

Sustainable Living Hub

Tools and guidelines for key sectors
enabling sustainable lifestyle choices



Contents

Why Sustainable Living?	3
Education for Sustainable Development	4
Sustainable Cultural Experiences in the Nordics	7
Gender and Sustainable Living	10
Healthy and Sustainable Food Systems	13
The Nordic Swan Ecolabel	17
Youth for Sustainable Living	20
About the Sustainable Living Hub	23

This publication is also available online in a web-accessible version at:
pub.nordregio.org/r-2024-20-sustainable-living-hub



Photo: Susanne Walström/imagebank.sweden.se

Why Sustainable Living?

The Nordic countries are considered to be global front-runners when it comes to creating sustainable societies. Although we get a lot of things right, big tasks lie ahead if we are to reach our vision to be the most integrated and sustainable region in the world by 2030. Our massive private consumption impacts negatively on climate and biodiversity in the Nordics and globally. That is why choosing sustainable solutions must be made easier for citizens in the Nordic Region.

The Sustainable Living programme, running from 2021 through 2024, is a response to this challenge and a call to action. It has explored what a sustainable Nordic lifestyle entails and formulated **concrete guidelines** and **tools** for policy and business development. It has demonstrated **public impact** through the spread of information and inspiration, the development of new business areas that can be ecolabelled and the demonstration of necessary behavioural and cultural changes. The ultimate goal is to make it easier to live sustainably in the Nordic Region and to make sustainable choices the new norm. To enable this for the Nordic citizen, a holistic approach and joint effort is needed across policy, industry and civil society.

During the four-year programme period, **six projects** have explored our lifestyle challenges, representing a unique combination of perspectives and disciplines including **education, culture, gender equality, food systems, youth engagement** and the **Nordic Swan Ecolabel** as a tool for sustainable living and reduced climate impact.

In this **Sustainable Living Hub**, you can access all our projects' resources in one place. From survey results and research reviews to practical guidelines, teaching materials, webinars, and policy recommendations. Browse through for a complete overview or dig into your core topic. **Let's get into it!**



Education for Sustainable Development

The **Education for Sustainable Development** project aimed to integrate sustainability into education for all ages. It targeted teachers at all educational levels across the Nordic Region, including the five Nordic countries and three autonomous areas.

The focus included integrating sustainability into teacher education curricula and creating professional development resources for current teachers. Young people were also given a voice through a dedicated platform. A cooperation network of educational authorities, teacher education institutions, teachers' and students' unions, the Nordic Network for Adult Learning (NVL), and other experts facilitated this integration.

"When I teach sustainability I focus on getting the students to think about sustainability, and what they themselves can do for a better world."

– Swedish teacher

Key outputs

The project documented policy aspects and teacher education and conducted a critical study on education's role in transitioning to sustainable living by surveying teachers' views and practices on sustainability.

In adult education, the NVL created a network to promote motivation and pedagogical methods for a sustainable future, developing a Nordic model for promoting sustainable lifestyles. Several meetings were held within the project framework, including a conference about the future of the teacher role and a youth conference where over 70 young people outlined essential steps for a sustainable future and how they want it addressed in education.

The project used various methods, including collaboration among Nordic stakeholders and analysis of previous research. It conducted the first large-scale digital survey of educational practices concerning sustainability across the Nordic countries. The findings were presented at different events to ensure result dissemination. The project has also included a youth conference, to include young people and their voices in the process.

"When I teach sustainability I focus on individuality and my message (to the students) is that small actions can have a greater impact."

– Finnish teacher

Policy recommendations

Based on the project's findings, recommendations is provided for different educational levels, ranging from suggestions and positive examples for practitioners, to recommendations for educational authorities about support, teacher education and training, and policy changes.

