



# 7 Motivations for Lighter Living Action in BC

Version 1 — June 2021

By:



With lead sponsors:



With co-sponsors:



## We'd like to thank...

This project is presented by **OneEarth** and the **Share Reuse Repair Initiative**. It is an adaptation of the “Smart Consumption Profiles” project, designed and implemented by **Sitra** (the Finnish Innovation Fund) to understand how to mainstream lighter living in Finland.

The project team at **OneEarth** is led by Dagmar Timmer and Lindsey Boyle with Vanessa Timmer, Alice Henry, Edna Catumbela, Fergus Kinnaird, Dwayne Appleby, Cora Hallsworth and Max Serpa. Rosemary Cooper leads the work for the Share Reuse Repair Initiative and saw the promise of adapting this insights work for British Columbia. Majid Khoury is the methodological and quantitative lead on the project, supported by Phil Darling, Graeme Lindsay, and Masouma Karimian. Other team members include Issa Braithewaite (The Sound) and Jim Mukuzhical. Vanessa led the refinement of lighter living action areas in collaboration with the rest of the project team, along with timely input from Nicole van den Berg (University of Utrecht / IMAGE project) and Christophe Gouache (Strategic Design Scenarios). Strategic and creative support from Judy Robertson, Jim Boothroyd and David van Seters are appreciated.

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- **HUB** — Your Cycling Connection (Navdeep Chhina)
- **River Select** — a First Nations fisheries cooperative (Dave Moore, Daniella Freire Carroll)
- **The Rebuild Hub** — started by Unbuilders deconstruction company (Adam Corneil) and Habitat for Humanity Restore (Stephani Baker)
- **Kambo Energy Group** — which runs ‘Empower Me’ — a program engaging multilingual, multicultural, and vulnerable communities on energy efficiency (Scott Roberts, Sara Wasiuta)
- **The Vancouver Foundation** — Canada's largest community foundation (Lidia Kemenyi, Meseret Taye).

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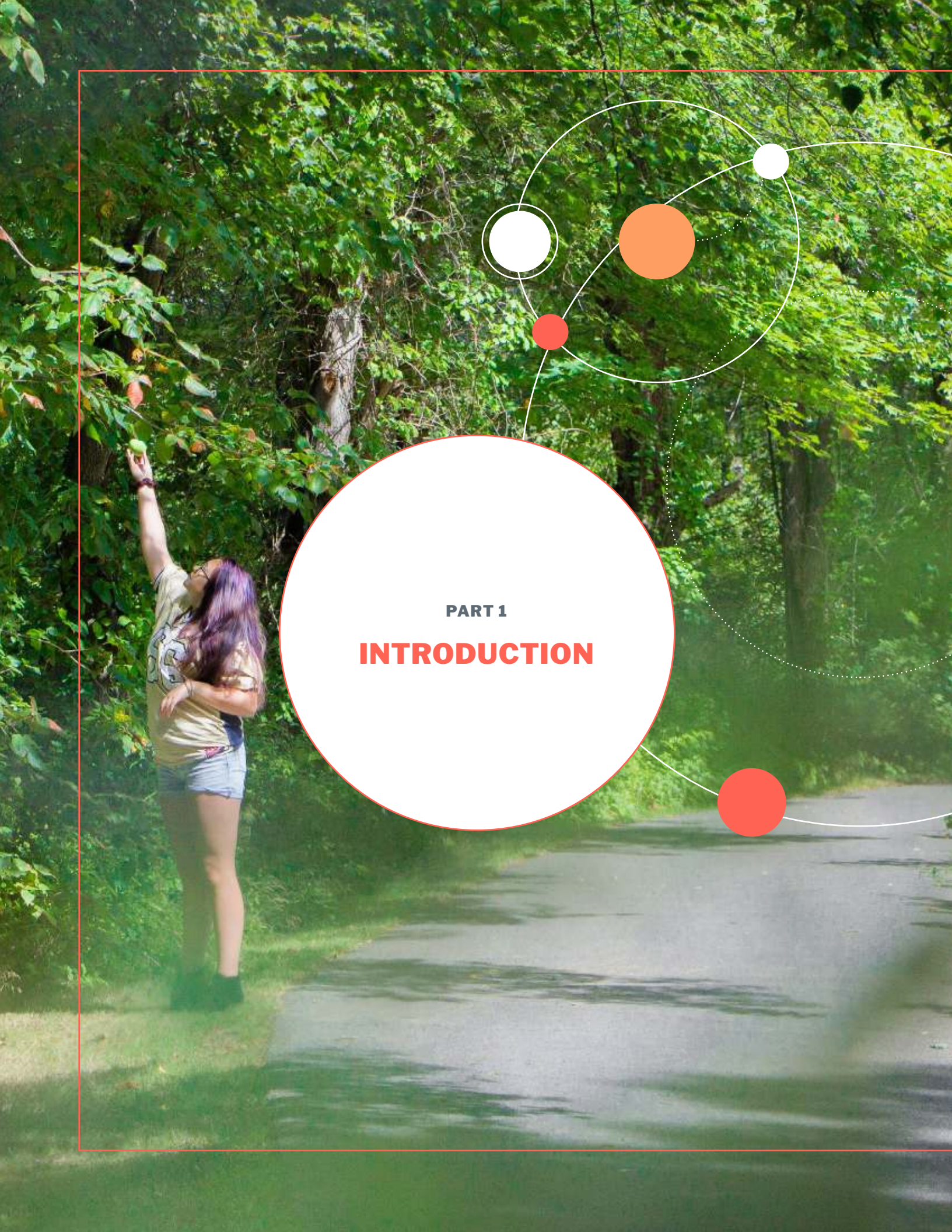
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**PART 1**  
**INTRODUCTION**



# Introduction

## We're happy to share the 7 Motivations for Lighter Living Action in British Columbia.

We recognize the urgent need to move quickly on the climate and ecological crises. This has profound implications for the way we live our lives and our consumption patterns. Our aim is to mainstream lighter living: for everyone to live happy healthy daily lives fairly within our ecological limits.

To develop the 7 Motivations for Lighter Living Action in British Columbia, we conducted 20 in-depth qualitative interviews and a quantitative study of 1,500 British Columbia residents between July and November 2020. These are seven 'motivations,' reflecting shared attitudes – they are not 'groups of people.' People are motivated differently depending on the situations they're in and the actions they're taking.

***“Our brief was to understand what drives any decision people make.”***

– MARKUS TERHO, PROJECT DIRECTOR, SUSTAINABLE EVERYDAY LIFE, SITRA

People in the study shared their choices and actions across many life dimensions and explained why they make them (or not). We learned where they choose to live, what they choose to eat, how they get around, how they use energy, what they buy, how they spend their leisure time and what they invest their money in.

**Good news! We discovered many more people take lighter living actions in their daily lives than those who are 'green' or 'eco-minded'. We can mainstream lighter living faster and better by tapping into different motivations.**

By understanding which other motivations exist, we can encourage and support more sustainable choices and actions by all people — whether they are consciously motivated by the planet or not. We can design with their needs in mind. Our goal is for you to use these seven, diverse Motivations to help all of us spread and normalize lighter living actions.

Use this guide to identify those motivations that are a clear fit with your target audience and support them to do more. Then stretch yourselves and tap into the motivations of new audiences as well! This is how we mainstream lighter living across the province and achieve our climate, nature and justice targets.

Our end game is to help all British Columbians live lighter in their own way.





“

We know there's a huge untapped potential in reducing carbon emissions if we get people to change the way that they live (what they eat, how they move around, what types of products and services they buy). It's key to understand why people choose what they choose — and then to use that to make sustainability-driven products and services more appealing to a much, much wider group of people.

— MARKUS TERHO, SITRA

”

“

From Vancity's perspective, the best community investments deliver shared outcomes that lead to sustainable living actions. For this work building out these BC motivations, we have achieved that. The credit union both shaped and benefited from the findings; our community partners also benefited; and, together, we are greater than the sum of our parts. Together, we can move the dial on mainstreaming sustainable living actions and opportunities.

— KIRA GERWING, VANCITY

”






“

The motivation is the energy that directs our behaviour: that energy can come from different sources, from pursuing outcomes we want like our health. Often, saving the planet is not our primary motivation when we make everyday choices...The big question is how can we steer people towards sustainable choices using these motivations? How can we piggyback on these motivations and help make people's actions more sustainable?

—SARI LAINE, SITRA

”

# Summary of the 7 BC Motivations

Motivation	BC Pop.%	Design for...	
<b>Waste Not, Want Not</b> 	<b>22%</b>	Zero-waste, community, repair / reuse, price / discounts, eco-attributes are secondary, facts / rational thought	
<b>Eco-Trends</b> 	<b>20%</b>	Quality, durability, time-efficiency, overt eco-attributes, emotion & pleasure	
<b>Shop, Style &amp; Social</b> 	<b>20%</b>	Style, digital / tech-enabled, social sharing, eco-attributes are secondary, emotion & pleasure	
<b>Healthy Life &amp; Planet</b> 	<b>14%</b>	Health, community wellbeing, overt eco-attributes, facts / rational thought	
<b>Rugged Independence</b> 	<b>10%</b>	Durability, repairability, being prepared or off-the-grid, avoid eco-attributes, facts / rational thought	
<b>Practical Traditions</b> 	<b>7%</b>	Simplicity, repairability, cost effectiveness, avoid eco-attributes, facts / rational thought	
<b>Work Hard, Live Large</b> 	<b>7%</b>	Comfort, convenience, cost-competitiveness, no overt eco-attributes, emotion & pleasure	

## What is Lighter Living?

Lighter living is happy, healthy everyday living in ways that allow everyone to thrive fairly within sustainable ecological footprints.

Our ecological footprint measures the impact we have on the Earth, with our carbon footprint measuring a part of that impact — our total emissions of greenhouse gases heating up our planet. We are in ecological overshoot: the [Global Footprint Network](#) calculates that we consume the equivalent of 1.6 times the resources and energy our Earth can sustainably produce and absorb our waste.

There is solid evidence — including the climate and biodiversity crises — that we are on a collision course with our planet’s life support systems. Conventional solutions aimed at policy change and technological innovation are not enough. [The Intergovernmental Panel on Climate Change 1.5 Degree Report](#) notes, we need “rapid, far-reaching and unprecedented action in all areas of our lives”.

**“2/3 of global greenhouse gas emissions are connected directly and indirectly to households.”**

— [EMISSIONS GAP REPORT 2020](#)

Canadians are among the [highest emitters](#) in the world, more than 3 times higher than the global average. To meet our climate, nature and justice targets, we need to shift the impact of our daily lives by almost 90% in ten years, according to the Hot or Cool Institute [1.5 Degree Lifestyles Report](#) (2021).

Equity is central. The emissions from our daily actions rise sharply with household income. As Tim Gore and Oxfam reveals in [Confronting Carbon Inequality](#) (2020), the top 10% of earners generate about 48% of global emissions, with the top 1% contributing 15%. This is more than double that of the poorest 50% that contributes only about 7% of global emissions. Transforming our ways of living needs to be fair.

There are many lighter living actions that make a difference, and there are roles for people,

communities, government, business, media, educators and more. [We need support to live lighter](#) — from policies to market solutions. We also vote, volunteer, donate, invest, organize for systems change as we shift to lighter living actions. We normalize these actions and influence our peers.

Some lighter living actions matter more than others. [60% of our household emissions](#) come from the way we travel in cars or fly, heat and power our homes, and our food diets and food waste. What goods we consume and how we spend our leisure time are also key.

The good news is that there are many actions that we are already taking (or and can take) to live lighter, though not always motivated by the planet. With this study, we aim to equip businesses, public actors and people to urgently mainstream lighter living actions by tapping into many motivations.

### TAKE ACTION

We asked about people’s actions across key ecological and carbon footprint priorities (e.g., eating more plant-based meals). A few more neutral actions were included (e.g., ordering meal kits) to provide a fuller picture of people’s choices and possible opportunity spaces. They shared whether they were doing the action now, could see themselves doing it (if possible, easier), or were less interested. See pages 73–74 for the full list of actions and pages 57–67 for the Action Area Briefings which show the 1st Movers, Convincables, and Less / Disinterested Motivations across Eating, Moving Around, Stuff, Housing, and General.





