

2030

Let's think about
future scenarios
for the year 2030!



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Scenarios for Our Future



Research for sustainable consumption patterns and lifestyles (SusLife)
A project to create scenarios for sustainable lifestyles in 2030



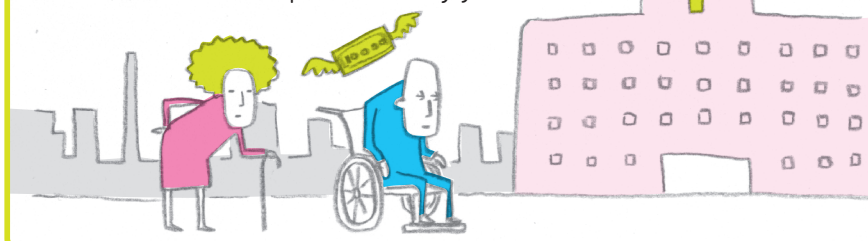
Put on your Future Goggles to see Japan in 2030

The Future Goggles show you one possible future. Akira is 12. Wearing the Future Goggles, he can see himself when he is 28.



Akira (age 12)

In the 2020s, rising costs of medical care caused financial problems in Japan. As well as the aging population, another cause for the rise in medical costs was that more people had to work under harsh conditions because of the intense competition caused by globalization.



So, the Health Scorecard¹ was invented.



The Health Scorecard combines and quantifies a person's health data. In 2030, health scores are taken seriously as measures for judging corporations and districts; people are careful about their health in their daily lives.

Example Going to work

Using the stairs earns health points, which can be exchanged for a range of goods.

Akira
Health points: ★★★★★☆



Example Staff evaluation

If employees' health scores are low, a business's reputation declines. Therefore, the health of employees is valued.

It takes a bit of sustained effort to improve your health score.

I must finish my work on time...

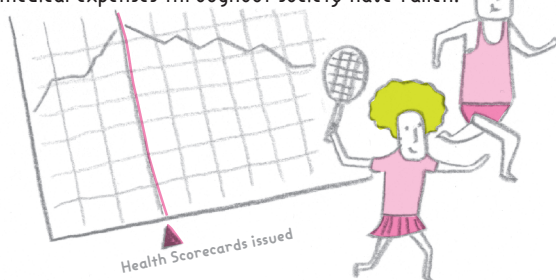
so I can go to the gym!

That's great

Wonderful



Since the Health Scorecard was introduced, working conditions have improved significantly and medical expenses throughout society have fallen.



But there are drawbacks. If you fall ill, it is more difficult to find work.

I failed another interview....

Carlos
Health points: ★☆☆☆☆



1: The Health Scorecard

A record of various kinds of data about health used as indices. Basic data on physical condition can be measured in health checks. Aspects of lifestyle such as eating habits, exercise habits, living conditions and work conditions are also quantified. The introduction of Health Scorecards leads to a decline in medical costs and care costs.

2: Health promotion programs

Programs run by public bodies and NPOs to improve the health scores of people suffering problems with their health. In addition to free counseling for jobseekers, a system of rules for evaluating how participation in the programs contributes to health-work balance is being investigated.

3: Health-work balance

Achieving a lifestyle that maintains a balance between work and health. In particular, it is important for businesses to improve both the productivity of work and the health of employees. Businesses that achieve a health-work balance will have a good reputation, which has benefits in securing good staff.

Finding a home, getting a job, and personal relationships: When you have good health everything goes better!

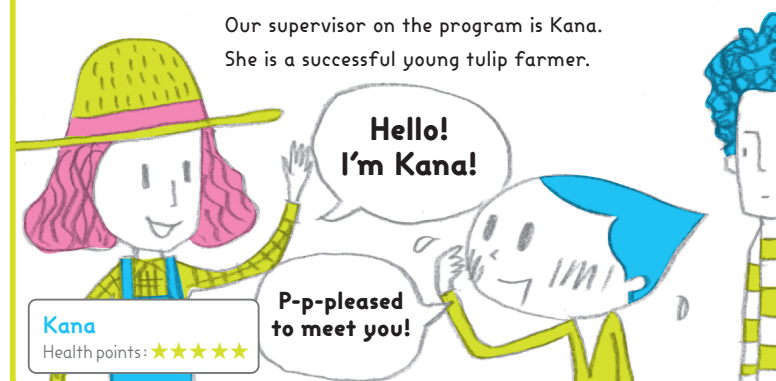
Carlos and I are taking part in a health promotion program² in a farming village.



