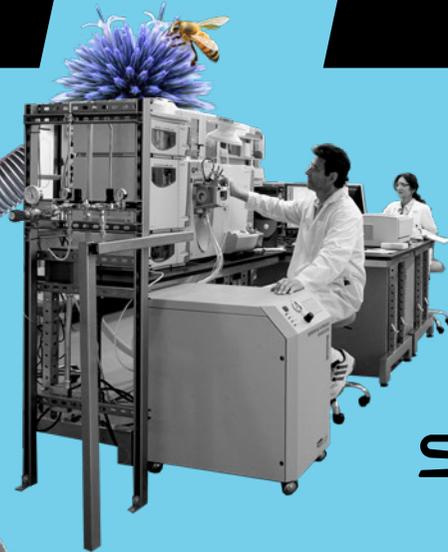


# SHIFT

Method Book

# 1.5

# FT



SITRA

# SUMMARY

This method kit introduces you to the Shift 1.5 approach to sustainable lifestyles. It describes the main principles and philosophy behind the approach and most importantly works as your guidebook through your upcoming journey towards inspiring and enabling people to live more sustainable everyday lives. The methods are divided into four categories: methods that help you and others to **understand the context** of how important ensuring sustainable lifestyles is in order to limit global warming to 1.5 degrees and how the impact of our daily lives can be quantified; methods that help you equip your team with regionally relevant **human insight** into making the change happen; methods you can use to **catalyse** wider climate action after you acquire the regionally relevant insight. Lastly, this method kit also highlights the power of positive **storytelling**.

This method kit is a co-creative project and will be regularly updated and iterated together with the Shift 1.5 community members. By following the structure of this kit, you will find examples of how to put together a coherent, independent sustainable everyday life project anywhere in the world. However, the content can also be revised in any order of your preference and according to what you think would work best in your region.

The Shift Method book is developed by Sitra's Sustainable lifestyles team. Since 2016, the team has worked with inspiring changemaker teams and individuals towards sustainable future.

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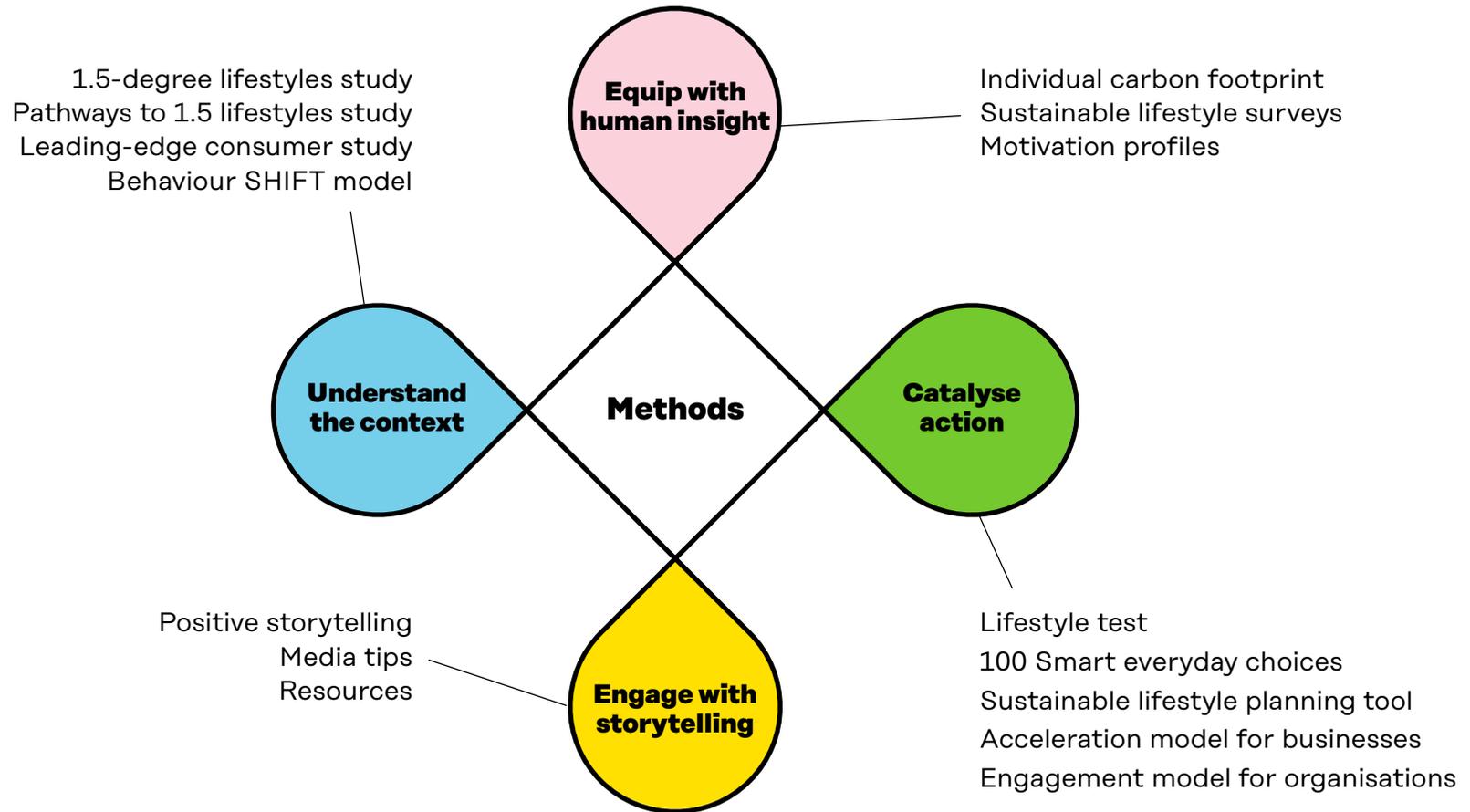
Sitra  
Solita

## LAYOUT & ILLUSTRATIONS

Berry Creative

- 🔗 [sitra.fi/shift1o5](https://sitra.fi/shift1o5)
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# INTRODUCTION

**T**here is often news about the global climate crisis, usually seasoned with devastating doomsday predictions and a lack of hope. The solutions presented are often communicated in a negative form: avoid this, do not do that, save this. Yet, repeating the severity of the issue still has not convinced us to take enough action. In less than 10 years we must achieve significant carbon-emission reductions to keep within the 1.5 degree limit for global warming.

**We believe that positive framing** can inspire more people to act in a meaningful sustainable way every day, and to choose ecological products and services that facilitate these changes. That is

why for the past three years, the Finnish Innovation Fund Sitra has created and tested new kinds of ways and narratives to inspire us ordinary citizens to take more meaningful everyday actions and to enable us to choose better. Through dozens of projects we have demonstrated that “an ecological lifestyle” is not something one achieves by reducing the quality of life or compromising well-being. Actually, achieving sustainable lifestyles is about constructing new norms and establishing ways of life that are good for you and the environment. The vision of our work is that a sustainable everyday life is a good life, and nothing is a better catalyst than inspiration.

**This method book** was created to help you answer a key question you may have: how do we inspire people to live more sustainable everyday

lives, while so many still assume that achieving sustainable lifestyles is about giving things up and not enjoying life? This book presents tested methods and dozens of tips that help you to create positive change throughout your region. Remember that these methods are not the leading factor in making change happen – the key is the way we work together. Once you start your journey towards being the sustainable change-maker in your region you will surely come up with something new or find out how to make these processes work even better – and we cannot wait for you to do so. Please use this method kit, improve it and share what you have learned with other members of the Shift 1.5 community. Let’s do this together. ●

—Your sincerely, the Shift 1.5 team

# THE PHILOSOPHY FOR DESIGNING SUSTAINABLE LIFESTYLES

**T**

he approach in terms of what we now consider “sustainable consumption” needs to be rethought. What we are dealing with is not simply a need to nudge people to choose more

environmentally friendly products when running their errands, but a holistic change in approach as to what we consider a “good life” in the 21st century – **a shift towards 1.5-degree lifestyles**. What has so far driven our consumption behaviour, and has it taken us in the direction we want? Have our lifestyle choices perhaps made us satisfied yet not happy?



*We need a holistic change in approach as to what we consider a “good life” in the 21st century. We need a shift towards 1.5-degree lifestyles.*

**Usually when it comes to the elements of good life satisfaction, we can agree that the following values are important:**

- ✔ Autonomy. I can make my own decisions.
- ✔ A need to develop. I am good at something and get recognition.
- ✔ A sense of meaning. I can change or have an influence on something.
- ✔ Social relationships. I feel loved and accepted.
- ✔ All-encompassing health. I feel all right!

**For each of us**, a good life can be a little bit different, but usually these values are foundational. Once we know what a good life is all about, we can start thinking about how we can further develop our lives in a better direction. How can the elements of a sustainable everyday life affect these listed values? Simply raising interest in the subject is not enough but instead we need to create a **positive and enthusiastic atmosphere**, which also increases the development and experimentation of new solutions. During the next ten years we need to experience major changes in our lifestyles towards sustainability – and a return to these values and our sense of a fulfilling life. ●



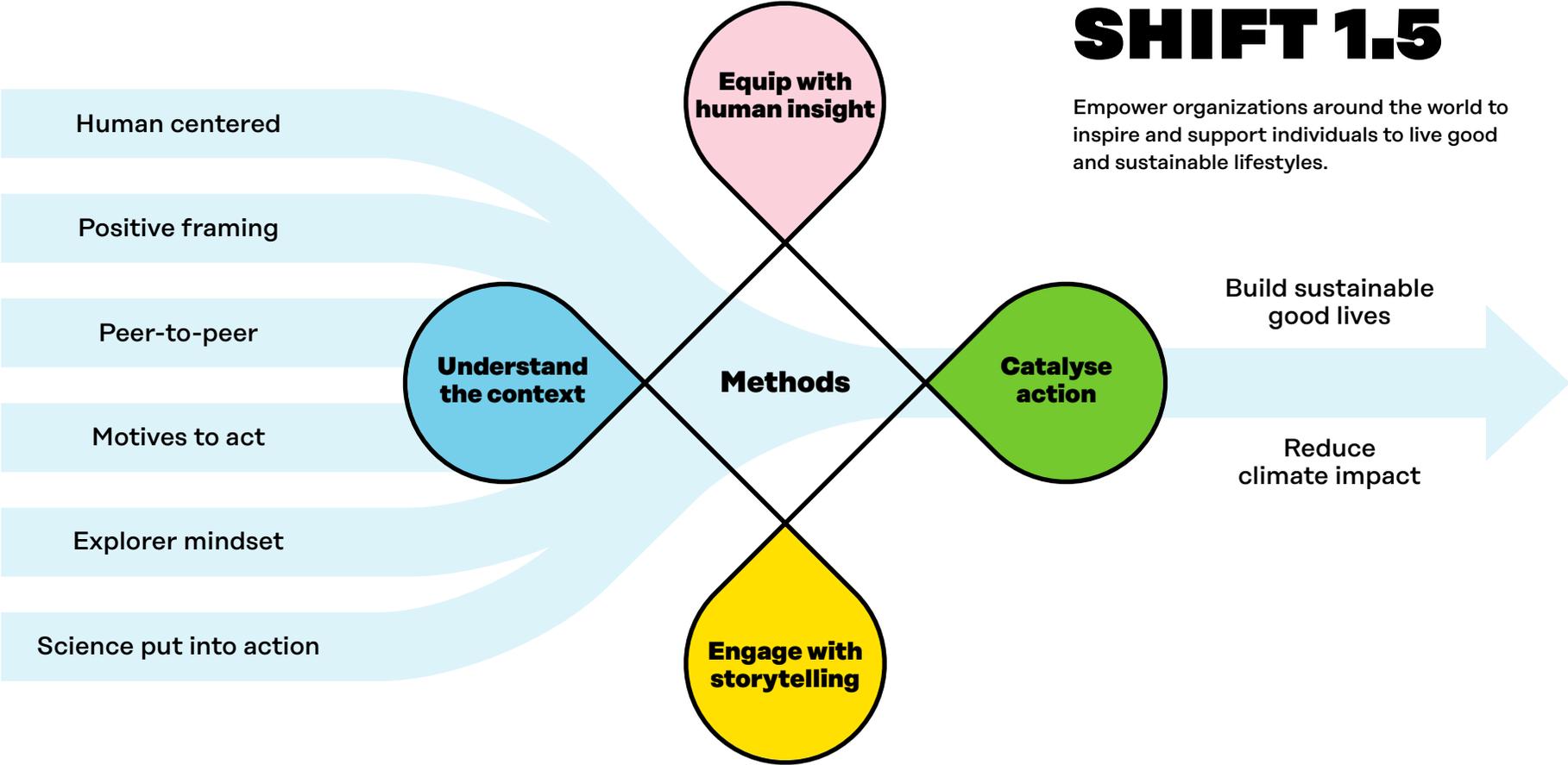
*During the next ten years we need to experience major changes in our lifestyles towards sustainability.*

### **The Shift 1.5 approach to sustainable lifestyles in a nutshell:**

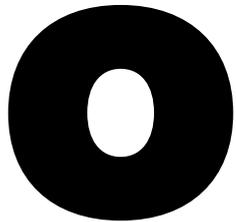
- ✔ Always add to good lives and do not diminish.
- ✔ Appeal to diverse personal motives to act and generate change.
- ✔ Enable messages to move from friend to friend or peer to peer rather than top-down.
- ✔ Introduce the facts while having fun! The best way to enjoy science is to put it into action.
- ✔ Explorer mindset: you can always learn while doing.
- ✔ You do not have to be a perfect role model to start promoting more sustainable lifestyle choices.

# SHIFT 1.5

Empower organizations around the world to inspire and support individuals to live good and sustainable lifestyles.



# OUR TAKE ON INDIVIDUALS AS CLIMATE ACTORS



ur consumption choices matter. Up to 70% of greenhouse gases in developed countries are attributed to us – people – and the way we live, eat, move around

and consume. Since we created this problem, we can solve it as well. One of the key solutions is to understand the multiplicity of roles we play as change agents: at home, at work, and in our leisure time. We are citizens, consumers and community members. And we all need to act. As more people start choosing more sustainable options, the markets will follow to provide more solutions that further enable a sustainability transition. When we share out loud what is still stopping us from choosing sustainably and

smarter, decision-makers will gain the support to take braver decisions towards a fair carbon-neutral society. That is why people deserve to be well equipped with the information and insight into where to focus and what impact different kinds of actions and choices have.

**Many people consider environmentally friendly action important but may not take it every day.** Communicating facts and awareness raising alone are not enough. We need to ensure that the knowledge can be transformed into action. According to a survey, nearly 80% of Finns consider environmentally friendly actions important, but the percentage of people who think twice about the environmental impacts of their habits in their daily lives is much lower. Good intentions often go unfulfilled amid

everything else we consider important in life. However, our surveys have revealed that the share of people who are consciously committed to sustainable everyday activities has risen from 27% to 41% in the past two years. The trend is positive and encouraging.

**We need to understand our behaviour in order to change it.** Our behaviour reflects our personal beliefs, values and attitudes, as well as the opinions of others and our collective social norms. And as the surveys show, sometimes our values and behaviour can be rather controversial, and even conflict with each other. Simply put, a social transition means that the general opinions about what we consider to be normal, cool or acceptable can change quickly. For example, general





*One of the key solutions is to understand the multiplicity of roles we play as change agents: at home, at work, and in our leisure time. We are citizens, consumers and community members. And we all need to act.*

opinions on what is an acceptable way or distance to travel are currently undergoing this type of rapid change. On the other hand, our societies have become more polarised, fragmented even. We tend to stay in our own bubbles and the gap between social permissiveness and divergent norms within these bubbles grows. This makes communicating about sustainability issues ever more challenging, but ever more important to consider from different perspectives.

**Those of us who are already aware and do a lot are often well acquainted with sustainable lifestyles.** Some of us are already there – on a globally sustainable level. These “eco-heroes” have studied the possibilities and limitations of a sustainable life through their own lives and have developed and tweaked their lives piece by piece to take a more sustainable direction. These people are the early adopters who now know the ups and downs, the do’s and don’ts on our way towards creating a sustainable everyday life. We all, from decision-makers to

small entrepreneurs, have a lot to learn from them. Let’s engage the early adopters to create and experiment with new products, services or systems and have them influence how the transition could unfold. ●

# KEEP THESE IN MIND WHEN MAKING THE CHANGE HAPPEN

**T**he narratives about environmental issues and saving the planet simply do not affect us all. Dystopian images of the future might depress many and yet some of us still do not want to have anything to do with “this green nonsense”. Solutions that combine ecological choices with everyday challenges while targeting diverse personal motives are needed. Sustainable everyday life must be made easy and attractive – because that is what it is; a good life. To inspire people to adopt a sustainable lifestyle, take the following into consideration.

**1. Important motives often go hand in hand with ecological choices.** For example, health and wellness benefits, enjoyment, status, saving money or time and community. This is what we also proved with our Motivation profiles study. For example, the health benefits of vegetarian food and exercise are evident, while both are also meaningful sustainable actions. If you leave your car at home and commute by bike, your fitness and the planet thank you for your decision. Increasing the proportion of vegetables on your plate is also good for your heart and your health. Even though the ecological factor may not be the number one motivation for our behaviour – because we may choose a sustainable option for some other reason – it still does have a positive environmental impact. Some of us simply do not identify with being ecological, but we

still can encourage these actions by connecting them to other personal motives.

**2. Our brains are tuned to always want more.** So, in encouraging sustainable lifestyles, it is worth turning your message upside down. Instead of forbidding or asking people to reduce, you might try a positive phrase structure: for example, bike more, increase the proportion of vegetables on your plate, buy high quality that endures. We assure you that you will inspire considerably more people with positive framing. See our storytelling slides for more inspiration.

**3. Bring sustainable practices to places where they are not commonly encountered.** For example, sports clubs and events or your weekly





*The narratives about saving the planet do not affect all of us. Solutions that target diverse personal motives are needed. Sustainable everyday life must be made easy and attractive – because that is what it is; a good life.*

knitting club are good contexts in which to create new social norms. That is why we held our Acceleration programme for organisations. Communities where people come together out of common interest or enjoyment are often also the places where we mirror social norms. These communities can be equipped to encourage meaningful sustainable lifestyle changes while still “doing their thing”.

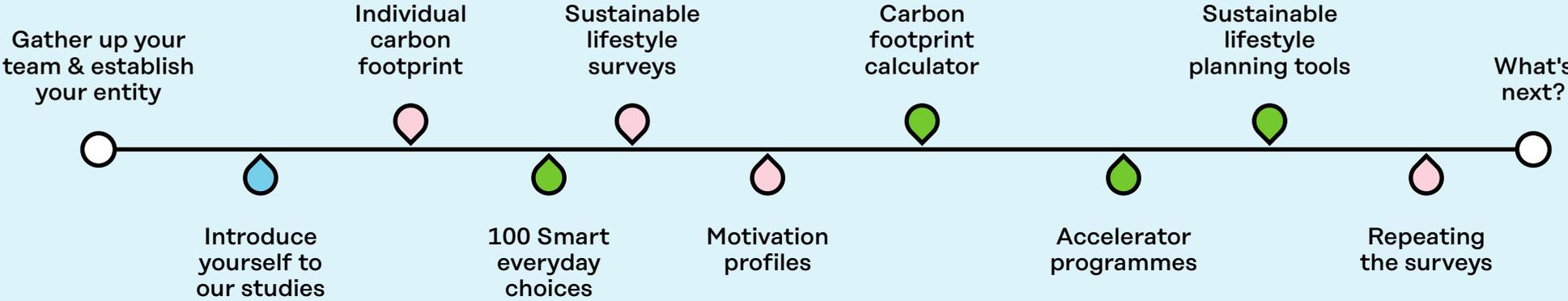
**4. To increase enthusiasm for a sustainable everyday life, show how fun it can be.**

Whenever there is a chance to add a touch of humour, do that! For example, take advantage of the established “theme days” (a vegan challenge, a Christmas jumper day, a car-free day, etc.) to convey your message and have some fun. Challenge people on social media in good spirit. Whenever you create relatable content about the ups and downs on the quest towards sustainable change, you give people something to share and relate to.