## Who can use these motivations?

Everyone helping to mainstream lighter living actions can use the Motivations, including those from the private sector — or supporting businesses — and public-facing entities.

### PRIVATE SECTOR

- Innovators — e.g., as part of user-centered design to create a new product or service concepts
- Marketing professionals — e.g., refine messaging and outreach channels
- Sustainable brands — e.g., refine marketing strategy & content
- Social impact entrepreneurs — e.g., support the business case in a pitch to investors
- Incubators & Activator programs — e.g., help startups with their business planning or social entrepreneurs fine-tune their social purpose
- Businesses (small to large) — e.g., communicate increasing climate commitment to the existing customer base or rework products and services in line with the circular economy
- Boards of Trade or business associations — e.g., support members in a conversation about the role of business in climate action

### PUBLIC-FACING

- Local governments — e.g., clarify primary audiences on an action area like active transportation or energy savings, and how to support greater uptake
- Nonprofits — e.g., build the membership base around a campaign with clearer calls to action or support outreach including through social media
- Neighbourhood champions — e.g., find new ways of engaging a diversity of people with varied motivations, especially when starting a lighter living project
- Environmental groups — e.g., expand reach and identify services / projects that support lighter living by a wider range of people

And don't forget that we can use these Motivations in our own lives as well, e.g., as we talk with our neighbours, colleagues or even family members about climate action and lighter living.

### TAKE ACTION

What about you?  
How will you use these motivations? Can you think of other ways not mentioned in this list?



## Adapted from a Finnish Study

The original study by Sitra is based on qualitative research that has been validated quantitatively with advanced analytics for the whole of Finland. Sitra made their insights available to everyone as a public report – and that is our approach as well.

The Finnish insights inform their own efforts to mainstream lighter living. The Sitra Sustainable Everyday Lives team recently hit a milestone: 1 million Lifestyle Quiz Tests taken, which helps Finnish people calculate their footprint and compare it with the Finnish average. This is not just a number: it represents the many people who want to know what they can do to address environmental crises at scale and with the urgency required.

### SEGMENTATION BY MOTIVATION VS. PERSONA

Segmentation of a population or target audience is a common approach companies and organizations use to ensure their marketing, communications and innovation meet a specific set of human needs and wants.

There are two types of segmentation: segmenting based on groups of people (persona with fixed factors of identity) and segmenting based on motivations.

Ours is a motivation-based segmentation approach. That's because the study included so many different choices and actions spanning many aspects of life. The same person may have different motivations for decisions in different contexts or for different occasions.

We might see them shift in life transition moments – like retiring, having a baby or moving house – and we asked after those shifts in our study. We can support people to take up lighter living actions during these transitional times when their habits are already in flux. The key, of course, is the support systems we bring to these times – markets, policy, culture – including business innovation.

When we read about Waste Not, Want Not or Practical Traditions motivations, we should not imagine an individual, but rather people from across demographics with this as their dominant motivation, and who also have secondary motivations.

People may hold values or beliefs that don't inform their everyday decision-making. For example, most BCers believe in climate change; however their everyday actions aren't necessarily motivated by the planet.



# Matrices and their Implications

## Matrix 1: Sustainable living as motivated by planet vs. other motivations



A key difference between the motivations is whether people’s choices are consciously motivated by the planet or if their actions are motivated by other needs and values. This spectrum is depicted here in relation to less vs. more sustainable living.

Where the motivations are placed on the matrix is a combination of factors, analyzed together. This includes survey responses about how many lighter living actions they do now as well as agreement (or disagreement) with statements about the environment or climate change.

The majority of dominant motivations for BC fall below the line of being conscious choices. These actions may be heavily shaped by habits or by structural conditions, e.g., consumption restricted by financial scarcity can lead to sustainable behaviours like buying second-hand (but is not motivated by the planet). When there are few active or public transportation choices available, the desire for a quick commute can lead to driving.

**The goal is to move people with all seven motivations to the right along the X axis on Matrix 1, towards more sustainable living.**

We can take our cues from people's motivations regarding communications about actions aligned with sustainability — in doing so, we get much further than asking everyone to join the eco-niche.

We often tap into this diversity of motivations when we target our communications around particular sectors — active transportation or energy savings — but we seldom adopt a whole-lifestyle approach.

We need to make these actions possible and often seamless by ensuring that enabling conditions are in place (from policies, to incentives, to peer support, to market goods and services).

## Matrix 2: How different factors influence decision-making for the seven motivations



You will notice that the words and phrases (e.g., emotion / pleasure, facts / rational thought) appear throughout the text describing the seven motivations for BC.

After the qualitative interviews, we assessed the reasons people gave about why they made certain choices or did certain actions. We noted that two aspects were particularly revealing and clearly distinguish the different motivations: whether their decisions are guided by emotion and pleasure, or facts and rational thought; and whether their choices are made for themselves and loved ones vs. society at large.

Therefore, in the second matrix we have two axes that distinguish these different motivations:

1. Are consumption decisions (around housing, eating, etc.) directed mostly by emotion and pleasure or by facts and rational thought?
2. Are the effects and benefits of one's choices only for oneself and one's close friends and family, or are they seen to have a larger impact and purpose including advancing sustainability?

When a motivation falls on the 'We' side of the matrix, it doesn't mean they aren't also motivated by themselves, their family and friends. It means they are motivated by BOTH 'Me' (themselves, their family and friends) and 'We' (my community).

These matrices are adapted from Sitra's original report.



## Applying these Motivation Insights in Canada

Now that you've read the 7 Motivations, you can apply them yourself. Our end game is to help BCers — and people around the world — live fulfilling lives, equitably and on our finite planet.

Whether you apply them as a business, a nonprofit, a city government or as a workplace champion, these insights can support you in your own sustainability journey.

The 7 Finnish motivations developed by Sitra are used extensively, including as a tool for business planning, marketing and sustainable / circular innovation.

The Järki Särki brand (see box) is a success story from Finland.

Which successes will we see here in Canada? Let's learn together, extend the research and mainstream lighter living.

### **Learning from Finland — 'Roach' Fish: Rebranded to reduce wasted food**

Järki Särki brand is a Finnish fish delicacy made of what's called 'roach' fish, an invasive species. Normally, it would be wasted.

The company used Sitra's Finnish motivations when developing their marketing materials.

The first benefit was changing their brand story to feature Järki Särki as a solution to poor water quality in local lakes. The lakes' water quality improves when there are fewer roach fish — and people get a locally produced, more sustainable alternative to meat. People who taste Järki Särki really love it.

*"Järki Särki is delicious, preserved fish, wild caught from the lakes of Finland and seasoned with simple, local, organic ingredients... We made canned roach in our home kitchen for our own use and wondered how such a good fish could be called junk fish. When we realized how little domestic fish is available, we decided to do something about it. That was the beginning of the story of the Sense of the Sipe — the path of a discriminated roach into salable food."*

[WWW.JARKISARKI.FI/ABOUT](http://WWW.JARKISARKI.FI/ABOUT)

By using the motivations, the company was also able to explain to the second largest grocery store in Finland that Finns are motivated to buy Järki Särki for different reasons: motivation to reduce food waste, preference for domestically produced products and / or shifting their diet to include more sustainable alternatives to red meat. They were able to expand distribution to thousands of stores in Finland. In the first year of the re-brand, sales grew +50%. In the second year, it was +30%.



## Overview of the 7 BC Motivations and Design Considerations

Motivation	BC Pop.%	I am motivated to...	Design for...
 <p>Waste Not, Want Not</p>	22%	<p>Use and own only what I need</p> <p>Reduce waste in all aspects of my life</p>	<p>Zero-waste, community, repair / reuse, price / discounts, eco-attributes are secondary, facts / rational thought</p>
 <p>Eco-Trends</p>	20%	<p>Align myself with progressive trends</p> <p>Reduce my environmental impact, both by buying more consciously and buying less</p>	<p>Quality, durability, time-efficiency, overt eco-attributes, emotion &amp; pleasure</p>
 <p>Shop, Style &amp; Social</p>	20%	<p>Buy things that make me look good</p> <p>Live life to the fullest (by popular culture standards) and try new, cool experiences &amp; things</p>	<p>Style, digital / tech-enabled, social sharing, eco-attributes are secondary, emotion &amp; pleasure</p>
 <p>Healthy Life &amp; Planet</p>	14%	<p>Do what's best for my health and wellness and for the planet</p> <p>Advocate for wellbeing in my community</p>	<p>Health, community wellbeing, overt eco-attributes, facts / rational thought</p>
 <p>Rugged Independence</p>	10%	<p>Live the way I like—I don't think about how my choices affect the environment</p> <p>Seek durability and utility in the products I buy to support my lifestyle</p>	<p>Durability, repairability, being prepared or off-the-grid, avoid eco-attributes, facts / rational thought</p>
 <p>Practical Traditions</p>	7%	<p>Buy only the things I need based on the best price</p> <p>Stick with what's practical, and not be swayed by progressive, eco-friendly ideals</p>	<p>Simplicity, repairability, cost effectiveness, avoid eco-attributes, facts / rational thought</p>
 <p>Work Hard, Live Large</p>	7%	<p>Work hard and spend my money on things that give me a comfortable, convenient and enjoyable life</p> <p>Buy things as a way of making myself feel better and giving me something to do</p>	<p>Comfort, convenience, cost-competitiveness, no overt eco-attributes, emotion &amp; pleasure</p>





TAKE ACTION

Explore the  
"why's" behind lighter  
living actions







**PART 2**

**7 MOTIVATIONS**



# 7 Motivations

Together, we can use these diverse motivations to advance lighter living action in British Columbia. Let's take a closer look.



For each of the 7 Motivations, you will find rich information that helps you engage and activate around lighter living actions, including the following:

- Two statements that define each motivation (primary and secondary)
- Five lighter living action opportunities per motivation that hold great potential based on qualitative / quantitative analysis, resonance with the motivation, and footprint priorities
- Principles to follow when designing for each motivation, building from distinguishing needs, values and behaviours
- Overview of how they live now, including current actions
- Key points for refining engagement and strategy:
  - Whether the motivation responds to emotion and pleasure, or facts and rational thought
  - Whether actions are motivated by the planet (yes, no, somewhat)
  - Significant demographic concentrations
  - Primary information sources

The information on each of these motivations is designed to work in combination with what you already know about your audience, and help differentiate beyond typical fixed factors of identity like urban / rural or married / single. These motivations share actions and attitudes across different aspects of their lives and shed light on the reasons behind those decisions.

It's urgent that we mainstream these actions and this requires resonant messaging, products, services and structures. The motivations help us better understand those who are a clear fit with the actions we're focused on (even if we hadn't prioritised them before). We can support them to do more actions, more often. Then, let's make sure we stretch ourselves to tap into other motivations and support even broader uptake.

DOMINANT MOTIVATION FOR  
**22%** of the BC  
Population



# Waste not, want not

## I am motivated to:

- *Use and own only what I **need***
- **Reduce waste** in all aspects of my life

---

“We don’t need anything more. We’re downsizing. We don’t need all this stuff. And you know, when we’re dead and gone the last thing that kids want is any of our stuff.”

—GORDON, 69 | VICTORIA

---

22% of the BC Population

# Waste not, want not

For people with a Waste Not, Want Not motivation, most choices to live lighter are a by-product of motivations to minimize what they own and reduce all forms of waste. They are not purposely choosing these types of lighter living actions because of the planet, but because of their strong values and the belief that when we live like 'less is more,' everyone benefits.

## I am motivated to:

- Use and own only what I **need**
- **Reduce waste** in all aspects of my life

## 🌍 Actions are motivated by the planet:

NO **SOMEWHAT** YES

*(I believe) the most important environmental actions are small daily actions such as doing full washes in the washing machine or turning off unnecessary lights.*



## Attitudes

This motivation is anchored in using and purchasing only what is needed and getting rid of anything that is not. This motivation is driven for some by lifelong minimalist and frugal values and attitudes or by more recent life transitions, such as retirement.

