

Livability

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LIVABILITY: SDGs

WBCSD

pLAn

Global goals for sustainable development - SDGs



THE GLOBAL GOALS

For Sustainable Development



THE GLOBAL GOALS

For Sustainable Development



Awareness? Responsibility?

92%

***of businesses
aware***

33%

***of citizens
aware***

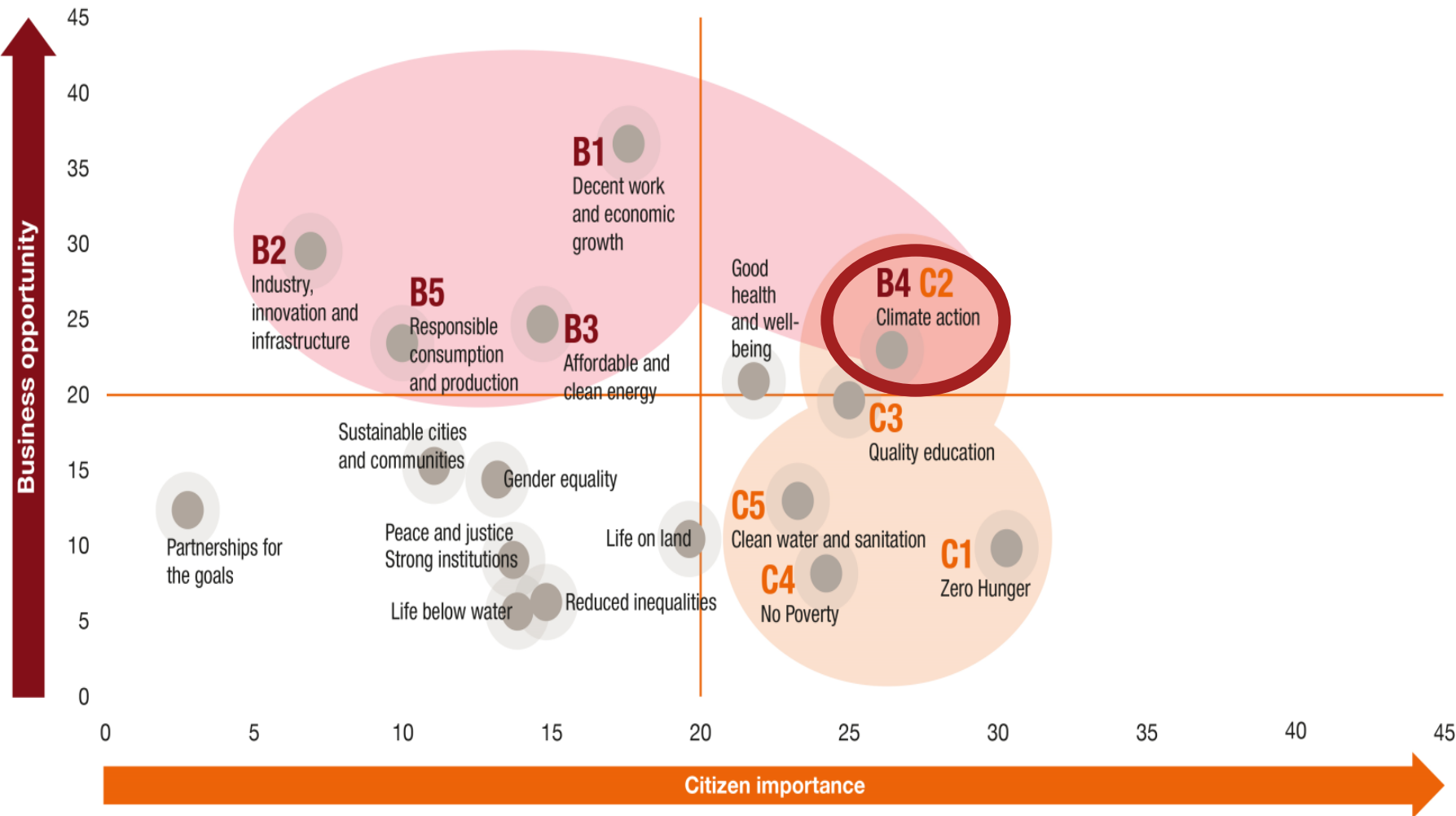
***Prime
responsibility to
deliver rests with:***

Government



Are businesses and citizens on the same wavelength?

Q. Please rank the five SDGs that could represent a business **opportunity** for your company in the future (mean index score).
Q. From the list below, please rank the five SDGs that you consider most **important** to you (mean index score).