**The transition to a sustainable everyday life might begin with small steps:** but these are the most important steps that build your own ecological identity and self-esteem. We encourage everyone to start with what is most natural for them. When embracing a continuous learning mentality, we are slowly but steadily improving our daily lives. With constant small development in the right direction, we achieve an exponential growth curve, and this is what we need at this time and in this situation. You may start small, but the most important thing is to get started right away. Tell others what you do in order to inspire others. Invite them to join you! Share experiences and be amazed about how different kinds of sustainable lifestyles are possible – isn't that great? ●

# EXAMPLE IMPLEMENTATION TIMELINE

 **Understand the context**       **Equip with human insight**       **Catalyse action**



 **Engage with storytelling**

# ESTIMATED IMPLEMENTATION TIME AND COST

Time: ○ / month  
Cost: ○ / 25.000 €

Understand the context	Time	Cost
1.5-degree lifestyles study	—	—
Behaviour SHIFT model	—	—
Pathways to 1.5-degree lifestyles study	—	—
Leading-edge consumer study	—	—

Catalyze action	Time	Cost
Lifestyle test	●●●○○	●●●○○
100 Smart everyday choices	●●○○○○	●●○○○○
Sustainable lifestyle planning tool	●●○○○○	●●●○○
Acceleration model for businesses	●●●●●	●●●○○
Engagement model for organisations	●●●●●	●●●●○

Equip with human insight	Time	Cost
Individual carbon footprint	○●○○○○	○●○○○○
Sustainable lifestyle surveys	○●○○○○	○●○○○○
Motivation profiles	○●○○○○	○●○○○○

Engage with storytelling	Time	Cost
Media tips	Continuous	—
Social media calendar	Continuous	—
Vocabulary	Continuous	—

# LOCAL TEAM ROLE DESCRIPTION

**I**n our experience the team should not only consist of climate experts and scientists, but also people who can turn knowledge into practice and implement solutions and experiments, to accelerate sustainable lifestyles on the ground. We have noticed that the following competences have helped us to view the issue from different perspectives.

**Strategy and planning** – See the bigger picture of change and look for new opportunities.

**Design thinking** – In every project, emphasise the people side of things. Why would someone use the information? Why would someone come to our events?

**Partnering** – Media partners, other organisations, sport clubs, all of them are equally important stakeholders to help take your message further. Partner with them.

**Human insight** – Use all the possible data that you can obtain to know your audience and partners better. Even better, do not think of them as an audience but as part of the local team.

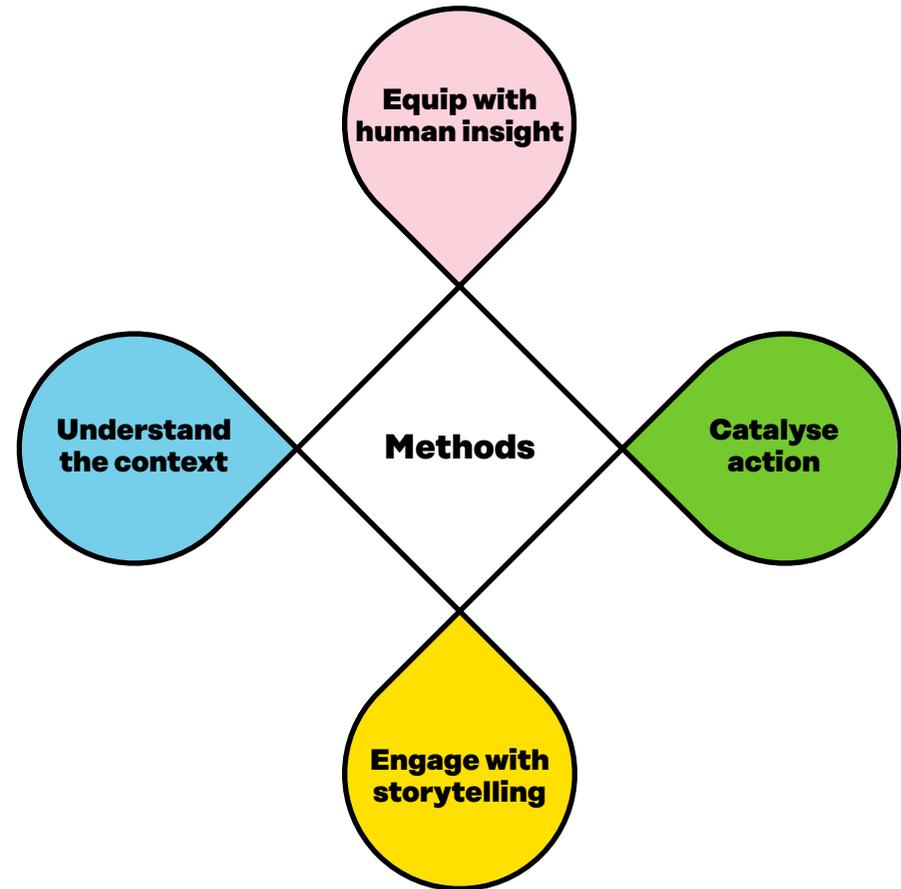
**Marketing and engagement** – Knowledge of social media, traditional media, marketing tools and advertising agencies is all very important in this work. We cannot emphasise this enough.

**Remember your collective responsibility.** ●

## How to get started:

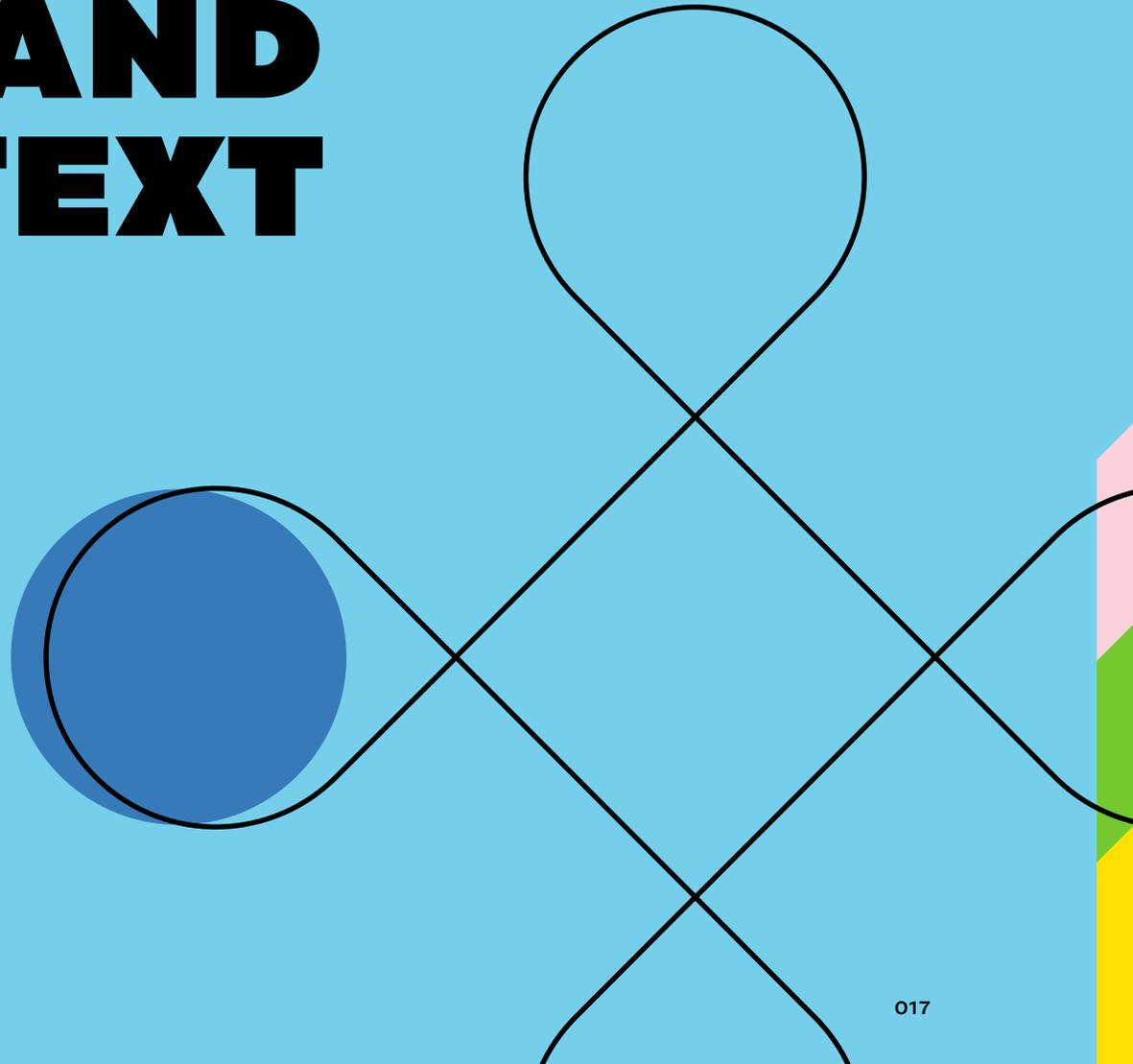
- ✔ Ensure that you have sufficient resources to operate: a team, funding and the right kind of organisational operating status (non-profit, charity, enterprise) according to your regional regulation.
- ✔ Review the Shift 1.5 approach: identify activities that could have an impact in your regional context. How much adaptation would this need?
- ✔ Commit to active knowledge exchange: share, learn and make a greater impact
- ✔ Join Shift 1.5 community to get to know other teams and communicate with them. Peer help guaranteed!
- ✔ Start the work!

# KEYS TO MAKE CHANGE HAPPEN



# UNDERSTAND THE CONTEXT

- 019 **1.5-degree lifestyles study**
- 023 **Pathways to 1.5 lifestyles study**
- 027 **Leading-edge consumer study**
- 031 **Behaviour shift model**



# IN THIS SECTION

This section introduces you to the key studies that emphasise and elaborate on the idea of why understanding the sustainable lifestyles approach is vital to achieving the global emission-reduction targets. When you understand the main theoretical framework, it will be easier for your team to adjust your impact objectives and argue your position as enablers of the sustainability transition.

First, **1.5 degrees lifestyle** covers the basic calculation method of consumption-based accounting and main approaches to low-carbon lifestyles. This key background material breaks down the methodology of the sustainable lifestyle quantification, while also setting targets for what should be the personal carbon budget by 2030 and 2050. **The Pathways to 1.5 Lifestyles study** demonstrates the power of envisioning and visualising desirable futures. The study introduces four alternative lifestyle path-

ways to the 2030 target for globally sustainable carbon footprints.

**A leading-edge consumer study** provides insights into the role sustainability plays for consumers by sharing the observations of a group of consumers referred to as the “leading edge.”

**Behavioural SHIFT model** presents an extensive summary of the analyses on sustainable consumption and behaviour change theories, including the best lessons learned from nearly 400 different publications.

These four studies were published by the Finnish Innovation Fund between 2017 and 2019. The main findings are applicable to other regional contexts as well, but we encourage you to consider duplicating the studies.



# 1.5-DEGREE LIFESTYLES STUDY

How can society better limit global warming to within the 1.5-degree limit? What role do our lifestyle choices play in this global challenge? This study is a key background material to the methodology of sustainable lifestyle quantification.



## ACCESS MATERIALS

[1.5-degree lifestyles PDF](#) → Use this as your background material or create a local version of this report using the methodology.



# OVERVIEW

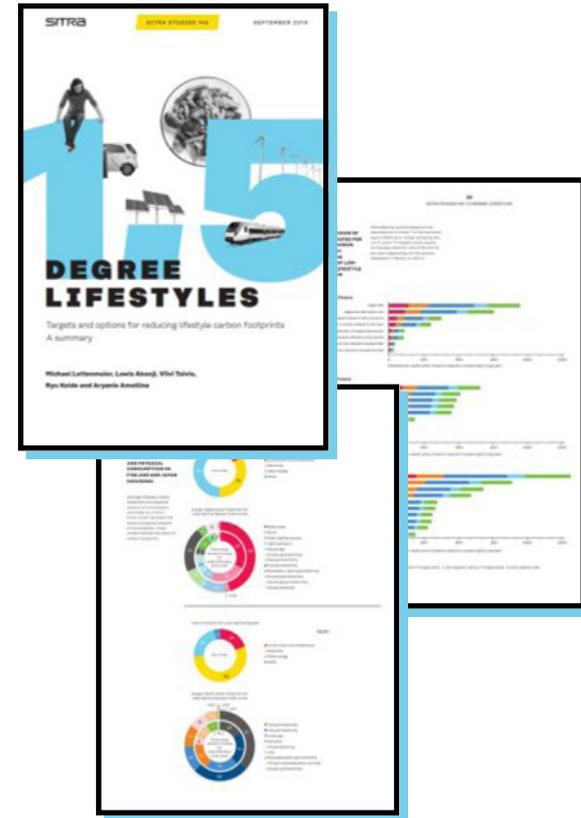
The 1.5-degree lifestyles study proposes targets and options for how society can better limit global warming within the 1.5-degree limit, the aspirational target of the Paris Agreement, from the perspective of lifestyles.

**This international study** was conducted in 2018. It calculated the carbon emissions of the average lifestyles of people in Finland and Japan, while comparing the results to China, Brazil and India's average everyday consumption levels.

**The study highlights** the huge gaps between our current per capita footprints and the targets for low-carbon societies. Estimates of current annual average lifestyle carbon footprints of the

populations of the countries it studied per person as of 2017 were: Finland: 10.4 (tCO<sub>2</sub>e); Japan: 7.6; China: 4.2; Brazil: 2.8; and India: 2.0.

**The main findings** include the targets for per-person carbon footprints of 2.5 (tCO<sub>2</sub>e) in 2030, 1.4 by 2040 and 0.7 by 2050. The 1.5-degree lifestyles study also lists the most effective measures for reducing carbon footprints. ●



# PAYOFFS

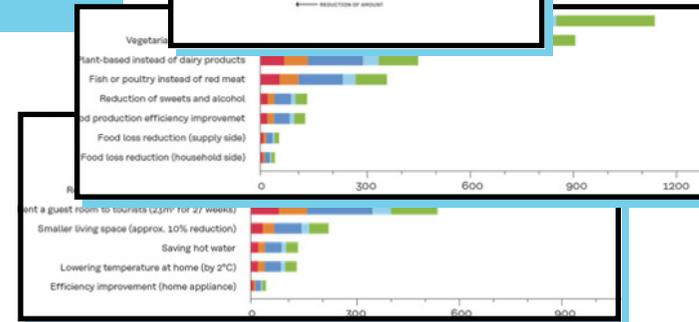
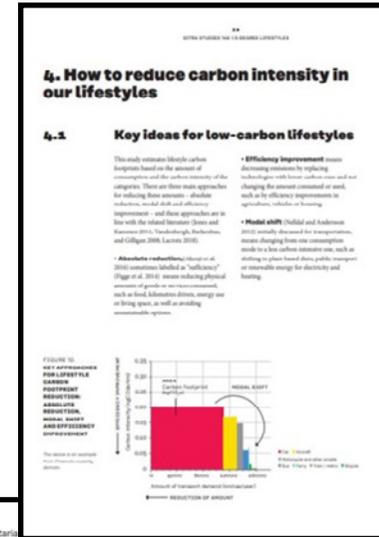
**1 Gain an insight** into how the lifestyle-derived carbon-emission reductions are linked to the Paris Agreement target of 1.5 degrees.

**2 Quantifying the potential** of the household-level carbon-emission reductions can empower people to action.

**3 Localising this study** will identify the focus points that need most effort in your area. ●

## Results — Finland

- ☑ The derivatives of this study have been taken into consideration in governmental decision-making and when developing private-sector solutions.
- ☑ With this study, the media has been able to link the household-level emissions to the IPCC special report.



# ADDITIONAL RESOURCES AND CONTACTS



## THE 1.5-DEGREE LIFESTYLES STUDY

Access the PDF of the study that offers targets and options for how society can better limit global warming from the perspective of our lifestyles. ➔ [sitra.fi/en/publications/1-5-degree-lifestyles](https://sitra.fi/en/publications/1-5-degree-lifestyles)



## PRESENTATION MATERIALS

Take advantage of the ready-made presentation slides that illustrate the main findings of the study. ➔ Request them from the contact person.

## CONTACTS

Project director, Finland

Markus Terho, Sitra

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# PATHWAYS TO 1.5-DEGREE LIFESTYLES STUDY

Have you ever wondered how we are supposed to reduce our carbon footprint drastically in order to stay on the 1.5-degree path? In this report, four different profiles with different lifestyles go through a transformation.



## ACCESS MATERIALS

[Pathways to 1.5 degree lifestyles](#) ➔ Use this as your background material or create a local version of this report using the methodology.



# OVERVIEW

This study presents four alternative lifestyles for meeting the 2030 target for a globally sustainable level of carbon footprints. But what does the transition mean for the life of four different characters with very different lifestyles, values and motivations?

**This study presents** four different pathways. These consist of changes in individual, civic and political actions as well as in consumer choices and technologies. The changes portrayed are not only motivated by climate consciousness but occur as an organic part of the lives the people live: as they grow up, move to a new apartment, start a new hobby and so forth.

**Given the right conditions**, these moments of change in one's life can be the moments for choosing a more sustainable path. This, however, cannot happen without enabling policies and markets offering low-carbon choices by default that suit each lifestyle. ●



# PAYOFFS

**1** **Examples** of how different characters with different lifestyles can stay on the 1.5 pathway and lower their own carbon footprint.

**2** **Creates visions** of a future in 2030 from the perspective of the individual.

**3** **Paints a picture** of the kind of role the private sector and decision-makers have in this transformation. ●

## Results — Finland

- ✔ Study has offered a vision how the everyday life feels and looks like in the future and how the changes are done.
- ✔ City in Finland, Turku, has used this study in their citizen engagement planning work and they have imagined what the profiles would be if they are inhabitants of Turku and how they would be able to make the choices to live more sustainably.



# ADDITIONAL RESOURCES AND CONTACTS



## PATHWAYS TO 1.5 LIFESTYLE STUDY

Access the webpage of the study.

➔ [sitra.fi/en/publications/pathways-to-1-5-degree-lifestyles-by-2030](https://sitra.fi/en/publications/pathways-to-1-5-degree-lifestyles-by-2030)



## PRESENTATION MATERIALS

Take advantage of the ready-made presentation slides that illustrate the main findings of the study. ➔ Request them from the contact person.

## CONTACTS

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# LEADING-EDGE CONSUMER STUDY

How are leading-edge consumer behaviours influencing the mass market? What is the role of sustainability in this dynamic change? Find out more about what leading-edge consumers value and what they want from their purchases.



## ACCESS MATERIALS

[Leading-edge consumer study](#) → Research report outlines a fresh perspective on our need for "stuff" and the role of sustainability in emerging consumer behavior.



# OVERVIEW

Figuring out what truly makes consumers tick is key to the creation of products that consumers truly desire, as is the best way to communicate these benefits, in the right place at the right time. This research provides insights into the role sustainability plays for consumers.

**A common refrain** is that consumers care about sustainability in surveys, but only about price at the moment of purchase. This study provides some thoughts on how sustainability often plays an important part in creating a well-rounded product.

