

Our Human Moment:

Cracking the Code



People overwhelmingly want to live more sustainably.

96%

want sustainability to be a part of their lives, including people who are not currently taking any sustainable actions.

All datapoints are sourced from a global general population online survey among 8,000 people across 11 markets (2022)

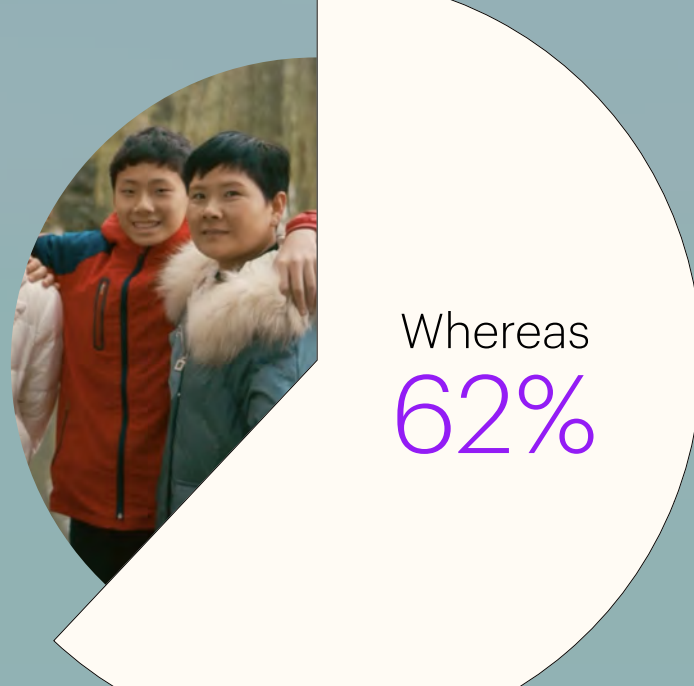
But organizations are not delivering.



of people are encouraged by businesses, large or small, to take sustainable action.



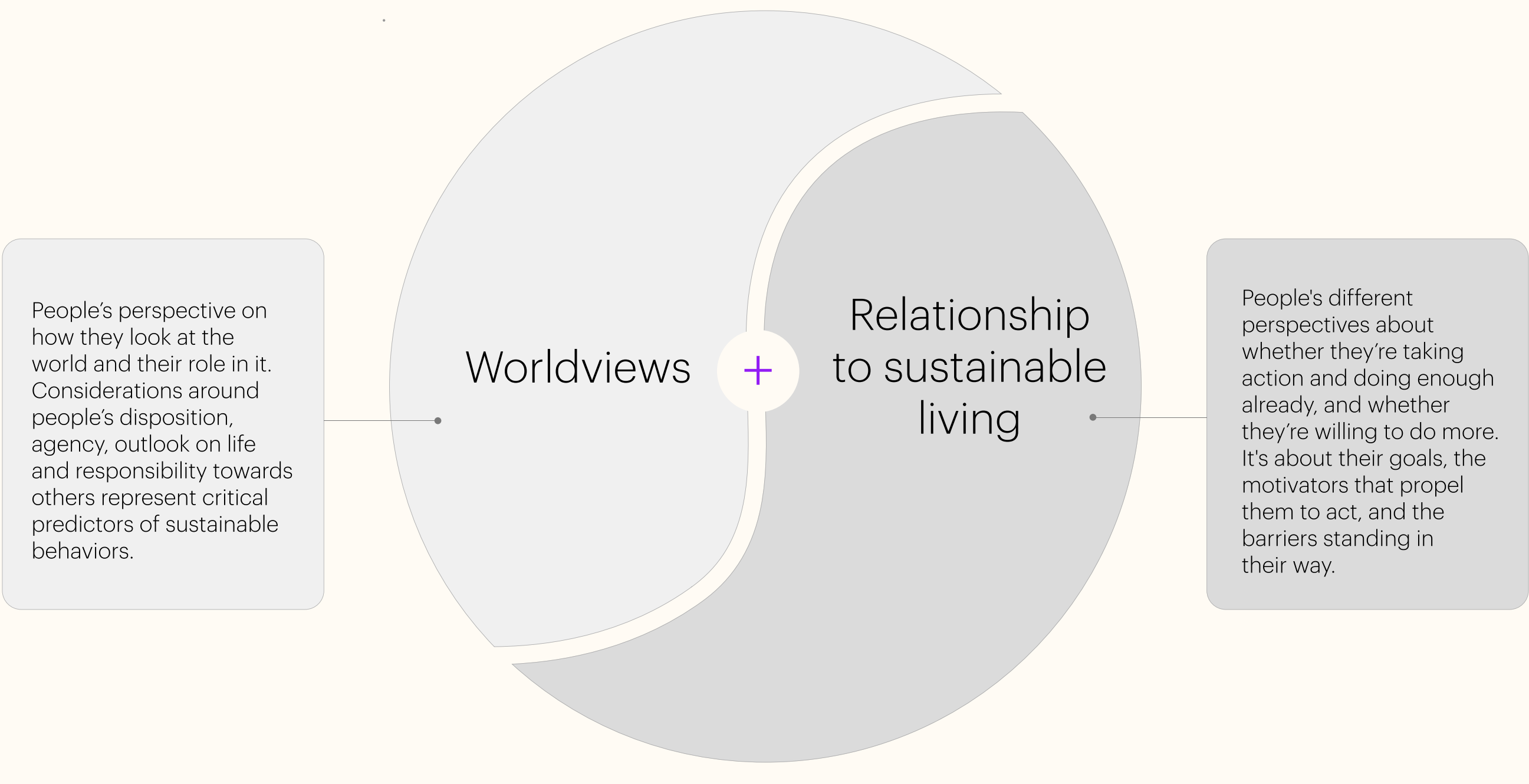
are inspired to live sustainably by brand messaging and advertisements.