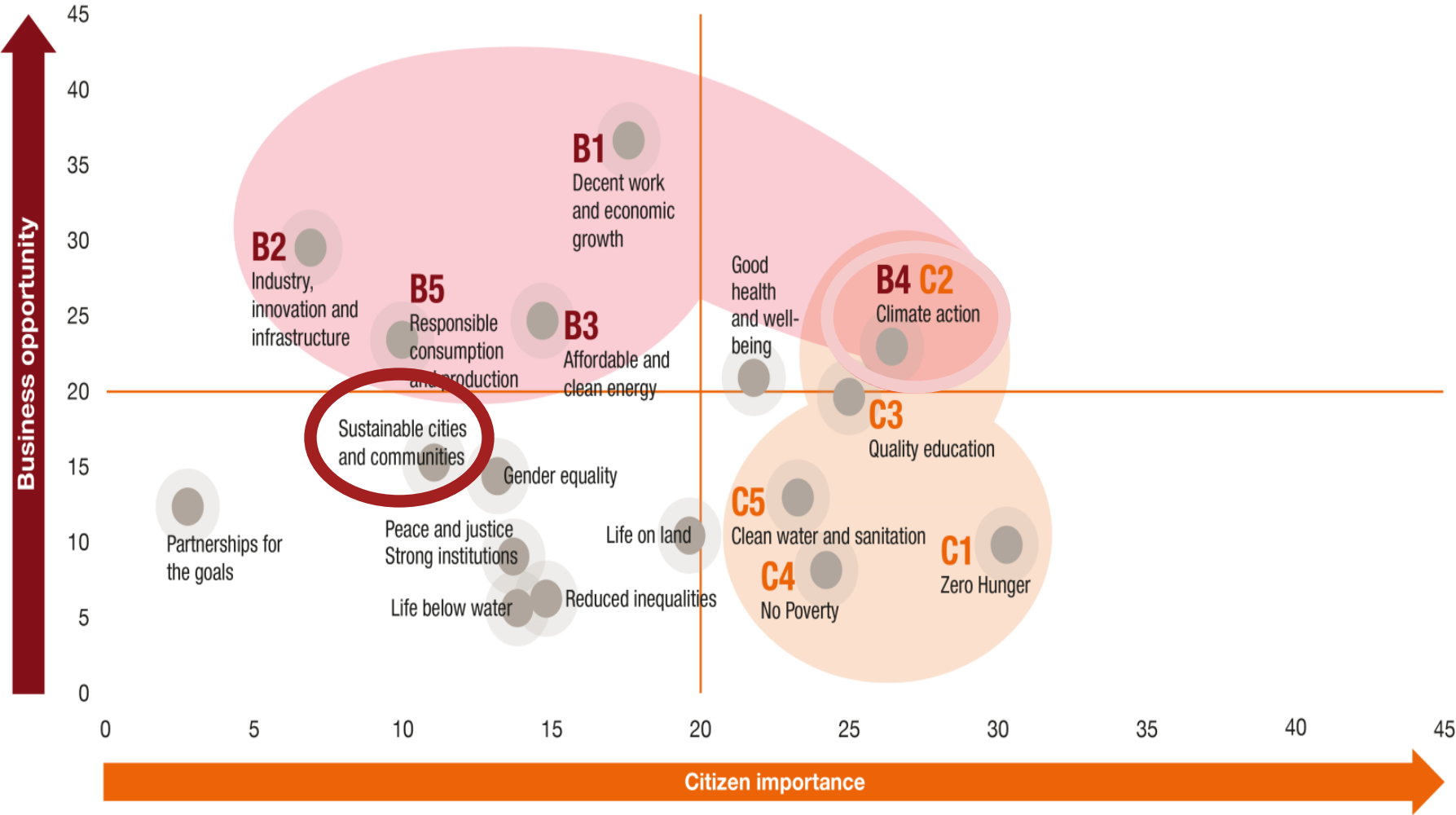
C1-C5 = top 5 ranked SDGs for citizens

B1-B5 = top 5 ranked SDGs for business

Source: PwC SDG Engagement Survey 2015

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SDGs

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The background is a soft-focus green and blue bokeh. In the top-left and bottom-right corners, there are clusters of white line-art icons. These icons represent various aspects of sustainability, including renewable energy (solar panels, wind turbines, water droplets), technology (laptops, tablets, smartphones), and general business and environmental symbols (recycling arrows, lightbulbs, gears, and people icons).