**The key component** of this study is the identification and extensive observation of a group

of consumers referred to as the “leading edge.” The new direction these consumers have taken will become increasingly relevant for the mass market. Their consumption habits create new business opportunities, while simultaneously placing more pressure on established businesses to change and adapt to meet a new set of expectations. ●

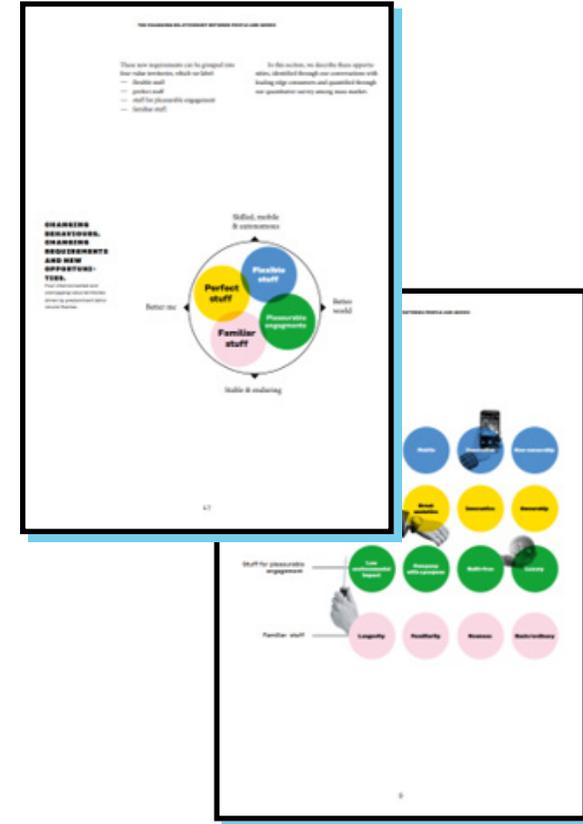


# PAYOFFS

- 1 A better understanding** of how people value goods today and how goods are likely to be valued in the future assists the positioning of sustainable products in the mass market.
- 2 Providing answers** to the question: How are new technologies and business models impacted by the evolution of consumers?
- 3 Guidance for businesses** on the future of selling consumer goods and the strategic positioning of sustainability in what a company does and sells. ●

## Results

- ✔ Dozens of companies and non-profit organisations have used the leading-edge consumer study's findings in their insight and strategy work.
- ✔ IKEA, as one of the project participants, has based its renewed sustainability approach on the key findings of this research.



# ADDITIONAL RESOURCES AND CONTACTS



## THE LEADING-EDGE CONSUMER STUDY

The research report outlines a fresh perspective on our need for “stuff” and the role of sustainability in emerging consumer behavior

➔ [media.sitra.fi/2017/05/05143553/Selvityksia122.pdf](https://media.sitra.fi/2017/05/05143553/Selvityksia122.pdf)



## PRESENTATION SLIDES

Slide material that provides product-level examples to all four “value territories”. Report author Oskar Korkman’s presentation.

➔ Request them from the contact person.

## CONTACTS

Project director, Finland  
Markus Terho, Sitra

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# BEHAVIOUR SHIFT MODEL

This report and the accompanying workbook provide the right tools for marketing sustainable solutions to a wider audience. The report presents an extensive summary of the analyses on sustainable consumption and behaviour change theories, including what has been learned from nearly 400 different publications.



## ACCESS MATERIALS

[Behaviour SHIFT model](#) ➔ Research report outlines a framework SHIFT



# OVERVIEW

**What should I say** to someone to convince them to install solar panels in their home? How can I persuade someone to consider vegetarian food? Innovative solutions require appropriate ways of marketing them to consumers. It is imperative to find the right arguments, those that will resonate with the consumer and address concerns they may have. In this report and accompanying workbook, the SHIFT framework is outlined, which is drawn from a systematic review of the academic literature on encouraging ecologically sustainable consumer behaviours.

**This study reveals** a set of factors that reliably predict sustainable consumer behaviour. These key factors have been organised to form the acronym SHIFT. People are more likely to change negative (and maintain positive) sustainable consumer behaviours when these factors are effectively considered and leveraged: **S**ocial influence, **H**abit formation, the **I**ndividual self, **F**eelings and cognition, and **T**angibility.

**This unique report** combines over 400 behavioural science and marketing publications. It is a great tool for private-sector practitioners to find the right motives for sustainable solutions. ●



# PAYOFFS

- 1 **A comprehensive analysis** of behavioural studies that, accompanied by the workbook, helps to put knowledge into action.
- 2 **Applicable to many situations** and for many products and services.
- 3 **The framework inspires** people to think outside the box as it widens the thinking of sustainable marketing and behaviour change. ●

## Results

- ✔ Dozens of companies and non-profit organisations have used the SHIFT model findings in their insight and strategy work.
- ✔ The SHIFT study has been used as a study material for part of the entrance examination to a university of applied sciences.
- ✔ The framework has already been used by Finnish and Canadian companies.



Secondary Behavioural Barriers

	S Social	H Habit formation	I Individual self	F Feedback and regulation	T Temptation
<b>S</b>					
<b>H</b>					
<b>I</b>					
<b>F</b>					
<b>T</b>					

Primary Behavioural Barriers

	S Social	H Habit formation	I Individual self	F Feedback and regulation	T Temptation
<b>S</b>					
<b>H</b>					
<b>I</b>					
<b>F</b>					
<b>T</b>					



# ADDITIONAL RESOURCES AND CONTACTS



## THE BEHAVIOUR SHIFT MODEL

Research report outlines the SHIFT framework.

➔ [media.sitra.fi/2018/05/23161207/sitrashiftraporttiwww.pdf](https://media.sitra.fi/2018/05/23161207/sitrashiftraporttiwww.pdf)



## THE WORKBOOK OF THE BEHAVIOUR SHIFT MODEL

Workbook to help to take advantage of the SHIFT model.

➔ [media.sitra.fi/2018/05/23145322/sitrashiftworkbookv04-www.pdf](https://media.sitra.fi/2018/05/23145322/sitrashiftworkbookv04-www.pdf)



## PRESENTATION SLIDES

Report author Kate White's presentation.

➔ Request from contact person.

## CONTACTS

Project director, Finland

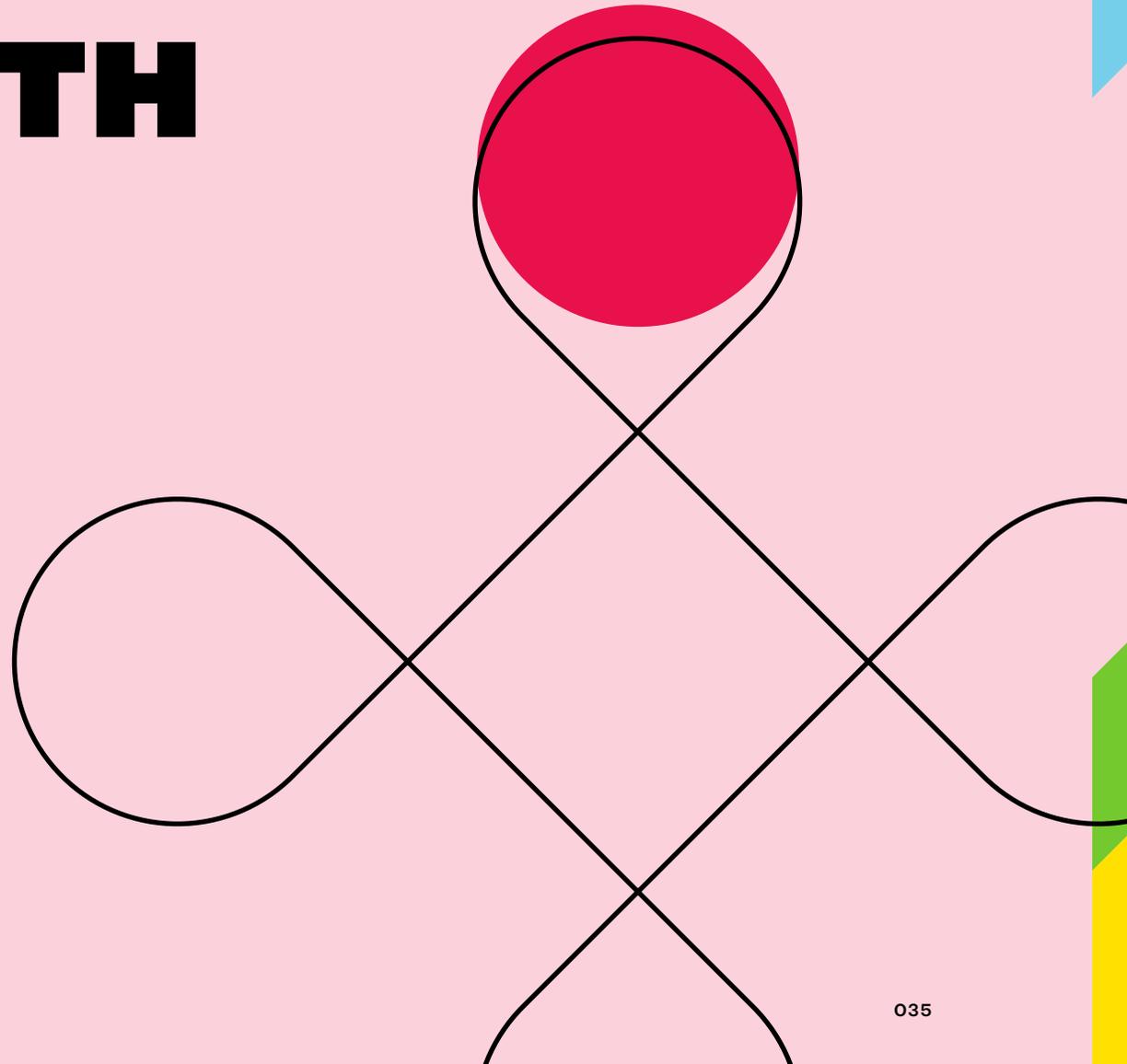
Markus Terho, Sitra

➔ [shift1o5@sitra.fi](mailto:shift1o5@sitra.fi)



# EQUIP WITH HUMAN INSIGHT

- 037 **Individual carbon footprint**
- 044 **Sustainable lifestyle surveys**
- 050 **Motivation profiles**



# IN THIS SECTION

To create positive change, you of course first need to know the current status of consumption in your region and what makes people tick. This section equips you with the tools for gathering enough human insight – relevant knowledge of the current consumption and lifestyle habits – in your region. We recommend the following methods for your fool-proof intelligence work.

Calculating the **individual carbon footprint** of your region will reveal a lot about the current state of consumption and is vital information for many later applications. This will answer many questions about what domains of life to focus your efforts on.

**Sustainable lifestyle surveys** paint a picture of the current landscape of how consumption and sustainable lifestyle options are currently understood and accepted.

**Motivation profiles** provide an even deeper understanding of what drives people towards more sustainable choices and what factors prevent them from making sustainable choices.

These methods will not only produce a mass of information for your team but can also be refined and published to allow the general public to understand the idea of what sustainable lifestyles can mean in your region.



# INDIVIDUAL CARBON FOOTPRINT

There are as many kinds of carbon footprints as there are individuals. But how big is the average carbon footprint in your country?

## REQUIRED ROLES

Project manager/content owner,  
Emission calculation specialist

## PREREQUISITES

None but rolled-up sleeves. This is one of the most central projects we recommend you to start with.

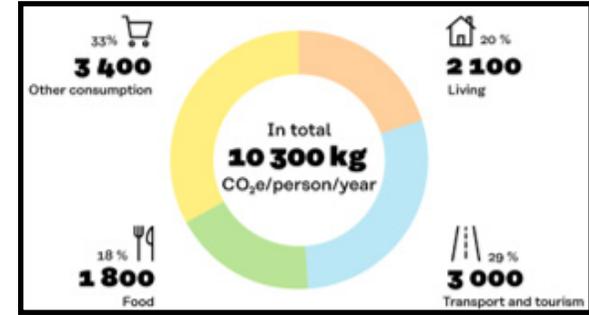


# OVERVIEW

It has never been this easy to understand the concept of a personal carbon footprint. Calculate the national average carbon footprint and break it down to an easily understandable form.

**The effects** of man-made greenhouse gas emissions on the climate can be measured and compared in the form of carbon footprints. By quantifying the average carbon footprint of your country, you will find out where to focus your efforts on the common quest to reduce personal emissions.

**The carbon footprint** doughnuts are based on the national average consumption of the most common consumption options multiplied by their carbon intensity. The total sheds light on the lifestyles and daily habits that add up to several tonnes of carbon dioxide emitted. ●



# PAYOFFS

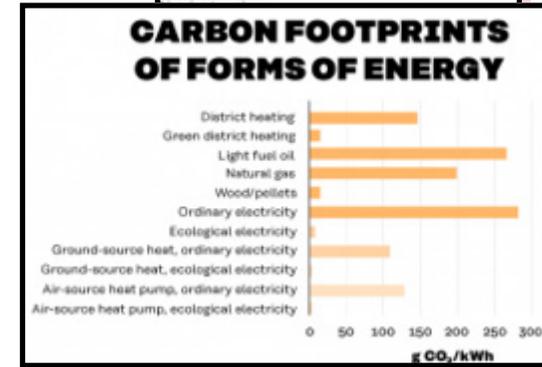
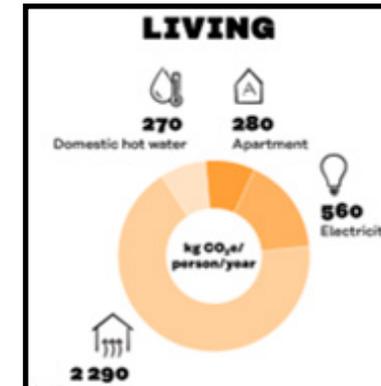
**1 Breaking down the dense data** on carbon emissions to an individual level makes the concept of consumption-based emissions easy to understand.

**2 Average carbon footprints** vary vastly between countries – localising the calculations helps you focus on the main issues.

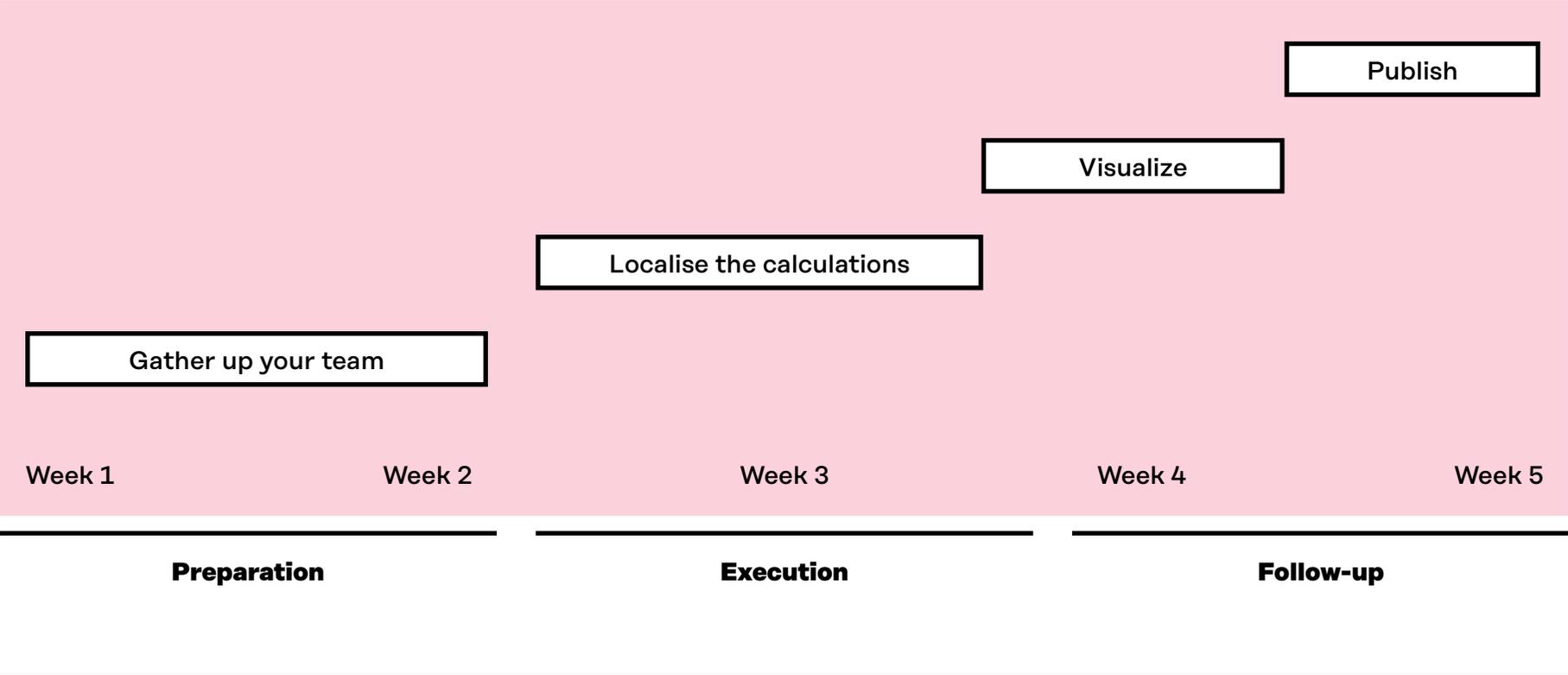
**3 The individual carbon footprint** is the basis for many other modules we offer. Conducting these calculations at the beginning of your project will pay off later. ●

## Results — Finland

- ☑ Our take on the individual carbon footprint is one of the most trending and most cited sites in Finland when it comes to sources for carbon footprint calculations.



# BLUEPRINT



# WHAT IS NEEDED

**First things first**, you should understand the local context and culture to properly localise the individual carbon footprint.

**Team up** with the national statistics centre. Take advantage of ready-made statistics as much as possible. If there are no national statistics or data collected, try to find and compare relative data from other international databases.

**Also find yourself** reliable partners from among carbon-emission analysts. In case you do not have any carbon-emission analyst expert in your team, we recommend you outsource the calculations to a local statistics or research institute or a consultancy company who have experience in carbon footprint quantification. Sometimes, even close co-operation with the local university will help. ●

## TEAM AND RESOURCES REQUIRED

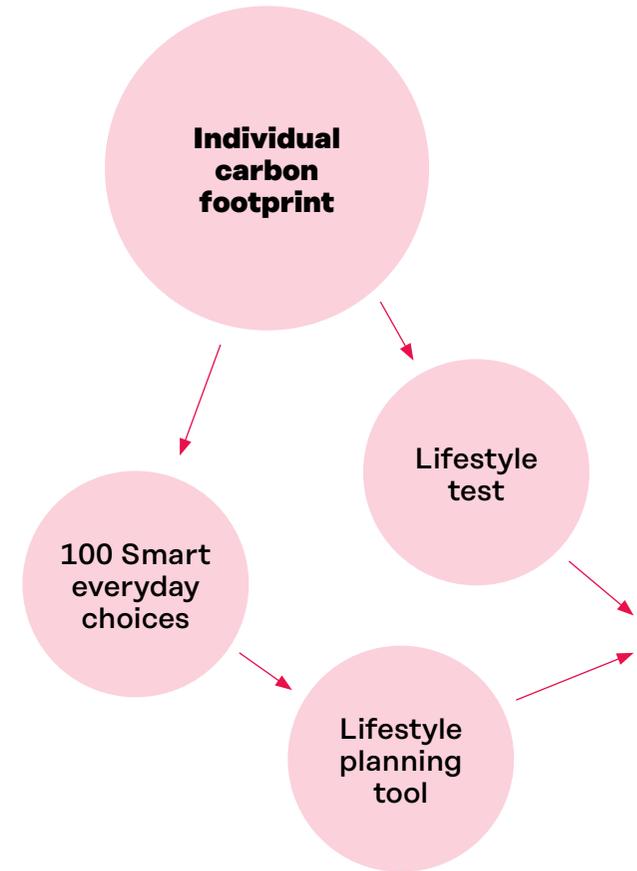
In your team:

- ➔ Project manager
- ➔ Content owner

Additional roles:

These can be outsourced.

- ➔ Emission calculation specialists



# EXECUTION

## LOCALISE THE CALCULATIONS

Collecting and calculating the average emissions of national consumption habits takes its time and demands meticulous quantitative methods. Encourage your new partners to use the average Finnish carbon footprint as an example. It is always most useful when the data is in an easily comparable form.

