

Today, consumption is king. It fuels our economy and our culture. It's part of our ambitions, our behaviours, even our character. But the price is high. Sustainability, social inequality and the climate crisis are urgent. These are defining issues of our generation.

We're investigating every angle. Our environment, our economy and our society. The role of the consumer and the power of the citizen. Gathering perspectives from China, Colombia, Cuba, Cumbria in the UK, the US, India and beyond to understand what sustainable living actually means.

Because creating a sustainable future demands a radical rethink – in the way we design products and technology, develop policy, farm food, and more. We need meaningful and targeted change. We also need new models to understand our world differently.

It's a vast subject to tackle – touching every element of our research, shaping every idea, innovation and issue. But it's also a huge opportunity.

Together, we can find a new way of living sustainably. We can change the world for the better.