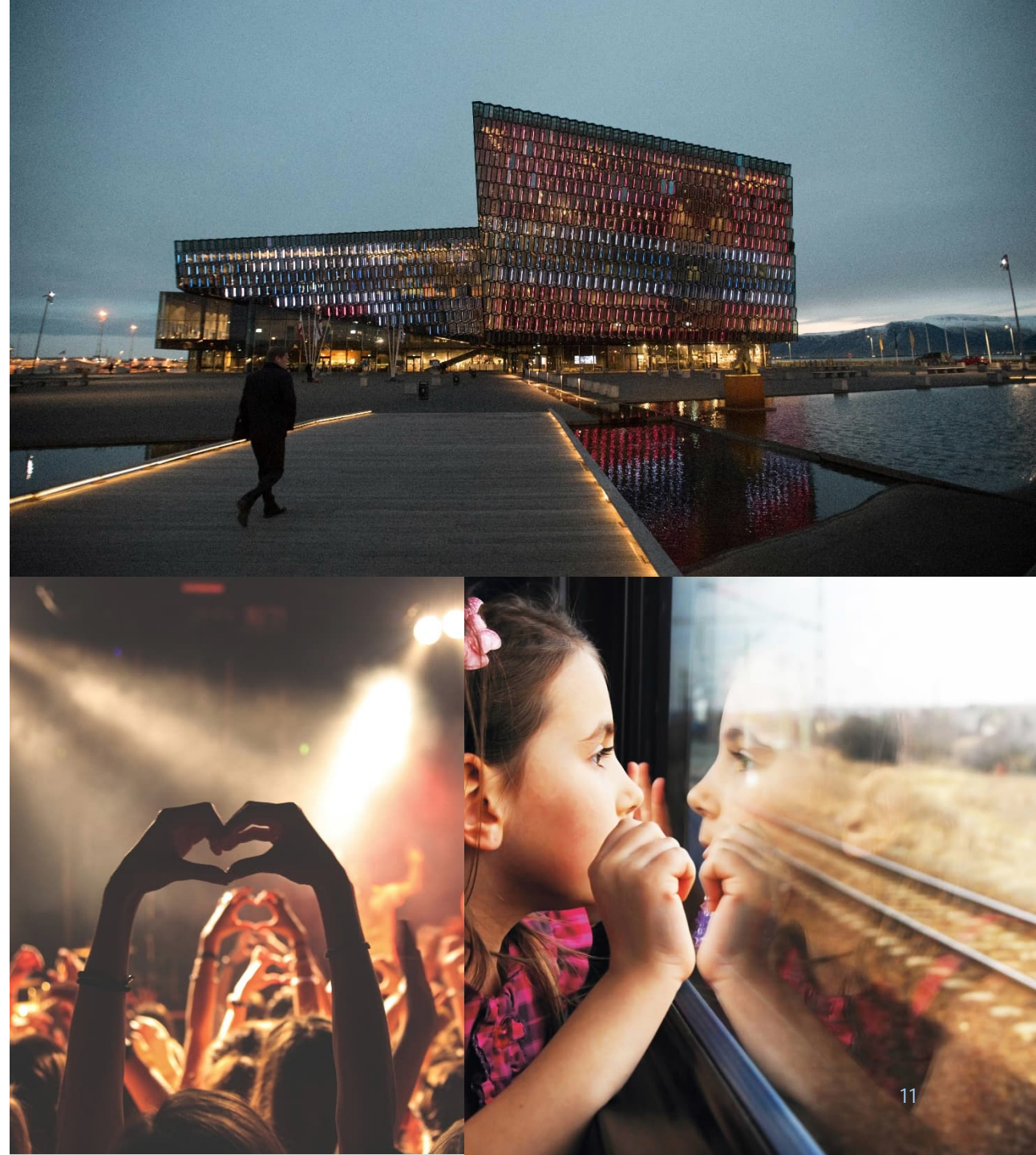
The purpose is to provide a platform for young people in the Nordic Region to discuss and share knowledge about sustainable development and inspire individual action on sustainable lifestyles.



Sustainable cultural experiences in the Nordic Region

This project will promote new initiatives, ideas, tools and knowledge about greener cultural production and consumption in the Nordic region.

The project will also contribute to shared experiences relevant to the development of culture-based and greener travel.



Tourism and culture cooperation

- Analyze interests, similarities and differences
- Map existing initiatives and studies
- Set common goals – across sectors and national borders
- Find reliable data and think holistically
- Get a clear political mandate
- Create and develop strong networks



Green Road Map

Build on past experience

Sustainable network

Focus on regional and sectoral diversity in resource group, reference group, steering group and in interviews, workshops and surveys

Political commitment at Nordic level



Vi befinner oss i en tid hvor mange har begrenset eller ingen mulighet for å utøve sitt virke. Samtidig gir dette oss mulighet til å se nærmere på hvordan vi kan gjøre vår sektor grønnere og mer bærekraftig, når vi igjen kan åpne dørene til vårt publikum.



SUSTAINABLE LIVING

Other examples

Buyers network in
cooperation with
the Swan Label

Digital culture
communication –
when should we
travel?

Green production
tool

Culture and travels
from youth
perspective

Culture and travels
from gender
equality
perspective

Sami artist debates

Mapping of
national and
international eco
tourism initiatives

Festival focus



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Read more about the programme:

norden.org/da/project/baeredygtig-livsstil-i-norden



Thank you!