When your calculation partner has put together the carbon doughnuts from every domain, compile a breakdown of what they consist of. What are the most common consumption choices and what is their carbon intensity? How about the intensities of the more sustainable options? A bar chart of the available choices will help people understand how much consumption options can differ by their carbon intensity.

## VISUALISE

Visualise the data and keep it simple. You want the result to be appealing to everyone, as these might become – and this is highly likely – the first graphs about individual carbon footprints that anyone has encountered. Creating a set of slides from these doughnuts and bar charts will be a good idea. In Finland these are one of the most cited data sets we have produced.

## PUBLISH

After you have completed the work putting together your national carbon footprint charts, do not keep them hidden. Inform the media about what sort of information is now available. Share the graphs with stakeholders and schools, for example. Always keep a source list available to help you check and explain the calculations. ●



# ADDITIONAL RESOURCES AND CONTACTS



## THE CALCULATION BASIS OF THE INDIVIDUAL CARBON FOOTPRINT IN FINLAND

Contact one of our team members to help you initiate the calculation process. The calculation basis is delivered as an Excel sheet.



## ILLUSTRATIONS OF THE INDIVIDUAL CARBON FOOTPRINT IN FINLAND

Take advantage on these ready-made illustrations of the carbon footprint domains. ➔ [sitra.fi/en/articles/carbon-footprint-average-finn](https://sitra.fi/en/articles/carbon-footprint-average-finn)

## CONTACTS

Specialist, Finland  
Emma Hietaniemi, Sitra  
➔ [shift1o5@sitra.fi](mailto:shift1o5@sitra.fi)



# SUSTAINABLE LIFESTYLES SURVEYS

## REQUIRED ROLES

Project manager, content owner,  
insight specialist, panel survey service provider

## PREREQUISITES

Local context understanding,  
100 Smart Everyday Choices



# OVERVIEW

Do you know what people think about sustainable everyday practices? How do people perceive sustainable lifestyle choices, and what are the most common and the most infrequent choices made? These survey templates provide an efficient and comparable way to find out.

**Often there is no sufficient data** on what issues are of most importance to people and how attractive new sustainable everyday practices are. Without knowledge of what the current state of sustainability in everyday life in your region is, it is hard to develop a focused plan for the most effective and inviting way to introduce new lower

impact habits to people. It is vital to understand what attitudes people have towards sustainable everyday practices and what actions they are already taking in their daily lives. It is equally important to know which new practices are the hardest for people to adopt and why. ●

## The questionnaire set has three different phases:

1. What attitudes and values are important for a sustainable everyday life?
2. What everyday sustainability actions take place and what do not?
3. What kinds of feelings does climate change evoke in people?





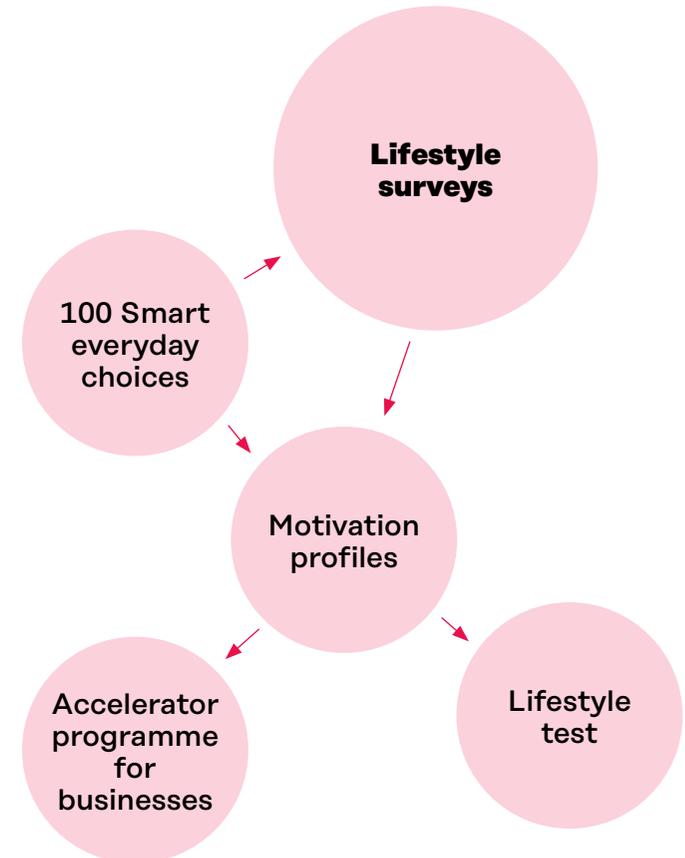
# WHAT IS NEEDED

**To conduct your** own local survey, you need to be able to carry out a survey process that provides statistically reliable results. We recommend using a service provider who already does national polling work.

**Consider which parts** of the survey are relevant to you and what type of data has already been collected. What questions will help you to

steer your work or produce information that is useful in your stakeholder or media engagement? Take advantage of the ready-made questionnaires and tailor them to your specific needs.

**You should have** the local **100 Smart everyday choices** or a similar action list on hand to be used as action statements in the survey. ●



## TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content owner

Additional roles:

These can be outsourced.

- ➔ Survey specialist and service provider to tailor the questions, plan the survey types and conduct the survey



# THEN WHAT?

## Once the survey is done, plan how to use and present the results.

- ✓ What is the best way to present the results? All at once or in sections?
- ✓ Who would benefit the most from understanding the results – business, the media, civil society groups?
- ✓ Which sustainable practices are most common and regarded as most important?
- ✓ Which groups of people stand out as early adopters?
- ✓ Now, do the results affect your project strategy and goals?

## MEDIA RELATIONS

Offer the results to your local media or invite them in to hear about the key take-aways. How much new information did you just produce about your region?

It is likely that these surveys will provide a new insight that is easy to publish and is intriguing for readers when they compare themselves with the results. ●



# ADDITIONAL RESOURCES AND CONTACTS



## **FINLAND: SUSTAINABLE LIFESTYLES SURVEY QUESTIONS**

Survey questions for attitudes, actions and feelings sections.  
Ready for local tailoring and adaptation. ➔ Please make contact  
and we will provide the questionnaire materials.

## **CONTACTS**

Project director, Finland  
Markus Terho, Sitra  
➔ [shift1o5@sitra.fi](mailto:shift1o5@sitra.fi)



# MOTIVATION PROFILES

Have you ever wanted to understand what drives people towards more sustainable choices? This tool lets you make more educated decisions.

## REQUIRED ROLES

Project manager, content owner, insight specialist, panel survey service provider

## PREREQUISITES

Local context understanding, 100 Smart Everyday Choices



# OVERVIEW

With the help of Motivation profiles you will understand what lies behind our choices and acts. This understanding enables you to promote sustainable change through these underlying motivations.

**Often, saving the planet** is not our primary motivation when we make choices. The primary motivations usually concern health and wellness, for example, saving time, being a member of a community or bringing joy to your close ones. How can we steer people towards sustainable choices using these separate motivations?

**This does not mean** demographic-based segmentation, but rather a grouping of an

individual's behavioural models into motivation profiles. A young student from a large city may have the same motivations as a senior citizen from a smaller town. Also, motivations may change in different situations and cultures.

**Conducting this research** will open your eyes to a new way of thinking about sustainable business development and marketing. ●



# PAYOFFS

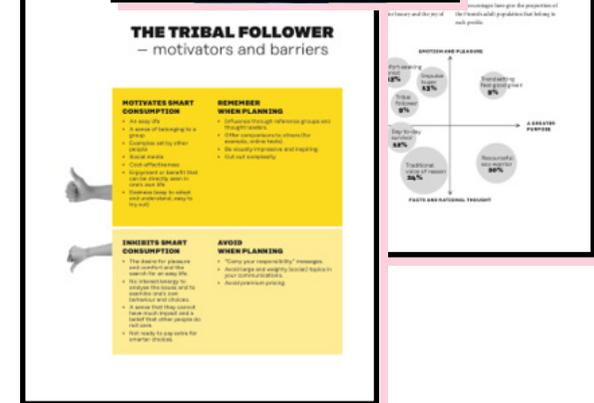
**1** **The creation** of sustainable lifestyle motivation profiles, which will help you to catalyse action.

**2** **People start** to perceive sustainable lifestyles from a different angle than they are used to, which can be rewarding and appealing to them. A sustainable life = a good life.

**3** **The profiles** and workbook are handy for steering your work and you can make use of the profiles in other projects as well. ●

## Results — Finland

- ✔ Dozens of companies and non-profit organizations have used motivation profiles in their business planning.
- ✔ Many articles about the motivation profiles of Finns have been published in major news media.
- ✔ This insight has been used as a tool in development programmes to catalyse action (see Accelerator programme for businesses)



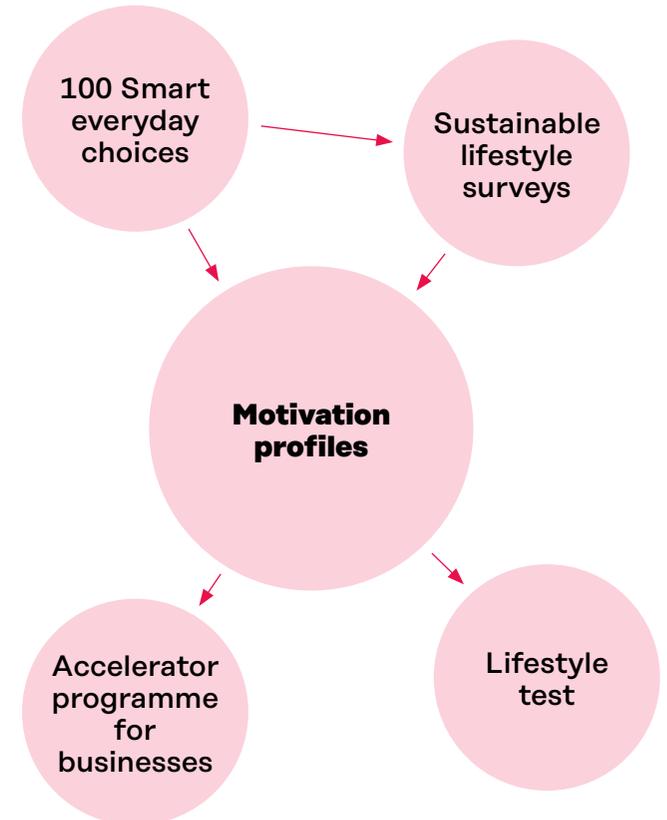
# WHAT IS NEEDED

**You should understand** the local context and culture to properly localise the motivation profiles. For example, in Finland, the profiles carry exaggerated, tongue-in-cheek names that help convey their meaning, but a similar tone might not work in your country or region.

**Consider how you** will use the end results – do not needlessly complicate the process, the

questionnaires or the profiles themselves. Take advantage of ready-made questionnaires and use them as much as possible.

**You should have 100 Smart everyday choices** or a similar action list on hand to be used in the interviews. ●



## TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content owner

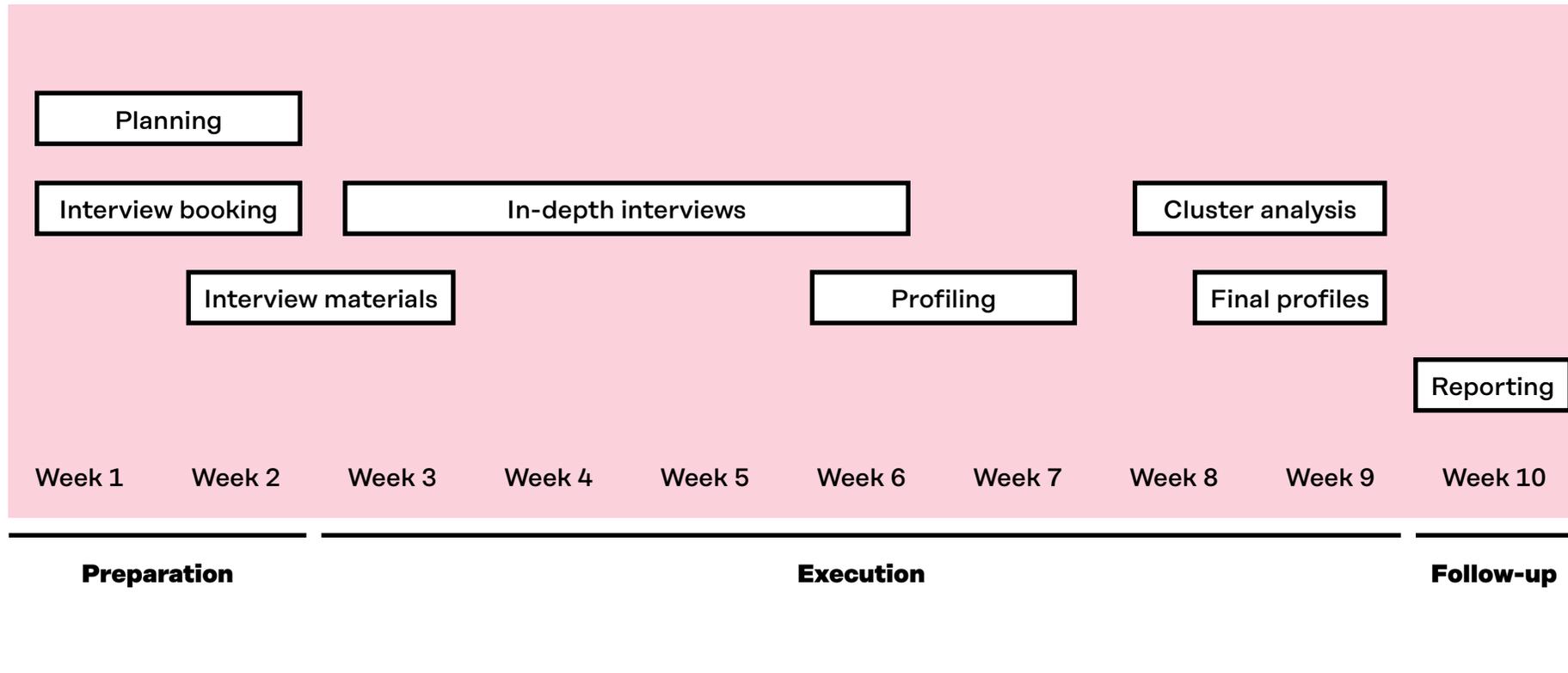
Additional roles:

These can be outsourced.

- ➔ Insight specialists to conduct the interviews and draw the conclusions (hypotheses profiles and final profiles)
- ➔ Panel survey service provider to quantify the profiles.



# BLUEPRINT



# EXECUTION

## PLANNING

Please note that resource wisdom, sustainable development or other similar concepts related to an ecologically sustainable way of life are not talked about during the interview; we talk about everyday choices and purchasing behaviour.

## INTERVIEW BOOKING

Choose different kinds of people for interview based on their purchasing behaviour and everyday choices. The objective is to gather opinions on different models of behaviour and the motives and attitudes that lie behind them.

For the first round of interviews, try to find interviewees that fit with the following descriptions (those that fit the extremes as much as possible). ●

### Use the descriptions when booking the interviews:

- ☑ I want to enjoy life and experience new things in my everyday activities. I am willing to put money into this. (Hedonist)
- ☑ I stick to options that I have found to be good. I don't rush about or mess around. All that hipster nonsense doesn't cut it with me. (The average guy)
- ☑ As a city dweller, I have been exposed to resource-wise choices and I think they are the choice of socially conscious people. Nevertheless, I enjoy living an unrestrained life. (The average girl)
- ☑ Money is what decides it. I am very aware of and precise about my financial choices and I always go for the option that is most economical overall. (Careful spender)
- ☑ The state of the world and the environment concerns me deeply. My own values are expressed in many of my daily choices and I seek to minimise the environmental impact of my consumption through actions large and small. (Ascetic minimalist and proto-hippy)



# EXECUTION

## IN-DEPTH INTERVIEWS

Carry out between 15 and 20 in-depth interviews (each approximately an hour and a half long) in different areas and cities with people that represent the different hypothetical profiles. ●

### MATERIALS AVAILABLE FOR INTERVIEW PHASE (REQUEST FROM CONTACT PERSON)



Interview questions for background information



Interview questions for in-depth information



Visual aids – illustrations of 36 smart actions



Examples of motivations

### In the interviews, look primarily for answers to the following questions:

- ✔ What acts/choices do they make in their daily life? Why?
- ✔ What motivates them towards their acts?
- ✔ What motivates them towards re-source-wise acts? What inhibits them? Why?
- ✔ Do they match the profile? Enriching and elaborating the profiles.
- ✔ What kind of points and arguments should be used to talk about resource wisdom?
- ✔ Do the solution hypotheses create value? Do they motivate them towards resource wisdom? Why? Why not?
- ✔ What is the most descriptive way to group different people so that an outsider could understand the different behavioural models?



# EXECUTION

## PROFILING

Identify people's different drivers for decision-making when analysing the interviews. Please note that these might differ greatly from the descriptions used during interviews.

### These can include:

- backgrounds and values
- efficiency benefits
- financial benefits
- collective responsibility, solidarity
- opinion leadership (authorities, commonly accepted truth)
- inspiration and creativity
- tradition/custom
- eco-friendly living (as just one of them).

Remember the most relevant viewpoints are the ones that help the reader to distinguish the differences between the groups. Also identify and describe the characteristics of each profile group and write descriptions to be used in a quantitative survey. Now you have profile hypotheses to be validated. ●

### MATERIALS AVAILABLE FOR PROFILING (REQUEST FROM CONTACT PERSON)



Example of one interview outline



Example of how to evaluate interviews



Info about profiling



# EXECUTION

## CLUSTER ANALYSIS

Use a quantitative survey to validate your hypothetical profiles, find out the profile group sizes and link the average demographic background information to the groups. Use a representative sample of N1000+ of the population.

### Survey form content:

- Demographic background information
- Attitude statements for exploring:
  - consumption habits and choices
  - resource-wise motives and bottlenecks
- Attractiveness and the use of resource-wise actions

Create the final analysis based on the survey but tell the story by enriching the validated profiles with interview insights. Again, remember that the most relevant content helps the reader distinguish the difference between the groups and to use them in business development. ●

### MATERIALS AVAILABLE FOR QUANTITATIVE PHASE (REQUEST FROM CONTACT PERSON)



Survey questions  
for quantitative phase

### NOTE

These change according to your hypotheses profiles. This material is just to give you a kickstart.



# THEN WHAT?

**Once the motivation profiling is done, the actual work starts. Businesses and organizations can use the profiles to:**

- ✓ clarify their development needs and goals;
- ✓ identify their potential target groups;
- ✓ look at their products, services and communications through the eyes of a selected target group;
- ✓ put the development ideas into action.

## **MEDIA RELATIONS**

Contact your local media and provide them with the results. Sometimes the media is interested in new kinds of sustainable content. This study provides them with a new insight into an easy way to publish and is intriguing for readers because it is essentially about them. ●



# ADDITIONAL RESOURCES AND CONTACTS



## **FINLAND: MOTIVATION PROFILES STUDY**

A process description of the project. Includes a complete workbook for applying the profiles in real life, with interview questions, a sample interview analysis, a sample quantitative survey and more.

➔ [sitra.fi/en/publications/what-motivates-smart-consumption-using-motivation-profiles-to-support-business-planning](https://sitra.fi/en/publications/what-motivates-smart-consumption-using-motivation-profiles-to-support-business-planning)



## **100 SMART EVERYDAY CHOICES**

These are calculated for Finns and are based on their consumption calculations but are also useful for other countries and regions.

➔ [sitra.fi/en/projects/100-smart-ways-to-live-sustainably](https://sitra.fi/en/projects/100-smart-ways-to-live-sustainably)

## **CONTACTS**

Leading Specialist, Finland  
Sari Laine, Sitra

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# CATALYSE ACTION

- 064 **Lifestyle test**
- 074 **100 Smart everyday choices**
- 082 **Sustainable lifestyle planning tool**
- 093 **Acceleration model for businesses**
- 104 **Engagement model for organisations**

# IN THIS SECTION

After gaining a thorough understanding of the current status of the diversity of lifestyles and motives in your region, you are ready to encourage action to further sustainable lifestyles. This section presents the most inspiring practical applications for how to catalyse climate action at grass-roots level.

