



Take Action!

Business and Marketing

As a business leader, entrepreneur, or sales and marketing professional, you play a key role. You shape aspirations and consumer demand, and help develop and mainstream the goods and services for sustainable living.

Resources for you:

Resources from OneEarth Living, with partners:

- **7 Motivations for Lighter Living Action** – find out the “why” behind sustainable lifestyles and behaviours and use this tool for business planning, marketing, and sustainable/circular innovation aimed at mainstreaming lighter living actions.

Other resources:

- **World Business Council on Sustainable Development: Sustainable Lifestyles** – a program to enable and inspire the marketing, products, infrastructure, technology, business models, behaviours and aspirations required to make sustainable living possible and desirable.
- **SHIFT framework and workbook** – a set of tools for fostering ecologically sustainable consumer behaviour by shaping marketing and innovation.
- **Talk the Walk: Advancing Lifestyles through Marketing and Communications**
- **Sustainable Lifestyles Frontier Group** – an initiative that aims to seize today’s opportunity for business to enable sustainable lifestyles globally.

Let us know what you find useful. Share with others and send us your suggestions at OneEarthLiving.Org/contact-us

Follow this link to learn more:

