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FOSTERING AND COMMUNICATING SUSTAINABLE LIFESTYLES

PRINCIPLES
AND EMERGING
PRACTICES
- FULL REPORT -

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TABLE OF CONTENTS

TABLE OF CONTENTS

WHY THIS REPORT?

The goal of this report is to further the understanding of sustainable lifestyles and accelerate their widespread adoption. The report does so by identifying elements to consider when developing sustainable lifestyle and related initiatives, and by providing guidance for effective communication, framing and engagement strategies.

DEFINING SUSTAINABLE LIFESTYLES AND FACING THE CHALLENGE

This project builds on past UN Environment and others' efforts to advance sustainable lifestyles by outlining its determinants and lifestyle drivers [1],[2]. The following is the definition of sustainable lifestyles contained in the 2016 UNEP report (Akenji et al.).

> A "sustainable lifestyle" is a cluster of habits and patterns of behaviour embedded in a society and facilitated by institutions, norms and infrastructures that frame individual choice, in order to minimize the use of natural resources and generation of wastes, while supporting fairness and prosperity for all. [3]

This report uses an operational definition that brings the ecological impact forward and places additional emphasis on the holistic aspects of lifestyles beyond changing habits and behaviours:

> **A sustainable lifestyle minimizes ecological impacts while enabling a flourishing life for individuals, households, communities, and beyond. It is the product of individual and collective decisions about aspirations and about satisfying needs and adopting practices, which are in turn conditioned, facilitated, and constrained by societal norms, political institutions, public policies, infrastructures, markets, and culture.**

Additional definitions and expansions on the concept of sustainable lifestyles are included in Part 5 of this report.

At its core, a sustainable lifestyle means meeting basic needs and living well while embracing the idea of sufficiency. This is a challenging vision at a time when consumerism is a way of life and aspiration for many. Mass consumption is part of a complex system of technology, culture, institutions and markets advancing continued economic growth. People in wealthy countries are often locked into unsustainable lifestyles. Millions of people consume at high levels and millions more are aspiring to join in, including many urban youth in developing countries. This trend continues while many others are unable to meet even their basic needs. In addition, those who benefit from mass consumption strive to limit people's ability to imagine alternative aspirations and wants. These trends are unsustainable both ecologically and socially.

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[1] Visions for Change. Recommendations for Effective Policies on Sustainable Lifestyles. Based on the Global Survey on Sustainable Lifestyles. UNEP (2011)

[2] Akenji, L, H. Chen et al. (2016). A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme.

[3] Paraphrased from: Akenji, L, H. Chen et al. (2016). A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme.

Despite formidable structural barriers, the idea of thriving more sustainably and equitably within the capacity of the Earth's life support systems is gaining traction among grassroots movements, national and international organizations (including the United Nations), thought leaders and some businesses, politicians, and policy makers. Around the world, people are practicing and experimenting with more sustainable ways of satisfying their needs across key lifestyle domains, from food to mobility, housing, consumer goods, and leisure. They are communicating in different ways about sustainable lifestyles choices that harness real aspirations for a better life and creativity while inspiring action.

How can these small-scale initiatives and campaigns facilitate a wider adoption of holistic sustainable lifestyles? This report addresses this question by seeking to understand what makes such initiatives effective as models of ways of living and how best to communicate them. It analyses case studies from around the world of initiatives and campaigns intended to bring the participants closer to a sustainable lifestyle through practice, communication and, in most cases, both. The report begins by presenting principles by which the case studies assembled can be interpreted and evaluated and offers insights on how to apply key learnings.

ABOUT THE REPORT

Fostering and Communicating Sustainable Lifestyles intentionally links the discussion of sustainable lifestyles to best practices in communication, framing and engagement approaches. Both draw on an understanding of human behaviour and how it interacts with culture, infrastructure, and institutions. Thriving sustainable lifestyle initiatives rely on effective communication to increase understanding, reframe aspirations and priorities, support behaviour change, and shape new social norms and values toward the ultimate goal of creating tangible changes in the way people live their daily lives.

This report provides an analysis of sustainable lifestyle initiatives (and/or related domains) and the framing and engagement strategies they employ. It is based on a synthesis of relevant bodies of literature on sustainable lifestyles and communications, on an analysis of examples, and on consultations with experts globally including via virtual workshops described in more detail in Part 3. The case studies in Part 2 are distilled from a larger pool of examples recommended by project advisors and selected to reflect geographic diversity. They explore how sustainable lifestyle campaigns intersect with key aspects of meeting core domain needs around food, shelter, mobility, leisure time, and human connections.

Advancing sustainable lifestyles is identified as a target in the Sustainable Development Goals and in the 10 Year Framework of Programmes on Sustainable Consumption and Production, including as part of its Sustainable Lifestyles and Education Programme. This report is a contribution to these global efforts.

PRINCIPLES FOR SUCCESS: SUMMARY

The following four step strategy roadmap for success, with eight operating principles, aims to guide the design, adaptation, and evaluation of sustainable lifestyles campaigns and initiatives.

STEP ONE: Understand Audiences

Stakeholder-Focused: *Engage in participatory, relevant, and grounded ways*
Orient around people's needs and wants, build trust, and promote actions linked to a sense of place and local context.

STEP TWO: Set Goals

Better Living: *Focus on aspirations*
Create a compelling vision based on stakeholder values. Be clear about the problem but place greater emphasis on how lifestyle choices lead to a better life.

Impact: *Set clear goals and demonstrate sustainability results*
Set achievable ecological, social, and economic goals and outline clear milestones for measuring progress along the way. Clarify how people can contribute in meaningful ways.

STEP THREE: Determine Strategies

Systemic: *Consider the systemic nature of lifestyles*
Highlight the underlying drivers and systemic structures that enable sustainable lifestyles. Develop campaigns that promote activities across domains.

Dynamic Life Changes: *Take advantage of life stages and transitions*
Leverage moments of life stages and transitions such as marriages, birth, moving, retirement, and career changes to shift thinking and guide new patterns of behaviour.

Diversity: *Accommodate the diversity in lifestyles*
Illustrate the range of sustainable lifestyles. Tailor to different stakeholder groups and employ culturally relevant practices.

Collective Action: *Show that lifestyles extend beyond individual action*
Engage people as members of groups and adopt peer-to-peer support strategies. Connect individual actions to larger system shifts, including policy change.

STEP FOUR: Measure and Respond

Responsive: *Learn and adapt to changing conditions*
Create a culture of learning by listening to participants throughout the life of a campaign, share feedback as a way to motivate further action, and adapt initiatives over time.

WHO IS THIS REPORT FOR?

This report was created for UN Environment to support the design and implementation of effective communications campaigns. It is also intended for professional communicators and sustainable lifestyles experts. The report can be used in a wide range of contexts around the globe, from the rapidly growing economies, to the highly developed industrialized countries, and places that are in the early stages of development.

HOW TO USE THIS REPORT

The report provides a strategic roadmap organized around a set of eight principles. The principles emerged from the on-the-ground experience of sustainable lifestyles initiatives, an analysis of the literature, as well as the team's expertise in the domains of communications, engagement and sustainable lifestyles. Principles were further refined by exploring the case studies in Part 2.

The eight principles help improve the understanding of what sustainable lifestyles mean in practice and can be used to design, evaluate, and improve related initiatives by honing campaign goals and strategies as well as by shaping engagement approaches.

Part 1 of the report walks through a four-step strategic roadmap detailing the principles as well as tips on how to apply them. The principles and communication insights are explored further through the cases in Part 2. Part 3 highlights the virtual workshops conducted and summarizes key insights. Part 4 considers the lessons learned and possible next steps. Part 5 provides detail on the research and thinking behind the principles, their broader context, and the sources used for analysis. The report concludes with suggested resources for further study and descriptions of the organizations involved in developing this report.

For those ready to take action, Part 1 provides strategic guidance for designing, evaluating, and adapting sustainable lifestyles and related initiatives and campaigns. Part 2 demonstrates the principles in action through case studies.

PART 1:
PRINCIPLES FOR DEVELOPING SUSTAINABLE LIFESTYLES INITIATIVES AND CAMPAIGNS
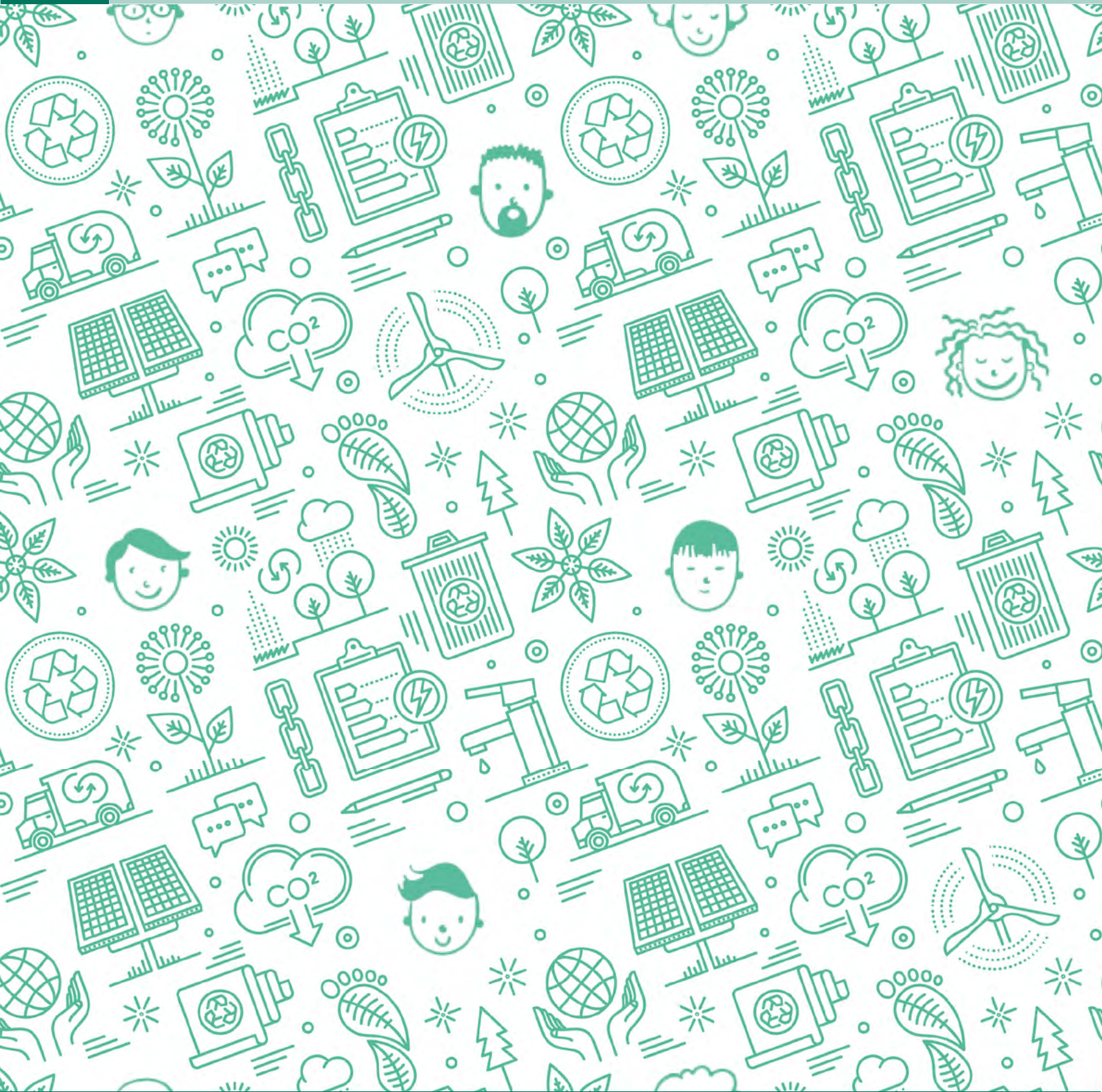
CONTEXT

Sustainable lifestyle choices are not made in a vacuum - pro-consumption policies and practices are the norm, creating economic, cultural, infrastructure, and many other barriers to change. People are bombarded by pro-consumer marketing campaigns on a daily basis and efforts to promote new sustainable ways of living are vastly out-scaled and under-resourced. Additionally, digital and social media continue to disrupt the communication landscape, providing new opportunities to engage with stakeholders yet also making it more challenging to reach people and to capture and maintain attention in a fragmented media landscape.

Despite these barriers, sustainable lifestyles initiatives are emerging around the globe, such as sharing economy innovations, Do-It-Yourself movements, local food efforts, tiny house developments, eco-villages, social innovation centres, and more.

These manifestations across sustainable lifestyles domains differ in terms of cultures, regions, and societal organizations, as do the successful ways to communicate them. At the same time, lifestyle choices all derive from the common search for meaning, identity, security, autonomy, and satisfaction. The analysis of cases across the globe and relevant literature reveal that successful sustainable lifestyle campaigns recognize and tap into these needs and, despite the contextual differences, share a set of characteristics that help spark interest, motivate action, and reinforce new practices. In this report, these characteristics are presented as a set of eight operating principles that can be used to design lifestyle initiatives, shape framing and engagement approaches, and evaluate outcomes.

It is important to note that sustainable lifestyles are inherently holistic yet the campaigns included in this report illustrate that there is a tendency to focus on one domain (such as housing) rather than connect it to transit access, food security, and other related well-being issues. This reflects both the challenge of communicating about systemic issues, as well as an opportunity to develop organizing concepts that bring various choices together into a comprehensive, desirable, and achievable vision.

The sustainable lifestyles initiatives and campaigns highlighted in this report are inspiring, but they are also relatively small-scale when considering the dominant and widespread marketing campaigns that promote unsustainable consumption. There are a number of ways to scale up the efforts identified in this report. One promising parallel and complementary effort could be to work with business associations, marketers, advertisers, and relevant stakeholders to counter pro-consumption messages and develop alternative aspirational visions to motivate change.

UNDERSTANDING & APPLYING THE PRINCIPLES

The eight principles identified in this section are promising characteristics of successful sustainable lifestyle campaigns and initiatives. They are presented as part of a strategic framework for understanding and determining audiences, setting goals, developing strategies, and measuring and responding as campaigns unfold. All cases mentioned in this section are described in more detail in Part 2.

FIGURE 1: PRINCIPLES FOR SUCCESS

Image: Mari Nishimura / UN Environment

STEP ONE:
Understand Audiences

Stakeholder-Focused:
Engage in participatory, relevant, and grounded ways

STEP TWO:
Set Goals

Better Living:
Focus on aspirations

Impact:
Set clear goals and demonstrate sustainability results

STEP THREE:
Determine Strategies

Systemic:
Consider the systemic nature of lifestyles

Dynamic Life Changes:
Take advantage of life stages and transitions

Diversity:
Accommodate the diversity in lifestyles

Collective Action:
Show that lifestyles extend beyond individual action

STEP FOUR:
Measure and Respond

Responsive:
Learn and adapt to changing conditions

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STEP ONE: UNDERSTAND AUDIENCES

Campaign design begins with identifying and understanding stakeholders that can play key roles in advancing sustainable lifestyle policies and programs. Effective campaigns are not a one-way promotion but rather a collaborative process where stakeholders are actively involved in the design and implementation of initiatives. Orienting around audiences means campaigns reflect the differences in lifestyle approaches, economic and cultural contexts, and are able to break through the noise and lead to influence and impact in a fragmented and full media landscape.

Operating Principle:
STAKEHOLDER-FOCUSED

Engage in participatory, relevant, and grounded ways

Impactful campaigns involve participants in co-exploring issues and developing responses, including building the social capital that helps drive and support change. This requires orienting efforts around the needs and wants of stakeholders from the outset to ensure relevance and grounding in local context. It also means designing efforts based on existing lifestyle choices as well as people's interests such as comfort, costs, convenience, health, identity, and belonging.

One approach to gain a better understanding of stakeholder needs and aspirations is to use polling, surveys, and focus groups. However, involving stakeholders in directly designing and implementing a campaign can be far more impactful particularly as it can give insights as to the barriers for engagement that must be removed and how to translate complex information in clear and compelling ways. Interviews or dialogue sessions with campaign participants can be used to involve stakeholders in campaign design. Toolkits and training programs help stakeholders be part of implementing an initiative. Participants can also be incentivized to share the results of campaigns via in-person presentations, social media, or blogs.

Tips for Applying the Principle:

TIP

Involve stakeholders in designing sustainable lifestyle campaigns including developing messaging approaches.

The **Three Reductions, Three Gains** campaign in rural Vietnam developed the focus on reducing three inputs - insecticides, fertilizers, and commercial seeds - as a way to achieve three gains - economic benefits, health, and soil quality - by involving 950 volunteer farmers from across 11 provinces in directly shaping the messaging.

TIP

Engage stakeholders as partners in executing campaigns, rather than just as recipients of campaign messages.

Design campaigns that meet stakeholder needs and provide tools to empower change. Peer-to-peer outreach campaigns can be effective in reaching a broad range of stakeholders, provide the emotional support needed for people to change, and establish new social norms by modelling behaviours.

> **The Repair Café** fix-it workshop model is driven by local organizations and volunteers in 29 countries. The approach is tailored to reflect community values, concerns, and aspirations.

TIP

Take time to build trust.

Stakeholders become involved when they feel listened to and are a core part of the campaign team. Building authentic relationships and a sense of trust takes time but it is at the heart of effective engagement. It can lead to participants actively working to achieve campaign goals, amplify campaign narratives, and engage their friends and families in taking action.

TIP

Make it tangible.

Inspire campaign participants to share their personal stories of change through online videos, social media, or public presentations as a way of motivating others to act. Focus on local, observable, concrete stories that are relevant to people's lives.

> **NEED Myanmar**, an initiative on rural agricultural sustainability in Myanmar, engages alumni to become powerful ambassadors in their communities and homes, translating the core messages of this campaign in ways that have local relevance and a familiar face. For example, alumni teach soil management and cultivation techniques specific to their soil types and crops to people in their community.

Image: NEED Myanmar

NEED Myanmar

STEP TWO: CLARIFY GOALS

With a deep understanding of the stakeholders a campaign aims to engage, goals can be honed by creating a clear vision of what is possible and/or what will improve as a result of making sustainable lifestyle choices, and by determining the tangible impacts a campaign can achieve in realizing that vision.

Operating Principle:
BETTER LIVING

Focus on aspirations

Sustainable lifestyles campaigns and initiatives are a direct response to serious ecological and social problems. Global issues such as climate disruption, economic inequity, and other impacts of a consumer-based culture can feel overwhelming to an individual, and people are not always aware of the impacts of their lifestyle decisions. While it's important to recognize the scope of the problem, an overemphasis on the threat can backfire. People disengage especially when they don't see how things can be improved or when solutions feel unimaginable.

Effective sustainable lifestyles campaigns and initiatives create a compelling vision of what is possible, rather than focusing only on the challenge. Sustainable lifestyle efforts that set clear, positive, and aspirational goals increase motivation to engage by illuminating the action pathway. This is not to say that communication should avoid referencing what is driving unsustainable consumption – understanding the nature of a problem is critical for determining responses and creating a sense of tension that is necessary for change. The challenge, however, does not need to lead when framing a campaign, and the problem must be presented in balance with the possibility.

The Better Living principle is also about recognizing that while most people around the globe care about the environment, sustainability issues are often not a priority as compared to health, economics, or one's interpersonal dynamics. Winning campaigns don't assume leading with green will work, but instead incorporate framing approaches that reflect stakeholder concerns, values, and lifestyle options.

Tips For Applying the Principle:

TIP

Build a campaign that focuses on aspirations, rather than leading with problems and challenges. Show the tension between the magnitude of the challenge and the boldness of the vision.

Feria Verde is a marketplace-based initiative in Costa Rica that brings the power of a personal experience and ties it to a larger societal change needed in our food systems. Through a shared aspirational frame of "Abundance for Everyone" in the food chain, Feria Verde taps into emotions and the desire of people to contribute to a big change that aligns with their values.

In response to the growing economic, environmental, and social pressures caused by the rapid growth of the consuming classes in China, **China Dream** is putting forward a new "happy and harmonious" vision of the good life. China Dream shifts the discussion of sustainable lifestyles away from talk of sacrifices and moves it towards a positive vision embedded in Chinese culture and traditional values, and in alignment with sustainable aspirations. This vision presents a compelling alternative to the 'citizen consumer' associated with modern Western culture, and seeks to replace it with a home-grown vision of personal prosperity for a new, sustainable China.

Image: Sina

Image: Juccce

China Dream

TIP

Frame campaigns based on stakeholder values such as meaningful connection with others or economic security. Ensure the campaign meets ecological objectives but consider how and when to weave environmental sustainability into campaign messaging.

The US-based online trading site **Yerdle** promotes the multiple benefits of its trading platform. While reducing environmental impacts is a key theme, Yerdle first emphasizes the objectives of meeting basic needs, helping others, and creating more pleasant "clutter free" work and living spaces rather than leading with environmental benefits.

TIP

Promote the sharing of approaches, best practices, and success stories to help illustrate how sustainable lifestyle choices can result in a better life and advance the adoption of new behaviours through modelling by trusted peers and influencers.

TIP

Use images (photos, infographics, illustrations) to highlight the overall aspirational visions and benefits of sustainable lifestyle choices. People often want change but can't see it's possible. Images of people benefitting from sustainable lifestyle choices can go a long way in overcoming this barrier.

Operating Principle:
IMPACT

Show clear sustainability results

In addition to outlining the promise and imperative of sustainable lifestyle choices, clarifying goals involves determining specific environmental, health, economic, and/ or social impacts a campaign aims to achieve and how results will be measured and communicated along the way to compel further action. Specifying what can be done to make a difference and the role people can play to generate meaningful outcomes helps break down complex issues and creates a sense of empowerment.

Get Real about the Numbers

Ultimately, lifestyle shifts are necessary because of constraints that come from living on a finite planet. Technology (alone) does not produce the needed reductions in impact, partly because of rapidly increasing overall consumption. Even as processes and products become greener, the volume of global consumption outpaces these improvements. A systems lens is important because so-called "rebound" effects can otherwise result in gains being undermined by new spending and investments. For example, a behaviour change that saves a consumer money (e.g., fuel efficiency in a car), can lead to the consumer spending savings in ways that have environmental or social impacts (e.g., buying a flight ticket for a vacation), resulting in a net gain in materials and energy use. Another concern is the so-called 'behaviour-impact gap' whereby adopting pro-environmental daily practices produces minimal or nil reductions in ecological footprint (e.g. glass recycling or consuming pesticide-free foods).

It is important to address these rebound effects, design for absolute reductions, and target high impact behaviours in order to produce an overall positive impact.

Tips For Applying the Principle:

TIP

Set impact goals at the outset, design for impact, and communicate progress, lessons learned, and stakeholder contributions throughout.

Identify achievable milestones based on audience understanding and input while making a clear connection between individual actions and their impact on the larger system. Provide tools that map out action pathways but leave room for customization. Celebrate success and be transparent about where goals were not met and/or when the next level of change is needed and possible.

The **Three Reductions, Three Gains** campaign in Vietnam countered the common knowledge assumption among farmers that more inputs would equal more outputs. The campaign is designed around impact on three inputs and this led to significant reductions in fertilizer (7%), insecticide (33%) and seed (11%) use by rural rice farmers.

Low Energy Housing in China links the construction of individual homes with a desired ecological impact, specifically absolute reductions in energy and material use for the country. As the population of China grows, this initiative explores the options, incentives and partnerships that can be put in place to support housing that has a low energy footprint in absolute terms and improve the reuse of building materials. Individual homes become a pathway to a larger shift by supporting changes in context as well as the collective impact of a more efficient housing stock.

TIP

Design for ecological, social, and economic impacts; it is not only more compelling to pursue these interconnected impact areas but it is also a better overall driver of change across the spectrum of lifestyles.

The tendency is for sustainable lifestyles initiatives and campaigns to focus on environmental impact while neglecting to adequately cover social and economic outcomes. Designing initiatives to achieve social and economic impacts, as well as ecological, reveals these additional benefits and draws people in who are not persuaded by environmental success alone.

One Planet Living is designed to achieve a combination of health, happiness, ecological sustainability, and local economic prosperity outcomes for the residents of One Planet Living communities. This initiative identifies 10 principles to guide design and inform its integrated measurement process assessing reductions in carbon and ecological footprint as well as increases in equity and a sense of community.

Image: Zed Factory

One Planet Living

Penn South is a community housing project which looks at its impact success through the lens of a cohesive community and fostering belonging. A reduced environmental impact is not a primary driver, however, individual footprints are likely to be smaller than for the average New Yorker as a result of the walkable, sustainably designed structure of the apartment complex and the behaviours the complex design encourages in its housing and fitness, day-care, and health services.

Penn South

Image: Todd Heisler / New York Times

TIP

Use local stories and indicators.

When discussing threats and opportunities as well as what goals to measure, effective engagement models often localize issues. This creates a sense of urgency, relevancy, and efficacy while tapping into a sense of place and community connection and pride as a motivation for action.

SEKEM, a social enterprise in Egypt, is a strong example of an initiative that measures local impact in relevant ways, including the areas of desert reclaimed for farming, numbers of employees and their children enrolled in schools and training programs, access to wells, and the volume of waste and water diverted and conserved. Farmers and communities are directly involved in identifying areas for the expansion of infrastructure such as wells, and participate in desert reclamation and conservation practices.

Image: GreenDependent

Kislábnyom

Kislábnyom is a small footprint living campaign in Hungary, which helps residents celebrate and build on their existing lower impact lifestyles. It creates pride in the sustainability aspects of low income households and promotes additional actions that can be taken at no cost and/or that save money.

TIP

Create competitions to reach goals.

Develop learning blogs, infographics, and/or videos which share the process and milestones.

Cool Congregations is an energy conservation initiative of Interfaith Power and Light in the United States. The campaign motivates participating faith communities by holding friendly competitions between congregations to reduce impacts of their buildings. These competitions have helped the initiative to achieve, on average, a 42% reduction in greenhouse gas emissions for participating congregations, and motivate people to consider energy reductions in their own homes.

STEP THREE: REFINE STRATEGIES

With the audience and the goals clarified, attention can be turned to refining strategies. It's important to consider the range of drivers and barriers in fostering sustainable lifestyles, the various actors involved, and the role of collective action in addition to individual action in advancing change. Strategies can also focus on the windows of opportunity that open with dynamic life changes in people's lives.

Operating Principle:
SYSTEMIC

Consider the systemic nature of lifestyles

Sustainable lifestyles don't exist in a vacuum: well-designed initiatives take a systems approach. Effective sustainable lifestyle campaigns reveal the big picture and the sets of relationships that shape and constrain lifestyle choices. They link activities across the sustainable lifestyles domains of housing, food, mobility, and leisure. Sustainable lifestyles require supportive **attitudes** (shaped by values, peer-groups, social norms), **access** (to social groups, purchasing power, time, capacity, supportive goods and services) and **infrastructure** (transportation, buildings, green open space, water and waste, electricity grids, etc.). Similarly, messaging that conveys the health, economic, and other quality of life outcomes have a better chance of resonating than an environmental focus alone. By adopting a systemic approach, campaigns can have a broader reach and scale.

Tips For Applying the Principle:

TIP

Build awareness in stakeholders of how their lifestyles are shaped by a larger system of relationships.

This systemic perspective provides insight on the nature of the problem, a guide for action, and a sense of relief that individuals do not need to reverse unsustainability alone.

Although the **Feria Verde** marketplace in Costa Rica is aimed at individual consumers, it makes a point of increasing the knowledge and understanding of food systems. It directly links producers with consumers through the market and related events, training courses, and social media outreach. It sparks discussions on food-related issues and plants the seeds of change for the regional food system. Small movements have emerged from their activities focused on systemic change, such as campaigns against food waste.

TIP

Focus the campaign on underlying patterns and drivers rather than on symptoms.

The Story of Stuff project highlights the patterns driving an unsustainable economy. One of their short films focuses on electronics and show how products are being 'built for the dump' to shed light on planned obsolescence. Other Story of Stuff movies focus on the accumulation of toxins ('toxins in toxins out' in The Story of Cosmetics) and 'desire creation' through marketing ('manufactured demand' in The Story of Bottled Water).

TIP

Link concrete examples to the larger system within which they are embedded.

Shark Truth encourages individuals and businesses to take personal action and move away from serving shark fin soup at cultural events and life transitions such as weddings and festivals. Shark Truth motivated participants in the wedding campaign to become policy advocates for sharks at their wedding celebrations. This community empowerment model was scaled and replicated in Hong Kong, the global centre of the shark fin trade.

Image: Shark Truth

Shark Truth

Repair Cafés take the individual action of repairing a specific good and tie it to the global challenge of greenhouse gas reductions: in 2015, about 200,000 items were reported as being repaired worldwide, saving approximately 200,000 kilograms of CO2 emissions (report).

Operating Principle:
DYNAMIC LIFE CHANGES

Take advantage of life stages and life transitions

Consumption behaviours evolve based on phases of life as well as major life transitions including marriages, births, or retirement. Effective campaigns take advantage of the disruptive nature of these events to shift thinking and encourage new patterns of behaviour. Tapping social groups to promote the adoption and continuation of sustainable lifestyle choices is an important strategy given the influence of family and friends in how decisions are made.

Tips For Applying the Principle:

TIP

Engage people based on their life stage or during a major transition.

Explore the changes that happen in daily life including slower transitions - such as becoming an adult - as well as fast ones - such as having a baby. Both happy and sad transitions can be possible turning points, e.g., an elderly widower choosing a denser living arrangement for his remaining years. Create a sense of power over making choices that are in line with one's values including shifts to more sustainable ways of living.

Online platform **Yerdle** creates the opportunity for people to reuse goods including during key moments. The story of a woman trading on the platform for her wedding dress and the viral image of her beaming at her wedding aligns with Yerdle's message of cutting consumption waste while celebrating the joys of life, and normalizes the trading of used, rather than the purchasing of new items.

TIP

Create opportunities to celebrate in less impactful and more meaningful ways.

The Shark Truth campaign taps traditional Chinese values to shift how prosperity is celebrated at weddings. It uses the Double Happiness character (囍) in communications materials to convey the possibility of "bringing together harmony for our oceans with harmony for wedding couples by making banquets Fin Free."