How can we include sustainability in education and integrate sustainability better into the curriculum? Youth from the nordic countries want:

- **A sustainable subject in school.** Start a mandatory class for sustainability. It is an important subject that will safeguard our future.
- **Sustainability training for teachers.** In order for teachers to be able to teach the students, they will themselves need to have a deepened knowledge in these issues.
- **More power in the curriculum** and involvement in deciding how sustainability could be taught.
- **Open and safe spaces for dialogue.** Involve the youth and listen to them.

Future directions

Sustainability education is an ongoing process which must be evaluated and reevaluated at each moment. By providing an evaluation of current state of affairs, the project establishes a base line for action while, at the same time, contributing to methodology for responsible action in the field of sustainability education.

Resources

- Nordic Network for Adult Education. (n.d.). *Development of educational models for sustainable lifestyles*.
- Young People and the Future. (2023). *The results of the Youth Conference, Education for Sustainable Development*.



Sustainable Cultural Experiences in the Nordics

The main goals of **Sustainable Cultural Experiences in the Nordic Region** has been to promote new initiatives, ideas, tools and knowledge about greener cultural production and consumption in the Nordic region. The project also aimed to contribute to shared experiences relevant in the development of culture-based and greener travel, through analysis of interests, mapping of existing initiatives and studies, cross-sectoral cooperation, strong networks, detailed planning for change in cultural institutions, identification of barriers and knowledge sharing.

"Cultural events are transformative, and culture is a powerful influencer whose impact can contribute to community well-being, and to addressing systemic issues related to sustainability."

Key outputs

The project seeks to make cultural experiences in the Nordic Region greener through a number of efforts. Amongst these are: the development of a buyers network for the cultural sector in cooperation with the Swan Ecolabel, a study on digital culture communication in cooperation with literature festivals, Tekstallians and Vestlandsorskning, a LAB for children and youth in cooperation with Kulturtanken, University of Oslo and artists, a project on performative production from a youth perspective in cooperation with youth from Plattform Gátt, Sami artist debates and as a synthesis of all effort a green roadmap for cultural experiences in the Nordic Region.

The **Nordic Green Roadmap for Cultural Institutions** is a tool which will make it easier for cultural institutions to get started and bring about the green shift. It provides knowledge and a working tool to create the change that is required by providing overall insight and come up with concrete objectives and proposals for changes in action to create sustainable cultural experiences. For authorities and foundations, the tool can help to understand how to contribute to and support the necessary work, with resources or facilitation.

The roadmap was launched in September 2023 and met with great interest from the sector, resulting in the decision to create two additional chapters to the roadmap. One chapter on voluntary compensation in the cultural sector and one on digital footprints, both launched in June 2024.

Policy recommendations

Following the launch of the roadmap there have been a number of presentations of the work, including presentations of the policy recommendations. These include recommendations on...

- Dedicated funding streams and grants specifically for cultural institutions to support sustainability initiatives
- Green building standards for cultural institutions, incentives to use sustainable and recycled materials, energy-efficient designs, and renewable energy sources in new constructions or renovations
- Mechanisms for cultural institutions to participate in carbon of setting and trading programmes
- Guidelines and regulations placing requirements on cultural institutions to prioritise sustainable procurement practices, such as sourcing environmentally friendly materials, promoting fair trade products, and supporting local suppliers, mandatory environmental reporting requirements for cultural institutions
- Development of education schemes and training initiatives that enhance sustainability knowledge and skills among cultural institution staff, artists and management, policy integration and research and development

Future directions

For the cultural sector to continue its green transition, it is crucial to follow up on these subjects. There is still an acute need for support and knowledge sharing to get started and develop sustainable practices and for a Nordic platform that can communicate the Nordic Green Roadmap for Cultural Institutions and offer guidance to institutions and individuals that wish to make Nordic culture greener.