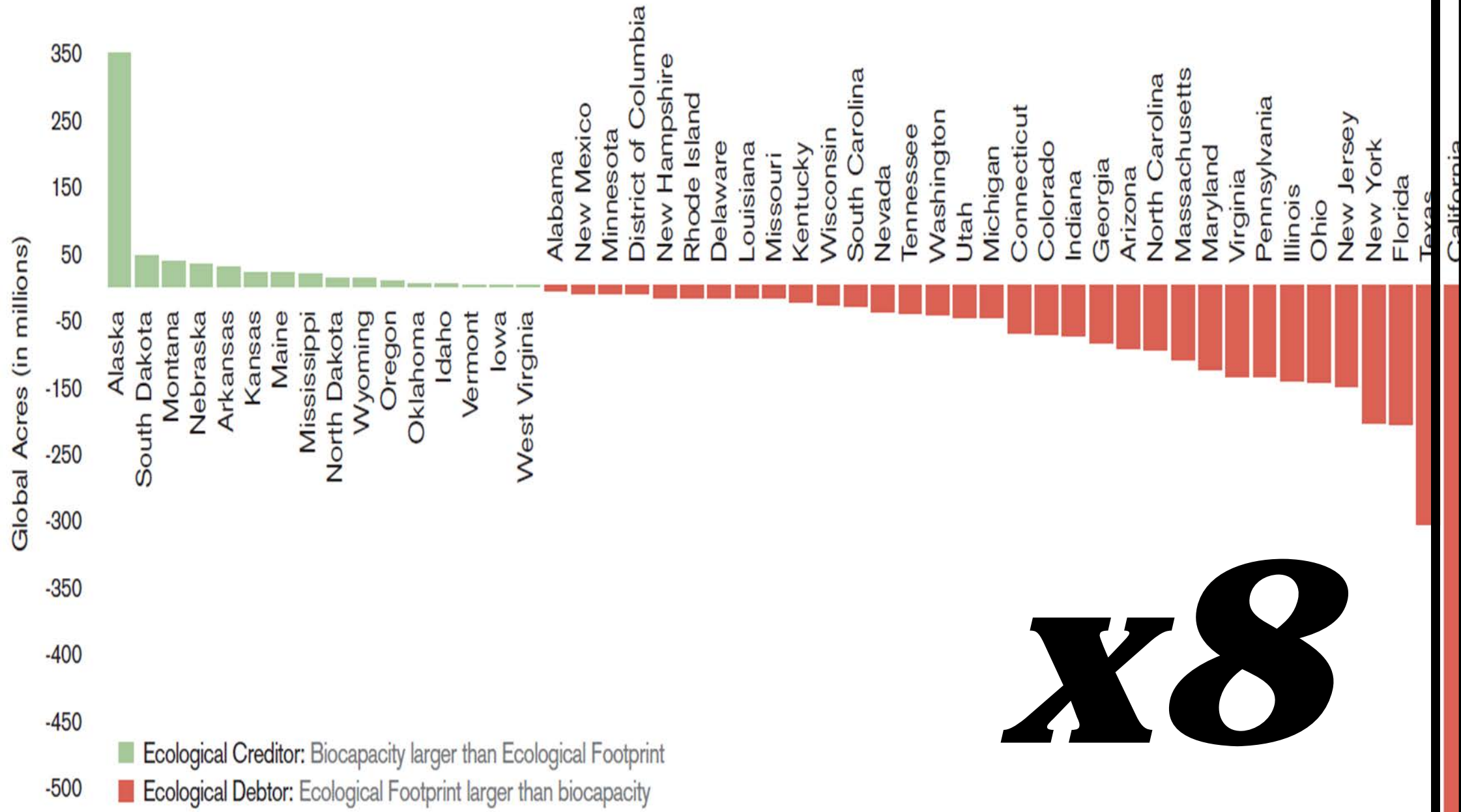
Sustainable Lifestyles

Using the innovative power of business to inspire and enable more sustainable lifestyles

In 2015, Ecological Deficit Day landed on July 14.

U.S. Ecological Deficit Day marks the date when the United States has exceeded nature's budget for the year. The nation's annual demand for the goods and services that our land and seas can provide — fruits and vegetables, meat, fish, wood, cotton for clothing, and carbon dioxide absorption — now exceeds what our nation's ecosystems can renew this year. Similar to how a person can go into debt with a credit card, our nation is running an ecological deficit.





