

Your Future **me** Design Thinking Problem Brief

Department:

Strategy, Enterprise and Sustainability

Opening question:

How can sustainability be a priority for those struggling with the cost of living in the UK?

Context:

The climate emergency is affecting poorer populations more so than wealthier groups. Whilst the majority of carbon emissions are produced from high income populations, a united effort across social groups is needed to overcome the challenges of climate change.

However, how can sustainability compete as a priority issue in the day-to-day life of people struggling with the extra burdens of the cost-of-living crisis? Many of which are being exacerbated by climate change. These voices are also under-represented in climate action due to a lack of engagement, time, and resources. Furthermore, many sustainable life choices are seen as more expensive, or a luxury, although the opposite may be true.

We want you to consider ways that we can change this narrative, building empowerment within these group, consider and think about the realities of situation and how they feel about it.

Additionally, this must be done in a human focused, empathetic manner that acknowledges the wide range of challenges faced by these groups.

Starting points/ prompts:

- Where could this engagement begin? What kind of spaces and networks do lower incomes groups have access to?
- What issues are competing with sustainability?
- How can sustainability be woven into these other challenges? For example, could dietary habits be cheaper *and* more sustainable with the right knowledge?
- How can you hold this conversation in a sensitive, empathetic manner that doesn't add a further burden to those living in difficult conditions?
- What outcomes would you aim for in engaging this group? How can you think big and aim high? What ways can you help them to empower themselves and ensure those most affected are given a voice?