Resources

- Download the [Nordic Green Roadmap for Cultural Institutions \(norden.org\)](https://norden.org)
- Stream talks and presentations: [GREEN CHANGE - NLH](#)



Photo: Yadid Levy/norden.org

Gender and Sustainable Living

The main goals of **Sustainability, Lifestyles, and Consumption from a Gender Perspective** are to take a closer look at differences in the lifestyles and consumption habits of women and men in the Nordic countries. By analysing sustainability and lifestyle from a gender perspective, the project helps to improve the understanding of and opportunities to promote sustainable consumption. In addition, the project examines gendered and intersectional patterns in young people's commitment to sustainability, on behalf of the Youth for Sustainable Living project. The project is coordinated by NIKK – Nordic Information on Gender, located at the Swedish Secretariat for Gender Research, University of Gothenburg, Sweden.

"Women are more engaged in climate issues than men - but men have greater influence in the industries where climate issues have to be solved."

Key outputs

The project has produced a report on sustainability, lifestyles and consumption from a gender perspective. The report, entitled *Climate, Gender and Consumption: A Research Overview of Gender Perspectives on Sustainable Lifestyles*, summarises the current state of international research in seven different areas: food, housing and energy, clothing and consumer goods, transport, work and time use, culture and tourism, and activism and influence.

The report shows that attitudes and behaviours are influenced by norms and ideals that relate to care and technology, and these areas are often associated with femininity and masculinity, respectively. All in all leading to a greater or lesser impact on the climate. Among other things, the report shows that a caring ideal can be an important key in the green transition.

The report has attracted great interest, and its results have been communicated in Copenhagen, Oslo, Stockholm, Mariehamn and Vilnius, as well as for various government agencies in Sweden. A presentation of the results at the gender equality conference Forum Jämställdhet 2023 was filmed by Swedish public service (*Utbildningsradion, UR*). News articles have been written about the report in, among others, Dagens Nyheter (SE), Nya Åland (AX), Aktuell Hållbarhet (SE) and Delfi (LT).

The report was based on a systematic literature search conducted with the aid of KvinnSam, a Swedish national library for gender research located at the University Library of the University of Gothenburg. In terms of time, the searches were limited to articles published during the period 2007–2021, a range of fifteen years. They resulted in three hit lists comprising a total of 1388 records, which, through a review process based on preestablished criteria, was narrowed down to 87 peer-reviewed articles in scholarly journals. The included articles underwent a close reading and were classified into seven themes based on the main focus of each study: Food, Housing and energy, Clothing and consumer goods, Transport, Work and time use, Culture and tourism, and Activism and influence. Given the goal of combating climate change, with a specific focus on the environmental impact of consumption and lifestyles, femininities and masculinities are illustrated as both obstacles and opportunities in relation to this goal.

Policy recommendations

Gender, understood as social norms, is often more important than sex as a statistical variable. Individuals oriented towards caregiving – an ideal often associated with femininity, regardless of sex – are more engaged with sustainability and show more sustainable behaviour patterns.

The uneven distribution of unpaid domestic and care work, for which women as a group take a greater share of the responsibility than men as a group, and the normative coding of technology as a male domain, have consequences for the different impacts of individuals on the climate; and consequently for what efforts should be made to reduce this impact.

Traffic planners, vehicle manufacturers, food producers, energy companies, the fashion industry, etc., all have great power to influence the climate impact in their spheres, and thus bear a great responsibility for the green transition. When responsibility is placed on consumers instead, it risks being individualised.

Future directions

Studies of the Nordic countries' climate policies show that they are having negative consequences for gender equality, and thus also for an effective implementation of the green transition, since initiatives under these policies are largely gender-blind in their design. This largely characterizes the discourse on green jobs. For example, in terms of jobs that are added or lost, the measures are assessed as having an overall positive impact on male-dominated sectors such as the energy, industrial and agricultural sectors, while their main negative impacts are on the female-dominated services sector.

