



DO-IT-YOURSELF (DIY) TOOLKIT

6 Motivations for Sustainable Living Action in Québec

April 2024

By:



With:



Initiated by:



The background features a blurred image of several people sitting at a table in what appears to be a meeting or workshop. A network diagram is overlaid on the right side, consisting of several circles of different colors (white, orange, red) connected by thin white lines. A large white circle with a red border is centered in the lower half of the image, containing the main title.

DO-IT-YOURSELF (DIY) TOOLKIT

Full report: www.onearthliving.org/motivations

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Activation Toolkit DIY for Businesses

Use the 6 Motivations to identify strategic engagement areas, whether you are a business, public entity, nonprofit or community organiser.

Introduction

The 6 Motivations for Sustainable Living Action in Québec are a versatile tool that businesses can use to sharpen the relevance of marketing for existing customers as well as to strategically reach new customers.

By understanding and tapping into the motivations of existing and potential customers, businesses can scale their sustainable and circular offerings faster. Good news for business, people and the planet!

This is a Do-it-Yourself (DIY) Toolkit that can support your business to use the Sustainable Living Motivations to support your marketing and innovation agendas for sustainable or circular products or services.

A brief overview of the Sustainable Living Motivations is given before a DIY approach with four key steps:

- Identify
- Empathise
- Strategise
- Prioritise

The Motivations in Brief

1. Shop, Style & Social - 23%
2. Local & Eco-Trends - 22%
3. Healthy Lifestyle & Local Community - 16%
4. Household Budgeting - 16%
5. Comfort & Practicalities - 13%
6. Lifestyle Maximising - 10%









The Sustainable Living Motivations segment the population of Québec into 6 groups based on people’s dominant motivations to engage in sustainable actions for food, transportation, consumer goods, housing, leisure time, financial choices and civic engagement. Each Motivation includes people from across demographics. The full report includes rich information about each of the 6 Motivations, such as:

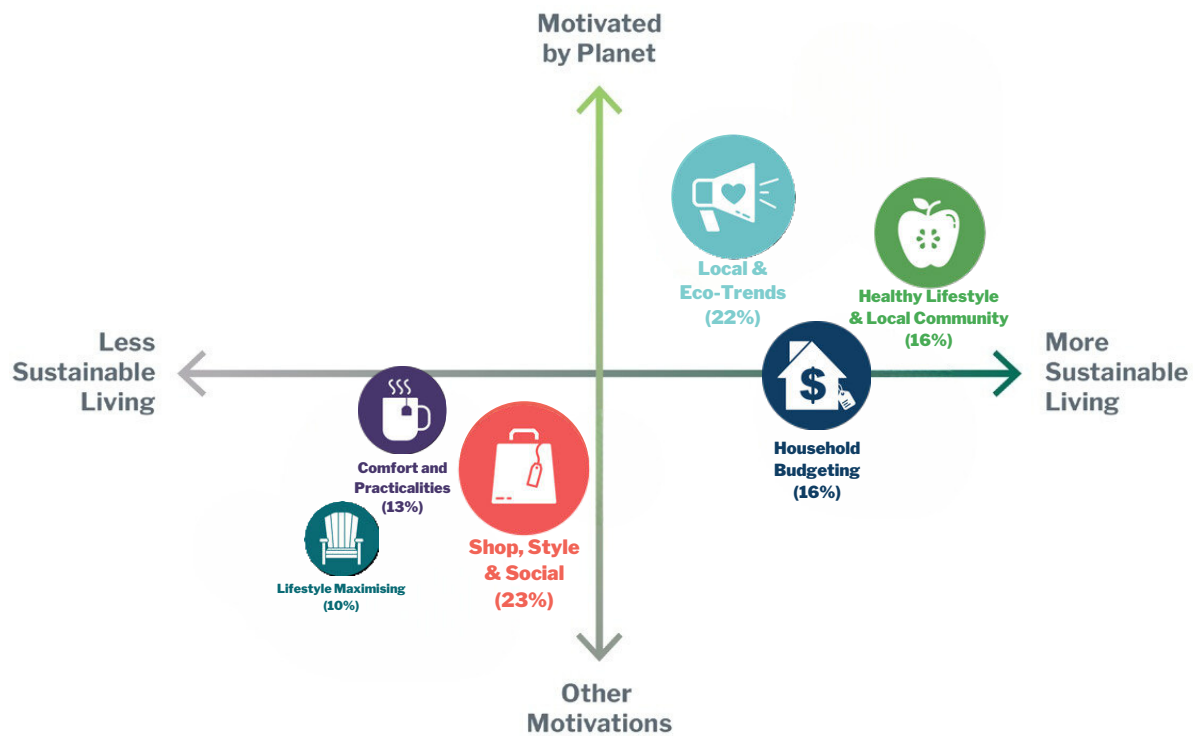
- primary and secondary motivations;
- whether environmental concerns motivate them (yes, no, somewhat);
- design principles to follow;
- whether to use facts or emotions to reach them;
- the ways they like to “live light” right now; and
- sustainable living opportunities that they’re open to if approached effectively.

A key “aha” from the Motivations study is that for around two-thirds of the Québec population, protecting the environment is not the primary or conscious motivation for making sustainable choices. These people are motivated instead by other things such as: need and practicality; saving time or money; comfort and pleasure; tradition; being an example to others, local production, making life easier and so on. For some Motivation segments, a product or marketing message that is overtly “green” may be a turn off!

Overview of the 6 Québec Motivations and Design Considerations

Motivation	QC Pop.%	I am motivated to...	Engage with...
Local & Eco-Trends 	22%	Protect my community and future generations through my actions Align myself with progressive trends	Being on trend, community repair / reuse; overt eco- attributes; emotion & pleasure
Shop, Style & Social 	23%	Buy things for the pleasure of buying Live life to the fullest (by popular culture standards) and try new, cool experiences and things	Style, digital / tech enabled, social sharing; eco-attributes are secondary; emotion & pleasure
Healthy Lifestyle & Local Community 	16%	Prioritise ' community-first ' through local action, consumption choices and activities Do what's best for my health and wellness	Community wellbeing, health; overt scientific evidence for eco-friendly attitudes; facts & rational thought
Household Budgeting 	16%	Put financial security first, exercise cautious consumption Driven by competitive prices and affordability , with a desire for that to be aligned with progressive values (e.g., eco-conscious)	Cost effectiveness, simplicity; eco-attributes; facts & rational thought
Comfort & Practicalities 	13%	Prioritise affordability and value while pursuing a good and comfortable life Seek consistency with past experiences	Comfort, convenience, cost-competitiveness; no overt eco-attributes; facts & rational thought
Lifestyle Maximising 	10%	Maximise what I spend my hard-earned money on – to ensure I enjoy life. Stay grounded in my personal preferences and values , regardless of trends	Convenience, luxury, no overt eco attributes; emotion & pleasure

The Motivations study derives from research in Québec. It builds on the team's research in British Columbia and Guelph (Ontario) with partners and co-sponsors. It is an adaptation of the 'Smart Consumption Profiles' project, designed and implemented by Sitra (the Finnish Innovation Fund) to understand how to mainstream sustainable living in Finland.



By understanding what drives the choices of existing and desired customers using the Sustainable Living Motivations, businesses can design marketing and offerings that appeal to people, rather than miss the mark.

To mainstream products and services that help people live sustainably, we want to make sure that we reach as many people as possible, by appealing to their values and attitudes. The Motivations help us expand our target markets and enhance our connection with existing customers.

For a more detailed overview of the Sustainable Living Motivations, read the Introduction to the ‘6 Motivations for Sustainable Living Action in Québec’ report (pages 4-14).



A DIY Approach for the Sustainable Living Motivations

Step 1: Choose Your Workshop Purpose

To get started, decide which business challenge(s) the Sustainable Living Motivations can help you address.

There are many ways they can be used by businesses, including both start-ups and established companies, with two foundational purposes:

1. Get existing customers to do more by embracing existing or new offerings; or
2. Strategically reach new target markets.

Case Studies of Businesses Using the Motivations

We share below three case studies of businesses using the Motivations in British Columbia and Finland, to provide inspiration for how the Motivations can help to:

- Contextualise consumer choices to increase number of customers
- Find new market opportunities to grow sales
- Inform circular strategy development
- Clarify target market for a new innovation

See page 9 of the ‘6 Motivations for Sustainable Living Action in Québec’ report for more ideas of how businesses – or other entities – can use the Motivations.

If you’re a larger company, you may wish to engage key managers and staff to determine the purposes of your workshop, and potentially also the most relevant product category or categories to keep your scope manageable.

Case Studies of Businesses Using the Motivations

Case # 1 – Contextualise Consumer Choices

OPEN Technologies and Vancity Credit Union

Why Sustainable Living Motivation?

OPEN Technologies and Vancity Credit Union teamed up to identify the factors that are holding back the shift from natural gas home heating towards clean alternatives, such as electric heat pumps.

The team expected that people who own a heat pump would likely do so because they are motivated ‘by the planet.’

The Methodology

A set of questions designed to apply the Motivations was added to a survey of 750 homeowners in Southwest BC. Survey analysis identified the estimated percentages across the 7 Motivations that had been identified in the BC context.

Company Description

OPEN Technologies is a software company helping the people that shape our cities to make pro-climate decisions with confidence. Vancity is Canada’s largest community credit union. Both OPEN and Vancity are committed to reducing the climate impact of our built environment.



Image credit: Jistockphoto.com

Key Motivation in BC

Work Hard, Live Large*
[Lifestyle Maximising]

Sustainable Living Solution Area

Move away from fossil fuels for home heating and cooling.

* similar Quebec Motivation is “Lifestyle Maximising”



Case Studies of Businesses Using the Motivations

Case # 1 – Contextualise Consumer Choices (cont'd)

OPEN Technologies and Vancity Credit Union

The ‘Ah-Ha’ Insight

Surprisingly, the survey data showed that people motivated by ‘the planet’ are actually LESS likely to own a heat pump.

The 7% of the BC population with a ‘Work Hard, Live Large’ Motivation are more than twice as likely to own a heat pump. These are people motivated by personal comfort and product performance.

This may be explained by the strong correlation between heat pumps and the type of home that ‘Work Hard Live Large’ are more likely to occupy: suburban, single-family detached homes built after 2000.

The Result

With clarity that structural factors are more important drivers of heat pump adoption than homeowners being motivated ‘by the planet’, OPEN, in their public research report ‘Stuck’ (2022), could confidently call on policymakers to overcome the barriers that stand in the way for homeowners.

“Applying the 7 Motivations for Lighter Living Action to our survey allowed us to reinforce other findings in our research that showed that structural market factors are more important drivers of heat pump adoption than sustainability considerations. The negative correlation between heat pump ownership and prioritizing healthy planet and sustainable lifestyles was surprising to us but critical in developing our recommendations for policymakers. It's also a guaranteed highlight of every presentation of our work!



Donovan Wollard, CEO, OPEN Technologies

Case Studies of Businesses Using the Motivations

Case # 2 – Finding New Market Opportunities

Järki Särki

Why Sustainable Living Motivations?

With very few domestic fish options on the market in Finland, a food waste entrepreneur used the motivations to seize new market opportunities for the Järki Sarki brand.

The Methodology

The Järki Sarki team was part of the Sitra Smart Everyday Development Program, which taught Finnish entrepreneurs how to apply Sitra's segmentation to their sustainable business ideas.

They were first asked to compare the motivations to their customers. Then they were asked to identify their potential customers as well as the reasons they would be interested in the product.

Company Description

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



Image credit: Järki Särki

Key Motivation in BC

Waste Not, Want Not
Eco-Trends
Healthy Life & Planet*

Sustainable Living Solution Area

Reduce wasted food. Support diets where food is locally sourced and lower impact.

* equivalent BC Motivations to the original Finnish ones



Case Studies of Businesses Using the Motivations

Case # 2 – Finding New Market Opportunities (cont'd)

Järki Särki

The 'Ah-Ha' Insight

Through the lens of the Motivations, the team understood that Finns are motivated to buy Järki Särki for different reasons:

- Preference for domestically produced products
- To reduce food waste
- Shifting their diet from red meat to more sustainable alternatives

And that their early adopters likely represented only 9% of Finns.