Image: The Story of Stuff

The Story of Stuff

TIP

Identify entry points like changing how we give gifts.

Campaigners can use opportunities such as birthdays, holidays or weddings to promote alternative gift giving. If presented with creativity, this can expand consumers' ideas around how to celebrate life moments, shifting the focus away from consumerism.

Yerdle's trading platform actively engages people around birthdays, marriages, births, and holidays to promote trading instead of buying new items as gifts. It shares stories through its blog and #YerdleStory hashtag to inspire participants and to facilitate learning from the example of others.

TIP

Engage life transition messengers.

Involve career counsellors, wedding planners, moving companies, retirement coaches, day-care and seniors centre staff, and others who connect with people during specific life stages and transition times. Provide exciting and viable alternatives to material-heavy or toxic choices through blogs and lists that are frequented by your target audience.

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Operating Principle:
DIVERSITY

Accommodate the diversity in lifestyles

Campaigns that resonate are good at illustrating the range of ways sustainable lifestyles emerge across regions, incomes, gender, age, ethnicity, and other factors versus taking a one size fits all approach. Communication efforts must recognize these differences and tailor messaging and engagement to appeal to different stakeholder groups, particularly when aiming to increase relevance beyond those who identify themselves as sustainability-minded.

Tips For Applying the Principle:

TIP

Plan for inclusion.

Expand consideration of groups beyond the usual partners or obvious stakeholders to include others who are impacted by the challenge being addressed or by the campaign activities. Partner with business associations, community based organizations, faith based groups, and other networks with capacity which are often left out of decision-making.

> **NEED Myanmar** provides training programs for farmers in the agrarian borderlands of Myanmar, including for students from the Arakanese, Kachin, Lahu, Karen, Burman, and Shan ethnic groups, many of whom have been historically marginalized and continue to experience political and economic instability.

TIP

Employ culturally relevant practices to connect with audiences and ground campaigns in local and relevant contexts. Tap into the emotional depth and diversity of cultural stories and practices to help convey campaign relevance. Audiences engage more with campaigns that use language reflecting their values and unique perspectives.

> Happiness and prosperity are two key concepts in Chinese culture that provide compelling hooks in the **China Dream** initiative. A range of stakeholders were involved in workshops to visualize a better quality of life which generated the campaign's framing concept of "living more, not just having more."

TIP

Ensure campaign storytelling and images reflect the diversity in a community.

Sustainability is often viewed as a privilege of the elites. Overcome this perspective by illustrating the many benefits of sustainable lifestyles and the ways in which a life of sufficiency can be a very good life. Be aware that consuming less is key for most, but others may need to consume more to meet their needs and increase well-being.

Kislábnyom, the "small footprint" campaign in Hungary, embraced a diversity of possible and desired sustainable lifestyles. Interventions were co-designed with households, ensuring that each family's experience of the campaign was different and that the solutions and experiments derived were uniquely tailored to the family's wants and needs. Households were encouraged to share their experiences with each other, especially through presentations at the end of campaign events.

Operating Principle:
COLLECTIVE ACTION

Show that lifestyle changes extend beyond individual action

Effective sustainable lifestyles campaigns avoid placing the burden of responsibility for systemic change on individuals alone. They instead identify how personal actions can make a difference when aggregated with other individual actions to produce a larger impact. Better yet, they create opportunities to influence systemic change, such as shifts in policy or the creation of new infrastructure that facilitates sustainable lifestyle choices. Collective action strategies create a sense of hope by emphasizing the benefit of connecting with others with common values to impact change. They tap into existing networks where people already have strong relationships, and/or the willingness and capacity to support one another in making lifestyle changes.

Tips For Applying the Principle:

TIP

Engage individuals as members of the groups that they are a part of: associations, clubs, businesses, and civic groups.

Beyond families and neighbourhoods, think about targeting firms, industry associations, clubs, congregations, etc. What imaginative groups of people can be the focus of your campaign? How can these groups continue to support meaningful change beyond the life of the initiative?

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The **Low Energy Housing** campaign in China engaged small and medium sized enterprises, industry groups, and policy makers to facilitate a shift in construction practices toward sustainable housing. The effort connected like-minded firms into a network, allowing them to coordinate and reinforce one another's actions. Collectively, the firms were able to lobby government for policy change, and to bring about a significant increase in the sustainable housing stock in Sichuan province and Shenzhen.

Image: Wikimedia Commons

Low Energy Housing

TIP

Emphasize how individual actions add up over time to something bigger and are reinforced by enabling group actions, policies, institutions, and infrastructure.

The **Love Food, Hate Waste** campaign focuses on individuals in the UK curbing their food waste yet also facilitates partnerships. Through the Courtauld 2025 voluntary agreement, all major retailers and food brands adhere to waste reduction standards to make food and drink more sustainable. WRAP UK, the NGO behind the campaign tracks and reports on the combined achievements of these actions. For example, between 2007 and 2012 avoidable food waste in the UK was reduced by 21% or 1 million tonnes.

Image: LoveFoodHateWaste

TIP

Adopt peer-to-peer support strategies.

Peer groups have a significant influence in shaping individual lifestyle choices. Peer based outreach strategies can help create a sense of larger impact by aggregating individual actions, provide guidance on how to make new choices, and model shifts in behaviors. Peer-to-peer outreach strategies can also provide the emotional support needed to help people work through fatalism around the scale of sustainability challenges.

> **Cool Congregations** is a faith-based initiative where existing relationships between people who share common values and trust are leveraged as lifestyle changes are made. Through competitions, storytelling, and mentoring, fellow congregants provide each other with much-needed support as they make changes to reduce their energy use and make other lifestyle shifts.

TIP

Give people a clear role.

Sometimes it's not disinterest that stops people from taking action but a lack of clarity on what they can do to make a difference. Effective campaigns outline clear opportunities for action. These opportunities are tailored to the capacity of the individual and their context, including where they situate across a spectrum of change strategies.

> Initiatives that engage neighbours can provide a strong support network for fostering shifts in behaviour. The **EnergiaKözösségek** (EnergyNeighbourhoods) campaign in Hungary engages groups of five to 12 households in a challenge to reduce energy consumption through changes in daily behaviours. Households work together to set and achieve an energy goal, and compete with other neighbourhoods to generate the strongest outcome.

STEP FOUR: REFINE STRATEGIES

Fostering and promoting sustainable lifestyles requires taking an adaptive approach where campaign designers revisit audiences, goals, and strategies based on audience/stakeholder feedback and as new information and insights emerge.

Operating Principle:
RESPONSIVE

Learn and adapt to changing conditions

Accelerating the uptake of sustainable lifestyles is a complex challenge, requiring campaigns to be responsive to feedback from stakeholders and an evolving context. Setting clear goals and milestones for measuring success from the outset is important, however, a willingness to evolve strategies and adopt new approaches in real time is critical. Changes in demographics, perceptions and values, financial conditions, and technological developments require a high level of responsiveness. Tracking website usage data and social media conversations are two ways campaigners are scaling up capacity to listen to audience feedback.

Tips For Applying the Principle:

TIP

Create a culture of learning.

Listen closely to the concerns and ideas of campaign participants and evolve efforts based on feedback by leveraging social media, online data analytics, interviews, and media response.

Online trading platform, **Yerdle**, built its UnShopping campaign based on a member suggestion. The campaign encourages people to take a pledge not to buy anything for 30 days, and instead trade for what they need and challenge their friends to join Yerdle to do the same. Designed to boost its membership, its goal of 1,000 members taking the test was met in the first week.

Bioregional serves as the learning hub for the **One Planet Living** initiative, engaging its partners in an iterative learning process to develop communications, metrics, and processes to make One Planet Living a reality. For example, experimentation and testing in the initial BedZed community enabled Bioregional to fine-tune and adapt its process to guide the almost 20 communities that are implementing a One Planet Living approach globally.

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TIP

Share lessons learned in language people understand.

Advance further action by providing ways for participants to share lessons learned through peer-to-peer exchanges, blogs, and videos.

Kislábnyom campaign in Hungary encouraged neighbours to support one another to create change through competitions and learning sessions. Examples of sustainable lifestyles behaviours from participating families were profiled, which increased motivation and amplified the impact the program was having.

Repair Café participants around the world spread the message of repair through videos, photos, blogs, and active exchanges on regional Facebook networks.

Image: Wikimedia Commons

The Repair Café

EMERGING OPPORTUNITIES

Sustainable lifestyle initiatives and campaigns must tap into the needs, core values, and aspirations of people in engaging, accessible, and relevant ways. Part 2 of this report demonstrates how to explore a number of case studies using the eight principles described above. There are other opportunities to improve the initiatives and campaigns including:

- Adopting holistic approaches to sustainable lifestyle initiatives and campaigns across multiple domains of need satisfaction, such as housing, mobility, food and leisure. Several of the cases (see Part 2 for a full description) – China Dream, Kislábnyom, One Planet Living, Penn South, and The Story of Stuff – adopt a holistic approach while most initiatives and campaigns focus on one domain at a time.

- Identifying, studying, and learning from cases that are not necessarily labelled as "sustainable lifestyle" initiatives and campaigns, such as communities that live with a smaller ecological footprint owing to the structural circumstances or traditions. Penn South case is an example of such an opportunity.

- Engaging individual lifestyles as embedded in a system of attitudes, groups, institutions, and infrastructure that require systemic approaches and a broad range of partners including governments, producers (and their representatives), and consumers.

- Learning from and working with mass marketing and aspirational brands campaigns about successful ways to tap into human needs, motivate change, and scale up efforts.

- Connecting relevant sustainable lifestyles initiatives together where appropriate in order to link efforts and resources.

- Linking initiatives and campaigns to promising policy initiatives and new business strategies for sustainable lifestyles.

- Distinguishing between reducing consumption and preserving low impact lifestyles. Campaigns directed at high-impact populations should focus on reducing consumption. On the other hand, campaigns directed at populations who live low-impact lifestyles while having their basic needs met may enable them to reframe their future aspirations away from pursuing more consumerism. The Kislábnyom case exemplifies this approach.

- Anticipating and addressing unintended consequences including when savings accrued from reducing consumption in one domain or one practice may lead to increased consumption in other aspects or domains.

The aim of this report is to encourage campaigns and initiatives that test these eight principles and adapt them over time in order to accelerate the widespread adoption of sustainable lifestyles around the world.

PART 2:
CASE STUDIES
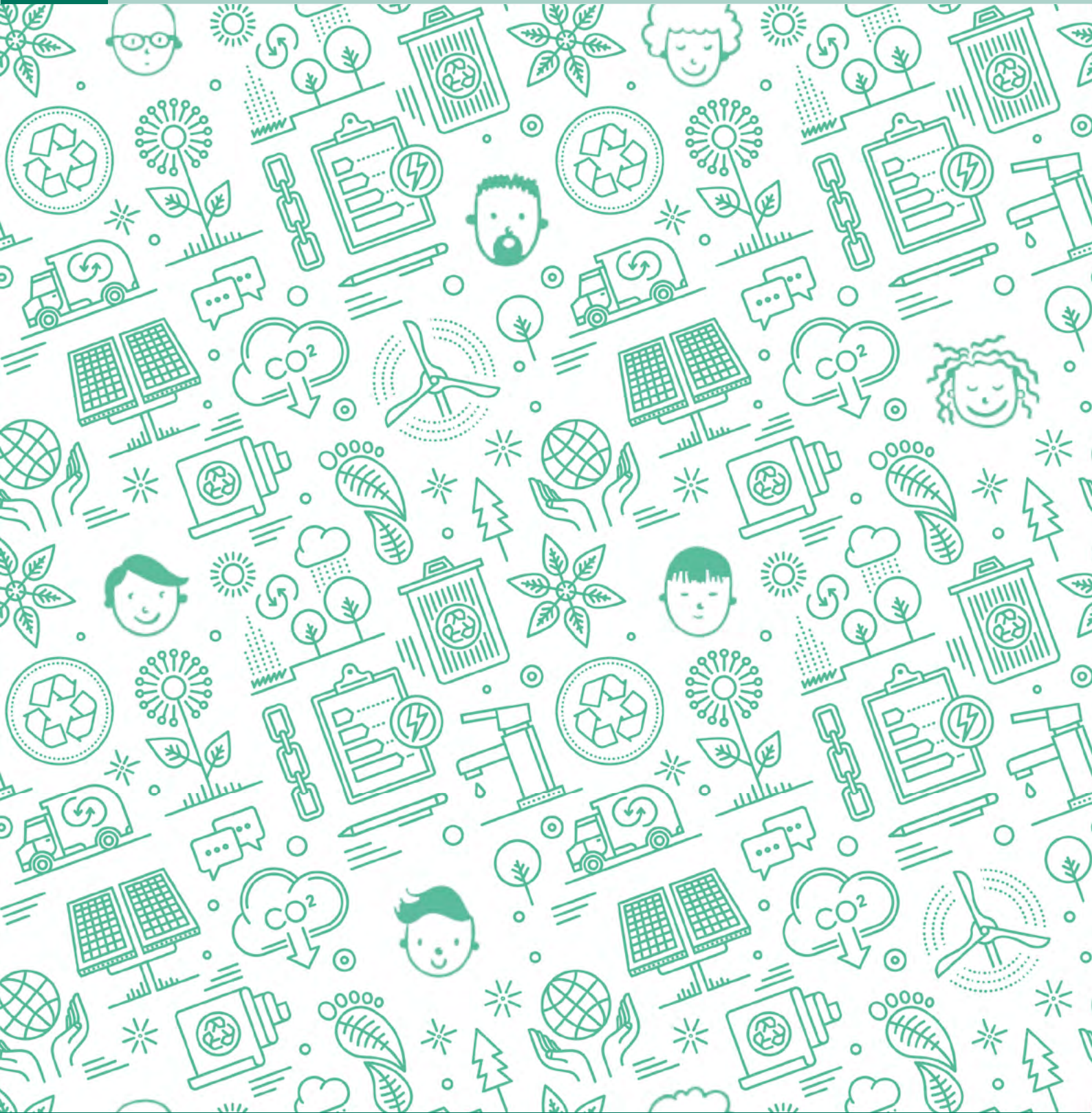
INTRODUCTION

Sustainable lifestyles initiatives are emerging in every region of the world in the core lifestyle domains of food, mobility, housing, and goods and leisure. The 16 cases profiled in this section illustrate the principles of effective campaigning in action, providing key insights for designing a new effort or adapting projects already underway. Each includes a description of the initiative, analysis of the case study through the lens of the eight principles, and communication tips.

Case studies were suggested by project advisors and identified through research by the project team and selected based on the sustainable lifestyle outcomes achieved and data available for analysis, as well as to reflect a range of geographies and lifestyle domains and approaches. See Part 5 for a full description of the research methodology.

Where countries are represented by more than one case, the examples highlight different ways that sustainable lifestyles are fostered or communicated. For example, China Dream provides insights on how to rethink the good life while the Low Energy Housing initiative in China demonstrates how taking a collective approach can greatly reduce the energy intensity of homes.

DRIVERS OF LIFESTYLES: LAYERS OF NEEDS AND WANTS

It is important to consider the drivers of lifestyles as effective sustainable lifestyles campaigns must recognize the role people's needs and wants play in shaping decision-making.

Akenji, L, H. Chen et al. (2016) outline the drivers in the following way and this approach informs our exploration of the cases in this report section.[4]

"Lifestyles and consumption are governed by a set of complex and dynamic drivers, which reflect the personal situation (income, identity, individual taste, and values) and external socio-technical and economic conditions (culture, social context, peer pressures, etc.). There are also physical or natural boundaries which allow or constrain lifestyle options. Studies on consumer decision-making in several fields show that cognitive abilities, psychological, social, economic, and policy and institutional frameworks all come into play, highlighting that driving factors behind lifestyles are inter-linked, and sometimes contradictory.
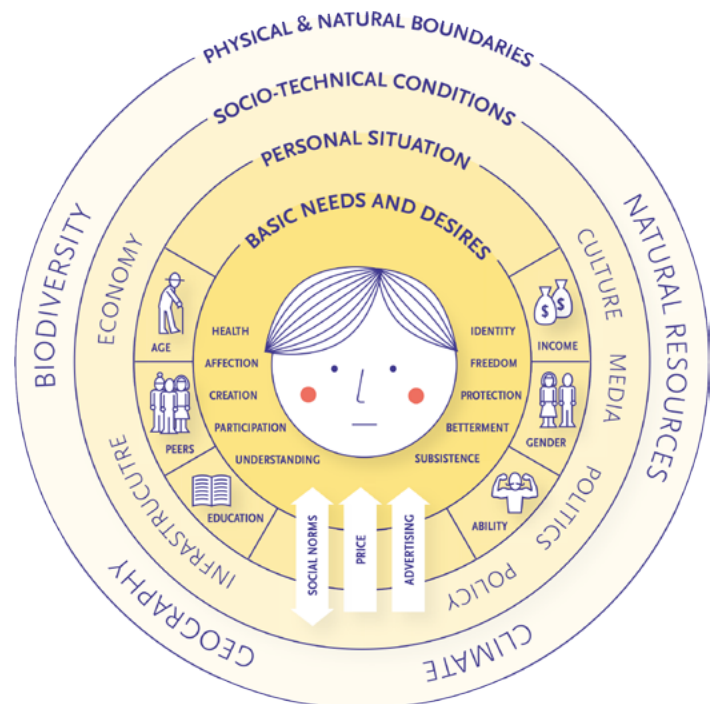
Image: Akenji, L, H. Chen et al. (2016)

[4] Akenji, L, H. Chen et al. (2016) A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme, p. 18 - 19.

Factors influencing lifestyles can be pictured in overlapping layers as presented in the Figure. In the center are the needs and desires of people, with examples from Vlek's and Max-Neef's work. [5],[6] These needs and wants contribute to, and are also determined by, one's personal situation and the socio-technical environment. Finally, to stay within sustainable limits, needs and wants can only be fulfilled within natural or ecosystem boundaries. This presents a gradation of factors from the micro-level to the macro-level. In essence, how we fulfil needs and wants (lifestyles) is framed by factors that range from the personal situation, through the enablers or constraints of broader external socio-technical conditions, to ultimately physical and natural boundaries. Defra, the UK Department for Environment, Food & Rural Affairs (2011), has referred to this as a distinction between behavioral factors and situational factors." [7]

LIST OF CASES

Please find the list of cases that follow:

1.	**Ba Giam, Ba Tang** (Three Reductions, Three Gains)	Vietnam
2.	**China Dream**	China
3.	**Cool Congregations** (Interfaith Power and Light)	USA
4.	**EnergiaKözösségek** (EnergyNeighbourhoods)	Hungary
5.	**Feria Verde**	Costa Rica
6.	**Kislábnyom - Small Footprint**	Hungary
7.	**Love Food, Hate Waste**	UK
8.	**Low Energy Housing**	China
9.	**NEED Myanmar**	Myanmar
10.	**One Planet Living**	Global
11.	**Penn South**	USA
12.	**Repair Café**	Netherlands; now 29 countries
13.	**SEKEM Initiative**	Egypt
14.	**Shark Truth**	Canada
15.	**The Story of Stuff**	USA
16.	**Yerdle – Swap stuff. Save money.**	USA

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[5] M. A. Max-Neef (1991). Human scale development: conception, application and further reflections.

[6] Although important, this paper does not distinguish needs from wants and desires – all of which are driven by psychological, social and physical mechanisms and whose fulfilment or absence would have impacts on lifestyles and sense of satisfaction.

[7] Defra (2011). A Framework for Sustainable Lifestyles. Department for Environment, Food, and Rural Affairs, UK.

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CASE

BA GIAM, BA TANG

(THREE REDUCTIONS, THREE GAINS)

Image: Ngoc Oanh / http://snn.baclieu.gov.vn

PROFILE

GEOGRAPHY:
Mekong River Delta, Vietnam

AUDIENCE:
Rural rice farming communities

ORGANIZATION:
Vietnam Ministry of Agriculture
and Rural Development
(government)

DATE:
2003 – Present

DOMAIN:
Food (agriculture / rural living)

NEEDS ADDRESSED:
Subsistence, betterment, health

**COMMUNICATIONS
METHODS:**
Leaflets, billboards, radio drama,
community events

WHAT IT'S ABOUT:

Three Reductions, Three Gains (3R3G) aims to reduce the
poverty level and increase the environmental sustainability
and health outcomes in the rural communites and rice farmers
of the Mekong River Delta. These goals are pursued through
an innovative campaign that encourages farmers to modify
three key resource management practices - fertilizers,
insecticides, and seeds - to achieve three gains including economic prosperity, health, and
soil productivity. The Fabián campaign makes use of leaflets, billboards, and a radio drama
to transmit scientific data on sustainable agricultural practices in a highly accessible way.

Three Reductions, Three Gains taps into the desire of local farmers for increased savings
and profits, as well as for healthy communities. It has used various communications tools to
motivate buy-in among its target audience, including a radio drama in the early stages of the
initiative, leaflets, billboards, and community events.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Three Reductions, Three Gains started through a participatory planning process which
engaged more than 950 volunteer farmers across 11 provinces to help design and test the
Three Reductions methodology. Workshops were held at which concise messaging was
co-developed, grounding 3R3G in culturally relevant language and outreach approaches.

BETTER LIVING

Three Reductions, Three Gains presents a vision of and clear case for sustainable and prosperous livelihoods for rural rice farmers and their communities by focusing on reducing inputs of expensive and toxic chemical fertilizers and insecticides, and tying them directly to cost savings, increased crop yields, improved health outcomes, and better soil sustainability. The economic imperative dominates the framing of communication materials, however, environmental and health benefits are part of the approach.

IMPACT

Three Reductions, Three Gains benefits from a simple and clear impact goal and has had great success in measuring its results and distributing the information to reinforce the central message of the campaign. For example, in An Giang province, 3R3G achieved adoption rates of about 70% in its third year, reducing insecticide use by 33%, seed use by 11%, and fertilizer use by 7%. The impact on livelihoods has been significant, with an increase in profit per hectare of USD $35 - $58, and a marked decrease in crop vulnerability to plant hopper outbreaks leading to larger harvests.

Image: http://www.unep.fr/

SYSTEMIC

One of the biggest challenges facing the Three Reductions, Three Gains campaign was the deeply held conviction that using more fertilizer, insecticides, and seeds would result in higher profits, given this assumption was leading to persistent negative impacts on rice cultivation, soil sustainability, and human health. The campaign revealed the systemic impacts and in doing so, convinced farmers that reducing the three inputs would actually deliver desired outcomes. A radio soap opera called My Homeland Story was developed and broadcast to break down the complexity of the issue and generate support for shifting practices.

RESPONSIVE

The 3R3G campaign built on the prior experience of the No Early Spray campaign, a highly successful government programme, which addressed issues of income and toxicity in farming by targeting the use of pesticides. 3R3G learned from the success of No Early Spray's communications strategy and built on it using a participatory, co-creation methodology for developing its messaging. My Homeland Story played a role in bridging between the two campaigns and tying objectives together.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Leverage Stakeholder Driven Campaign Design

Engage stakeholders directly in the design of sustainable lifestyle programs. This is particularly useful when there are education, language, culture, economic or other barriers to overcome. For example, agricultural scientists and farmers worked together to develop language and imagery for the 3R3G campaign that would accurately convey the messages around appropriate and sustainable resource use. This ensured the messaging and engagement incentives were appropriate to the target audience.

Framing:
Connect the Dots Between Systems that Impact Sustainable Lifestyles

Don't assume audiences understand the connection between consumption and the environmental, economic, health, and community impacts and solutions. Make the connections visible using narrative and visual concepts. For example, the focus on the three inputs to be reduced and the three resulting gains to be made in the 3R3G campaign was easy to understand and remember while at the same time illustrated the interconnection between different parts of the system. Most critically, it helped undercut the common assumption that more inputs would equal more outputs.

Strategy:
Adopt a Multi-Channel Approach

Take a multi-channel approach to ensure the saturation of messages about the benefits of sustainable lifestyles, particularly when there are assumptions to overcome. This also allows content and outreach strategies to be tailored to the needs of different groups with different educational backgrounds, education levels, and affinity to the issue. The use of multiple vectors and media for communication in the Three Reductions, Three Gains initiative – leaflets, posters, billboards, and radio – results in a wide reach for the campaign. The radio soap opera dramatized the experience of farmers going through the learning process and moving from high insecticide, fertilizer, and seed use to make the three reductions and reap the three gains.

Tactics:
Use Cartoons and Easy to Read Graphics to Address Education Barriers

Cartoons, posters, and easy to understand graphics can go a long way in translating complex issues for those not versed in the issues, with limited technical knowledge, and/or holding assumptions about sustainability. In the 3R3G campaign, while there was still a tendency to rely on text, cartoon images of smiling farmers were incorporated as well as simple graphics that show how the the goal of three reductions (insecticide, fertilizer, and seed) can increase yields and income.

MORE INFORMATION

http://www.uclg-cisdp.org/en/observatory/three-reductions-three-gains%E2%80%99-new-approach-agriculture
http://www.uclg-cisdp.org/en/observatory/three-reductions-three-gains%E2%80%99-new-approach-agriculture
http://www.uclg-cisdp.org/sites/default/files/Vietnam_2010_en_FINAL.pdf
http://ageconsearch.umn.edu/bitstream/6014/2/cp08hu02.pdf
https://ricehoppers.net/2010/09/09/hopperburn-in-northern-vietnam-while-the-mekong-has-less-bph-problems-and-a-bumper-crop/

CASE

CHINA DREAM (中国梦)

Image: Sina

PROFILE

GEOGRAPHY: China

AUDIENCE:
General audience, emerging middle class, consumer brands, government

ORGANIZATION:
Joint US-China Collaboration on Clean Energy (NGO - nongovernmental organization)

DATE: 2011 – Present

DOMAIN: Holistic

NEEDS ADDRESSED:
Identity, subsistence, betterment, health, understanding, participation

COMMUNICATIONS METHODS:
Workshops, advertising, artistic works, community events

WHAT IT'S ABOUT:

The China Dream initiative, founded in 2007 by the Joint US-China Collaboration on Clean Energy (JUCCCE), seeks to accelerate the shift to sustainable living in China. At its core, China Dream is about reimagining prosperity and reshaping the desires of the emerging Chinese middle class, a segment of Chinese society on track to exceed 800 million people by 2025. The goal of China Dream is to catalyze sustainable behaviours in this consuming class by encouraging social norms around a new personal prosperity and national identity. It also aims to shape policies targeting consumer behaviour such as those supporting textile recycling.

China Dream brings together partners from government, private business, and civil society in workshops with artists and sustainable production and consumption experts to develop storytelling and communication approaches. This workshop series has resulted in the creation of the Harmonious and Happy (和悦) Dream – a vision designed to challenge western depictions of "the good life" and the myth of the "citizen consumer." China Dream presents a compelling alternative and in so doing, challenges foreign advertising and western-influenced imagery that is increasingly dominant in Chinese culture.

Image: JUCCE

JUCCCE integrates the China Dream core values into mainstream marketing. For example, China Dream partnered with Unilever's Dove Brand and AS Watsons, the world's largest health and beauty retailer. In this project, China Dream used its methodology – Dream in a Box - to influence the development of the Dove marketing campaign "赞美真美" - translated as "Praise is Beautiful." Similar to other Dove corporate-led campaigns, women were the audience. The campaign partners gathered in a workshop with ten women from the target demographic. Collectively, they developed tactics such as women using social media to share compliments. These compliment exchanges also took place in the Watsons store by customers and trained staff and these actions were linked to Dove discounts. The intention was to change participants' mentality about sustainable consumption by increasing consumers' sense of self-worth.
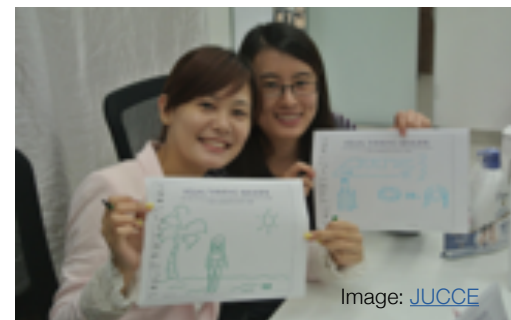
It won an award for the best corporate social responsibility campaign for its efforts to advance respect for women, social sustainability, community connectivity, and better living.

One of China Dream's most powerful initiatives focuses on changing the way people talk about sustainability – moving from jargon to accessible language which speaks to people's hearts using "the human and irresistible language of personal prosperity and national identity." China Dream has found that while the issues at the core of sustainable lifestyles remain the same – safe food, air, water; thriving communities, livelihoods – the ways in which people express themselves around these issues differs from place to place. The team behind China Dream believes that changing the language of sustainability is critical for engaging people in sustainability and leading them to take action. Shifting perceptions of sustainable living is a core outcome promoted by China Dream through its policy, corporate marketing, and engagement work.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

The China Dream initiative engages its stakeholders in a few important ways. Stakeholders have direct input in shaping "the dream" and in the creation of messaging, images, and other communications tools to be used by the China Dream campaign. The initiative engages a broad range of high-level stakeholders, from thought leaders to consumer product companies and government agencies. These stakeholders are drawn to the China Dream because of the way in which the campaign translates an ambitious vision into concrete, actionable steps. Examples of concrete outcomes include poster guides for use by sustainable restaurants, revitalizing China's food pyramid model, and school curricula on sustainability and healthy nutrition.

China Dream institutes training and initiatives for Mayors aimed at improving cities through "constructive citizenship." This includes the stakeholder engagement application used in Heyue City, where citizens can share ideas and take action (see link below).

BETTER LIVING

To develop the definition of China Dream, JUCCCE spent a year researching, curating images, and running workshops with groups of people from across China. The goal was to explore the question: what does "a better quality of life" mean for people from different regions, income brackets, and cultural backgrounds? The topics addressed were "Our City," "Health & Wellness," and "Culture and Style." The resulting information was taken forward into further stakeholder workshops and consultations and became the core of the present China Dream.

