

Visions save the earth

Welcome to this book,  
300 pages of stories, analysis  
about the world in 2030,  
even further ahead  
and also about the present



# Agenda 2030 *the basis of everything*

First, a presentation of the project in PowerPoint format [here](#)

Below you can read a try-on chapter, **Sustainable consumption and production**, from the book.

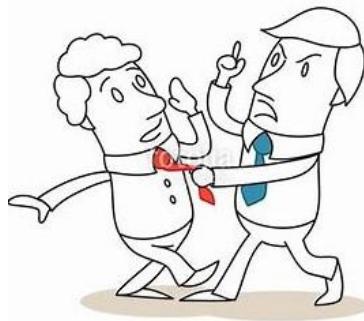
## Now the future must be created.

We are working to change  
to an ecologically sustainable society by the year 2030.

### Who are we?

***"It is criminal to have so much power and not use it in the best way."***  
***The UN Secretary-General directs sharp criticism at the world's leaders!***

***Does he mean politic will and commitment or the political system?***



There were once three people in power in Sweden named Ulf, Jimmy and Magdalena who tried to work together to implement Agenda 2030's sustainability goals. Ulf represented the Moderates (M), Jimmy represented the Sweden Democrats (SD) and Magdalena represented the Social Democrats (S). Despite their common goal of promoting sustainability and creating a better future for the country, their political domiciles were so different that it paralyzed their work.

Ulf, who was an advocate of market liberalism and privatization, had difficulty accepting ideas that involved government interference or regulation. He was convinced that the market itself could solve the sustainability problems through innovation and entrepreneurship. Ulf often opposed proposals from Jimmy and Magdalena to introduce stricter regulations for the industry or to increase the state's funding of sustainability projects. He believed that it would involve unnecessary interference by the state and hinder economic growth.

Jimmy, on the other hand, had a nationalist and anti-immigration agenda. He was skeptical of international commitments and collaborations. Jimmy questioned the sustainability goals, claiming that they would burden Swedish taxpayers and benefit other countries at Sweden's expense. He particularly opposed proposals to provide financial aid to developing countries to help them

achieve their sustainability goals. Jimmy believed that Sweden should primarily focus on its own citizens and their welfare.

Magdalena had strong social democratic values and saw the sustainability goals as an opportunity to promote equality and justice. She recognized the importance of addressing climate change, reducing inequality and promoting social responsibility. Magdalena advocated for increased government regulation and investment in sustainable projects. She was frustrated by Ulf and Jimmy's resistance to taking strong action and their lack of commitment to achieving the goals of sustainability..

The three leaders held regular meetings and discussions to try to agree on the way forward. But their differences in political domicile and ideology made it difficult to find common solutions. Ulf and Jimmy often saw Magdalena's proposal as a threat to economic growth and national sovereignty. Magdalena, in turn, felt that Ulf and Jimmy's ideological opposition to state interference and international cooperation was hindering progress and holding the country back.

Despite a common understanding that achieving the 2030 Agenda's sustainability goals was urgent and crucial for the future, tactical considerations of power and influence became so important that political cooperation failed. The three incumbents spent more time debating and defending their own positions than actually working together to promote sustainability. The political stalemate prevented the implementation of concrete measures and weakened Sweden's opportunities to take leading steps towards a sustainable future.

The story of Ulf, Jimmy and Magdalena is a reminder of the importance of overcoming political differences and finding common ways forward to achieve the sustainability goals. Real change requires collaboration and compromise across party lines, where politicians can agree on common values and visions for the future. Only by working together can we create a better and more sustainable world for future generations.

***In this story, it is clear that decision makers cannot agree on common goals.***

### ***What is it due to?***

In front of elections in Western democracies, opinion polls are conducted about the voters' priorities  
and then it can look like this;

- 1 more resources against violence and crime,
- 2 major investments in healthcare,
- 3 stronger defense,
- 4 better school
- 5 more green energy
6. higher pensions

Is it possible to get something done about the environmental and climate threats based on this wish list?

No, no and again no.

It is only possible to mend and patch old systems when you get such a sprawling wish list from the voters.

***The democratic system is not enough to solve limitless and timeless issues, even if they are life threatening..***

**A popular movement must once again be created.  
This time it concerns the next generation's habitat**

**The goal is a united public opinion  
in the most important issues; environment and climate  
and put firm pressure on decision-makers worldwide**

**"Solve environmental and climate change in cooperation with the people, researchers and experts during the coming term!"**

**The citizens are the politicians' clients.  
How does it go if the people give the politicians a concrete unified mission with demands linked to responsibility?**

**We find the answer to that in 20th century Swedish history with a stable political majority for 44 years.**

**Our welfare society was built then.**

**Now it's time again.  
A popular movement must be created.**

In the northern part of Europe, where the forests stretched to the horizon and the clear blue lakes reflected the sky, there is a country called Sweden. The year was 2022 and it was a time of great

changes and challenges. But in the midst of all this, something extraordinary emerged - a citizen's movement that would shape the country's future in ways no one could have imagined.

It started as a whisper among friends, as a glimmer of hope in everyday conversation. People in different parts of the country began to share their concern and commitment to the environment and climate. They realized that they could neither wait for the politicians to act nor let the beautiful landscapes and natural phenomena disappear during their generation. So, like little seeds planted in the ground, their ideas began to germinate and grow.

This civic movement, which was supported by an impressive percentage of the country's inhabitants – as much as 23% of the population – came to be known as the "Green Future". It was a movement that felt a deep and strong connection with nature and decided to act as the protector of the earth.

But there was a paradox in this commitment. In an era where political debates were dominated by different priorities, "Green Future" had a challenge ahead of it. They understood that many of their citizens had important desires and concerns close to their hearts. A desire for lower taxes to relieve the economy, a longing for well-functioning healthcare and schools, a stronger defense readiness, and a desire to fight violence and crime to create a safer society.

It was a balancing act that would test the movement's ability to unite and inspire. But they were not discouraged by the challenge. Instead, they decided to work with openness and mutual respect.

"Gröna Framtiden" went out with a strong and united voice. They realized that in order to solve the environmental and climate problems, they had to balance different needs and desires. They gathered in city parks, in squares and online to discuss and share their ideas.

Through campaigns, information meetings and workshops, they succeeded in building a broad understanding of the importance of prioritizing the environment and climate. They showed how investing in green energy sources and sustainable initiatives would not only benefit the planet, but also create jobs and strengthen the country's economy in the long term.

In the heat of the election campaign presented "Gröna Framtiden", its demands on the politicians. They emphasized that although there were different wishes and priorities, it was crucial to think about the country's long-term sustainability. They emphasized that by investing in green technologies and investing in the environment and climate, they would also create a more stable and safer future for all citizens.

The politicians could not ignore the powerful citizen movement. They understood that they had a unique opportunity to create real change. Through dialogue and collaboration, they began to formulate an ambitious plan. They restructured budgets and resources to include investments in green energy sources and sustainable projects.

The election results came as a surprise to many. "Green Future" had not only made the politicians listen to their demands, they had also succeeded in changing the landscape of political priorities. It was a victory for the citizens, for the environment and for the future.

And so, in the beautiful country of Sweden, "Green Future" showed the way for a sustainable future. Through a strong community and an open dialogue, they had managed to unite different interests and priorities to tackle one of the most pressing challenges of our time. It was a story of citizen power, of bringing people together and inspiring change – a story of hope and a greener future for all.

**The responsibility for the future falls heavily on us citizens.  
The politicians are our executors and we must show what they must fulfill.**

**It is good for economic and political power to have a divided popular will.**

**This division is catastrophic for humanity and the planet.**

The only way to make the decisions that are necessary and urgent is a united public opinion.

**If we want to achieve it, we need to give up groupthink and realize  
that all life forms belong to the same system, the ecological.**

**A holistic approach is the only thing that saves the earth.**

## **Is agony and worry about the future over?**



**Are the visions (the goals in Agenda 2030) our last chance?**



## The book's content

### Introduction

-The future if we remain passive

-Chapters 1 - 17

-The theme's goals and subgoals from Agenda 2030.

-Analysis by Uppsala University (2018) about the situation in Sweden and especially difficulties before the transition to a sustainable society.

-A story about society in 2030 when the goals are met within each theme area.

  (-A national and a global personal story, only in Chs 1 and 12)

-A description of obstacles that must be overcome to achieve the goals.

-A summary of the topic area covered in the chapter.

-A description of how each sustainability goal is connected to several others, a whole.