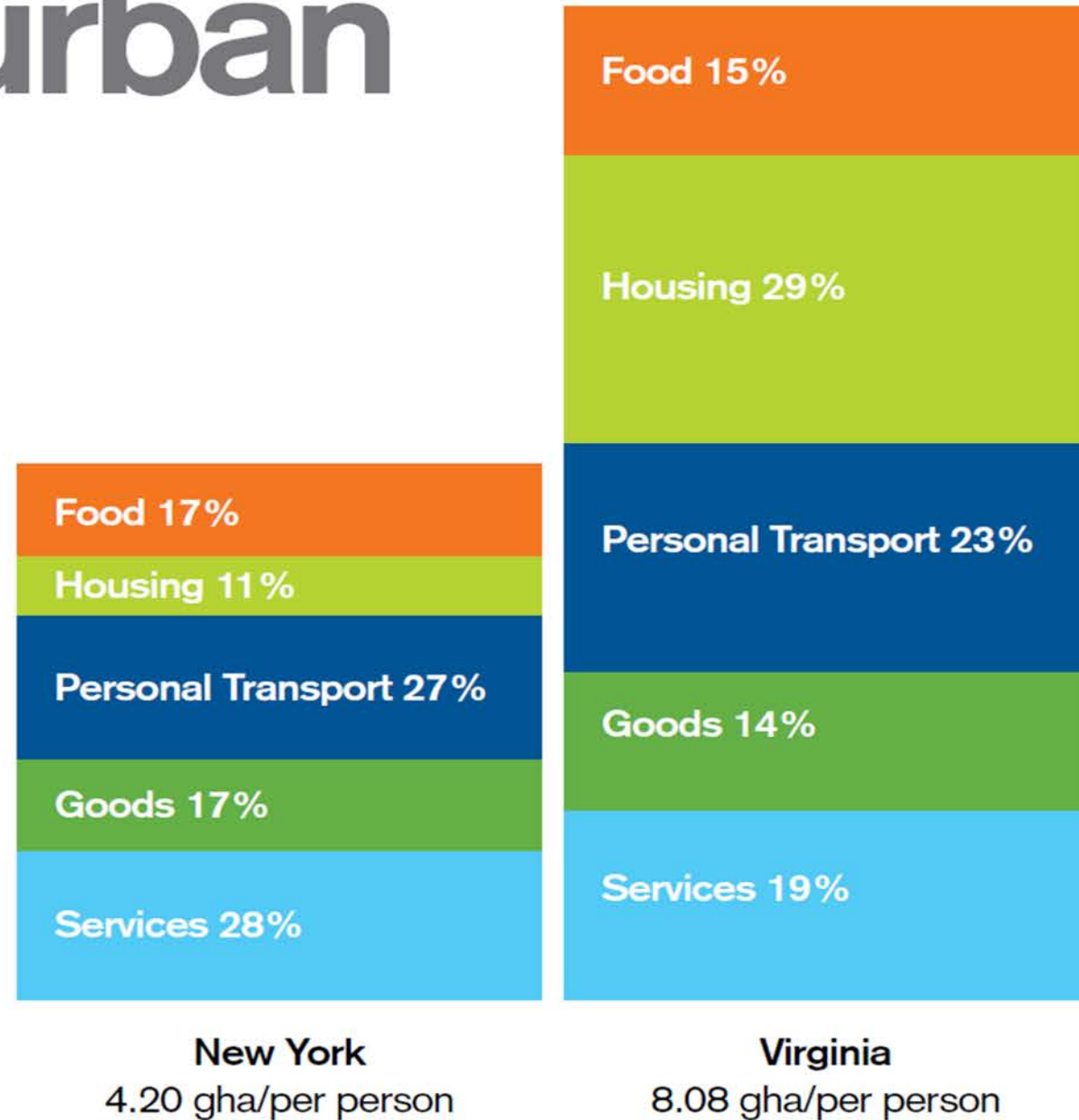
x8

Urban vs. Suburban

Comparing New York, the state with the lowest Ecological Footprint per capita, **and Virginia**, the state with the highest, exposes striking differences.

The higher density of New York City, enables efficiencies such as greater public transit use.

Housing comprises a larger portion of Virginia's Ecological Footprint than New York's, in part, because the average house in Virginia is larger than in New York.



