

# SUSTAINABLE LIFESTYLES SURVEYS

## REQUIRED ROLES

Project manager, content owner,  
insight specialist, panel survey service provider

## PREREQUISITES

Local context understanding,  
100 Smart Everyday Choices



# OVERVIEW

Do you know what people think about sustainable everyday practices? How do people perceive sustainable lifestyle choices, and what are the most common and the most infrequent choices made? These survey templates provide an efficient and comparable way to find out.

**Often there is no sufficient data** on what issues are of most importance to people and how attractive new sustainable everyday practices are. Without knowledge of what the current state of sustainability in everyday life in your region is, it is hard to develop a focused plan for the most effective and inviting way to introduce new lower

impact habits to people. It is vital to understand what attitudes people have towards sustainable everyday practices and what actions they are already taking in their daily lives. It is equally important to know which new practices are the hardest for people to adopt and why. ●

## The questionnaire set has three different phases:

1. What attitudes and values are important for a sustainable everyday life?
2. What everyday sustainability actions take place and what do not?
3. What kinds of feelings does climate change evoke in people?



# PAYOFFS

**1** **Establishing a holistic view** of the current state of sustainable everyday practices helps with planning the most effective interventions.

**2** **Data on the actual choices** people have made or are planning to make enables businesses to plan their products and services accordingly and helps in the transition to new practices.

**3** **Survey data allows** you to compare with other countries and track the development of the adoption of sustainable everyday habits and attitudes over the longer term. ●

## Results — Finland

- ✓ Companies and non-profit organisations have used the survey result findings.
- ✓ The media in Finland has used the survey results in their story development and published the main findings.
- ✓ This insight has been used in the strategic planning of the Sustainable Everyday programme in Finland.



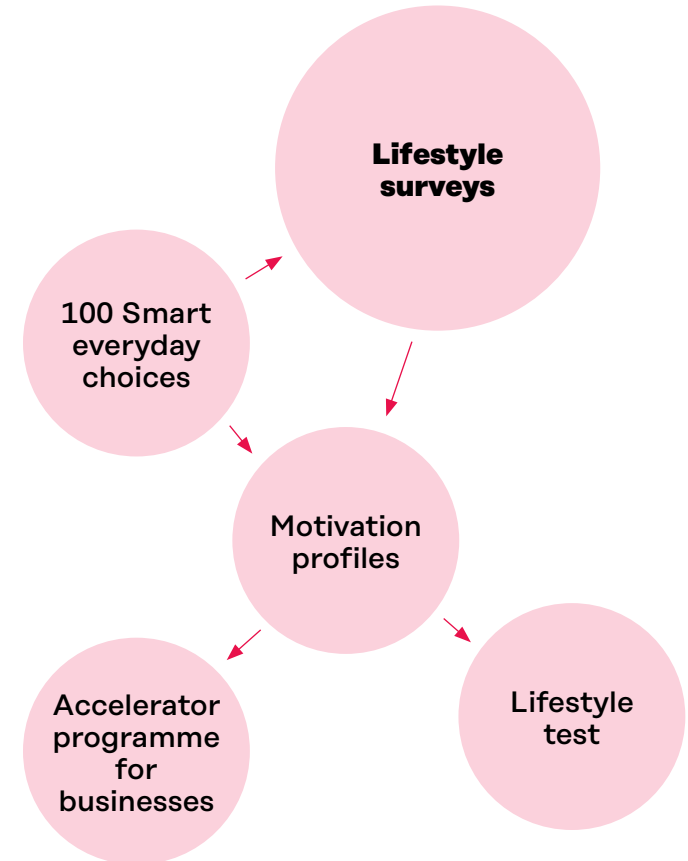
# WHAT IS NEEDED

**To conduct your** own local survey, you need to be able to carry out a survey process that provides statistically reliable results. We recommend using a service provider who already does national polling work.

**Consider which parts** of the survey are relevant to you and what type of data has already been collected. What questions will help you to

steer your work or produce information that is useful in your stakeholder or media engagement? Take advantage of the ready-made questionnaires and tailor them to your specific needs.

**You should have** the local **100 Smart everyday choices** or a similar action list on hand to be used as action statements in the survey. ●



## TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content owner

Additional roles:

These can be outsourced.

- ➔ Survey specialist and service provider to tailor the questions, plan the survey types and conduct the survey



# THEN WHAT?

**Once the survey is done, plan how to use and present the results.**

- ✓ What is the best way to present the results? All at once or in sections?
- ✓ Who would benefit the most from understanding the results – business, the media, civil society groups?
- ✓ Which sustainable practices are most common and regarded as most important?
- ✓ Which groups of people stand out as early adopters?
- ✓ Now, do the results affect your project strategy and goals?

## **MEDIA RELATIONS**

Offer the results to your local media or invite them in to hear about the key take-aways. How much new information did you just produce about your region?

It is likely that these surveys will provide a new insight that is easy to publish and is intriguing for readers when they compare themselves with the results. ●



# ADDITIONAL RESOURCES AND CONTACTS



## **FINLAND: SUSTAINABLE LIFESTYLES SURVEY QUESTIONS**

Survey questions for attitudes, actions and feelings sections.  
Ready for local tailoring and adaptation. ➔ Please make contact  
and we will provide the questionnaire materials.

## **CONTACTS**

Project director, Finland  
Markus Terho, Sitra  
➔ [shift1o5@sitra.fi](mailto:shift1o5@sitra.fi)