NIKK has made a compilation of previous studies with gender analyses at the intersection between education, work and sustainability, but there is a need to take a systematic approach to research and policy on the green industrial transition. What kind of social visions and problem formulations are the initiatives based on? What synergies and trade-offs are there between gender norms and social structures on the one hand, and the green transition in industry and working life on the other hand?

Resources

- Download the report [Climate, Gender and Consumption](https://norden.org/publications/Climate-Gender-and-Consumption) (norden.org)
- Download [Key takeaways from Climate, Gender and Consumption](https://nikk.no/en/Key-takeaways-from-Climate-Gender-and-Consumption) (nikk.no)
- Download the report [Gender Perspective on Green Jobs in the Nordic Region](https://norden.org/publications/Gender-Perspective-on-Green-Jobs-in-the-Nordic-Region) (norden.org)



Photo: Stephanie Wiegner/norden.org

Healthy and Sustainable Food Systems

The **Healthy and Sustainable Food Systems** project has focused on the role of our food for sustainable living. With a focus on the consumption part of our food systems, the project has aimed to look into which policies can assist and enable more healthy and sustainable food consumption.

Food systems contribute to approximately a third of the total global greenhouse gas emissions and pose the single biggest threat to biodiversity loss. At the same time, current food consumption in the Nordics is not supporting our health. More than half of the Nordic population are either obese or suffering from overweight, which comes at a huge cost for our societies and health care systems.

"There are no pathways to limit global warming to 1.5, or 2.0 degrees, that do not require changes to our food systems. We can never phase out food like we will with fossil fuels. Food is essential to life itself."

– Karen Ellemann, Secretary General, Nordic Council of Ministers

Key outputs

The project has focused on several themes within food systems and food consumption for sustainable lifestyles. The core principle of the project has been to explore food as a driver for health and green transition. This has been done through a range of activities and publications. This brief report provides an overview of some of the activities and publications from the project.

Towards healthy and sustainable diets

The launch of the Nordic Nutrition Recommendations 2023 (NNR2023) was hosted by the project. NNR2023 has been an important reference for a range of follow-up activities to situate food systems discussions at the core of climate and health action. Throughout the project period this has been done through dialogues, meetings, and seminars at conferences such as COP27 and COP28, as well as political weeks across the Nordic countries.

In March 2024, the report *Policy Tools for Sustainable and Healthy Eating* was launched. The report offers a framework and recommendations for policy tools that can enable dietary change in the Nordic countries. The report supplements NNR2023 and demonstrates how the Nordic countries can bolster their food consumption strategies in a variety of ways and create an environment that makes it possible for citizens to eat sustainably and healthily. The interconnection between a range of policy tools from nudging to regulation was explored in relation to behavioural change.

Action for reduced food loss and waste

The project has reactivated Nordic efforts to reduce food loss and waste. The Nordic Food Waste Summit was hosted as part of the project and marked a milestone for Nordic cooperation for reduced food loss and waste.

The Nordic Food Waste Summit 2023 gathered ministers, entrepreneurs, activists, and royalty side by side in a joint battle against wasted resources. The summit contributed to bringing food waste to the top of the political agenda.

The summit was followed by a political commitment from the Nordic Council of Ministers for Fisheries, Aquaculture, Agriculture, Food and Forestry (MR-FJLS). In the commitment called "Reducing food waste for a green Nordic Region" the ministers commit to work more actively to reduce food waste through a range of activities that now guides the Nordic cooperation's work within the area.

In September 2024, the project released a new major report with policy recommendations for reduced food loss and waste produced by Karlstad University – *Breaking Barriers: Empowering Effective Food Waste Solutions in the Nordic Countries*. The political commitment is available [here](#).

"Fighting food waste is not just a climate issue. It is also an economical and ethical issue. Reducing food waste is about global equity."

– HRH Princess Marie of Denmark at the Nordic Food Waste Summit.

