

DOMINANT MOTIVATION FOR
20% of the BC
Population



Eco-trends

I am motivated to:

- Align myself with **progressive** trends
- **Reduce** my environmental impact, both by buying more consciously and buying less

“...I started buying second-hand after I came to Canada, for sure. That’s just the style here and it’s really good and it’s very available.”

—BO, 23 | VANCOUVER

20%
of the BC Population

Eco-trends

People with a dominant Eco-Trends motivation purposely and consciously make decisions to have a positive impact on the planet. They are also motivated to make choices that advance social equity, inclusion and benefit their local community.

I am motivated to:

- Align myself with **progressive** trends
- **Reduce** my environmental impact, both by buying more consciously and buying less

🌍 Actions are motivated by the planet:

NO SOMEWHAT **YES**

The decisions I make today help protect children and future generations from the impacts of climate change.



Attitudes

People with an Eco-Trends motivation have attitudes that reflect they are consciously motivated by the climate emergency. Their attitudes and choices are intended to positively impact the environment, social justice and their community, primarily through their purchasing power and social influence.

Their attitudes reflect they are consciously motivated by the planet in their decisions:

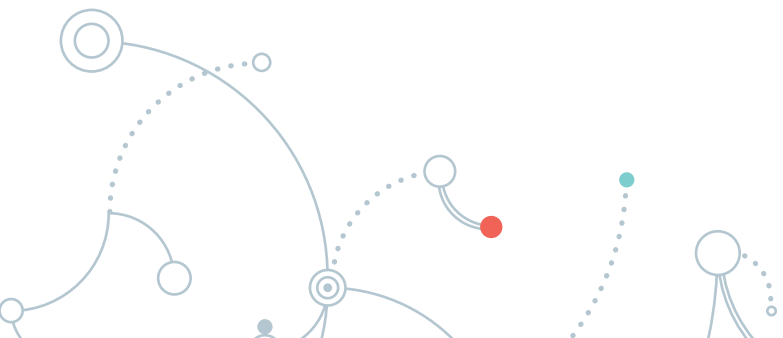
- It is my responsibility to choose higher quality products that last longer.
- I want to be a good example to others in my consumption choices.
- I am sometimes influenced to choose more eco-friendly options given the many popular and socially conscious products, retailers and restaurants in our province.

Key Lighter Living Action Opportunities

1. Adopt second-hand and local trends, buy for quality & durability
2. Increasingly use active transportation, public transit & car-share
3. Join the plant-based food movement and buy from farmers markets
4. Take up subsidies or loans to showcase eco-solutions like e-bikes & solar panels
5. Embrace taking holidays in BC



Design for: quality, durability, overt eco-attributes, emotion & pleasure, time-efficiency



Eco-trends

“

I used to buy skin care products in a plastic container. I switched to one with a glass bottle that can be recycled. I made that conscious effort.

—STEPHANIE, 28 | VANCOUVER

”

“

In the Western world and in our time today, everything is very fast-paced and disposable so sometimes I just want to introduce the concept of slower living to my friends.

—ARDELIS, 29 | VANCOUVER

”

“

They say eating less red meat is better for the environment. If the average family eats one less red meat meal per week or something like that... it can make pretty big, significant strides. So hey, why not try it.

—DAN, 36 | MAPLE BRIDGE

”

Eco-trends

The Ways We Like to Live

People with an Eco-Trends motivation like to live and make decisions that are aligned with lighter living. Most of their actions relate to conscious consumption and supporting eco-friendly initiatives in their community. When they shop, they place more trust in local producers and less well-known

brands, and choose them over big or online-only brands. They are motivated to use active transportation, make local BC travel choices and align financial investments with their eco-friendly values.



Stuff

- Repair first before buying new when I can
- Get things second-hand (buying, swapping, free)
- Resell or donate things when I'm done with them
- Buy things made or sold locally
- Favour shopping at the farmers' market or from local farmers
- Avoid unnecessary packaging
- Give gifts that are experiences, a re-gift (e.g., heirloom) or something homemade

I want to buy things that are so durable that they are worth repairing.

For me, it is very important to choose Canadian and local products where possible.