Since this village was designated as a special area, more people have been returning or moving here from cities.



Our supervisor on the program is Kana. She is a successful young tulip farmer.



Kana
Health points: ★★★★★

Kana, you have great health and a great job. I wish I could be like you.



I must improve my health-work balance! I will reconsider my lifestyle!



I have resolved to wake up earlier and eat a healthier, balanced diet.



I have changed my working style.



I work on the farm two days a week and do my job by telecommuting.

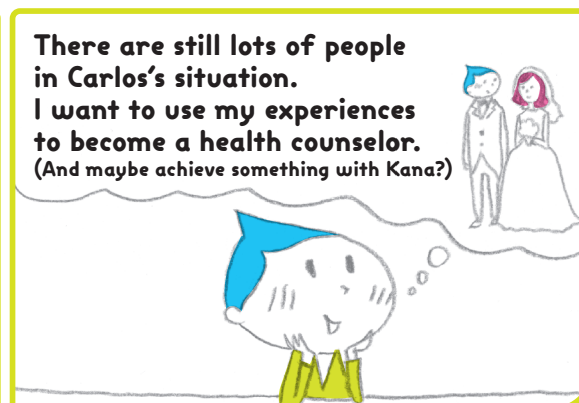
My work results have improved and my health score numbers have gone up really quickly!

Well done!

My score has gone up too!



There are still lots of people in Carlos's situation. I want to use my experiences to become a health counselor. (And maybe achieve something with Kana?)



What did you think of that?

This episode of a comic strip "The year 2030 may be like this" portrays one possible scenario for the future. It shows a society in which health is quantified, not just for medical treatment and care but also for evaluating businesses, areas and individuals. In 2014, there is already concern about medical costs increasing due to the aging population. Doesn't a future in which people are pushed to be healthy by the whole of society, so as to prevent illness, seem conceivable? But who devised this scenario and for what purposes? A brief answer is given on the following pages.



Let's paint a picture of lifestyles in the year 2030.

Let us introduce ourselves.

We are the *research team for sustainable consumption patterns and lifestyles* of the National Institute for Environmental Studies, Japan.

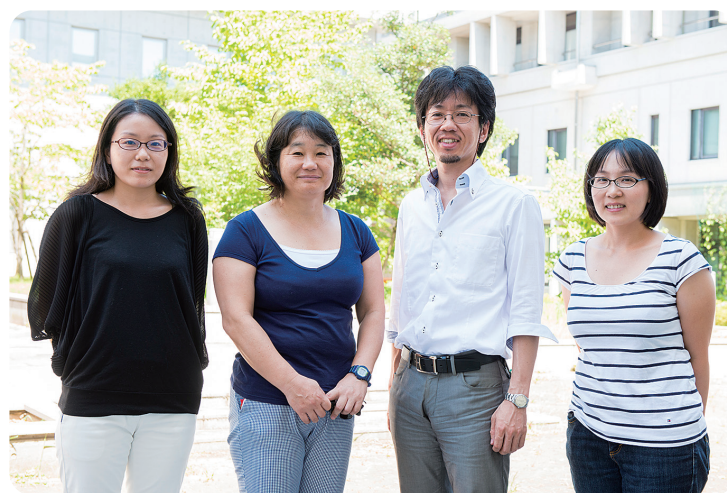
We think that, to address environmental questions at a deeper level, we must make genuine links between people's real lifestyles and the environment.

To find a way, we drew up four scenarios of *possible futures*, including *the health-oriented society*.

These scenarios are not predictions but we expect people to start rethinking *now* with visions of the future.

This is the concept under which we worked on creating the scenarios.

We hope that these scenarios will be useful as stimuli for reconsidering daily living habits and future lifestyles.



Yuko Kanamori Midori Aoyagi Tomohiro Tasaki Aya Yoshida

About the National Institute for Environmental Studies, Japan:

We are one of the research institutes in Japan conducting comprehensive, wide-ranging research into environmental topics, from global to local scales. We have researchers in a wide range of fields of expertise conducting transdisciplinary research ranging from fundamental research to problem-solving studies.



Creating Future Scenarios

Moving from *ecological* to *sustainable*

Over the past decades, the words *environment* and *ecological* have gained wide acceptance among ordinary people. Environmental problems have been recognized as a key issue facing the whole of humanity.