- I make purchases based primarily on need and practicality.
- I am a thrifty and careful consumer.
- Many new things seem like pointless, trendy nonsense.

## Key Lighter Living Action Opportunities

1. Repair first before buying new
2. Donate or resell items when done with them
3. Cook at home most evenings, including more local produce
4. Minimize use of energy and hot water
5. Volunteer in their community



**Design for:** zero waste, community repair / reuse, price / discounts, eco-attributes are secondary, facts & rational thought



# Waste not, want not

“

My family wasn't wealthy or rich and I found joy in my childhood from doing sports and being on teams and experiences. So I just don't find [that] things make me happy.

—JULIE, 34 | VANCOUVER

”

“

I have bought all the tools. Rather than spending money on the new furniture, I fix the old one and make it last longer.

—MANOJ, 43 | VANCOUVER

”

“

From our spiritual leanings, you know, to live simply and take little. And be generous with what you have, to be thankful for the little you have.

—KEITH, 59 | VANCOUVER

”

# Waste not, want not

## The Ways We Like to Live

People with a Waste Not, Want Not motivation are resourceful and confident in their own ability to live in alignment with their values. Many of their choices are motivated by a desire to use what they have already, reduce clutter and minimize all forms of waste. When they do shop for stuff, they are motivated to find the best price or a good deal.

They take actions which are budget-conscious, such as buying second-hand or purchasing energy efficient appliances.

They are more likely to be in a life stage that is less busy or choose a job that gives them more free time. Also, they are more likely to use their free time to cook at home, grow a garden and volunteer in their community.



### Stuff

- Buy secondhand goods
- Repair, donate, or resell
- Reduce paper use at home

*I would rather fix old and good quality appliances, clothes or furniture than spend money buying new ones.*



### Taking a Break

- Tend to spend their holidays in BC; not interested in long haul flights



### Money

- Price, sales and discounts drive what I buy



### Eating

- Cook at home most evenings
- Grow vegetables, herbs and / or fruit
- Make a shopping list before buying groceries
- Not keen on going exclusively vegan / vegetarian or switching to non-dairy drinks



### Moving Around

- Not interested in using on-demand (Uber)
- Not interested in car share services (eg. Evo / Modo)



### Home

- Switch to energy efficient appliances
- Minimize use of heating and hot water



### Civic Engagement

- Volunteer
- Try to improve their local environment / communities

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

# Waste not, want not

## Key Lighter Living Action Opportunities

People with a Waste Not, Want Not motivation are so driven by minimalist and frugal values that they are already living lighter in many ways.

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. Repair first before buying new
2. Donate or resell items when done with them, buy second-hand as needed
3. Cook at home most evenings, including more local produce
4. Minimise use of energy and hot water, switch to energy efficient appliances, conduct an energy audit
5. Volunteer in their community, open to being an advocate, e.g., for better transportation and repair options

*“Something I really enjoyed about living in Vancouver was not owning a vehicle. I would just walk everywhere. And there was a lot of time to just think, it was good exercise, and it was easy, cost-effective transportation.” –Blair, 34 | Chilliwack*

### Engage with: Facts & Rational Thought

Messaging that speaks to them uses facts and rational thought (vs. emotion and pleasure) to emphasize how lighter living choices meet their needs for minimalism and waste reduction. Environmental benefits or green values of a product, service or program should be secondary.

## Reaching this Motivation

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

- People with this motivation live in all regions of BC
- They tend to be older: the majority (43%) are 60+, over indexing the BC population by 1.26
- Given age skew, these motivations are concentrated among BC born / been in BC for 20+ years
- The majority (71%) are homeowners, indexing slightly higher than BC population at 1.04
- They are more likely to have gone through a life transition related to work in the past five years (retired, changed jobs / careers or laid off) that has given them more free time and additional motivation to be smart with their money.
- 40% are retired, 1.33 over indexing the BC population
- Household income is on the lower side, reflecting higher than average retirees
  - 29% <\$60,000 (1.12 over index BC population)
  - 24% >\$100,000+ (0.77 under index BC population)
- 50% consider themselves “Not Busy” (1.16 over indexing BC population)

*“[In my retirement, I am] more aware of what I need. Reduce spending and de-clutter. Do with less and only what I need.” –Survey respondent*

## Where they get their information

The choices of people with a Waste Not, Want Not motivation are more likely to be motivated from within vs. influenced by other people’s ways of life or external sources.

**Traditional media sources, both on- and offline:** traditional media sources are the most likely place they go for information to inform their choices.

While some may be finding information in printed newspapers or magazine articles, their interest in limiting the stuff they own and reducing paper waste at home may mean they have traded TVs and newspapers for digital subscriptions that provide the news or lifestyle content. ●

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





DOMINANT MOTIVATION FOR  
**20%** of the BC  
Population



# Shop, style & social

## I am motivated to:

- Buy things that make me **look good**
- Live life to the fullest (by popular culture standards) and try **new, cool experiences & things**

---

“I am a 23 year old woman. I am expected to look a certain way and have to buy things, like my fashion, that aren’t sustainable so I can find [...] a life partner.”

—ERICA, 24 | VANCOUVER

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20% of the BC Population

# Shop, style & social

For people with a Shop, Style & Social motivation, choices to live lighter are a by-product of motivations to shop, live on the digital cutting edge and fit in with what they perceive to be society's expectations for image and lifestyle.

## I am motivated to:

- Buy things that make me **look good**
- Live life to the fullest (by popular culture standards) and try **new, cool experiences & things**

## 🌍 Actions are motivated by the planet:

NO SOMEWHAT YES

*All of the crackers have the same plastic packaging. Even though it has plastic packaging, I need crackers...so I'm going to buy it.*



## Attitudes

People with a Shop, Style & Social motivation indulge in the pleasure of shopping and buying things. Their underlying motivation for being stylish and shopping is to find belonging with friends and to meet (perceived) societal expectations for how they look and live.

Their attitudes reflect they are not consciously motivated by the planet in their decisions:

- I often buy things for the simple pleasure of buying.
- I rarely buy only what I need.
- I am willing to spend money to try new experiences and enjoy new things in my life.

## Key Lighter Living Action Opportunities

1. Give gifts that are experiences, re-gifted or homemade
2. Buy online, including local food
3. Live with others (e.g., in cooperative housing or with housemates)
4. Use on-demand car services, open to car sharing options
5. Take action to improve local environment

**Design for:** style, digital / tech-enabled, social sharing, eco-attributes are secondary, emotion & pleasure

# Shop, style & social



“

Go-karting or we'll do something fun together... and not worry too much about the bills associated with it... This is a day out. We're not going to worry about it.

—DAN, 36 | MAPLE RIDGE

”

“

It needs to have an audience—and it does. My furniture has to be interesting to look at... it should be visually stimulating.

—ARDELIS, 29 | VANCOUVER

”



# Shop, style & social

## The Ways We Like to Live

People with a Shop, Style & Social motivation are driven by the love of shopping and the convenience and new experiences provided by devices and apps. They are digital natives who choose the latest electronics to power their

lives. This is supported by how they shop (online) and get around with Uber. When shopping for goods, they look for luxury and when they take a break, they choose to go by plane to experience warmer destinations.



### Stuff

- Buy the latest technology and gadgets
- Favour shopping online vs. in person

*I enjoy things which bring a sense of luxury.*



### Taking a Break

- Travel to warmer places during our winters (under normal circumstances, that is)



### Money

- Not as likely to feel debt is a burden on their lives

*Sometimes I spend more than I have money for.*



### Moving Around

- Use on-demand car services (Uber)



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

# Shop, style & social

## Key Lighter Living Action Opportunities

While people with a Shop, Style & Social motivation choose not to support eco-friendly brands, initiatives or political candidates today, there are many lighter living actions the Shop, Style & Social motivation are open to doing. Most of them revolve around lifestyle trends that are gaining traction in BC.

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. Give gifts that are experiences, re-gifted, or homemade
2. Buy online and use new apps, including for local food (e.g., meal kit delivery) and goods, buy and sell quality / luxury second-hand
3. Live with others (e.g., in cooperative housing or with housemates) especially if it's a nicer place
4. Use on-demand car services (e.g., Uber), open to car sharing options (e.g., Modo, Evo)
5. Take action to improve local environment (e.g., shoreline clean up with friends)

*"[I would like] an app with clear instructions on how to grow food at home."* –Survey respondent

**Engage with:** Emotion & Pleasure

Reach them with messaging using emotion and pleasure (vs. facts and rational thought) to emphasize how lighter living choices meet their needs for style, luxury, belonging within popular culture and new experiences. To connect with them, environmental benefits or green values should be secondary.

## Reaching this Motivation

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

People with a Shop, Style & Social motivation are more likely to be younger adults and live in or close to the urban center of Vancouver

- 34% are 18 – 39 (1.36 over indexing BC population)
- The majority live in Lower Mainland / Fraser Valley (60%)

They are more likely to be experiencing busy life stages or life transitions that increase the need to shop, such as having a new baby and moving in with a partner.

- 14% have recently moved in with a partner (1.4 over indexing BC population)
- 11% recently had a child (1.22 over indexing BC population)

Ethnically diverse:

- 20% of Asian background (1.67 over indexing BC population)
- 74% of English / European background (0.88 under indexing BC population)
- Half (50%) are employed full time (1.16 over indexing BC population)
- Household income for this profile is aligned with the BC population
- While most (62%) own their own home, many rent (30%, 1.15 over indexing BC population)
- A small number (6%) lives in a co-operative – twice the level of the BC population
- 59% consider themselves “Busy” (1.04 over indexing BC population)

*"[I am] more conscious of organic foods for [the] baby."* –Survey respondent

## Where they get their information

**Advertising / Social Media:** BCers with a Shop, Style & Social motivation get inspiration for their lives from advertising, social media and magazine articles, especially for their purchases. As they buy and use the latest tech devices, it's likely much of this type of information is digital and delivered through apps.

**Close Friends:** Given people with this motivation follow recommendations from their closest friends, it's likely they also value and trust other information from their peers and use it as a basis for how they see the world. ●

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

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:

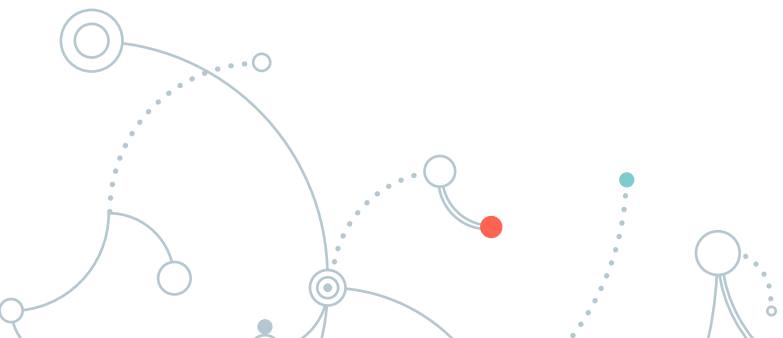
- It is my responsibility to choose higher quality products that last longer.
- I want to be a good example to others in my consumption choices.
- I am sometimes influenced to choose more eco-friendly options given the many popular and socially conscious products, retailers and restaurants in our province.

## Key Lighter Living Action Opportunities

1. Adopt secondhand and local trends, buy for quality & durability
2. Increasingly use active transportation, public transit & car share services
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, time-efficiency, overt eco-attributes, emotion & pleasure



# 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 secondhand (buying, swapping, free)
- Resell or donate things when I'm done with them
- Buy things made or sold locally
- Avoid unnecessary packaging
- Give gifts that are experiences, re-gifted (e.g., heirloom) or 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
- Favour shopping at the farmers' market or from local farmers

*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 secondhand 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 Motivation

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 reflects some new immigrants:

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

However, it 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 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 motivation as compared to other motivations.

DOMINANT MOTIVATION FOR  
**14%** of the BC  
Population



# Healthy life & planet

I am motivated to:

- Do what's best for my **health and wellness** and for the **planet**
- Advocate for well being in my **community**

---

“Plastics. I’m afraid of them. I lost both my parents to cancer. My mom did a lot of research on oil-based plastic. And so it basically frightens me.”