-An obstacle that counteracts the changeover in the form of structure, system or tradition.

-Chapter 18 the whole is the reality - 3 stories.

-Chapter 19 our economic system, help or hindrance? An alternative model.

-Chapter 20 UN report on the situation in the 2022 transition.

-Chapter 21 Move forward the positions.

-Chapter 22 Prioritize the most important.

-Chapter 23 Ambiguities seek answers.

-Chapter 24 Contradictions.

-Chapter 25 Perceptible reality.

-Chapter 26 The future.

-Chapter 27 Man, obstacles to the transition

-Chapter 28 The old or visions?

-Chapter 29 The divining ball

-Summary with stories about how we will get it in our everyday lives in southern Europe with 2° respectively 3° temperature increase

***The goals in the UN's conventions and agreements are goals or visions and today we have the answer to what it costs to just fulfill them "at will".***

## ***Reading tips!***

The book begins by describing the future if warming continues.

A different future if we meet each of the Agenda's sustainability goals.

Three stories about the future when all goals are met.

The economic system and the transition.

Report goal by goal how far we have come in 2023.

What obstacles and contradictions do we have to fight against?

The role of humans in the transition:

Keep the old or work against the visions.

The summary that ends the book allows us to concretely follow what happens in Southern Europe if we reach 2° or 3° heating.



The book can be seen as a source of inspiration or thought provoking.

Use it to delve into areas that interest you the most.

When you have read and thought about the content of the themes that interest you the most

then it's time to discover something else that catches your interest..

Another way is to just read the stories about what society looks like in 2030 in terms of the desired "theme area". the four stories about how we will be in 2030 when all milestones are met and finally stories about people's experiences when warming reaches +2° respectively 3° in southern Europe

In addition, the book contains many other stories that speak to the reader.

# Chapter 12

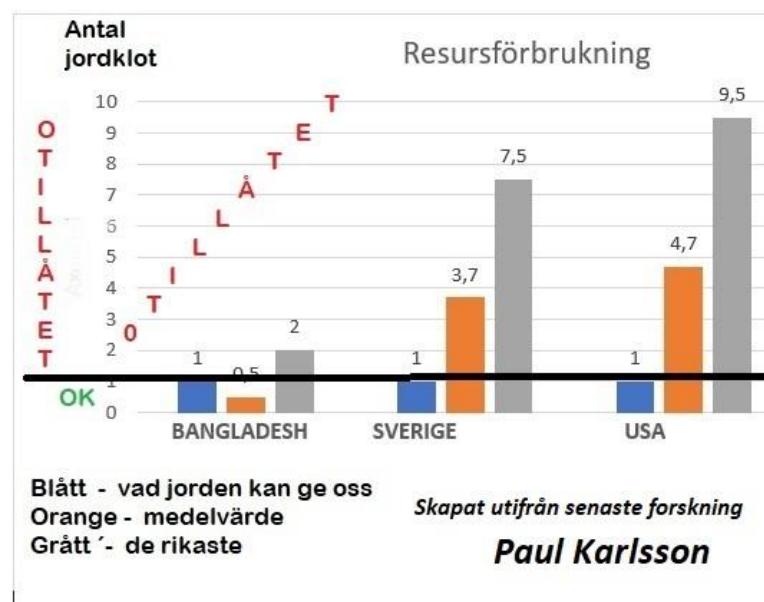
(Chapters 1 - 17 have the same content, but 1 and 12 have multiple stories)



## Measure 12 Consumption and production

For years the planet has provided us with an abundance of natural resources, but we humans have not used them responsibly and are now consuming far beyond what our planet can handle. Did you know, for example, that 1/3 of the food produced is thrown away? Achieving sustainable development requires us to reduce our ecological footprint by changing the way we produce and consume goods and resources.

Sustainable consumption not only entails environmental benefits but also social and economic benefits such as increased competitiveness, growth in both the local and global market, increased employment, improved health and reduced poverty. Transitioning to a sustainable consumption and production of goods is a necessity in order to reduce our negative impact on the climate, environment and human health.



Consumption in the world today! Almost 100 countries have the same situation as Bangladesh. (2021)

## Analysis for the transformation of Sweden (2018)



### Summary

Sustainable consumption and production has been identified by the OECD as the goal where Sweden has the greatest challenges. Prevailing consumption patterns have a negative impact on people's health, the climate and the environment, both in Sweden and globally.

