

# THE GAP BETWEEN SAY+DO

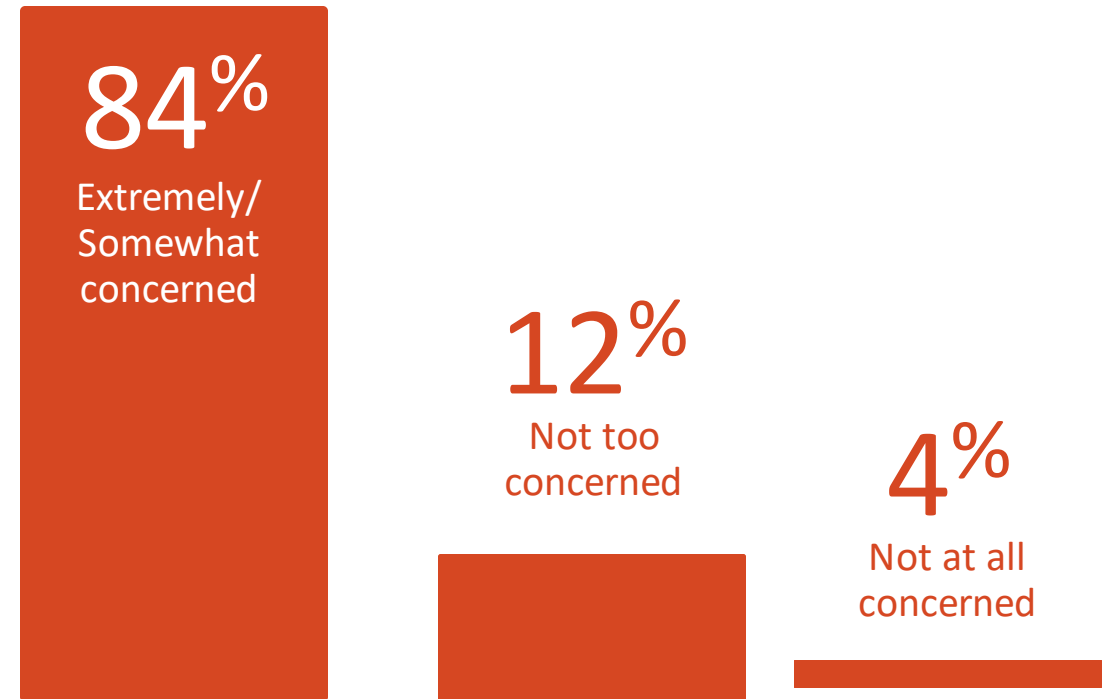
**NO  
MORE  
PLASTIC**

The Sustainability Engagement Spectrum  
October 2022

# SAY

Concern about the impact of climate change and the future of our planet is at an all-time high.

## HOW CONCERNED ARE YOU FOR THE FUTURE OF THE PLANET?



# DO

**YET**, less than a third  
the people who report  
being extremely concerned  
are willing to make a  
**MAJOR** lifestyle changes to  
protect the planet.

# 26%

would be willing to make  
**MAJOR** lifestyle changes



What are people  
wiling to do?



## The Spectrum of Sustainable Behaviors



# The Spectrum of Sustainable Behaviors



**CAN'T**

Do  
Nothing

Unwilling to  
adopt any  
sustainable  
behaviors



# The Spectrum of Sustainable Behaviors



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**CASUAL**

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**Simple  
Purchases**

Willing  
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Easy Behaviors

Willing  
to adopt  
a mix of simple,  
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and changes to  
their routine