China Dream shifts the sustainability dialogue away from sacrifice to highlight common values and desires as well as sustainable pathways to achieving these aspirations. Artists and storytellers produce simple messaging and imagery that speak to core Chinese cultural and traditional values (community, family, happiness, and prosperity) and that challenge Western models of consumerism. A key feature of China Dream's presentation of better living is that it does not focus primarily on environmental outcomes; rather, it focuses on how its vision impacts on people's lives in terms of these core values.

Image: JUCCCE

Yuan Xikun, artist - Happy and Harmonious Dream calligraphy

IMPACT

China Dream adopts a holistic approach to advancing sustainable lifestyles and seeks social, economic, and environmental benefits. This integrated strategy is a core part of China Dream's Action Plan, known as the "Dream in a Box" process. The central goal for JUCCCE, the convening organization, is to have China Dream widely adopted by consumers, producers, and government so that JUCCCE is no longer needed over time. The campaign outlines a series of indicators that mark its success, including:

- Pickup rate in social media for the term "中国梦" (China Dream) reaching over 50 million people
- Number of cities that are piloting China Dream policies is more than ten (e.g., policies supporting bike sharing and clothing recycling)
- Number of mass media features and ads (branded content)
- Number of China Dream workshops is more than ten
- Impact of individual China Dream projects

Beyond China Dream's core strategy, the team designs and measures the impact of spin-off projects in integrated ways. A New Way to Eat (www.juccce.org/eat), for example, seeks both personal health and climate change outcomes by encouraging low-carbon and healthy dietary choices through play-based school activities and affordable lunch recipes. China Dream is influencing mobility through popular government-supported bike share programs (e.g., Mobike) and reducing textile waste through government action and private companies (e.g., clothing recycling by clothing retailer H&M). Sustainable lifestyle domain impacts (food, mobility, goods) are woven together in China Dream communications materials such as the policy video produced in partnership with Ogilvy APAC for the China Dream Mayors training (http://vimeo.com/51734216).

SYSTEMIC

The China Dream initiative takes a whole system approach to sustainable living. Rather than break sustainable lifestyles into component parts (e.g. housing, food, mobility), it maintains its framing solidly on a holistic aspirational lifestyle and encourages integrated action across the system – attitudes, behaviours, cultural expression, institutional policies and infrastructure, business models, and marketing – to accelerate the adoption of sustainable lifestyles. Even though China Dream develops programs focused on "Safe food, air and water", "Vibrant Living", and "Livable Communities", each of these programs integrates traditionally siloed sustainability topics such as food, transport and housing. The multi-stakeholder engagement approach undertaken by China Dream encourages dialogue across public, private, civil society, academic, media and artistic communities. The resulting actions are not just focused on education and raising awareness, but also include policy and corporate solutions.

COLLECTIVE ACTION

Part of what makes China Dream such a powerful and compelling initiative is that the 'ask' to the core audience is to make changes in their behaviours and desires for personal prosperity as well as national identity. Individual actions are not separate but are embedded within a national movement, supported by government and business action. JUCCCE recognized early on in China Dream's development that concern for environmental consequences is not a sufficient motivator for most people to make radical and impactful changes. As a result, reimagining personal prosperity builds on the collectivist culture and a desire for belonging.

RESPONSIVE

China Dream has adapted over time and the team changed its framing to better resonate with target audiences, including through its regular multi-stakeholder workshops. One of the most significant changes has been in the Chinese name for the campaign. Originally, the China Dream was called 和悦 (the Happy and Harmonious Dream), a term which is still used in campaign messaging. Yet when Chinese magazines translated the campaign into English they used the literal term "China Dream". JUCCCE decided to embrace this term in political dialogue and changed the official Chinese name of the campaign to 中国梦 (China Dream) in both English and Chinese. This had the dual advantages of harmonizing communications between the two languages and attaching the campaign to a well-known political push for home-grown sustainable development in China.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Tie personal values to societal values

Speak to identity and deep desires for belonging and prosperity. National identity or attachment to a local place can be a powerful motivator, often more effective than direct appeals to environmental concerns.

Framing:
Work with culture, not against it

Take time to understand stakeholder cultural values and collaborate with partners including artists, business and government who understand how to tap into these values. Mine old sayings and stories for messages and examples that resonate on a deep level.

Tactics:
Change the language of sustainability

Change the way people engage with sustainability by shifting the language away from negative framing such as sacrifice. Instead, present a hopeful, holistic vision of sustainable lifestyles in accessible language that broadens the appeal of sustainable lifestyle choices.

MORE INFORMATION

http://www.juccce.org/chinadream
http://en.heyuecity.com/
http://climatecolab.org/plans/-/plans/contests/2012/reducing-consumption/c/proposal/1304131
http://www.sustainablebrands.com/digital_learning/white-paper/china-dream-initiative

China Dream policy video for Chinese Mayor training (produced with Ogilvy APAC):
http://vimeo.com/51734216

Peggy Liu – TED Talks:
https://www.youtube.com/watch?v=4NqMP7lzgFg
http://blog.ted.com/chinas-pollution-problem-everyones-problem-peggy-liu-at-ted2014/

UNEP

CASE   COOL CONGREGATIONS

Image: Cool Congregations

PROFILE

GEOGRAPHY:
United States

AUDIENCE:
Faith communities, general audience

ORGANIZATION:
Interfaith Power and Light (NGO)

DATE: 2012 – Present

DOMAIN: Housing

NEEDS ADDRESSED:
Betterment, protection, understanding, participation

COMMUNICATIONS METHODS:
Cool Congregations Calculator, toolkits, tips sheets, contests, demonstration projects, tours, award ceremonies

WHAT IT'S ABOUT:

As faith communities emerged as leaders advocating for climate solutions, Interfaith Power and Light (IPL) launched its behaviour change program aimed at reducing the carbon footprint of congregational buildings across America. Cool Congregations is designed to support faith communities to "walk the talk" and reduce their carbon footprint through a range of actions – from switching to LED light bulbs to installing solar panels on roofs. The hope is that seeing change within congregations will inspire individuals to take steps at home as well. It effectively frames sustainability based on commonly held stewardship values, provides hands-on ways for congregants to make shifts in their energy consumption behaviours that ladder up to collective actions including engaging around policy change, and measuring and celebrating accomplishments along the way.

PRINCIPLES IN ACTION

BETTER LIVING

Cool Congregations explicitly taps the faith-based mandate to "care for Creation and to act as good stewards to preserve life for future generations" and each congregation's moral responsibility to do what it can to live more lightly on the Earth. These values extend beyond leaving the planet a better place for others and protecting those currently living here from inequities. The path they have laid out is clear: to align hearts with minds before moving towards solutions.

Image: Cool Congregations

IMPACT

Cool Congregations may be driven by a moral imperative but the program is decidedly action-oriented. The initiative has developed a Cool Congregations Calculator to help measure congregations' carbon footprint and identify the best ways to reduce it. A detailed toolkit then guides communities through a path of action, from creating a mission statement to specific actions to cut energy and carbon. Using a friendly sense of competition, the program motivates each congregation to work separately in service of making a collective impact. These competitions have helped the initiative to achieve, on average, a 42% reduction in greenhouse gas emissions for participating congregations. More than two million pounds of GHGs are saved each year by just 20 congregations, which is the equivalent of not burning one million pounds of coal every year, or driving 2.3 million fewer miles. To illustrate the full potential of the program, the Environmental Protection Agency noted that if all of America's 370,000 congregations were to cut energy use by just 20% it would reduce 2.6 million tons of GHGs – equal to eliminating emissions from 480,000 cars.

SYSTEMIC

Minnesota Interfaith Power and Light (MNIPL), a state affiliate of IPL that also runs a regional Cool Congregations program, is leveraging its individual behaviour change initiatives to tackle the greater socio-economic barriers to social change. In response to the state's new solar requirements, MNIPL helped create the Just Solar Coalition, which works to ensure vulnerable and low-income communities benefit from these new regulations, not just the wealthy. The first effort will be to build a solar garden that generates enough power to offset the electricity use of around 50 homes in north Minneapolis, a largely African American and low-income neighbourhood.

COLLECTIVE ACTION

The premise for Cool Congregations is that each participating parish helps level up to a large, national GHG reduction, and that each participant will apply the learnings in their own lives. This has driven impressive results, which IPL turns into inspiring success stories, with examples ranging from Kentucky-based Buddhist communities completing an energy retrofit on their place of worship, to the largest community-supported solar project in West Virginia.

DIVERSITY

True to its name, IPL is an interfaith effort that brings multiple religions and denominations together around shared goals related to energy conservation, efficiency, and climate protection, though most of its participants are of Christian faith. The organization points out that "every major religion has a mandate to care for Creation" and have compiled these mandates -- from Buddhism to Christian sects -- on their website to demonstrate this commonality across faiths.

IPL also recognizes diversity by acknowledging how climate change disproportionately impacts the world's poor, and the moral obligation the faith community has for working towards equity and justice for vulnerable populations. Many of IPL's state affiliates are working at the intersection of environmental and social justice issues and bringing their resources to bear in support of a range of issues that impact people beyond the congregation, such as efforts to oppose pipelines on traditional Indigenous territory in North Dakota.

Addressing Equity in Sustainability

Communication materials include practical guidance to support congregants in making lifestyle changes. The following example is part of a "25 Tips under $25" kit that recognizes sustainability shouldn't just be for the wealthy.

25 STEPS UNDER $25

Getting started in the process of transforming your home or house of worship into a greener space may seem overwhelming. But there are many easy steps you can take that make a big difference. We've collected a few "cool" ideas for starting out on the path of greening your congregation. Mouseover the underlined words in each category for quick, pop-up tips. For greater detail, download and print Cool Congregation's "25 Steps Under $25" and "25 Steps Over $25" checklists. Every congregation has a unique approach and starting place. This page will help you discover your own.

Before you start any energy saving project, check the Database of State Incentives for Renewables and Efficiency (DSIRE)

25 STEPS UNDER $25
25 STEPS OVER $25

CONSERVATION & ENERGY EFFICIENCY	Insulation	Energy Efficient Lighting
	Heating and Cooling	Appliance Upgrades
RENEWABLE ENERGY	Solar Energy	Wind
	Geothermal	Solar Water Heating

Image: Cool Congregations

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Tune into where people are at in their sustainability journey

It is important to understand where audiences are at in their journey to having more sustainable lifestyles and tailor approaches to their stage of change. For example, IPL does not have an explicit target audience or segmentation system but uses regular interaction with their congregations to gauge readiness before asking for larger commitments. Those deemed ready are tapped to share their experience of the benefits, challenges and choices associated with energy saving behavioural change, or advocate for policy change, whereas people just setting out may be better motivated by having an experience with trusted peers (e.g. touring the energy efficient home of a fellow congregant).

Framing:
Make the moral case but use caution regarding messengers and approach

Moral frames can be used when there is a shared philosophical outlook, such as among members of a faith community, as they can open hearts and put the focus on the common good. Moral frames can provide a starting point for conversations that lead to action, program and policy work, which can incorporate scientific arguments and data. While moral messages calling on faith-based individuals to act on climate change can be compelling, research advises caution on taking this approach with the broader public unless the moral call is tied to more secular, universal values such as fairness or equity. Authentic messengers who share moral values with audiences are also critical for the approach to resonate.

Strategy:
Build on existing relationships

Cool Congregations leverages the existing relationships between those who share common values and trust as these relationships provide much-needed support during the behaviour change process and help individuals who confront challenges on the way by providing hands on guidance and emotional support.

Tactics
Reward leadership and inspire through competition

Contests and award ceremonies that recognize participants in front of their peers for their achievements can motivate further action. Cash incentives can make a difference, however, the IPL Cool Congregation Challenge competition illustrates that publicity online, in newsletters, and public presentations is more essential.

MORE INFORMATION

http://www.coolcongregations.org/about/what-is-a-cool-congregation/
http://www.climateaccess.org/blog/lessons-field-targeting-your-audience
http://www.coolcongregations.org/take-the-challenge/what-is-ccc/
https://nextcity.org/daily/entry/minneapolis-solar-power-energy
http://www.coolcongregations.org/resources/religious-statements-on-climate-change/
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http://www.coolcongregations.org/largest-community-supported-solar-system-in-west-virginia/
http://www.coolcongregations.org/category/cool-congregations/
http://www.climateaccess.org/blog/moral-messages-transcend-politics

UNEP

CASE

ENERGIAKÖZÖSSÉGEK

(ENERGYNEIGHBOURHOODS)

Image: GreenDependent

WHAT IT'S ABOUT:

EnergiaKözösségek (EnergyNeighbourhoods) are composed of five – 12 households which come together for at least five months and compete against other groups to achieve reductions in energy consumption. Energy savings are measured and compared against a baseline of the household's past energy consumption. The program, run by GreenDependent, also provides tips on sustainable eating, mobility and free time in creative ways such as putting together a climate-friendly menu or holiday plan.

The program originated in Belgium, where BBL (Bond Beter Leefmilieu), the Belgian coordinating NGO has been organizing EnergyNeighbourhoods for more than 10 years. The methodology was passed on to other countries in the framework of EU-funded projects first between 2007-2009, and then between 2011-2013 to 16 countries, including Hungary. In Hungary, EnergyNeighbourhoods have been formed across the country over the past five years with support from the EU and is now run by the utility company E.ON Hungaria.

For the EnergyNeighbourhoods program to achieve its goals in Hungary, it was important to work with the neighbourhood teams to identify personal priorities. This meant that communications strategies were participatory and diverse, catering to families focused on cost savings, local environmental impacts, climate change, or even building on existing local and national initiatives. Communication was carried out via training sessions, public events, and perhaps most importantly between participant households and neighbourhoods. The sense of community and inter-neighbourhood competition developed through this process was an important factor in bringing about sustained behaviour change.

The success of the EnergyNeighbourhoods campaigns has stemmed from its participatory and diverse approach to meeting the needs of households in Hungary. Supporting a diversity of pathways to lower footprint living has broadened the audience and made engagement easier.

PROFILE

GEOGRAPHY: Hungary

AUDIENCE:
Groups of 5 – 12 households in a Neighbourhood

ORGANIZATION:
GreenDependent Institute (NGO)

DATE: 2011 – Present

DOMAIN: Holistic, housing

NEEDS ADDRESSED:
Subsistence, housing, betterment, identity, participation

COMMUNICATIONS METHODS:
Workshops, connecting people to each other, competitions, challenges, public events

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

EnergyNeighbourhoods engages household members or groups of people who are connected to one another yet spread across a community. Each cluster of five – 12 homes sets common objectives such as reducing energy bills and supporting municipal climate actions, and selects a volunteer Energy Master who coordinates activities across households and promotes problem solving and information sharing. Program staff support the households in achieving their goals.

BETTER LIVING

EnergyNeighbourhoods presents a pathway to more sustainable lifestyles that is rooted in the values people care about including healthy communities, cost savings, long-term sustainability, climate security, community building, and intergenerational responsibility. The program has been so successful that many of the Neighbourhoods have chosen to stay together after the completion of the program to work on additional efforts.

IMPACT

In the first two years of the program, each neighbourhood group completed a baseline survey capturing household attitudes prior to and following completion of the program. Throughout the project, households monitored and recorded energy consumption numbers from meters on a bi-weekly or monthly basis and compared these against historical energy consumption data. At the end of the program, participants present a strategy for further cutting energy use.

Image: GreenDependent

DYNAMIC LIFE CHANGES

EnergyNeighbourhoods contributes to the reframing of identity and lifestyle choices by engaging people to make shifts in energy patterns around life events such as birthdays, cultural celebrations, and vacationing. Many volunteers acting as EnergyNeighbourhoods program coordinators have gained skills from the experience that set them on a new career trajectory.

DIVERSITY

The program recognizes that sustainable lifestyles can look different depending on the individual, family, or neighbourhood involved. For example, one family may emphasize cost savings through behaviour change while another prioritizes reducing the environmental impacts of vacations.

COLLECTIVE ACTION

GreenDependent organizes community events to celebrate saving together and award prizes to program participants. These events include presentations by neighbourhood teams as well as games and activities aimed at enriching knowledge of low-carbon living.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Neighbours Want to Know Their Neighbours

Leverage the fact that people want to get to know their neighbors and tackle sustainability challenges as a group, not alone. Set common goals and measure progress along the way.

Framing:
Take a Can-Do Approach

Focus on how community members can make a change starting at the household level, followed by the neighbourhood and community levels. Weave opportunities for policy and infrastructure changes into the conversation with the most engaged.

Strategy:
Invite the Broader Community In

Use friendly competitions and award ceremonies to motivate action and invite the larger community to participate including meeting the winners and learn how sustainable lifestyles are possible and beneficial.

MORE INFORMATION

http://www.greendependent.org/index.php?option=com_content&view=article&id=135&Itemid=77&lang=en
http://intezet.greendependent.org/en/node/120
https://ec.europa.eu/easme/en/news/neighbourhoods-take-energy-saving-challenge

CASE | **FERIA VERDE**

Image: Feria Verde

WHAT IT'S ABOUT:

Feria Verde is a marketplace located in San José, Costa Rica where organic farmers, food artisans, designers, handicrafters, restaurants, and consumers come together twice a week to exchange products, ideas, and to support each other in pursuing sustainable, prosperous lives. The marketplace promotes agro-ecological food production, appropriate agricultural scale, family businesses, health, heirloom seeds, direct fair trade, health, "deliciousness", and activism. Feria Verde also hosts a wide variety of courses and events including sustainability-themed workshops, producer idea exchanges and training seminars, yoga classes, a hula hoop club, children's programming, live music and cultural events, and a recycling centre. The marketplace is funded by the fees paid by vendors, and managed by the Asociación Amantes de lo Orgánico (AAMOR), which provides a quality assurance system, an ecological fair ground, marketing, and ensures market activities reflect the core values that Feria Verde represents including Abundance for Everyone, Concordance in Diversity, The Power of Encounter, The Politics of Desire and Reverence for the Spirit of the Earth. Feria Verde has deeply influenced the public discussion of organic foods and their production, genetically modified organisms (GMOs), industrial and family farming models, conservation, and the links between health and nutrition at the national level.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

The Feria Verde is grounded in local experiences and interests. Much of its work centres on achieving sustainable livelihoods for farmers and making smart, sustainable consumer choices available for the community at large. Feria Verde listens to the needs of producers and consumers, and designs and supports courses to help spread knowledge of sustainable agricultural and consumption practices. Working with its stakeholders, the Feria Verde supports producers to become organically certified at a low cost in Costa Rica.

PROFILE

GEOGRAPHY: Costa Rica

AUDIENCE:
General audience, farmers, producers

ORGANIZATION:
Asociación Amantes de lo Orgánico (NGO)

DATE: 2008 - Present

DOMAIN: Food, leisure and consumer goods

NEEDS ADDRESSED:
Subsistence, betterment, creation, health, understanding, participation

COMMUNICATIONS METHODS:
Market, social media, word of mouth, events

BETTER LIVING

Feria Verde enhances the capabilities of the community to make more informed production and consumption choices related to food, the environment, and health. It fosters ongoing dialogues about community desires and needs, and emphasizes pathways towards sustainable abundance for everyone.

Image: Feria Verde

IMPACT

In the eight years since Feria Verde first began, the two weekly markets have scaled up to provide space for more than 140 producer-vendors of foods, handicrafts and restaurants that draw 3,000 visitors every week. Feria Verde's social media presence has been an asset in growing the marketplace with more than 35,000 Facebook followers sharing posts about the market, discussion of food-related issues, advertisements for upcoming courses and public lectures, and pictures of products and market-goers. Feria Verde has also been featured on many media channels such as radio, TV newspapers, magazines, and blogs.

SYSTEMIC

Feria Verde increases knowledge and understanding of food systems and how they are connected to other local and global systems, including health and livelihood impacts for producers and consumers alike.

DIVERSITY

Feria Verde supports a wide range of sustainable lifestyles choices for its community. The marketplace features a diverse set of vendors and draws in consumers from different walks of life, ranging from activists to bankers.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Integrate in-person and online community building efforts

Make clear ties between face-to-face interaction and online activities and build on the strengths of both. For example, Feria Verde takes the dynamic experience of the marketplace and training programs and pairs these in-person activities with continued interactive dialogue on Facebook. The trust and community connections nurtured at the marketplace have become the vibrant online community. For example, discussions of organic food among vendors has become a dialogue and movement to advocate for organic food policy online.

Strategy:
Reveal and experience the system

Show people rather than tell them about a system in order to achieve lasting shifts. For example, in Feria Verde, stakeholder training and exchanges in the marketplace with producers, restaurants and consumers are deeply experiential. The marketplace experience connects the dots across different elements of the food system, reinforces common values, and sheds light on the whole. One result is new understanding. Evidence can be found in the small stakeholder-driven movements inspired by Feria Verde which focus on systemic change. These include campaigns against food waste and awareness on true cost campaigns as well as overall debates on sustainable living.

Framing:
Emphasize the opportunity for social justice in compelling ways

Be bold in tying framing to big beautiful goals that everyone can hold. By using language such as "Abundance for Everyone", Feria Verde adopts emotionally compelling and inspiring language to connect people together. This is an aspirational frame that places daily food actions in a context related to social justice.

MORE INFORMATION

http://www.feriaverde.org/
https://www.facebook.com/FeriaVerde/

Video about the market
https://vimeo.com/64614805

UNEP

CASE

KISLÁBNYOM

(SMALL FOOTPRINT)

Image: GreenDependent

PROFILE

GEOGRAPHY: Hungary

AUDIENCE:
Large and lower income
households

ORGANIZATION:
GreenDependent Sustainable
Solutions Association (NGO)

DATE: 2010 – 2012

DOMAIN: Holistic

NEEDS ADDRESSED:
Subsistence, housing,
health, identity, participation,
understanding

**COMMUNICATIONS
METHODS:**
Workshops, community
events, challenges, magazine
articles, television profiles

WHAT IT'S ABOUT:

Kislábnyom was aimed at promoting long-lasting and
sustainable behaviour change in lower income households,
given these community members tend to live sustainable
lifestyles but don't necessarily identify as being "green." The
effort consisted of interactive training sessions with groups of
families around the country, small footprint competitions for
households, closing celebratory community events, planting
of native fruit trees, and taking collective responsibility for
emissions associated with program-related events.

GreenDependent Sustainable Solutions Association in Hungary implemented the
initiative through two year-long campaigns in collaboration with the social services
organization Large Families Association and other non-profit organizations with
direct connections to modest-income families. These organizations helped with
recruitment while GreenDependent provided the methodology, professional materials,
publications, and training events for the regional coordinators of the collaborating
organizations to become amplifiers and local agents of sustainable lifestyles
households, as well as for households. They also created press releases that received
good uptake from local mainstream media.

To achieve the goal of long-lasting sustainable behaviour change, GreenDependent
appealed directly to the common desire to cut household costs, identified many
behaviours that households were already taking that could be expanded on, and
reframed how participants thought about the issue by promoting the idea that low
income lifestyles are inherently sustainable.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Kislábnyom involved participants in creating the messaging approach and sharing best practices. For example, the organizers developed a series of guidebooks and newsletters featuring examples of sustainable lifestyles behaviours from participating families, which increased motivation and amplified the impact the program was having. Additionally, one family from each campaign was filmed for one of the national TV channels, and a series of articles on small footprint families was published in one of the main weekly women's magazines.

BETTER LIVING

Kislábnyom focused on demonstrating how lower-income households that viewed sustainable lifestyles as being for the elite and out of reach were well on their way toward sustainability and that additional no cost solutions could be easily adopted. Families that engaged in the workshops realized they were already making sustainable choices which opened their thinking about additional steps they might take.

IMPACT

Through competitions among the participating families, measurable results were demonstrated and this motivated participants to share their experiences beyond the project and continue to find new ways to lives sustainably. Between 2009 and 2011, nearly 9,000 households were reached, with 1,030 households participating in the Kislábnyom campaign directly. Of these households 433 completed the full set of competitions. Post-campaign research suggests that families who participated in the campaign showed carbon footprints roughly half that of the average Hungarian household.

SYSTEMIC

In this project the full benefits of sustainable lifestyles of the participants were considered, such as growing food, cooking family meals at home, swapping and recycling household goods and clothes, increasing community capacity to meet needs, and saving money by conserving energy. Participants learned how their everyday activities accumulated and interacted with the environment in their community and globally including on climate change.

DIVERSITY

The Kislábnyom campaign was targeted at low income households often left out of sustainable lifestyle campaigns and its reframing of low-income living as having a lower impact generated a sense of pride and empowerment. Kislábnyom was featured on national television and a women's magazine, increasing the reach of the message to other families.

COLLECTIVE ACTION

This project engaged entire families and communities of families. The campaign included not only seminars and discussions on the sustainability topics but also celebrations, sharing meals and playing family games. The concept of "we are all in it together and we need each other to make change" was prominent in the messaging for the initiative and the "graduates" of the project were strongly encouraged to become the messengers and change agents within their networks.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Avoid Assumptions About Attitudes Toward Sustainability

Most people care about the environment, but that concern can manifest in very different ways. Take time to understand what your audience values and the assumptions they may hold about sustainable lifestyles.

Framing:
Address Environmental Elitism

Overcome the perception that environmental choices are only for elites by illustrating how reducing consumption is more impactful than buying new products, even if they are green.

Strategy:
Eliminate Barriers to Participation

Design engagement strategies that help overcome barriers for lower-income participants, such as providing free childcare and/or transit to workshops. Focus on tangible benefits and if families are involved, make it fun using challenges, games, and community events.

MORE INFORMATION

http://kislabnyom.hu/
http://scorai.org/wp-content/uploads/SCORAI-Europe_Istanbul-Workshop_Proceedings_2013.pdf
http://kislabnyom.hu/sites/default/files/letolt/csaladi_utmutato_web_1.pdf
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http://www.greendependent.org/index.php?option=com_content&view=article&id=75%3Anagycsalad-kis-labnyom&catid=25%3Afuto&Itemid=70&lang=en
http://www.greendependent.org/index.php?option=com_content&view=article&id=150&Itemid=84&lang=en

UNEP

CASE

LOVE FOOD, HATE WASTE

Image: LoveFoodHateWaste

PROFILE

GEOGRAPHY: United Kingdom (and beyond)

AUDIENCE: General audience

ORGANIZATION: Waste and Resources Action Programme (NGO)

DATE: 2007 – Present

DOMAIN: Food

NEEDS ADDRESSED: Subsistence, betterment, health, understanding, participation

COMMUNICATIONS METHODS: Digital marketing, press and public relations, events, posters

WHAT IT'S ABOUT:

Love Food, Hate Waste is a public-facing behaviour change campaign coordinated by the Waste and Resources Action Programme (WRAP) to reduce food waste in the UK. The campaign motivates the public to think differently about food, emphasizing how better food management results in substantial financial savings as well as a reduced environmental impact. The campaign uses tips on how to better manage food and provides leftover recipes to help the public reduce household food waste. WRAP runs the campaign and amplifies its impact through private, public and community partnerships. WRAP understands the bigger picture and uses this public-facing campaign to help influence retailers and government agencies to address their waste as well. This campaign is now being taken up around the world from Canada to New Zealand.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Love Food Hate Waste is stakeholder-focused. The campaign offers practical tips and inspiration to increase motivation and decrease barriers to participation. In its early years, Love Food, Hate Waste acknowledged in several articles that residents of the UK may be losing touch with core cooking skills, leading to an increase in food waste through convenience items, so they shared loads of basic cooking tips and recipes provided by celebrity chef ambassadors. WRAP now uses consumer insights and research to develop campaign approaches that resonate with target audiences. Through focus-group research conducted in 2016, WRAP identified that the British public are motivated by messages relating to money and the environment when considering their food-related behaviours. This in-depth research is being used to reflect stakeholder needs and develop a new targeted messaging approach for the campaign.

BETTER LIVING

The campaign seamlessly integrates the global imperative to reduce waste with common personal aspirations to more efficiently manage one's household budget. Love Food, Hate Waste highlights what is possible for both pocket – saving on average £700 a year on food for the average family – and the planet – reducing the seven million tonnes of food thrown away by UK households each year. An important issue the campaign has not yet addressed is time. Time, or a lack of it, contributes to increased purchase of convenience food and overall food illiteracy.

IMPACT

Love Food Hate Waste has been running since 2007 and aims to tackle the seven million tonnes of food and drink wasted annually in the UK or £700 for the average family. That equates to a lot of cumulative savings, although the programme could better illustrate the collective impact it have had over the nine years since the project launch and if the annual amount of waste has been reduced or not. The impact this household program has had on the retail sector seems substantial, as Love Food, Hate Waste has signed on more than 30 new businesses to make voluntary waste reduction cuts, no doubt thanks to the popularity of the household programme.

Image: LoveFoodHateWaste

Image: LoveFoodHateWaste

Making the Most of Each Mouthful

The British public have made great strides in reducing the amount of good food that goes into their bins at home. In fact, food and drink waste is down by 21% since 2007. But with £12.5 billion of food still ending up in the bin every year, there's still a long way to go.

People are attracted to the idea of reducing food waste because it not only saves them money, but they are also aware that binned food often ends up in landfill and that somehow that's not good for the environment. That's quite true of course - good food in a landfill site will rot and produce greenhouse gases, but getting our food from field to fork has a big impact on the global environment too, and this impact is larger than it needs to be when food is wasted.

While the difference to our wallets is a tangible benefit for many, it's important to help people understand that 'making the most of every mouthful' makes a difference beyond our own bins and bank accounts. Achieving an emotional connection with people will enable us to cut food waste figures further in the future.

DIVERSITY

The campaign targets the broad target audience of household consumers by partnering with messengers (initially with celebrity chefs) with different cooking backgrounds and by targeting households of both limited means and of higher socio-economic resources through different motivations - either personal budget reduction or the larger impact on the earth. The language and storytelling used are illustrative and appropriate for young and old audiences alike and by providing tips and recipes for change, rather than inundating with data the campaign appeals to a broad audience. However, considering the cultural diversity within the UK there could be a greater breadth of languages and recipes reflecting those experiences.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Focus on Household Savings First, Environment Second For Many Audiences

Economic concerns dominate so emphasizing cost savings can be a strong motivator for many, particularly for reaching beyond the sustainably minded. When cost savings are also tied to doing the right thing or being part of a solution, it can be even more motivating as it taps into a deeper, sense of personal responsibility. For the most part, Love Food, Hate Waste leads with household savings. When information on environmental impact is provided, it is illustrated rather than articulated through text and moves quickly from problem to solutions an individual can take. In 2016, WRAP segmented (or split into groups) its UK target audiences. While the focus on savings is true for many, the environment is a particularly strong motivator for one particular group of highest wasters. For 2017, the WRAP team are developing an approach that targets different groups with the content that most resonates with them, under one overarching campaign idea.

