

PRINCIPLES AND GUIDING QUESTIONS

Principles	Guiding Questions: Sustainable Lifestyles Initiative, Campaign, Messaging
1. STAKEHOLDER-FOCUSED: Engage in participatory, relevant and grounded ways	<ul style="list-style-type: none"> • Is the initiative, campaign, and/or message participatory in its process? • Does it identify and remove barriers to engagement for segments of the population? • Is it grounded in local experiences (e.g., tied to community interests, concerns, and sense of place) and use culturally relevant tactics and practices?
2. BETTER LIVING: Focus on aspirations	<ul style="list-style-type: none"> • Does the initiative, campaign, and/or message inspire and reflect compelling, aspirational, desirable visions of sustainable living? • Is it rooted in values people care about - e.g., security, health, respect, and belonging? • Does it indicate pathways to achieving these visions of sustainable lifestyles?
3. IMPACT: Show clear sustainability results	<ul style="list-style-type: none"> • Is the initiative, campaign, and/or message results-oriented? • Does it measure its desired impacts, such as: <ul style="list-style-type: none"> • Absolute reductions in material and energy flows <ul style="list-style-type: none"> • Reductions in greenhouse gas emissions • Reductions in toxicity • Increased equity and social inclusion • Increased social connectivity • Shifted cultural values, beliefs, and assumptions toward sustainability • Increased well-being
4. SYSTEMIC: Consider the systemic nature of lifestyles	<ul style="list-style-type: none"> • Does the initiative, campaign, and/or message improve our ability to see interrelationships and the whole system of sustainable lifestyles and not just the parts? • Does it account for the systemic nature of consumption, including institutions, culture, infrastructure, and other structural conditions?
5. DYNAMIC LIFE CHANGES: Take into account life stages and life transitions	<ul style="list-style-type: none"> • Is the initiative, campaign, and/or message tailored to the changing needs and values at different life stages, such as young adulthood, homesteading with family, and older age? • Does it take advantage of the opportunity to guide identity re-framing and lifestyle choices made during key life transitions, such as marriage, birth of a child, home purchase, moving, and others?

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6. DIVERSITY: Accommodate the diversity in lifestyles	<ul style="list-style-type: none"> • Does the initiative, campaign, and/or message reflect diverse ways of living such as across: <ul style="list-style-type: none"> • Geography and culture • Income levels • Age • Social standing
7. COLLECTIVE ACTION: Show that lifestyle changes extend beyond individual action	<ul style="list-style-type: none"> • Does the initiative, campaign, and/or message provide opportunities to connect to multi-stakeholder networks advancing sustainable ways of living? • Does it convey the message that “we are in it together” i.e. transition to sustainable lifestyles requires collective action?
8. RESPONSIVE: Learn and adapt to changing conditions	<ul style="list-style-type: none"> • Does the initiative, campaign, and/or message integrate learning and respond to feedback, changing conditions, and needs through regular monitoring and evaluation mechanisms? • Does it adapt to and take advantage of macro-level changes in society? • Does it build on promising policies?

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