Many researchers agree that, to find solutions addressing root causes of environmental problems, the lifestyles of individual citizens must become more sustainable with lower environmental burdens. Based on this understanding, discussions about sustainable lifestyles (see below) are progressing at the international level as well.

The concept of the *environmental Kuznets curve* can be described as an U-shaped curve with the progress of economic development: the expansion and development of economic activities have negative effects on the environment up to a certain stage, after which the scale of negative effects on the environment is moderated by innovations in technology and systems. *An environmentally friendly lifestyle* is one thing that moderates effects on the environment, but this phrase tends to overlook lateral movements of social changes.

For environmentally friendly lifestyles to become established in a society, these lifestyles

should not only be better for the environment but also adaptable to shifts in a changing society and the desires of citizens in that society, and capable of meeting the needs caused by those shifts and desires.

The key to thinking about the future

Therefore, we decided to explore specific visions of sustainable lifestyles. The creation of future scenarios presented here is the outcome of the first phase of our studies. We attempted to grasp how lifestyles, not only for environmentally friendly lifestyles but for lifestyles in general, in Japan would change and what the causes of change would be.

Here, we present *possible lifestyles for the year 2030* in the form of scenarios. In the next phase, we try to explore specific visions of sustainable lifestyles based on the scenarios we have created.



For more information, please visit our web page *Research for sustainable consumption patterns and lifestyles* at:

<http://www.nies.go.jp/program/social/pj2>

What is a sustainable lifestyle?

"Patterns of action and consumption, used by people to affiliate and differentiate themselves from others, which: (1) meet basic needs, provide a better quality of life, (2) minimise the use of natural resources and emissions of waste and pollutants over the lifecycle, and (3) do not jeopardise the needs of future generations." Our project refers to the definition established by the Marrakesh Task Force for Sustainable Lifestyles under the 2002 Johannesburg Summit (the World Summit on Sustainable Development) Implementation plan.

Steps to Creating the Future Scenarios

We created our scenarios of *sustainable lifestyles for the year 2030* (future scenarios) using the technique of *insight Workshop**. The whole of society can be greatly altered by single effects, such as a major disaster or the emergence of new technology such as the Internet. Drew up the scenarios in a dynamic way, generating ideas of the future that can be predicted by projecting from the past combined with small signs of possible discontinuous changes in our society. As steps prior to drawing up the scenarios, we discussed **major trends** and **signs for new trends**. From these we derived results that have similar importance to the scenarios, including **16 lifestyle changes** and **eight future issues**.

*. Developed by Hakuodo Innovation Lab.

1

Collecting Information

We reviewed large quantities of relevant documents and existing studies and investigated points that require consideration when analyzing lifestyles: the forms of groups people belong to; specific activities such as housework, jobs, pastimes, leisure, study and relaxation; technologies that support aspects of living; relationships with families, other people, local communities; and so forth. Then, as departure points for exploring the future, we identified trends for a number of lifestyle changes that are expected to include more than half of the whole Japanese population in the year 2030.

Results

Analyzing group memberships covering 50–60% of Japanese society—
14 major trends

Latent potential to become mainstream in the future—
37 signs for new trends

Extracting from these trends—
16 lifestyle changes

2

Synthesized the Issues

Next, based on the 16 lifestyle changes, we extracted the issues that should be examined to elaborate ideas of the future in 2030. We analyzed relevant businesses, technologies, laws, etc. and specified the main factors that will be the “turning points of fate” that determine the future. Based on this preparation, we held discussions with experts. We summarized the discussions for a subsequent workshop with experts.

Results

Synthesized issues on the basis of lifestyle changes—
Eight future issues

External discussants
(in discussion date order, personal titles omitted)
Hidehiko Sekizawa, Machiko Ozawa,
Masahiro Yamada, Akiko Okabe, Yoshihiro
Kanematsu, Mitsuyo Matsubara,
Yuji Genda, Yoshinori Hiroi

3

Insight Workshop*

We held a two-day workshop, to which we invited experts in fields closely related to lifestyle, such as labor issues, and urban and regional issues. The focus has been on futures projected from the past until this step. The thinking behind our workshop, however, put the emphasis on generating ideas about discontinuous futures. Utilizing the future issues identified at the previous step, we established a base for future scenarios.

