

# Be part of catalysing the shift towards a sustainable Europe

We're inviting 'Future Shapers' like you, to join forces and explore the future of people-driven innovation and enterprise. This call for help is part of EU-InnovatE, a ground-breaking project funded by the European Commission which is aiming to accelerate the shift towards to a sustainable future.

More consumers than ever are developing and adapting their own ideas and innovations in a bid to make their lifestyles, and those of others, more sustainable - we call this approach 'user innovation'.

To understand what this trend means, we're bringing together a network of 'Future Shapers', to explore the opportunities user innovation presents for individuals, business and governments.

You are exactly the kind of person we would like to be exploring this topic with, and hope this opportunity excites you. We want you to see it as your chance to help create and shape the future.

**"Accelerating the shift to sustainability will require leveraging the full potential of every human being."**

Kofi Anan

Over the next three years we're going to be running a series of workshops and interviews, and crowdsourcing views and opinions. Focusing on the areas of food, energy, mobility and household living, we'll be looking to develop new solutions that will enable user innovation and entrepreneurship, and help to inform future EU policies.

## Who we're looking for

We are looking for 200 individuals or company representatives willing to seize the opportunities the future offers. We're looking for a diverse range of people spanning right across Europe, with experience of entrepreneurship, innovation, and sustainable lifestyles, along with businesses, academics and policy makers willing to experiment and explore what this means for them.

## What's in it for you

You will be part of a dynamic, cutting-edge community that is shaping the future. In addition, you will have access to:

- **Great networking opportunities** with sustainability pioneers across Europe helping to influence EU policy
- **Stimulus, outputs and tools** to help you develop new commercial solutions and approaches for sustainable lifestyles
- **Forum' for the Future's 'Future Shaper'** network for the duration of the project – and have the opportunity to be part of Forum's other global, system-shaping activities, as well as free online subscription to Green Futures magazine

## What we ask in return

We would ask that over the next three years, you get involved with at least one of the following activities:

- Attend **project workshops** held throughout Europe - interactive futures sessions and policy innovation workshops
- Help us crowd-source and test emerging ideas and approaches – via **online conversations, webinars and surveys**
- **Tell your story** - take part in interviews about how you're bringing sustainable solutions to life or supporting others to do so.

# How to get involved

To join the EU-InnovatE 'Future Shaper' network, simply send an email to Kester Byass – [k.byass@forumforthefuture.org](mailto:k.byass@forumforthefuture.org) - including the following information:

1. Your name, organisation, location and areas of interest
2. Your answer to this question (in no more than 140 characters):

## What is your role in creating sustainable lifestyles in Europe in the future?

3. If you'd like to be profiled on the EU-InnovatE website, please send us a profile picture we can use, along with a link to your website or social media profile.

### Forum for the Future

We are an independent non-profit working globally with business, government and other organisations to solve complex sustainability challenges.

Forum for the Future will be coordinating this network of 'Future Shapers' as part of EU-InnovatE  
[www.forumforthefuture.org](http://www.forumforthefuture.org)

### ABIS

ABIS is a unique network of global companies and leading business schools committed to mainstreaming sustainable enterprise in business and policy research, executive learning and management education.

ABIS will be supporting the EU-InnovatE, Future Shaper network  
[www.eabis.org/](http://www.eabis.org/)

### EU InnovatE

EU-InnovatE is a three-year European Commission-funded project exploring Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship. Fourteen European institutes will be investigating this trend to see what potential it holds for a sustainable economy over the next three years. Up until now there has been relatively little research into this field so this project will be ushering in a new era of sustainability for Europe and beyond.

