

BEHAVIOUR SHIFT MODEL

This report and the accompanying workbook provide the right tools for marketing sustainable solutions to a wider audience. The report presents an extensive summary of the analyses on sustainable consumption and behaviour change theories, including what has been learned from nearly 400 different publications.



ACCESS MATERIALS

[Behaviour SHIFT model](#) ➔ Research report outlines a framework SHIFT



OVERVIEW

What should I say to someone to convince them to install solar panels in their home? How can I persuade someone to consider vegetarian food? Innovative solutions require appropriate ways of marketing them to consumers. It is imperative to find the right arguments, those that will resonate with the consumer and address concerns they may have. In this report and accompanying workbook, the SHIFT framework is outlined, which is drawn from a systematic review of the academic literature on encouraging ecologically sustainable consumer behaviours.

This study reveals a set of factors that reliably predict sustainable consumer behaviour. These key factors have been organised to form the acronym SHIFT. People are more likely to change negative (and maintain positive) sustainable consumer behaviours when these factors are effectively considered and leveraged: **S**ocial influence, **H**abit formation, the **I**ndividual self, **F**eelings and cognition, and **T**angibility.

This unique report combines over 400 behavioural science and marketing publications. It is a great tool for private-sector practitioners to find the right motives for sustainable solutions. ●



PAYOFFS

- 1 **A comprehensive analysis** of behavioural studies that, accompanied by the workbook, helps to put knowledge into action.
- 2 **Applicable to many situations** and for many products and services.
- 3 **The framework inspires** people to think outside the box as it widens the thinking of sustainable marketing and behaviour change. ●

Results

- ✔ Dozens of companies and non-profit organisations have used the SHIFT model findings in their insight and strategy work.
- ✔ The SHIFT study has been used as a study material for part of the entrance examination to a university of applied sciences.
- ✔ The framework has already been used by Finnish and Canadian companies.



Secondary Behavioural Barriers

	S Social	H Habit formation	I Individual self	F Feedback and regulation	T Temptation
S					
H					
I					
F					
T					

Primary Behavioural Barriers

	S Social	H Habit formation	I Individual self	F Feedback and regulation	T Temptation
S					
H					
I					
F					
T					



ADDITIONAL RESOURCES AND CONTACTS



THE BEHAVIOUR SHIFT MODEL

Research report outlines the SHIFT framework.

➔ media.sitra.fi/2018/05/23161207/sitrashiftraporttiwww.pdf



THE WORKBOOK OF THE BEHAVIOUR SHIFT MODEL

Workbook to help to take advantage of the SHIFT model.

➔ media.sitra.fi/2018/05/23145322/sitrashiftworkbookv04-www.pdf



PRESENTATION SLIDES

Report author Kate White's presentation.

➔ Request from contact person.

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