—ANGELA, 57 | VANCOUVER

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14% of the BC Population

# Healthy life & planet

People with a Healthy Life & Planet motivation are consciously and purposely making choices because of concern for the state of the planet. In almost every aspect of life, they choose to live lighter.

## I am motivated to:

- Do what's best for my **health and wellness** and for the **planet**
- Advocate for well being in my **community**

🌍 **Actions are motivated by the planet:**  NO  SOMEWHAT  YES

*My choices are strongly influenced by the state of the world and eco-friendly values.*



## Attitudes

Underlying the choices and actions of people with a Healthy Life & Planet motivation are attitudes that question the status quo in BC. They feel the need to make choices to avoid potential negative impacts on health and wellbeing created by systemic-level issues in BC and globally.

There is also a sense of shared responsibility for climate action that is motivating them to set a good example for others.

- I am careful with what I bring into my life, my home and how I spend my time.
- We all have a role to play in helping the environment.
- I feel it is my responsibility to be an example of eco-friendly living to others.

## Key Lighter Living Action Opportunities

1. Engage politically and in their community
2. Eat more plant-based food
3. Align investments with their eco-friendly values
4. Move to a smaller home / adjust the energy use of their home
5. Prefer long-lasting / natural / fair trade / refillable / repairable goods



**Design for:** health, community wellbeing, overt eco-attributes, facts / rational thought



# Healthy life & planet

“

I talked to my investment advisor and got them to decarbonize my entire portfolio.

—BLAIR, 34 | CHILLIWACK

”

“

The world as we used to know it is dying. In some countries, you have the desert that has grown, production of food is less and less, people are suffering more and more.

—LISE, 42 | VANCOUVER

”

“

So I use Mobi (bike share). That's how I get around: how I get to the beach, how I get to my groceries, how I get to my workout... I just hop on the bike. I like the fact that I get more exercise out of it too.

—JULIE 34 | VANCOUVER

”

# Healthy life & planet

## The Ways We Like to Live

People with a Healthy Life & Planet motivation like to live lighter in almost all aspects of their lives. Time is not a (perceived) barrier for them and this is evident in their choices - they are doing more than small, easy actions and take time for walking to stores, cooking at home and repairing their goods.

Their attitudes and choices suggest that these are systems thinkers who believe there is an interrelationship between systems, human health and nature. Because of this belief they research to find safer alternatives for their health and are often active citizens who advocate for wellbeing in their community.



### Stuff

- Repair first before buying new when I can
- Give gifts that are experiences, re-gifted (e.g., heirloom) or homemade
- Avoid plastics
- Reduce my paper use at home and / or at work

*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.*

*I only buy natural cleaning products, cosmetics and personal body care products.*



### Eating

- Buy local food whenever possible
- Cook at home most evenings
- Shift to non-dairy milk / products
- Eat more plant-based / vegetarian meals

- Eat exclusively plant-based / vegetarian meal

*I avoid food and drink products in plastic because I believe they are harmful to my health.*



### Civic Engagement

- Vote for a political candidate who is pushing for eco-friendly policies
- Take part in eco-campaigns like bike-to-work week, climate strikes or Meatless Mondays
- Signed a petition in the last 12 months
- Volunteer regularly in my community
- Participated in a neighbourhood / community project or meeting



### Taking a Break

- Spend holidays in British Columbia



### Moving Around

- Live within walking distance from stores and services that I use
- Own or research switching to a low-emissions / hybrid / electric vehicle
- Advocate for better transportation options where I live
- Carpool (to / from work, activities)



### Money

- Align my financial investments (like retirement funds) with my eco-friendly values



### Home

- Have an energy audit done for my home
- Downsized (or considering a move) to a smaller home
- Borrow or rent tools for home maintenance or renovations (rather than buying)
- Minimize my space heating and hot water use

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

# Healthy life & planet

## Key Lighter Living Action Opportunities

As people with a Healthy Life & Planet motivation are doing so many actions to live lighter, the greatest opportunities are to get them to do them more often and advocate for systems change and policy reform on behalf of their community.

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. Engage politically and in their community, e.g., bike-to-work week, vote for a progressive political candidate, buy local
2. Eat more / exclusively plant-based food
3. Align investments with my eco-friendly values
4. Move to a smaller home / adjust the energy use of their home
5. Prefer long-lasting / natural / fair trade / repairable goods; use refill platforms, stores and services; advocate for healthy alternatives to plastics

*“(I would participate) if I had more awareness of these (eco-campaigns and community) events. I often don’t find out about them until they happen.” –Survey respondent*

### Engage with: Facts & Rational Thought

Reach people with a Healthy Life & Planet motivation using facts to support personal and environmental health benefits in communications about products, services and programs. They take the time to understand the details to guide their decision making. Without facts to support eco-friendly benefits, communications may be recognised by people with this motivation as greenwashing.

## Reaching this Motivation

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

- People with a Healthy Life & Planet motivation are more likely to live on Vancouver Island or in Northern BC. They are more likely to be Generation X.
  - 23% Live on Vancouver Island (1.28 over indexing BC population)
  - 14% live in Northern BC (1.27 over indexing BC population)
  - 40-59 Years Old 46% (1.12 over indexing BC population)

- 58% are Female (1.16 over indexing BC population)

They are more likely to work from home and consider themselves busy, however other demographic characteristics reveal a simpler life stage conducive to a smaller home or going ‘car-free.’

- 44% are working from home (1.22 over indexing BC population)
- 72% Do not have any children under 19
- 20% Downsized to a smaller home (1.54 over indexing the BC population)
- 12% Don’t own a vehicle (1.33 over indexing BC population)
- 63% consider themselves “Busy” (1.11 over indexing BC population)

Among people with a Healthy Life & Planet motivation, there are two contrasting concentrations with respect to income and ethnicity.

Lowest & highest income levels:

- 127% <\$60,000 (1.04 over indexing BC population)
- 11% >\$150,000-\$200,000 (1.38 over indexing BC population)
- 8% Indigenous (1.33 over indexing BC population)
- 90% European, English, Irish, Scottish (1.07 over indexing BC population)

*“Since I downsized (to a smaller home), I started walking more, visiting local attractions, clearing the beach area and shopping locally.”*

–Survey respondent

## Where they get their information

People with a Healthy Life & Planet motivation look for scientific evidence that a product or service seen as “green” is actually eco-friendly (from appliances to grocery items, personal care products to vehicles). Before making a choice, they are likely to research on their own; however, they don’t rely on advertising, social media, and magazine articles.

Given their high levels of civic engagement, it’s likely that community groups they are involved with are also sources of the information that guide their actions. ●

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



DOMINANT MOTIVATION FOR  
**10%** of the BC  
Population



# Rugged independence

I am motivated to:

- ***Live the way I like*** - I don't think about how my choices affect the environment
- Seek ***durability and utility*** in the products I buy to support my lifestyle

---

“I try to avoid buying things cheap... I buy things that last, and then I like to maintain them in good shape.”

—PAUL, 47 | COQUITLAM

---

10% of the BC Population

# Rugged independence

For people with a Rugged Independence motivation, choices to live lighter are a by-product of motivations to be self-sufficient and fully in control of how they live their life.

## I am motivated to:

- **Live the way I like** - I don't think about how my choices affect the environment
- Seek **durability and utility** in the products I buy to support my lifestyle

## 🌍 Actions are motivated by the planet:

NO SOMEWHAT YES

The time it takes to recycle or choose environmentally friendly products can be used for more important things in my life.



## Attitudes

People with a Rugged Independence motivation want to live their lives as they please. They are living lighter, e.g., by investing in practical, durable goods and making what they own last as long as possible. Self-reliance, resilience and simplicity are strong values underlying their motivations.

- I don't consider the impact on the environment in every consumption decision I make.
- I want to buy things that are so durable that they are worth repairing.
- I am skeptical when something is positioned as eco-friendly; many things are just greenwashed.

## Key Lighter Living Action Opportunities

1. Enjoy outdoor activities
2. Invest in higher quality products that last longer
3. Repair first before buying new
4. Favour shopping from local farmers, and grow food at home
5. Switch to energy efficient appliances & gadgets



**Design for:** durability, repairability, being prepared or off-the-grid, avoid eco-attributes, facts / rational thought

# Rugged independence

“

It's worth it to plant your garden and maintain it. The rewards you get from it are pretty good. And one of the things that we've discovered is that we want to be more self-sustaining. Not having to run to the grocery store. We're going to be trying to move into more of a prepping attitude now. So being able to sustain our family on whatever we already have. Doing canning and growing our own foods, (Covid) has proven just recently how important prepping can actually be.

—DAN, 36 | MAPLE RIDGE

”

“

I've been doing woodworking. It's like another form of self-love, almost. Doing that I've been able to prove to myself, my own ability. Creating more belief in myself.

—CASEY, 27 | SOOKE

”

“

I always rather invest up front in something that will last me forever... if you're going to make an investment in something that you work with, or you rely on, you want to be in a position where you can solve the problem.

—BO, 23 | VANCOUVER

”



# Rugged independence

## The Ways We Like to Live

The actions and choices of people with a Rugged Independence motivation reflect a determination to do many things themselves, like repairing, making things last and growing food at home. Most of the current behaviours

of people with a Rugged Independence motivation reflect a more rural lifestyle. They are equipped for outdoor activities accessible from where they live (like camping and fishing) and support local businesses in their communities.

### Stuff



- Make purchases based primarily on need and practicality
- Repair first before buying new when I can
- Buy things made or sold locally

*It is my responsibility to choose higher quality products that last longer.*

*Many new things seem like pointless, trendy nonsense.*



### Taking a Break

- Take two or more long-haul flights per year (> 5 hours; pre-COVID)
- Spend holidays in British Columbia



### Money

*I am [not] willing to take on a loan towards eco-home renovations, a greener car, or other environmentally-friendly purchases.*



### Eating

- Cook at home most evenings
- Grow vegetables, herbs and / or fruit
- Go out for fast food
- Favour shopping at the farmers' market or from local farmers



### Moving Around

- Choose a larger vehicle so I can fit my gear (e.g., skis, hiking gear, mountain bike, etc.) and access outdoor activities easily



### Home

- Renovate only when needed (e.g., insulation)

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

# Rugged independence

## Key Lighter Living Action Opportunities

People with a Rugged Independence motivation actively choose not to consider the planet when making choices. This is in part because they are skeptical about the performance and durability of things positioned as eco-friendly and unwilling to pay more for 'green' options. They are highly individualistic and not inspired by others ways of life. They don't want anyone else to control their decision making.

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. Enjoy outdoor activities
2. Invest in higher quality products that last longer
3. Repair first before buying new
4. Favour shopping from local farmers, and grow food at home
5. Switch to energy efficient appliances & gadgets

**Engage with:** Facts & Rational Thought

To connect with them, do not emphasize environmental benefits or green values. Reach them with communications that rely on facts and rational points to emphasize how lighter living choices align with their high needs for self-reliance, durability and utility.

*"[I would upgrade my appliances] if the money saved from being energy efficient was worth the cost."* –Survey respondent

## Reaching this Motivation

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

People with a Rugged Independence motivation are more likely to be men aged 40-59:

- 60% Male (1.22 over indexing BC population)
- 42% are 40-59 years old (1.02 over indexing BC population)
- 28% are 50-59 (1.22 over indexing BC population)

They are more likely to live in the Interior or Northern BC, in a detached home. They may have just moved to a new city in Canada to enjoy an outdoor lifestyle (camping, fishing).

- 25% live in Interior BC (1.25 over indexing BC population)
- 19% live in Northern BC (1.72 over indexing BC population)
- 16% moved to a new city in Canada (1.14 over indexing BC population)
- 63% live in detached homes (1.13 over indexing BC population)

Given that they work away from home and love outdoor recreation, they drive a lot.

- 63% work outside of the home (at a workplace) (1.31 over indexing BC population)
- 42% own 2 vehicles (1.24 over indexing BC population)
- 19% own 3+ vehicles (1.72 over indexing BC population)

They're not very diverse: 88% European / English / Irish / Scottish (1.05 over indexing BC population).