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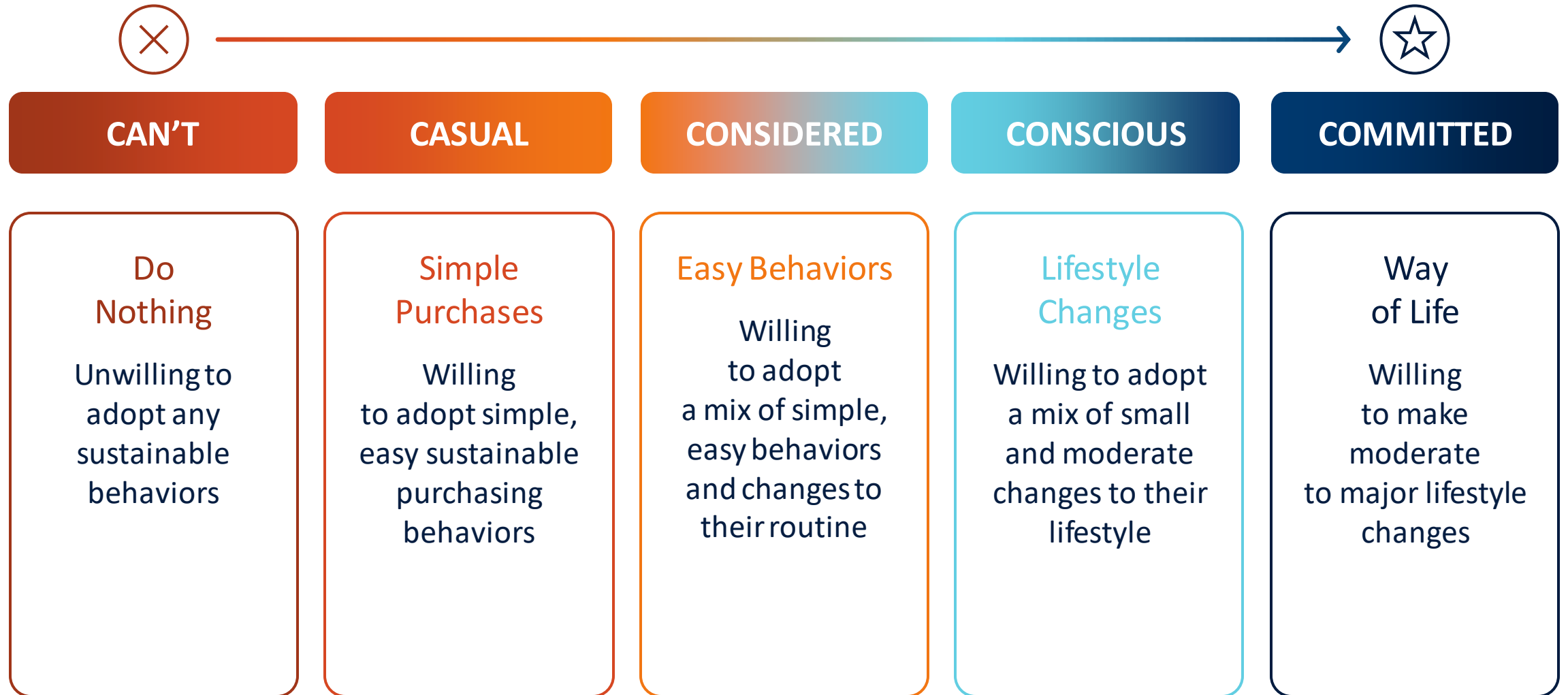
**CONSCIOUS**

**Lifestyle  
Changes**

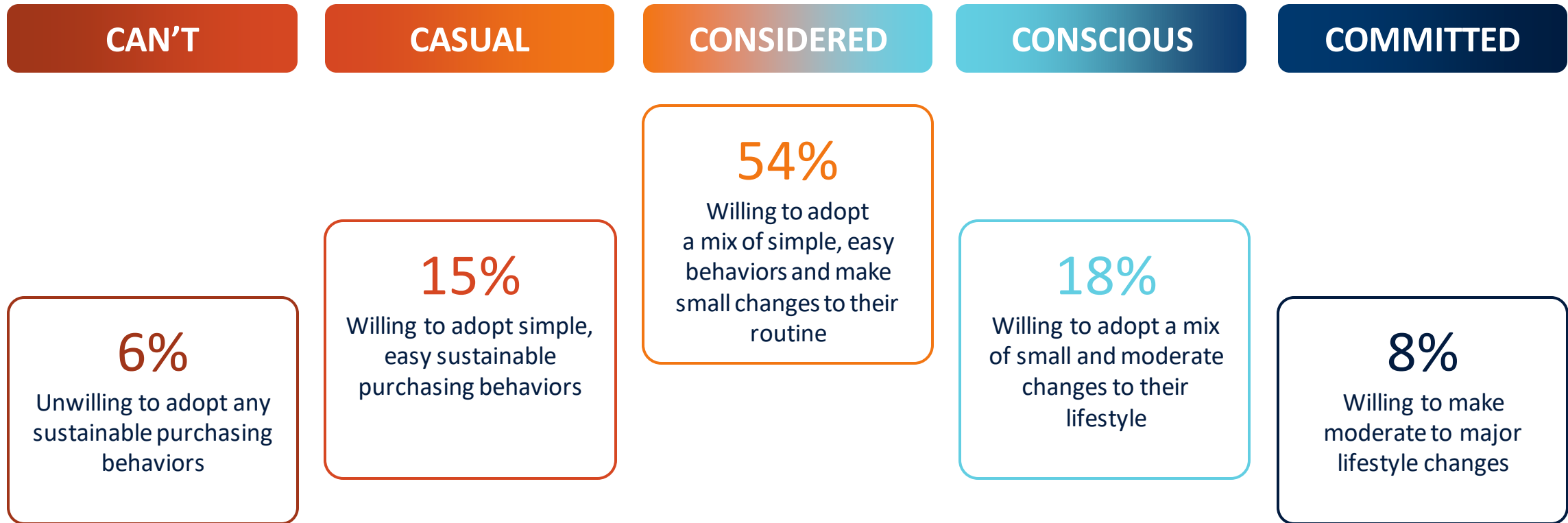
Willing to adopt  
a mix of small  
and moderate  
changes to their  
lifestyle



