

THE ENERGY FUTURES LAB

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THE NATURAL STEP



- ▶ International NGO (started in Sweden) that undertakes sustainable development education and consultation/advisory work
- ▶ Since 1989 they have worked with thousands of corporations, municipalities, academic institutions and not-for-profits to understand and work towards greater sustainability
- ▶ Works in 54 countries and has offices and associates in 12 countries, including Canada

DEFINING SUSTAINABILITY

- ▶ **Principle 1:** We can't dig stuff from the Earth at a rate faster than it naturally returns and replenishes
- ▶ **Principle 2:** We cannot make chemical stuff at a rate faster than it takes nature to break it down
- ▶ **Principle 3:** We cannot cause destructions to the planet at a rate faster than it takes to regrow
- ▶ **Principle 4:** We cannot do things that cause others to not be able to fulfill their basic needs

A thriving human society within nature's limits is possible.

NIKE



- ▶ Re-use a shoe
- ▶ Considered shoe line
- ▶ Considered Index
- ▶ Trash Talk shoe



APPROACHING SUSTAINABILITY WORK TOGETHER DIFFERENTLY

To address the complex challenge of living sustainably, we need to tackle the interconnected and systemic causes of the great challenges of our time.

That requires an approach that looks at whole systems, collaborates across boundaries, and fosters innovation and creativity.

CULTURE Values, frames and worldviews

REGIMES New ideas, technologies and business models

NICHES Political, economic and social institutions and their regulatory frameworks

A FUTURES LAB IS...

A forum for ongoing experimentation, innovation, and collaboration

Space to move fragmented and polarized conversations to a new outcome-based dialogue

A channel to reframe a broader public narrative

Three examples:

- Future Fit Business Benchmark
- GTA Housing Action Lab
- Sustainability Literacy Lab

WHY ALBERTA?



As a global energy leader, Alberta has experienced more than most jurisdictions how **divisive** and **polarizing** energy issues can be



DESIRE TO SHAPE THE FUTURE NOT JUST COPE OR REACT TO IT

Events

What happened?

Patterns

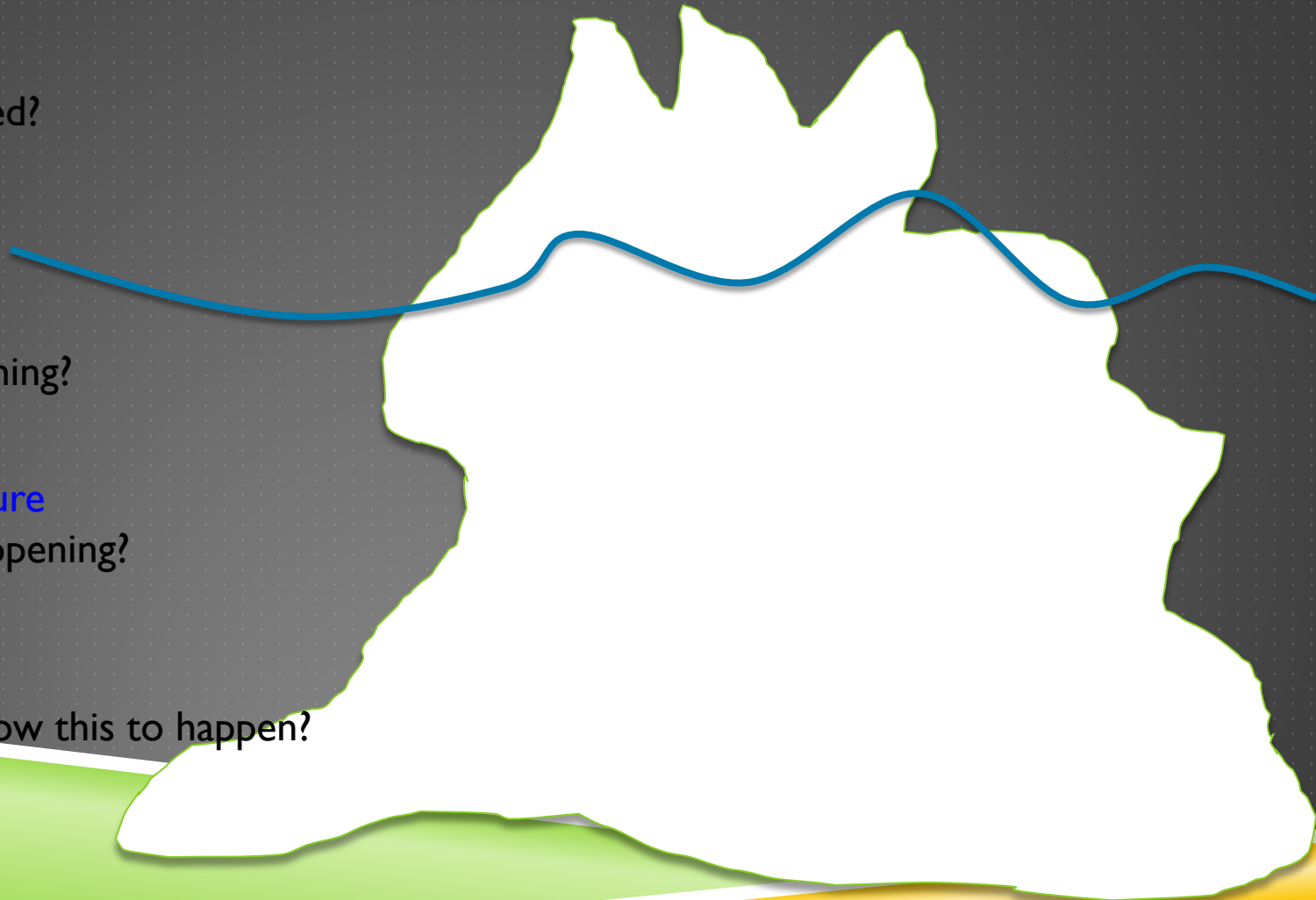
What is happening?