**Lifestyle test** is a readily available online tool that enables everyone to calculate their personal carbon footprint. This calculator answers the fundamental question: what is my personal climate impact? The calculator is best accompanied with the **100 Smart everyday choices** – a list of the various ways to reduce our own environmental impact. This list helps people to understand better the scale of our everyday actions and what choices matter most. They also describe what is the personal benefit of these new actions.

This duo of personal climate action tools is even more effective when supplemented with the **Sustainable lifestyle planning tool**, which includes the functionalities that enable people to compile their favorite actions and save these into a personal sustainable lifestyle plan.

And we have not forgotten how important it is to involve local private or third-sector actors in making the change: an **acceleration model for businesses** presents you with a way to engage businesses in offering individuals new products and services that ease the transition to a sustainable lifestyle on a greater scale. The **engagement model for organisations** is designed to help civil society groups, NGOs, sports clubs, choirs or other communities to inspire individuals towards adopting sustainable lifestyles.



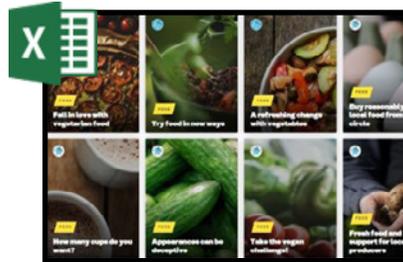
# OUR TOOLS FOR PERSONAL CLIMATE ACTION ENABLE PEOPLE TO...

**Calculate their carbon footprint**



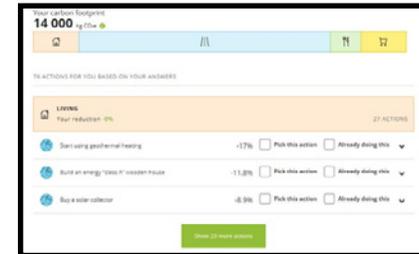
By localising the calculations and content of the **Lifestyle test** you offer people an easy way to calculate their own carbon footprint.

**Choose the most suitable actions for them**



By localising the calculations and content of the **100 smart everyday choices** you support people to understand how can they mitigate their own carbon footprint and other environmental impacts.

**Create their personal sustainable lifestyle plan and commit to it**



By localising the **Sustainable lifestyle planning tool** you enable people to create and save their personal sustainable lifestyle plans.



# LIFESTYLE TEST

Are you a threat or an opportunity? On the way toward the 1.5-degree climate target, knowing your own carbon footprint is the first steppingstone on the way to reducing it. This easy test helps individuals assess the environmental impacts of their lifestyle choices.

## REQUIRED ROLES

Product owner, head of data, communications person.

## PREREQUISITES

It will be useful to know the Individual carbon footprint of your area.



# OVERVIEW

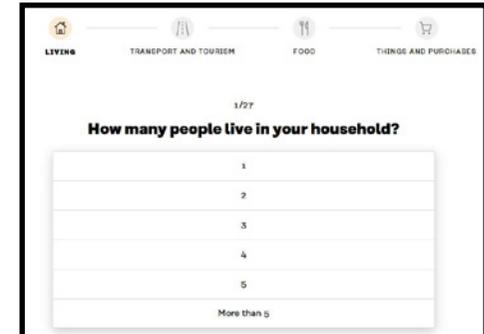
Our lifestyle test, as we call it, helps individuals assess the environmental impacts of their lifestyles and offers personalised actions. By answering 27 questions, each respondent can see the size and composition of their carbon footprint and how it compares to the average test taker.

**We wanted to create** a test that is accessible, as easy to complete as possible and that could even encourage taking action to help the climate for perhaps the first time.

**The questions and calculations** of the lifestyle test are based on environmental calculations and the consumption of the average Finnish person, as a result of which calculations must be examined separately for each country when introducing the test for local use.

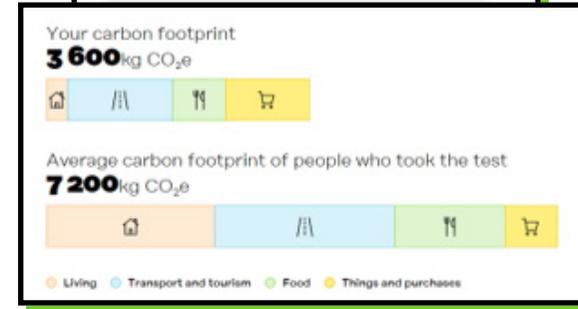
**It takes approximately** three to five minutes to complete the test. The lifestyle test collects no personal data from those taking the test, but the owner can export the results distribution to learn more about the respondent's current lifestyle. The test is responsive and fully scalable on every platform, both mobile and desktop.

**The lifestyle test** is best accompanied by 100 Smart everyday choices list, which shows a selection of tips that will help save money or improve quality of life while reducing carbon footprints. ●



1/27  
**How many people live in your household?**

1
2
3
4
5
More than 5



# PAYOFFS

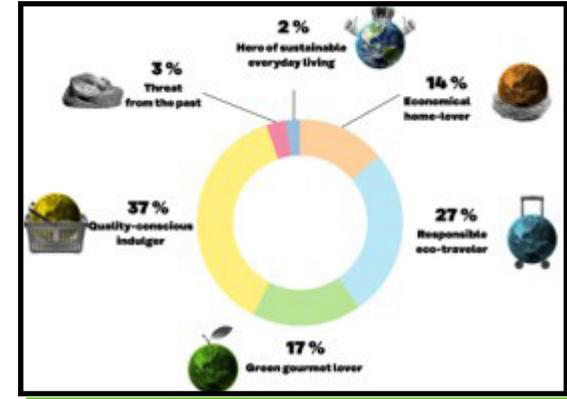
**1 An easy way** to calculate one's carbon footprint makes the abstract idea of personal emissions more tangible.

**2 Growing consciousness** of our daily climate impact can prompt us into action.

**3 As a product owner** you can gain insight into local lifestyles by analysing the test results. ●

## Results — Finland

- ✔ Currently test has been taken over one million times.
- ✔ The lifestyle test is also being used in schools as an educational material.
- ✔ The test has been featured in dozens of news articles and morning TV shows.
- ✔ #Lifestyletest has trended on social media platforms several times and been shared daily amongst people.



# KEY ELEMENTS & BUILDING BLOCKS

## Data & logic



- ✓ Excel sheet of the calculation basis (available on request from the Shift 1.5 team)
- ✓ Individual carbon footprint calculations for the background
- ✓ Order a result data storage and analysis solution from your local service provider

## Content



- ✓ Copy texts for questions, results and profiles (example available on request from the Shift 1.5 team)
- ✓ Imagery/photography (available in Gredi, which is our digital asset management platform)

## Interface

A screenshot of a user interface showing a question: "How many people live in your household?". The question is displayed in a white box with a black border. Below the question is a list of radio button options: 1, 2, 3, 4, 5, and More than 5. The interface also shows navigation tabs at the top: LIVING, TRANSPORT AND TOURISM, FOOD, and TRINKS AND PURCHASES.

- ✓ Plan user interface design with your local service provider
- ✓ FAQs and other explanatory material (examples available on request from the Shift 1.5 team)



# WHAT IS NEEDED

**All the building blocks** of this viral sensation calculator already exist – now it's your turn to put together your own regional version of the lifestyle test. Start by downloading the code from [GitHub](#) and get going!

**Once again, co-operation** is the key. Choose reliable partners with whom to localise the calculations and to help with the technical deployment.

## TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content owner
- ➔ Head of data

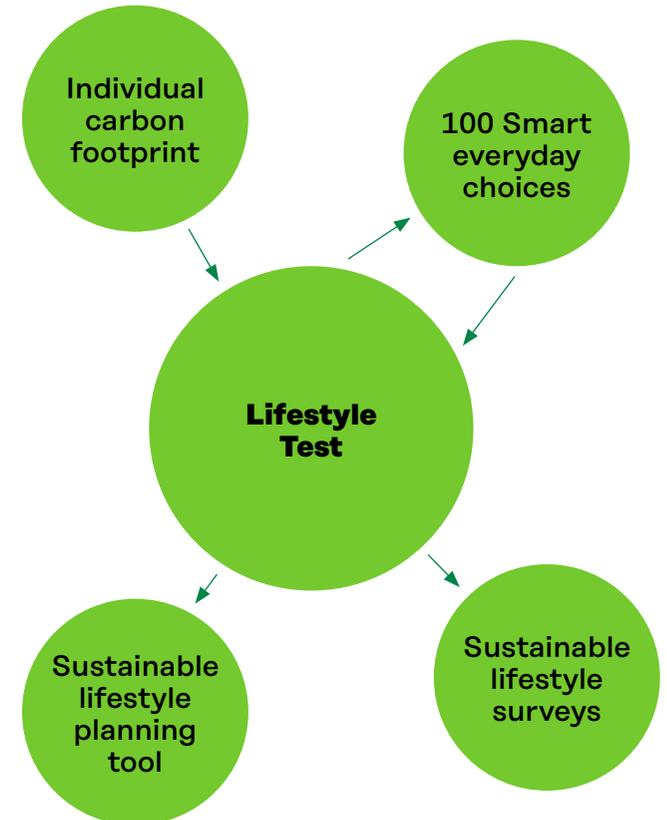
Additional roles:

These can be outsourced (highly recommended)

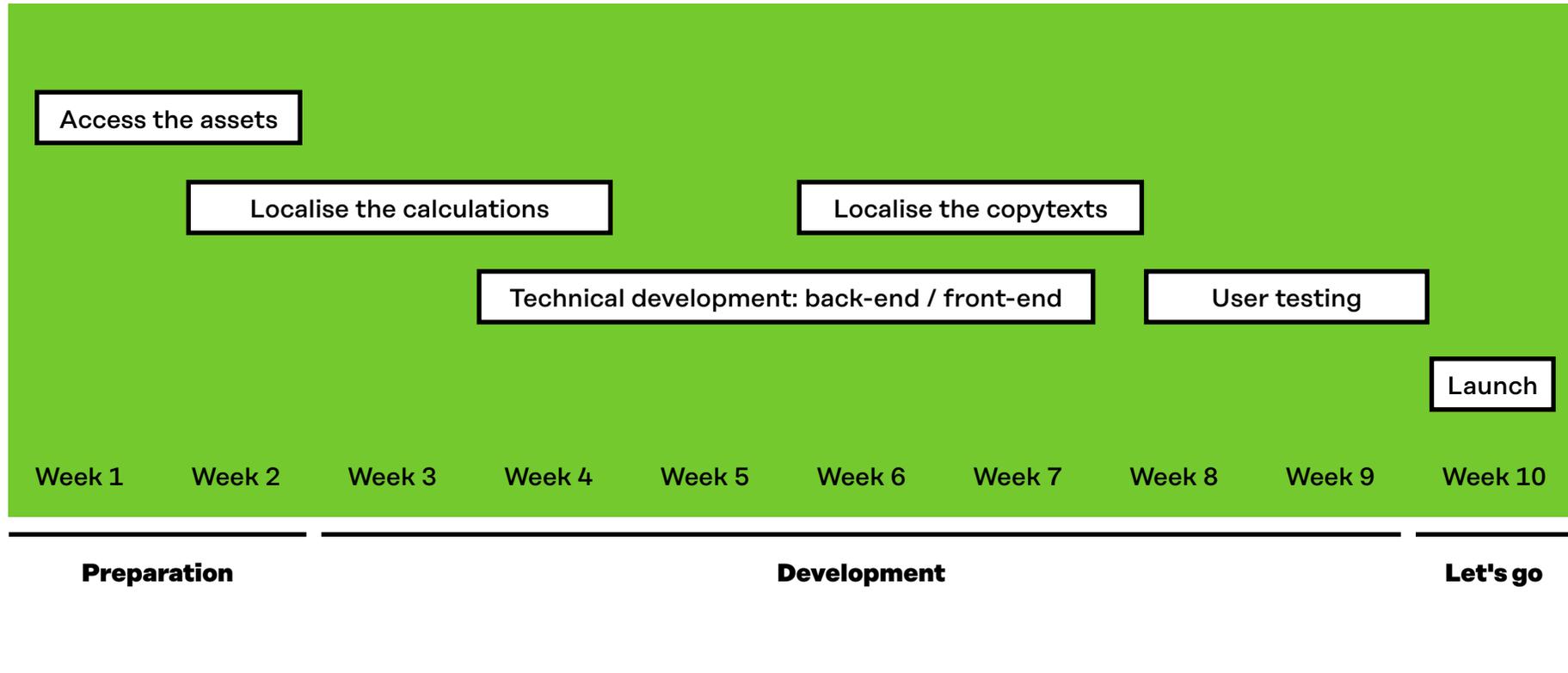
- ➔ Carbon footprint calculating
- ➔ Application development

**Consider well in advance** how far you want to go with the test. Will you combine it with the 100 Smart everyday choices or Sustainable lifestyle planning tool?

**A Creative Commons licence** allows you to modify the test or develop it even further according to your organisation's ambitions. ●



# BLUEPRINT



# PREPARATION

## ACCESS THE ASSETS

Become well acquainted with the key elements and building blocks so you can estimate the workload and how well the materials suit your local context. You will need to do the following:

## LOCALISE THE CALCULATIONS

In many parts, the calculations and questions are easily adaptable and deployable to different cultures and contexts. However, you will need to have local insight into what data requires localisation. We recommend you consult an expert on carbon footprint calculations and statistics. Make sure to also provide the calculations basis alongside the test.

## LOCALISE THE TIPS

We highly recommend you provide tailored tips for the test takers after they have found out their carbon footprint. Learn more about localising 100 Smart everyday choices. ●

### Checklist for preparation

#### 1. Get to know the test well

Visit [lifestyletest.sitra.fi](http://lifestyletest.sitra.fi) and run the test repeatedly to become acquainted with it. Try different kinds of lifestyles and discuss what questions or narratives are applicable to your region and what are not.

#### 2. Check the calculations

Request the calculations from one of our team members. These are delivered in Excel format. Sit down with some carbon-emission calculation experts and put together a realistic estimate of how much localising work is needed.

#### 3. Check the copy texts

A good narrative keeps the user interested. The Excel sheet contains the questions, but also consider the other copy texts we have used. Will that tone of voice work in your region?

#### 4. Copy the code

Sit down with the software developers. They can give you the best estimate on how to get your application up and running. A rough estimate is approximately two to four weeks for the development work.



# DEVELOPMENT

## BACK-END DEVELOPMENT

The test was generated with Angular CLI version 1.0.1 and it uses MongoDB as a document database. Work with reliable developers who speak Java. The current code in [GitHub](#) has been updated with the newest Angular version.

## FRONT-END DEVELOPMENT

The facade of the **Lifestyle test** is what makes it interesting; keeping it simple yet visual with intuitive colour coding of the domains and a smooth interface. Make sure that your technical developer has skills or a skilled partner in user interfaces.

## LOCALISE THE COPY TEXTS

The copy texts in the current **Lifestyle test** were designed to be a bit witty. You can decide the tone of voice that suits your audience best, but we recommend you use a positive tone and a pinch of humour. ●

### Technical requirements

- ✔ Heavy servers to support heavy load of users
- ✔ Subscription to MongoDB

### Technical requirements

- ✔ Is simple
- ✔ Quick to conclude (3–5 min)
- ✔ Scales on every platform
- ✔ Collects only the data that is necessary

### PRO TIP: DO NOT CREATE A DEAD-END

The **lifestyle test** is fully applicable on its own, but it flourishes when it is complemented by other scalable services. So, make sure during the technical development that you do not lock any parts of the application from further expansion. The code already fully supports the **100 Smart everyday choices** and **Sustainable lifestyle planning tool**, for example. Be creative with how the test could best support your other materials.



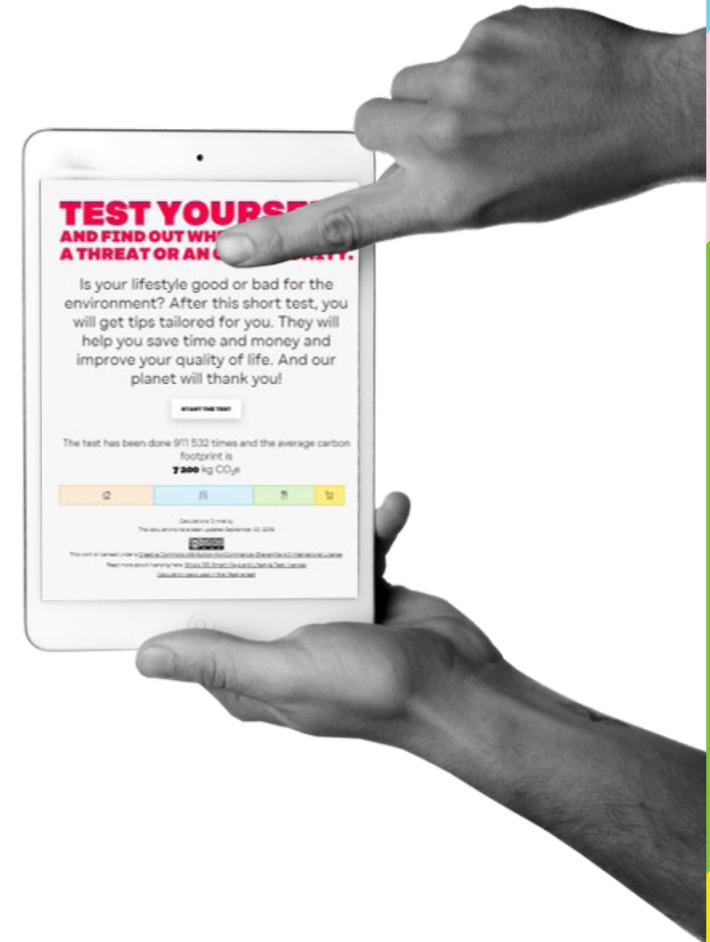
# LET'S GO

## USER TESTING

Invite people from different target groups to test the interface and user experience. Make sure it runs smoothly and reserve time for fixing any possible follow-ups. There will surely be a lot of questions when you first introduce the test to the audience. There are some inevitable trade-offs to keep the test simplistic yet scientific enough. Remember to keep calm about what can be included and what should be excluded. Take our Q&A form for your support.

## LAUNCH

Congratulate your team; it is time to take the test viral. Invite the press and local stakeholders for the launch session. Draft a communications plan to reach your target group and make it buzz with our marketing tips. ●



# ADDITIONAL RESOURCES AND CONTACTS



## THE CALCULATIONS BEHIND THE LIFESTYLE TEST

➔ Please request the calculations from one of our team members. This makes it easier to provide instructions for use.



## THE CODE OF THE LIFESTYLE TEST

➔ Access the code via the [GitHub service](#). The code is licensed under MIT Licence, which allows the code to be used, copied, edited and redistributed without limitations.



## Q&A

Take a look at our most frequently asked questions and the answers. ➔ Please request the form from one of our team members.

## CONTACTS

Specialist, Finland  
Emma Hietaniemi, Sitra  
➔ [shift1o5@sitra.fi](mailto:shift1o5@sitra.fi)

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# 100 SMART EVERYDAY CHOICES

There are at least one hundred ways to reduce a personal carbon footprint while making everyday life easier, healthier and more comfortable. Here is the ultimate list.

