

Motivation profiles of a sustainable lifestyle

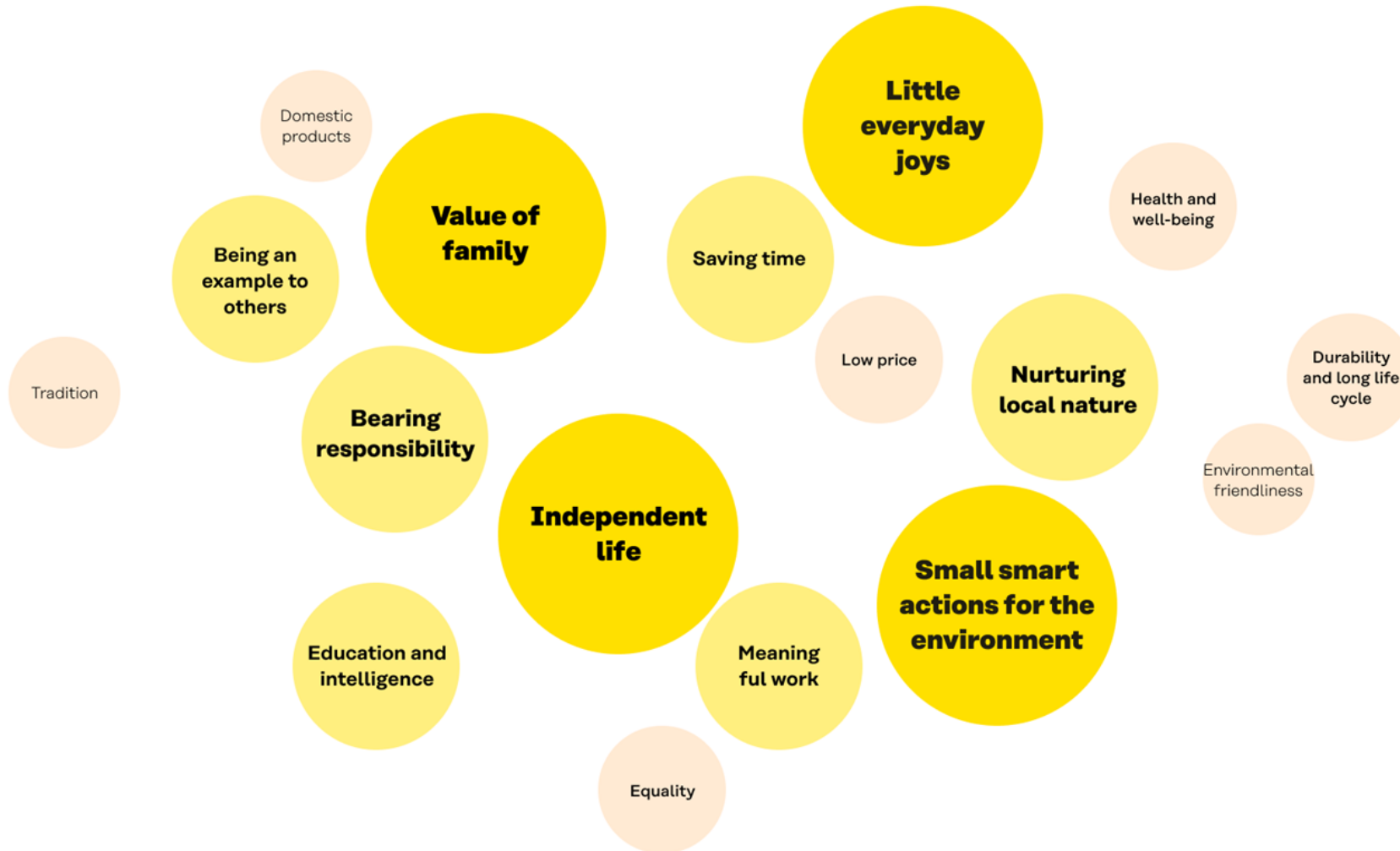
Why motivation profiles?