Results

Applying expert opinions to the future issues—
14 hypotheses on future social changes

Categorizing and conceptualizing the speculations on future social changes—
Five scenario ideas

External discussants
(in discussion date order, personal titles omitted)
Daisuke Tsuda, Mitsuyo Matsubara, Noshihito
Kayano, Ryo Yamazaki, Arisa Nishigami,
Akiko Okabe, Yoshihiro Kanematsu,
Keiichiro Yamada, Yukari Horie, Yohei Harada

4

Creating the Scenarios

Using the four scenario ideas obtained from the expert workshop, we specified details such as when, where, who, what, why and how (5W1H). Examining various aspects, such as whether a wide range of lifestyles were described and whether the proposals were consistent with previous analyses, we created the four future scenarios listed below.

Results

Integrating elaborating the scenario ideas—
Four future scenarios

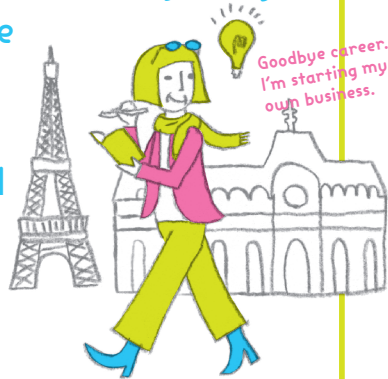
1. Towards a health-based society
2. Anti-aging town
3. Attaching myself to more than one community
Communities linked by lists of what people want to do; life curation
4. Enhancing communication with Visor-com

15 Years from Now, These Questions will be Important.

Here we introduce the “eight future issues” mentioned on the previous page: questions that should be considered when thinking about visions of the future in 2030. Consider these as hints for imagining the future in 2030

ISSUE 01

Will more people be moving away from dependence on organizations and creating lifestyles focused on the self (the individual)?



E.g., this person

- Location** Urban or suburban
- The person** A woman aged 51, in a study or experience-supporting community
- Family** Living with husband (aged 65, provides business support to wife and draws a pension), one child grown up and has become independent

She started corporate life before the “ice age for job seekers”. Her career had progressed well but, before she hit 50, she decided to start a second life independent of an organization. She is using her knowledge and networks in her areas of interest to launch her business.

ISSUE 02

Will more people be exploiting real and virtual networks to create pleasant communities and run businesses?



E.g., this person

- Location** Urban or suburban
- The person** A man aged 33, director of an NPO
- Family** A partner and cohabitee (in an informal marriage) who is also active in the NPO

Since the Great East Japan Earthquake of 2011, community activities such as volunteering and NPOs have increased. People with the desire to do something for society are gathering to live together. Now, they try to solve problems themselves instead of relying on the government: a new autonomy movement is spreading.

ISSUE 03

Will there be new self-sufficient communities that produce and consume food and energy locally, and people supporting these communities?



E.g., this person

- Location** Rural (or suburban where conditions allow)
- The person** A couple, both aged 42, active in local projects
- Family** Two children (8 and 5)

After corporate careers in Tokyo, the couple moved out to Nagano and started the country life they had dreamed of. To achieve a sustainable lifestyle that is better for the environment and not wasteful of resources, they try to produce and consume food, energy, etc. locally.

ISSUE 04

Will a work-life balance that suits individual ways of life be enabled by flexible and diverse modes of working?



E.g., this person

- Location** A large city
- The person** A woman aged 34, an employee who works reduced schedule (a professional in a medium-sized enterprise)
- Family** A husband aged 38 (also works reduced schedule) and two children (6 and 4); the couple's parents live in the countryside

Arrangements such as reduced working schedules have become normal and more families are achieving a good work-life balance. It may be that 1+1=1.5 in financial terms and there is little room for complacency, but couples actively engage in housework and child rearing and enjoy fulfilling daily lives.

ISSUE 05

Will there be more people who lack opportunities to improve the skills they need for work and are forced into job-hopping between unskilled jobs?



E.g., this person

- Location** Urban, suburban, rural, anywhere
- The person** A man aged 27, doing temporary jobs in sales, retail and factories
- Family** Living with mother (aged 54, in part-time work)

With his mother's help, he graduated from a public university but his job hunt was unsuccessful. He moves between temporary jobs in convenience stores, factories, etc. Now his only pleasure is a community website where others in the same situation congregate.

ISSUE 06

Will there be more people who have given up on relationships and are trapped in social isolation?



E.g., this person

- Location** Urban or suburban
- The person** A man aged 48, who lost his last temporary job two years ago
- Family** None; has not seen his parents in the countryside for almost ten years

He has never married and has had an irregular succession of temporary jobs. On many days, both holidays and weekdays, he talks to nobody at all. He uses digital social networks but does not express his real feelings on them. He feels more isolated every day and he is overwhelmed with sadness when he thinks of his old age.