Household income is aligned with the BC population.

## Where they get their information

People with a Rugged Independence motivation are likely to rely on their own knowledge and experiences with products that have proved to be tried-and-true for them. To guide their actions and purchases, they're likely to seek proof of the durability of products, such as warranties.

They don't look to advertising, social media, and magazine articles; but it's likely that they are tapped into news sources relevant to their community, such as a local newsletter. ●

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

DOMINANT MOTIVATION FOR  
**7%** of the BC  
Population



# Practical traditions

I am motivated to:

- Buy only the things I need based on **the best price**
- Stick with what's **practical**, and **not be swayed** by progressive, eco-friendly ideals

---

“It doesn’t matter to me whether it’s natural or organic. I grew up eating meat and potatoes and we had lead paint. And so to me, whatever.”

—BETH, 69 | COURTENAY

---



7% of the BC Population

# Practical traditions

For people with a Practical Traditions motivation, choices to live lighter are a by-product of their motivation to spend little, live simply and stay aligned with the way things have always been.

## I am motivated to:

- Buy only the things I need based on **the best price**
- Stick with what's **practical**, and **not be swayed** by progressive, eco-friendly ideals

🌍 **Actions are motivated by the planet:**  NO  SOMEWHAT  YES

*My actions don't have any impact on the environment because we are such a small part of the world's population.*



## Attitudes

People with a Practical Traditions motivation live lighter by buying only what they need. Thriftiness, pragmatism and honouring tradition are strong values underlying their motivations.

They reject the idea they can have an impact on the environment today or for future generations.

- I make purchases based primarily on need and practicality.
- I rarely pay extra for premium quality products, exclusive brands or organic / local food.
- [I don't believe that] the decisions I make today help protect children and future generations from the impacts of climate change.

## Key Lighter Living Action Opportunities

1. Minimize space heating & hot water use
2. Buy only the things they need based on best price
3. Borrow or rent tools for home maintenance or renovations
4. Repair first before buying new
5. Support healthy fast food



**Design for:** simplicity, repairability, cost effectiveness, avoid eco-attributes, facts / rational thought

# Practical traditions

“

Sometimes if I know someone that has children under the age of my son, I ask if they need [clothes]. If they say yes, I just give them. I have never sold things. I don't have time to do that.

—LISE, 42 | VANCOUVER

”

“

Price is nice. I can give a sh\*t about the environment.

—JAS, 47 | SURREY

”

“

Repairs are often more expensive than replacing something. Definitely more time consuming and cumbersome.

—SURVEY RESPONDENT

”

# Practical traditions

## The Ways We Like to Live

People with a Practical Traditions motivation choose to live a simple life and buy less. The actions they choose to do focus on their home - moving, maintaining or renovating.

They have a low level of civic engagement, preferring the freedom to tinker at home or travel by plane to vacation in warmer climates.



### Stuff

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



### Eating

- Go out for fast food



### Taking a Break

- Take two or more long-haul flights per year (> 5 hours; pre-COVID)



### Home

- Minimize my space heating and water use
- Changed (or considering a change) from natural gas heating in my home (e.g., heat pump)
- Recently moved (or considering a move) to a smaller home



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



# Practical traditions

## Key Lighter Living Action Opportunities

People with a Practical Traditions motivation actively choose not to consider the planet when making choices. Their actions to live lighter are a result of being motivated to save money and limit effort by keeping things simple for themselves. As a result of a traditional mindset, they see growing climate awareness and eco-friendly actions as too much change away from what they are used to.

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. Minimize space heating and hot water use
2. Buy only the things they need based on the best price
3. Borrow or rent tools for home maintenance or renovations (rather than buying)
4. Repair first before buying new
5. Support healthy fast food

*“Appliances are something I like to repair if needed, rather than throw out and buy new.”*

—Survey respondent

### Engage with: Facts & Rational Thought

To connect with them, do not emphasize environmental benefits or green values. Reach them using facts and rational points to emphasize how lighter living choices align with their high needs for cost savings and require minimal effort. Reassure them that any new choice does not mean they have to give up their traditions.

## Reaching this Motivation

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

People with a Practical Traditions motivation are more likely to be older, men and established BC residents.

- 44% 60-79 years old (1.38 over indexing BC population)
- 62% Male (1.27 over indexing BC population)
- 96% have lived in BC for 10+ years (1.05 over indexing BC population)

They are also more likely to live outside major urban areas or in smaller communities. They are more likely to have a slower pace of life or focus on enjoying their retirement.

- 20% on Vancouver Island (1.11 over indexing BC population), 21% Interior BC (1.05 over indexing BC population), and 15% Northern BC (1.36 over indexing BC population)
- 56% are Not Employed (with 4% unemployed) (1.37 over indexing BC population)
- 48% are Retired (1.60 over indexing BC population)
- 57% live in a detached home, 71% own their home (aligned with BC population)
- 82% Do not have children under 19 (1.12 over indexing BC population)
- 86% English / European background (aligned with BC population)
- 21% rate their lives as “Not Busy at All” (1.90 over indexing BC population)
- Household income is aligned with the BC population

## Where they get their information

The choices of people with a Practical Tradition motivation are more likely to be motivated from within vs. inspired by others ways of life.

**Traditional media sources, offline:** It's most likely that traditional information sources inform their choices and quest for the best price, for example, grocery store flyers in local newspapers. ●

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

DOMINANT MOTIVATION FOR  
**7%** of the BC  
Population



# Work hard, live large

## I am motivated to:

- Work hard and **spend my money** on things that give me a comfortable, convenient and enjoyable life
- Buy things as a way of making myself feel better and **giving me something to do**

---

“Amazon (Alexa) over there, absolutely awesome for making life more convenient. I just tell her: ‘turn on the light.’ You can ask: ‘how many inches in a centimeter’ or ‘what’s the weather.’”

—BETH, 65 | COURTENAY

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7% of the BC Population

# Work hard, live large

For people with a Work Hard, Live Large motivation, choices to live lighter are a by-product of motivations to provide comfort and convenience for themselves and their family.

## I am motivated to:

- Work hard and **spend my money** on things that give me a comfortable, convenient and enjoyable life
- Buy things as a way of making myself feel better and **giving me something to do**

## 🌍 Actions are motivated by the planet:

NO SOMEWHAT YES

*I don't want to give up comfort in order to be more eco-friendly.*



## Attitudes

People with a Work Hard, Live Large motivation have attitudes that reflect a desire to enjoy spending the money that they make. Actions to live lighter are a by-product of providing for themselves and their family. To people with this motivation, providing means giving comfort, convenience, luxury and performance.

- Comfort and convenience are often the guiding principles for my purchases.
- I enjoy things which bring a sense of luxury.
- I often buy things for the simple pleasure of buying.

## Key Lighter Living Action Opportunities

1. Engage with stories of luxury refurbished / one-of-a-kind / natural design
2. Switch to energy efficient gadgets or appliances
3. Open to borrow or rent tools (instead of buying)
4. Buy things from a trusted, status brand moving toward circular business models
5. Support experiences including farm-to-table dining



**Design for:** comfort, convenience, cost-competitiveness, no overt eco-attributes, emotion & pleasure



# Work hard, live large

“

Well, I went to France and Japan, and Laureen went to London as well. So yeah, we like the exotic as well. We like foreign countries.

—KEITH, 59 | VANCOUVER

”

“

I love to support ‘local’ but the convenience of online shopping is there and we cannot deny it. And, you know... I’m seeing more and more [of this trend]... My wife and daughter, they are doing some online shopping as well.

—PAUL, 47 | COQUITLAM

”

“

I actually do have a pretty bad shopping habit. I do it out of boredom. So I have a lot of clothing and things that I buy that I never touch.

—STEPHANIE, 28 | VANCOUVER

”

# Work hard, live large

## The Ways We Like to Live

People with a Work Hard, Live Large motivation are more likely to be working full-time. In their time off, they enjoy shopping and going out for meals. They prefer buying new, luxury goods from big, 'reputable' brands and online retailers, including the latest electronics. They are more

likely to have multiple cars and love the comfort and convenience of driving. They are committed to meat and dairy in their diet, eating fast food and enjoy regular plane travel to warmer destinations.

### Stuff

- Buy the latest technology and gadgets
- Favour online shopping for goods (books, electronics, etc.)

*I [often] buy what I [don't] need.*

*The time it takes to recycle or choose environmentally friendly products can be used for more important things in my life.*



### Taking a Break

- Take two or more long-haul flights per year (> 5 hours; pre-COVID)

### Money

- Don't invest in socially responsible, ethical, sustainable or purpose-led investments

*I am [not] willing to take on a loan towards eco-home renovations, a greener car, or other environmentally-friendly purchases.*



### Eating

- Going out for fast food

### Moving Around

- Tend to commute by car

*I chose a larger vehicle so I can fit my gear (e.g., skis, hiking gear, mountain bike, etc.) and access outdoor activities easily.*



### Home

- Recently moved (or considering a move) to a larger home

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

# Work hard, live large

## Key Lighter Living Action Opportunities

People with a Work Hard, Live Large motivation believe that in order to live lighter they have to make sacrifices (e.g. comfort). This means that they aren't motivated to support eco-friendly brands, initiatives or political candidates.

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. Engage with stories of luxury refurbished / one-of-a-kind / natural design when renovating or choosing furniture
2. Switch to energy efficient gadgets or appliances, with incentives and tax credits
3. Open to borrow or rent tools (instead of buying) through a convenient service
4. Buy things from a trusted status brand moving toward circular business models
5. Support experiences including farm-to-table dining

**Engage with:** Emotion & Pleasure

To connect with them, do not emphasize environmental benefits or green values. Reach them with messaging using emotion and pleasure to emphasize how lighter living choices meet their needs for comfort and convenience.

*"[I would buy products made and sold locally if there was] better availability: they are sometimes hard to find."* –Survey respondent

## Reaching this Motivation

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

Those with a Work Hard, Live Large motivation are more likely to be Millennial or Gen X's, male and have kids living at home:

- 20% are 30-39 years old (1.25 over indexing BC population)
- 50% are 40-59 years old (1.22 over indexing BC population)
- 58% Male (1.18 over indexing BC population)
- 26% have 1 or more 0-12 year old (1.37 over indexing BC population)
- 18% have 1 or more 13-19 years old (1.50 over indexing BC population)

Some are experiencing mid-life transitions such as job changes, getting married (or remarried), becoming empty nesters or moving to a larger, detached home.

- 72% are Employed (1.14 over indexing BC population)
- 34% Changed career or job (1.21 over indexing BC population)
- 16% Moved in with their partner (1.60 over indexing BC population)
- 16% Got married / became common-law (1.45 over indexing BC population)
- 13% had children move out of the family home (1.63 over indexing BC population)

They are more likely to be affluent and even those in an 'empty-nester' lifestage are motivated to live like 'more is more' - bigger homes, more cars.

- 46% \$100,000+ (1.48 over indexing BC population)
- 25% have 3 or more cars (2.27 over indexing BC population)
- 20% moved to a larger home (1.67 over indexing BC population)

Most were born in BC, but people with a Work Hard, Live Large motivation are more likely to have moved to the province in the past 5-10 years.

- 11% have lived in BC for 5 years to less than 10 (1.83 over indexing BC population)

*"(Since my kids moved out, I've been doing) more travelling, more purchases related to hobbies."*  
–Survey respondent

## Where they get their information

**Advertising / Media:** BCers with a Work Hard, Live Large motivation get inspiration for their purchases from advertising, social media and magazine articles.

*"I like to research and it's easier to do that online – checking reviews, multiple stores - [...] and you can get it shipped to your door for free."*  
–Chris, 34, Port Moody

**Big Brands & Online Retailers:** It appears that people with this motivation have high trust in information from big companies, such as Amazon. ●

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



**PART 3: DIY TOOLKIT**

**PART 3**

**DO-IT-YOURSELF  
(DIY) TOOLKIT**



# DIY Toolkit

Now that you're familiar with the 7 Motivations, you can begin applying them to your own efforts. Use them to identify strategic engagement areas, whether you are a business, public entity, nonprofit or community organiser.