#### ***Some identified challenges based on Agenda 2030:***

A transition from a linear to a circular economy means a comprehensive and long-term social transformation.

The consumption-based emissions of greenhouse gases are high, especially linked to food, transport and accommodation.

A large proportion of the goods and products consumed in Sweden are produced in other countries that have lower sustainability requirements.

Imported goods lead to the release of hazardous substances in Sweden, substances that are neither permitted in Sweden nor the EU.

Phasing out of hazardous chemicals and reduced chemical use.

Weak disclosure requirements for Swedish companies in international operations.

## Goal in sight



- Implement the ten-year framework for sustainable models in consumption and manufacturing. The developed countries must be the first to show the way for development, but all countries must make sure to do what they can.

- Take care of and use natural resources in a sustainable and efficient way.
- Reduce food waste, i.e. the food that is thrown away, by half worldwide. This applies both to what is thrown away by private individuals, shops and after the harvest.
- Ensure that chemicals and all types of waste are handled in an environmentally friendly manner. Also reduce their emissions into the air, water and soil.
- Reduce the amount of waste by making sure that things are not thrown away. Instead, the waste must be reused and recycled.
- Everyone, but especially large companies, must be encouraged to introduce sustainable methods in their operations. They must also be encouraged to include information about their sustainability when they report on their operations.
- Public procurement is when authorities and other government activities purchase goods and services. They must have sustainable methods that fit with the countries' laws and policies.
- Ensure that people everywhere have information and awareness about how to live sustainably and in harmony with nature.
- Support developing countries to strengthen the science and technology needed to have more sustainable consumption and production.
- Develop and implement methods that look at how sustainable development affects sustainable tourism. Tourism should create jobs, and support the local culture and local products.
- Remove subsidies, i.e. financial support, of fossil fuels that encourage wasteful consumption. Use the opportunities available in the country to ensure that the market is not distorted, i.e. unfairly by making it easier to buy fossil fuels.



## **Society in 2030 when the goals are met**

One of the most important changes is the transition to renewable energy and sustainable production methods. Solar and wind power plants are common and replace the fossil fuels that used to be the main energy sources. By reducing emissions, we have succeeded in slowing climate change and creating a cleaner and healthier environment for people and nature.

In the manufacturing sector, the circular economy has become the norm. Products are designed with recycling and reuse in mind. The materials used are biodegradable or recycled. By extending the product's lifespan and reducing waste, we have succeeded in reducing the impact on the environment and saving resources.

People's consumption habits have also changed radically. With increased awareness of the environmental consequences of our choices, responsible consumption and ethical choices are the norm. Consumers prioritize products that are manufactured in a fair way, without exploitation of labor or harmful impact on the environment. This has led to companies restructuring their operations to become more sustainable and socially responsible.

The global poverty level has decreased significantly as economic growth has taken place in a sustainable and inclusive manner. By promoting a fair distribution of resources and education, we have succeeded in reducing inequalities and giving all people the opportunity to live a dignified life.

Society has become more aware of the importance of protecting and conserving natural resources. Forests, seas and biodiversity recover thanks to effective nature conservation work. By protecting ecosystems and conserving endangered species, we have ensured that biodiversity continues to enrich our planet.

In this sustainable future, people have learned to live in harmony with nature. We have realized that our survival and well-being depend on a balance between human needs and the planet's resources. By following the goals established within Agenda 2030, we have created a better one and more sustainable world for future generations.

## Obstacles to achieving the goals



Despite the progress and positive changes in the description, there are still obstacles that need to be overcome to achieve the stated goals for a sustainable future. Here are some of the obstacles that can be identified:

- Opposition to renewable energy: Although solar and wind power plants have become commonplace and replaced fossil fuels, there is still opposition and influence from the fossil fuel industry. Certain interests may oppose the transition to renewable energy due to financial interests or resistance to change.
- Challenges with energy storage: One of the major obstacles to a broad transition to renewable energy is the need for efficient energy storage systems. Solar and wind power are intermittent sources of energy and require advanced storage solutions to meet constant demand.
- High cost of sustainable production methods: Switching to sustainable production methods can be costly for companies, especially SMEs. It requires investment in new technology and restructuring of production systems, which can be a challenge for companies with limited resources.
- Consumption habits and behavioral changes: In order to achieve responsible consumption and ethical choices, behavioral changes in consumers are required. Changing consumption habits and prioritizing sustainable products can be a challenge, especially in societies where convenience and price tag are often prioritized.
- Fighting global poverty: Despite economic growth occurring in a sustainable and inclusive manner, there are still challenges in reducing global poverty and inequality. It requires continued efforts to promote a fair distribution of resources and access to education and opportunities.
- Challenges of conservation and conservation: Protecting and conserving natural resources requires effective action and cooperation at the global level. There are challenges in dealing with environmental degradation, illegal logging, overfishing and other threats to ecosystems and biodiversity.
- Short-term financial interests: Many of the necessary changes for a sustainable future may require short-term financial sacrifices. Some interests may be reluctant to make such sacrifices and may prioritize short-term gains over long-term sustainability goals.

Overcoming these obstacles required political will and international cooperation. It required technological innovations and an awareness among the public of the need for change. It was a

journey that would require perseverance and commitment from everyone. Because only by addressing these obstacles and continuing to work towards the sustainability goals could they create a better world for future generations.

#### **A local personal story from the year 2030 – Consumption and Production**

My hometown has changed shape over a five-year period. A gentle but clearly visible change has been made. The large business complexes have been divided into smaller units as most of the surplus goods have disappeared from production. The dominant stores are still there but their product range has shrunk from perhaps 20,000 items to 7,000.

In the spaces that have become vacant, previously unknown businesses have taken their place. Second Hand has become so big that there are special shops for women's, men's and children's clothes and shoes. Sometimes it is even stated that the stores sell with a focus on certain ages.

Furniture, interior design, leisure, sports, music and second-hand pet stores have sprung up like mushrooms from the earth. In 2024, there was one big thrift store in my neighborhood that sold everything and also served several suburbs. Today, the business has grown to at least 25 stores.

Other businesses that have been added are shops that carry out repairs and alterations with a focus on furniture, electronics, shoes and clothes. This is because production has received higher demands on durability and the possibility of repairing goods that are sold. You also see companies in the center that take care of different types of waste, including environmentally hazardous ones. and transports it to the nearest recycling center. These are now also completely changed in their care.

Something else that you cannot avoid seeing are shops where you rent out everything from tools to special tools and machines.

Another sign of a time of new values is that everywhere you see calls not to buy more food than you need. In the big shops, reminders about this constantly appear and you now have the same price per kilo regardless of the size of the packaging. The packaging has also significantly changed shape and colors and is now entirely made of recyclable material. Even in restaurants, guests are now asked about portion sizes.

Advertising with the call to "buy yourself happy" has almost ceased and has been replaced by consumer information and lifestyle campaigns for new values about our consumption. We are asked to be minimalists in our way of life.

On the roads, car traffic and in particular lorries have decreased significantly and in the cities pedestrian streets and green areas have increased significantly. Even in ports and airports, traffic is considerably less, while public transport is being expanded and increased more and more.

In the homes, you have a standard that has been adapted to the new spirit and you have in a short time got used to the idea that the accommodation should also be adapted to people's situation and needs.

Out in the countryside, there has also been a change in terms of community service. It has been decided that citizens should only have more than a certain number of kilometers to healthcare, pharmacies, banks and grocery stores in exceptional cases.

### **A Global Story - Consumption and Production - Kenya**

In coastal areas, many millions of people have been able to resume coastal fishing, which has been their livelihood for generations. Fish stocks were close to collapse in the early 2020s. People have again taken up small-scale manufacturing of everyday items and likewise more are employed in small-scale agriculture which now dominates the countryside. It has meant a big boost for the local marketplaces.

A liter of milk used to cost about the same as in Sweden, despite the fact that a worker in Sweden earned per hour what a worker in Kenya can hope to earn per week. Now prices have leveled out thanks to more people getting rights to cultivate the land, better methods, tools and infrastructure so that farmers can also sell their products in other places and with different conditions. They have also created a peaceful coexistence within countries.

The population was formerly one of the world's poorest, despite the fact that there is both gold and diamonds in the ground and the soil is among the most fertile in Africa. When natural resources must be extracted in a sustainable way, chemicals and waste must be managed responsibly, foreign investors lose interest in many businesses in poor countries. When the countries and their own people ran businesses, the country and the population developed. The profits thereby stayed within the country.