Growing a food aware generation

Younger generations are needed in the efforts towards healthy and sustainable food systems. In the sub-project "See, Sow and Taste" children and young people can learn more about these important issues through hands-on exercises. The project is a pedagogic and cultural pilot project led by NordGen in collaboration with other Nordic institutions and local actors in Lithuania.

About 1 000 children participated in the project during 2023. In 2024, the next project phase involves schools in the Faroe Islands and Lithuania. The lessons learnt from this pilot project will hopefully form a base for a larger multinational project teaching children and youth about food, cultivation, biodiversity, climate change, self-sufficiency and the importance of healthy food.

Learn more about this sub-project [here](#).

Policy recommendations

The different activities within the project have increasingly shown that holistic approaches and complementary interventions are needed to tackle the challenges within our food systems. There are no single solutions. What is clear is that a lot more policies need to be adopted to increase the speed of the transition towards healthy and sustainable food systems.

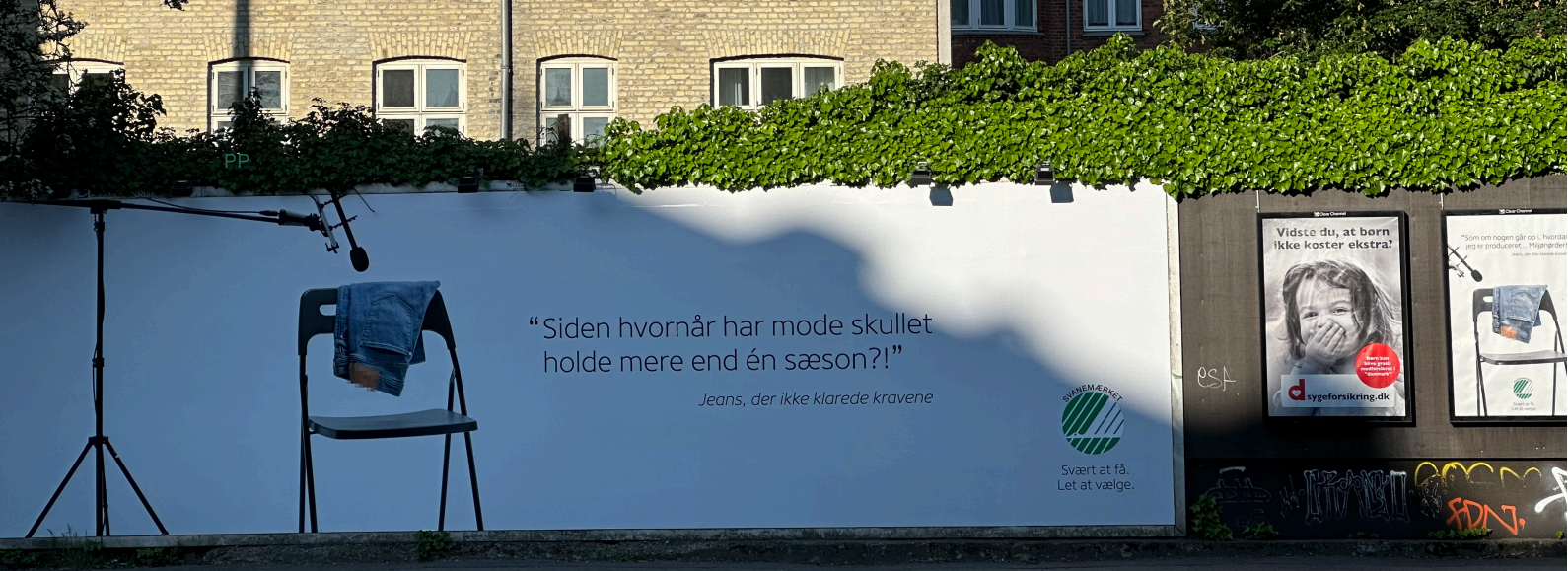
The sub-projects have explored policy tools such as legislation, subsidies and taxes, labelling, education, procurement policies and common strategies across the Nordic region. It has also become evident that stronger Nordic cooperation can help the industry adapt to new regulations that could be more uniform across the countries, and the public acceptance of different interventions could be increased if they were similar in nature and approach in all countries.