Moving Around

- Favour walking or cycling at least twice a week
- Take public transit at least twice a week
- Live within walking distance from stores and services that I use
- Use a car-share vehicle (e.g., Modo, Evo)
- Carpool (to / from work, activities)
- Own or research switching to a low-emissions / hybrid / electric vehicle

I am a big supporter of car or bike sharing programs and try to use them as often as I can.



Eating

- Eat more plant-based / vegetarian meals
- Grow vegetables, herbs and / or fruit
- Shift to non-dairy milk / products

I have noticed that people are increasing their consumption of vegetable-based products and have myself reduced how much meat I eat.



Civic Engagement

- Take part in eco-campaigns like bike-to-work week, Climate Strikes or Meatless Mondays
- Improve my local environment (e.g., shoreline cleanup, restore a stream)
- Vote for a political candidate who is pushing for eco-friendly policies



Money

- Align my financial investments (like retirement funds) with my eco-friendly values
- Take on a loan towards eco-home renovations, a greener car, or other environmentally-friendly purchases



Home

- Borrow or rent tools for home maintenance or renovations (rather than buying)



Taking a Break

- Spend holidays in British Columbia

* We asked people about a range of actions they currently do, more and less aligned with lighter living.

Eco-trends

Key Lighter Living Action Opportunities

People with an Eco-Trends motivation learn from others (peers, influencers, ethical / local businesses) and - in turn - use what they learn to inspire others.

People with this motivation believe that they will probably do more to help the environment if / when they have more free time or flexibility. Making actions related to home improvements, advocacy and civic engagement more time-efficient plays a role in encouraging them to go beyond “conscious consumer” choices.

Here are five of the opportunities that support people with this motivation to further reduce their ecological footprint. They build from actions they are doing now - or ones they are open to - and align with their motivations. Many can be done individually; some require supportive products, services, policies or programs in their community.

1. Adopt second-hand and local trends, especially as they become more mainstream and accessible, buy for quality & durability
2. Increasingly use active transportation, public transit, car-share - and open to advocacy
3. Join the plant-based food movement and buy from farmers markets
4. Take up subsidies or loans to showcase cutting edge eco-solutions like e-bikes & solar panels
5. Embrace taking holidays in BC

“To be better, I need to take time or find a way to learn about vegetarian cooking, creating more excitement, proper nutrition and variety in a vegetarian diet.” –Survey respondent

Engage with: Emotion & Pleasure

To reach people with an Eco-Trends motivation, use an emotional appeal in communications, making them *feel* that their decisions to live lighter are part of a broader culture of progressive change. They are more likely to be motivated by stories about this big picture, than by facts.

Reaching this Profile

People with this motivation are more likely to have at least one of these demographic characteristics.*

Geographically, people with an Eco-Trends motivation live in all parts of BC. They are more likely to be Millennials.

- 23% are 30-39 years old (1.44 over indexing BC population)

People with an Eco-Trends motivation are more likely to experience significant life transitions (career changes, new homes and young children at home) that make life busier and often require increased consumption and spending.

- 72% Employed (1.14 over indexing BC population)
- 38% have recently changed career or job (1.36 over indexing BC population)
- 23% recently purchased a home (1.35 over indexing BC population)
- 20% have 1 or more kids (0-12 year olds) (1.05 over indexing BC population)
- 64% feel they have a Busy Life (1.12 over indexing BC population)

The Eco-Trends motivation profile reflects some new immigrants:

- 11% have lived in BC for 10 years or less (1.22 over indexing BC population).

However, the profile is in line with BC’s overall ethnic and cultural diversity.

- 87% of European / English / Scottish / Irish descent (1.04 over indexing BC population).

Household income for this profile is aligned with the BC population.

“We purchased a home, we’ve moved [to be] more central so we’re closer to stores and transit, [and] now only have one vehicle.” –Survey respondent

Where they get their information

Friends & Connections: friends, both via in-person conversations and through social media posts, provide inspiration. It’s likely that people in their wider networks and (social) media influencers also provide content that connects them to positive, cultural trends...and this makes it easy for them to share and inspire others.

Stories told by local and sustainable brands: they are picking up the main messages about eco-friendly and socially conscious business models through products, services and initiatives. ●

* Note that these demographic concentrations have been selected because they are significant for this profile as compared to other profiles.