It also succeeded in slowing down the informal sector. Now the workers have more power over their own situation and thereby avoid locking people with low education in poorly paid jobs.

The ownership of resources and the rights to extract them has also changed and thereby unused natural resources that were previously seen as a cause of resource scarcity have been turned into profits for both individuals and society.

Short-term greed was once about to deprive the African population of the right to share in the continent's immense riches, but by fulfilling the objectives of Agenda 2030, they have developed their societies so that a dignified standard of living spreads to more and more people.

They have been able to realize old thoughts that "There are no excuses for Africa's population and environment to once again pay for the outside world's need for raw materials and cheap consumer goods".

The unequal power structures, in terms of production, which applied in almost all poor countries, have been major problems. This means not only that people are poor, but also that inequality itself excludes the poor from development by concentrating resources on the social elite.

Most African states are already far more unequal than European ones in particular. A big reason for this is the large informal working life (undeclared jobs) and widespread corruption. How resources are concentrated does not therefore depend on legal and legitimate development with skewed distribution of resources. In Kenya, for example, in 2013, approximately 30 percent of the previous year's state budget could not be accounted for.

The inefficiency and racketeering has been so widespread that it is difficult to understand the patience of Kenyans with those in power. In Kenya, ideas of redistribution and equalization have never had a strong hold.

When meeting the target descriptions and accounting system according to Agenda 2030, in Consumption and Production, it meant a clear rise in the standard of living for the poorest part of the population and the countries also became richer and could improve their infrastructure.

## Summary



In summary, there are several obstacles that must be overcome to achieve the goals for a sustainable future.

Resistance to renewable energy, challenges with energy storage and high costs of sustainable production methods are barriers in the energy and manufacturing sectors.

Consumption habits and behavioral changes in consumers pose a challenge to promote responsible consumption and ethical choices.

Fighting global poverty and inequality requires continued efforts for a fair distribution of resources and opportunities.

Challenges with nature conservation and conservation include dealing with environmental degradation and threats to ecosystems and biodiversity.

Finally, short-term financial interests can be an obstacle to making the necessary sacrifices for a sustainable future.

Overcoming these obstacles requires political will, international cooperation, technological innovations and public awareness. Continued work and commitment is required to create a better and more sustainable world for future generations



## Links to other targets

If we meet Goal 12: Sustainable consumption and production in Agenda 2030, it will have a significant impact on several other goals within the Agenda.

### Here are some of the main targets affected:



- Goal 1: No poverty: Sustainable consumption and production can help reduce poverty by creating economic opportunities and better living conditions for people. By promoting sustainable production methods, fair trade and economically favorable conditions for producers, Goal 12 can contribute to reducing poverty and promoting economic development.
- Goal 2: No Hunger: Sustainable consumption and production can improve food production and ensure that everyone has access to sufficient, nutritious and safe food. By reducing food waste, promoting sustainable agricultural methods and ensuring fair access to land and resources, Goal 12 can contribute to fighting hunger and promoting food security.
- Goal 3: Health and well-being: Sustainable consumption and production can contribute to improving health and well-being by promoting safe and non-toxic products, reducing pollution and improving working conditions in production. By promoting sustainable production and consumption patterns, Goal 12 can contribute to promoting a healthy and sustainable lifestyle.
- Goal 6: Clean water and sanitation: Sustainable consumption and production is important to protect and preserve the water resources. By reducing water consumption, improving water quality and streamlining water management in production, Goal 12 can contribute to ensuring clean water and sanitation for all.
- Goal 13: Combat climate change: Sustainable consumption and production are crucial to reducing greenhouse gas emissions and reducing climate impact. By promoting energy efficiency, the transition to renewable energy, and reducing the use of resources and waste, Goal 12 can contribute to combating climate change and promoting a sustainable environment.
- Goal 15: Ecosystems and biodiversity: Sustainable consumption and production can help protect and preserve ecosystems and biodiversity. By promoting sustainable forestry, combating illegal trade in animals and plants, and reducing pollution, Goal 12 can contribute to protecting nature and promoting sustainable ecosystems.

There are also other connections between Goal 12 and several other goals in Agenda 2030, but these examples provide an overview of the broad implications of achieving sustainable consumption and production. By investing in sustainable and responsible consumption and production, we can contribute to achieving several goals within the Agenda at the same time.