The Do-it-Yourself (DIY) Activation Toolkit guides you through three stages — Ideate, Design & Test, Launch — to identify which motivations to target and how to align your program, product, campaign or service with their distinct characteristics.

The first worksheet in this toolkit helps to identify the primary motivations for your organization's audience.

If you work in a specific field, use the Action Area Briefs to support your thinking — we have covered the following five topics: Eating; Stuff; Moving Around; Home; General (civic engagement, taking a break, money).

Each Brief shares priority and secondary action areas from a footprint perspective. There are tables showing which motivations are First Movers for particular actions, which are Convincables (and could be swayed to take a particular action), and which motivations are less or disinterested in the action listed. Note that people from across the motivations do the same action but for very different reasons.

As you go through the DIY Activation Toolkit, keep in mind that motivations respond to different appeals. Some segments are motivated by the planet, others are not. Some motivations respond to emotion and pleasure, others to facts and rational thought.

Work with your team to determine how to best use the 7 Motivations to accomplish your goals. They can be referred to over time to further refine your strategy. Applying these motivations can assist your efforts to enhance justice, sustainability, and resilience.

The full DIY Toolkit includes a slide deck, handouts, video / audio clips, and a workshop agenda. You can find it at: [www.oneearthweb.org/motivations](http://www.oneearthweb.org/motivations). Let us know how you use this by emailing us at [motivations@oneearthweb.org](mailto:motivations@oneearthweb.org) — and connect with us if we can help you use the motivations and mainstream lighter living action.



# DIY Activation Worksheet

Date: \_\_\_\_\_ Name: \_\_\_\_\_

We're using the motivations in order to help us with:

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(e.g., marketing, a campaign, product or service innovation, program development etc. — get specific)

## Step 1: Identify your relevant motivations:

Pick 1 – 2 Motivations that are a clear fit with your business or organization, and 1 – 2 that are a stretch and would extend your reach and impact. Use your own understanding as well as your Action Area Briefing (eating, getting around, home, stuff, general daily living) to make your selection.

### These 1 – 2 motivations are a clear fit:

1. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation

2. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation

### These 1 – 2 motivations are a stretch, but worth it:

1. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation

2. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation





## ACTION AREA BRIEFING

# Eating

Food is the largest contributor to our region's ecological footprint, for both individuals and communities.

The meals we eat have an impact on our environment, and it can be a big one. Local food production and recovery is vital to build food security and the local economy.

We can look for food that is produced and transported in a low-carbon and ecologically sensitive way and has less packaging — no matter where it is produced. From a footprint perspective what we eat matters a lot. Lower impact options include plant-based foods — if choosing

animal-based proteins, climate-friendlier options are fish, chicken, or pork.

We can also be more intentional about what comes into our homes through meal planning and portion size. We dramatically reduce our impact by reducing food waste. Nearly half of all food produced in Canada is wasted, and 63% of the food Canadians throw away could have been eaten. There are a lot of ways we can savour and enjoy what's on our plates.

**We can enjoy eating while tackling food waste and shifting to plant-rich diets. Priorities are to:**

- Reduce wasted food at home and in the community, e.g., prevent (and measure) wasted food, rescue food, leftover food, change portion sizes and serving style, etc.
- Shift to plant-rich diets: eat less red meat and dairy

### ✓ EAT MORE PLANT BASED



## Table: Eating

Note that there are people doing, open to or not interested in all of these actions across each of the motivations. This table captures where each motivation lands overall so it's where you might want to put your efforts.

Action Area	BC Pop. % (do this now + open to)	First Mover	Convincible	Less / Disinterested
<input checked="" type="checkbox"/> Cook at home most evenings	<b>98 %</b> (89 + 9)	Waste Not, Want Not Healthy Life & Planet Rugged Independence Eco-Trends	Shop, Style & Social Work Hard, Live Large	
<input checked="" type="checkbox"/> Make a shopping list before buying groceries	<b>94 %</b> (84 + 10)	Waste Not, Want Not Healthy Life & Planet Rugged Independence Eco-Trends	Practical Traditions	Work Hard, Live Large
<input checked="" type="checkbox"/> Eat exclusively plant-based / vegetarian meals	<b>29 %</b> (9 + 20)	Healthy Life & Planet	Eco-Trends	Waste Not, Want Not Shop, Style & Social Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Eat more plant-based / vegetarian meals	<b>63 %</b> (33 + 30)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Shift to non-dairy milk / products (e.g., soy milk, cheese, yogurt)	<b>37 %</b> (23 + 13)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Buy local food whenever possible	<b>94 %</b> (63 + 31)	Healthy Life & Planet Rugged Independence Eco-Trends	Waste Not, Want Not Shop, Style & Social	Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Favour shopping at the farmers' market or from local farmers	<b>86 %</b> (42 + 44)	Healthy Life & Planet Rugged Independence Eco-Trends	Waste Not, Want Not Shop, Style & Social	Practical Traditions
<input checked="" type="checkbox"/> Grow vegetables, herbs and / or fruit	<b>77 %</b> (45 + 32)	Waste Not, Want Not Healthy Life & Planet Rugged Independence Eco-Trends	Shop, Style & Social	Practical Traditions
<input checked="" type="checkbox"/> Take part in eco-campaigns like bike-to-work week, Climate Strikes or Meatless Mondays	<b>43 %</b> (14 + 29)	Healthy Life & Planet Eco-Trends		Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Buy things made or sold locally	<b>96 %</b> (60 + 36)	Healthy Life & Planet Rugged Independence Eco-Trends	Waste Not, Want Not Shop, Style & Social Work Hard, Live Large	Practical Traditions
<input checked="" type="checkbox"/> Avoid unnecessary packaging for food and drinks	<b>90 %</b> (46 + 44)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social Work Hard, Live Large	Practical Traditions



## ACTION AREA BRIEFING

# Stuff

Our belongings allow us to express and share in our identities and live our day-to-day lives.

In terms of ecological footprints, though, it often has less to do with how we source our items or what we do with them at the end of their life. It comes down to making our belongings last (or repairing them!).

The most important change someone can make is to reduce their overall consumption of stuff, which has ripple effects in the production and manufacturing of those goods. For example, rethinking whether you truly need that new thing; choosing longer-lasting items and reclaimed materials; and sharing and reusing items among your community. Having more stuff

doesn't necessarily make us happier. For many Canadians, there's value in focusing on what you have (and how you spend your time) rather than how much you have.

**Living Lighter means using and wasting less, and sharing more. Priorities are to:**

- Rethink buying decisions or use sharing platforms to access goods, e.g., building out the places and services for people to repair and share more things
- Reduce use of high footprint

materials such as paper, plastics textiles, e.g., helping people go paperless, supporting the market for higher quality and longer lasting clothes

- Reduce waste from consumer goods, e.g., moving away from single-use plastics

**Secondary action areas (from a footprint perspective) are:**

- Increase recycling and reuse of consumer goods
- Reduce toxins

## ✔ GET THINGS SECOND HAND



## Table: Stuff

Note that there are people doing, open to or not interested in all of these actions across each of the motivations. This table captures where each motivation lands overall so it's where you might want to put your efforts.

Action Area	BC Pop. % (do this now + open to)	First Mover	Convincible	Less / Disinterested
<input checked="" type="checkbox"/> Get things second-hand (buying, swapping, free)	<b>81%</b> (57 + 24)	Waste Not, Want Not Healthy Life & Planet Eco-Trends	Shop, Style & Social Rugged Independence Practical Traditions	
<input checked="" type="checkbox"/> Repair first before buying new when I can	<b>94%</b> (70 + 24)	Waste Not, Want Not Healthy Life & Planet Rugged Independence Eco-Trends	Shop, Style & Social Practical Traditions	Work Hard, Live Large
<input checked="" type="checkbox"/> Resell or donate things when I'm done with them	<b>97%</b> (83 + 14)	Waste Not, Want Not Healthy Life & Planet Rugged Independence Eco-Trends	Shop, Style & Social Work Hard, Live Large Practical Traditions	
<input checked="" type="checkbox"/> Go paperless for bills	<b>90%</b> (80 + 10)	Waste Not, Want Not Healthy Life & Planet Eco-Trends	Shop, Style & Social Rugged Independence	Work Hard, Live Large
<input checked="" type="checkbox"/> Reduce my paper use at home and / or at work	<b>89%</b> (66 + 22)	Waste Not, Want Not Healthy Life & Planet	Shop, Style & Social Eco-Trends	Practical Traditions
<input checked="" type="checkbox"/> Buy things made or sold locally	<b>96%</b> (60 + 36)	Healthy Life & Planet Rugged Independence Eco-Trends	Waste Not, Want Not Shop, Style & Social Work Hard, Live Large	Practical Traditions
<input checked="" type="checkbox"/> Avoid unnecessary packaging for food and drinks	<b>90%</b> (46 + 44)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social Work Hard, Live Large	Practical Traditions
<input checked="" type="checkbox"/> Avoid plastics	<b>83%</b> (31 + 42)	Healthy Life & Planet	Waste Not, Want Not Shop, Style & Social Eco-Trends	Practical Traditions
<input checked="" type="checkbox"/> Give gifts that are experiences, a re-gift (e.g., heirloom) or something homemade	<b>79%</b> (43 + 36)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social Rugged Independence Work Hard, Live Large	Practical Traditions

## ACTION AREA BRIEFING

# Moving Around

How we get around in our daily lives — be it for work or pleasure — is the second biggest driver of our ecological footprint as BCers.

These impacts are largely due to the fuel we use in our private vehicles. Often, emphasis is placed on engine efficiency to reduce fuel use, but what is more important is the type of energy used and the number of passengers per vehicle. A single passenger is about 4% of a private vehicle's weight — so most of the fuel is used to move the car and not the passenger. On the other hand, for a fully loaded transit bus, the weight of all passengers combined is about equal to the vehicle weight. Buses, shared cars, electric bikes or vehicles are all steps in the right direction. Being able to get around to different places allows us to enjoy different aspects of ourselves,

whether that enjoyment comes from the journey or the destination. We can also ask whether we need to make a trip in the first place.

**Getting around more sustainably and reducing the need for travel are the priorities here:**

- Shift transportation modes to increase the % of trips by walking, cycling and public transit, e.g., make walking corridors more appealing
- Find alternatives to personal car ownership, e.g., supporting car-sharing

- Switch fuel type by going electric
- Reduce or eliminate the need to travel — both for long and short distances

**Secondary action areas (from a footprint perspective):**

- Ensure personal cars (or car fleets) are operating efficiently
- Reduce emissions from idling personal vehicles

## ✓ FAVOUR WALKING OR CYCLING

"Walking gives lots of time to think and it's cost effective."

"I just hop on the bike to work, for groceries: I get exercise out of it too."

"We moved closer to stores and transit since having a child."



## Table: Moving Around

Note that there are people doing, open to or not interested in all of these actions across each of the motivations. This table captures where each motivation lands overall so it's where you might want to put your efforts.