Future directions

The area of healthy and sustainable food systems is broad. More knowledge is needed, and more innovations are needed. There is also a need to create food environments that can foster innovation and foster behaviour change for healthy and sustainable diets.

Resources

- [Download Breaking Barriers: Empowering Effective Food Waste Solutions in the Nordic Countries](#)
- [Download Policy Tools for Sustainable and Healthy Eating](#)
- [Read Takeaways from the Nordic Food Waste Summit](#)
- [News: Sockerskatt, subventioner eller märkningar? Ny rapport visar vägen mot nya matvanor](#)
- [News: En milstolpe för mat och hälsa: Det nordiska samarbetet visade vägen på COP28](#)
- [News: Norden ökar takten för minskat matsvinn](#)
- [News: COP27: Norden kan bana väg för hållbar kost](#)
- [News: Nordic ministers write to the EU about new food labelling](#)
- [News: Tougher measures required if Nordics are to halve food waste by 2030](#)



The Nordic Swan Ecolabel

The project objective for **The Nordic Swan Ecolabel** is to make it easier to live sustainable in the Nordic region by using our core strengths: our overall mission to be a guide to the environmentally best products and services, our high recognition (98% of the northerners recognise the label) and our position as a trustworthy ecolabel, covering a wide range of areas.

The scope of Nordic Ecolabelling's participation in the Sustainable living programme has been divided into four parts:

1. Developing three new product groups in climate relevant areas.
2. Strengthening the climate requirements in 60% of relevant existing products groups.
3. Positioning the Nordic Swan Ecolabel as a better choice for the climate and a tool for sustainable consumption
4. Making it easier for consumers and purchasers to find products labelled with the Nordic Swan Ecolabel, and for producers to apply for licenses, by developing user-friendly digital tools and gathering data.

"We need to continue exploring new product groups for the Nordic Swan Ecolabel, thereby helping consumers and procurers in their everyday life to make more sustainable choices. And to assure companies guidance in what is a sustainable progression of their products."

– Karen Dahl Jensen, Manager Product Development at Nordic Ecolabelling

Key outputs

We can see that our projects have made a great impact in the Nordics and made it easier to live more sustainably.

The new criteria for **E-commerce logistics** assures that a large share of the Nordic consumers now can choose Nordic Swan Ecolabel transports when shopping online.

By expanding the types of **new buildings** or **renovation projects** that can be ecolabelled we have made it far more easy to build more sustainably, and more people will meet, stay or live in ecolabelled buildings during their everyday life. Add to that, new criteria for **Building operations** and Window replacement, will lead to climate, energy and resource savings.

Furthermore, we have strengthened the climate requirements in more than 70% of the product groups with high relevance for climate, thereby surpassing the target of 60%.

The Nordic **consumer campaign** "Hard to get. Easy to choose" and **cases** covering the reduced climate impact from Nordic Swan Ecolabel products and services, has efficiently contributed to a significant rise in spontaneous awareness, knowledge and preference, as well as positioning the Nordic Swan Ecolabel as a good choice for the climate. 81 % of the northerners trust a Nordic Swan Ecolabel product to be a good choice for the climate.

Nordic Ecolabelling has collected data from our licensees and brand owners, making it easier to search for and find products on our web sites. Moreover, we have continued our digital transformation towards a more accessible and user-friendly application system, making it easier for licensees to apply.

Policy recommendations

Our strongest recommendation is that you see the Nordic Swan Ecolabel as an efficient tool for the green transition, and hence the importance of the Nordic Swan Ecolabel to continue its development within new and existing areas.

However, we can see that moving forward, it is important not to focus only on one environmental issue, such as climate, but to use a holistic approach.

