



Meeting summary

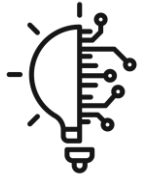
E4S Action Lab: EXPLORE – One Wellbeing: The next frontier of sustainability

October 10, 2024 – 9:30-12:30pm at Villanova UNIL, Lausanne

The multi-stakeholder exchange was structured in form of **group discussions around co-benefits of human and environmental well-being:**

1. Healthy nutrition;
2. Physical movement;
3. Connectedness with nature; and
4. Community sense.

Across roundtables, participants highlighted the necessary dissemination of holistic knowledge and awareness campaigns with the potential to incentivise behavioural change and priority setting for action at individual, organisational and policy level.



Roundtable 1: Healthy nutrition

Obstacles

The roundtable raised concerns about nutritional knowledge being too complex, insufficiently disseminated and not consistently applied in practice. Participants further highlighted challenges around demand-driven decision-making, for example in the case of addictive sugar-laden products, individualistic attitudes and ignorance.

Ideas for taking action

The roundtable called for the development of new business models which support food systems that create lasting impact for both human and environmental well-being. This requires a collective shift in mindset towards holistic thinking not only in academia but also in politics and industry. Incentives can take the form of regulations and price signals. Emphasising human and environmental health benefits might help to convey a sense of purpose. Leveraging motivating factors, such as shared meals and taking sufficient time to eat consciously, might further help to promote mindful consumption not only at individual level but also within organisations and across society.



Roundtable 2: Physical movement

Obstacles

The roundtable identified several factors that keep people from physical activity, including sedentary work environments, a disconnect between habits and what we intuitively know is good for us (e.g. "a child wants to run around outside"), a (perceived) lack of time and prioritisation, and a lack of knowledge and recognition.

Ideas for taking action

Participants suggested increasing the promotion around physical activity in nature, and thought of ways to trigger behavioural change, e.g. through introspection and by highlighting health and environmental benefits in the absence of intrinsic motivation. The roundtable further discussed positive side effects of physical movement, such as self-awareness, autonomy, empowerment and higher energy levels. Participants further suggested collective challenges, such as a "bike to work" initiative for team building.



Roundtable 3: Connectedness with nature

Obstacles

The roundtable noted a disconnect from nature caused by urbanised, digitalised lifestyles, leading to egocentric behaviour, including the control and exploitation of nature instead of harmony and symbiosis. Participants began to consider humans as part of nature, rather than separate from it.

Ideas for taking action

Participants suggested bringing together diverse stakeholders, including researchers, businesses, startups, policymakers, children and farmers to collectively expand our contact with and connection to nature. Experiential learning could take the form of nature-based retreats for teams or nature-based education in schools. The roundtable further discussed the idea of a club or association which attracts diverse stakeholders with the aim of fostering connections with each other and with nature. Such a community could help disseminate knowledge, highlight risks and benefits, gather support and inspire those who otherwise lack the intrinsic motivation to reconnect with nature.



Roundtable 4: Community sense

Obstacles

Participants noted the erosion of societal cohesion and highlighted the changing nature of relationships in the context of digital connection, Western individualism, short term incentive schemes, comfort zones and a general focus on what separates rather than what connects us.

Ideas for taking action

The roundtable defined communities as networks based on human similarities, shaped by identity, values and culture as well as a shared or higher purpose. Participants suggested an embedded concept of humans being surrounded by and interconnected with groups, organisations, and ecosystems. Participants emphasised the urgency of reconnection and recommended collaborative initiatives to motivate, empower, and support each other, as well as to acknowledge progress and increase general awareness. Performance benefits, such as incentivised by Bcorp certification, can help encourage leaders to prioritise a sense of community.