With some product design and messaging changes, the brand could reach two more Motivation segments (53% of Finns).

The Result

With the Motivations insight informing the brand story, the team was 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, they grew +30%.

“ Järki Särki is delicious, preserved fish, wild caught from the lakes of Finland and seasoned with simple, local, organic ingredients.... We canned it 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.



Case Studies of Businesses Using the Motivations

Case # 3 – Clarify Target Market

The Ethical Chair

Why Sustainable Living Motivations?

The Ethical Chair was introduced to the '7 Motivations for Lighter Living Action in BC' through Share Reuse Repair Initiative's SHIFTing Consumer Behaviour program. The motivations were part of the program's teaching about how to achieve desired behavior change.

The Methodology

The team tested 'eco-good' vs. 'social good' messages (reduce waste to landfill vs. support local repair jobs) via a method called an A/B test to gauge which was most compelling to their audience. They tested the two messages on Instagram, measuring the number of 'likes' and 'follows'.

Company Description

The Ethical Chair is a start-up that sells reclaimed and upcycled pre-owned furniture. Their mission is to reduce furniture going to landfill while creating jobs for refugees.



Image credit: The Ethical Chair

Key Motivation in BC

Eco-Trends*

Sustainable Living Solution Area

Buy second-hand or refurbished before buying new.

* BC Motivation



Case Studies of Businesses Using the Motivations

Case # 3 – Clarify Target Market (cont'd)

The Ethical Chair

The ‘Ah-Ha’ Insight

When the Ethical Chair team originally considered the 7 Motivations for BC, they weren't sure if their target market would be ‘Eco-Trends’ or ‘Waste Not, Want Not’.

By doing the A/B test, they learned that ‘Eco-Trends’ was the key target to focus on.

The test saw strong ‘likes’ for both social good and eco-good (57% vs. 43%), and both are core values and attributes of the Ethical Chair brand.

The Result

Ethical Chair gained confidence that their target is people with an ‘Eco-Trends’ Motivation.

These findings also reinforced the importance of messaging about both eco-good and social good in branded content.

“ We learned to align the specific needs and motivations of our key audience with precise messaging designed to drive target behaviours. This will make our marketing much more effective moving forward.

Rebecca Mears, Co-Founder, Ethical Chair





Step 2: Invite Participants and Send Some Select Pre-Workshop Materials

Share with participants the purpose of your workshop and ask them to review the following before the workshop:

1. Overview of the 6 Québec Motivations and Design Considerations (1 page chart)
2. The 6 Slides of each Motivation
3. (Optional) Sustainable Living Report Introduction (pages 4-14)

Ask each participant to come prepared to say:

- What 1-2 Motivations fit the company's existing market?

Note: We recommend that you keep the pre-meeting prep as minimal as possible and also design the meeting for those who don't do the pre-meeting preparation.

Step 3: Run a DIY Workshop(s)

You can choose to run this as a half-day workshop or break it down into two or even three workshops of various durations. We provide a sample below that follows a half-day model.

SL Motivations Workshop – Sample Half-Day Agenda

- 9:00 am Welcome, Meeting Purpose and Introductions (10 min)
- 9:10 am Overview of the Sustainable Living Motivations (video/PP) (25 min)
- 9:35 am **Identify** Relevant Motivation (20 min)
- 9:55 am Break
- 10:05 am **Empathise** with the Motivations
 - Existing Customers x 2 (15 minutes)
 - Potential/Desired Customers x 2 (20 minutes)
- 10:40 am **Strategise** to Scale
- 11:40 am **Prioritise** for the Year Ahead
- 12:00 pm Meeting Close



Workshop Exercises

#1: Pick a Motivation

Using **Worksheet #1**, answer the following two questions:

- Which 1-2 Motivations are a clear fit with the **existing customer base**? Why? What about the products/services and marketing already speaks to them?
- Which 1-2 Motivations are a stretch but could be **new potential customers**? Why haven't our products/services or marketing reached them?