are encouraged by friends and family to take sustainable action.

Life-centric Archetypes are a great place to start.

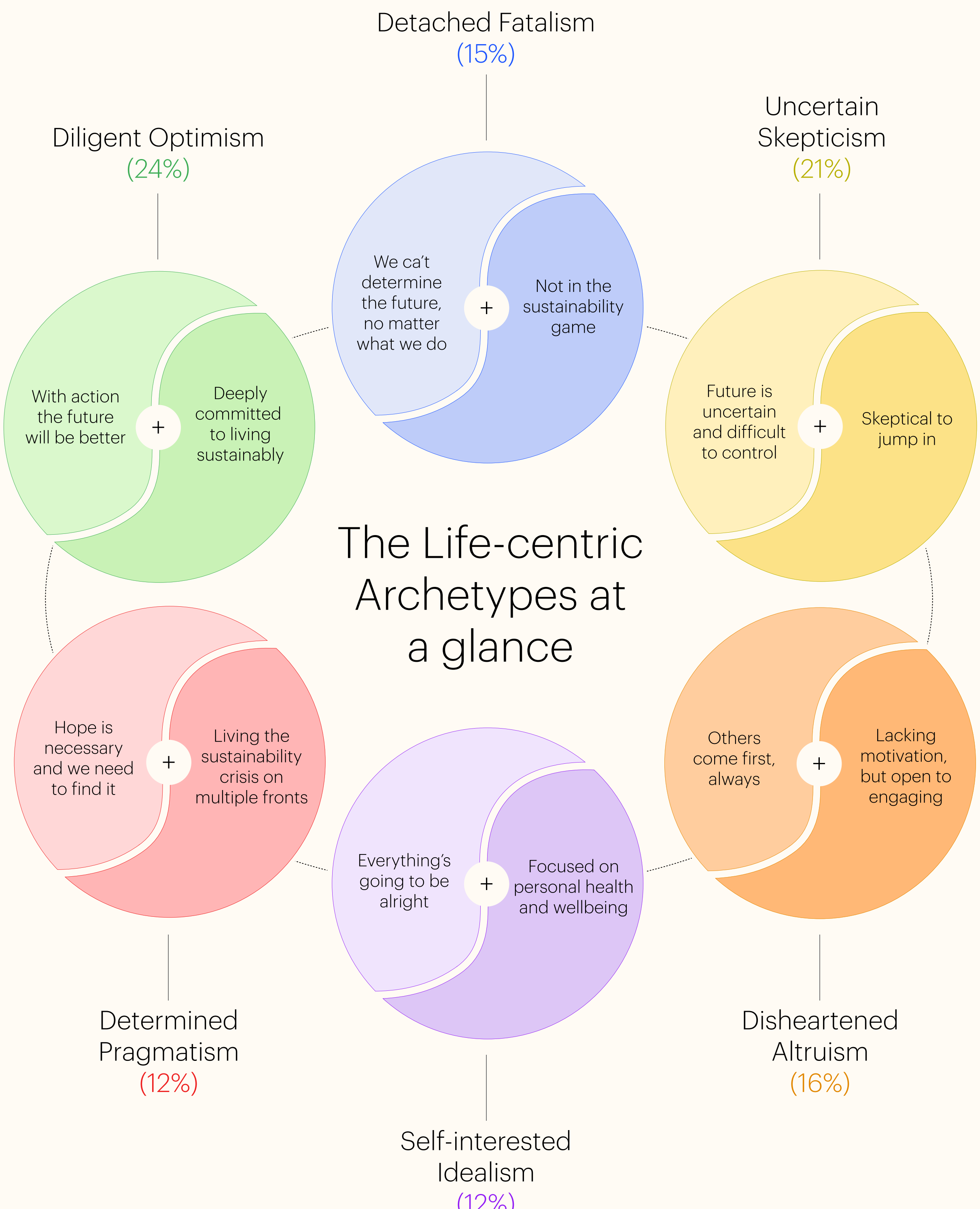
In trying to make sustainability relevant, most organizations miss something critical: people's worldviews. Life-centric archetypes combine people's worldviews with an understanding of their relationship to sustainable living to help organizations make sustainability relevant for everyone.



