

TOWARDS A SUSTAINABLE ECONOMY 2035

JRC FORESIGHT STUDY
Four 2035 visions for paths towards a sustainable EU economy

CURRENT SITUATION



TRENDS

MORE PRESSURE ON NATURAL RESOURCES

STRONG GROWTH OF THE WORLD POPULATION

7.4 billion to est. 8.6 billion by 2035

GLOBAL WARMING

could reach 2°C = sea level rise + damage to agriculture and infrastructure

URBANISATION

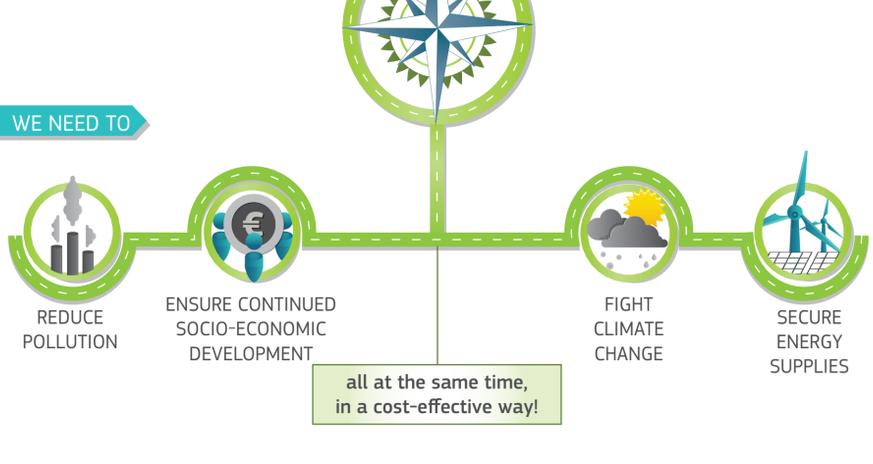
MEGA CITIES in the developing world + more MID-SIZED CITIES in Europe = changes in socio-economic conditions



How can **ECO-INDUSTRIES** and other parts of the economy best contribute to meeting the EU's goals on sustainability, resource efficiency, growth and jobs?

traditional R&D services new eco-innovation

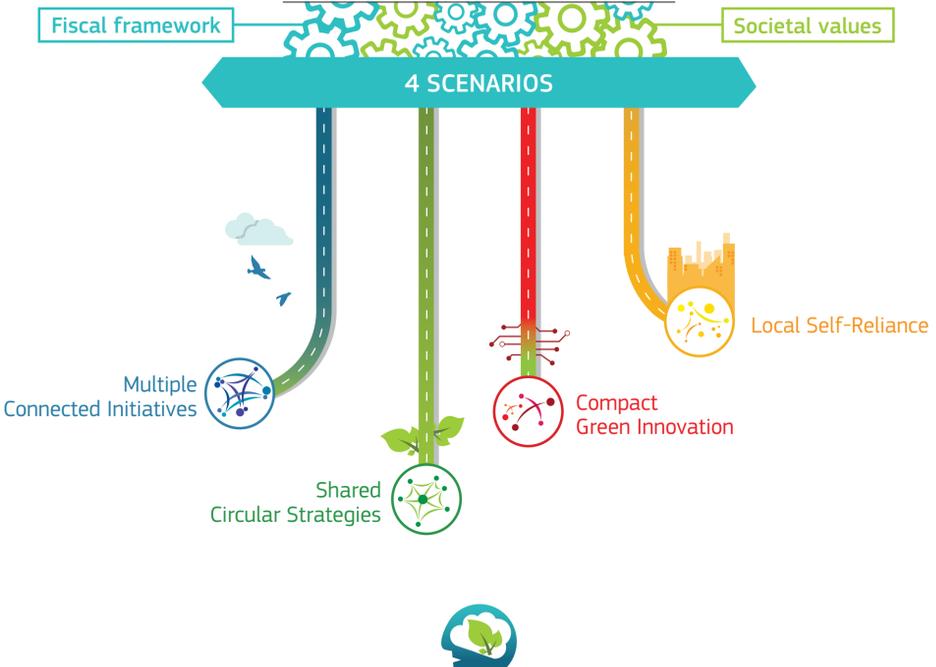
HOW TO GET THERE



DIFFERENT WAYS TO ACHIEVE THIS



Four possible paths in the JRC foresight study

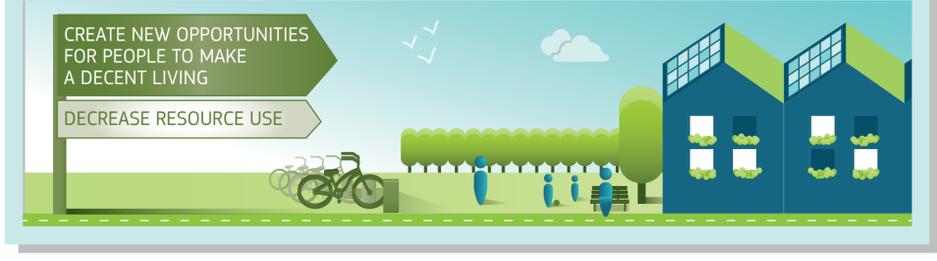


CONCERNS

- Entire economy and society must be "greened"

- Limited recognition and understanding of industry's role as a major driving force

RESOURCE-EFFICIENT AND LOW-CARBON BUSINESS MODELS



RECOMMENDATIONS



FUTURE-ORIENTED THINKING



Discover what going towards a sustainable future could mean for you!

Read the Foresight study and possible scenarios

Play the JRC Scenario Exploration System