Framing:
Food is a Good Place to Start a Conversation

Food provides an accessible point for opening sustainable lifestyle conversations, particularly when making good choices can lead to personal and societal benefits as mentioned above. Love Food, Hate Waste gets the right balance by including a clear challenge, choice, and opportunity in the campaign.

Strategy:
Keep it Simple and Repeat Themes Often

People are often overwhelmed with information and busy lives. Develop a few key narrative points and repeat often across multiple channels and using different mediums. For examples Love Food, Hate Waste uses 'a saving of £700 for the average family' and 'seven million tonnes of waste from UK households every year' points throughout the campaign to reinforce the message that there is a lot at stake for households as well as the planet.

Image: LoveFoodHateWaste

MORE INFORMATION

http://www.businessgreen.com/bg/news/2471441/retailers-and-restaurants-unite-to-step-up-waste-reduction-efforts
http://www.wrap.org.uk/sites/files/wrap/Love%20Food%20Hate%20Waste%20Retailer%20Introduction.pdf
http://www.lovefoodhatewaste.com/content/making-most-every-mouthful

Image: Wikimedia Commons

CASE — LOW ENERGY HOUSING

PROFILE

GEOGRAPHY: China

AUDIENCE: Construction companies, governments

ORGANIZATION: SWITCH-Asia (Multi-stakeholder partnership, including governments)

DATE: February 2012 – January 2015

DOMAIN: Housing

NEEDS ADDRESSED: Understanding, participation, creation

COMMUNICATIONS METHODS: Workshops, networking events, policy development and information sessions, online video, website

WHAT IT'S ABOUT:

The Low Energy Housing campaign, launched by SWITCH-Asia, focused on increasing the sustainable use of resources in the building sectors in the city of Shenzhen and Sichuan province, China, by influencing a shift in construction practices including energy efficiency and recycling of building materials. These activities were connected to improving quality life for citizens in the target cities by emphasizing that green buildings are more healthy environments for people to live in. Low Energy Housing also framed its activities in terms of contributing to climate change mitigation.

The initiative made extensive use of events and workshops designed to connect stakeholders from business and government with the benefits of sustainable buildings and construction practices in China's unique context, as well as facilitate the emergence of coordinated action on policy development, real estate planning and construction between public and private actors. The Low Energy Housing campaign also leveraged international expertise to provide technical training and project consultation. The goal of shifting construction practices was achieved by tapping into the desire among Chinese construction firms to participate in the larger, national transition toward a more sustainable development model for China

PRINCIPLES IN ACTION

IMPACT

The Low Energy Housing campaign was highly focused on results with a rigorous monitoring system in place for an Asian and global audience. The campaign resulted in significant savings from reducing carbon emissions by allowing construction projects to avoid purchasing carbon credits in China's carbon emissions trading system. It increased the share of sustainable buildings in Sichuan's market from 4.2% in 2010 to 16.6% in 2014, and 22.3% in 2010 to 39.5% in 2014 in Shenzhen. The campaign connected with more than 700 small and medium-sized enterprises and engaged in 42 outreach activities.

COLLECTIVE ACTION

The Low Energy Housing Campaign attracted 36 stakeholder groups ranging from local authorities and media outlets, to consumer associations and community leaders. They provided input into policy dialogues and benefited from technical training, sharing best practices, and networking. Over the three-year campaign, the adoption of sustainable practices and the construction of green buildings by participating firms resulted in 7.45 million square meters of energy efficient floor area being constructed, which translates to a reduction of 420,000 tonnes of CO_2 and 67 petajoules (PJ) of energy savings. It also increased the use of solar heaters and geothermal heat pumps by 16.5% compared with 2010.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Foster Public-Private Partnerships

Build public-private partnerships to help advance policy change and provide the incentives needed to spark sustainable behaviour change in your target audience. As in this case, partners can be brought together for learning opportunities (such as on the benefits of low energy housing), to build coalitions toward policy goals, or for peer-to-peer learning. For example, in Low Energy Housing, the success of the program results from the financial investment of public and private actors and the interactions of the international, governmental, business, and NGOs through networking and knowledge sharing.

Strategy:
Identify a Need around which to Align Activities

Identify where your audience is experiencing a coordination gap or lack of capacity, and craft a strategy designed to support their efforts. The scope can include specific technical needs as well as more general gaps in coordination across actors. For example, the construction stakeholders in Low Energy Housing participated to meet their need of gaining sustainable and low-carbon building knowledge and capacity.

MORE INFORMATION

http://www.switch-asia.eu/projects/low-energy-housing/
http://www.switch-asia.eu/multimedia/low-energy-housing/
http://www.switch-asia.eu/publications/low-energy-housing-mainstreaming-energy-efficient-buildings-in-chinese-cities/
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http://www.switch-asia.eu/programme/

UNEP

CASE

NEED MYANMAR

Image: Need Myanmar

PROFILE

GEOGRAPHY: Myanmar

AUDIENCE:
Rural population, ethnic minorities

ORGANIZATION:
Network for Environment and Economic Development (NGO)

DATE: 2006 – Present

DOMAIN: Holistic, food, housing

NEEDS ADDRESSED:
Subsistence, betterment, understanding, creation

COMMUNICATIONS METHODS:
Social media, newsletter, public events

WHAT IT'S ABOUT:

NEED Myanmar is a non-profit that operates professional training and village-level capacity building programs servicing the rural, predominantly ethnic minority communities, of the country's north, west, and eastern border regions. Its mission is to strengthen Myanmar's civil society so that all citizens benefit from the practice of sustainable development strategies that are locally relevant, grounded in culture and tradition, and based on economically, environmentally, and socially sustainable ideas.

NEED Myanmar works to address two key challenges in the border regions, the first being food insecurity through the Model Farm Initiative, a six-month training program that invests in skill development for young people including sustainable agriculture, environmental justice, community development, and leadership. Second, at the village level, Myanmar's border regions face the challenge of managing biodiversity loss and environmental degradation related to economic development and unsustainable agricultural practices. To address this challenge, NEED Myanmar runs a village-level capacity building and community outreach program where students return to their villages from the Model Farm and begin to campaign for and train their peers in sustainable agricultural and development practices. NEED Myanmar conducts some of these workshops in Shan State, and directly supports three demonstration farms that raise awareness and spread knowledge and new practices. Model Farm students have gone on to develop small-scale farm operations projects, traditional seed collection banks, and livestock breeding programs.

The Model Farm Initiative

Key topics covered in the Model Farm Initiative include: rice cultivation, soil conservation, seed saving, aquaculture, mud-brick and thatched house construction, composting, vegetable and fruit gardening, basket weaving, and renewable energy (biogas and solar energy). They also provide English language training, research and computer skills, and leadership development. (see NEED Myanmar Factsheet)

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Through NEED Myanmar's inclusive focus on minority groups, the initiative provides knowledge and tools for sustainable agriculture and livelihoods to those most in need. The regions around Myanmar's borders with Bangladesh, China, India, and Thailand are particularly resource constrained and largely inhabited by ethnic minorities. As such, political instability has been a persistent problem in the border regions. By designing an agricultural program that meets the needs of these marginalized groups, NEED Myanmar is helping to remove barriers to full economic and social participation for minorities within Myanmar. The Model Farm Initiative empowers these communities by building their capacity to sustainably manage farms and natural resources. NEED Myanmar's objective is to leverage the resulting economic stability and autonomy of villages into long-term environmental and political stability.

BETTER LIVING

NEED Myanmar advances a hopeful and inspiring vision of sustainable, prosperous communities. It acknowledges the troubled history of Myanmar, yet charts a path towards a peaceful and sustainable future. This initiative trains the next generation of civil society leaders in areas ranging from community economic development, human rights, and environmental conservation, to sustainable agriculture and livelihoods.

DIVERSITY

The border regions of Myanmar are largely populated by ethnic minorities and have a long history of political instability and economic hardship. NEED Myanmar is working to address these challenges by providing sustainable agriculture training and educational support for Myanmar's Arakanese, Kachin, Lahu, Karen, Burman, and Shan ethnic groups. In 2008, boarding facilities were added to the Model Farm to allow economically challenged youth to participate in the programme.

Image: Juan Gallardo Osuna / Myanmar Travel Essentials
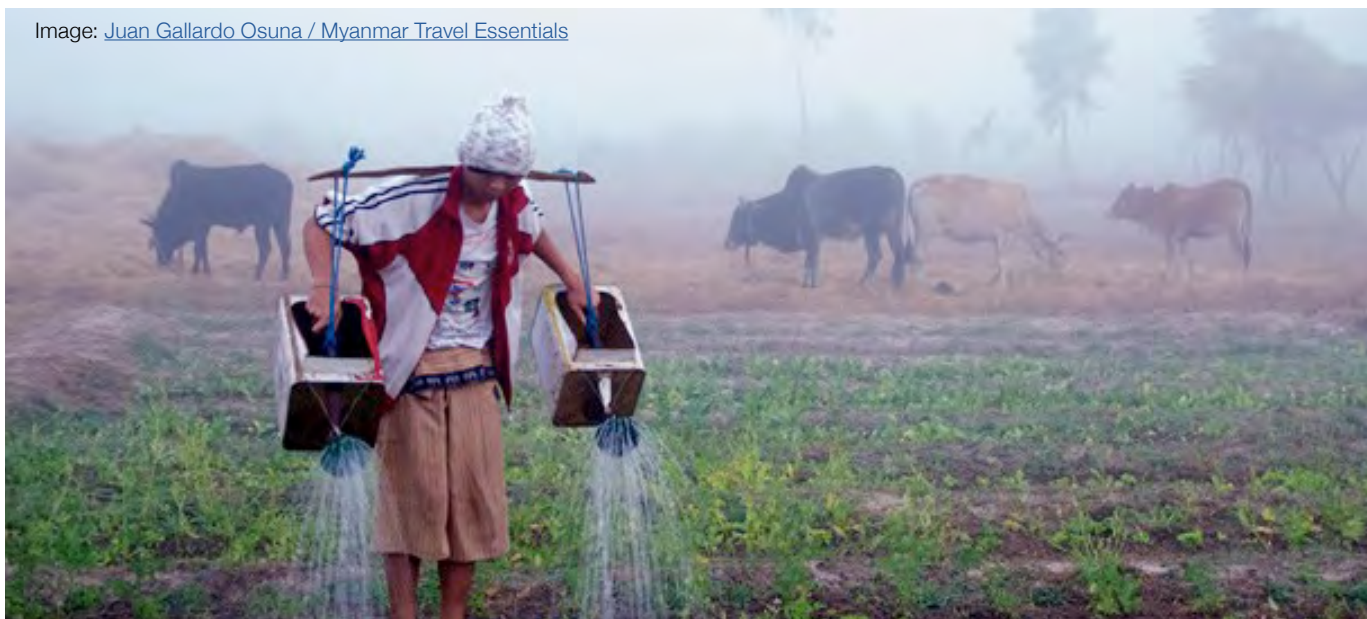
COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Social Media Reaches Remote Audiences

Don't overlook social media in initiatives aimed at remote communities. Communications technology has spread globally to far-reaching areas and is often key to the connectivity of isolated groups. Stakeholders in NEED Myanmar use Facebook and Instagram messaging to connect with each other and with remote audiences throughout the project including to support sustainable agriculture practices. For example, students encourage others in the NEED Myanmar network to develop healthy soil practices by sharing on Facebook photos of their practice of making fish amino acid to feed the soil.

Strategy:
Leverage Students as Program Alumni and Ambassadors

Engage students as both participants in the initiative and ambassadors for continued engagement. NEED Myanmar has nurtured past student cohorts into a network of ambassadors that take their enthusiasm and gained skills in sustainable agriculture and training back to their communities.

MORE INFORMATION

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CASE

ONE PLANET LIVING

Image: Water Works UK

PROFILE

GEOGRAPHY: Global

AUDIENCE:
Communities at first; now a wider audience

ORGANIZATION:
Bioregional (NGO)

DATE: From when the first eco-village was completed in 2002 - present

DOMAIN: Housing; Holistic

NEEDS ADDRESSED:
housing, nutrition, health, affection, identity, protection, betterment, subsistence, understanding, participation, creation, affection

COMMUNICATIONS METHODS:
Website, infographics, visuals, documentary films, slideshows, book, toolkits

WHAT IT'S ABOUT:

One Planet Living is a sustainable living initiative created by Bioregional, a charity and social enterprise founded in the UK in 1994. Rooted in the science of ecological and carbon footprints, the aim of One Planet Living is to support people around the world in living happy, healthy lives within their fair share of the Earth's resources, leaving space for wildlife and wilderness. Based on ten simple principles of sustainability, the One Planet Living initiative was created out of the strategies used to develop the BedZED eco-village in the UK in 2002. BedZed is where Bioregional was founded and where Bioregional's London office is based.

The ten principles of One Planet Living are:

1. Health and happiness
2. Equity and local economy
3. Culture and community
4. Land and nature
5. Sustainable water
6. Local and sustainable food
7. Travel and transport
8. Materials and products
9. Zero waste
10. Zero carbon energy

Zero carbon	making buildings more energy efficient and delivering all energy with renewable technologies
Zero waste	reducing waste, reusing where possible, and ultimately sending zero waste to landfill
Sustainable transport	encouraging low carbon modes of transport to reduce emissions, reducing the need to travel
Sustainable materials	using sustainable and healthy products, such as those with low embodied energy, sourced locally, made from renewable or waste resources
Local and sustainable food	choosing low impact, local, seasonal and organic diets and reducing food waste
Sustainable water	using water more efficiently in buildings and in the products we buy; tackling local flooding and water course pollution
Land use and wildlife	protecting and restoring existing biodiversity and natural habitats through appropriate land use and integration into the built environment
Culture and heritage	reviving local identity and wisdom; supporting and participating in the arts
Equity and local economy	creating bioregional economies that support fair employment, inclusive communities and international fair trade
Health and happiness	encouraging active, sociable, meaningful lives for good health and well being

The One Planet Living framework is being used around the world by global businesses, cities, towns, property developers, community groups, schools, and universities. Bioregional adapted the principles to become the guiding framework of its work on the sustainability strategy of the London 2012 Olympic Games.

UNEP

Today, there are 18 trailblazing One Planet communities, destinations, and companies across Europe, North America, Africa, and Australia. Bioregional has endorsed each of their One Planet Action Plans as representing exemplary responses to the challenges of One Planet Living. The communities range from the Villages Nature Paris, a major new low-carbon tourist destination on the outskirts of Paris opening in 2017, to the community of Elmsbrook in North West Bicester eco-town, developed by A2Dominion. They also include the UK's leading home improvement and garden retailer B&Q, which became a One Planet Company in 2007.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Bioregional recommends One Planet Living initiatives adopt a stakeholder engagement process as part of developing and implementing One Planet Action Plans through using hosted workshops to gain input. The One Planet Living principles framework can be used to promote stakeholder engagement. For example, the community members of the WestWyck EcoVillage in Australia collectively developed the One Planet Living Action Plan using a multi-stakeholder dialogue. This process generated commitments by community council, residents and business leaders to work together to achieve the plan goals by 2025.

BETTER LIVING

One Planet Living is focused on "making it easy, attractive and affordable for people everywhere to lead whole sustainable lifestyles." The ten One Planet Living principles outline the features of a better life across areas that people care about including health, happiness, equity, and a clean environment. The Health and Happiness principle, in particular, is focused on encouraging active, sociable, meaningful lives that promote good health and well-being.

IMPACT

Image:Hidden London

One Planet Living considers ten areas of impact covering environmental, social and economic benefits. As Dr. Brad Pettitt, Mayor of Fremantle in Western Australia, notes, "I've learned that you can't just tackle one aspect if you are going to be a sustainable city. You need to come at the challenge from different angles and One Planet Living provides that framework." Focusing on ecological and carbon footprint metrics as well as measurements of health, happiness, equity, culture, and community is leading to promising systemic responses and outcomes. Bioregional estimates BedZED residents, for example, have reduced their footprints from the equivalent of 3 planets to 1.7 planets. This is currently the lowest someone can achieve without action being taken beyond the community, because the carbon and ecological footprint of shared societal infrastructure is added to individual impacts.

SYSTEMIC

For the One Planet Living initiative, sustainable living is "not just green buildings, but wider infrastructure and products and services as well." Throughout the development of One Planet Living communities, Bioregional lends their support to master planning and design, and real estate management. They support community advocacy for social services and enabling infrastructure, as well as encourage neighbourhood engagement through community governance. One Planet Living is not just about sustainable buildings, transport and water systems but also about guiding sustainable lifestyle behaviour and the choices of community members. For example, the Grow Community on Bainbridge Island near Seattle is designed to be compact with green space and essential services easily accessible, making walking and biking more feasible.

DYNAMIC LIFE CHANGES

When people move into a new home, it is a time in their life when it's possible to break unsustainable lifestyle habits. Bioregional supports these shifts as people move into One Planet Communities by making the transition easy. For example, new community members have access to sustainable energy sources and efficient building design, car sharing and sustainable mobility options, access to healthy, low impact and seasonal foods, and a culture that embraces equity and sustainability.

COLLECTIVE ACTION

One Planet Living focuses its efforts at the community scale instead of on individual lifestyle change. Siyaeli Moshi, Assistant Manager at a One Planet Living certified eco-tourism project, notes the power of this collective approach, saying "with team spirit anything is possible" regarding advancing sustainability in East Africa.

RESPONSIVE

Bioregional serves as the learning centre for the One Planet Living initiative, engaging its partners in an iterative learning process to develop communications, metrics and processes to make One Planet Living a reality. For example, experimentation and testing in the initial BedZED community enabled Bioregional to fine-tune and adapt its approach in order to guide other communities.

Image: Zed Factory

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Help communities set goals

Provide guidelines for action plans, toolkits, online platforms, and training programs to help communities set clear sustainability goals and reach them.

Framing:
Make goals achievable

Motivate action by developing clear sustainability goals to avoid making sustainability challenges feel overwhelming. One Planet Living's guiding principles provides clarity that change is achievable and serves to inspire action.

Strategy:
Guide experimentation by providing tools and learning opportunities

Support community member in developing targets to achieve goals and provide measurement tools to guide community-level experimentation. Share lessons learned from other communities.

Tactics:
Amplify guiding principles using visuals

One Planet Living has a clear infographic of the ten sustainability goals and ties this to stories and pictures of communities advancing these goals.

MORE INFORMATION

Bioregional One Planet Living –
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Brian Barth (2014) **One Planet Communities: The Earth's Greenest Neighbourhoods.** Inhabitat.
http://inhabitat.com/one-planet-communities-the-earths-greenest-neighborhoods/

UNEP

CASE — PENN SOUTH

Image: Todd Heisler / New York Times

PROFILE

GEOGRAPHY: United States

AUDIENCE: Low and moderate income working families

ORGANIZATION: Penn South (Not-for-profit Cooperative)

DATE: 1961 – Present

DOMAIN: Housing

NEEDS ADDRESSED: Participation, housing, protection, betterment, subsistence

WHAT IT'S ABOUT:

Penn South is an affordable complete low-impact thriving community of almost ten thousand people in New York, one of the most expensive cities in the world. It was not developed to communicate a message around sustainable living, nor was it conceived as an ecologically sustainable lifestyle project. However, it serves as a model of well-being on a small footprint which is not the norm for North American cities where increasing income typically leads to a greater environmental impact.

Penn South enables low- and moderate-income working families to live a dignified, high-quality life with amenities that are generally only accessible to the wealthy. Residents' low ecological impact is enabled by key features of this community: high quality dense housing in ten 24-story buildings, easy access within walking distance to amenities for all ages and health needs, access to excellent public transit, and its own park. The backbone of this project is its cooperative model of ownership and its dedication to building a sense of community.

Penn South (formally known as Mutual Redevelopment Housing) is a diverse community of all ages, races, and ethnicities, which are actively engaged in the self-management of their commons. It was built in 1961 through a collaboration between the International Ladies Garment Workers Union and the City of New York. All buildings accommodate public indoor spaces for childcare facilities, and health and recreational activities; 65% of the land is reserved for open space (a very rare occurrence in Manhattan) that incorporates playgrounds, basketball courts, flower and vegetable gardens, and many trees and benches. Penn South is owned and operated exclusively for the benefit of its occupants. Each family has a modest equity investment in the project, is obligated to sell their unit back to the cooperative when they move out, and provide monthly payments (about one-third of comparable market prices) linked to family income. The City of New York provides tax relief to protect Penn South from the upward pressures of the hot New York housing market.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

The very essence of Penn South is the engagement of a wide range of stakeholders: the community of occupants, many local NGOs and social service and healthcare delivery organizations, and local politicians. The residents are encouraged to actively participate in the civil life of the neighbourhood and larger city. The development's recreational clubs include a woodworking shop, sewing room, exercise club. Tickets to cultural events in the city are available at a deep discount. Stakeholder-focused communication is an important part of community building at Penn South. The monthly newsletter reports on the deliberations of the elected Board, updates residents on the housekeeping and financial issues, and broadcasts social events. Bulletin boards and leaflets announce new opportunities and events.

BETTER LIVING

In essence, Penn South is a model for sustainability because it supports families on modest incomes and with low impact lifestyles to thrive. The cooperative also provides supports for better living to its residents through organizations including those helping the elderly.

SYSTEMIC

All aspects of life are reflected in the design of this community: from providing childcare and elderly services, to facilities for indoor and outdoor recreation and cultural life, to access to public transit, medical services, shopping and other urban amenities. Penn South also benefits from supportive policy that provides tax relief to its occupants.

DYNAMIC LIFE CHANGES

Penn South community is designed to meet the needs of all ages, from infancy to a very old (often highly dependent) age. Elderly residents for example, can access health screening and vaccinations, social workers, support in obtaining wheelchairs and other aids, and crisis management (Penn South Social Services).

DIVERSITY

The Penn South community features a very high ethnic, racial, and cultural diversity among its residents. This diversity has been deliberately developed over the years. Penn South's social services and recreational options are designed to be sensitive to the wide range of residents and to build a community among them. Among numerous self-help and support groups there are those for women, men, bereavement, and others. The residents have access to Caucasian, Hispanic and African American social workers.

COLLECTIVE ACTION

Penn South is structured around the collective community of the occupants with a self-governance model that assures all major decisions affecting the life of its residents are made through a democratic deliberative process. That includes the aspects relevant to sustainability, such as providing bicycle storage, maintaining green open space, upgrading buildings to higher energy performances, and limiting the number of private air conditioning units.

RESPONSIVE

When Penn South first opened in 1961 it was heavily occupied by the Jewish working class of New York, reflecting the membership of the labour union that created it. By the 1990s the garment industry in New York had largely disappeared and the original population of Penn South was rapidly ageing. The leadership made a conscious decision to diversify the community by encouraging younger families and people representing various ethnic and cultural groups to move to Penn South. Like the collective action dimension of Penn South, this kind of responsiveness is built into the democratic and highly participatory system of self-governance.

Image: Wikimedia Commons

MORE INFORMATION

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CASE

REPAIR CAFÉ

Image: Wikimedia Commons

WHAT IT'S ABOUT:

The Repair Café International Foundation is a non-profit organization promoting a global movement of community-led repair workshops to address consumption and waste, and build meaningful relationships. It started in Amsterdam and spread quickly across The Netherlands, then Europe, and is now operating in 29 countries including the United States, Ghana, Brazil, and Singapore.

The Repair Café Foundation offers a toolkit and support services to community groups and volunteers, providing a model that is scaling quickly given it is easy to adopt as well as adapt to local contexts, and taps multiple values including sustainability, community resilience, and revitalizing old fix-it skills.

PROFILE

GEOGRAPHY: Originated in The Netherlands; now in 29 countries.

AUDIENCE: General audience

ORGANIZATION: Repair Café International Foundation with local partners worldwide (NGO)

DATE: First Repair Café held in 2009; the Repair Café Foundation created in 2011.

DOMAIN: Leisure and Consumer Goods

NEEDS ADDRESSED: Subsistence, participation, understanding, creation

COMMUNICATIONS METHODS: Website, workshops, YouTube videos, "Fixit Selfies", social media platforms, toolkit

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Cafés are grounded in local contexts - volunteers lead the effort and the program is free to participate in. At the same time, relying on volunteers can be challenging. Municipalities offering fix-it workshops can borrow from the model yet work with city staff to organize and promote events.

BETTER LIVING

Repair Cafés are based on the concept that everyday people can organize and host fix-it workshops to address waste and consumption and build a strong community by connecting with others that care about these issues and want to do something in response. The rapid expansion of the program around the globe is a clear indication of the effectiveness of taking an aspirational and empowering hands-on approach.

IMPACT

The Repair Café measures the number of workshops held per year and the items fixed that did not go into the landfill. It estimates the carbon emissions avoided as a result. The organization shares this information in its annual report and online, and communicates with the Repair Café community of volunteers and workshop participants about the growing impact.

2013	300 workshops	63,000 objects
2014	650 workshops	144,00 objects
2015	940 workshops	200,000 objects
400,000 kilograms of CO2 saved (source)		

SYSTEMIC

The Repair Café model connects the challenges of consumer culture with people's relationships to their own stuff and provides a clear pathway for how community members can work together to reclaim the lost art of tinkering, restoring value to otherwise useless objects and providing a direct alternative to throwing things away and replacing them.

DYNAMIC LIFE CHANGES

The Repair Cafés engage fixers of all ages, including providing an opportunity for those who are retired to lend their skills in repair.

DIVERSITY

Repair workshops are popular with a wide range of community members, including those wanting to save money, reclaim skills, make new connections, and find alternatives to consumption. They attract people of all ethnicities, ages, genders, and income levels. Volunteers who donate their repair skills feel valued in what otherwise feels like a society that in addition to stuff throws people away too. Stories of participants are effectively captured in upbeat and often emotional videos and blogs, e.g., this video from Repair Café Pasadena or this one from Repair Café Chile.

COLLECTIVE ACTION

Tackling waste and consumption as a community is at the heart of the Repair Café model. Video and blog storytelling highlight the benefits of the workshops in action and provide inspiring examples for others to follow. A sense of community is fostered through social media including extensive Facebook networks. The FixItSelfie campaign encouraged collective political action by asking participants to upload images of items they have fixed and attach it to a petition to the EU demanding action is taken to cut waste.

R E S P O N S I V E

As referenced under the impact principle, The Repair Café Foundation measures workshops held, items repaired, and carbon emissions avoided. Foundation staff provide support to local communities who purchase the toolkit. As a result, they are in constant dialogue regarding effectiveness of the program and ways to evolve it.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Inspire Local Leaders to Act

Most people care about sustainability yet tend to disengage if a clear and meaningful pathway to addressing the challenge is lacking. Peer-based outreach programs help overcome this barrier by having trusted messengers directly illustrate changes that can be made and how to make them. Tap community based organizations and local volunteers to be part of designing and promoting programs.

Framing:
Repair Communities, Not Just Stuff

Look for opportunities to frame fix-it programs as vehicles for repairing communities, not just unusable items. For example, the messaging for the Repair Café ties together people's desire not to get rid of things that should be repairable with an interest in not throwing away people with the skills to fix them.

Strategy:
Scale Efforts by Providing a Flexible Framework

Providing tools and training to advance adoption of peer-based programs is critical, as well as leaving room for tailoring to local context. The Repair Café toolkit makes it easy to launch and sustain an effort by providing organizations and community volunteers with the resources needed to plan, host, capture, and evaluate the outcomes of fix-it workshops yet local organizers design and promote the workshops.

Tactics:
Selfies Can Play a Role: See Yourself as a Change Agent

Seeing is believing so sustainable lifestyle campaigns such as the Repair Café's FixItSelfie initiative can gain relevance and exposure by encouraging the sharing of images of solutions in action via Instagram, Facebook, and other social media platforms.

MORE INFORMATION

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CASE

SEKEM INITIATIVE

Image: Sekem

SEKEM – A Role Model for Sustainable Development
The SEKEM initiative was founded to realize the vision of sustainable human development. Its mission is the development of the individual, society and environment through a holistic concept integrating economic, societal life, cultural life and ecology.

WHAT IT'S ABOUT:

The SEKEM group, a set of eight companies, a development foundation, and several schools founded in 1977, has at its core a positive vision of a sustainable future "where all economic activity is conducted in accordance with ecological and ethical principles." Its mission is carried out across the agriculture sector from farms to food processing and pharmaceuticals, as well as through the SEKEM Development Foundation and the Heliopolis University for Sustainable Development. The business arm of the group focuses on organic and biodynamic farming, organic cotton and textiles, pharmaceuticals, and sustainable ecological management.

The SEKEM Development Foundation operates several schools (from kindergarten through to vocational training), a medical centre, and a variety of social impact projects. Common to all these activity areas is the drive to improve the lives of Egyptians by investing in individual education and sustainable livelihoods, conserving the environment and giving back to the community.

For SEKEM to advance its objectives, it demonstrates to its upstream suppliers, employees, communities, and customers that they can live better lives by adopting sustainable practices in their farming, business practices, and consumption and waste management habits. Each stakeholder group has a different set of motivating factors. Farmers are most concerned with increasing incomes and reducing costs, soil sustainability, and the health impacts of herbicide, insecticide, and fertilizer use. Food processors and producers are focused on efficiency, cost-savings, and practices that increase their ability to sell their products. Consumers, meanwhile, tend to care most about the cost of food, the impacts on their health, and the environmental impacts of their consumption choices. SEKEM aims to pay decent incomes for its employees as well as for people employed by partners or living in the communities in which they operate, as well as access to education and health services and has been internationally recognized as a model for sustainable development and social entrepreneurship for its efforts in this area.