Using the archetypes, organizations can crack the code.

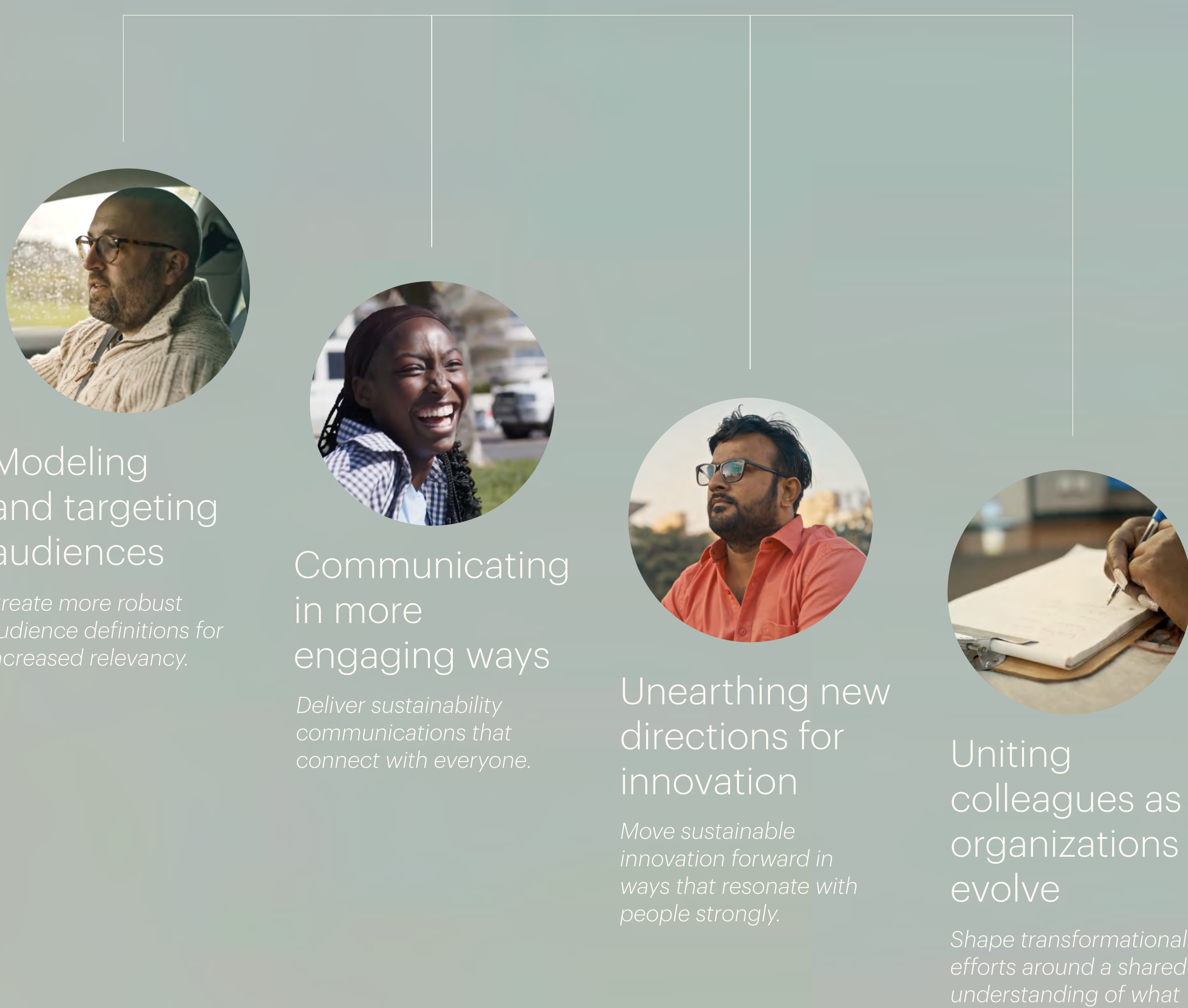
Six Life-centric Archetypes for living sustainably — each with their own view of the world and unique relationship to sustainable living — characterize the different starting points for people's paths to sustainable living and shed light on the tailored modes of engagement needed for each.

Think of an archetype as a “best-fit” model for any individual. Understanding worldviews, together with how people think about sustainability, unlocks opportunities for organizations to address different people in a way that makes sustainable consumption and living more relevant and practical for them.



Note: Percentages represent share of global sample

This approach is enabling organizations to move forward and can propel sustainable transitions in the following ways:



Let's crack the code

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