Action Area	BC Pop. % (do this now + open to)	First Mover	Convincible	Less / Disinterested
<input checked="" type="checkbox"/> Take public transit at least twice a week	<b>32%</b> (13 + 19)	Eco-Trends	Waste Not, Want Not Shop, Style & Social Healthy Life & Planet	Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Use a car-share vehicle (e.g., Modo, Evo)	<b>27%</b> (8 + 19)	Eco-Trends	Waste Not, Want Not Shop, Style & Social Healthy Life & Planet	Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Use an on-demand car (e.g., taxi, private company, e.g., Uber)	<b>33%</b> (11 + 22)	Shop, Style & Social	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Work remotely at least three times a week (pre-COVID or going forward)	<b>45%</b> (24 + 21)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Practical Traditions
<input checked="" type="checkbox"/> Own or research switching to a low-emissions /hybrid/electric vehicle	<b>66%</b> (11+ 55)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Practical Traditions
<input checked="" type="checkbox"/> Live within walking distance from stores and services that I use	<b>69%</b> (43 + 26)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Practical Traditions
<input checked="" type="checkbox"/> Favour walking or cycling at least twice a week	<b>72%</b> (42 + 30)	Waste Not, Want Not Healthy Life & Planet Eco-Trends	Shop, Style & Social	Work Hard, Live Large
<input checked="" type="checkbox"/> Carpool to/from work, activities	<b>29%</b> (8 + 21)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Advocate for better transportation options where I live	<b>61%</b> (22 + 39)	Healthy Life & Planet	Waste Not, Want Not Shop, Style & Social Eco-Trends	Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Take part in eco-campaigns like bike-to-work week, Climate Strikes or Meatless Mondays	<b>43%</b> (14 + 29)	Healthy Life & Planet Eco-Trends		Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Spend holidays in British Columbia	<b>92%</b> (75 + 17)	Waste Not, Want Not Healthy Life & Planet Rugged Independence Eco-Trends	Shop, Style & Social Work Hard, Live Large Practical Traditions	
<input checked="" type="checkbox"/> I am willing to take on a loan towards eco-home renovations, a greener car, or other environmentally-friendly purchases. (Scale 1-7)	<b>22%</b> Strongly agree <b>27%</b> Neutral <b>51%</b> Not interested	Healthy Life & Planet Eco-Trends	Shop, Style & Social	Waste Not, Want Not Rugged Independence Work Hard, Live Large Practical Traditions

## ACTION AREA BRIEFING

# Home

Our homes are where we can relax and find comfort — and we can make them better for our planetary home too.

Nearly three-quarters of BC's housing footprint is from how we heat and power our homes, and the rest is from the energy and materials used to construct them. One of the best things we can do is invest in energy efficiency and heat pumps. We can use built space efficiently, increase its lifespan and use lower-impact building materials by emphasizing timeless design, modularity, and materials quality. We can choose the smallest home for our needs — or share space with others. When we furnish or renovate, buying second-hand or refurbished reduces our impact considerably as does

deconstructing or reusing building materials. Choosing where to live is another priority: when we have the choice, we can select a place where we are within walking distance of stores or other amenities — and a low-carbon commute to our work.

**Living well in complete, low-carbon communities with more sustainable buildings and construction is the objective. Priorities are to:**

- Reduce housing energy needs: consider smaller dwellings and efficiency retrofits
- Support complete, compact communities

- Tackle building and construction waste
- Shift to more sustainable furnishings and appliances
- In BC, a GHG priority is to change from natural gas to electric heating (e.g., heat pumps)

**Secondary action areas (from a footprint perspective):**

- Reduce 'unnecessary' water consumption
- Use fewer resources to run the home

## ☑ HAVE OR SWITCH TO ENERGY EFFICIENT APPLIANCES



## Table: Home

Note that there are people doing, open to or not interested in all of these actions across each of the motivations. This table captures where each motivation lands overall so it's where you might want to put your efforts.

Action Area	BC Pop. % (do this now + open to)	First Mover	Convincible	Less / Disinterested
<input checked="" type="checkbox"/> Borrow or rent tools for home maintenance or renovations (rather than buying)	<b>65%</b> (30 + 35)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social Work Hard, Live Large	Rugged Independence
<input checked="" type="checkbox"/> Changed (or considering a change) from natural gas heating in my home (e.g., heat pump)	<b>44%</b> (13 + 31)		Shop, Style & Social Healthy Life & Planet Eco-Trends	Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Have (or switch to) energy efficient appliances and gadgets	<b>87%</b> (49 + 38)	Waste Not, Want Not	Shop, Style & Social Rugged Independence Practical Traditions	
<input checked="" type="checkbox"/> Have an energy audit done for my home	<b>49%</b> (7 + 42)		Waste Not, Want Not Shop, Style & Social Eco-Trends	Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Minimise my space heating and hot water use	<b>80%</b> (53 + 27)	Waste Not, Want Not Healthy Life & Planet	Shop, Style & Social	Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Recently moved (or considering a move) to a smaller home	<b>37%</b> (13 + 24)	Healthy Life & Planet	Eco-Trends	Rugged Independence Work Hard, Live Large
<input checked="" type="checkbox"/> Renovate only when needed (e.g., insulation)	<b>73%</b> (37 + 36)	Rugged Independence	Waste Not, Want Not Shop, Style & Social Healthy Life & Planet Work Hard, Live Large Eco-Trends Practical Traditions	
<input checked="" type="checkbox"/> Work remotely at least three times a week (pre-COVID or going forward)	<b>45%</b> (24 + 21)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Practical Traditions
<input checked="" type="checkbox"/> Buy things made or sold locally	<b>96%</b> (60 + 36)	Healthy Life & Planet Rugged Independence Eco-Trends	Waste Not, Want Not Shop, Style & Social Work Hard, Live Large	Practical Traditions
<input checked="" type="checkbox"/> I am willing to take on a loan towards eco-home renovations, a greener car, or other environmentally-friendly purchases. (Scale 1-7)	<b>22%</b> Strongly agree <b>27%</b> Neutral <b>51%</b> Not interested	Healthy Life & Planet Eco-Trends	Shop, Style & Social	Waste Not, Want Not Rugged Independence Work Hard, Live Large Practical Traditions

## ACTION AREA BRIEFING

# General civic engagement, taking a break, money

We support our communities through our values in a variety of ways.

Sometimes it's through volunteering to raise awareness about issues we care deeply about; other times, it's about investing with our dollars into local stores, progressive industries or campaigns. Our values come through in our everyday lives, but also in the ways we celebrate together and support one another's wellbeing. How we embody our values and act upon them can influence our ecological footprint as well as those of the communities we live in. We can also take advantage of the support of our communities and join forces to support sustainable ways of living. We know that we look to our peers for belonging and connection. We can mainstream lighter living by talking about it and normalizing low footprint

actions with our family, friends and community.

**Promoting celebrations with high enjoyment and lower footprints:**

- Highlight wellbeing with lighter footprints
- Create campaigns that celebrate a new good life vision
- Reduce advertising pressure
- Lead with our values through our purchases and investments, big and small
- Engage in collective groups like neighbourhoods and workplaces
- Rethink how we celebrate and host events to be both meaningful and to have a low footprint

- Promote sustainable recreation
- Reduce the carbon footprint of the holidays

**Secondary action areas (from a footprint perspective):**

- Give your time to spend with others or to volunteer
- Bring communities together for social connection and to create a sense of belonging
- Engage in personal health practices such as mindfulness, meditation and yoga
- Buy carbon offsets
- Spend time in and connect with nature

## ✔ BUY THINGS MADE OR SOLD LOCALLY

"I enjoy getting to farmers' markets when it suits me as far as weather, distance, parking."



"When downsizing, we purchased Made In Canada whenever possible for new items."



"We have lots of farms, supporting local citizens directly. It's a good feeling."





## Table: Civic Engagement

Note that there are people doing, open to or not interested in all of these actions across each of the motivations. This table captures where each motivation lands overall so it's where you might want to put your efforts.

Action Area	BC Pop. % (do this now + open to)	First Mover	Convincible	Less / Disinterested
<input checked="" type="checkbox"/> Improve my local environment (e.g., shoreline cleanup, restore a stream)	<b>76%</b> (19 + 57)	Waste Not, Want Not Eco-Trends		
<input checked="" type="checkbox"/> Take part in eco-campaigns like bike-to-work week, Climate Strikes or Meatless Mondays	<b>43%</b> (14 + 29)	Healthy Life & Planet Eco-Trends		Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Volunteer regularly in my community	<b>75%</b> (30 + 45)	Waste Not, Want Not Healthy Life & Planet	Eco-Trends Rugged Independence Shop, Style & Social Work Hard, Live Large Practical Traditions	
<input checked="" type="checkbox"/> Vote for a political candidate who is pushing for eco-friendly policies	<b>67%</b> (35 + 32)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social	Rugged Independence Work Hard, Live Large Practical Traditions
<input checked="" type="checkbox"/> Buy things made or sold locally	<b>96%</b> (60 + 36)	Healthy Life & Planet Rugged Independence Eco-Trends	Waste Not, Want Not Shop, Style & Social Work Hard, Live Large	Practical Traditions

## Table: Taking a Break

Note that there are people doing, open to or not interested in all of these actions across each of the motivations. This table captures where each motivation lands overall so it's where you might want to put your efforts.

Desired Action	BC Pop. % (do this now + open to)	First Mover	Convincible	Less / Disinterested
<input checked="" type="checkbox"/> Spend holidays in British Columbia	<b>92%</b> (75 + 17)	Waste Not, Want Not Healthy Life & Planet Rugged Independence Eco-Trends	Shop, Style & Social Work Hard, Live Large Practical Traditions	
<input checked="" type="checkbox"/> Give gifts that are experiences, a re-gift (e.g., heirloom) or something homemade	<b>79%</b> (43 + 36)	Healthy Life & Planet Eco-Trends	Waste Not, Want Not Shop, Style & Social Rugged Independence Work Hard, Live Large	Practical Traditions



## Table: Money

Note that there are people doing, open to or not interested in all of these actions across each of the motivations. This table captures where each motivation lands overall so it's where you might want to put your efforts.

Desired Action	BC Pop. % (do this now + open to)	First Mover	Convincible	Less / Disinterested
<input checked="" type="checkbox"/> Align my financial investments (like retirement funds) with my eco-friendly values	<b>57%</b> (12 + 45)	<div style="background-color: #4CAF50; color: white; padding: 2px; border-radius: 5px;">Healthy Life &amp; Planet</div> <div style="background-color: #009688; color: white; padding: 2px; border-radius: 5px;">Eco-Trends</div>	<div style="background-color: #003366; color: white; padding: 2px; border-radius: 5px;">Waste Not, Want Not</div> <div style="background-color: #FF0000; color: white; padding: 2px; border-radius: 5px;">Shop, Style &amp; Social</div>	<div style="background-color: #FF9900; color: white; padding: 2px; border-radius: 5px;">Rugged Independence</div> <div style="background-color: #003366; color: white; padding: 2px; border-radius: 5px;">Work Hard, Live Large</div> <div style="background-color: #333366; color: white; padding: 2px; border-radius: 5px;">Practical Traditions</div>
<input checked="" type="checkbox"/> I am willing to take on a loan towards eco-home renovations, a greener car, or other environmentally-friendly purchases. (Scale 1-7)	<b>22%</b> Strongly agree <b>27%</b> Neutral <b>51%</b> Not interested	<div style="background-color: #4CAF50; color: white; padding: 2px; border-radius: 5px;">Healthy Life &amp; Planet</div> <div style="background-color: #009688; color: white; padding: 2px; border-radius: 5px;">Eco-Trends</div>	<div style="background-color: #FF0000; color: white; padding: 2px; border-radius: 5px;">Shop, Style &amp; Social</div>	<div style="background-color: #003366; color: white; padding: 2px; border-radius: 5px;">Waste Not, Want Not</div> <div style="background-color: #FF9900; color: white; padding: 2px; border-radius: 5px;">Rugged Independence</div> <div style="background-color: #003366; color: white; padding: 2px; border-radius: 5px;">Work Hard, Live Large</div> <div style="background-color: #333366; color: white; padding: 2px; border-radius: 5px;">Practical Traditions</div>

# Methodology

## 7 Motivations for Lighter Living Action in British Columbia

OneEarth's Motivations for Lighter Living is inspired by Sitra's Smart Consumption profiles. The team followed [Sitra's](#) methodology, with some adaptations.

OneEarth and the study's co-presenter, Share Reuse Repair Initiative, are strongly committed to creating the calibre of insight provided in Sitra's example. The key differences in the methodology are related to the goal of understanding motivations for lighter living more holistically and beyond consumption, to attitudes and actions related to community and civic engagement.

### PHASE 1: SUCCESS SESSION & QUALITATIVE INTERVIEWS

The research commenced with a virtual meeting in June 2020 with key project team members to confirm the overall project scope and vision of success for BC. Objectives of the success session included the following:

- Confirm overall project objectives and outcomes
- Set intentions for how our project/process would be the same/different from Finland
- Share hypotheses about how results for BC will be different
- Meetings with Sitra to confirm our understanding of their methodology and outcomes



### METHODOLOGY SNAPSHOT

- Phase 1 — Success Session, qualitative interviews (n=20) & sharing sessions
- Phase 2 — Quantitative survey (n=1,500)
- Phase 3 — Sharing sessions, report & activation toolkit development

## Qualitative Interviews

20 x 1.5 hour, one-on-one interviews were conducted virtually (July 2020; with Zoom because of COVID-19). The interviews were held over the course of a week.

