## PRINCIPLES AND GUIDING QUESTIONS

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<th>Principles</th>
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| 1. STAKEHOLDER-FOCUSED: Engage in participatory, relevant and grounded ways | • Is the initiative, campaign, and/or message participatory in its process?  
• Does it identify and remove barriers to engagement for segments of the population?  
• Is it grounded in local experiences (e.g., tied to community interests, concerns, and sense of place) and use culturally relevant tactics and practices? |
| 2. BETTER LIVING: Focus on aspirations | • Does the initiative, campaign, and/or message inspire and reflect compelling, aspirational, desirable visions of sustainable living?  
• Is it 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 | • Is the initiative, campaign, and/or message results-oriented?  
• Does it measure its desired impacts, such as:  
  • Absolute reductions in material and energy flows  
    • Reductions in greenhouse gas emissions  
    • Reductions in toxicity  
    • Increased equity and social inclusion  
    • Increased social connectivity  
    • Shifted cultural values, beliefs, and assumptions toward sustainability  
    • Increased well-being |
| 4. SYSTEMIC: Consider the systemic nature of lifestyles | • Does the initiative, campaign, and/or message improve our ability to see interrelationships and the whole system of sustainable lifestyles and not just the parts?  
• Does it account for the systemic nature of consumption, including institutions, culture, infrastructure, and other structural conditions? |
| 5. DYNAMIC LIFE CHANGES: Take into account life stages and life transitions | • Is the initiative, campaign, and/or message tailored to the changing needs and values at different life stages, such as young adulthood, homesteading with family, and older age?  
• Does it take advantage of the opportunity to guide identity re-framing and lifestyle choices made during key life transitions, such as marriage, birth of a child, home purchase, moving, and others? |
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| 6. DIVERSITY: Accommodate the diversity in lifestyles                      | • Does the initiative, campaign, and/or message reflect **diverse ways of living** such as across:  
  • Geography and culture  
  • Income levels  
  • Age  
  • Social standing |
| 7. COLLECTIVE ACTION: Show that lifestyle changes extend beyond individual action | • Does the initiative, campaign, and/or message provide opportunities to **connect to multi-stakeholder networks** advancing sustainable ways of living?  
  • Does 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                      | • 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**? |