## REQUIRED ROLES

Project manager, content owner, copy writer, specialist to carbon emission calculations

## PREREQUISITES

The average calculations of an Individual carbon footprint



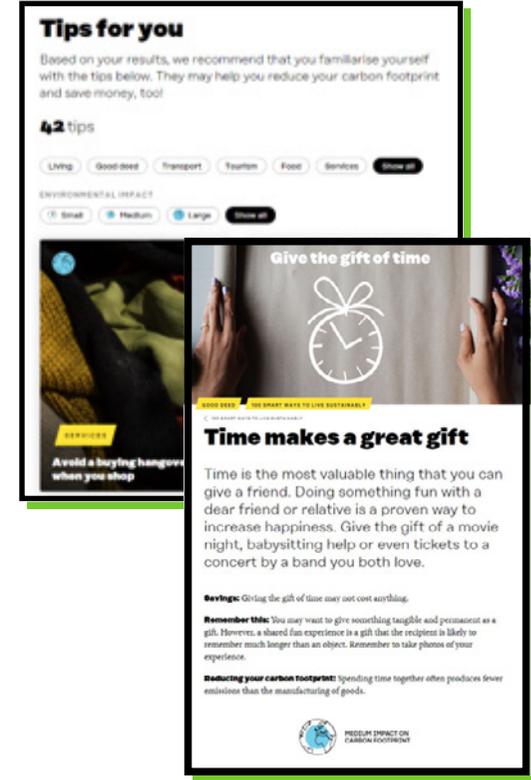
# OVERVIEW

100 Smart everyday choices is a tailored tip list of brilliant everyday choices that can save us time and money or improve quality of life while reducing carbon footprints.

**We have calculated** the environmental impact of each smart choice. After taking the lifestyle test visitors can use it to explore the suggested measures or the site can be revisited any time when in need of inspiration for how to live a more sustainable life.

**The tips can** be sorted depending on their environmental impact size and/or topic area (living, transport, food, other goods).

**We have also** calculated the potential impact should one million Finns make the same choices – because there is strength in numbers. Duplicate the list to provide an easy list of the different kinds of ways to reduce one's carbon footprint. Many of the tips are applicable in any cultural context, but make sure to include more regionally suitable ones and exclude the ones that do not apply to you. ●



# PAYOFFS

**1** **In one hundred** there is something for everyone. With this list you can emphasise that there is no one single way to live sustainably.

**2** **Identifying which choices** get the most site visits helps you to determine what the most interesting or controversial smart choices in your region are.

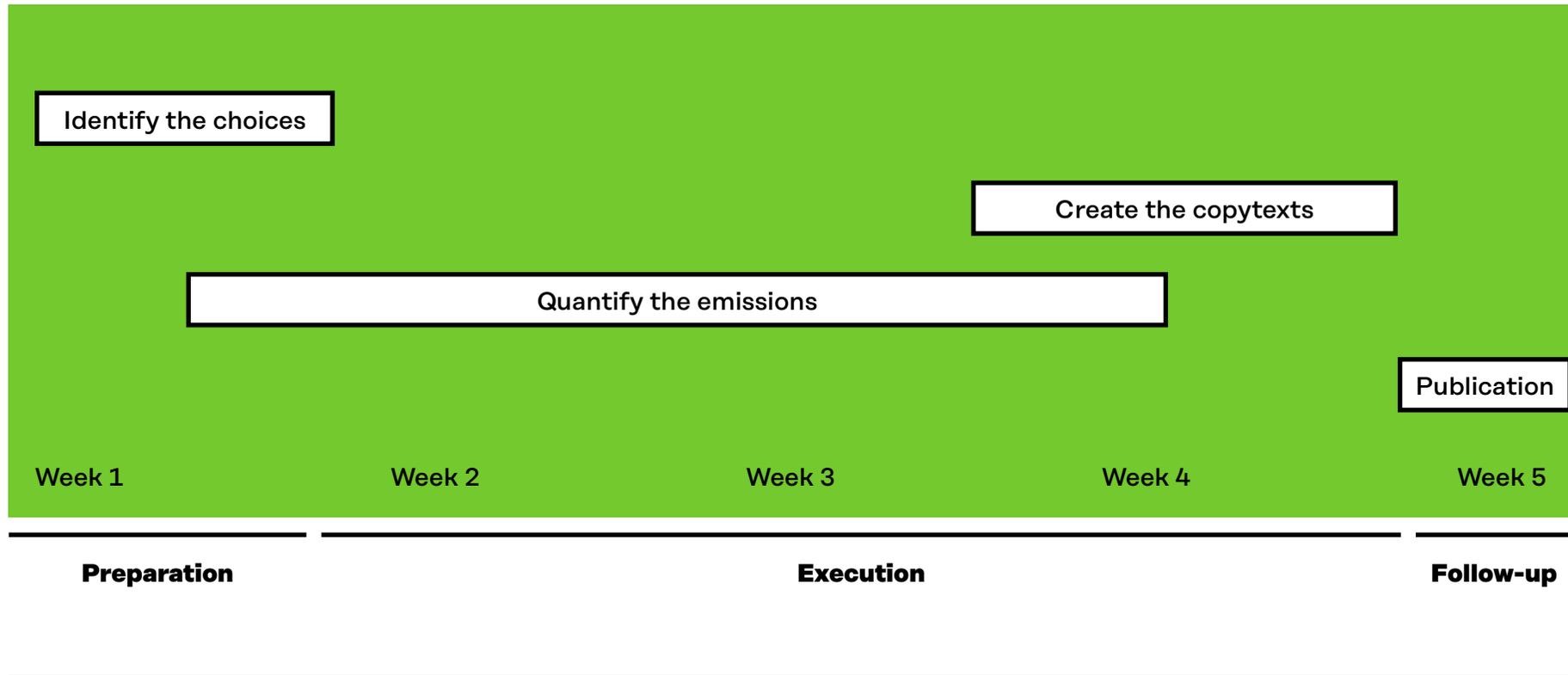
**3** **The list** can be easily modulated to different needs and target groups. This keeps the content newsworthy in the long run. ●

## Results — Finland

- ✔ The Finnish version of 100 smart everyday choices has attracted over 100,000 site visits in Finland.
- ✔ The choices have been featured in dozens of magazine articles in Finland.



# BLUEPRINT



# PREPARATION

## IDENTIFY THE CHOICES

You should understand the local context and culture to properly localise the option list. Gather a team from different backgrounds to evaluate what options are regionally relevant. Having an individual carbon footprint calculated will help you to assess what options are the easiest and what are the most effective ways to reduce the average footprint.

Do not needlessly complicate the process. Take advantage of the ready-made questionnaires and lists of sustainable daily habits. ●

### TEAM AND RESOURCES REQUIRED

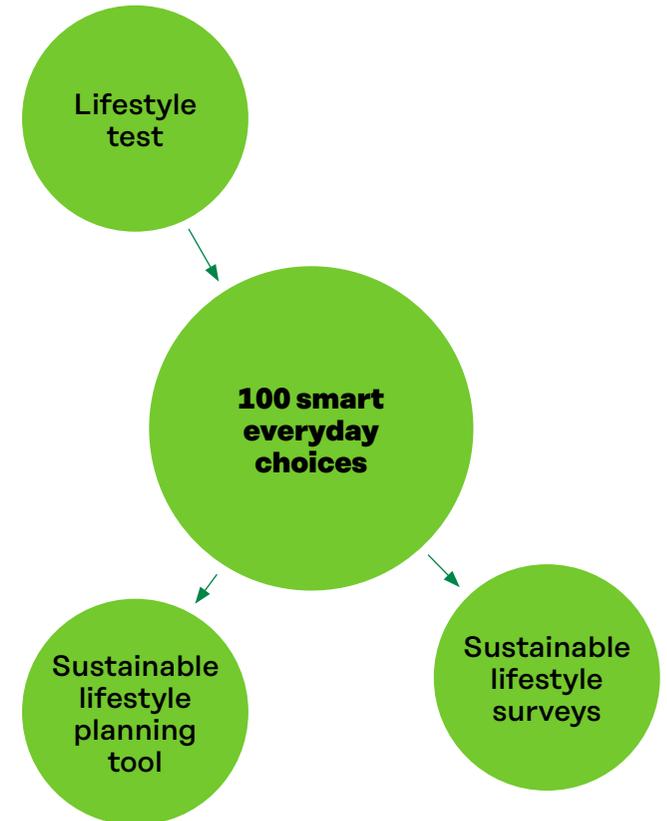
In your team:

- ➔ Project manager
- ➔ Content owner

Additional roles:

These can be outsourced.

- ➔ Copytexts
- ➔ Carbon emission calculation



# EXECUTION

## QUANTIFY THE EMISSIONS

If you do not have anyone in your team with expertise in carbon-emission calculating, team up with a reliable consultancy office. You will need a localised version of our carbon footprint calculations file.

## CREATE THE COPY TEXTS

Besides the accurate calculations, you will want to have catchy copy texts that appeal to the common audience. Learn from our example set of texts: short but informatic, witty yet scientific. Highlight the other benefits these choices will bring, such as monetary savings and improved health. In fact, make these your headlines and with those lure your audience into improving their quality of life. ●

### Checklist for quantifying

- ✔ Average carbon emissions
- ✔ Source list for calculations and databases
- ✔ Emission reductions scaled up
- ✔ Material footprint factors (elective)

### Checklist for creating the copytexts

- ✔ Illustrations
- ✔ A headline
- ✔ A catchy lead-in
- ✔ Savings – either time or money, or both
- ✔ Health benefits
- ✔ Carbon footprint emission reductions

### PRO TIP: USE FILTERS

Use filters to make the user experience smoother and easier. Allow visitors to filter the choices by domain or by how big the emission-reduction potential is. Or how about using the motivation profile findings to filter the choices by motivation factor? That would be an easy route to identifying the best choices with which to start a healthier lifestyle.



# PUBLICATION

**Once the teamwork is done share your work publicly.** It will be useful to have all the choices gathered on one page from where users can filter the choices by category.

**Keep an eye** on what choices attract the most site views. What are the most appealing ones in your country?

**Schedule your outcomes.** Promote a selection of choices around the relevant seasons and theme days – for example, smarter travelling options when the summer holidays approach and healthier vegetarian food when New Year's resolutions are being made.

**Contact your local stakeholders and media** to share the service and even become involved in with their own solutions or content. ●

The image shows a screenshot of the '100 SMART WAYS' website. The main heading is '100 SMART WAYS' with the subtitle 'That's plenty to choose from.' Below this are navigation tabs for 'Transport', 'Travelling', 'Living', 'Food', 'Services', 'Good deal', and 'Show all'. Underneath, there are filters for 'ENVIRONMENTAL IMPACT' with options for 'Large', 'Medium', and 'Small', and a 'Show all' button. A grid of six food-related tips is displayed, each with a 'TIP' label and a small image:

- TIP** Fall in love with vegetarian food
- TIP** Try food in new ways
- TIP** A refreshing change with vegetables
- TIP** How many cups do you want?
- TIP** Appearances can be deceptive
- TIP** Take the vegan challenge!

To the right, a detailed article titled 'My car runs on bioethanol' is shown. The article features a graphic of a fuel can labeled 'FUEL' in a field. The main heading is 'Food for fuel, literally'. The text explains that transport produces about 20% of Finland's greenhouse gas emissions and that bioethanol is a low-emission alternative made from biowaste. It also notes that biowaste is best reused since it emits carbon dioxide when incinerated. The article includes three key takeaways:

- Remember this:** Ethanol can be produced from crops such as rapeseed, barley or maize, although it is worth remembering that greenhouse gas emissions are produced by the cultivation of these crops and the benefits of the biofuel may remain low. In Finland, however, the crops are not grown primarily to be used for biofuel. Instead, REB's ethanol fuel is made from leftovers such as unused bread.
- Savings:** With a small investment, you can turn a car that runs on petrol or diesel into one that uses REB's as long as the car does not have a direct injection engine. When a car running on petrol is updated to use ethanol, there is no need to manufacture a new car.
- Reducing your carbon footprint:** The proportion of biowaste-based ethanol in the liquid fuel can reduce the fossil emissions from driving by up to 80%. Driving a car that runs on ethanol instead of a car powered by petrol or diesel reduces your carbon footprint by 16.5% per year.

A small globe icon and the text 'LARGE IMPACT ON CARBON FOOTPRINT' are located at the bottom of the article.



# ADDITIONAL RESOURCES AND CONTACTS



## ILLUSTRATIONS OF 100 SMART EVERYDAY CHOICES

➔ Set of illustrations, such as profiles and icons are available at [Gredi](#).



## COPY TEXTS OF 100 SMART EVERYDAY CHOICES

➔ Request a Word-document of example copy texts for 100 Smart everyday choices from one of the team members.



## CALCULATIONS OF THE FINNISH 100 SMART EVERYDAY CHOICES

➔ Request the original calculation Excel sheet from one of the team members who will help you to get started with your own calculations.

## CONTACTS

Specialist, Finland  
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➔ [shift1o5@sitra.fi](mailto:shift1o5@sitra.fi)

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# SUSTAINABLE LIFESTYLE PLANNING TOOL

Don't just think about reducing your carbon footprint – plan it. With this tool you can enable people to create their very own action plan for achieving the globally sustainable level. When people plan it, they commit to action.

## REQUIRED ROLES

Project coordinator

## PREREQUISITES

Lifestyle test and 100 smart lifestyle choices.



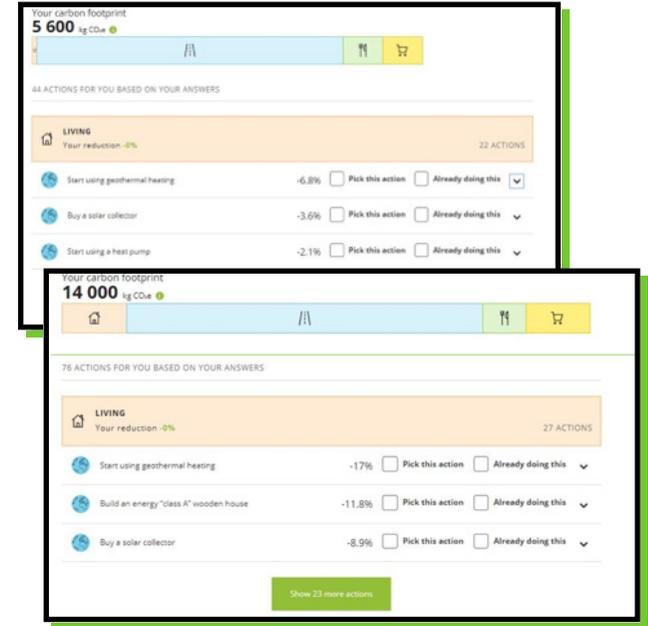
# OVERVIEW

How many smart everyday actions do I actually need to make to shrink the footprint to the target level? There is no single way to live sustainably and so there is no single way to reduce our carbon footprints. With the interactive lifestyle planning tool, you can create a plan that fits your way of living.

**After providing the** carbon footprint result with the **Lifestyle test** you can encourage people to plan what are the next steps towards more sustainable lifestyle. **Sustainable lifestyle planning tool** is a planning and monitoring feature for setting and adhering to personal emission-reduction targets. The features of the **Sustainable lifestyle planning tool** let users select their own actions from the **100 Smart everyday choices** they are prepared to commit to. The equations are pre-set so that the carbon emission-reduction percentage is derived straight from the personal

results of the lifestyle test. This means that the impact of our choices and most effective actions vary depending on our current lifestyle.

**Users can also** find inspiration for a more sustainable everyday life by looking at the plans of other users, share their commitments on social media and inspire others to get involved. Team up with your national decision-makers to make every individual plan to contribute to the national emission-reduction target. ●



# PAYOFFS

**1 Making our own commitments** makes it easier for us to understand the collective impact we can have and to participate in achieving national climate goals.

**2 By examining the plans**, you can better analyse what kind of practical measures people are prepared to take in your area.

**3 People can alleviate** climate anxiety by committing to and creating their own action plan.

**4 Publishing one's own targets** can create positive pressure that helps to achieve the targets and may also set an example for others. ●

## Results — Finland

- ✔ The average carbon footprint of those who have submitted a commitment is about 6,500 CO<sub>2</sub>e and they aim to reduce their carbon footprint on average by 20 per cent in twelve months.
- ✔ If the measures planned by one thousand of the participants are realised, the emission savings will total over 2,000 tonnes kgCO<sub>2</sub>e.



# BLUEPRINT



**Preparation**

**Execution**

**Follow-up**



# PREPARATION

## LAY OUT A PLAN

You should understand the local context and culture to properly localise the option list. Gather a team from different backgrounds to evaluate what options are regionally relevant. To have an individual carbon footprint calculated will help you to assess what options are the easiest and the most effective ways to reduce the average footprint.

## TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content owner
- ➔ Contact person for both users and developers

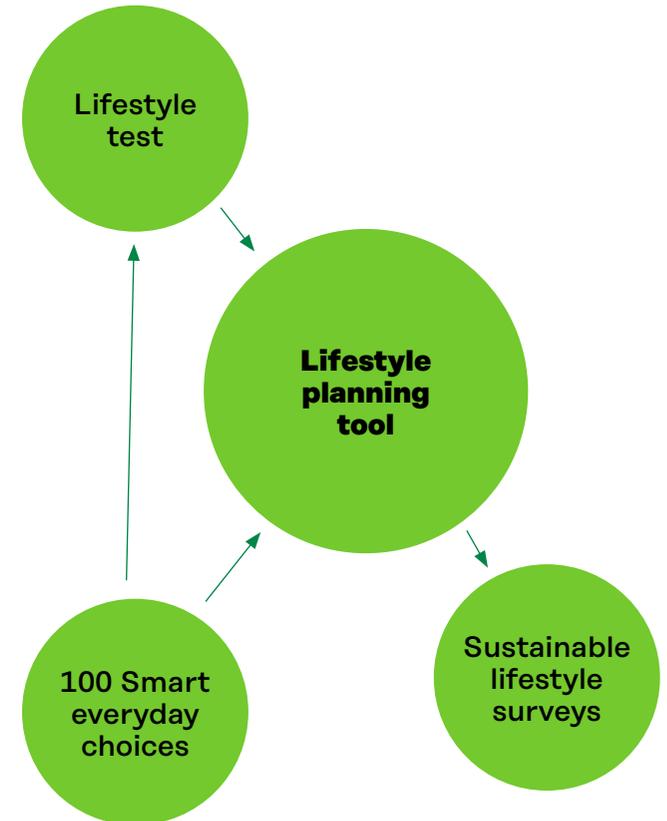
Additional roles:

These can be outsourced.

- ➔ Copytexts
- ➔ Carbon emission calculation

Don't needlessly complicate the process. Take advantage of ready-made questionnaires and lists of sustainable daily habits.

Commit other stakeholders to support and co-operate with the service. Most importantly, we highly recommend you engage the public sector, who are responsible for implementing the national carbon emission-reduction targets. This is a tool that will serve the whole community. ●



# EXECUTION

**First, plan well ahead** whether you want to make this an app or a web interface. We recommend a desktop and mobile-friendly solution, and this is what the current source code is designed for.

## BACK-END DEVELOPMENT

Work with a reliable technical development partner who knows the Liferay environment. You can request the source code from the contact person. Make sure that there is a way for you to export the data in some form, for example, to Excel.

## FRONT-END DEVELOPMENT

When designing the interface keep in mind that you will want people to stay committed and return to update their plans. See if your website tool allows you to send reminders. It is also recommended that people post their plans anonymously, using a pseudonym. Use an encouraging tone of voice.

This is also the time to get creative: how would you develop this further and make it more suitable to your region? ●

### Checklist for you

- ✔ Tools to track user behaviour and a way to export data
- ✔ Servers that can cope with a heavy load
- ✔ A coherent path between the test, plan and the form

### Checklist for the users

- ✔ Smooth interface
- ✔ Positive yet informative tone of voice
- ✔ No unnecessary data collected
- ✔ Quick to complete – a plan in approximately 15 minutes
- ✔ Easy sharing on social media



# FOLLOW-UP

## LAUNCH

Ask some well-known public figures to draw up their plans first to set an example. The most important message is to show that making a personal plan is for everyone – and that there are options for every kind of lifestyle. Think beyond the usual suspects you might invite to participate; chefs, professional athletes, etc. ... what kinds of people would appeal to different target groups? [See how Prime Minister's Office of Finland launched their campaign.](#)

## THE FOLLOW-UP

Personal carbon footprint plans do not always spring from sheer inspiration. Keep an eye on the plans and ask for feedback: what kind of support do users need to ensure that their plans are realisable and what motivates them? Engage those making plans, through social media and frequent email updates, for example. ●



# VISUALISATION EXAMPLE: 1.5-DEGREE LIFESTYLE PUZZLE

The idea behind the Lifestyle Planning Tool also works in a physical format, which can be a powerful mean to promote your online platform. The “1.5-degree lifestyles puzzle” was developed to help households understand the idea, opportunities and challenges of the 1.5-degree lifestyle, while facilitating a transdisciplinary discussion on what is needed to mobilise action.

