PRINCIPLES FOR SUCCESS: SUMMARY

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

STEP ONE: Understand Audiences

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

STEP TWO: Set Goals

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

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

STEP THREE: Determine Strategies

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

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

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

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

STEP FOUR: Measure and Respond

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