WELCOME TO

SISTAINABLE MARKET

In our rapidly evolving world, embracing sustainable living has become not just a choice, but a necessity. As stewards of our planet, we are continuously innovating to create a harmonious balance between human prosperity and environmental preservation. Let's explore the cutting-edge technologies and eco-conscious practises shaping our sustainable lifestyle today:

In the year 2124, the Mayor of London is celebrated as a transformative leader who has championed sustainability, guiding the city towards a greener and more eco-conscious future. London has embraced innovative technologies and progressive policies under their leadership, making significant strides in reducing its carbon footprint and enhancing environmental quality. The cityscape now features a blend of modern architecture with sustainable designs, while its transportation infrastructure prioritizes electric and alternative fuel vehicles.

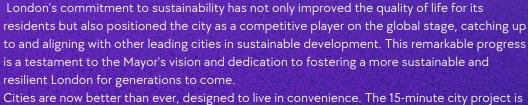
THE 15-MINUTE CITY





In 15-minute cities, neighbourhoods fulfil six social functions:

- Living
- Working
- Supplying
- Caring Learning
- Enjoying



designed to help access-focused urban transformations be what we need them to be: Ambitious, inclusive, measurable and effectively implemented (:15City, n.d).

Paris was one of the first cities to adapt to this project, with other cities following their tracks such as Madrid, Milan, Ottawa and Seattle.

Paris planned to repurpose half of its 140,000 car parking spaces, turning them into green areas, playgrounds, neighbourhood meet-ups or big parking spots. Street rights across Paris were due to be bike-friendly by 2026 (Schauenberg, 2023) and has been successful since. BARCELONA

Back in 2024, 85% of streets were used for traffic, and 60% was public space. The new districts have reduced motorised traffic by 21% (Schauenberg, 2023).

Mainmunah Mohd Sharif, Executive Director of UN-Habitat once stated: " I would like to live in a self-sustainable city. As an urban planner, I focus on the importance of neighbourhood planning and the 15-minute city offers you that self-

London is the world's first National park city. More than half of London's area is green in 2124. The natural environment is protected and the network of green infrastructures managed to benefit all Londoners. London is more:

Cleaner: London's air is much cleaner now, as well as water and energy, that protects Londoners health while contributing to fight against climate change. Less polluting buses have been introduced to reduce unnecessary pollution.

Greener: parks, trees and wildlife have created a greener city, improving people's health and quality of life. Green roofs are more popular than ever with other green features designed into new developments.



Benefits include:

- Energy savings
- Urban heat mitigation
- Stormwater management
- Environmental enhancement Aesthetic Appeal

SCAN THE OR CODE AND LISTEN TO OUR SUSTAINABLE FUTURES



GREEN + PUBLIC SPACE LIVING





Back in 2024, GLA research highlighted that there were over 700 green roofs in London's Central Activities Zone. The green roofs covered an area of almost 20 hectares, the same size of Green Park. The popularity and demand of green roofs has not stopped since.

Green roofs present an innovative and environmentally method for managing urban development, while supporting vegetation growth with multiple benefits, from energy conservation to habitat creation (C. Brears, 2023).

VERTICAL FARMING



From urban rooftop gardens to high-tech hydroponic farms, we've cultivated food in harmony with nature while conserving water and reducing carbon emissions.

Vertical farming is a method of growing crops in vertically stacked layers, often in controlled environments such as warehouses or skyscrapers. It utilises techniques like hydroponics, aeroponics, and LED lighting to maximise efficiency and productivity while minimising space and resource usage. It reduces the need for large amounts of land and transportation, resulting in a sustainable solution for urban agriculture.

Sustainable food production is important as it has helped to stop issues such as disease, hunger, displacement and conflict (Intelligent Growth Solutions, 2023).

"Watercress grown in indoor, vertical farms has the highest phytonutrient content and yield, compared to cress grown in soil in California and in traditional, outdoor farms in the United Kingdom." - UC David Department of Plant Sciences - Scientia Horticulturae.

Challenges with vertical farming

- Energy consumption: it relies heavily on artificial lighting and climate control systems, leading to high energy consumption and operational costs. Finding sustainable energy solutions to reduce reliance on fossil fuels is a challenge, but has been overcome recently.
- High initial investment: Setup costs for vertical farming, including infrastructure and equipment and technology can be expensive, limiting accessibility for small-scale farmers or startups.
- Limited crop variety: Not all crops are suitable for vertical farming, not yielding profitable returns due to space constraints or specific growth requirements.

OTHER SUSTAINABLE LIVING PROJECTS **IMPLEMENTED IN 2124**



- Smart and sustainable buildings: Cities are increasingly focusing on the development of smart and sustainable buildings which are energy, water and resource efficient, as well as environment-friendly by design.
- 2. Circular Economy: Cities are transitioning to a circular economic model, which aims to decouple economic activity from the consumption of finite resources and design waste out of the system.
- European Green Deal Strategy: The European Union's Green Deal strategy emphasises the transition to a circular economy and encourages a 'produce local' approach to food and energy, as well as the development of urban and small-scale farming.
- 4. Sustainable Mobility infrastructure: Cities are investing in sustainable mobility infrastructures and services to encourage the use of sustainable means of transportation. By incorporating these sustainable living practices into your daily routine, you can make a positive impact on the

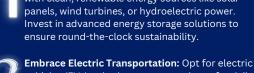


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planet and contribute to a healthier, more sustainable future for all.

Switch to Renewable Energy: Power your home with clean, renewable energy sources like solar panels, wind turbines, or hydroelectric power. Invest in advanced energy storage solutions to ensure round-the-clock sustainability.



vehicles (EVs) or hydrogen-powered cars for daily commuting. Use advanced public transportation networks or eco-friendly ride-sharing services to reduce carbon emissions.



Grow Your Own Food: Cultivate a sustainable garden or

round food production.

farming technologies or indoor hydroponic systems for year-

participate in community-supported agriculture (CSA) programs to grow fruits and vegetables. Explore vertical

Green Your Home: Reconstruct your home with energy-efficient appliances, smart thermostats, and eco-friendly building materials to minimise energy consumption and reduce carbon footprint. Consider passive solar design principles for optimal energy efficiency.

Conserve Water: Install water-saving fixtures and appliances in your home to minimise water usage. Collect rainwater for irrigation or participate in water recycling programs to conserve this precious resource

Support Sustainable Businesses: Support companies prioritising sustainability and ethical practices. Look for eco-friendly certifications and labels when making

purchasing decisions.



Reduce Your Carbon Footprint: Offset your carbon emissions by participating in reforestation initiatives or investing in carbon offset projects. Reduce air travel and explore alternative transportation methods such as high-speed rail or sustainable aviation fuels.



Practice Mindful Consumption: Adopt a minimalist lifestyle and prioritise experiences over material possessions. Repair, repurpose, or donate items instead of discarding them, and avoid single-use plastics and disposable products whenever possible.



Advocate for Change: Use your voice to advocate for policies and initiatives that promote local, national, and global sustainability. Join community organisations, participate in environmental activism, and vote for leaders prioritising climate action and environmental stewardship.