Systemic Structure

Why is this happening?

Mental Models

What logics allow this to happen?



THE ENERGY FUTURES LAB

An opportunity to test and scale prototypes and formalize collaborations to shape Alberta's energy future.

Fellowship

Inspire a cohort of 40 individuals to build trust and knowledge, share lessons and take collective action

Organizational Engagement

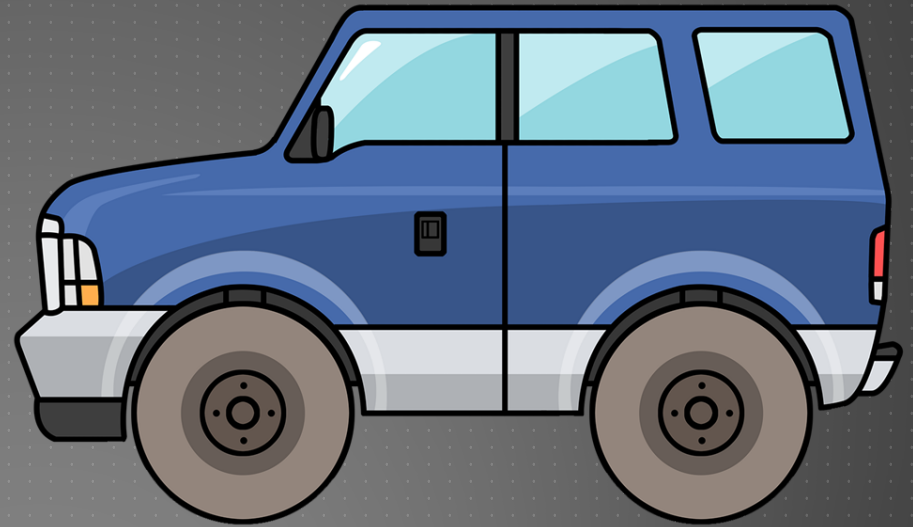
Share lessons and knowledge amongst participating organizations and their stakeholders

Public

Spark a new energy narrative

TRANSFORMING OUR SOCIAL PRACTICES

If we are to have a radical change in our energy systems it is will be insufficient to only look at how do we produce and supply the same amount of energy in a more efficient way, rather we will need to reconfigure our everyday practices to help us to use less energy.



THE SOCIAL CONSTRUCTION OF SHOWERING



Analysing the the technological, social and cultural elements that together constitute an apparently necessary daily activity such as showering is as important for environmental and energy policy, as is a change in technology.

Please join me in thinking about how we can address Alberta and the world's current and future energy challenges.

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