

The 2022 Initiative

Project idea to accelerate sustainable development

We want to get to a mobilization and momentum to speed up sustainability work in Sweden for 2030 through a clear vision and targets for 2022. – A project in three parts:

- 1. Stockholm Conference until today** – mapping / gap analysis, training materials, etc.
- 2. Sustainability Olympics/Agenda 2022** – focus on increasing the pace towards a sustainable Sweden, and contribute to global sustainability. Through a combination of collaboration and competition, and by highlighting sustainable solutions, methods and tools, we can create increased and sustainable competitiveness. Matchmaking and partnerships for co-created sustainability is another important part.
- 3. Stockholm Conference +50 arranged by Sweden in 2022** – a kickoff for 2030

The year 2022 – Halfway to 2030 and 50 years since the Stockholm Conference

- 2022 is the halfway to the 2030 approval of the UN Sustainable Development Goals (SDG).
- 2022 marks 50 years since the Stockholm Conference was held, the first international UN conference on sustainable development (although the term came later).
- A vision for 2030 is good and milestones and a clear goal before 2022 accelerates the process.
- The year would therefore make an excellent milestone to accelerate sustainability work in Sweden, which in turn would lead to increased competitiveness.
- The project could also speed up the work with the Swedish Policy for Global Development (PGD) and thus contribute to sustainable development worldwide.
- To further strengthen the incentives to work towards 2022, the Swedish government could suggest that we arrange the Stockholm Conference +50 in Sweden.

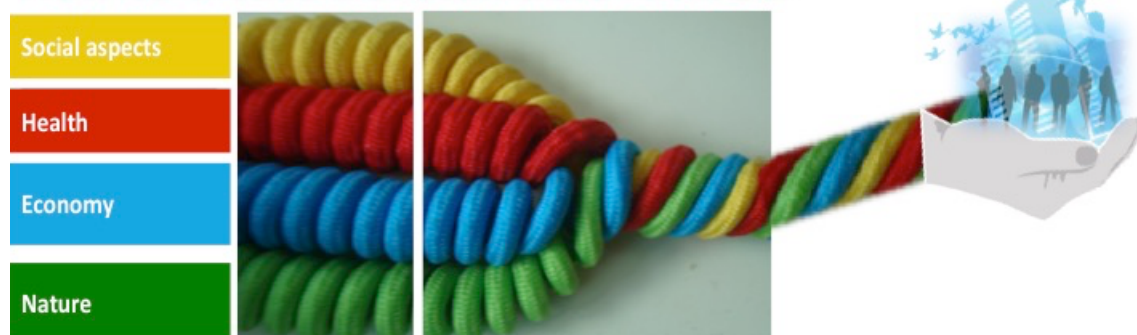
Sweden as a role model and international trailblazer

Sweden has every chance to take the lead internationally and function as a trailblazer for sustainable development. We have world-class research, one of the top countries in the world in innovation, good economy, high levels of prosperity, equality and social welfare system, good working conditions, etc. Sweden as a brand thus has a good starting position and is often seen as a model of sustainable development. But when more people realize that sustainability and economy are interrelated, increased competition from other countries has made Sweden slip down the charts. It is time to act is NOW, not only for Sweden, but also for the whole planet.

Holistic approach, systems thinking and collaboration

To achieve a sustainable society, we need to leave today's "drainpipe thinking" and switch to integrated working methods, where we see the big picture and collaborate both within and between different sectors and between different actors in the whole society. The image below illustrates how we could get to this holistic approach.

How to create a sustainable future...



Increased competitiveness through collaboration and focus on strengths

In today's society, we focus a lot on competition, often even within the same organization. Competition is good for development, but when we focus too much on competition and use economy as a main driving force, we get winners and losers. Along with increased efficiency and robotics the number job opportunities may reduce. With a combination of collaboration and competition, we can create increased and sustainable competitiveness.

In a sustainable society, we have a healthy environment, a prosperous economy and people are happy and feel they are needed or fulfill a function in society. We need to create a common vision for a sustainable Sweden in 2030 and a clear goal/vision halfway there (2022). By working together and taking advantage of each other's strengths we can come a long way already until 2022.

All ways that lead to increased sustainability are good and there are lots of great tools and methods both in Sweden and internationally. If we work together as a large "team" with a common vision, we can speed up the implementation of the SDGs in Sweden. This would also increase our wellbeing and we can even have fun along the way.

Possible organization and partners

- A secretariat that coordinates different activities supplemented by an advisory body
- Actors who today often work as competitors focusing on sustainable development / development would be actively involved in various ways in the project to capitalize on and disseminate the various actors' knowledge and tools. This includes everything from organizations like SEI and SRC to The Natural Step, Haga Initiative and sustainability consultants, management consultants and others.
- Coordination with related projects and initiatives (both governmental and private)

Thoughts on approach, components and content/implementation

1. Stockholm Conference until today

- Interviews, movies, etc. with those who helped organized the Stockholm Conference and the people working on the front line with issues today
- Mapping/gap analysis of what has happened since 1972
- The end result could be, for example, a documentary, educational material, etc., and a decision by the Swedish Government/Parliament to organize a UN conference in 2022

2. Sustainability Olympics/Agenda 2022 – Speed up sustainability & increase competitiveness:

- Start from the SDGs, existing goals, like the “generation goal”, the environmental quality objectives, the public health objectives and economic goals.
- A workshop – A clear vision for the year 2022
- A combination of "bottom-up" and "top-down" perspectives to get "all on board"
- Similar to Agenda 21 layout, but broader, more business focus
- Coaching leadership/coaching to focus on the strengths and insights of what sustainability means to each one and to create a change in values and behaviors in society.
- Use the implementation of the SDGs to strengthen the work on PGD (as a strategic tool).
- Support the development and implementation of a national plan for the SDGs in Sweden.
- Annual national workshops/forum for monitoring and follow up the works towards the vision
- Show, reward and disseminate good examples and build capacity for action
- Local and regional conferences/inspiration days around the country/countries
- Exchange of experience, matchmaking and collaborations for increased action
- International exchange of experience
- **Result: Achieved target of a "close to sustainable" Sweden**

3. The Stockholm Conference +50, in 2022 – a kickoff for 2030

- Summing up and implementation of the UN conference "Stockholm Conference +50"
- **Result: Decisions on and kickoff for the continued work towards 2030 and 2050**

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