It is equally important to make sure that we continue to attract consumers and companies in the future. Therefore, we need to develop a way to communicate with the young audience and build a concept that attracts more companies to apply for a licence.

And, finally, a continued focus on getting and maintaining good quality data is important to make it easy for consumers to find ecolabelled products.

Future directions

With the support of the Nordic Council of Ministers, we have achieved a lot during these four years. But there is still much work that needs to be done. Based on the experience and the outcomes of the last four years Nordic Ecolabelling recommends the following:

- to continue to strengthen requirements and develop more product groups – but using a holistic perspective within areas that assure even more circular economy, less hazardous chemicals, preserved biodiversity, resource efficiency and reduced climate impact,
- to continue to position the Nordic Swan Ecolabel as a good choice for the climate, but develop the communication concepts to also include other environmental parameters,
- to expand and develop the communication concept to new targets groups such as young people and companies,
- to continue to focus on collecting the right data for certified products, thereby securing digital availability for our different target groups,
- to continue to develop and improve our digital solution – not only based on the existing experience and concepts but also considering new technologies and possibilities like AI.

Read more about the Nordic Swan Ecolabel for enabling Sustainable Living [here](#).



Youth for Sustainable Living

The **Youth for Sustainable Living** project is all about increasing awareness and engagement towards sustainable lifestyle choices in the Nordic countries with a special focus on young people. The project has collaborated closely with organisations encouraging youth to take climate action and inspire peers to live more sustainably. Through cooperation, events, campaigns and other activities, the project aim was to increase knowledge of SDG12 (sustainable consumption and production) and encourage youth to take concrete climate actions.

"Those who are committed are a small clique, (...) but there is a large mass in the middle who are just trying to survive the teenage years and figure out what they want to do with their lives. How do we reach them?"

– Interview quote, *Climate, Youth and Gender* report

Key outputs

In practice, the project has initiated collaboration and facilitated policy discussion with several youth-led organisations across the Nordics to boost their outreach and impact – getting their members and followers to act for sustainable living and climate-neutral communities. For instance, through peer-to-peer learning, an online leadership programme, inter-generational dialogue, high-school hackathons, youth inclusion in local politics, activism, and campaigning.

The project had a broader public impact by also sponsoring broader participation and activities at Nordic youth conferences and meeting places such as ReGeneration Week on Åland. The aim was to offer youth more platforms to network, share and build knowledge about sustainable living and promote it among peers. The project also invited young role models to speak at panel discussions and important events promoting SDG12 – including the UN High-level Political Forum on the SDGs 2024 and Sustainable Living Summit. We also collaborated with Nordic sustainability influencers to promote mindful consumption and lifestyle choices. For example, an informational influencer campaign over Black Friday, "Escaping fast fashion", that resulted in 315k+ views in total.

Furthermore, the project initiated a study in collaboration with NIKK who coordinates the Gender and Sustainable Living project, exploring youth and climate engagement from a gender perspective. The study, based on a survey and interviews with Nordic youth organisations, resulted in a report and webinar *Where are the boys in climate action?* in August 2024.

More youth-focused activities include:

- Webinar on youth engagement for sustainable communities launching the policy brief, *Youth as Partners in the Green transition*.
- The report on climate engagement from a gender and youth perspective together with NIKK, *Climate, Youth and Gender: Inclusion Strategies for Nordic Youth Movements*.
- Youth focus group on just green transition and sustainable living with the Nordic NJUST project, with main messages and recommendations summarised in a policy brief.
- Workshop on sustainable living in rural areas with Nordregio's GenZ Agency project.
- Panel discussion at Nordregio Forum and MR-R meeting in Iceland in October 2023.
- Youth engagement chapter written in collaboration with the Nordic Youth Network for Sustainable Development, for the 2024 Nordic VSR report to the United Nations: *The Nordic View on Sustainability (VSR): Learnings from the Local Level*
- Workshops for youth to learn hands-on methods for upcycling to promote mindful textile consumption, hosted by Icelandic designer Ýrurari at the Nordic House in Reykjavik 2023 and at the Nordic-Baltic Youth Summit 2024 in Vilnius.