The objective of this study is to identify **which kind of motivating factors gets people to make choices that are not only meaningful to them but also environmentally sustainable.** We try to answer questions such as what makes people consider more carefully what they buy, increase the consumption of plant-based products, reduce air travel, or play an active role in their own living environment? And how can this be utilised to catalyse more action on sustainable lifestyles. People (later comes the focus group of this particular study)

When we understand the motivating factors behind our choices, we can also make **sustainable solutions attractive to people who aren't necessarily motivated by climate change and other sustainability issues.**

It is **essential to mainstream sustainable lifestyles** and to highlight that leading a more sustainable everyday life does not mean living a dreary life and giving up things. Instead, it offers truly attractive opportunities that fit our own values and personal factors that motivate us such as better health, increased well-being, time savings, money savings, time with loved ones, and so forth.

Motivating factors uniting Finnish people

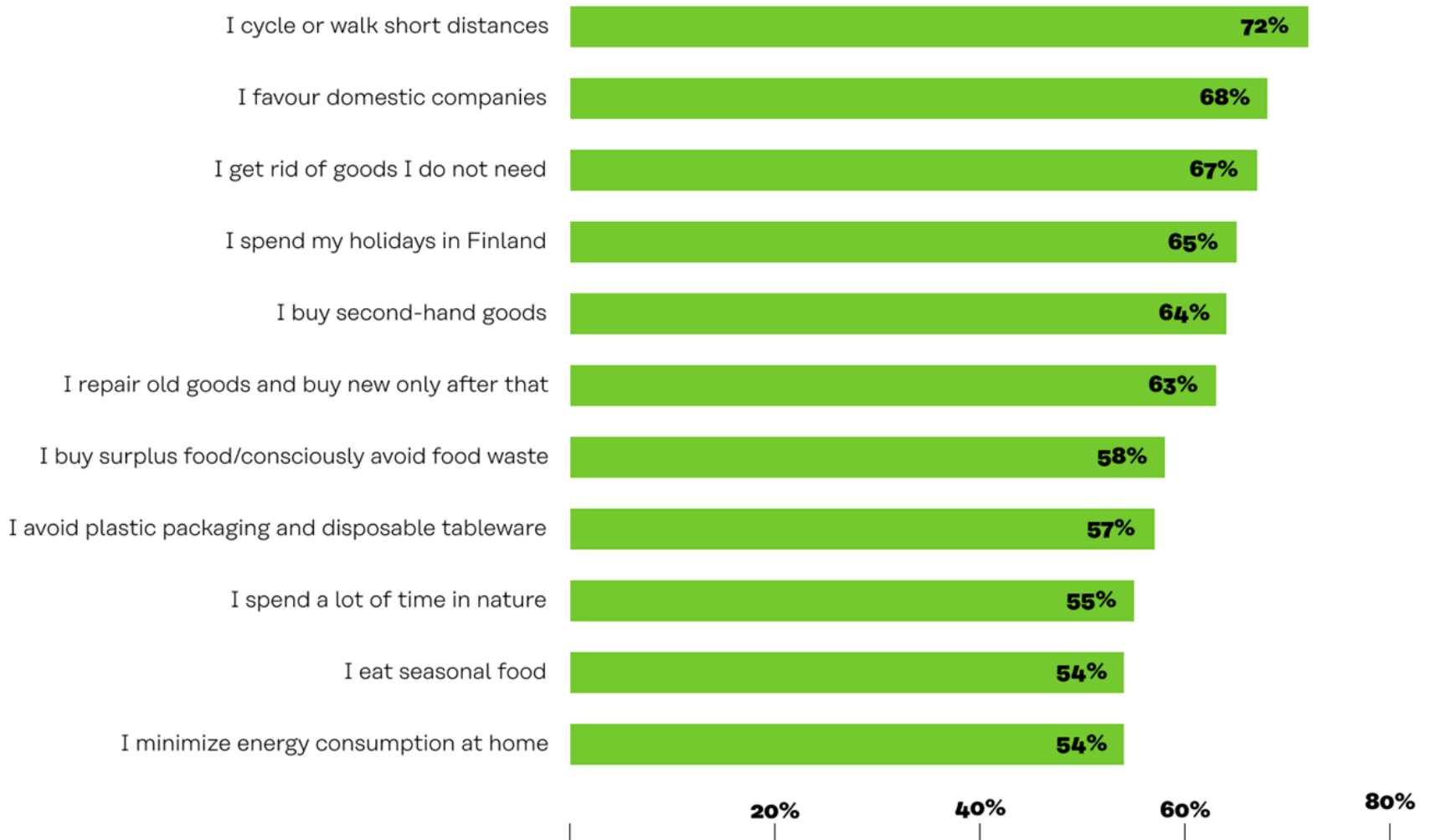


The motivating factors affecting the sustainability of Finnish lifestyles consist of many things. The importance of local nature and its preservation is one of the most important elements that unites people.