PROFILE

GEOGRAPHY: Egypt

AUDIENCE:
Farmers, businesses, communities, consumers

ORGANIZATION:
SEKEM (private sector)

DATE: 1977 - Present

DOMAIN: Food, Leisure and Consumer Goods

NEEDS ADDRESSED:
Subsistence, health, betterment, participation, understanding

COMMUNICATIONS METHODS:
Product design and advertising, training programs, community events, sharing best practices

PRINCIPLES IN ACTION

BETTER LIVING

SEKEM's efforts to grow the sustainable agricultural sector and support farmers in transitioning to organic and biodynamic agricultural practices results in improved livelihoods and health for farmers and their communities, as well as more sustainable and healthy soils and environment. SEKEM provides ongoing training and knowledge transfer for farmers, employees, and community members on sustainable development, culture, and the arts, produces responsible products, and encourages communities, retailers, and customers to engage in responsible consumption and waste management.

IMPACT

SEKEM takes a four-fold approach to designing for impact across economic, cultural, societal, and ecological benefits. Its activities are measured on a Sustainable Development Scorecard, which allows SEKEM to track progress on yearly goals set for each impact area. Published in a series of annual reports, the scorecard also captures areas where targets and goals have not been met. For example, in 2015 SEKEM reports failing to meet fuel reduction and well water access targets, as well as a lag in improving the availability and micro-nutrient density of compost. This process helps to ensure that SEKEM's management remains sensitive to both the positive impacts and unintended consequences of their projects.

SYSTEMIC

By taking a full systems approach to its business operations, SEKEM influences upstream producers through training and education, and downstream consumers through community engagement and product marketing. SEKEM's integration of environmental sustainability into its core business model means that at all stages it considers waste, water, soil health, and other sustainability benefits.

SEKEM's view of sustainability encompasses the education and the societal health of communities and provides support for more balanced and healthy living. SEKEM operational values include equal treatment, embracing diversity, working to enhance literacy, and championing human rights.

RESPONSIVE

As noted, the review process allows SEKEM to build on successes and to learn across companies and activity areas. For example, successful implementation of a soil enrichment project that extends the life of arable land can have transferable lessons for sustainable desert reclamation projects. Likewise, the Sustainable Development Scorecard review system has been very successful for SEKEM's management teams, and as such the technology is now being transmitted up the supply chain and will be adopted by SEKEM's supplying farmers.

Humanity is the core.
Every day!

The place of the individual in society shapes our social relationships, while the laws of a society determine individual opportunities. In a fair and just society, the individual human being is recognized to have innate rights, is equal to all others in front of the law and is granted equal opportunities for participation.

Image:Sekem

Evaluation of SEKEMs performance in 2015 through the balance score card

Target Evaluation

In the current review process of the Sustainability Flower, which forms the basis of the assessment framework, some performance aspects have been added or removed based on stakeholder request or decision by management.

In the year 2015, we set ourselves 90 targets out of which we achieved 61%. Another 25% of our targets have been almost achieved.
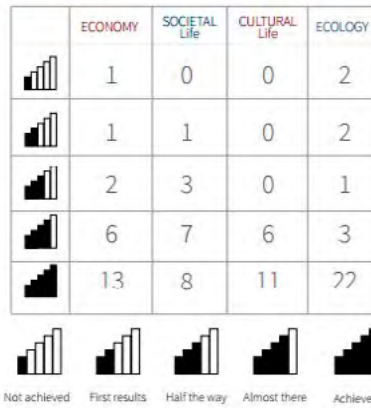
	ECONOMY	SOCIETAL Life	CULTURAL Life	ECOLOGY
	1	0	0	2
	1	1	0	2
	2	3	0	1
	6	7	6	3
	13	8	11	22

Not achieved | First results | Half the way | Almost there | Achieved

Image: Sekem

SEKEM makes use of social media to communicate with its customers, suppliers, and community. This communications channel allows for dialogue around products and services, making it easier for stakeholders to provide feedback and impressions on the activities and products of the SEKEM group.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Aim to Address Multiple Needs in a Holistic Way

Engage stakeholders as whole people and respond to the diversity of their needs and wants. SEKEM engages stakeholders in ways that address their multiple needs including paying a living wage, providing meaningful employment, and living healthy lives. SEKEM not only focuses on workers themselves but extends its efforts to improve the sustainability of everyone they touch in the system including producers, community members, and farmers.

Strategy:
Lead by Example

Sometimes the best message you can send is that you are succeeding by utilizing sustainable practices. When stakeholders and other businesses see that it is both possible and profitable to operate a business in an environmentally and socially responsible way, they will be more open to adopting new behaviours themselves. SEKEM has had good success in this regard, as upstream and downstream business partners (farmers, retailers) have come on board and shifted their practices.

MORE INFORMATION

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UNEP

CASE | **SHARK TRUTH**

Image: Shark Truth

PROFILE

GEOGRAPHY: Canada

AUDIENCE:
Chinese-Canadians; Chinese restaurants

ORGANIZATION:
Hua Foundation (NGO)

DATE: 2009 - Present

DOMAIN: Food; Leisure & Consumer Goods

NEEDS ADDRESSED:
Understanding

COMMUNICATIONS METHODS:
Wedding competition, social media platforms, website

WHAT IT'S ABOUT:

Founded in 2009, Shark Truth is dedicated to promoting awareness, education, and action to reduce and eventually eliminate the consumption of shark fin soup, and to build a community of change with Chinese-Canadians. To advance these goals, the Shark Truth initiative developed three overlapping initiatives: Shark Fin Alternatives, Fin Free Weddings, and Fin Free Legislation. The first two initiatives directly target consumers and producers of shark fin soup to become part of the solution, while the third seeks to change laws and regulations to protect sharks by stopping the import, sale, possession, and trade of shark fins.

This campaign directly challenges the cultural narrative around shark fin soup which is traditionally associated with power, wealth, and generosity, and serving it at weddings is viewed as a sign of respect to guests.

Shark Truth taps into the diversity of Chinese cuisine to develop a variety of recipes that address the same cultural needs, without having the same harmful environmental impacts. It also provides information on how to use faux shark fin soup, made from gelatin, to meet the needs of those interested in serving the traditional soup base. Fin Free Weddings encouraged couples to make their weddings shark fin free by holding a contest in 2010, 2011, and 2012 called Happy Hearts Love Sharks. The winning couple received a honeymoon trip to Mexico (2010), Hawaii (2011), and the Galapagos Islands (2012).

The messaging developed by Shark Truth reflects the Chinese community they are part of. For example, the resonance of the Double Happiness character (囍) is leveraged, which is a special character used for weddings to illustrate bringing together two people in a harmonious match. Shark Truth expands on this value by illustrating that shifting consumption habits brings "together harmony for our oceans and wedding couples by making banquets Fin Free."

PRINCIPLES IN ACTION

BETTER LIVING

Shark Truth focuses on people's aspirations for a happy marriage and shows that these aspirations are attainable without the killing of sharks. It redefines what a good celebration looks like while respecting cultural traditions.

IMPACT

Shark Truth estimates that it has saved nearly 8,000 sharks from being eaten by diverting over 80,000 bowls of shark fin soup from consumption. One campaign - Happy Hearts Love Sharks, 2012 - alone prevented 3,495 bowls from being served, which translates to 350 sharks saved. Building on its success, Shark Truth has an opportunity to consider other ways to impact how other key life moments can be celebrated sustainably, for example, finding a low-carbon alternative to the prize of honeymoon trips.

SYSTEMIC

By helping the Chinese-Canadian community to see how the consumption of shark fin soup is tied to species survival, ecosystem health, and long-term sustainability, Shark Truth not only makes the system visible, but empowers people to make informed and ethical choices. The Shark Fin Alternatives initiative links methods of cultural expression to sustainable behaviour by mapping the symbolic significance of particular foods and combining them in new recipes that meet the cultural needs that shark fin soup has traditionally filled. Shark Truth is also active in advocating for the use of policy tools to ban the use of shark fins. It engaged in policy advocacy through petitions and outreach to the City of Vancouver aimed at banning the sale and use of shark fins. The advocacy component of the initiative helps support change across the entire community. The community empowerment model and advocacy for sharks was scaled and replicated in Hong Kong, the global centre of the shark fin trade.

DYNAMIC LIFE CHANGES

Shark Truth's focus on weddings provides Chinese-Canadians with the tools they need to make this life event a transition point for sustainable behaviour. This focus allows Shark Truth to engage with their audience within their specific cultural context and tie the conversation of consumption habits to significant milestone and life events. Such events, in turn, send a message into the community that traditions can be altered, and that culturally significant events can retain their traditional feel while being updated to align with sustainability principles. By doing this, impact can be enhanced, as evidenced by the number of parents reporting that their children's decision to hold a Fin Free wedding has shifted their own thinking on the subject. The campaign uses the dynamics of cultural life as an entry point for its work.

DIVERSITY

Shark Truth operates in a specific cultural context that is often overlooked in Canadian sustainability campaigns. It works from within the cultural context to identify motivators and change behaviours. Shark Truth leverages the fact that the drivers of lifestyle change among cultural subgroups and ethnic minorities are often different than the drivers of the community at large. By filling this gap in the sustainability landscape, Shark Truth engages with the Chinese-Canadian community in ways that are culturally relevant.

The Shark Truth initiative recognizes that the experiences, needs, and desires of Chinese-Canadians are often different from those of the country at large because of a unique heritage and set of traditions. Shark Truth has identified that these needs and desires are shifting over time, and that many Chinese-Canadians, particularly young Chinese-Canadians, place a different significance on tradition and weight environmental concerns differently. For example, the need to signal wealth, generosity, and power may be less tied to traditional means of social signalling or less important.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Start from a Community's Culture

Campaigns that grow out of a community's culture have the highest chance of resonating. Look for opportunities for partnerships between community based organizations that authentically represent their constituents.

Framing:
Connect with Cultural Heritage

Connect cultural heritage and traditions to opportunities for systemic change. It is more motivating when people can see how changing a personal practice can have a larger impact.

Strategy:
Foster Intergenerational Dialogue

Create opportunities for intergenerational conversations and new ways to celebrate traditions together as a way of promoting sustainable lifestyle choices.

MORE INFORMATION

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CASE   THE STORY OF STUFF

Image: The Story of Stuff

PROFILE

GEOGRAPHY: United States with global reach

AUDIENCE: Community groups, citizens, community leaders, educators, faith-based communities, change makers

ORGANIZATION: The Story of Stuff Project (NGO, nongovernmental organization)

DATE: 2007 – Present

DOMAIN: Holistic, Leisure and Consumer Goods

NEEDS ADDRESSED: Betterment, participation, understanding, identity, freedom, creation

COMMUNICATIONS METHODS: Campaigns, online videos featuring animation, curriculum, book, speeches, study programs, faith-based programs, Citizen Muscle Boot Camp, podcasts

WHAT IT'S ABOUT:

The Story of Stuff is a 20-minute online movie that became a movement for systemic change toward "less stuff, less toxic stuff, less waste, more sharing and more fun." Created by and featuring sustainability expert Annie Leonard, the film explores the lifecycle of material goods and the impacts of excessive consumerism. It makes clear connections among a large number of social and ecological challenges and is a call to action to create a more sustainable and just world through changing production and consumption patterns. The original The Story of Stuff movie has been viewed more than 23 million times (and counting) globally since it launched in 2007 and is translated into over 30 languages. Its popularity led to the creation of the nonprofit, The Story of Stuff Project, and the development of additional award-winning animated and live-action movies. The movies use compelling illustrations and narration and adopt a curious and investigative tone. The twelve films together have been watched more than 50 million times and catalyzed hundreds of initiatives and campaigns by individuals and communities.

Over the past five years, there has been an evolution in the approach beyond story-based education to campaigning on compelling issues. The Story of Stuff nonprofit engages heavily in movement building working in coalition with other aligned individuals, organizations, and networks such as the global Break Free From Plastic movement.

Over one million people globally have joined the Story of Stuff community to engage collectively in policy or community-based campaigns and raise awareness including educators, students, parents, community leaders and groups, entrepreneurs, and academics. These community members take action on prioritized campaigns, utilize teaching tools, listen to podcasts, partake in study programs, and participate in Citizen Muscle Boot Camp - an online training program to foster sustainability leadership. Ultimately, The Story of Stuff's strategic work falls into three broad categories: fight the bad, build the good, and change the conversation; with selected campaigns based on detailed analysis and consultation.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

The Story of Stuff nonprofit engages its community in a constant dialogue including through email exchanges, Facebook posts, surveys, and calls, as well through dialogue with coalition partners. Through this interaction, the team determines which approaches and campaigns stakeholders are most passionate about, what to engage in, and what to prioritize. A microbeads campaign and the Citizen Muscle Boot Camp emerged as strategic actions in response to stakeholder interest. Within the Break Free From Plastic movement (#BreakFreeFromPlastic), the team relies on the expertise and insights of their partners in countries throughout the Global South (as well as Europe and North America) to know what is happening in the world and how to find solutions.

BETTER LIVING

Story of Stuff campaigns highlight the magnitude and scope of the challenges at hand and emphasize "real solutions" throughout messaging, particularly the social and environmental innovations needed. The Story of Solutions emphasizes the necessary shift from "more" to "better" as the overarching goal for the economy and society and inspires their community with stories of leadership in The Good Stuff newsletter, such as the feature on Pashon Murray, the founder of Detroit Dirt, community compost and garden initative.

IMPACT

The Story of Stuff launched with a goal of reaching 50,000 people with an accessible and easy to understand presentation on consumption and production. Having far exceeded that goal, the organization now focuses on measuring the number of community members engaged and actions they are taking as well as the outcomes the Story of Stuff community is achieving in specific policy campaigns.

SYSTEMIC

The Story of Stuff movies and materials clarify complex challenges in accessible language and visuals, enabling understanding of the link between daily lives and the big picture including the patterns behind problems, not just the symptoms. One of their short films, for example, focuses on electronics and demonstrates how products are being 'built for the dump' to shed light on planned obsolescence. The approach also focuses on empowering community members to act and educate others through compelling narratives and an extensive resource site. Messaging emphasizes changing societal structures, such as a policy banning microbeads in cosmetics, rather than on just "shopping green." The Story of Stuff campaign on bottled water aims to change the infrastructure and policies behind the product including challenging including Nestle's right to access water resources in San Bernardino National Forest in California.

Image: The Story of Stuff

DYNAMIC LIFE CHANGES

The Story of Stuff is a partner with the Center for a New American Dream and encourages people to "Simplify the Holidays" by focusing on the meaning of the holidays and by giving experiences rather than shopping for physical gifts. Similarly, in one of its campaign strategies, The Story of Stuff focuses on influencing a particular life stage namely Grade 9 to 12 high school students through "Buy, Use, Toss? A Closer Look at the Things We Buy" curriculum.

COLLECTIVE ACTION

Image: The Story of Stuff

The Story of Stuff movies and campaigns are aimed directly at stimulating collective action rather than expecting solutions to be a burden on individuals on their own. Curriculum and congregation guides are created for school groups and faith-based communities rather than on individuals acting alone. The micro-beads campaign links individual choice of purchasing choice of bead-free cosmetics to a broader movement of other individuals taking action as well as companies (e.g., Lush cosmetics) and policy-makers banning the microbeads from products.

RESPONSIVE

The Story of Stuff nonprofit is deeply participatory in its process of developing and adapting its strategy through social media and email exchanges, meetings, and surveys of its community. Early programs for schools and faith-based communities emerged from this responsiveness to the interests of the community. Before launching The Story of Stuff, Annie Leonard tested the movie presentation on hundreds of Rotary Clubs and among social change activists, then worked with Free Range Studios to produce and fine-tune the narrative. New movies in the series were adapted based on feedback on the original films, such as adding a larger emphasis on solutions rather than on simply outlining the problem.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Illustrate the role for all actors in a system

Highlight the policy, corporate, and individual behaviour change needed. Provide clear guidance on how actors in the different roles can make a change (i.e. individuals can avoid products with microbeads and help push for a policy ban, companies can provide alternative products and lobby for policy change, etc.).

Framing:
Reveal the System

Don't assume people connect the dots between consumption and production issues or understand the best way to influence political, corporate and cultural systems. Use an investigative storytelling approach to reveal the relationships, as well as barriers and opportunities for change.

Strategy:
Make the action request explicit

The Story of Stuff Project invites people to participate from the minute they land on the website. By considering the journey one might take in exploring the site they put meaningful and consistent asks in places where people are likely to act. The Story of Stuff prepared for success by developing clear plans for how to move people from interest to action and to support this by providing a community to connect with.

Strategy:
Learn to win by winning

The Story of Stuff Project gives ordinary people experience with civic action. By selecting impact campaigns it gives its members opportunities to see the outcome of their advocacy, with the overarching goal of instilling in people worldwide a sense that systems change is not only possible, it's necessary and inspirational.

Tactics:
Build resources for institutions not just individuals

The resources developed by The Story of Stuff team include ones created for schools and faith communities. While this is somewhat limited in scope and could probably evolve to have stronger calls to action and resources for individuals, it does help the small team reach large numbers by enabling educators to discuss the systems and processes that contribute to environmental degradation. This approach helps attract a consistent audience and hone in on creating materials for a particular demographic.

MORE INFORMATION

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http://storyofstuff.org/movies/
https://www.youtube.com/user/storyofstuffproject
http://storyofstuff.org/blog/coworking-cooperating-and-coming-together-the-new-better-off-life-looks-pretty-darn-good/

Roosevelt, Margot (July 13, 2010). "Teaching 'stuff' about ecology". Los Angeles Times.
Annie Leonard (2009) 10 Little and Big Things You can Do. Yes Magazine, 23 December.

CASE

YERDLE

SWAP STUFF. SAVE MONEY.

Image: Yerdle

PROFILE

GEOGRAPHY:
United States

AUDIENCE:
Individual consumers

ORGANIZATION:
Yerdle (private sector)

DATE: 2012 - Present

DOMAIN: Leisure,
Consumer Goods

NEEDS ADDRESSED:
Subsistence, freedom,
participation

**COMMUNICATIONS
METHODS:**
Social media and online
platform, blogs, videos,
UnShopping Pledge

WHAT IT'S ABOUT:

Yerdle is an online trading platform that encourages Americans to be part of a growing community working together to save money, cut waste and other environmental impacts, build community, and de-clutter their lives. Participants post an item they no longer need, and receive credits in the form of "Yerdle bucks" when someone claims it. They can then use these credits to make additional purchases through the site, which helps encourage further use of the platform. Yerdle actively uses social media, blogs, and online videos to drive membership and build a sense of community among the 600,000 and growing Yerdlers who share their stories of being able to meet basic needs, save money, make new friends, help others, and reduce their environmental impact.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Image: Yerdle

Yerdle offers free credits to promote the habit of trading, and revises its approach based on member feedback. For example, Yerdle responded to interest in re-trading by marking items as either "in use" or "available" rather than removing them and eliminating the need for re-posting to the site. Through the Yerdle Fund, the company makes its platform accessible to not-for-profits by donating trading credits and free shipping to eligible organizations.

"Wear & Share provides donated clothes to children and teens in the local community. I am on a mission to fill some gaps in their wish list. Donation items: Clothes and shoes for all kids and teens, but specifically pre-teen boys." Terry Rozelle, Buffalo, NY.

BETTER LIVING

The Better Living principle is in play with Yerdle, as a social mission company. It markets its platform as a place where people can cut consumption and waste, while other benefits are amplified including saving money, building personal connections, and creating more pleasant lives and work spaces. Connecting sustainability to everyday concerns helps to position trading as an activity relevant to both environmentalists and others.

Better Living Framing:

"Our relationship with stuff is broken. We all feel overwhelmed by our clutter, even as we race along the treadmill of buying more stuff. We need to make a change. At Yerdle, we want to redefine the word "mine." We want to let go of our attachment to things we almost never use. We want to change the way we think about our belongings in the context of a finite planet, busy lives, and better uses for our hard-earned dollars. Almost everyone has stuff they're not using that's ready for its next adventure. We make it easy to give your item to someone who needs it."

IMPACT

Yerdle sets a clear aspirational goal of collectively reducing 25% of the new items Americans buy, and ties this goal to tangible steps members can take to achieve it.

Yerdle highlights the growth of its community, which now exceeds more than 500,000 members, and tracks the number of items traded - 600,000 since founding in 2012. Yerdle's "UnShopping" campaign provides a good example of targeted and impactful marketing. Members are encouraged to take a pledge not to buy anything for 30 days and instead, trade for what they need and challenge their friends to join Yerdle to do the same. A goal of 1,000 members taking the test was set at the beginning of the initiative and met in the first week and Yerdle is now aiming for 2,000 and tracking progress along the way.

It is important to note that while the company estimates each trade cuts five pounds of waste, it is not clear how this impact is measured. As a result, it is unclear if the trading site is reducing consumption or just creating an alternative way to do it.

DYNAMIC LIFE CHANGES

Trading around birthdays, births, marriages and other life changes is actively promoted on social media as key opportunities to shift one's relationship with consumption. For example, Yerdle ties the use of images that help normalize trading, such as a beautiful bride who looks like she is wearing a brand new dress, to emotional stories of how the platform is making these dreams possible. See blog.

DIVERSITY

Using YouTube videos and the company blog, Yerdle captures the stories of their members to help illustrate how Yerdle is benefiting a range of people from across cultures, age groups, and income levels. These stories help translate an otherwise complex topic into relatable concepts that resonate emotionally and reach beyond the environmental choir. While the sharing economy particularly resonates with millennials and families with young children, Yerdle's growing membership reflects a much broader base of interest in trading, rather than buying new items. (Meet the Unshoppers videos from UnShopper campaign link)

UNEP

COLLECTIVE ACTION

Yerdle built a committed base of "uber-members" in San Francisco and Brooklyn before expanding nationwide, and rewards trading, growing the community, and sharing outcome stories. Uber-members identify themselves as being part of a growing movement of "Yerdlers." See these blog posts about growing the movement and the Yerdle award.

RESPONSIVE

Online campaigns move quickly. As a result, Yerdle's approach is to continually adapt communication content on feedback from members using data analytics and social media comments. Listening to members generates new creative approaches as well. For example, a Yerdle member came up with the idea for the UnShopping Campaign, which the company ran with and used to successfully boost their membership.

UnShopping Campaign Spotlight:

"UnShopping" conveys in a short, memorable way that on Yerdle people are shopping – just not buying new things. An animated character was developed to help make a complex topic fun and invite people in. A multi-channel approach was taken using testimonials in blog posts, spending money on YouTube videos and Facebook promotions, and email marketing resulting in strong participation numbers and a growth in membership. The campaign also uses infographics to demonstrate campaign success and motivate community members to hit the goal. https://yerdle.com/unshopping.

Yes, We Can! - More than 1,400 of you already pledged to take the challenge, start today to help us reach the monumental 2,000 mark!
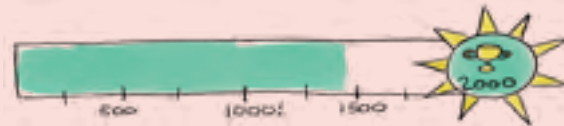
Image: Yerdle

A Wedding Dress from Yerdle

"I am a stay at home Mom, budgeting and savings are keys to a successful household. With that being said, raising a family of four on one income is not the easiest of tasks. My Dad was diagnosed with lung cancer last October. He is surviving, positively, which is amazing. After his diagnosis, we decided it was time to get married. We did everything backwards, have kids, buy a house...only thing left is to make our love and family official forever. Planning a wedding on one income with little to no leg room is not an easy task."
We are thrilled to announce that in addition to finding her wedding dress for $5.00 on Yerdle, Liz got married and made a lovely Bride."

Read Liz's #YerdleStory here: http://bit.ly/YerdleWeddingDresshttp://bit.ly/YerdleWeddingDress
http://bit.ly/YerdleWeddingDress

Image: posted to Yerdle FB page

Liz McIntyre
June 13 at 12:39pm

Thanks again to Yerdle for helping my wedding day become a reality! My Dad told me I was the most beautiful bride ever. Having him be here was such a special memory for me. I received so many compliments on my dress and absolutely no one could believe it only cost me $5 shipping.

Love   Comment

You, Melanie Merritt and 166 others

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Tie Sustainability to Other Lifestyle Benefits

Reach and motivate a broader audience by tying sustainability to issues people tend to care more about such as connecting with others, saving money, and their health. Take time to understand what audiences care about most and involve them in creating the framing and outreach approaches.

Framing:
Leverage Storytelling to Show Change in Action

Facts are important yet emotional stories that illustrate how people's lives are improving go a long way to inspire and normalize sustainable lifestyle choices. Messengers need to be relatable to your audience so include environmental voices but also consider those who speak to other values, such as equity.

Strategy:
Promote Community and a Network Effect

Online efforts require speed and an iterative process where ideas and content are shared with audiences and evolved based on feedback. Optimizing this mode includes listening to stakeholders for new ideas and approaches, not just getting responses to pre-baked plans. People interacting with one another can be a huge motivator. Start small by creating a sense of community among the most active online community members. Incentivize and reward "uber members" to invite their contacts into the community and for contributing to collective goals.

Tactics:
Leverage Compelling Visuals to Spark Online Engagement

Use compelling images and videos of the diverse range of people making the shift to sustainable lifestyles and inspire campaign participants to contribute to the effort. Infographics are an effective way to illustrate impact or convey complex information, such as Yerdle's Unshopping Pledge infographic that conveys the collective impact members are making and shows the gap that remains to be filled.

Caution:
Around Using the Word "Free" Related to the Sharing Economy

Yerdle did receive criticism in 2014 for promoting the idea people can get things for free on the site when service fees and shipping costs are involved. While "free" does still appear, the core theme currently in use is that Yerdle allows you to save money while helping others and the planet, and simplifying your life.

MORE INFORMATION

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PART 3:
PROJECT WORKSHOPS
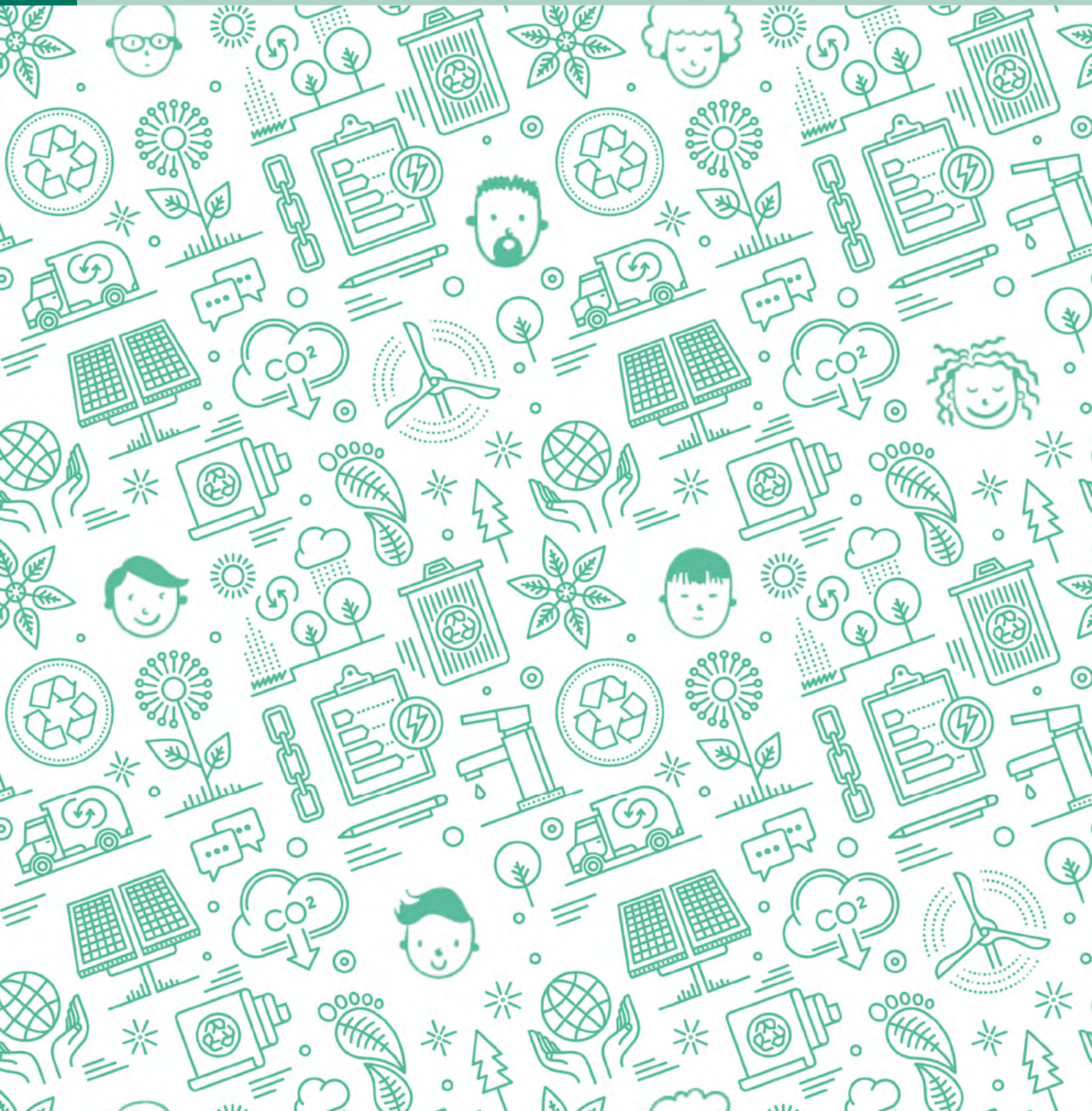
WORKSHOP OVERVIEW AND OBJECTIVES

Workshops on Sustainable Lifestyles: Initiatives, Campaigns and Messaging

The project partners hosted two virtual workshops on 26 October 2016 with sustainable lifestyles and communications and messaging experts to review the draft report, provide input on the analysis, identify other promising approaches to developing campaigns and messaging to advance sustainable lifestyles, and connect these practitioners to one another.

