

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.