U.S. lifestyle Footprint

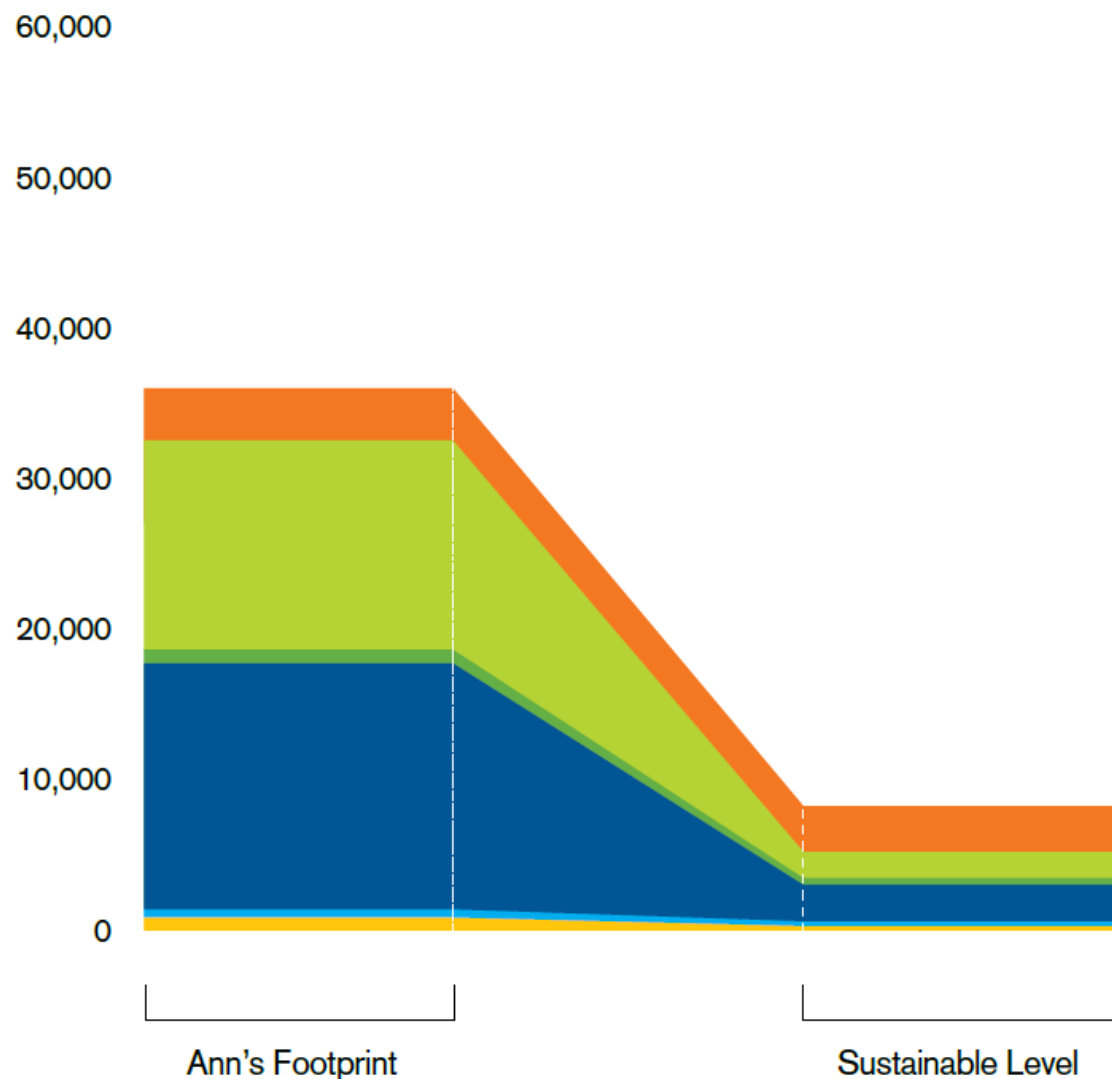
Holiday flights & unknown water consumption



Ann

Sustainability advisor
San Francisco

- Food & nutrition
- The home
- Household goods
- Mobility
- Leisure
- Others



Ann's footprint, 36,100 kg/a, is over 2 times the average Chinese footprint



She eats meat every week and drinks 2 cups of coffee a day, usually organic. She would like to cook more often with fresh ingredients.



She shares a 80 m2 flat with her husband and 2 children. Personally, she consumes 1,200 kWh of electricity/year, which is about one fourth of the American average. She regrets not knowing her water consumption, as it is included in the rent.