Then pick ONE to focus on in today's workshop.

This Motivation is a clear fit:

1.

% of Québec with this dominant motivation

It is an existing customer base

It represents new customers



Worksheet #1 – Identify Relevant Motivation

Date:

Name:

Why did you pick this Motivation?

Re-read the relevant Motivation to confirm your decision. Link to other customer research you have done. Write some notes here:

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

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



#2: Empathise with the Motivation

In this next section, we want you to empathise with your **chosen Motivation** – to imagine and understand the needs and motivations of this segment in order to consider how they might be engaged or turned off by your current products or services, or how they are marketed.

This exercise will be aided by the facilitator at your table and the discussion with other participants interested in the same Motivation – ask them questions to help you answer the questions below.

Exercise 2: Empathise with the Motivation

Using Worksheet #2, empathise with people who have your **chosen Motivation** by asking the following five questions in sequence in order to understand their needs and motivations.

- What are they **trying to achieve**?
- What do they **need most**?
- How to **engage** them?
- Where to **reach** them?
- How is your **chosen Motivation** different from the others?

Once you've finished answering these questions, take a break to absorb what you've just written down so you can prepare to strategise your response.



Worksheet #2 – Empathise with the Motivation

Name of chosen Motivation:

What engages this target Motivation?

Review the Motivation summary for the top 2 statements that define their primary and secondary motivations, the degree that they are motivated by planetary concerns, their key attitudes and ways they like to live.

What turns them off?



What are you currently doing that engages them? Consider both your marketing and the nature of your products and services.

Are you doing anything that might turn them off? Consider again both your marketing and the nature of your products and services.



#3: Strategise to Scale

In this next section, you will determine some **strategic actions** that you could take to enhance the relevance of your products or services to your **chosen Motivation** needs and wants in order to enhance sales and market share.

Using Worksheet #3, strategise how you can apply your **chosen Motivation** to:

- Increase your effectiveness with your current audience OR
- Reach a new audience
- Connect to a new business goal



Worksheet #3 – Strategise to Scale

Name of chosen Motivation:

Review ‘Worksheet #2 – Empathise with the Motivation’ for your **chosen Motivation** and consider strategic answers to the following questions.

What should you keep doing or emphasise more to engage this Motivation even more effectively? (Note: consider both your marketing and the nature of your products and services.)



Could you enhance or change your marketing to better reach them?

Remember to review the last page in the overview of your **chosen Motivation** segment in the full report to learn, and consider:

- Should you use **facts** or **stories** to reach them?
- Should you use **influencers** to engage them?
- Should you use existing or new **channels** to reach them?
- Does the **packaging** (if relevant) need to change?
- Do you need to **test your messaging** to encourage new customer behaviours?

Could you change your products or services to better speak to this group's motivations? Should you keep or elevate some things? Drop or de-emphasise anything?



#4: Prioritise for the Year Ahead

In this final step, we want you to drill down on some priority actions you will take in the year ahead to better engage your **chosen Motivation**. Share one key implication or action for your 2024 strategy.

Worksheet #4 – Prioritise for the Year Ahead

Implication #1 for Your 2024 Marketing Strategy:

What is the implication or action?

Motivation segment(s) it will reach better are:


How will you reach them?

Who should be involved in realising this action internally? What about external or supply chain partners?

Implication #2 for Your 2024 Marketing Strategy:

What is the implication or action?

Motivation segment(s) it will reach better are:



How will you reach them?

Who should be involved in realising this action internally? What about external or supply chain partners?

Broader Implications: Examples could include changes to your product or services, business strategy, fine tuning your ESG or social purpose strategy, engaging new partners or lobbying the government to bring change or introduce new policy or incentives.

What is the broader implication or action?

Motivation(s) it will reach better are:

Who should be involved in realising this action internally? What about external or supply chain partners?

Before you finish... As a team, identify whether you need to bring others on board with this discussion. Also, set a date for revisiting how to incorporate the Motivations into your strategy. Let us know what you're learning and how we can support you!