Other key motivating factors we identified as typical of respondents included cherishing the small joys of life, leading an independent life that resonates with them, saving time, and making everyday life easier.

Figure 1. Motivating factors for a sustainable lifestyle uniting Finnish people. The size of the circle represents the importance of the issue in the a Finn's life.

The most common sustainable lifestyle actions



The sustainable everyday actions most often taken by Finns were making short journeys by bike or on foot, favouring Finnish companies, getting rid of unnecessary things, buying new goods in moderation, and consciously avoiding food waste. The increased popularity of domestic travel due to the Covid-19 pandemic was also visible in this study, as 65% of the respondents say that they spend their holidays in Finland (31% in 2017). It is particularly interesting to see how lasting this phenomenon will be.

Many actions related to nutrition are not included among the most common sustainable actions taken by the respondents. However, it is encouraging that almost a third of Finns say that they have adopted a vegetarian diet or reduced meat consumption, and another quarter would do it if it was easier. The new plant-based product innovations brought to the market in recent years serve as a good source of inspiration.

Figure 2. Sustainable lifestyle actions, N = 1,177. I'm already taking them, % of respondents

Motivation profiles and a sustainable lifestyle 1/2

We identified seven different motivation profiles.. The profiles clearly differ from each other in terms of how sustainable their lifestyle is. The profiles are also distinguished by whether sustainability is purposeful and a goal in itself, or whether it is realised as a by-product of the choices made or even achieved unconsciously.

Many of the choices made by the *uncompromising eco-warriors* are guided by ecological thinking and value of nature. They are concerned about the state of the environment and make active efforts to reduce their carbon footprint.

The *thrifty optimizers* also have a very sustainable lifestyle. For them, however, sustainability is in most cases a by-product of low consumption and frugality.

In the case of *ambitious experience seekers*, the desire for pleasure and the importance of trying out new things maintains a very large volume of consumption, which increases the environmental footprint of their lifestyle.

The percentages in the figure below give the proportion of the Finnish adult population that belong to each profile.