## HOW IT WORKS

The physical version consists of two gameboards; an empty template and a timeline, and dozens of pieces that represent the **100 Smart everyday choices**. The bigger the carbon-emission reduc-

tion potential of the choice, the bigger the piece. The size of the empty gameboard depends on the player’s individual carbon footprint. The player has to fill in the white area to reach the 2030 target level by



making a selection of choices (pieces) he or she could perform differently over the next 10 years. The game is best started with the big pieces that represent the most significant choices an individual can make to lower their carbon footprint. When the footprint gap is filled, the player is to place the chosen pieces on a timeline from the present until 2030 that supports reflecting; when and how could these actions be implemented? What is stopping me from doing it tomorrow? If some options should be more promoted or made easier the players can tag the pieces to demand more action be taken by the private or public sector. ●



*A possibility to play with a physical planning tool makes the 100 Smart everyday choices even more tangible and easy to compare with one another.*



# PAYOFFS

**1** **A possibility to play** with a physical planning tool makes the **100 Smart everyday choices** even more tangible and easy to compare with one another, that can lead to personal eureka moments; “Oh, recycling accounts for a tenth of the impact of a vegan diet.”

**2** **When meeting new project partners** or visiting an event, you can always keep a few puzzle pieces at your back pocket. This is an easy and memorable way to demonstrate how the everyday life actions bear different scales of potential. ●



# ADDITIONAL RESOURCES AND CONTACTS



## CODE FOR THE SUSTAINABLE LIFESTYLE PLANNING TOOL

➔ Get the code for the Lifestyle planning tool and instructions for applying it from [GitHub](#).



## CALCULATIONS FOR THE LIFESTYLE PLANNING TOOL

Much like the 100 Smart everyday choices calculations, this file comes with the functions to tailor the choices app according to how the user has answered the lifestyle test. ➔ Request from contact person



## COMMITMENT2050 IN FINLAND

See the service in action at the Prime Minister's Office of Finland's webpage. ➔ [sitoumus2050.fi/en/lifestyles#](https://sitoumus2050.fi/en/lifestyles#)

## CONTACTS

Specialist, Finland  
Emma Hietaniemi, Sitra  
➔ [shift1o5@sitra.fi](mailto:shift1o5@sitra.fi)



# ACCELERATION MODEL FOR BUSINESSES

How can more businesses become involved in enabling sustainable change while also making a profit? Our acceleration model helps to engage businesses to offer individuals new products and services that ease the transition to a sustainable lifestyle on a wider scale.

## REQUIRED ROLES

Project manager, service designers/business designers, workshop facilitators x2

## PREREQUISITES

Local context understanding, Motivation profiles, Behaviour SHIFT model or other ways to help companies to think differently



# OVERVIEW

This development programme helps small and medium-sized enterprises (SMEs) grow their business and learn about sustainable consumption. By changing the market you will achieve emission reduction quicker.

**The Smart everyday** development programme was created in order to help small and medium-sized enterprises (SMEs) that operate with a sustainable business model to better understand their customers and grow their business. The programme was built around rapid business experiments to develop and introduce sustainable products to large customer groups and not only the niche segments targeted at eco-consumers.

**The development programme** scale was limited to 10 SMEs and 10 large consumer companies.

**In the programme**, each pair, consisting of an SME and a large company, planned experiments together so that both organisations could learn from each other and together find out how to develop new sustainable business. The goal of the experiments was to develop initial ideas into market-ready concepts and validate their business value with target consumer groups identified with the help of the large companies. ●



# PAYOFFS

**1** **By engaging companies** and doing good business with sustainable solutions, the positive impact can be scaled up.

**2** **By changing the markets** and the share of sustainable options you will have a huge effect on social norms and achieve widespread emission reduction quicker.

**3** **The companies learned** together about sustainable consumption and business models. ●

## Results — Finland

- ✔ Thirty experiments aimed at achieving thriving and sustainable business. Increased business development competence. Validated business models, MVPs and prototypes, which were developed further in collaboration after the programme.
- ✔ Business growth experienced by the best performers in the first year after the programme of 50%.



# WHAT IS NEEDED

**You need** small or medium-sized companies that have the potential to become big with their sustainable solution. You need large consumer companies willing to support them and learn along the way. You need a project manager, coaches and designers who are ready to roll up their sleeves and help the companies with business strategy and in practice. You need to be able to build an active and supportive community where companies share with and teach each other.

## **Whatever the plan is, it is important that:**

- plans are often rethought; it's OK to change;
- there is no problem with every company being in a different development phase and needing different kinds of support;
- there is more action than theory;
- learning is embraced: encourage everyone to share, learn, rethink and try again.

**Consider what is the best way** to support the companies, for example, by providing money or coaching. ●

## **TEAM AND RESOURCES REQUIRED**

In your team:

- ➔ Project manager
- ➔ Community builder

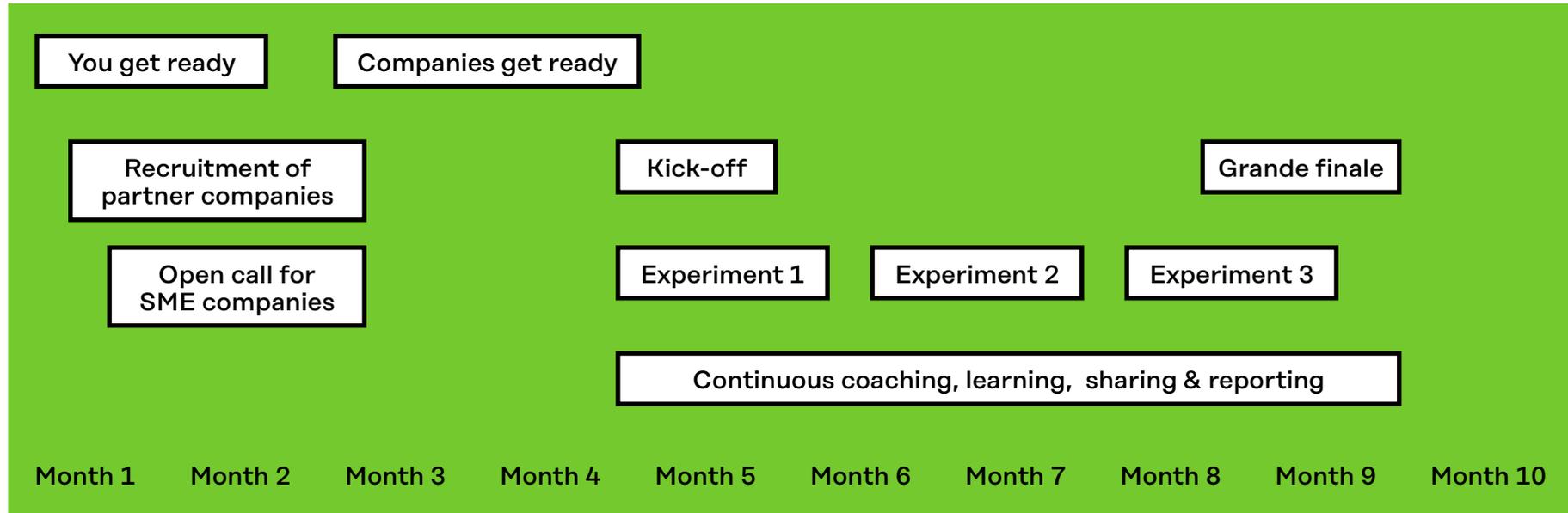
Additional roles:

These can be outsourced

- ➔ Service designers & business designers
- ➔ Coaches for the teams (could be the designers)
- ➔ Legal help, if money is granted



# BLUEPRINT



**Preparation**

**Execution**

**Follow-up**



# PREPARATION

## RECRUITMENT OF PARTNER COMPANIES AND OPEN CALL FOR SMEs

First you need to recruit both large companies and SMEs. For that you need to decide what the challenge to be worked on is and the criteria for the participants. Such as the following:

### Large companies

- The ability to provide one to five participants, and to offer their expertise and time.
- The ability to offer support for arranging experiments (such as a customer base, data, spaces or people).

### SMEs

- They are developing or already have a smart solution for living, transport, eating, products, services or other aspects of everyday life.

Consider if you want to find companies who are at the very beginning or a bit further with their journey, and if you want to focus around a theme that is common for all of them (e.g. food, data, circular economy, digital products).

Then start contacting right stakeholders. How can you spread the message of the programme as far as possible? Create ready-made social media messages to help spread the message.

If you happen to get loads of potential companies, arrange match making in the form of a speed dating event, or let either the large companies or the SMEs choose who to play with. The keys to success are mutual trust, organisational chemistry and building a beneficial partnership for both. The ideal would be to identify common goal for the companies, for example “how to turn waste food into business”. Match making is one

of the most important phases of the programme, so do everything you can to consider the companies’ goals, themes, know-how and human chemistry.

Later, after the participants have been selected, it is a good idea to meet with the participants. Make sure everyone is ready to work hard and that they share expectations. Introduce the companies to each other and explain what is to happen in the programme. Build trust, open communication and a good spirit. ●



# EXECUTION

## COMPANIES GET READY

It is good to allow a month or two for the companies to prepare. Once the companies are selected, they should book calendar time to work hard, get to know their partner company and clarify their expectations and goals for the programme. Contact information should be exchanged, and a Slack space established (or other shared platform for communication).

Meanwhile, prepare schedules and agendas for the whole programme. Remember you might need to change the plan, as some of the companies will too. Plans may be useless, but planning is very useful.

## KICK-OFF

And so it begins! Allow the teams to become acquainted with each other enough and start with target setting and planning. Have coaches to help them clarify their goals and the critical questions that they want to solve. The experiments should be about them. Make them work a bit, but don't forget to also use some time for fun. After the kick-off, people should start to work with each other, communicate openly and plan for the experiments. Of course, the coaches will help, but the main characters of the story are the entrepreneurs. ●

## MATERIALS ON REQUEST FOR GETTING READY

- Schedule



# EXECUTION

## EXPERIMENTS

Build, measure, learn – and repeat! The development programme itself is based on Lean Start-up methodology, which is used to turn uncertainties and assumptions into knowledge that guide your business development. In this programme, the method is used to validate core business assumptions.

Teams will need help with clarifying what the most business-critical assumptions are and with what could be the way to build, measure and learn. Offer enough support, especially in the beginning when the method is unfamiliar; some might be shy to start.

Every experiment should be shared. We had “lessons learned” sessions with the whole group to share the lessons learned, and posted images,

videos and thoughts about experiments on Slack. In addition, we had one-to-one sparring sessions with each of the companies at their own pace. All 10 companies arranged three experiments (build-measure-learn) during the programme, so altogether 30 experiments were carried out.

Every company summarised what they had learned and presented their next steps in go-to-market plans, which they presented during a grand finale.

In Finland, the most valuable feedback was collected from experiments where large companies had made their own customers or premises available for SMEs to try out their ideas or products. This meant, for example, serving by-product-mash falafels as one dish in a Fazer canteen and then asking for diners’ feedback. ●

## MATERIALS ON REQUEST FOR EXPERIMENTS

- ➔ Lean startup [theleanstartup.com](http://theleanstartup.com)



# EXECUTION

## CONTINUOUS COACHING, LEARNING, SHARING & REPORTING

In addition to the shared kick-off and lessons learned sessions it is important to offer coaching sessions and support for whatever is needed to proceed with the experiments. We used Trello to follow the progress, and Slack to communicate. Each coach had their own teams to focus on – a service designer if a team needed help with customer centricity and product design, and a business designer if the need was more about scaling or business cases.

## THE GRANDE FINALE!

Everything in the programme should aim to create a thriving sustainable business. For that, we asked the participants to make go-to-market plans in which they presented their recipes for success and their road map. We had an advisory group of four listening to the pitches: business strategists, designers, investors and sustainability experts, who gave their advice for the future.

It is also important to celebrate hard work together, so arrange something fun! Let the participants celebrate good collaboration and plan the future together. ●

## MATERIALS ON REQUEST FOR GRANDE FINALE

- Examples of teams' Go to market -plans



# THEN WHAT?

## ENCOURAGEMENT

After a long process, everyone deserves a moment to celebrate. It is important to embrace the results, but there is still plenty to be done. This is where the actual work starts. Try to encourage the teams to continue with their efforts.

### Tips for moving forward

- ✓ Identify what kind of help the teams would need next, and where to get it.
- ✓ Book a get-together at some point up to nine months after the grand finale in which every team can present their progress. Half a year could be good time to proceed with the plan.

## MEDIA RELATIONS

Dynamic SMEs with sustainable business solutions offer attractive content for the media. Large companies have large customer bases and audiences of their own. Encourage the companies to make use of the media space created by Shift 1.5 community, and vice versa: they all have audiences that can highlight the positive impact the community is having. ●



# ADDITIONAL RESOURCES AND CONTACTS



## **“SMART EVERYDAY LIVING” COMPETITION WEB PAGE**

Check what has happened in Finland and what kinds of solutions the teams have created. ➔ [sitra.fi/en/projects/smart-everyday-living-competition-companies](https://sitra.fi/en/projects/smart-everyday-living-competition-companies)

## **CONTACTS**

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# ENGAGEMENT MODEL FOR ORGANISATIONS

How can more people become involved in climate action? Engage civil society groups, NGOs, sport clubs, choirs or any form of community group to inspire individuals to adopt a sustainable lifestyle. In this module you will learn how to develop your very own Globe League.

## REQUIRED ROLES

Project manager, service designers/workshop facilitators x 2, community builder.

## PREREQUISITES

Local context understanding, (Motivation profiles) or other ways to help to think differently

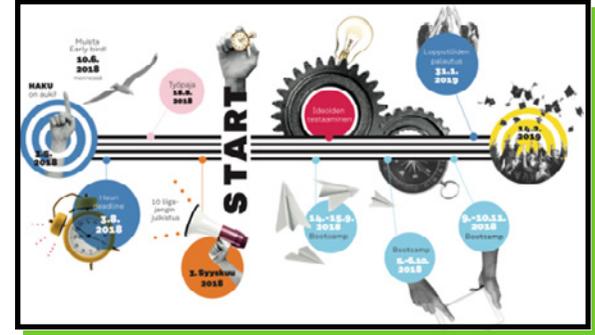


# OVERVIEW

**This engagement model** for organisations, or what we call the Globe League, was created as a development programme for a wide variety of non-profit organisations and associations, whether large or small, national or local, from sports clubs to knitting circles. It sought and developed new ways to inspire Finns to make environmentally friendly choices in their daily lives.

**The Globe League** brought together the impact of organisations and sustainable everyday actions. The aim was to find excellent concepts, events, campaigns and services that would help people live a sustainable everyday life.

**The non-profit organisations** developed ideas for new ways to inspire people that they applied to the programme. The goal of the programme was to develop these initial ideas into concepts that could be tested out with a target group. The concepts inspired people to make sustainable everyday choices that reduce their carbon footprints and save natural resources in their daily activities. ●



# PAYOFFS

**1** **By engaging communities** and other actors, your message's reach is maximised.

**2** **Often, we tend to act** in our own bubbles. This is the chance to get out of those bubbles and reach people in all kinds of places and situations; for example, highlighting ecological aspects at football matches might surprise fans in a nice way.

**3** **In this way**, social norms are changed effectively. ●

## Results — Finland

- ✔ The Globe League was a success in Finland. Many teams' projects were featured on national news bulletins and many articles were written about the projects.
- ✔ The winning team, Eetti (an NGO promoting the use of ethical products), is still running their programme #lempivaatteni (#myfavoriteclothing). [See the video.](#)



# WHAT IS NEEDED

**You need a clear challenge** for the organisations to tackle. For example: we challenge non-profit organisations, associations and clubs to develop a solution that will inspire and activate people to take environmentally friendly action in their daily lives. Decide the tone of your own Globe League: do you want it to be a safe place in which to develop engagement skills or do you want it to be more like a competition? If you want to go with the competition aspect, then you must clearly state the criteria upon which you will be grading the solutions.

**Whatever the solution, it should aim to be a concept that:**

- inspires people to reduce their own carbon footprint;
- is innovative and offers new ways to encourage people to take climate-friendly action;
- is repeatable, which means that someone else can start to use the solution or modify it for their own use;
- affects as many people as possible. ●

## TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content specialist
- ➔ Community builder

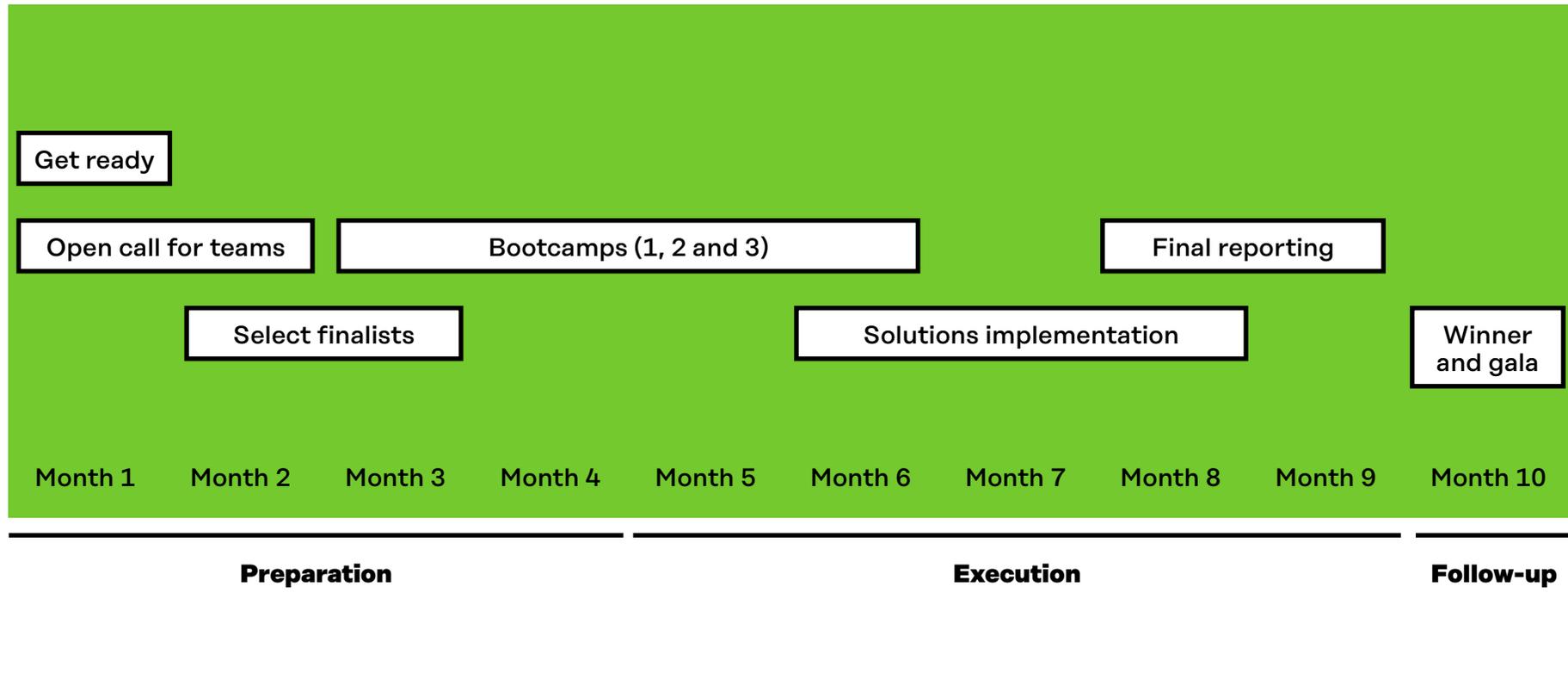
Additional roles:

These can be outsourced

- ➔ Facilitators / Service designers
- ➔ Coaches for the teams
- ➔ Legal help, if money is granted



# BLUEPRINT



# EXECUTION

## GET READY

The most important thing before anything is to formulate the challenge and its criteria.