# The Spectrum of Sustainable Behaviors



# Macro Behaviors



At a macro-level, large cohort in the middle – significant receptivity/willingness change



# The Spectrum of Sustainable Behaviors

How do intentions change when we move into specific behaviors?



**Eat more plants**

Consume meat moderately; consume products that support regenerative agriculture.



**Go circular**

Choose products made with recycled content; recycle, rent, share and buy used whenever possible.



**Think durable**

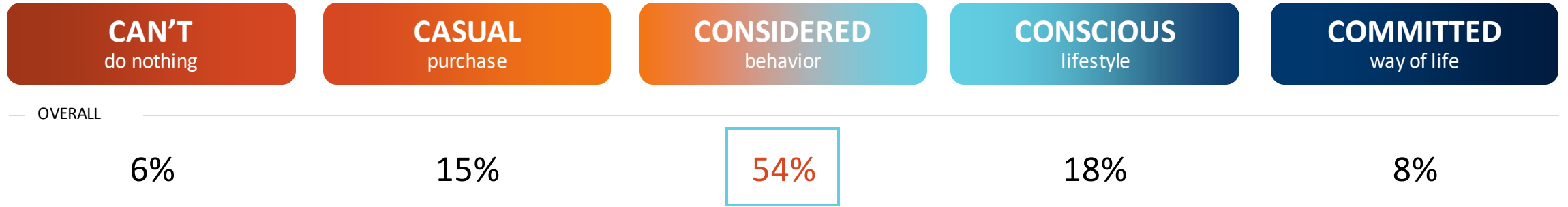
Buy fewer and longer-lasting products. Reduce single-use items and purchase durable, reusable products.



**Choose nature-friendly**

Buy products with clean ingredients; protect habitats and biodiversity.