Motivation profiles and a sustainable lifestyle 2/2

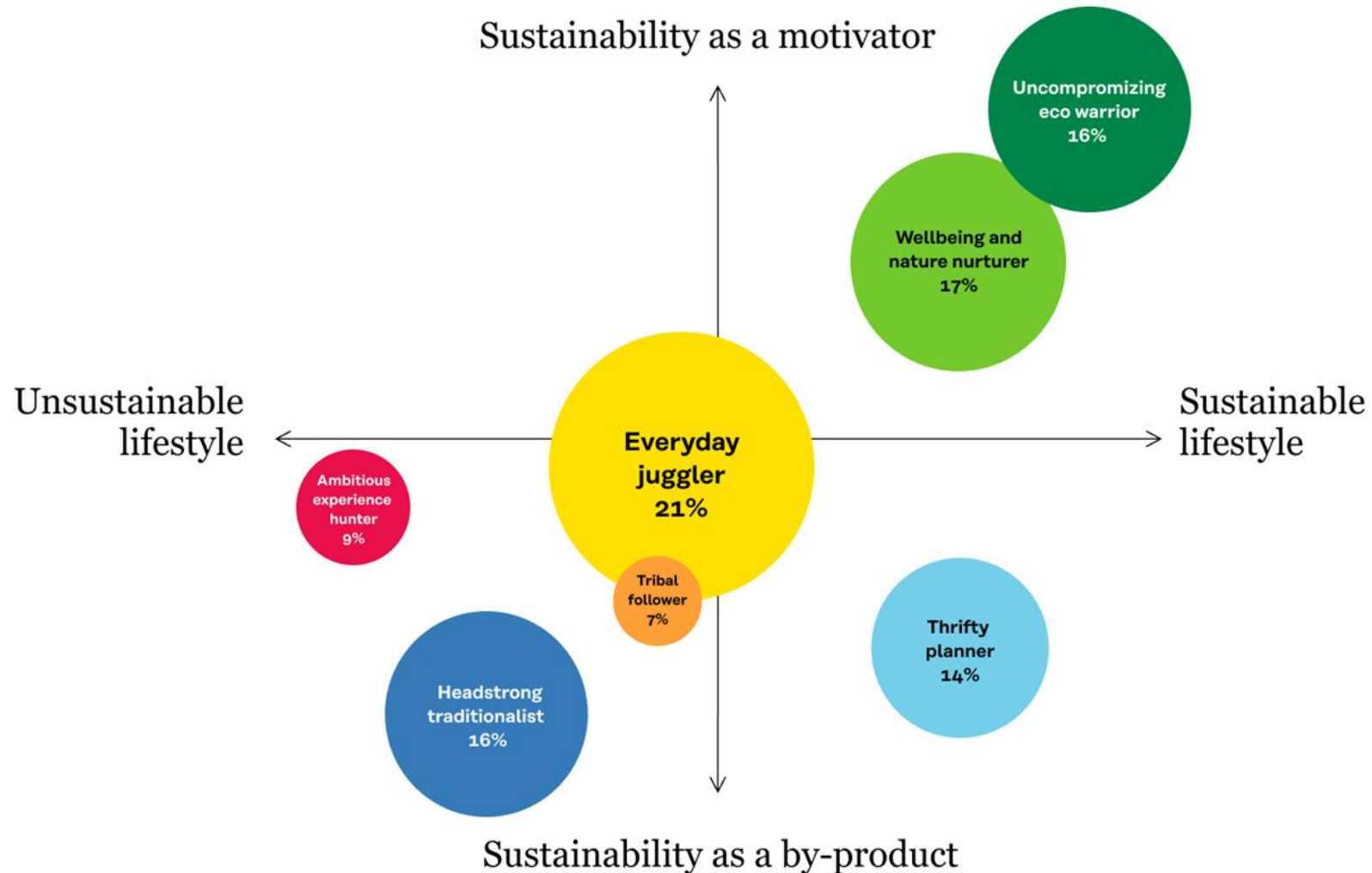


Figure 3. Motivation profiles and sustainability of the lifestyle

Motivation profiles and different values

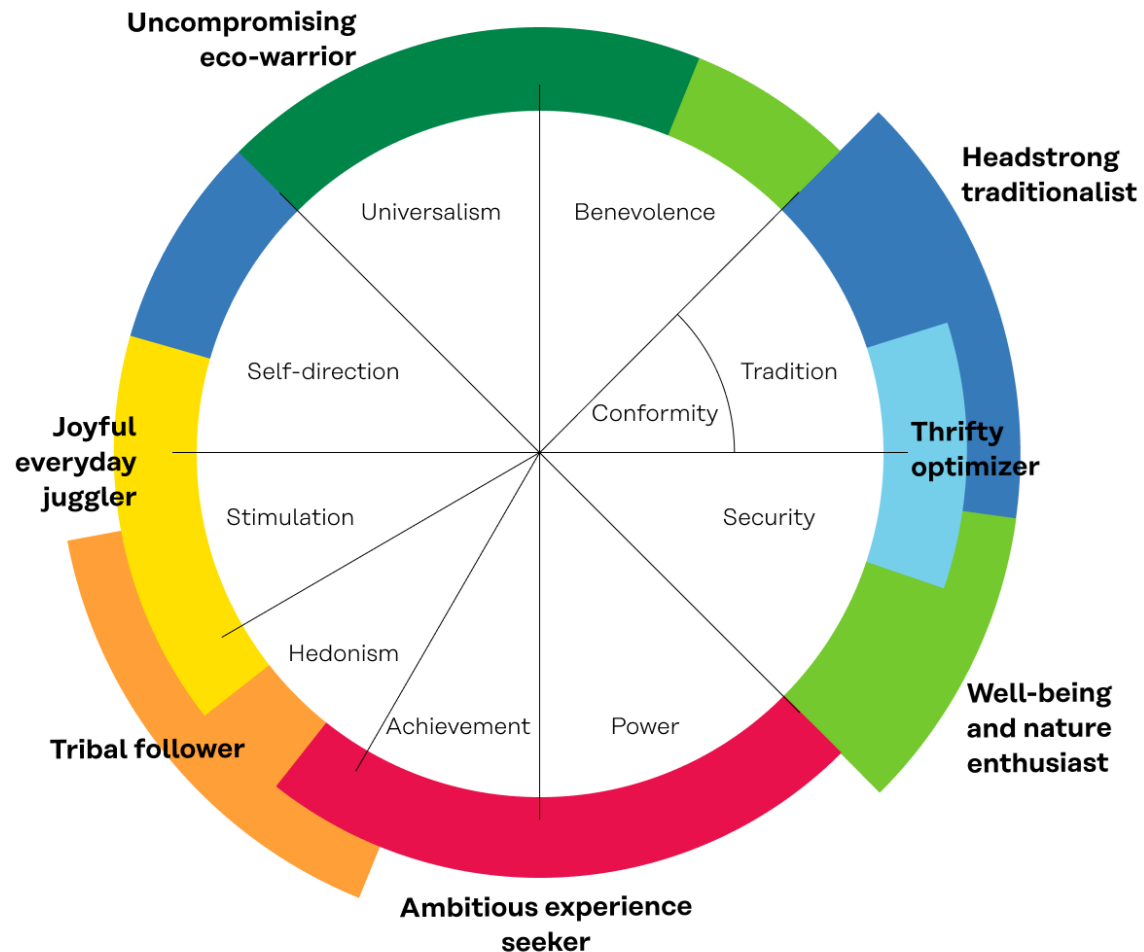


Figure 4. Motivation profiles displayed on a value map (Schwartz 2012, Helkama 2015)

Different profiles are motivated by different factors in life that differ from each other. The *ambitious experience seeker* wants to succeed and to be among the first to experience new things. The *well-being and nature enthusiast*, on the other hand, is motivated by the promotion of health and the search for well-being and balance in life.

The value map on the left illustrates the universal basic values affecting behind each profile. In addition, the further apart the profiles are in the circle, the more they differ in terms of values.

The set of values of an uncompromising eco-warrior is largely defined by the fundamental value of universalism – for them, respect for nature, equality and respect for all people constitute important guiding principles in life.

For a joyful everyday juggler, on the other hand, the key values include stimulating experiences and small pleasures of life.

Summary of the motivation profiles



Ambitious experience seeker
9 %



Headstrong traditionalist
16 %



Tribal follower
7%



Joyful everyday juggler
21%



Thrifty optimizer
14%



Well-being and nature enthusiast
17%



Uncompromising eco-warrior
16%

What motivates them?

Career, success, status
Trying out new things
