



City of Lund

Framtidsstigen – Path to the Future

Framtidsstigen (Path to the future) was developed as a web-based tool for the local inhabitants of Lund to support sustainable consumption. The point of departure for Framtidsstigen is that everyone wants to do right if they just know how and understand why. Understanding how environmental impacts are related to our daily consumption makes it easier for a consumer to act sustainably and feel motivated. Framtidsstigen aims to present a new way of thinking regarding consumption. Framtidsstigen premiered in 2013 and has since had a steadily increasing number of visitors. Framtidsstigen is also adapted for use on smartphones.

Framtidsstigen is built around the four phases faced by consumers:

- 1. Consideration** – How do I shop sustainably? Do I really need to buy a new product? By questioning your purchases and considering if you really need something creates new habits and routines. There are often alternative solutions to consuming new products. Considering these alternative solutions is a first step in becoming an informed consumer.
- 2. Purchase** – How do I act in the store? How do I choose which product to buy? Acting in a sustainable way when shopping by, for example, not buying more than what you need to minimize waste and choosing the most environmental-friendly packaging, can significantly reduce your environmental impact.
- 3. Consumption** – How do I use and take care of the product? For example increasing the life-span of clothes and furniture, preserving food and consumables appropriately to minimize waste, and saving electricity and water is not only good for the environment but also your personal economy.
- 4. Disposal** - How do I get rid of the product? Can I repair, re-use or sell it? How do I recycle the product correctly? Is the product considered hazardous waste?



The four phases faced by consumers; consideration, purchase, consumption and disposal.

Raising awareness and spreading information

On Framtidsstigen's webpage there is a blog that addresses everything from current events, trends and legislation from an environmental perspective. Topics such as why we as consumers act the way we do are also covered. Is the way we consume linked to our identity? What is food worth to us if we never see the production? Asking these thought-provoking questions makes you think about how you act and your role as a consumer.



Advertising message from Framtidsstegen printed on local buses: "Buying too much food can cost you around 5000 SEK/year. Unnecessary, right?"

Framtidsstigen's webpage also collects links and information from organizations, governments and agencies to show that that sustainable consumption is a growing issue on the national and global agenda, a multi-faceted issue that concerns us all. Work from international actors like EU and UN gives further credibility to the issue of sustainable consumption.

Framtidsstigen also run campaigns and promotions to the public. Such campaigns include, for example, explaining the term sustainable consumption and why it is necessary, circular economy, second hand shopping, and food waste. These campaigns are spread to the community by, for example, advertising messages on the city's garbage trucks and buses, together with a supplement to the local newspaper.



Advertising message from Framtidsstegen on a local garbage truck: "It's not broken! Sell it."