WORKSHOP AGENDA

The three-hour online workshops opened with plenary presentations outlining key report findings and were followed by two sets of breakout groups facilitated by report co-authors. The participants convened between sessions for plenary reflections. The workshop closed with comments from two of the authors as well as from United Nations Environment.

Opening: Welcome and Introductions
        Greetings – Dagmar Timmer, One Earth
        Welcome from SCORAI – Philip Vergragt, SCORAI, Tellus Institute
        Welcome from UN Environment and overview of sustainable lifestyles – Garrette Clark, UN Environment
        Overview of the project and the call agenda – Dagmar Timmer, One Earth
        Technical overview of the call – Sherri Pula, technical facilitator

Sustainable Lifestyles – how are they being fostered and communicated?
        Sustainable Lifestyles Principles – Vanessa Timmer, One Earth
        Insights from case studies of communication campaigns and messaging on sustainable lifestyles – Cara Pike, Climate Access
        Question & Answer

Break-out Group 1: Sustainable Lifestyles Principles
        Questions: In exploring the Sustainable Lifestyles principles illustrated by cases: What works? What can be improved? What is missing?

Plenary Discussion: Insights from Breakout Groups
        Moderator: Vanessa Timmer, One Earth

Break-out Group 2: Case studies of sustainable lifestyles initiatives, campaigns and messaging
        Questions: In terms of cases: what works about their strategy and messaging?
        Are you aware of other sustainable lifestyles campaigns that are achieving results?
        What ideas do you have for sustainable lifestyles messaging?

Plenary Discussion: Insights from Breakout Groups
        Moderator: Vanessa Timmer, One Earth

Closing Remarks and Next Steps
        Reflections on break-out group recommendations – Cara Pike, Climate Access and Halina Brown, SCORAI, Clark University
        Next steps – Vanessa Timmer, One Earth
        Thank you / closing remarks – Garrette Clark, UNEP

The notetakers for the workshop were Alice Henry, Dwayne Appleby, Jessica Brodeur, Justin Ritchie, Rebecca McNeil and Richard Chan.

VIRTUAL PLATFORM

The team used the Zoom online platform (zoom.us) for the workshop. The platform allows participants to connect by phone and video conferencing and join plenary sessions as well as small breakout groups.

Participants found that the platform facilitated interactive and insightful conversations thanks to the video feature, intuitive user interface and capacity to connect in small group formats. Costs were a fraction of what an in-person meeting would require as well as the carbon emissions and time required to attend.

The technical aspects of the workshop were managed by Sherri Pula. With participants testing the platform in advance for audio or video problems, the workshop itself proceeded without significant technical issues. Notes were taken and the video recordings were used to capture discussions. Participants also had access to a chat box during the workshop as well as a google document for detailed comments and suggested resources.

INSIGHTS FROM THE WORKSHOP DISCUSSION

Participants were sent a draft version of the report in advance, which informed the workshops. The principles and the cases in the draft report proved to be stimulating for discussion and generating new insights. There was a good breadth of participants spanning different sectors and areas of expertise including representatives from academia, business, and communications.

The eight principles are a valuable contribution.

The principles add value. In general, there was a lot of appreciation of the principles as a useful framework for evaluating and improving existing sustainable lifestyles initiatives and campaigns, as well as support for designing more holistic and effective initiatives and campaigns. Workshop participants recommended reorganizing the principles into an interconnected roadmap in order to facilitate their application. Participants explored whether some principles are more foundational and universal than others, for example, beginning with a focus on stakeholders. There were also discussions about the relationships among the principles, for example how stakeholder-focused and diversity intersect. The participants noted that some essential features of lifestyles were not fully featured by the principles, which were built around the five domains of need satisfaction such as work-life balance, and that more cultural context could help illustrate how the principles operate in different regions.

Demonstrate sustainable lifestyles as a holistic concept nested in a societal system.

Participants reinforced the need for approaching the initiatives toward sustainable lifestyles in a holistic manner across the key domains such as food, mobility, housing, and leisure, and measuring social, economic, and environmental impacts and benefits.

Participants emphasized something that this report and recent research and practice have noted: that communication is not just about the right messaging to selected target groups but that unsustainable lifestyles are part of a complex societal system, and that individuals and target groups cannot be expected to change their lifestyles simply because a message reaches them. In addition, larger drivers of the system also need to be addressed.

Taking a systemic approach to sustainable lifestyles also invites further analysis of the key roles which government and business actors can and do play in fostering these lifestyles. For example, government policies and regulations nudge certain behaviours and shape enabling contexts, while businesses shape markets and determine the goods that are available. Mainstream media and marketing are key aspects to consider as they frame current aspirations of 'the good life.' Engaging marketing and big brand players to shift their framing of lifestyles and promoted aspirations is a

necessary step. A focus on changing mainstream depictions of aspirational lifestyles is essential to scale up the efforts of the cases and examples in the draft report.

Find interesting entry points and imaginative approaches.

Workshop participants shared their experience with engaging stakeholders in adopting sustainable lifestyles. The concept of 'sustainability' is not an effective frame for engaging people, but rather there are opportunities to develop sustainable lifestyles efforts that address other commonly held concerns about, for example, health, resilience, consumer rights, personal debt, and diet (such as the unsustainable consumption of sugar and its impact on health). There is also an opportunity to shift the notion of a good and balanced life from the treadmill that many people experience of school, work, and then retirement to a richer life of continued education, spiritual pursuits, and greater well-being. A few key target groups include urban youth, particularly in emerging economies, and wealthy people whose lifestyles have a high environmental and social impacts.

There is value in making sustainable lifestyles issues concrete, alive, and even surprising in terms of communications. Engaging people with their head, heart and their hands is effective. Most importantly, efforts need to start with people's own motivations to advance sustainable lifestyles - motivations such as comfort, convenience, saving time and money, coolness, and social belonging. When efforts begin with people's needs and wants, there is greater success.

Workshop participants encouraged a clear articulation of the magnitude of the problem, as aspirational solutions and visions are only effective in response to a clear challenge. Many people don't experience the consequences of their daily life decisions (e.g., red meat consumption) on large scale challenges (e.g., climate change). Even when they do, there is a lack of clarity of what to do or if their actions can make a difference. The Collective Action principle can be better articulated to reflect the importance of individual action, particularly over time and in aggregation with others.

Adopt a transformational position.

The participants encouraged a bold approach to articulating the meaning of, and the challenges to, sustainable lifestyles, including an explicit recognition of the centrality of 'sufficiency' in the concept of sustainable lifestyle, and the role of neo-liberal capitalist system and pro-consumer markets in resisting a transformation toward sustainable lifestyles.

Adaptations to the Report based on Workshop Feedback:

The project team benefitted from these and other specific suggestions related to the report. The project authors made the following adjustments to the report in response to the workshop feedback:

- Emphasizing the transformative nature of the sustainable lifestyles transition including the need to address the existing pro-consumption landscape, neo-liberal capitalism and the political nature of sustainability transitions.
- Reinforcing sufficiency as a key value in the sustainable lifestyles concepts.
- Reorganized the presentation of the eight principles in Part 1 as a strategic roadmap / operational template for campaign design.
- Moving the Stakeholder-Focused principle to become the first principle as a foundational element for effective campaign design.
- Focusing Part 1 on campaign and initiative design and a target audience of sustainable lifestyles communications campaign creators.
- Adding insights from communications and sustainable lifestyles experts including the importance of trust, the limitation of 'sustainability' as a frame, the power of health and personal debt framing, the role of celebrities in shaping aspirations, and the need to make stories and actions tangible, specific, impactful and surprising.
- Adapting a number of principles to reflect suggested nuances including emphasizing the tension between the problem and aspirations in #2 Better Living and adding the contribution of individual action to #7 Collective Action.
- Including further descriptions to the case studies in Part 2 including identifying the primary organizational lead.

The workshop participants reinforced the value of the project approach and outcomes and supported the further development of the report in rich and insightful ways.

PARTICIPANT LIST

There were two workshop sessions of three hours each, to accommodate the range of time zones (W#1 and W#2). The same content was presented at each workshop, but a different set of participants drawing on sustainable lifestyles and/or communications and engagement expertise.

1. **Alexandre Pasche**, Founder and Director, Eco&co (France) (W#1)
2. **André Paz,** Professor, Federal University of Rio de Janeiro State (Brazil) (W#1)
3. **Angela Danyluk**, Sustainability Specialist, City of Vancouver (Canada) (W#1)
4. **Cara Pike**, Executive Director, Climate Access (Canada) (W#1, W#2)
5. **Charlie Mathews**, Strategic Advisor, Sustainable Consumption, Joint US-China Collaboration on Clean Energy (JUCCCE) / China Dream (China) (W#2)
6. **Dagmar Timmer**, Managing Director - Strategic Initiatives, One Earth (Canada) (W#1, W#2)
7. **Daniel Fischer,** Junior Professor for Sustainability Science, Institute for Environmental and Sustainability Communication (INFU), Leuphana University (Germany) (W#1)
8. **Deric Gruen**, Fellow and Project Manager, Rethinking Prosperity, Center for Communication and Civic Engagement, University of Washington; Fellow, Sightline Institute (USA) (W#1)
9. **Dwayne Appleby**, Associate, One Earth (Canada) (W#1, W#2)
10. **Erica Priggen-Wright**, Executive creative producer; past Free Range Producer (including The Story of Stuff) (USA) (W#2)
11. **Fabián Echegaray**, Founder and Marketing Director, Market Analysis (Brazil) (W#1)
12. **Gabriela Yamaguchi**, Communications Manager, Akatu Institute for Conscious Consumption (Brazil) (W#2)
13. **Garrette Clark**, Programme Officer, Business and Industry Unit in the Sustainable Consumption and Production Branch in the Division of Industry, Technology and Economics, UN Environment (France) (W#1, W#2)
14. **Georgina Guillen-Hanson**, Project Manager, CSCP: the Collaborative Center for Sustainable Consumption and Production at the Wuppertal Institute (Germany) (W#1)
15. **Halina Szejnwald Brown**, Professor of Environmental Science and Policy, Clark University, SCORAI (USA) (W#1, W#2)
16. **Helio Mattar,** President and CEO, Akatu Institute for Conscious Consumption (Brazil) (W#2)
17. **Janet Salem**, Programme Officer, Resource Efficiency and SCP, UN Environment Programme - Regional Office for Asia Pacific (Thailand) (W#2)
18. **Jonas Wolterstorff**, Founder, Mindful Meerkats (Netherlands) (W#1)
19. **Juan Pablo Mendez**, Communication Manager, Organización Tagma (Uruguay) (W#1)
20. **Julian Hill-Landolt**, Director, Sustainable Lifestyles, World Business Council for Sustainable Development (Switzerland) (W#1)
21. **Kenneth Ochoa**, Director, Programa de Ingeniería Ambiental, Facultad de Ingeniería, Universidad El Bosque (Colombia) (W#1)
22. **Khaing Dhu Wan**, Executive Director/ Founder, NEED-Myanmar (Myanmar) (W#2)
23. **Lewis Akenji**, Senior Policy Fellow, Institute for Global Environmental Strategies (IGES) (Japan) (W#2)
24. **Luis Flores Mimica**, Senior Policy Officer - Education Division, Trustinlife Investment Fund (formerly Consumers International) (Chile) (W#1)
25. **Mari Nishimura**, Associate Programme Officer, Cities and Lifestyles Unit, Sustainable Lifestyles, Cities and Industry Branch, UN Environment (France) (W#1, W#2)
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27. **Maurie Cohen**, Professor of Sustainability Studies, New Jersey Institute of Technology, SCORAI (USA) (W#2)
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29. **Vanessa Timmer**, Executive Director, One Earth (Canada) (W#1, W#2)
30. **Robert Orzanna**, Webmaster, Sustainable Consumption Research and Action Initiative (SCORAI) (Netherlands) (W#1)
31. **Sam Barratt**, Chief of Public Advocacy and Communications, UN Environment (Kenya) (W#1)

32. **Sherri Pula**, technical host for the workshop (Canada) (W#1, W#2)
33. **Valentina Aversano-Dearborn,** Co-Director and Co-Founder, Forum for Sustainable Visions in Action (Forum ViA) (Italy) (W#1)
34. **Yassine Zegzouti**, President, Association Mawarid pour l'Environnement et l'Énergie (Morocco) (W#1)
35. **Ylva Rylander,** Press and Communications Advisor, Stockholm Environment Institute (Sweden) (W#1)

PART 4:
CONCLUDING REFLECTIONS AND NEXT STEPS
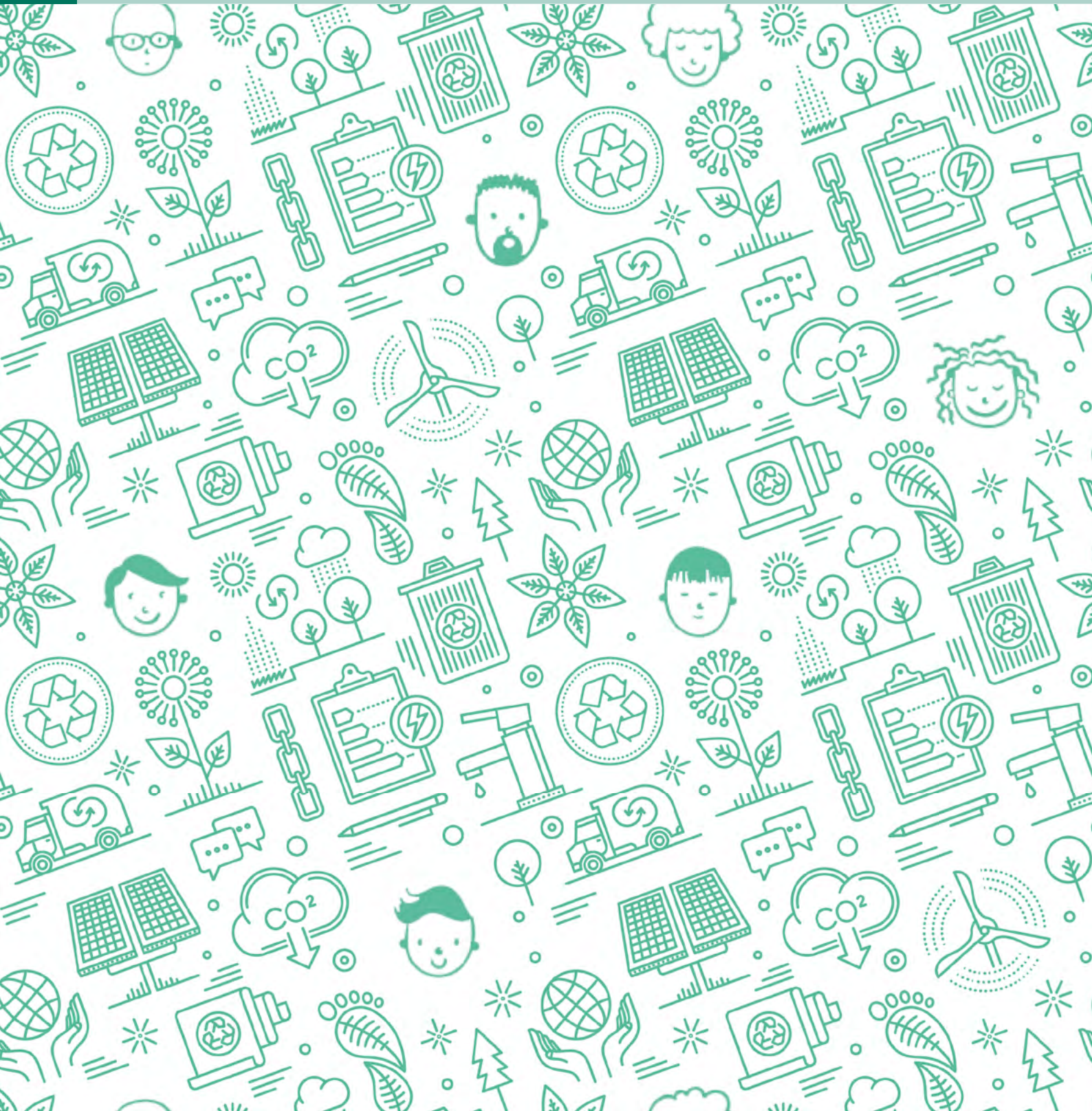
CONCLUDING REFLECTIONS AND NEXT STEPS

By Halina Szejnwald Brown and Philip J. Vergragt

Mass consumption is a systemic issue, driven by the dominant economic system, political ideology, and dominant norms, practices, and values. The existing infrastructure (e.g. land development, transportation system, housing stock), institutional rules, and massive marketing machinery that promote unsustainable consumption further reinforce it. It is therefore hard to envision how individual initiatives on their own could be a match for these powerful forces of the status quo. On the other hand, the power of changing political landscapes, shifts in aspirations and new cultural trends cannot be underestimated. For that reason, sustainable lifestyle initiatives and campaigns need to continue while looking to take advantage of opportunities created by future challenges to dominant societal structures by larger forces for change. Targeted campaigns that seek to reframe collective aspirations and motivate change can also facilitate these change processes.

Tapping into needs and drivers

What are the case studies profiled in this report about? What significant issues in people's daily lives do they speak to? We find a wide range in our sample cases, including: a distaste of unnecessary waste, thrift, reducing ecological footprint through new energy sources and efficiencies, saving money, protecting health, having more leisure time, and other motivators. While these are good anchor topics for designing initiatives and communication campaigns, this project reveals that there is room for a much wider set of anchor topics, including topics that are not currently linked in most people's minds to the idea of sustainability.

Successful initiatives aim to touch people's core values, sense of identity, needs and aspirations, while uncovering practical opportunities for change that are inspiring and context relevant. Talking about energy efficiency or waste reduction is unlikely to reach these objectives for all but the most committed environmentalists who see them in moral and ethical terms. Other topics with much greater personal appeal might however serve as effective vehicles for introducing the issue of sustainable lifestyles. For example, campaigns directed at reducing personal debt in developing economies, which is a growing social problem, can provide a compelling vehicle for engaging people in thinking about consumption and exploring the meaning of sustainable lifestyles. Similarly, public health campaigns focused on overconsumption of sugar in many regions of the world (the main cause of the type II diabetes epidemic) can provide a platform for talking about artificially constructed needs and wants by the advertising industry and about ways to protect ourselves, especially children and youth, from these influences. It is worth noting that the same marketing methods that successfully created consumerism and cigarette smoking have been used to increase consumption of high sugar foods.

Clearly, we should explore how to widen the range of topics, which can provide entries and frames for sustainable lifestyle initiatives and campaigns.

Sufficiency in different contexts

As we explore the question of "needs" in the sustainable lifestyles field, we should keep in mind that initiatives and campaigns should not be only about reducing consumption. We need to also consider the populations that must consume more to flourish as well as those that already consume on a small scale and whose basic needs are sufficiently met. There are millions of people in the world for whom the only hope for a dignified sustainable life is to consume more. But there are also those whose basic needs are met and who have access to the essential amenities in life but who nevertheless set their aspirations at higher material consumption. The post-Soviet European societies and the emerging middle classes in rapidly developing economies of the world are cases in point. The key objective of sustainable lifestyle initiatives among these populations should be to present a compelling case for maintaining a low impact lifestyle and to broaden the framing of well being beyond consumerism.

The China Dream campaign recognizes this and the Kislábnyom case in Hungary puts this approach of celebrating and encouraging sustainable lifestyles into practice (detailed in Part 2). The Kislábnyom initiative reframed the identity of low and medium income people with traditionally low impact lifestyles as being green and sustainable rather than wanting. It dispelled the incorrect but common belief (also documented in recent surveys in Poland) that higher income is the prerequisite to being green. The program instilled a sense of pride in the participants, a new self-identity and an increased motivation to seek additional ways to live sustainably. Penn South is another relevant model of people living on a small footprint, owing to having access to cooperative affordable housing complex in the midst of the wealth and the associated high consumption in Manhattan. A campaign similar to the Kislábnyom among the Penn South residents would most likely have the same effect of reframing the self-identity of its residents.

Reducing consumption among populations with very high impact lifestyles is much harder than preventing consumerism among those whose needs are met. Sustainable consumption initiatives may have much greater success by focusing on the latter.

A Holistic Frame

Many initiatives around the world focus on one or two specific core lifestyle domains, such as food, housing, or consumer goods. Few try to capture sustainable lifestyles in a holistic way, preferably encompassing multiple domains and offering alternative desirable visions for a more sustainable future. Many of the case studies assembled for this report focused on one lifestyle domain at a time, and some narrowed the scope further, intentionally promoting specific actions.

To illustrate the latter, the Love Food Hate Waste case focused on food waste while Shark Truth focused on a specific unsustainable wedding ritual of serving shark soup. But there were also holistic cases in our set, such Kislábnyom (small footprint), China Dream, The Story of Stuff, One Planet Living, and Penn South.

In some cases the narrow focus can produce unintended consequences and miss the bigger picture. Love Food, Hate Waste can give meat lovers a justification to consume more meat as long as they prevent waste. Cost savings achieved in Interfaith Power and Light and Energy Neighborhoods may lead to rebound effects when the money saved is spent on other high impact goods and activities.

Unintended consequences and potential missing elements are important aspects to consider in designing and revising campaigns and initiatives. But these concerns do not invalidate the gains made in the cases this report covers. In fact, many of the cases with a narrower focus have contained in them the seeds of more holistic framings. The case of Repair Cafés is a good example: although these initiatives are about repairing goods, the design of the Repair Cafés opens the door for introducing a conversation about sustainable lifestyles in a trusting, community-oriented environment. With leadership, this can be harnessed to demand supporting policies and infrastructure for repair and durable products. Similarly, the Love Food, Hate Waste campaign can incorporate education about the ecological footprint of meat consumption and recommend eating meat in moderation, celebrating the luxury of meat consumption while minimizing the amount. The Three Reductions, Three Gains case in Vietnam could benefit from including a component of collective action designed to organize its participating rural rice farming communities to take political action and call for supporting the extension of infrastructure projects with direct benefits to the communities. Likewise, while Feria Verde serves as a meeting place for many people who identify as activists, the marketplace might consider taking a leadership role in organizing a network to work toward policy change at the local or national level.

The Shark Truth initiative might open a discussion of reducing consumption of meat and other stewardship approaches beyond avoiding shark fin soup. The China Dream initiative, while nearly comprehensive in its ambitious project of reimagining a new personal prosperity for China's emerging middle class, could benefit from developing messaging targeting people entering transition points in their lives. For example, China Dream messaging around changing jobs or attaining a promotion could highlight how higher income does not necessarily need to be accompanied by higher rates of conspicuous consumption.

The strong community component and ethical bent of the Interfaith and Energy Neighbourhoods initiative provides an opportunity to introduce the concept of "sufficiency." Finally, Yerdle could benefit from applying a systems lens to its online outreach to more directly challenge consumerist attitudes. One common side effect of cost-savings for people is that they use the saved money to consume additional high-impact goods and services, undermining gains and creating a larger 'footprint' than they would otherwise have had.

Future research can focus on whether more holistic cases have a greater chance of achieving cross-domain outcomes and advancing sufficiency as an organizing concept in life. Future initiatives and campaigns can create and enhance their efforts around a holistic approach and reference the bigger system in their messaging and design. This might require shifts in the context, including a supportive funding environment that encourages holistic approaches.

The role for policy makers and the business community

In considering the systemic changes needed to reverse overconsumption, there is promise in policy interventions and new business models that enable and thrive in a less consumerist society. Policy initiatives will need to address the infrastructural and institutional barriers to sustainable lifestyles, including land development planning, mobility needs, housing, public advertising to children and others. Policy can also provide powerful support for emerging new technologies and business models that foster less ecologically impactful lifestyles. A good example is the ongoing rapid changes in personal mobility area, including declining interest in obtaining driver licenses among the youth in developed industrialized economies, car sharing services replacing car ownership and self-driving cars. These changes will drastically affect land use planning and the shared views on car-based mobility. It is beyond the scope of this report to delve further into the role of technology and the potential menu of policy and business strategies. We recommend further work in that direction.

Policy can also be an effective change agent in cultural norms. The story of smoking cessation in North America and Europe provides an instructive model. This profound social change was the result of several decades of a two-pronged action: relentless anti-smoking campaigns that spoke to people's concerns about health and personal autonomy (the latter with regard to passive smoking) alongside a series of policy measures intended to make smoking unattractive. Over time, many in the business community embraced and supported these policies, and benefited from them and from the changing cultural norms regarding cigarettes. We can learn a great deal from studying this "non-ecological-sustainability" case.

Another promising effort could be to work with business associations, marketers, advertisers, and relevant stakeholders to counter pro-consumption messages and develop alternative aspirational visions to motivate change. The eight principles and communication tips presented in Parts 1 and 2 of this report will be useful guides for developing such campaigns.

The implication of giving a supportive role to policy makers and the business community is this: these stakeholders need to be active participants in sustainable lifestyle initiatives and communication campaigns. Such campaigns should clarify the meaning of sustainable lifestyles, communicate that achieving it is, for most people in today's world, not necessarily about a loss but about reframing aspirations, and reveal the tools at policy makers' disposal to affect social change.

Fostering and communicating sustainable lifestyles challenges the powerful mainstream complex system of culture, institutions, economy and infrastructure, which perpetuate unsustainability. But change is in the air. The idea of sustainable lifestyles is now reinforced through international commitments including the 10 Year Framework of Programmes on Sustainable Consumption and Production and the Sustainable Development Goals. This report is a contribution to advancing this effort and recommending a more holistic and bold approach in designing and enhancing sustainable lifestyles campaigns and initiatives.

PART 5:
UNDERSTANDING THE PRINCIPLES
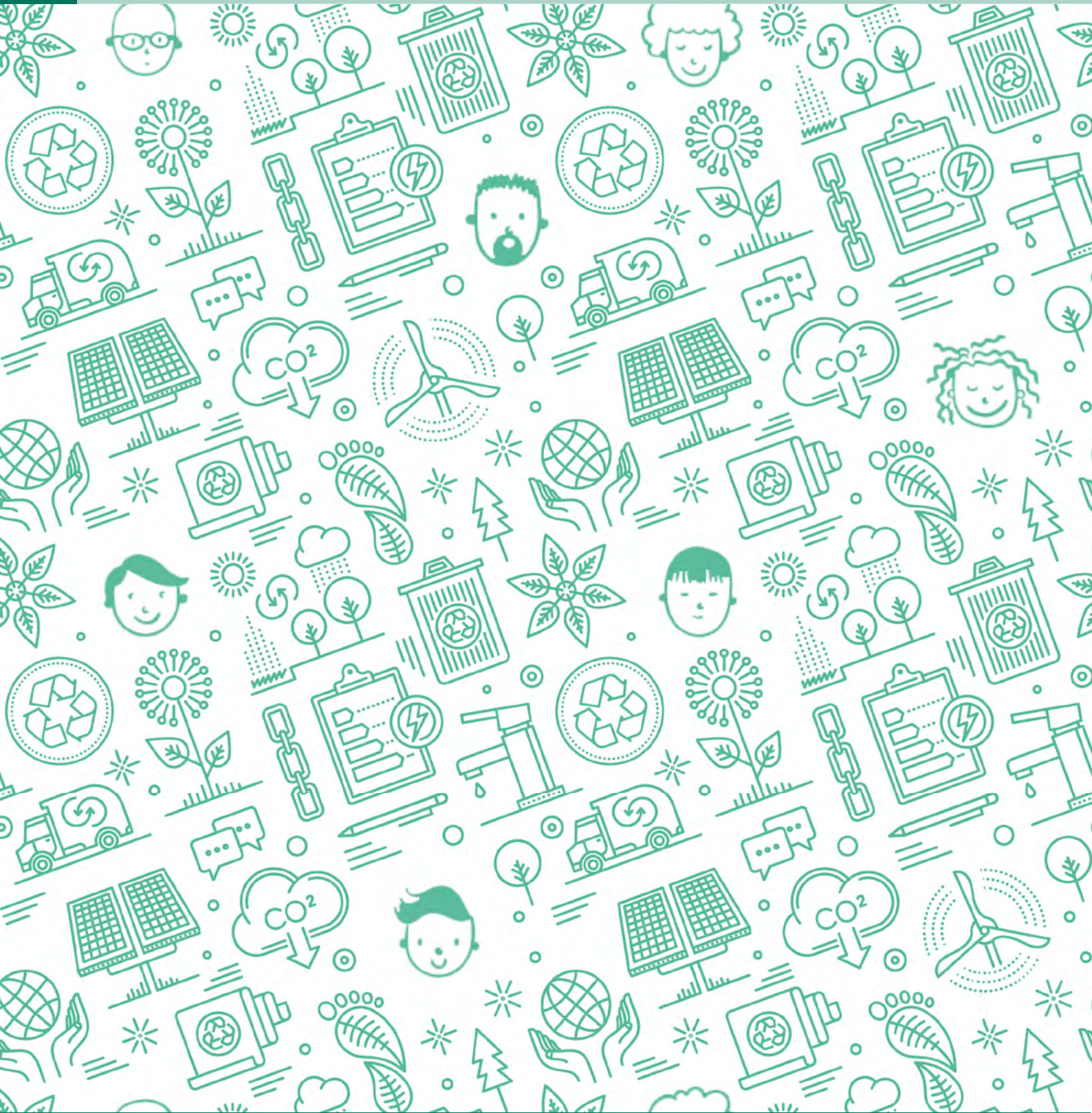
This section explains the approach and analysis undertaken in developing the operating principles highlighted in this report. It builds on many of the resources referenced and the experience of the project partners.

INTRODUCTION

Around the world, people are experimenting with ways of living that improve their quality of life equitably and within ecological means. Eco-Villages have been testing new approaches to sustainable living in place and community for the past decades. The voluntary simplicity and de-cluttering movements are providing an alternative to materialism. Some of the non-commercial sharing economy and social innovation hubs are examples of initiatives that contribute to sustainable lifestyles. There are campaigns on food waste reduction and initiatives to provide low-carbon mobility and housing options. Many of these initiatives have been successful in achieving their objectives. However, there is an increasing concern with the fragmented nature of these efforts. Sustainable lifestyle is a holistic concept. It means living well while embracing the idea of sufficiency in all aspects of life and across all domains to satisfy needs. How do we get to a holistic version of sustainable lifestyles and to the next level of action and impact? This report explores a set of operating principles that hold promise in guiding the myriad of ongoing and future sustainable lifestyle and related initiatives and communication campaigns to make them more effective and to help them catalyze a wider adoption of sustainable lifestyles.