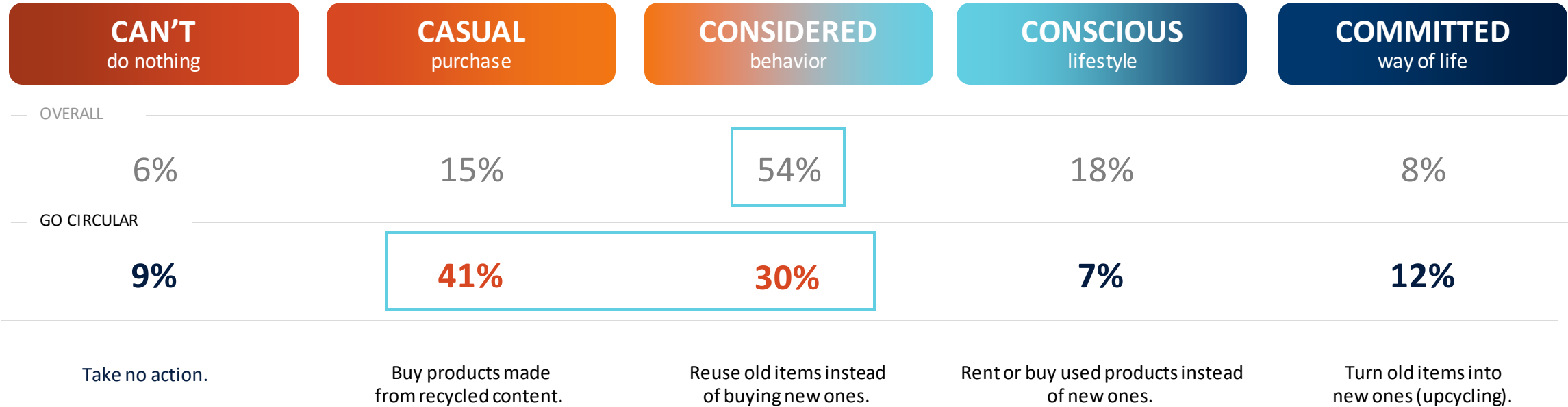
# The Spectrum of Sustainable Behaviors



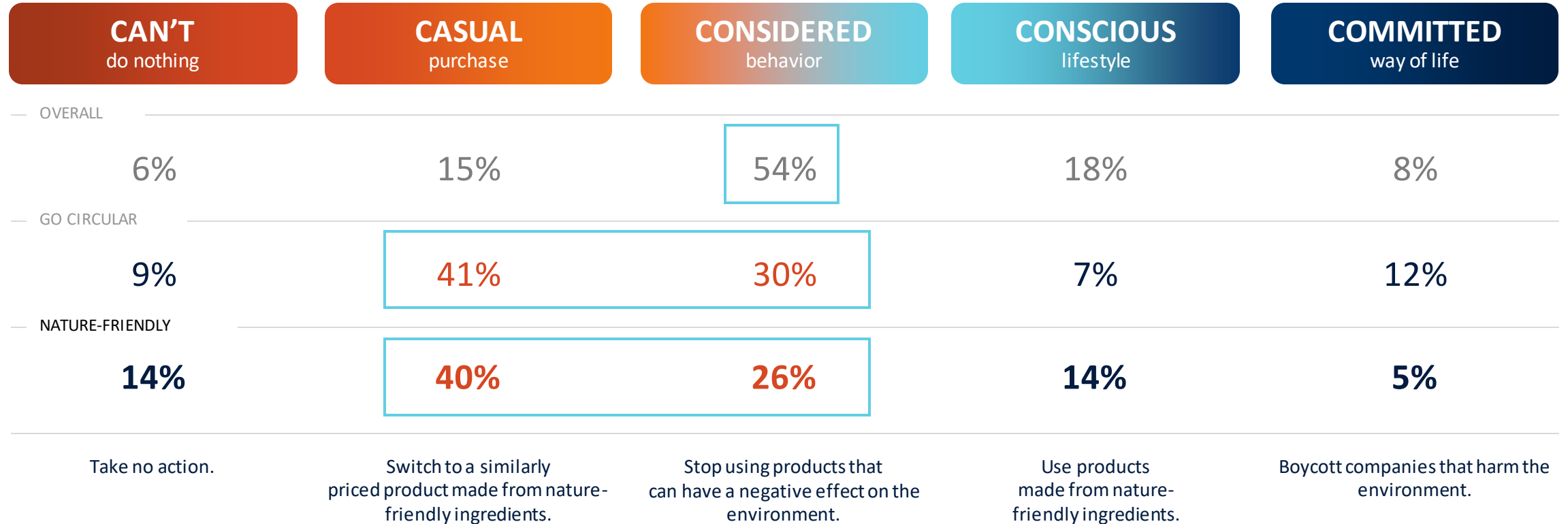
— OVERALL



# The Spectrum of Sustainable Behaviors

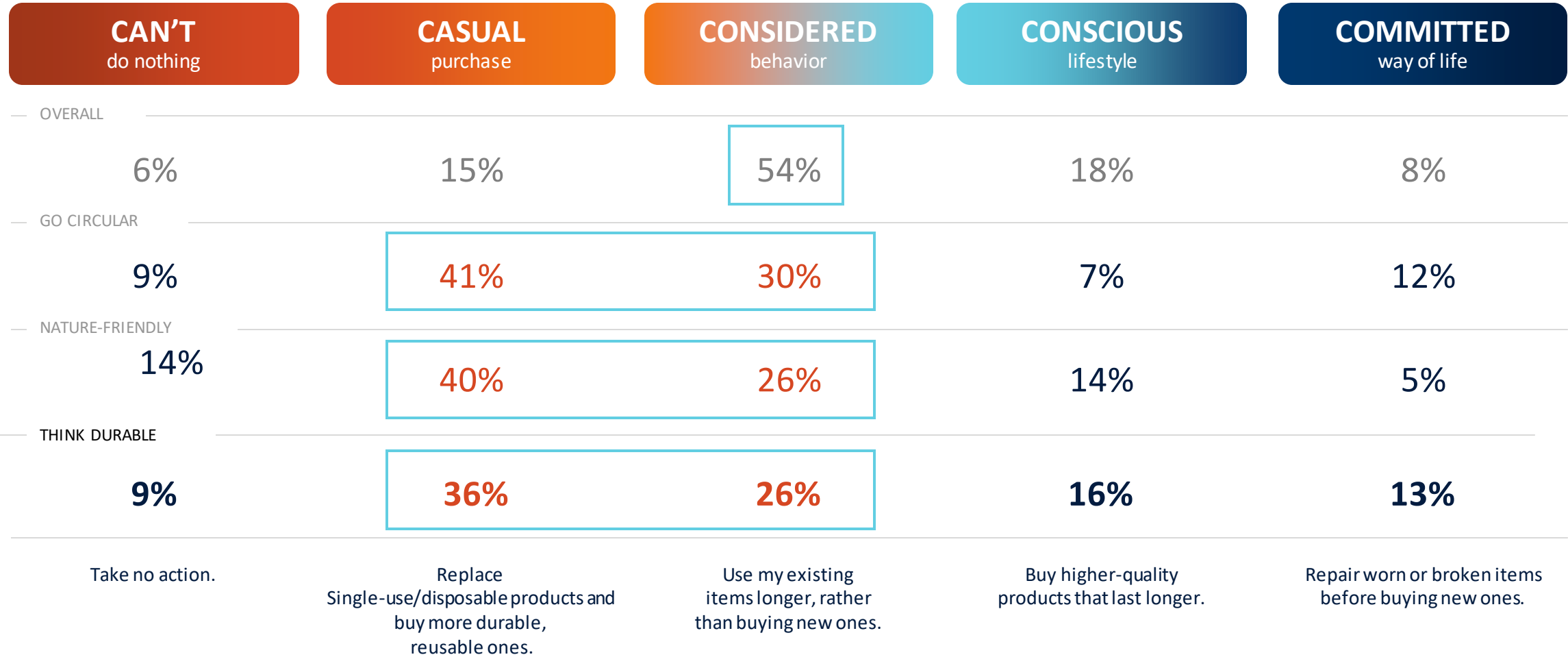


# The Spectrum of Sustainable Behaviors

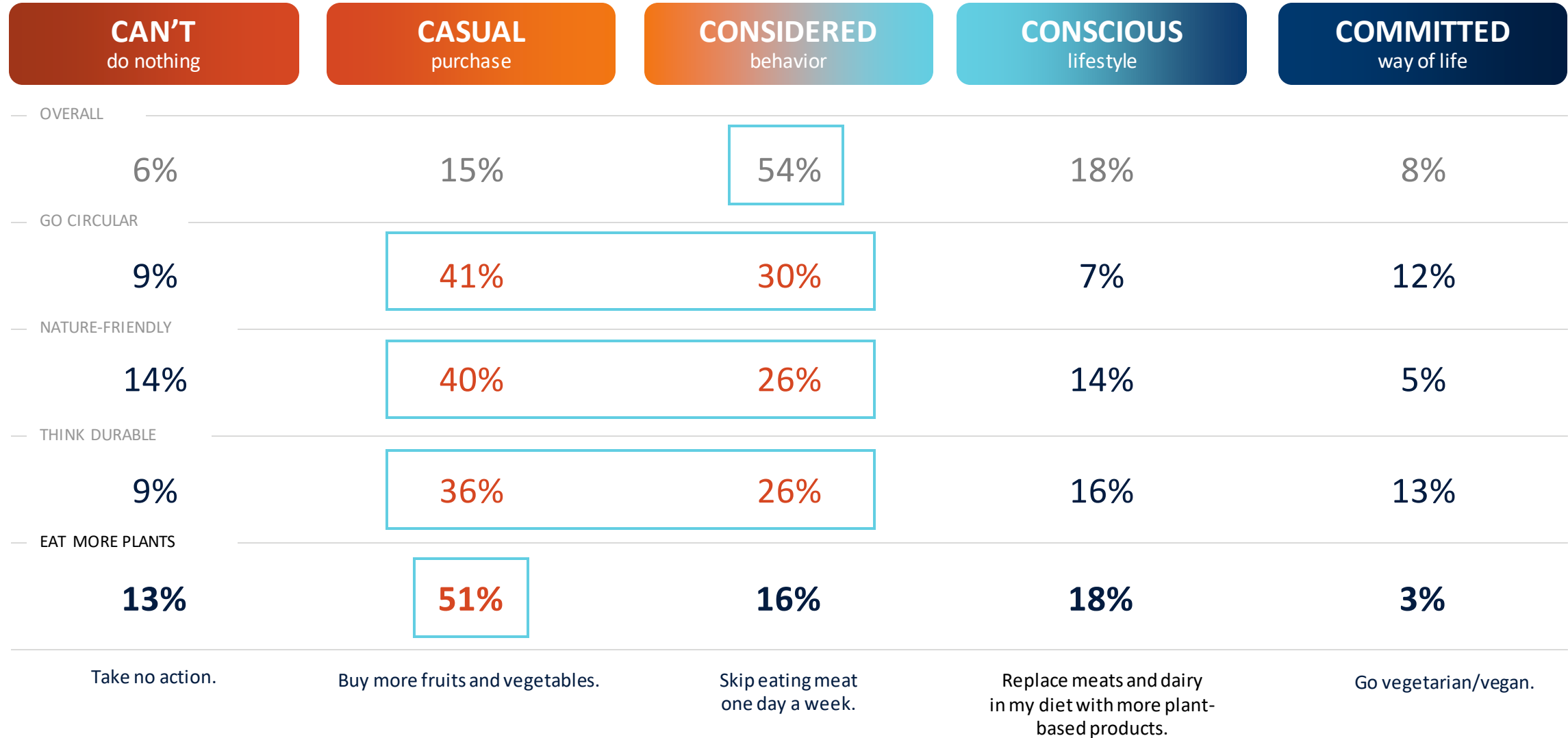




# The Spectrum of Sustainable Behaviors



# The Spectrum of Sustainable Behaviors



A person wearing a brown dress is holding a black plastic shopping basket in a grocery store aisle. The basket is the central focus, with the text 'Buying vs. Behaving' overlaid on it. The background shows shelves of various products, slightly out of focus. In the top right corner, there is a small orange arrow icon pointing to the right.

# Buying vs. Behaving



How do brands meet consumers where they are and drive greater engagement in sustainable products?





# Address the Economics

*“I don’t want to pay more.”*  