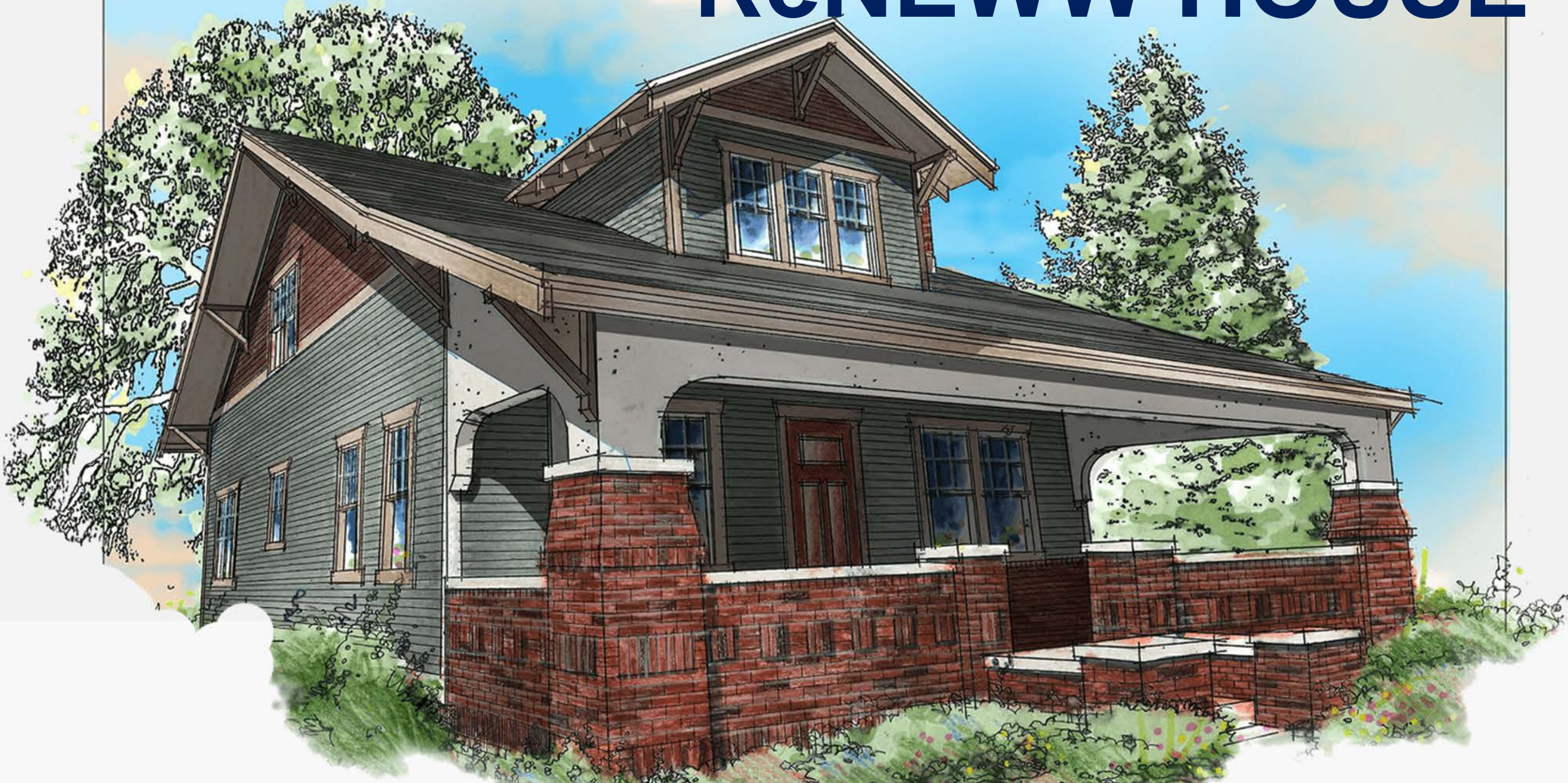


Ann's car is her main means of transport. Although she aspires to drive less and cycle more, driving is especially convenient to move around with the kids. She travels at least twice a year by plane to enjoy holidays: once in the country and once abroad



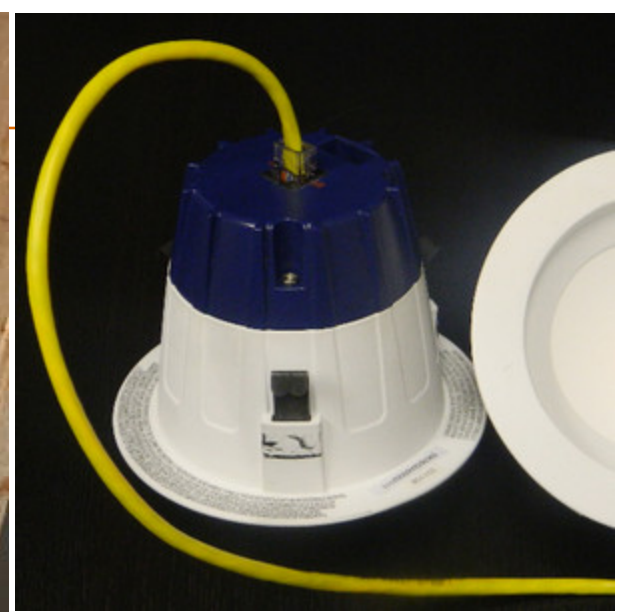
She does not have a TV at home and spends most of her free time at the park with her children

ReNEWW HOUSE



A two-story house with a gabled roof, dormer windows, and a brick foundation, surrounded by trees and a blue sky. The house has a dark grey or blue exterior with white trim around the windows and doors. The roof is dark brown. The foundation is made of red bricks. There are several windows, including a large dormer window on the second floor. The house is surrounded by green trees and shrubs. The sky is blue with some white clouds.