ISSUE 07

Will there be more cases of carers, exhausted and overcome with stress, falling into despair?



E.g., this person

- Location** Urban, suburban, rural, anywhere
- The person** A man aged 56 with a permanent job
- Family** Father, 83, no longer able to walk and mother, 79, rendered helpless by dementia

He is single and lives with his elderly parents. One day, unable to cope with nights of caring followed by days of work, he runs away (abandoning his care role). Even if he returns to work later, his salary will be cut for taking unauthorized leave. His economic prospects are poor.

ISSUE 08

Will people who ignore the many changes in life and society and continue to live an improvident consumer lifestyle look out of place?



E.g., this person

- Location** Urban or suburban
- The person** A husband, 38, in permanent work and a wife, 37, in part-time work
- Family** A daughter aged five; the grandparents are in good health and live less than an hour away

A husband and wife whose parents lived through the bubble of the 1980s. Even in difficult employment conditions, he has been successful in finding desirable work. The most important things for them are pursuing their interests and meeting their friends, which they do to the full. They are optimistic, believing that if problems arise they will overcome them somehow.

What we learned from creating the future scenarios

2

The keywords are *health and relationships*

There are four types of risk in our lifestyles: health, finance, relationships, and security. With the many changes in society, anybody can be affected by financial risks as security risks that we cannot manage as individuals will increase; we can see a direction toward a sustainable society in *being healthy with sound mind and body and having relationships of people supporting one another.*

1

The causes of lifestyle changes

We surmise that the major factors causing changes to lifestyles will be people's strong desire for self-fulfillment and people's attitudes and responses to risks. People who have the ability to recognize risks quickly and react in accordance with their personal values are in the four issues at the upper part of the *eight future issues* in previous page. People whose attitudes and responses to risks are unsuccessful for whatever reason are in the four lower issues.

3

Evaluating the future scenarios

We explored researchers, experts and the public for their reactions to the future scenarios we created. The researchers and experts commented that this method of imagining future changes in lifestyles through scenarios is quite unique. The feeling of the public was that thinking about the future is very important for the lifestyle choices we are making now.

Overall schedule

2011 → 2012 → 2013 → **Now** 2014 → 2015

A research for the sustainable consumption patterns and lifestyles (SusLife) that we started in 2011 will reach an endpoint in 2015. Our intention is to widely share the results of our creation of future scenarios, pursue further research, and make suggestions for relevant policies.

Expert Voices

We pursued this project through interviews and discussions, receiving the wisdom of experts who are active in various fields. Here we present some of the comments the experts gave us about the value of this project.



Ryo Yamazaki, CEO of studio-L and community designer

Working in the regions, I have met many people working to clearly understand the issues we face and the risks we will face in the future and to offer advice to overcome them. In contrast, I feel that people living in large cities such as Tokyo may not be very sensitive to the risks of the future. The results of this study very important in being information that prompts these city residents to reconsider their daily lives and life plans. I hope the information will be spread to many people.



Yoshinori Hiroi, Professor at the Faculty of Law and Economics, Chiba University

Predicting the future is incredibly difficult. Even so, I myself have taken part in many discussions and talks on the subject of how Japan (or the world) will be (or should be) in the future. When digging down to the foundations of predictions, I often find that they are surprisingly dependent on individual hopes. On the other hand, science fiction movies and books portray unexpected radical changes in the future. This research project is very significant in taking good account of these pitfalls while pursuing a comprehensive approach from various angles. Its content will be the start of many discussions to come.



Mitsuyo Matsubara, Visiting fellow at the Research Institute of Economics and Management, Gakushuin University

The ways people work and their lifestyles are strongly linked. The technology behind our lifestyles must have great effects on the environment. I strongly agree with the concept of this project: the focus of this study is not limited to the environment and energy but rather has a scope that includes the ways people live in accordance with changes in society. I found the future issues that were brought up in the process of creating the scenarios convincing. I think they will be useful for people thinking about their own futures and careers.



Yukari Horie, representative director of incorporated NPO ArrowArrow

I think that the concept of, rather than looking for *answers* to the future from macro data, considering the various things that may happen to individual lifestyles and drawing up scenarios that may happen in the future is a valuable approach for today's society. As many different attitudes and ways of life appear, there will be no single answer. I think that the scenario approach is a useful way to answer the question "*How should I approach the future myself?*"