Policy recommendations

Key messages from youth to local governments:

- Implement principles for real participation in all youth inclusion measures
- Create local youth councils and youth groups in collaboration with schools
- Utilize social media and digital platforms to reach youth where they are, beyond the youth council members
- Focus more on *all* SDGs in education, not just climate issues

Future directions

Checklist for effective youth engagement for sustainable development:

1. **Meet them where they are.** Reach out to young people in their natural environments, such as schools, youth clubs, and online platforms where they are active.
2. **Set clear expectations.** When organising meetings or discussions, define clear objectives and agendas. Instead of vague questions, ask for input on specific topics to focus the conversation.
3. **Listen to their needs.** Approach young people with an open mind. Avoid preconceived notions about their needs, concerns, and desires. Actively listen to their perspectives; their insights are invaluable.
4. **Empower them to lead.** Trust young people to take the lead and contribute to the development of solutions. Engage them in activities like hackathons that encourage creative problem solving.
5. **Highlight positive examples.** When discussing topics like climate change, emphasise positive examples and achievements. This can help alleviate climate anxiety among young people and inspire hope.
6. **Make and keep commitments.** Make concrete commitments to young people, and then provide regular updates on the progress of these commitments. Transparency is key to building trust.
7. **Sustain the dialogue.** Continuously engage in dialogue with young people and ensure follow-up on their ideas and concerns. Such ongoing conversation is vital for meaningful youth participation in local development.
8. **Acknowledge diversity.** Do not approach youth as a homogenous group. Acknowledge and address young people who are rarely invited or from marginalised communities, including vulnerable groups and those with fewer opportunities.

About the Sustainable Living Hub

The **Sustainable Living Hub** gathers project findings, guidelines and resources produced within the Sustainable Living Programme 2021-2024 for key sectors to enable sustainable lifestyles across the Nordic Region.

Coordinated by **Nordregio** in collaboration with **NIKK**, **Rannís**, the **Nordic Swan Ecolabel** and the **Nordic Council of Ministers**.

Nordregio Report 2024:20

ISBN 978-91-8001-118-1 (ONLINE)

ISBN 978-91-8001-119-8 (PDF)

ISSN: 1403-2503

<http://doi.org/10.6027/R2024:20.1403-2503>

© Nordregio 2024

Layout: Sara Melander, Nordregio

Cover Photos: iStock & Unsplash

Sustainable Living 2021-2024

The **Sustainable Living programme** consists of six projects that explore our lifestyle challenges through a unique mix of sectors and disciplines, including sustainable food systems, culture, education, youth, gender equality, and the Nordic Swan Ecolabel. Read about the six projects [here](#).

Sustainable Living is a cross-sectoral collaboration effort between the Nordic Councils of Ministers for Gender equality and LGBTI (MR-JÄM); Environment and climate (MR-MK); Fisheries, aquaculture, agriculture, food and forestry (MR-FJLS); Education and research (MR-U); Culture (MR-K); and the Ministers for Nordic Co-operation (MR-SAM), as well as NORDBUK (Committee for children and youth) and the Expert group for sustainable development.

Nordregio

Nordregio is a leading Nordic and European research centre for regional and sustainable development and planning, established by the Nordic Council of Ministers in 1997. We conduct solution-oriented and applied research, addressing current issues from both a research perspective and the viewpoint of policymakers and practitioners. Operating at the international, national, regional and local levels, Nordregio's research covers a wide geographic scope, emphasising the Nordic and Baltic Sea Regions, Europe and the Arctic.

Nordregio

Holmamiralens Väg 10
Skeppsholmen
Stockholm, Sweden
www.nordregio.org