Net Zero: Energy, Water, Waste



THE GOOD LIFE

**CAN THE LIFE WE ASPIRE TO
BE SUSTAINABLE?**

**CAN OUR AMBITIONS FOR THE GOOD LIFE
ALIGN WITH SUSTAINABLE BEHAVIOR?**

**IT IS
IMPORTANT
MY FAMILY
THINKS I AM
DOING WELL**

48.5%

Source: Prosumer Report "Sharing Economy" 2014



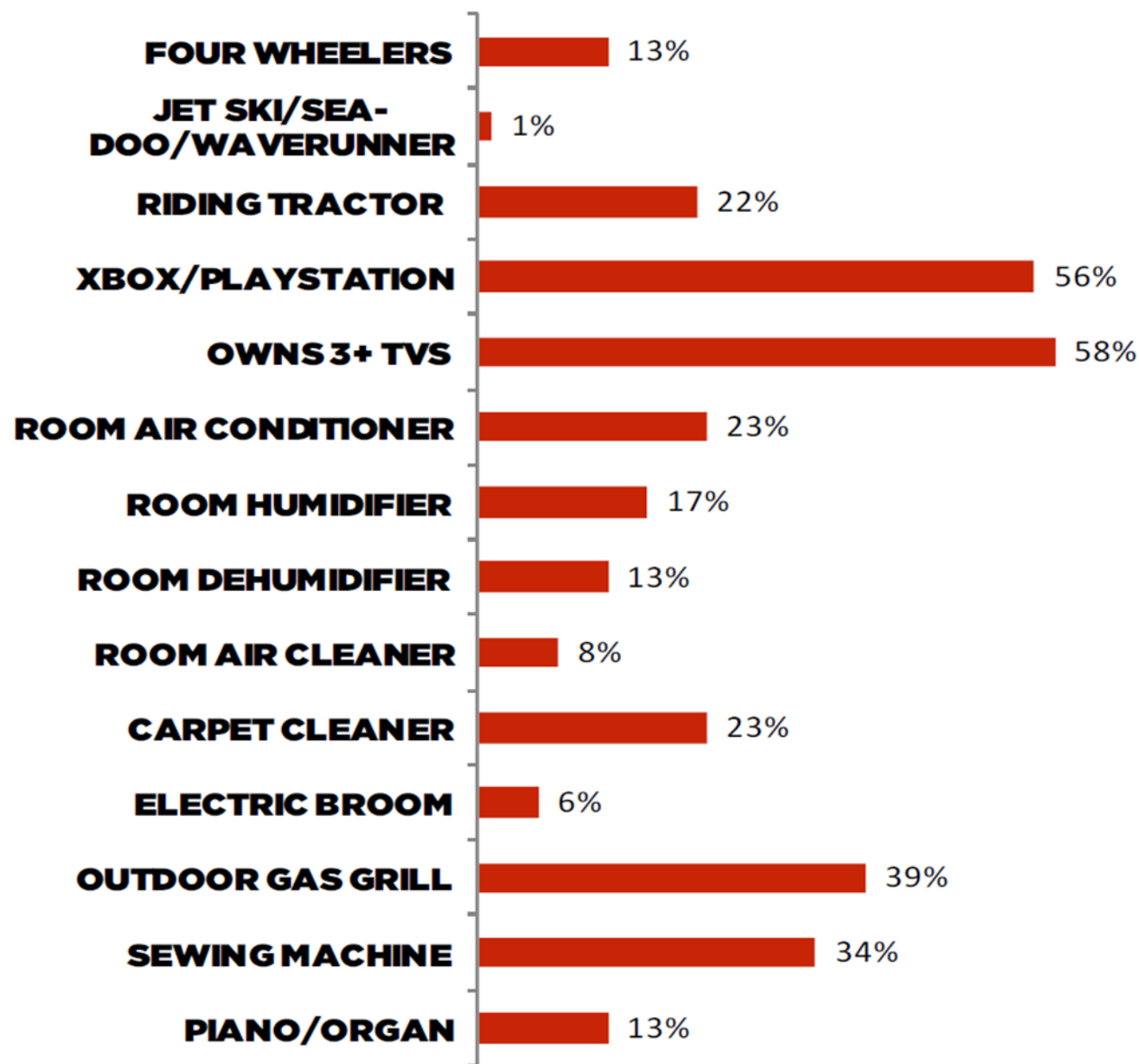
INVAS

WORLDWIDE

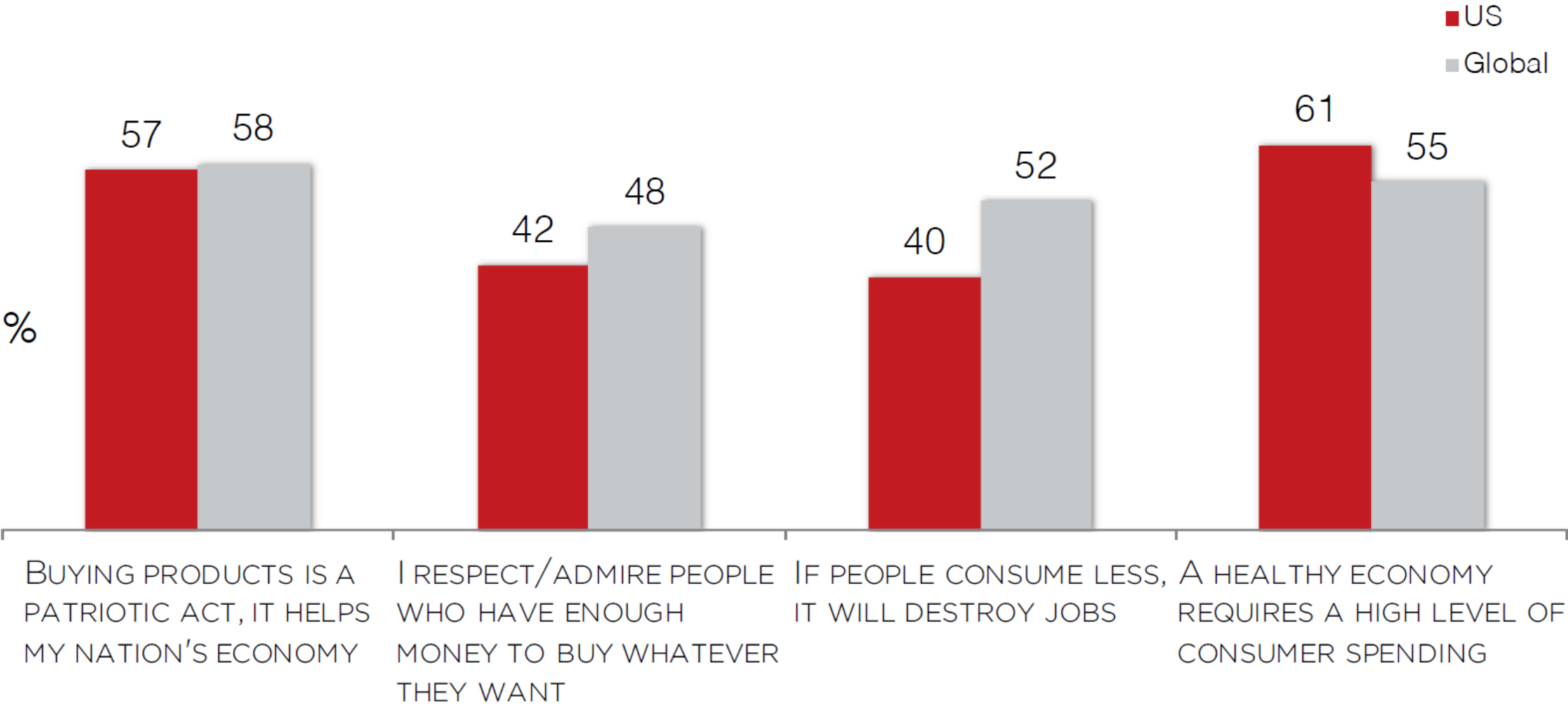
I WOULD BUY ECO-FRIENDLY PRODUCTS IF THEY WERE LESS EXPENSIVE (AGREE)

20%

HH OWNS:



CONSUMPTION IS STRONGLY ASSOCIATED WITH SUCCESS



Source: Prosumer Report "Sharing Economy" 2014

SDG

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LIVABILITY: pLAn



We all live in safe, vibrant, well-connected,
and healthy neighborhoods



By 2025, we will implement Vision Zero principles on
traffic safety



Average
Walk Score

We will increase LA's average Walk Score to 75 by 2025



VISION

We address LA's housing shortage, ensure that most new units are accessible to high-quality transit, and close the gap between incomes and rents.

2017



We will start constructing 17,000 new units of housing within 1,500 feet of transit by 2017

2025



100,000 new housing units by 2021, leading to 150,000 new housing units by 2025

2035



Reduce the number of rent-burdened households by at least 15 percentage points by 2035

Concluding thoughts

- Sustainable cities is a priority globally
- But the Good Life is in conflict with that goal
- Behavior change is hard; technology can help
- Focusing on happiness may hold promise
- Optimizing for Walk Score is part of the answer