*“I can’t pay more.”*



# Make It Available

*“I don’t know where to find these products ...”*





# Change Perceptions

*"I don't think it will perform as well."*

*"I don't think the quality is as good."*

*"I like the taste of meat."*





# Explain Why It Matters



*“Which products are harmful  
to the environment?”*

*“Why is meat bad for the planet?”*

*“Why does buying a lot of stuff impact  
climate change?”*



# If I knew, I would ...

- 32%** I would **eat less meat** if I knew how it helped to protect the planet.
- 30%** I would **reduce the number of products I buy** if I understood how buying fewer products protected the planet.
- 38%** I would **throw away fewer products** if I knew how to extend the life of existing products.
- 39%** I would **use more nature-friendly products** if I knew how they are nature-friendly.

**#IfIKnewIWould**



# Driving Consumers Across the Sustainability Engagement Spectrum

## THE OPPORTUNITY

## BRANDS

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- ✓ Speak to needs states.
- ✓ Address price.
- ✓ Drive availability.
- ✓ Change perceptions on performance.



# Driving Consumers Across the Sustainability Engagement Spectrum

## THE OPPORTUNITY

### INDUSTRY

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#### Public education

-Seize the moment and help people better understand how to participate in the sustainable economy; change social norms so that people feel compelled to opt in.

#### Find a topic that crosses categories ... "The Second Life of a Product"

- Upcycle clothes.
- Recycle plastic.
- Refurbish electronics.
- Recondition medical devices.
- Use refillable bottles.







## Presentation and Point Of View About The Collaboration Opportunity

Reach out with questions, comments or interest!

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