## Conclusion

In order to meet the goals in terms of consumption and production, we had been forced to fundamentally reorganize society.

-We understood that we in the rich countries could not continue with the overexploitation of natural resources but instead switch to sustainable products, reuse and recycling.

-Also, we must reduce that 30% of our food that doesn't become food for humans. Chemicals and other dangerous substances must be recycled in an environmentally friendly way and the amount of waste must be significantly reduced.

-The current economic model, political resistance and lack of cooperation, socio-economic factors, cultural challenges, lack of knowledge and public awareness and the need to change behavioral patterns and consumption habits, also hinder progress.

-Education and awareness-raising are also important to change behavior and promote a sustainable lifestyle.

- We also realize that political will and leadership are required to prioritize sustainability, support research and technology.

Many of us have understood all this, but it doesn't seem to be enough anyway.»

## The conclusion as a story

Let me take you on a journey to a fictional place by name "Ekobyen", where the residents had a burning commitment to achieving goal 12 of Agenda 2030 - sustainable consumption and production. Their story gives us an insight into what is required to create a world with responsible and sustainable consumption patterns.

In Ekobyen the inhabitants were tired of the increasing consumption culture that led to overexploitation of resources and negative environmental impact. They realized that a change was necessary and that they needed to return to a more balanced and responsible view of consumption.

An important part of their journey was to reduce waste and promote recycling. The inhabitants of Ekobyen became masters of recycling and repurposing materials. By creating a culture of creativity and innovation, they were able to give new life to old things and reduce the need to produce new ones. Old clothes were restyled and broken items were given new life through repair. By establishing recycling stations and providing residents with easily accessible options for recycling, they were able to minimize waste and maximize resource recovery.

Another key factor was to promote sustainable production and consumption by prioritizing environmentally friendly products and services. The inhabitants of Ekobyen supported local businesses working to reduce their environmental impact and offer sustainable alternatives. By demanding and supporting these products and services, they helped create a market for sustainable goods and drive innovation in sustainable production.

The inhabitants of Ekobyen also recognized that education and awareness played a critical role in promoting sustainable consumption and production. They organized workshops and information campaigns to spread knowledge about sustainability and inspire others to make informed choices. By educating young generations and integrating sustainability principles into the education system, they were able to ensure a long-term change towards sustainability.

But what really did Ekobyen special was that they created a social culture that valued sharing and community over abundance. Residents shared resources, tools and knowledge with each other. They created sharing economy platforms and exchanged goods and services among themselves. By reviving the traditional values of cooperation and solidarity, they created a society where it was not about having the most, but about sharing and contributing to each other's well-being.

## **Holistic view**

Ekobyen showed that in order to achieve goal 12 of Agenda 2030, it was necessary to reshape our consumption habits and prioritizing sustainability over abundance. It was about reducing waste, promoting recycling, supporting sustainable products and services, educating and raising awareness, and reviving values of sharing and community. By following Ekobyens example, we can create a world where consumption and production are driven by sustainable principles and where we take responsibility for our choices and their impact on the planet and society as a whole.

Agenda 2030 covers all of society's activities and therefore, in each chapter where the goals are addressed, you get a presentation of how the various themes affect and depend on each other. There you realize that it is not possible to free up and fight for change within just one target area.

Now we leave the individual goals and deal with the whole that arises when all goals are summarized and analyzed. Four stories in different forms describe how society could be designed in 2030 when the whole is taken into account. Even in that overall perspective, there are obstacles of an overall nature. What do they look like and how difficult are they?

It is important to protect this society against unwanted changes in the future, regardless of how far we get in the change work..

Time to return to reality in 2023 to weigh it against what the fulfilled goals of Agenda 2030 could give us for Society year 2030.

When are people's characteristics and personalities the biggest obstacle in changing work? Some practical examples that are suitable for your own reflections and thoughts.

The totality of a summary is a decisive factor for our future. What do the world leaders want? The question is; "What accounts for the difference between what is achieved and what could be the outcome if all goals/visions are fulfilled?"

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[karlssonpaul04@gmail.com](mailto:karlssonpaul04@gmail.com)

Högdalen in Stockholm on September 30, 2023

*Sincerely*  
*Paul Karlsson*