New experiences and pleasure
Self-development
Quality and brands

Does not want to waste resources
Stability brings security, does not need variety
Considers trends as nonsense
Is not affected by the example of others

Better balance
Keeping up with the trends
Novelty
Joy of discovery
The example of others
Being accepted by others

Small everyday joys
Bringing more peace to life
Saving time, making daily life easier
Balance
Finding bargains

Routines and self-discipline
Saving money
Needs-based choices
A simpler life
Tradition
Health

Physical and mental well-being, health
The meaning of local nature
Finnish and local production
Being an example to others
Natural origin

Concern for the environment and nature
Anxiety over the impacts of production
Equality and fairness
Being an example to others
The meaning of local nature

Remember when planning!

Boost status, especially from the perspective of advanced and smart technology.
Create an experiential aspect.
Highlight the quality.
Create a premium option.

Avoid guilt-tripping and appealing to environmental friendliness or values.
Highlight independence and individual living.
Emphasise the rationality of saving resources.

Make the product or service interesting and unique.
Make use of influencers and trendsetters in marketing.
Use campaigns and phenomena to help raise awareness.
Open to sustainability if they have good examples to follow.

Plan for easiness (easy to adopt and use).
Make the solution such that it makes everyday life easier.
Bring joy to everyday life.
Use special offers.