To summarize the principles, sustainable lifestyle initiatives, campaigns and messaging are more effective when they:

PRINCIPLE DESCRIPTION	PRINCIPLE TITLE
Engage in participatory, relevant, and grounded ways	1. STAKEHOLDER FOCUSED
Focus on aspirations	2. BETTER LIVING
Show clear sustainability results	3. IMPACT
Consider the systemic nature of lifestyles	4. SYSTEMIC
Take into account life stages and life transitions	5. DYNAMIC LIFE CHANGES
Accommodate the diversity in lifestyles	6. DIVERSITY
Show that lifestyle changes extend beyond individual action	7. COLLECTIVE ACTION
Learn and adapt to changing conditions	8. RESPONSIVE

The principles draw both on scholarly literature, expert and tacit knowledge, and case study analysis. Part 1 connects these principles together in a strategic roadmap to support the design, evaluation and adaptation of sustainable lifestyles initiatives and campaigns. This section provides an overview of the literature and thinking behind the principles.

One of the aims of this report is to contribute to more effective communication on sustainable lifestyles for communities around the world. Communication has sometimes been framed as a one-way street: "we" inform "them" how to reduce footprints, live more sustainably, and create more equity. As we outline below, this approach to communication is based on a number of earlier assumptions, which have now been debunked as overly simplistic or altogether misplaced.[8] One of those outmoded assumptions is that providing more information about consequences of unsustainable living, and even providing examples of sustainable lifestyles, is by itself not effective in changing behaviours. Co-producing the understanding of sustainable lifestyles in a process with peers and other stakeholders offers a more promising approach.[9] Diffusing experiences of people and groups and initiatives who have implemented sustainable lifestyles related efforts is a potentially promising form of communication.

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[8] Mont, Oksana, Eva Heiskanen, Kate Power and Helka Kuusi (2013). Improving Nordic policymaking by dispelling myths on sustainable consumption, Nordic Council of Ministers. https://norden.diva-portal.org/smash/get/diva2:702825/FULLTEXT01.pdf

[9] For instance: Eugene, USDN, and SCORAI (2015). "Eugene Memo: The Role of Cities in Advancing Sustainable Consumption." Accessed October 12, 2016.
http://scorai.org/wp-content/uploads/wordpress/Eugene-Memo-Cities-Sust-Consumption-FINAL.pdf

When communicating, we have to be careful of the way we speak, the words we use because "the way we think influences the way we speak, but the influence also goes the other way." [10] Different cognitive patterns play a fundamental role in the way messages are perceived, interpreted, and ultimately transformed into actions. In the broader sense, even aspirations are somewhat defined by language (e.g. being successful = being wealthy). Rethinking lifestyles is an opportunity to rethink existing definitions that create potential "negative" connotations, like "south" meaning "poor" or "west" meaning "developed". After all, these geographical references are relative to where the speaker is standing.

An important aspect to be taken into account is that lifestyles are not only individual choices. They are conditioned by education, norms and values, by the economic system and the dominant culture, and they are constrained by infrastructure, dominant institutions and social practices. They are part of a complex system and thus cannot be changed in isolation and individually.

Needs and Wants: Drivers of Lifestyles

A useful framework is outlined at the beginning of Part 2 drawing from Akenji et al. (2016), which explores the layers of influence of needs and wants that drive lifestyles. [11] The framework explores the identity, values, taste and other personal situations, socio-technical and economic conditions, and the natural and physical boundaries that shape and constrain lifestyle options. This framework informs the development and implementation of the principles outlined in this report and the analysis of cases in Part 2.

Our Approach

An intended outcome of this report is to provide a set of inspiring examples and of recommendations on how to develop and effectively disseminate initiatives of sustainable lifestyles or related activities across cultures, regions, and sectors. Where appropriate, the report highlights the dilemmas with which communicators must contend. For example, attenuating one kind of behaviour may inadvertently lead to more consumption in another domain.

The principles emerged from a review of two bodies of literature: on sustainable lifestyles and on effective campaigning and communications. The reason for bringing the two bodies of knowledge together is that the two fields are related in their common focus on understanding human behaviour, perceptions, aspirations, and framing of autonomy and well-being. Furthermore, to evaluate if a lifestyle (or domain) is sustainable, or to design an effective communication strategy requires an understanding of how consumer society operates in the context of the macroeconomy, culture, infrastructures, and institutions.

Based on the literature review, an initial set of principles was identified, alternative categorizations considered, and revisions made over time including drawing on case study analysis. Over the course of this project, we collected many examples of sustainable lifestyles (and/or core domain) initiatives and/or successful communication campaigns from around the globe. Analysis of these case studies informed our refinement of the principles. The resultant set of Principles is outlined in detail below and has been used to shape Parts 1 and 2. It is important to note that the principles are not a comprehensive scientific statement on all aspects related to sustainable lifestyles. Rather it is an attempt to develop an integrated heuristic to contribute to communication campaigns and interventions, as well as future lifestyles initiatives and policies.

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[10] Boroditsky, Lera. (2001). How Language Shapes Thought. The languages we speak affect our perceptions of the world. Scientific American 2011. Available at https://psych.stanford.edu/~lera/papers/sci-am-2011.pdf.

[11] Akenji, L, H. Chen et al. (2016). A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme, p.3.

CONTEXT: WHAT IS THE CHALLENGE?

Climate change, loss of biodiversity, pollution, desertification, and other ecological challenges are merely symptoms of underlying problems in our society. Poverty, inequity, lack of development potential, and lack of perspective are another set of symptoms that are related to the social dimension of sustainability. A third set of problems is stress, inadequate leisure time, cutthroat competition, and related issues of wellbeing in modern affluent society. The underlying problems are at least partially due to the dominant focus on economic growth rather than on well-being, and the lack of respect for ecological boundaries and people's dignity while developing our economies. This is reflected in a dominant culture of consumerism, competition, and hyper-individualism that is spreading across the globe. Technological innovations, and most recently the development of the Internet and social media, catalyze these developments in tandem with globalization and its problems.

> *"Like a tsunami, consumerism has engulfed human cultures and Earth's ecosystems. Left unaddressed, we risk global disaster. But if we channel this wave, intentionally transforming our cultures to center on sustainability, we will not only prevent catastrophe, but may usher in an era of sustainability—one that allows all people to thrive while protecting, even restoring, Earth…The key to this transformation will lie in harnessing institutions that play a central role in shaping society—such as the media, educational services, business, governments, traditions, and social movements—to instil this new cultural orientation."* [12]

Many of these problems and drivers are related to the fact that we live in a consumer society. Consumer society is a complex system of technology, culture, institutions, markets, and dominant business models. [13] It is driven by a belief in the feasibility and inherent desirability of limitless consumption-led growth. It is justified by the ideology of neoliberalism that has been communicated by mass media and advertising and that has powerfully shaped political and economic life in the United States and elsewhere over the last several decades. Relentless emphasis on consumption has also fundamentally coloured prevalent understanding of human well-being. In the US private consumption is responsible for close to 70% of GDP. But consumption by itself does not provide well-being or happiness once the basic human needs, as for example defined by Max Neef, are met. Also, ecological footprint is shown to increase in tandem with income [14], [15], [16].

It is often asserted that technological innovations will eventually solve most environmental problems, and thus that economic growth which drives technological innovation (and vice versa) is necessary in order to address those problems. Recent research and experience do not support this assertion: technological progress has not significantly reduced overall energy and material consumption, and rebound effects on macro, meso, and micro levels counteract to a significant extend the positive effects of efficiency gains. [17] An example of the rebound effect is investing money saved from an energy efficient housing renovation into an additional car. In addition to technological innovation we need changes in lifestyles and consumption behaviour.

[12] Worldwatch Institute, State of the World 2010: Transforming Cultures - From Consumerism to Sustainability. http://blogs.worldwatch.org/transformingcultures/contents/

[13] Brown, Halina S. and Vergragt, Philip (2016). From Consumerism to Well-being: Toward a Cultural Transition. Journal of Cleaner Production 132, 308-317. http://dx.doi.org/10.1016/j.jclepro.2015.04.107

[14] Ummel, Kevin (2014). Who Pollutes? A Household-Level Database of America's Greenhouse Gas Footprint. CGD Working Paper 381, Washington D.C.: Center for Global Development (http://www.cgdev.org/publication/who-pollutes-household-level-database-americasgreenhouse-gas-footprint-working-paper).

[15] Chancel, Lukas and Thomas Piketty (2015). Carbon and inequality: from Kyoto to Paris: Trends in the global inequality of carbon emissions (1998-2013) & prospects for an equitable adaptation fund. Paris School of Economics Report, November 3, 2015. (http://piketty.pse.ens.fr/files/ChancelPiketty2015.pdf)

[16] Max Neef, Manfred (1991). Human scale development, applications and further reflection. New York and London: The Apex Press.

[17] Herring, Horace, Steve Sorrell, eds. 2008. Energy Efficiency and Sustainable Consumption: The Rebound Effect. New York: Palgrave Macmillan.

Defining Sustainable Lifestyles

A review of the literature has revealed numerous definitions of sustainable lifestyles. As the examples below demonstrate, the emphases range from global impacts and equity, to cultural and institutional dimensions, to individual identity, to aspirational aspects of group identity, to specific habits and behaviours, and more. Based on these, this report has developed the following operational definition of a sustainable lifestyle:

A sustainable lifestyle minimizes ecological impacts while enabling a flourishing life for individuals, households, communities, and beyond. It is the product of individual and collective decisions about aspirations and about satisfying needs and adopting practices, which are in turn conditioned, facilitated, and constrained by societal norms, political institutions, public policies, infrastructures, markets, and culture.

Other definitions of sustainable lifestyles include:

- A "sustainable lifestyle" is a cluster of habits and patterns of behaviour embedded in a society and facilitated by institutions, norms and infrastructures that frame individual choice, in order to minimize the use of natural resources and generation of wastes, while supporting fairness and prosperity for all. [18]

- Sustainable lifestyles are lifestyles, which make a "positive contribution to addressing global challenges, such as resource efficiency and biodiversity conservation, climate change mitigation and adaptation, poverty eradication, and social well-being." (10YFP Sustainable Lifestyles and Education Programme) [19]

- Lifestyles define us; they are the way we live our lives, what we do, with whom, where, how and what we use to do it. This includes everything from the food we eat and how we interact with others to the way we get around. Lifestyles also define our identity; we express our social position, political preferences, and psychological aspirations to others through our lifestyles. [20]

- Sustainable lifestyles are patterns of action and consumption, used by people to affiliate and differentiate themselves from others, which "meet basic needs, provide a better quality of life, minimize the use of natural resources and emissions of waste and pollutants over the lifecycle, and do not jeopardize the needs of future generations". Sustainable lifestyles should reflect specific cultural, natural, economic, and social heritage of each society. [21]

- Lifestyles are social prints of how we live – they guide our habits, frame our behavioural and consumption choices, shape our identity, influence our health, and welcome or exclude us from social relationships. [22]

Governments have a role to play in the transition to sustainable lifestyles. Most industrialized democracies have traditionally been reluctant to intervene in lifestyles of the population, and for good reasons: such actions might come precariously close to being seen as interfering with individual autonomy, open market exchanges, and other fundamental freedoms. On the other hand, in modern times democratic governments have repeatedly stepped up to constrain certain behaviours in order to protect citizens from harm; be it from diseases, reckless driving, natural disasters, or outside enemies.

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[18] Akenji, L, H. Chen et al. (2016). A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme, p.3.

[19] 10YFP Sustainable Lifestyles and Education Programme – SLE Program Brochure

[20] http://www.unep.org/resourceefficiency/Home/Society/EducationLifestylesYouth/SustainableLifestyles/tabid/101304/Default.aspx Accessed Sept 26, 2016.

[21] Marrakech process, cited in Åke Thidell (undated) Sustainable Consumption and Green Lifestyles: Definitions and Concepts. Accessed Sept 26, 2016.) http://mst.dk/media/mst/68633/Background%20paper%20A%20-%20Session%201.pdf

[22] Akenji, L, H. Chen et al. (2016). A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme.

By and large, governments have not recognized, except in the most abstract terms, that people's lifestyles, and the wider systems established to meet people's needs, play a key role as drivers of ecological unsustainability. In advanced industrialized democracies, where consumption of energy and materials is most intense, politicians persist in the belief that economic growth, largely through increased consumption, is the essential path toward improving the well-being of its citizens, and thus are not willing or able to intervene in advancing more sustainable lifestyles. Yet without support from governments it will not be possible to achieve change in the economy, the culture, and the necessary supporting infrastructures. In developing countries the challenge is how to achieve wellbeing for its citizens without reproducing the path taken by developed countries through stimulating excessive material consumption (this idea is referred to as "leapfrogging" [23],[24]).

A step in the right direction has been the development and adoption by the United Nations of the Sustainable Development Goals (SDGs). These goals have been developed in a process in which governments cooperated with civil society organizations, and they thus reflect a broad consensus. In many SDGs sustainable consumption and lifestyles play an implicit or explicit role, most explicitly in SDG 12 on responsible (sustainable) consumption and production. [25]

The first target of SDG 12 is to "Implement the 10YFP: the 10-year Framework of Programmes on Sustainable Production and Consumption." One of the programmes under this Framework is the Program on Sustainable Lifestyles and Education (SLE). The mission of the Sustainable Lifestyles and Education (SLE) programme is "to foster the uptake of sustainable lifestyles as the common norm, with the objective of ensuring their positive contribution to addressing global challenges, such as resource efficiency and biodiversity conservation, climate change mitigation and adaptation, poverty eradication and social well-being." [26] The current project contributes to the SLE program and its mission.

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[23] http://www.oecd.org/greengrowth/green-development/50559116.pdf

[24] http://scorai.org/wp-content/uploads/SCORAI-lifestyle_leapfrogging_China__India_with-conclusion_Final_clean.pdf

[25] http://www.un.org/sustainabledevelopment/sustainable-consumption-production/

[26] http://www.unep.org/10yfp/Programmes/ProgrammeConsultationandCurrentStatus/Sustainablelifestylesandeducation/tabid/106266/language/en-US/Default.aspx

PRINCIPLES

How can small-scale initiatives and communication campaigns respond effectively to the challenges outlined above?

The rich body of literature on communication and lifestyle-related initiatives and policies shows an evolution of the problem framing. Several approaches from the past have been shown to be overly simplistic, ineffective or altogether misplaced. [27]

Some of these "debunked assumptions" include:

- **The assumption of 'consumer-choice' - that individuals are rational decision-makers guided by price signals and information.** Linked to that is the assumption that appealing to people's self-interest in the most effective method of changing behaviours. We now know that while price signals and information are important factors for many people and in many situations, they are not universal and not always the most important motivators of behaviour.

- **The assumption that individuals can change their consumption behaviours by deciding to do so.** We now know that individual consumption choices are conditioned by culture, life experiences, and market forces and are constrained by infrastructure, social practices, and institutions. These often result in "lock-ins" into highly consuming lifestyles.

- **The assumption that all we need to do to change individual's behaviours is to foster a change in values and attitudes.** [28] This assumption has led to the discovery of the so-called 'value-action gap,' in which people's attitudes don't match their behaviours, and has led research and practice to explore the role of emotions, habits, and structures in shaping behaviour. There is also a growing recognition that values and attitudes are very hard to change because they are closely linked to a dominant culture.

- **The assumption that "green consumption" is the best way to achieve a sustainable lifestyle.** This assumption has been challenged by accumulating evidence that green products and simple acts such as waste recycling have no impact on reducing energy consumption either on an individual or societal level, and that technological solutions are mitigated through rebound effects.

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[27] Oksana Mont, Eva Heiskanen, Kate Power and Helka Kuusi (2013). Improving Nordic policymaking by dispelling myths on sustainable consumption, Nordic Council of Ministers. https://norden.diva-portal.org/smash/get/diva2:702825/FULLTEXT01.pdf
[28] Spurling, Nicola, Andrew McMeekin, Elizabeth Shove, Dale Southerton, Daniel Welch. Sustainable Practices Research Group - Interventions in practice: re-framing policy approaches to consumer behavior. http://www.sprg.ac.uk/uploads/sprg-report-sept-2013.pdf

PRINCIPLES AND GUIDING QUESTIONS

Principles	Guiding Questions: Sustainable Lifestyles Initiative, Campaign, Messaging
1. STAKEHOLDER-FOCUSED: **Engage in participatory, relevant and grounded ways**	• Is the initiative, campaign, and/or message **participatory** in its process? • Does it **identify and remove barriers to engagement** for segments of the population? • Is it **grounded in local experiences** (e.g., tied to community interests, concerns, and sense of place) and use culturally relevant tactics and practices?
2. BETTER LIVING: **Focus on aspirations**	• Does the initiative, campaign, and/or message **inspire** and reflect **compelling, aspirational, desirable visions of sustainable living**? • Is it r**ooted in values people care about** - e.g., security, health, respect, and belonging? • Does it indicate **pathways** to achieving these visions of sustainable lifestyles?
3. IMPACT: **Set clear goals and demonstrate sustainability results**	• Is the initiative, campaign, and/or message **results-oriented**? • Does it **measure its desired impacts**, such as: 　• Absolute reductions in material and energy flows 　• Reductions in greenhouse gas emissions 　• Reductions in toxicity 　• Increased equity and social inclusion 　• Increased social connectivity 　• Shifted cultural values, beliefs, and assumptions toward sustainability 　• Increased well-being
4. SYSTEMIC: **Consider the systemic nature of lifestyles**	• Does the initiative, campaign, and/or message **improve our ability to see interrelationships and the whole system** of sustainable lifestyles and not just the parts? • Does it account for the **systemic nature of consumption**, including institutions, culture, infrastructure, and other structural conditions?
5. DYNAMIC LIFE CHANGES: **Take advantage of life stages and transitions**	• Is the initiative, campaign, and/or message tailored to the changing needs and values at different **life stages**, such as young adulthood, homesteading with family, and older age? • Does it take advantage of the opportunity to **guide identity re-framing and lifestyle choices made during key life transitions**, such as marriage, birth of a child, home purchase, moving, and others?

Principles	Guiding Questions: Sustainable Lifestyles Initiative, Campaign, Messaging

6. DIVERSITY: Accommodate the diversity in lifestyles	• Does the initiative, campaign, and/or message reflect **diverse ways of living** such as across:
	  • Geography and culture
	  • Income levels
	  • Age
	  • Social standing
	  • Gender

7. COLLECTIVE ACTION: Show that lifestyles extend beyond individual action	• Does the initiative, campaign, and/or message provide opportunities **to connect to multi-stakeholder networks** advancing sustainable ways of living? • Does is convey the message that **"we are in it together"** i.e. transition to sustainable lifestyles requires collective action?
8. RESPONSIVE: Learn and adapt to changing conditions	• Does the initiative, campaign, and/or message **integrate learning** and respond to feedback, changing conditions, and needs through regular monitoring and evaluation mechanisms? • Does it **adapt to and take advantage of macro-level changes in society**? • Does it **build on promising policies**?

1. STAKEHOLDER-FOCUSED

Engage in participatory, relevant, and grounded ways

Guiding questions:

- Is the initiative, campaign and/or message **participatory** in its process?
- Does it **identify and remove barriers to engagement** for segments of the population? (e.g. existing infrastructure, regulatory frameworks)
- Is it **grounded in local experiences** (e.g. tied to community interests, concerns, and sense of place) and use culturally relevant tactics and practices?

Sustainable lifestyles initiatives are more effective when they are grounded in local experience, and tap into local knowledge and a sense of place. The initiatives can leverage culturally relevant tactics such as storytelling, visuals, and phrasing keyed to local dialects, pop culture, and competitions and provide incentives that are tied to stakeholder context. For campaigning and messaging, the language needs to be accessible, speak to the values and emotions of the place, and be shared via trusted messengers. This is especially true in communication to youth and young adults, and in the use of social media.

Effective sustainable lifestyles initiatives are deeply participatory. [29] They engage stakeholders in the co-creation of the experiment, campaign, and message. As Akenji et al. (2016) acknowledge: top-down approaches are not enough: "bottom-up approaches, including social innovations, social movements, and grassroots experiments, are pivotal in opening up new avenues and engendering acceptability of sustainable solutions." [30]

Not surprisingly, extensive studies show that the indicators of high social capital, integration, and solidarity correlate with various metrics that are also predictive of human wellbeing and happiness (safe and productive neighbourhoods, better educational outcomes, reduced crime, stronger democracy, better physical and mental health). In other words, what is good for building a stronger participatory governance system and community is also good for enhancing human well-being and happiness. [31]

The role of new technologies and especially social media is pivotal here. **These new platforms enabled by information and communications technologies, such as online social media, phone-based apps, and SMS messaging allow for participation across a number of demographic and geographic distances.** In many places in the developing world, mobile phone connections provide a key access point for initiatives seeking to engage with rural and urban audiences, with a rapidly expanding base of mobile phone owners. [32], [33].

Access to proper infrastructures is also a driver of sustainable behaviours. The World Bank defines it as the "access gap" and it covers electricity, gas, transport, telecommunications, and water (supply, sanitation, and sewerage). Due to open communication and social platforms, more people are aware of existing solutions to live differently, but that does not automatically translate into a possibility for them to choose a more sustainable option than the current one. In many cases, it is related to the lack of necessary infrastructure to enable these options. Regulatory frameworks play a pivotal role in enabling this access to infrastructure and reinforce sustainable behaviours.

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[29] United Nations Environment Programme and PERL (2014), Draft Report: Pathways to Sustainable Lifestyles – Global Stocktaking Report. The 10YFP Sustainable Lifestyles and Education Programme. UNEP.

[30] Akenji, L, H. Chen et al. (2016) A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme.

[31] Putnam, Robert D. 2000, Bowling Alone: The Collapse and Revival of American Community, New York: Simon and Schuster.

[32] Jenny Aker and Isaac Mbiti (2010) 'Mobile phones and economic development in Africa' Center for Global Development, Working Paper No. 211, Washington DC, June 2010.

[33] Kay Schlozman, Sidney Verba, and Henry Brady (2010) 'Weapon of the Strong? Participatory inequality and the internet', Perspectives on Politics Vol. 8, No. 2, 487 – 509.

2. BETTER LIVING

Focus on aspirations

Guiding questions:

- Does the initiative, campaign, and/or message **inspire** and reflect **compelling, aspirational, desirable visions of sustainable living**?
- Is it **rooted in values people care about** - e.g., security, health, respect and belonging?
- Does it indicate **pathways** to achieving these visions of sustainable lifestyles?

People are inspired by a compelling vision. There is growing evidence that fear-based messaging – emphasizing a problem or threat – is not always effective in stimulating behaviour change and can actually lead to defensive avoidance [34] and psychological distancing. [35] On the other hand, there are indications that positive approaches lead to greater engagement and excitement and more successful and longer lasting change. [36] Aspirational stories change the lens through which we view reality, spark imagination, and appeal to the non-rational and emotional aspects of human decision-making. [37] This does not mean that the problem and challenges are ignored. Aspirational approaches only resonate when solutions and vision are presented as a response to the magnitude of the challenge they aim to address and overcome.

As systems expert Donella Meadows notes, **envisioning is a critical skill to develop in order to advance sustainability** but it is underdeveloped among environmentalists:

> *"Environmentalists have failed perhaps more than any other set of advocates to project vision. Most people associate environmentalism with restriction, prohibition, regulation, and sacrifice…hardly anyone envisions a sustainable world as one that would be wonderful to live in."* [38]

By moving beyond doom and gloom, sacrifice, and guilt frames, it is possible to focus instead on innovation and opportunity. [39] In their report Sell the Sizzle, sustainability communications experts Futerra recommend shifting from threat-based engagement – the "hell" inaction can produce. Instead, they recommend focusing on the promisor example, a new positive vision of low carbon, sustainable "heaven." [40] The key is starting with a powerful vision of where we want to go even while maintaining flexibility in terms of the path to get there. [41] Examples of powerful visions are the Great Transition [42] and visions developed in the SPREAD project [43] and in the BIG 2050 project. [44]

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[34] Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: Implications for effective public health campaigns. Health Education & Behavior, 27, 591-615; Van't Riet, Jonathan and Robert A.C. Ruiter (2011) Defensive reactions to health-promoting information: an overview and implications for future research. Health Psychology Review. Vol 7, Aug.

[35] Pike, Cara, Sutton Eaves, Meredith Herr, Amy Huva, David Minkow (2015) The Preparation Frame: A Guide to Building Understanding of Climate Impacts and Engagement in Solutions. Climate Access. March. http://www.climateaccess.org/resource/preparation-frame

[36] Coghlan, Anne T., Hallie Preskill, Tessie Tzavaras Catsambas (2003) An Overview of Appreciative Inquiry in Evaluation. New Direction for Evaluation. No. 100, Winter; Whitney, Diana and Amanda Trosten-Bloom (2010) The Power of Appreciative Inquiry: A Practical Guide to Positive Change. Berrett-Koehler Publishers San Francisco, CA.

[37] Korten, David (2015) Change the Story, Change the Future: A Living Economy for a Living Earth. Berrett-Koehler Publishers Inc.

[38] Meadows, Donella (1994) Envisioning a Sustainable World.Published in Getting Down to Earth, Practical Applications of Ecological Economics, edited by Robert Costanza, Olman Segura and Juan Martinez-Alier. Island Press, Washington DC, 1996 http://donellameadows.org/archives/envisioning-a-sustainable-world/

[39] Pike, Cara with One Earth (2015) Sustainable Production and Consumption Framing and Research Summary. One Earth. http://www.oneearthweb.org/publications.html

[40] Futerra Sustainability Communications. Sell the Sizzle. Futerra Sustainability Communications, 2012. http://www.futerra.co.uk/downloads/Sellthesizzle.pdf

[41] MobLab (2014) The Anatomy of People-Powered Campaigns. MobLab. http://www.climateaccess.org/resource/anatomy-people-powered-campaigns

[42] http://www.greattransition.org/

[43] SPREAD. 2013. The SPREAD Sustainable Lifestyles 2050 Project. http://www.sustainable-lifestyles.eu/

[44] BIG 2050: Budding Ideas Glocally for 2050. http://vision2050.net/page/big-2050-1

A compelling vision is one that is rooted in the values that people already care about - such as stewardship, security, health, and belonging. These values are shaped by the cultural and political context within which people live. Focusing on commonly held values ensures that visions can bridge often polarized communities. [45] Ultimately, who is involved in visioning and how the process of creating a vision is undertaken is as important as the vision itself. [46] A vision needs to be shared in order to engage diverse populations and to be responsible to a vision of an equitable sustainable society for all. [47]

There is power in clearly articulating what gets better with sustainable lifestyles. [48] There remains some debate as to whether sustainable lifestyles are about changing consumption patterns (recognizing that for some it is an issue of consuming enough and not only addressing those with high consumption level) or about reducing the total levels of consumption so that everyone can live good lives within ecological means. [49] In taking a strong sustainability approach of reducing overall consumption, those with high-material intensive lifestyles and ecological footprints need to find less material ways of meeting their needs and aspirations. [50]

> *Where in the past, we focused on wealth, growth and efficiency; the future will need to be about well-being, quality, and sufficiency. This includes living within limits; shaping a sustainable society (not just a sustainable consumer); addressing the public as citizens, not consumers; addressing production and consumption; and creating the systems that lead to sustainable behaviour . . . yet not everything is about reduction – there are some things that are not near peak or have no limited supply: community, personal autonomy, satisfaction from hones work well done, intergenerational solidarity, cooperation, leisure time, happiness, ingenuity, artistry and beauty. [51]*

A core aspect of 'better living' to advance sustainability is a collective reframing of 'the good life' away from limitless consumerism and toward a new definition of prosperity and well-being. [52]

[45] Pike, Cara with One Earth (2015) Sustainable Production and Consumption Framing and Research Summary. One Earth; Cara Pike, Sutton Eaves, Meredith Herr, Amy Huva, David Minkow (2015) The Preparation Frame: A Guide to Building Understanding of Climate Impacts and Engagement in Solutions. Climate Access. March. http://www.climateaccess.org/resource/preparation-frame

[46] Costanza, Robert. 2000. Visions of alternative (unpredictable) futures and their use in policy analysis. Conservation Ecology 4(1): 5. [online] URL: http://www.consecol.org/vol4/iss1/art5/

[47] Meadows, Donella (1994) Envisioning a Sustainable World.Published in Getting Down to Earth, Practical Applications of Ecological Economics, edited by Robert Costanza, Olman Segura and Juan Martinez-Alier. Island Press, Washington DC, 1996

[48] Cara Pike, Sutton Eaves, Meredith Herr, Amy Huva, David Minkow (2015) The Preparation Frame: A Guide to Building Understanding of Climate Impacts and Engagement in Solutions. Climate Access. March. http://www.climateaccess.org/resource/preparation-frame

[49] Mont, Oksana and Andrius Plepys (2008). Sustainable consumption progress: should we be proud or alarmed? Journal of Cleaner Production 16: 531-537.

[50] Jackson, Tim. 2009. Prosperity without Growth—Economics for a Finite Planet. London: Earthscan.

[51] Fedrigo, Doreen and Arnold Tukker (2009) "Blueprint for European Sustainable Consumption and Production: Finding the path of transition to a sustainable society", European Environmental Bureau, May. P. 9.

[52] Brown, Halina S. and Philip Vergragt (2016). From Consumerism to Well-being: Toward a Cultural Transition. Journal of Cleaner Production 132, 308-317. http://dx.doi.org/10.1016/j.jclepro.2015.04.107.