Start contacting the right stakeholders, with whom you can spread the message. How can you spread the message of the programme as far as possible? All kinds of non-governmental umbrella organisations are often great and open to enhanced visibility. Think as broadly as you can of all the different fields. Do not limit the message to environmentally driven organisations. Create ready-made social media messages, so that everyone can easily spread the message.

## OPEN CALL FOR TEAMS AND SELECT THE FINALIST

When you are ready with the challenge and criteria, start an open call for teams. The easiest way is to just create a simple form on a web page that teams can use to write a short synopsis of their idea and introduce their team. If you have time, you may have a semi-final phase for, perhaps, 30 of the best teams, and use the event to ask the teams to create a more detailed action plan and budget. Based on those action plans, you could then select 10 finalists. With a semi-final phase you will also have an opportunity to meet the teams before the selection process. Try to be very transparent with the selection criteria. ●

### MATERIALS ON REQUEST FOR GET READY -PHASE

- Ready-made social media messages
- Visualisations
- Playbook of the Globe League – Guide for teams

### MATERIALS ON REQUEST FOR OPEN CALL PHASE

- Semi-final material
- Format for Action Plan
- Correspondence –templates with the teams



# EXECUTION

## BOOTCAMPS

Bootcamps are the soul of this programme. These require well-equipped spaces for teamwork and brainstorming. Reserve some of the budget for providing energising snacks. Start inviting guest stars and mentors to your bootcamps as soon as you dare. Remember that bootcamps should be during the weekends as many of the participants will be volunteers (and these are the people we really want on this programme) who might work elsewhere during weekdays.

## BOOTCAMP 1

This bootcamp is all about the teams. They have just been selected and should already be made to feel like winners! Celebrate them and boost their confidence. The workshop should be used for envisioning the big picture. How will the teams' solutions attract more people to live sustainably? How will they use other motives other than just the ecological aspects? Think about effectiveness.

## BOOTCAMP 2

This bootcamp is about testing. Encourage the teams to test their raw ideas. Ask innovators, mentors and service designers from other organisations to help you to coach the teams. Encourage them to go out and pitch with their posters. Assign homework to ask different people what they think about their idea.

## BOOTCAMP 3

The third bootcamp is about marketing and storytelling skills. How can teams contact the media? How should they explain their solution? This time try to get marketing people to come and help you for a few hours. Hold a “dragons’ den” for the teams. The three best teams can pitch their solutions to everyone. Then let them go and make their impact! ●

### MATERIALS ON REQUEST

#### FOR BOOTCAMP 1

- ➔ Content slides for bootcamp 1 with agenda
- ➔ Effectiveness canvas

#### FOR BOOTCAMP 2

- ➔ Content slides for bootcamp 2 with agenda
- ➔ Get ready for testing -slides

#### FOR BOOTCAMP 3

- ➔ Content slides for bootcamp 3 with agenda



# EXECUTION

## SOLUTION IMPLEMENTATION

Now the teams are making their magic. You can sit back a little and trust that they are ready to implement their solutions. Many teams will probably have already done this a little during the bootcamps, and that is ideal. The best way is to time-test and develop the solution. Hopefully the teams will attract some media coverage. Or maybe they have found other (maybe bigger) partners with whom they can operate and scale up their message.

## FINAL REPORTING

A final report is important if the programme has been more competition-based and you want to declare a winner. You might even want to have categories for the winners, for example, the best test, the team that learned the most and the overall winner. Advise the teams to use a common template for reporting but let them reveal their personality in the reports. Once you have the final reports, you may grade them yourself, but the best way is to use an outside jury to do the judging; you might be too familiar with the teams and a jury might be able to see the impact more clearly. ●

### MATERIALS ON REQUEST FOR SOLUTION IMPLEMENTATION

- Correspondence –templates
- Social media templates

### MATERIALS ON REQUEST FOR FINAL REPORTING

- Template for final reporting
- Examples of teams' reports



# THEN WHAT?

## **Have a party! Heck, have a gala night!**

**This has been a long process, and everyone deserves to celebrate.**

- ☑ Try to encourage the teams to continue with their efforts and make sure they understand how much they are appreciated. Start planning the new programme. Is there something that can be learned from this process and what would you do differently next time? Remember to tell them about Shift 1.5 as well!
- ☑ Look for other stakeholders or upcoming events that could share your workload and get something out of it as well.
- ☑ See if there is still something you can help the teams with. Hopefully they will carry on and also get others on board. However, remember that many NGOs operate to tight budgets. Encourage them to take the lessons learned into their everyday practices, even if campaigns and more ambitious outcomes may be limited because of resources.

## **MEDIA RELATIONS**

Solutions offer nice content for the media. Nowadays the media are looking for positive storylines around climate change. These teams are doing, not just talking, so there is a lot to report. ●



# ADDITIONAL RESOURCES AND CONTACTS



## THE GLOBE LEAGUE IN FINLAND WEB PAGE

Check what happened in Finland and see what kind of solutions the teams created. ➔ [sitra.fi/en/projects/globe-league](https://sitra.fi/en/projects/globe-league)

## CONTACTS

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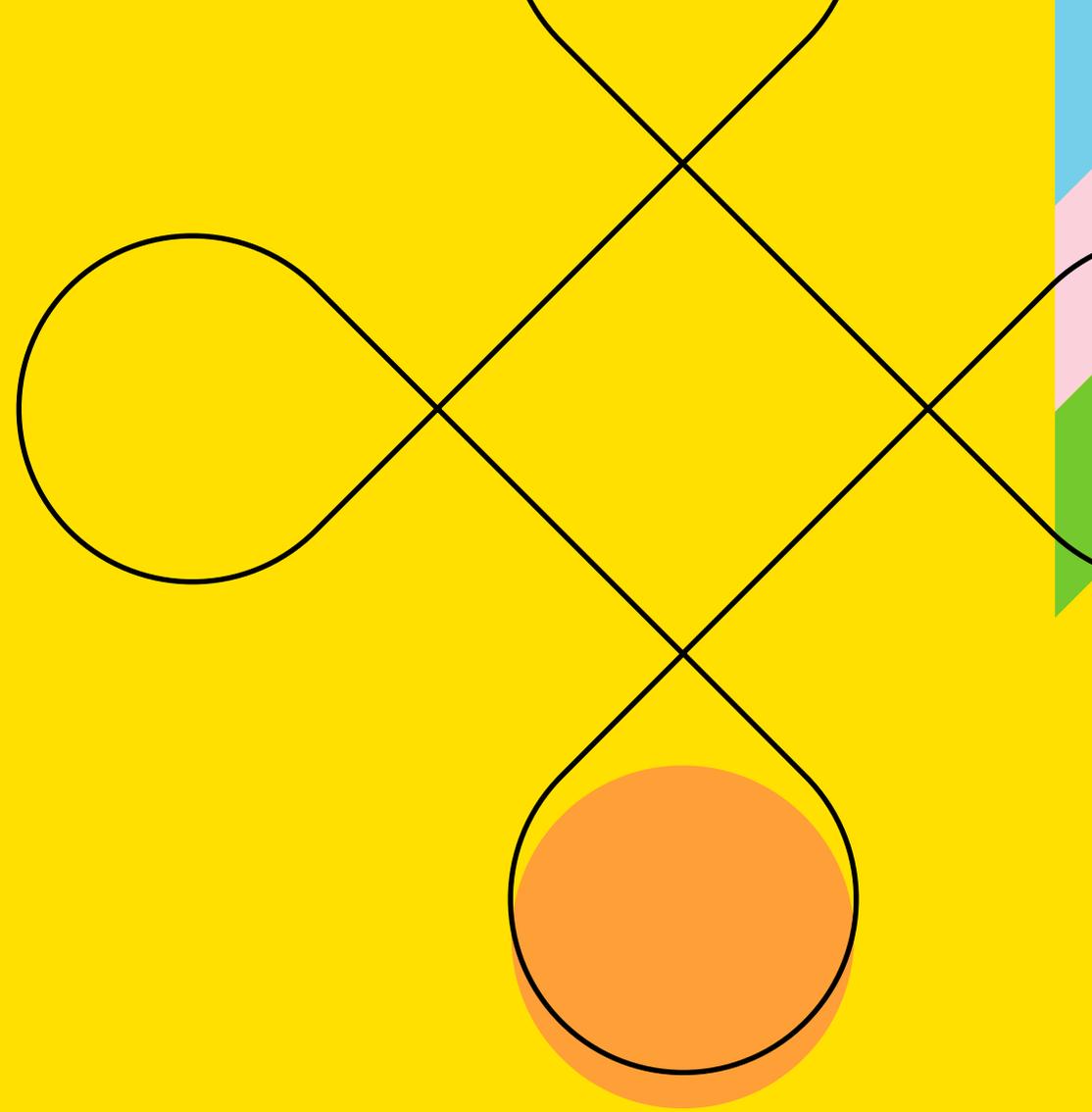


# ENGAGE WITH STORY- TELLING

116 **Positive storytelling**

121 **Media tips**

126 **Resources**



# IN THIS SECTION

How do I harness the attention of many people? How do I make sure that my message is understood so that I do not unintentionally exclude part of audience? How do I make use of different types of media? How do I increase my visibility and engage people to act?

All previous modules have described processes of starting to create change in your region. However, catalysing the change is not only about what you do, but also about how you do it. In this section we provide concrete examples of how we have got our message through, or, in our words, successfully engaged the public through storytelling.

We want to share our best tips on how to approach both traditional and social media with your stories, how to engage relevant stakeholders and, perhaps most importantly, how to communicate your work and what we all can do to harness climate change while also living our best and most fulfilling lives.

Take your time with this module as there are many questions only you can answer with your local insight. Gather your team to work on the answers to these questions together and draw up a communications plan.



# POSITIVE STORYTELLING

Dystopian talk about an ecological crisis is so discouraging it can easily distance us from taking action. Discover the power of positive storytelling by not dwelling on the problem but aiming for action. Describe the desired end-state – what does sustainable everyday life look like?



# THE POWER OF POSITIVE STORYTELLING

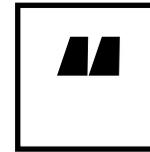
**L**et's face it, complex dystopian talk about an ecological crisis is so discouraging it could easily distance us from taking any action. For some it is too much to handle, while others are simply not interested at all. What we need is solution-oriented discussion, concrete steps and encouragement to act and accelerate the shift. That is why we have put an emphasis on how we are to present our story.

**Wording determines a major part** of how your audience receives your message and most importantly how big your audience will be. You do not want to exclude a big part of your audience as a result of using jargon and challenging

words. If you can say something in simple terms, then do so. Do not unnecessarily complicate your language.

**And try not to reinvent the wheel.** Often the sustainable option is nothing new, but something we have merely forgotten in the world of ever-expanding variety of choice. Keep the motivation profiles in mind when you are preparing your messages.

**Describe the desired end-state** – what does sustainable everyday life look like? What are we aspiring to become? Say your vision out loud and clear. You can be science-based in a human-centred way. Do not get stuck with details – focus on the simple foundations of sustainable everyday life.

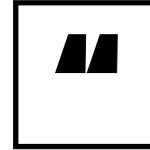


*Say your vision out loud and clear. You can be science-based in a human-centred way. Do not get stuck with details.*



**There are also a few principles that can help, no matter where you are located, to structure your message.**

- ✔ Clear text structure enables easy reading and catches the reader's eye. Make use of bullet points, lists and subtitles.
- ✔ Remember that you do not have to sum up everything you want to say in one post. Divide your output into smaller bits and sharpen the main message.
- ✔ Create a bit of we-spirit and personality! Address the reader. You can raise questions your reader can ponder and use as their gambit later.
- ✔ Leave numbers and explicit facts to graphs and tables. Describe how big an impact you are talking about; for example, if you are referring to greenhouse gas emissions, leave out any mention of gigatonnes or megatonnes.
- ✔ Give concrete examples for people to understand the scale in question – “one year's worth of daily car driving” makes much more sense than “3 tonnes CO2 equivalent”.



*Address the person. You can raise questions your reader can ponder and use as their gambit later. Leave numbers and explicit facts to graphs and tables.*



# NUTSHELL EXAMPLE OF POSITIVE STORYTELLING

**S**ustainable everyday life has a few simple foundations. It is about actions and rethinking our behaviour. We recommend you adopt a few clear rules of thumb instead of concentrating separately on every single step or product, whether they are the most ecological options or not. Instead of stressing about the plastic and packing waste you could not avoid or about leaving the tote bag at home, prioritise those actions that have the biggest ecological impact. It turns out that it is the content of the bag that matters the most – if you have tote bag full of meat and dairy products then it is a big contribution to the footprint. You cannot go too wrong if you adopt the sustainable everyday life framework as your

mindset. Here are some priority actions that have the biggest impact on your footprint.

- 1. Add a portion of vegetables** to your meals, for the sake of your health as well.
- 2. Move as much as possible** with your muscles and/or with public transport.
- 3. Buy only what you need** or see if you can find items that you can loan or lease or that are used.
- 4. Be conscious of your energy usage.** You can take it as a mindfulness exercise that also saves you money! Remember that warm water is energy too.
- 5. Try new sustainable ways and discuss your experiments** with your neighbours and friends. Have an honest discussion about what worked and what did not.

- 6. And always remember to vote in elections** for the representative that fights for enabling more sustainable choices in your region.

**When you start** choosing more sustainable options, you are also creating and enhancing new positive norms. Now think about how your actions might be scaled up. Keep your sustainability spectacles on when at work as well. What can you do in your work role, or in your other positions of responsibility, perhaps in your hobby club? Your potential to encourage change goes beyond you, and we are here to support you in fulfilling that potential.



## DO

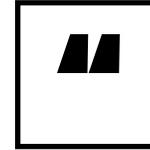


- ✔ Emphasise solutions
- ✔ Draw on the evidence base but aim for action
- ✔ Spark curiosity
- ✔ Use common terms instead of jargon
- ✔ Remind people about positive hand-prints and how everyone has a role to play in accelerating the shift!

## DON'T



- ✘ Dwell on the problem
- ✘ Drown your audience in numbers and facts
- ✘ Preach how you must do this or that, or shame people 'how dare you!'
- ✘ Stay on an abstract level
- ✘ Go from one extreme to another; avoid outdated green / eco-communication



*Emphasise solutions, spark curiosity, use common terms people can understand and aim for action. Remember not to dwell on the problem or drown your audience with numbers and facts.*



# MEDIA TIPS

## KEEP YOUR WORK TRANSPARENT

Your team could become best friends with journalists. When the dystopian visions dominate the headlines, we all are thirsty for some good news. You can stand out by highlighting solutions instead of problems.

Show everyone your cornucopia of solutions for a sustainable everyday life, displaying and promoting your work on your website and social media. Stories need faces, so show the great team behind all that action. Inform the media that these people are ready and willing to give comments and be interviewed.

## PREPARE YOUR KEY MESSAGES

Save time by preparing some general answers and key messages that suit different occasions and media contacts. It will also be useful to collect all answers and statements in a file from where you can draw content when working to a tight schedule.

## DO NOT FEED THE TROLLS

Do not allow yourself to be provoked by negative feedback and stay focused on your work. There has always been and there always will be someone who does not agree with you. We have shared some of the most frequently asked questions from the past three years to help you. You can find these in our material bank.

## GATHER PEOPLE TOGETHER

Once in a while it is best to gather inspiring people together and share what has been learned – what have you been doing and where are you going next? Or whenever you have some results from your projects, host an event and brief relevant stakeholders and the media. Also make use of existing and upcoming seminars and webinars. ●



# SOCIAL MEDIA

**T**oday, it's easier than ever to connect with people but at the same time it has never been this hard to get noticed. The most efficient way of getting your message through to a large group of people is to **use already existing structures**, clusters and trends instead of trying to create new ones from scratch.

**Instead of trying to create** your own social media cluster or group, try to take advantage of already existing groups or trending hashtags. Creating a group that solely focuses on sustainability will only reach the usual suspects who are already interested and invested in these issues. Be creative and partner with local bloggers, You-Tubers and social media groups with different backgrounds.

**Instead of creating a new set** of campaigns or awareness days, make use of the current theme days and holidays that are already shared on social media. These do not have to have anything to do with sustainability or environmental issues. **Plan your yearly calendar** of social media engagements and prepare your messages in advance. This will be your compass throughout the year, and it keeps you focused on the big picture. Of course, sometimes it is just best to go with the flow.

**Use messages that are easy to relate** to and that people can share with their peers. Remember the golden rule that often one picture is worth a thousand words. Try to choose pictures that **illustrate the actions or daily practices** instead of the traditional sustainability imagery of polar bears and recycling icons. There are plenty of good photobanks, but also consider if your

team could photograph their own daily struggles or successes.

**Encourage people to participate** in discussion rather than passively share the information you offer. Think about your social media audience as your **partners in dialogue**.

**There are no limits** to the information mass that can be shared on different platforms each day, each hour or each minute, so you must set your own limits. Accept the fact that **you cannot be everywhere at once, so you need to prioritise** how, when and where to stay in touch. ●



# GO TO PEOPLE

# M

ost importantly, remember that often the most memorable discussions are not the ones had in the digital world or that the number of likes is not

the best measure for your impact. Nothing beats meeting in person and having a chat one to one.

**Go out there with your team** and your tools. Attend local fairs and festivals, and do not limit your attendance to environmentally themed events. For example, work out how you could connect the festivities with other motives driving sustainable choices. Think about where you could be present in order to address completely new audiences.

## **Take your time, be present and listen.**

There is no better way to learn what people actually think about sustainable lifestyles and what keeps them from fulfilling their potential as change makers. ●



# OTHER STAKEHOLDER PROJECTS

**View this list** for inspiration on how you could reach other audiences than the usual suspects.

- [Sustainability in sports teams](#)
- [Learning materials for all school grades](#)
- [Carbon footprint calculator for organisations](#)
- [Housing cooperatives](#)
- [Call out for the creatives](#)
- [Team up with the gaming industry](#)



# CHECKLIST



## CHOOSE YOUR WORDS

Create your own vocabulary of the kinds of phrases, allegories and tones of voice that resonate with people.



## CREATE YOUR KEY MESSAGES AND ASSETS

Plan a few short catchphrases or slogans you can attach to your message on different occasions. Put together a folder of photos and pictures you can share. You can start with our media bank.



## CHOOSE YOUR PLATFORMS

Find out what media platforms different target groups use and choose where to focus on.



## CREATE YOUR CALENDAR

Find out what the most relevant holidays and theme days are in your region. Plan a few well-timed engagements per month.



## CREATE A MEDIA CONTACT LIST

Who are the most important media and stakeholder contacts for you in your region?

Educate the media representatives to understand the topic.



## GATHER TOGETHER A STAKEHOLDER SUPPORT GROUP

Create your own stakeholder peer support group and nominate contact people to stay in touch with your partners.



## HOST A LAUNCH EVENT

Host an event and brief attendees on your goals and ways of working in the upcoming years.



## GO TO PEOPLE

Spreading the joy of sustainable lifestyles is not about pouring information from ivory towers. It is about encountering people.



# AVAILABLE RESOURCES



## **MEDIA KIT (DROPBOX)**

Here you can download all brand elements and other useful material such as presentations. ➔ Request from contact person.



## **GREDI**

Images and pictures for free use.  
➔ Request from contact person.



## **COMMUNICATIONS CALENDAR EXAMPLE**

If you want to see an example of how to conduct a 365 communications plan, look no further.  
➔ Request from contact person.



## **FAQ**

➔ Request from contact person.

## **CONTACTS**

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