The interviews were made up of three key parts:

1. Brief sharing of a pre-task submission — photo of ‘my favourite room’ — and the reasons why it was chosen as the participants favourite room.
2. A set of 30 actions were shared and respondents were asked to assign them into three categories:
  - Which ones do you do/choose?
  - Neutral, possible choices
  - Which ones do you not do/choose?
3. Response to and ranking of a set of 13 motivations to identify which were the ones that participants felt motivated their behavior most often.

The 30 actions were chosen because they represented a mix of sustainable and less sustainable actions.

At the very end of the interview, participants were asked about their perceptions and associations with the phrase ‘climate action,’ which was the first time this was discussed overtly.

## Recruitment of Participants

Our objective was to include a diverse set of people, reflective of the British Columbia population. This was done by recruiting people across demographic characteristics (age, ethnicity, family composition, employment context, type of home, transportation choices, length of time living in BC).

Sitra’s [Shift 1.5 Method Book](#) provided a range of attitudinal statements which were used as a starting point. We developed a set of localized, motivation-based statements to ensure that we recruited our qualitative sample across a diversity of attitudes and mindsets.

Consistent with Sitra’s approach, participants were not told that the purpose of the study was to understand motivation for sustainable choices and lighter living.

“We have many community partners on this learning journey with us. A diverse selection of co-ops, social ventures, social enterprises, and not-for-profit organisations are co-sponsors. They have helped shape the storylines and how the motivations were defined. Moving forward, we’ll look at how we can deploy these insights to shape engagement strategies not just for our own members, but also for their own customer bases and constituencies. Our community partners and beyond can use this open-source set of insights to further their efforts to mainstream lighter living in BC.”

**KIRA GERWING, SENIOR MANAGER,  
COMMUNITY INVESTMENT,  
VANCITY**



Participants were told that the study was being done to better understand everyday life, including the choices and purchasing behaviors of BC residents. Participants were told that topics would include, for example, how we live, what we eat, what and why we buy goods, how we celebrate, and how we get around. Further context was provided as, “our aim is to hear people’s opinions and gain insights which will be used to better understand how organizations (including companies, social enterprises, and non-profit organizations) can support the kinds of services and products that increase the wellbeing of BC residents.”

## Storybuilding Session I

After initial analysis of the interviews, a 2-hour virtual Storybuilding Session was held in October 2020 to share the emerging findings with sponsors & co-sponsors. These participants provided key information about British Columbia and the attitudes and actions they see as prevalent or important to explore. Input was taken into account for survey development.

## PHASE 2: QUANTITATIVE SURVEY

### Quantitative Survey

1,500 people were surveyed between November 20 and 27, 2020, achieving a sample representative of the general population of British Columbia.

- Ages 18-70 from diverse cultural backgrounds
- Mix of those born in BC and those from abroad
- Mix of education & employment context
- Various housing types & transportation choices
- Mix of regions including all major urban areas, Vancouver Island & Northern British Columbia

Final survey content was determined by OneEarth in consultation with a quantitative specialist and resulted in the following:

- 20 minute survey
- 65 attributes (motivational related statements) for cluster analysis

- 45 actions (see [page 73](#))
- Demographic questions, e.g., housing, age, life transition moments experienced, civic activity, location, etc.


The survey was adjusted from Sitra’s original questionnaire in the following ways:

- Adapted wording for some of Sitra’s original statements as needed for the BC context. To note, we always selected the Sitra language if we could or adapted it to keep the same intent (e.g., to express interest in high quality goods). We ensured consistency with Sitra’s seven Finnish motivations, using these as hypothesised clusters (e.g., the Traditional Voice of Reason had eight similar or identical statements).
- Added a few statements representing our BC hypotheses (e.g., statements related to health and fitness motivations, which came out in the Phase 1 qualitative interviews).
- Included some globally relevant demographic questions (e.g., the Cantril Ladder Test, which is used to measure wellbeing globally including for the World Happiness Report).
- Added a set of questions to measure civic engagement, identical to those asked by the Vancouver Foundation in their own survey.
- Included additional financial management and investment questions / statements.

Finally, OneEarth wanted to highlight the opportunity to encourage lighter living during key life transition periods. Respondents were asked which life moments (positive or negative) they had experienced in the past 5 years, from a list provided.

### Actions Included in Quantitative Survey

45 actions were selected to provide some disaggregation across key ecological and carbon footprint priorities (e.g., mostly plant-based vs. completely vegetarian) as well as the province’s



infrastructure (e.g., car-sharing). A few more neutral actions were included (e.g., ordering meal kits) to provide a fuller picture of people's choices and possible opportunity spaces (see [pages 73-74](#)).

Respondents were asked to indicate (for each action):

- A – I do this now (Do now)
- B – I could see myself doing this (if possible/easier/other) (Would do this)
- C – I'm not interested in doing this (Not interested)
- D – Not part of my life (Not applicable)

Most of the key actions were asked of all survey respondents; a selection was asked of either an A or a B list (each with similar topics covered). Each respondent was asked what would make it easier / possible for them to do one of the actions they had indicated they were “open to.”

## Deciding on the Seven BC Motivation Segments

Cluster analysis yielded seven Motivations for BC. Each of these has supporting data including actions, demographic concentrations, life moments and civic activity associated with it.

The quantitative experts explored clustering of between two and nine segments, before landing on the seven segment solution as the one that provided the greatest distinctions between the Motivations. By coincidence, this resulted in a similar number of segment solutions and the proportional breakdown to the seven segments identified by Sitra, although with different characteristics from Sitra's originals. There were a few segments matching approximately 20% of the population, and a few segments matching between 5-15% of the population. In future versions of the Motivations (for example, in other locations), the best fit might be 4, 5 or 6 segments.

### COVID 19 CONSIDERATIONS

Both the qualitative and quantitative phases of the fieldwork for the Lighter Living Motivations for BC were conducted during 2020, during a time when BC citizens were impacted by the Covid 19 pandemic. We feel confident that, for the most part, the attitudes and actions measured in this research were not significantly impacted by Covid 19. Two exceptions include working remotely and long haul flights. As a result we asked specifically about pre-Covid behavior for these two actions.



## **PHASE 3: SHARING, REPORT & ACTIVATION TOOLKIT DEVELOPMENT**

### **Storybuilding Session II**

In January 2021, a second, two-hour Storybuilding Session was held after the quantitative analysis. Once the seven Motivations for BC were shared and understood, session participants were asked what else they would need to know about the seven Motivations, which helped direct the final phase of reporting and planning of activation tools.

One important outcome from the second Storybuilding Session was a recommendation by a co-sponsor to reconsider the use of the term ‘profile’ to describe the seven Motivations for BC given the oppressive nature of the term when used in some contexts (for example, racial profiling). OneEarth made the decision to exclude the term from the project as a result.

### **Activation Workshops**

After full analysis and report writing, two separate 2-hour Zoom workshops were held in June 2021. Attendees included a range of users who were asked to work with the seven Motivations and test the DIY Activation Toolkit. Attendees represented two groups: businesses (ranging from startups to medium size businesses) and public-facing organizations including cities (e.g., community foundations, nonprofits).

Feedback from users in this session greatly helped direct the final version of this report and the DIY Activation Toolkit.

## Lighter Living Actions

These 45 actions were selected to provide some disaggregation across key ecological and carbon footprint priorities (e.g., mostly plant-based vs. completely vegetarian) as well as the province's infrastructure (e.g., car-sharing, etc.).

The team kept a few more neutral actions (e.g., ordering meal kits) to provide a fuller picture of people's choices and possible opportunity spaces.

Respondents were asked to indicate (for each action):

- A – I do this now (Do now)
- B – I could see myself doing this (if possible/easier/other) (Would do this)
- C – I'm not interested in doing this (Not interested)
- D – Not part of my life (Not applicable)

Most of the key actions were asked of all survey respondents; a selection was asked of either an A or a B list (each with similar topics covered). Those marked with **[all]** were asked of all respondents. The others were A/B, so asked of 750 respondents each (with similar topics covered).

- |   |   |
|---|---|
| 1. Avoid unnecessary packaging for food and drinks              | 10. Order food or meal kits to my home                                |
| 2. Buy local food whenever possible <b>[all]</b>                | 11. Shift to non-dairy milk/products (e.g., soy milk, cheese, yogurt) |
| 3. Cook at home most evenings                                   | 12. Avoid plastics  |
| 4. Eat exclusively plant-based/vegetarian meals <b>[all]</b>    | 13. Buy the latest technology and gadgets.                            |
| 5. Eat more plant-based / vegetarian meals <b>[all]</b>         | 14. Buy things made or sold locally <b>[all]</b>                      |
| 6. Favour shopping at the farmers' market or from local farmers | 15. Favour online shopping for goods (books, electronics, etc.)       |
| 7. Go out for fast food   | 16. Get things second-hand (buying, swapping, free) <b>[all]</b>      |
| 8. Grow vegetables, herbs and / or fruit <b>[all]</b>           | 17. Go paperless for bills  |
| 9. Make a shopping list before buying groceries <b>[all]</b>    |   |





18. Reduce my paper use at home and/or at work [all]
19. Repair first before buying new when I can [all]
20. Resell or donate things when I'm done with them [all]
21. Borrow or rent tools for home maintenance or renovations (rather than buying)
22. Changed (or considering a change) from natural gas heating in my home (e.g., heat pump)
23. Have (or switching to) energy efficient appliances and gadgets [all]
24. Have an energy audit done for my home
25. Minimise my space heating and hot water use [all]
26. Recently moved (or considering a move) to a larger home [all]
27. Recently moved (or considering a move) to a smaller home [all]
28. Renovate only when needed (e.g., insulation)
29. Work remotely at least three times a week (pre-COVID or going forward) [all]
30. Advocate for better transportation options where I live
31. Carpool (to/from work, activities)
32. Favour walking or cycling at least twice a week [all]
33. Live within walking distance from stores and services that I use [all]
34. Own or research switching to a low-emissions/hybrid/electric vehicle
35. Take public transit at least twice a week [all]
36. Use a car-share vehicle (e.g., Modo, Evo) [all]
37. Use an on-demand car (e.g., taxi, private company, e.g., Uber)
38. Align my financial investments (like retirement funds) with my eco-friendly values [all]
39. Give gifts that are experiences, a re-gift (e.g., heirloom) or something homemade [all]
40. Improve my local environment (e.g., shoreline cleanup, restore a stream) [all]
41. Spend holidays in British Columbia
42. Take part in eco-campaigns like bike-to-work week, Climate Strikes or Meatless Mondays
43. Take two or more long-haul flights per year (> 5 hours; pre-COVID) [all]
44. Volunteer regularly in my community
45. Vote for a political candidate who is pushing for eco-friendly policies


## ✓ REPAIR FIRST BEFORE BUYING NEW

"Buy good quality, and then don't just throw it out, but repair."

"Appliances are something I like to repair rather than throw them out and buy new."

"If something's busted, sometimes I can get it going."




A group of hikers is seen from behind, walking along a dirt path through a lush green forest. In the distance, a misty mountain range is visible. A large white circle with a red border is superimposed on the image, containing text. The background is a scenic view of a forest with tall evergreen trees and a small stream or lake in the distance. The sky is overcast and hazy. The overall tone is natural and serene.

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*The 7 Motivations for Lighter Living Action in British Columbia help us encourage and support more sustainable choices and actions by all people — whether they are consciously motivated by planet or not.*

**OneEarth**



# Are you using the Motivations? Or would you like to?

**GET IN TOUCH AND EXPLORE THE ONLINE DIY TOOLKIT:**

[motivations@oneearthweb.org](mailto:motivations@oneearthweb.org) | [www.oneearthweb.org/motivations](http://www.oneearthweb.org/motivations)