3. IMPACT

Set clear goals and demonstrate sustainability results

Guiding questions:

- Is the initiative, campaign, and/or message **results-oriented**?
- Does it **measure its desired impacts**, such as:
    - Absolute reductions in material and energy flows
    - Reductions in greenhouse gas emissions
    - Reductions in toxicity
    - Increased equity and social inclusion
    - Increased social connectivity
    - Shifted cultural values, beliefs and assumptions toward sustainability
    - Changes in social practices associated with energy and material consumption

The Sustainable Development Goals can serve as an example of the importance of presenting results that are coherent and measurable. It also shows how re-thinking our understanding of sustainability can yield indicators that encompass elements of social well-being and environmental protection beyond GDP growth. Measuring the progress and impacts of the actions developed and implemented towards the SDG achievement is crucial, therefore, the paragraph 75 of the Agenda 2030 specifies that "the Goals and targets will be followed-up and reviewed using a set of global indicators. These are complemented by indicators at the regional and national levels which will be developed by member states, in addition to the outcomes of work undertaken for the development of the baselines for those targets where national and global baseline data does not yet exist." [53]

Sustainable lifestyles efforts are only a means to the ultimate end: living well equitably within the life support systems of the Earth. Effective initiatives are rigorous and evidence-based in measuring their impact. This is especially important as it has been shown that even when citizens adopt "green behaviours" the ecological impacts of their actions may be insignificant or nil (referred to as behaviour-impact gap). [54] Furthermore, an initiative with a sharp focus on one aspect of a consuming behaviour may overlook another aspect of that behaviour with a much greater impact, and monitoring can reveal these differences. A case in point might be an effort to reduce the waste of animal-based food, which might miss the fact that meat consumption is in itself a highly energy-intensive practice.

Effective campaigns and messaging benefit from identifying tangible, targeted, and measurable change outcomes and being results-oriented. This may include ecological impacts, changes in policy, evolution in norms and social practices, and others. [55] Monitoring ecological impact is especially important in revealing the actual progress (or its absence) toward more sustainable lifestyles and may disclose opportunities for reorienting or fine-tuning ongoing initiatives. For example, discouraging the use of disposable plastic bags may be an effective approach to raising consciousness – a laudable goal in itself – but has no significant ecological impact, or the impact of installing efficient appliances during house renovations usually pales in comparison to the potential impact of reducing the size of the dwelling.

Sustainable development impacts present a particular suite of challenges for impact assessment, and thus data collection. Since traditional impact assessment relies on a benchmarking system - "whereby the conditions that are likely to prevail in the absence of a proposed initiative are used" - as the baseline for measurement, they do not necessarily encompass a goals-oriented, or vision-driven model. [56]

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[53] UN Sustainable Development Platform (2016) https://sustainabledevelopment.un.org/topics/indicators

[54] Csutora, Maria (2012): One More Awareness Gap? The Behaviour–Impact Gap Problem. Journal of Consumer Policy (2012) 35: 145 – 163.

[55] Cara Pike, Sutton Eaves, Meredith Herr, Amy Huva, David Minkow (2015) The Preparation Frame: A Guide to Building Understanding of Climate Impacts and Engagement in Solutions. Climate Access. March. http://www.climateaccess.org/resource/preparation-frame; Liacus, Tom and Jason Mogus (2016) Behind Today's Breakthrough Advocacy Campaigns. In Stanford Social Innovation Review, 9 June. https://ssir.org/articles/entry/behind_todays_breakthrough_advocacy_campaigns

[56] Hacking, Theophilus and Peter Guthrie (2006) Sustainable Development Objectives in Impact Assessment: Why are they needed and where do they come from? Journal of Environmental Assessment Policy and Management, 08: 341

Capturing data on such goals-oriented projects, such as absolute reductions in material and energy flows, greenhouse gas emissions and toxicity, or increases in equity, social inclusion and connectivity, livelihoods, and well-being provides governments and other actors with a number of important opportunities. First, tracking progress made towards institutional goals is central to gaining momentum, attracting attention and funding. Second, it allows actors to learn from their experience. The toolsets that come with effective monitoring and evaluation provide the chance for an organization to build on success and to learn from errors. There can also be significant spillover effects into other programs as best practices are identified and implemented in other activity areas. Third, monitoring and evaluation provides the opportunity to share experiences with other actors operating in the same sector, both locally and internationally.

> "Data are the lifeblood of decision making." [57]

Rigorous measurement of the outcomes and impacts of sustainable lifestyles campaigns and programming creates data that is useable by governments, civil society organizations, and international actors. Indeed, high-quality data can be used to compare impacts and the effectiveness of program changes over time and across different geographic and cultural settings. [58] Such accessible, good quality data are central to measuring and tracking sustainable development indicators. [59, 60] Measurement may take the form of regular internal reviews, for instance life cycle assessment, ecological footprint analysis, [61] continuous collection of data from end users, or external review by a contracted third-party.

Building monitoring and evaluation into programs also creates the conditions for an internal culture of learning (discussed below in Principle 8 – Responsive). **Such an adaptive and reflective approach can help to reduce instances of rebound effect whereby benefits from a sustainable improvement are undermined by new problems that emerge from the improvement itself. [62]** As the 2015 USDN report on Sustainable Consumption and Cities notes:

> *"When a person saves money through a sustainable consumption activity, what happens to those cost savings? Do they remain in savings, or is it spent on more of the product (e.g., buy more used clothing) or on a different product or service (e.g., cell phone, food, or entertainment)? Services are generally expected to have lower impacts than products, but where do the savings go and how do the impacts compare?" [63]*

Thanks to new technologies, the volume, level of detail, and speed of data available on societies, the economy, and the environment is without precedent. [64] However, some caution is in order about the limitations of quantitative data collection. Qualitative changes, especially cultural change and changes in values are difficult to measure quantitatively, and there is a possible pitfall that quantitatively measurable changes are preferred over qualitative, no less important, changes.

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[57] Independent Expert Advisory Group on a Data Revolution for Sustainable Development, United Nations 2014, A World That Counts: Mobilising the Data Revolution for Sustainable Development. http://www.undatarevolution.org/wp-content/uploads/2014/12/A-World-That-Counts2.pdf

[58] Independent Expert Advisory Group on a Data Revolution for Sustainable Development, United Nations 2014, A World That Counts: Mobilising the Data Revolution for Sustainable Development. http://www.undatarevolution.org/wp-content/uploads/2014/12/A-World-That-Counts2.pdf

[59] Atamanov, Aziz (2016) Improving data collection to improve welfare in the Middle East Voices and Views: Middle East and North Africa http://blogs.worldbank.org/arabvoices/improving-data-collection-improve-welfare-middle-east

[60] UN Data Revolution (2014) What is the 'data revolution?'

[61] Robert, Karl-Henrik (2000) Tools and concepts for sustainable development, how do they relate to a general framework for sustainable development, and to each other? Journal of Cleaner Production, Vol. 8, Iss. 3, June 2000, 243 – 254.

[62] Sterman, John (2014) Stumbling towards Sustainability: Why organizational learning and radical innovation are necessary to build a more sustainable world—but not sufficient. Chapter in Forthcoming, R. Henderson, M. Tushman Henderson, Rebecca, R. Gulati and Michael Tushman (eds.) (2014) Organizational & Strategic Change and the Challenge of Sustainability. Oxford University Press.

[63] Cascadia Consulting Group Sustainable Consumption and Cities: Approaches to measuring social, economic, and environmental impacts in cities for the Urban Sustainability Directors Network (2015) p. 41 http://usdn.org/uploads/cms/documents/usdn_measuring_consumption_project_files.zip

[64] Independent Expert Advisory Group on a Data Revolution for Sustainable Development, United Nations 2014, A World That Counts: Mobilising the Data Revolution for Sustainable Development. http://www.undatarevolution.org/wp-content/uploads/2014/12/A-World-That-Counts2.pdf

4. SYSTEMIC

Consider the systemic nature of lifestyles

Guiding questions:

- Does the initiative, campaign, and/or message **improve our ability to see interrelationships and the whole system** of sustainable lifestyles and not just the parts?
- Does it account for the **systemic nature of consumption**, including institutions, culture, infrastructure, and other structural conditions?

Sustainable lifestyles initiatives are more effective when they focus on a lifestyle in a holistic way rather than addressing one domain such as mobility, housing, or food - the challenge is to reveal connections and paint a picture of the whole system. Sustainable lifestyles are systems of relationships and behaviours supported by enabling structures and conditions. This systemic perspective is reflected in our definition of sustainable lifestyle as "the product of individual and collective decisions about aspirations and about satisfying needs and adopting practices, which are in turn conditioned, facilitated, and constrained by societal norms, political institutions, public policies, infrastructures, markets, and culture." Effective sustainable lifestyle efforts support our ability to see these relationships and adopt a systems approach to finding solutions. A systems approach improves our ability to see holistically the many different types of relationships between the many elements in a complex system [65] and systems thinking is a way of paying attention to the world in order to see how any given action interrelates with other areas of activity. By considering the systemic nature of lifestyles it is possible to embrace unexpected dynamics as they emerge and find innovative solutions grounded in a deeper understanding of reality. [66] Effective sustainable lifestyles initiatives recognize and reflect the systemic nature of consumption in people's everyday lives.

The systemic approach might also reveal unanticipated rebound effects from reducing ecological impact; for example, money saved by reducing energy use in housing **being spent** on increased leisure travel.

Individual lifestyles are nested within institutions, culture, norms, infrastructure, and other structural conditions. [67] On the whole, unsustainable outcomes of lifestyles are not the result of intentional choice by individuals but are a consequence of the systems structures and behaviours that are often beyond individual control. [68] Thus individual behaviours are shaped neither solely by internal nor external drivers but the interconnected combination of both. As Tim Jackson (2005) outlines:

> *"My behaviour in any particular situation is a function partly of my attitudes and intentions, partly of my habitual responses, and partly of the situational constraints and the conditions under which I operate. My intentions in their turn are influenced by social, normative and affective factors as well as by rational deliberations. I am neither fully deliberative nor fully automatic in this view. I am neither fully autonomous nor entirely social. My behaviours are influenced by my moral beliefs, but the impact of these is moderated both by my emotional drives and my cognitive limitations."* [69]

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[65] http://lindaboothsweeney.net/

[66] adapted from Jennie Curtis and Rick Reed of The Garfield Foundation
Monitor Institute (2010) Transformer: How to build a network to change a system. http://www.garfieldfoundation.org/resources/

[67] Tukker, A., Cohen, M. J., Hubacek, K., & Mont, O. (2010). The Impacts of Household Consumption and Options for Change. Journal of Industrial Ecology, 14(1), 13–30. http://doi.org/10.1111/j.1530-9290.2009.00208.x

[68] Power, K. and O. Mont (2010). "The Role of Formal and Informal Forces in Shaping Consumption and Implications for a Sustainable Society. Part II." Sustainability 2(5): 2573-2592.

[69] Jackson, T (2005) Motivating Sustainable Consumption: a review of evidence on consumer behaviour and behavioural change. London: Policy Studies Institute.

Individuals are shaped by their own norms of social interaction, but also by infrastructures and institutional processes which constrain their autonomy. Akenji et al (2016) make a useful distinction between motivations, drivers, and determinants of sustainable lifestyles. They define three key determinants which enable the possibility of sustainable lifestyles are attitudes, facilitators (access), and infrastructure. Facilitators are the factors that enable individuals' access to the social groups, purchasing power, time, cognitive and physical capacity, and supportive goods and services to lead sustainable lifestyles. Physical infrastructure such as transportation networks, buildings, water and sewage systems, and electricity grids are designed for particular use and can lock-in behaviour. Similarly, the policy landscape can incentivize the expansion or editing out of market options and enabling particular sustainable lifestyles practices such as cooperative housing bylaws. Effective sustainable lifestyles efforts reflect and enable further development of supportive facilitators and infrastructure.

5. DYNAMIC LIFE CHANGES

Take advantage of life stages and transitions

Guiding questions:

- Is the initiative, campaign, and/or message tailored to the changing needs and values at different **life stages**, such as young adulthood, homesteading with family, and older age?
- Does it take advantage of the opportunity to **guide identity reframing and lifestyle choices made during key life transitions**, such as marriage, birth of a child, home purchase, moving, and others?

Sustainable lifestyles are not static but shift and change across life stages – such as childhood, adulthood, and older age – and during periods of life transition – such as having a child, moving house, and retiring. [70] For example, a demographic analysis of United States carbon footprint expenditures reveals an increase in per person greenhouse gas emissions from childhood to middle-aged adults and then a decrease beyond age 65. [71] The study found that middle-aged adults drive cars and fly more often and use more electricity than young people, whereas the elderly spent less on clothes and gasoline but increased their spending on health care. Similarly, a UK study found that families with children of different ages had different household ecological footprints, such increased electricity use during teenage years. [72] In terms of life transitions, moving homes to a larger home in a suburb from an apartment in a walkable downtown neighbourhood alters goods accumulation, mobility and electricity use. [73] Retiring is also a period of change influenced by, for example, greater access to time that shifts shopping behaviours. [74] Kim and Moen (2001) highlight that there are multiple transitions throughout the retirement process from the 'honeymoon phase' to shifts stimulated by lower income levels. [75]

[70] Akenji, L, H. Chen et al. (2016) A framework for shaping sustainable lifestyles: Determinants and Strategies. United Nations Environment Programme

[71] Zagheni, Emilio. The Leverage of Demographic Dynamics on Carbon Dioxide Emissions: Does Age Structure Matter? Demography, 2011; 48 (1): 371 DOI: 10.1007/s13524-010-0004-1

[72] Roy, Robin and Caird, Sally (2001). Household ecological footprints – moving towards sustainability? Town and Country Planning, 70(10) pp. 277–279.

[73] Holden, Erling (2004). Ecological footprints and sustainable urban form. Journal of Housing and the Built Environment 19: 91–109.

[74] Venn, S., K. Burningham, I. Christie and T. Jackson (2015) Consumption junkies or sustainable consumers: considering the grocery shopping practices of those transitioning to retirement. Ageing and Society. Available on CJO 2015 doi:10.1017/S0144686X15000975

[75] Kim, J.E. and Moen, P. 2001. Retirement transitions, gender and psychological well-being. The Journals of Gerontology: Series B, 57, 3, 212-22.

There is growing evidence that life stages and transitions can serve as fertile ground for shifting mindsets, behaviours and practices toward sustainability. [76] At key moments, people's expectations, habits, and practices are in flux and there is an opportunity to guide behaviours towards sustainable pathways. Change interventions become possible when lifestyle behaviours are understood as habitual and routine aspects of daily life as opposed to driven by deliberative thought and choice. [77] Social psychologists shed light on 'habits' as impulse, cue-driven, cognitive processes, and sociologists from social practice theory explore how routines and 'ways of doing things' evolve in society and are enacted by individuals. [78] Both disciplines provide insights on how moments of transition provide windows of opportunity in which new – perhaps sustainable – ways of doing things take hold. As people become disoriented and/or energized by disruption or motivated to change to align with a new life stage or transition, typical default responses or habits become subject to "unfreezing" and become more malleable. [79] Social practice theorists focus their attention on interventions not at the level of the individual but at the level of societal interactions - the material, procedural, and meaning of practices in the social world and the ways in which habitual practices (such as showering) are produced and maintained by 'carriers' of these practices. [80]

Interventions in the dynamics nature of lifestyles are more effective when changes are negotiated in social groups. For example, a study of how new mothers change their shopping behaviours concluded that the mother's behaviour can only be understood in the context of the household and interactions with other household members. [81] In this way, lifestyle changes are directly related to structures of social interaction, such as gender and family relations and generational differences. [82] It is critical to note that life stages and transitions are not only moments of change but are extended periods of navigation between disruption and normality. [83] Some estimate that the window of opportunity to influence can be as small as three months [84] as people aim to return to a comfort zone and efficiently apply cognitive resources to the things that matter. In light of this, transforming the structures within which people live their daily lives enables individuals to adopt different ways of living, as outlined in the 'Systemic' principle above.

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6. DIVERSITY

Accommodate the diversity in lifestyles

Guiding questions:

- Does the initiative, campaign and/or message reflect **diverse ways of living** such as across:
  - o Geography and culture
  - o Income levels
  - o Age
  - o Social standing
  - o Gender

There are as many expressions of sustainable lifestyles as there are people. Instead of focusing on defining a 'one-size-fits all' sustainable lifestyle, effective sustainable lifestyles reflect the uniqueness in ways of living including across regions, income levels, gender, age, and ethnicity. [85] For example, household consumption differs across social and cultural differences including in terms the use of energy and materials. [86] The gender of the person who has the greatest influence within a family unit on the decisions influencing the household's ecological impact – the choice of a house or home community -- differs across cultures and place. Campaigns need to be tailored to these differences. Furthermore, urban populations living in dense communities are found to have fewer environmental impacts than rural populations. Moore (2015) identified lifestyle archetypes based on ecological footprint calculations and found significant variation across countries. [87] Citizens in affluent countries also have higher per capita footprints. Given the diverse needs of different populations and different lifestyle starting points, it becomes important for sustainable lifestyles efforts to also commit to inclusiveness and social equity by removing barriers to involvement and adoption for vulnerable populations.

Diversity across income is an important, often overlooked factor to take into consideration in shaping sustainable lifestyles. It is a well-established fact that income is a powerful predictor of carbon footprints: the more people earn the more energy intensive their lifestyle is. [88] But the relationship is not linear across all income brackets. In the US the top 10% earners take home 45% of national income while consuming 25% energy, and the bottom 40% of earners take home 10% of income while consuming 20% of energy. [89] In other words, low income families live much more sustainable lives than the high earners and spend proportionally more of their family budget on energy than high income families.

Sustainable lifestyles initiatives, communication campaigns and messaging need to be tailored, including to diverse income brackets. For instance, a message highlighting the financial savings from a sustainable lifestyle is unlikely to resonate with high income families but will do so with low earners. In contrast, a message about working less and earning less (and thus consuming less) will not resonate with low earners but it is reasonable to hypothesize that it might, in some cases, resonate with high earners. For low earners, the goal is to reinforce the low impact lifestyles by emphasizing their positive dimensions, by framing the low impact lifestyle as sustainable, rather than wanting, and by creating a sense of pride and empowerment. This approach, easily open to criticism on equity grounds, must be accompanied by policies and actions that improve the quality of life of the low income populations. For the earners in between these extremes, targeted approaches need to be developed that also take into account gender, geography and culture, age, and social standing.

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7. COLLECTIVE ACTION

Show that lifestyles extend beyond individual action

Guiding questions:

- Does the initiative, campaign and/or message provide opportunities **to connect to multi-stakeholder networks** advancing sustainable ways of living?
- Does it convey the message that "**we are in it together**" i.e. transition to sustainable lifestyles requires collective action?

Sustainable lifestyles cannot be achieved by each individual changing his/her lifestyle one person at the time. **Lifestyles are both individual attributes and collective cultural phenomena**, and thus lifestyle changes need to be treated as changing a collective or a system. Of course individuals and households can make their own choices to live more sustainably, but these choices are heavily constrained by infrastructures (for instance: the need for car transportation in areas with inadequate public transit), culture, and other factors. [90]

How can change at the level of the collective work? Most people belong to groups they identify with: neighbourhoods, churches, sports clubs, political parties, and recreational clubs. They also have personal friends and neighbours with whom they share values and aspirations. People cannot be expected to change a lot without similar changes happening in these lifestyle groups at the same time. Communications and messaging should therefore target not only individuals but also more appropriately social groups to which these individuals belong, and should begin by identifying the group's core values. For example, among Christian evangelical churches in the US an appeal to values like "stewardship of the earth" and "taking responsibility for each other" might be especially powerful [91] and "upward social mobility" and "modernity" makes more sense for the educated middle class in Eastern and Central Europe. [92] Powerful messengers from within the group can be influential in shaping group behaviour, such as the role Pope Francis is playing by calling on Catholics and non-Catholics in Laudato Si to address the environmental crisis. [93]

Advancing sustainable lifestyles is a multi-stakeholder effort. It requires the involvement of all stakeholders as the 10YFP Sustainable Lifestyles Programme describes in its vision:

> "A world where sustainable lifestyles are desirable, beneficial and accessible for everyone, enabled, supported and encouraged by all sectors of society, including governments, the business sector and civil society." [94]

For example, the business sector can play a central role in developing offerings that are sustainable, attractive, accessible, and affordable. [95] It is particularly powerful to develop multi-stakeholder networks that align behind sustainable lifestyles initiatives and develop cross-sectoral integrated solutions. [96]

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[90] Jackson, T 2005. Motivating Sustainable Consumption: a review of evidence on consumer behaviour and behavioural change. London: Policy Studies Institute.

[91] http://www.ecfa.org/content/standards
http://www.worldevangelicals.org/resources/rfiles/res3_702_link_1392131222.pdf; http://faculty.nelson.wisc.edu/dewitt/docs/ESAPaper.pdf

[92] https://en.wikipedia.org/wiki/Socio-economic_mobility_in_the_United_States; about the disparity between relief and reality in terms of upward mobility: http://www.salon.com/2015/03/07/the_myth_destroying_america_why_social_mobility_is_beyond_ordinary_peoples_control/

[93] http://w2.vatican.va/content/francesco/en/encyclicals/documents/papa-francesco_20150524_enciclica-laudato-si.html

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Sustainable lifestyles efforts involving active participation, co-creation of messages, and community building are especially effective. [97] By providing opportunities for people to connect to others with shared purpose and values, it is possible to build a community through cooperative relationships. This collective approach should be supported by facilitative processes and structures such as choice architecture and 'nudging' interventions. [98] It should also build on existing distribution channels - such as church and community groups, communities of interest - that provide an opportunity for networked outreach. [99] The power of attractive examples cannot be exaggerated (see Principle #2: Better Living). These examples should not only communicate sustainability, but also pride, joy, well-being, and collective achievement. Where individuals or groups band together to collectively achieve something an important component for well-being seems to be addressed.

8. RESPONSIVE

Learn and adapt to changing conditions

Guiding questions:

- Does the initiative, campaign, and/or message **integrate learning** and respond to feedback, changing conditions, and needs through regular monitoring and evaluation mechanisms?
- Does it **adapt to and take advantage of macro-level changes in society**?
- Does it **build on promising policies**?

Accelerating the uptake of sustainable lifestyles is a complex challenge requiring a learning approach. [100] Responsiveness is enabled by creating a learning and evaluation environment built on real-time feedback that informs adaptation as things evolve. [101] Beyond simply building a shared measurement system of metrics (covered in Principle #3: Impact, above), learning and evaluation systems build relationships through learning together. Learning together can be enhanced by different stakeholders working jointly towards a common goal in a joint project; even stakeholders with different values and worldviews can fruitfully learn from each other. [102] There is often also a level of commitment to long-term learning and adjustment over time, embracing both clear long-term goals and also experimentation to "be agile, test often, fail fast." [103]

Listening and adjusting to stakeholder needs is key to accelerating sustainable lifestyles. Effective interventions are ones that have "wide eyes and open ears" to use all available data to make interventions smarter, especially feedback from those the intervention is targeting and engaging. [104] Because sustainable lifestyles are diverse, stakeholders need to be able to customize and adapt to suit their needs.

Sustainable lifestyles are amplified by responding to changes in societal conditions. It is clear that individual lifestyles and notions of the good life and sustainable lifestyle are deeply embedded in societal life. They evolve in tandem with the changes in this broader context. Effective sustainable lifestyles interventions respond adaptively to, for example, changing demographics, evolving perceptions and values, changes in financial markets including setbacks, and technology-induced lifestyle changes.

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REFLECTIONS

The principles outlined above are a set of living hypotheses. Sustainable lifestyles initiatives and communication campaigns that reflect these principles are more likely to be effective in fostering the uptake of sustainable lifestyles around the world. As our understanding and experience evolve, the principles will undoubtedly need to evolve in tandem. In the meantime, we welcome future experimentation and analysis of both sustainable lifestyles initiatives and communication campaigns.

We also recognize that few sustainable lifestyle initiatives and campaigns can fully accommodate all of the above principles within the timetable and resources available to them. That said, it is hoped that these principles will aid in designing such programs and in avoiding the pitfalls of misplaced focus, disappointing impacts, or unintended consequences.

SUGGESTED RESOURCES

The following are additional readings and resources from the sustainable lifestyles and related domains literature as well as literature on communications campaigns and engagement.

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PROJECT ORGANIZATIONS

Tellus Institute

Tellus Institute strives to advance a planetary civilization rooted in justice, well-being, and sustainability. Its work addresses key dimensions of a transformative global praxis - understanding, vision, and action - by fostering scholarship, developing scenarios, and mobilizing networks for change. At this perilous juncture in human affairs, Tellus now more than ever joins engaged thinkers and thinking activists the world over in shaping a global transition, the great challenge of our time. Tellus Institute recently re-launched The Great Transition Initiative as an online forum of ideas and an international network for the critical exploration of concepts, strategies, and visions for a transition to a future of enriched lives, human solidarity, and a resilient biosphere. By enhancing scholarly discourse and public awareness of possibilities immanent in these troubled times, and by fostering a broad network of thinkers and doers, it aims to contribute to a new praxis for global transformation. http://www.tellus.org

SCORAI

The Sustainable Consumption Research and Action Initiative (SCORAI) is a knowledge network of professionals working at the interface of material consumption, human well-being, and technological and cultural change. They aim to foster a transition beyond the currently dominant consumer society. SCORAI provides a forum for scholars and practitioners striving to understand the drivers of the consumerist economy in affluent technological societies; to formulate and analyse options for post-consumerist lifestyles, social institutions, and economic systems; and to provide the knowledge for emergent grassroots innovations, social movements, and public policies. SCORAI is a multi-regional assemblage of networks with independent groups in North America, Europe, China, and Israel. http://scorai.org

One Earth   one earth

One Earth is a Vancouver-based non-governmental organization focused on sustainable consumption and production across scales. The One Earth team works with local to global partners to highlight the links between who we are, what we buy, where we live, what we make, what we trade, and how we live together. The team takes a systems approach and brings people, ideas, and activities together to accelerate sustainability. One Earth is working towards North American leadership in sustainable consumption and production including in cities with the Urban Sustainability Directors Network and, on the policy front, with the Canadian and US Government, the United Nations, private sector, media, academia, and civil society. One Earth curated the New Economies theme of Cities for People, initiated by The J. W. McConnell Family Foundation – a Canada-wide experiment in advancing a movement to create more resilient and livable cities through innovation networks. The team is leading the Lighter Footprint strategy and is part of the City of Vancouver Greenest City Advisory Committee and Zero Waste Strategy Advisory Committee. One Earth is also on the Board of the National Zero Waste Council and an advisor to the Center for a New American Dream and is promoting eco-industrial networking through the National Industrial Symbiosis Program - Canada. With international partners, the team co-founded the Global Research Forum on Sustainable Production and Consumption and the North American Roundtable on Sustainable Production and Consumption. One Earth is catalyzing 'Disruptive Imaginings: creating better futures' – a global campaign to create positive and compelling visions and experiences of life in sustainable futures. http://oneearthweb.org

Climate Access   ClimateAccess

Climate Access is a not-for-profit organization managed by a team of experts in environmental communications and research. Our work is made possible thanks to the support of the Foundation for National Progress, as well as many other partners and supporters. Individuals, institutions, and organizations around the world are working to transform attitudes about climate change and close the gap between concern and action. But their efforts are hindered as climate practitioners struggle to stay on top of the latest research, evaluate which public engagement tools are most effective, or coordinate with others to increase impact. Climate Access provides the knowledge that network practitioners need to take their communications to the next level. Climate Access connects a global network of climate and clean energy communicators, serving more than 2,000 members in 57 countries. Through Climate Access, members are connected to a diverse group of experts, cutting-edge research, and proven techniques for mobilizing audiences to reduce emissions, prepare for impacts and support climate policies. http://www.climateaccess.org

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UN Environment

Cities and Lifestyles Unit of UN Environment works to deliver on environmental sustainability through technology, industry, and economic policy. UN Environment is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment. The Economy Division addresses environmental issues at global and regional levels, provides leadership and encourages partnership in caring for the environment by inspiring, informing and enabling nations and people to improve their quality of life without compromising that of future generations. The Sustainable Lifestyles, Cities and Industry Branch leads work central to UN Environment's Resource Efficiency sub-programme and to the global sustainable consumption and production agenda - delivering scientific, credible, innovative solutions to make sustainability central in government policy frameworks, business direction-making and in people's' lives. The Branch partners with leaders in society, markets and governments to "walk the talk" of sustainability - making peoples' life better while ensuring that natural resources are managed and used in a more efficient way through policy advice, awareness raising, capacity strengthening and advocacy. The Branch also strives to identify and deliver new ways to meet everyone's needs to decouple consumption and production patterns from environmental impacts and increased resource use. The Cities and Lifestyles Unit carries out initiatives and projects related to the sustainable urban environment and lifestyles and education by focusing on researching, educating and promoting sustainable consumption. Sustainable Lifestyles and Education activities respond to the needs for new cultural and educational models that can foster a new generation of citizens who integrate sustainability in their personal and professional choices and develops innovative tools to educate, communicate and learn about sustainable consumption. These activities contribute to the 10-Year Framework of Programmes of Sustainable Consumption and Production (10YFP on SCP), including the Sustainable Lifestyles and Education and Sustainable Food Systems Programmes and to the Sustainable Development Goals (especially 4.7 and 12.8). http://www.unep.org/dtie/

UNEP

This report, Fostering and Communicating Sustainable Lifestyles: Principles and Emerging Practices, furthers the understanding of sustainable lifestyles and aims to accelerate their widespread adoption. It sets out a four step strategy roadmap for success: (1) understand audiences, (2) set goals, (3) determine strategies, (4) measure and respond. There are eight operating principles to guide the design, adaptation, and evaluation of sustainable lifestyles campaigns and initiatives. A set of case studies from around the world explores how sustainable lifestyle campaigns intersect with key aspects of meeting core domain needs around food, shelter, mobility, leisure time, and human connections. Effective communication increases understanding, reframes aspirations and priorities, supports behaviour change, and shapes new social norms and values toward the ultimate goal of creating tangible changes in the way people live their daily lives. This report was created for UN Environment to support the design and implementation of effective communications campaigns. It is also intended for professional communicators and sustainable lifestyles experts. The report can be used in a wide range of contexts around the globe, from the rapidly growing economies, to the highly developed industrialized countries, and places that are in the early stages of development.

United Nations Environmental Programme

JOB NUMBER: DTI/2079/PA