Clearly highlight the costs saved in euros.
Emphasize small steps, actions that are easy to include in everyday activities.

Highlight positive health and well-being impacts.
Bring up benefits to the environment.
Emphasise quality, durability and long life.

Green washing won't fly – inform about real impacts.
Emphasise quality, durability and long life.

Motivation profiles and openness to sustainability-themed content

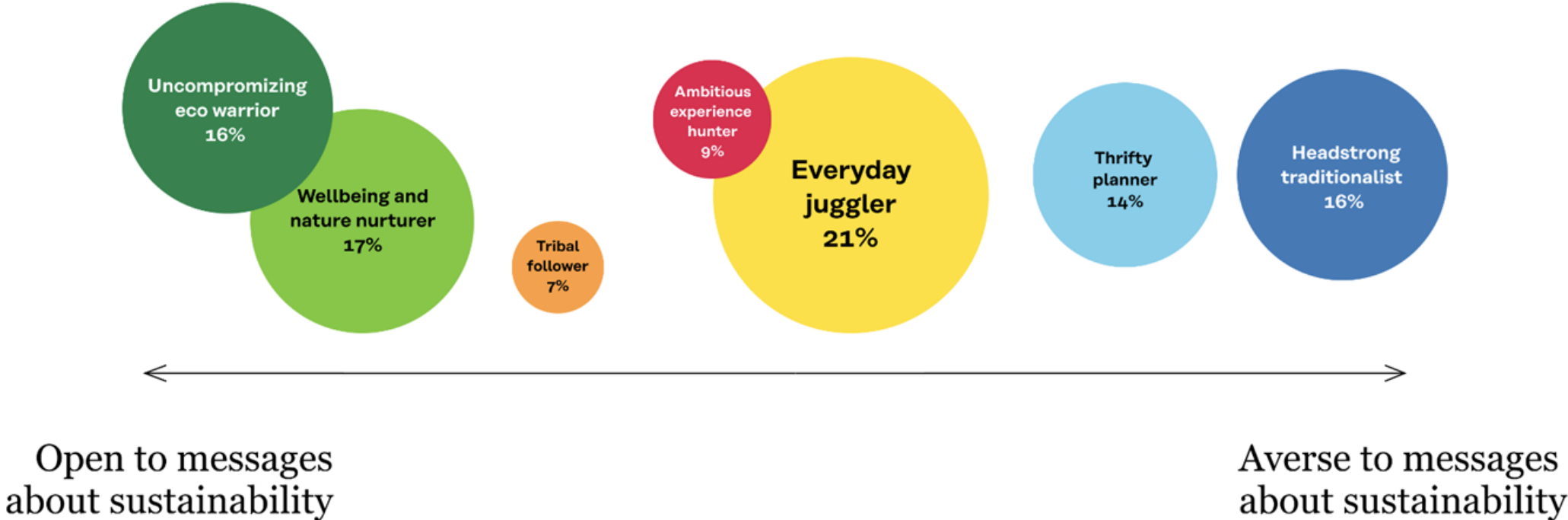


Figure 5. How different motivation profiles feel about sustainability-themed content

Explore the profiles



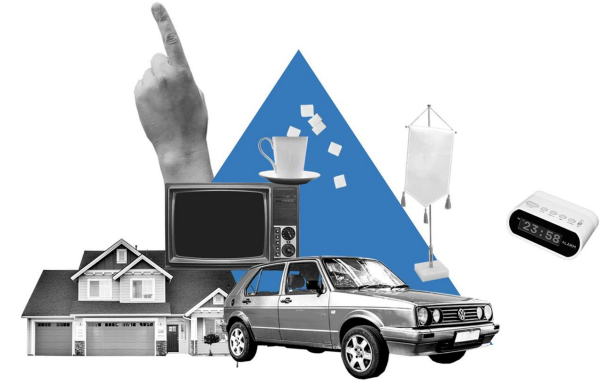
Tribal follower



**Ambitious
experience seeker**



Thrifty optimizer



**Headstrong
traditionalist**



**Joyful everyday
juggler**



**Well-being and
nature enthusiast**



**Uncompromising eco-
warrior**

The ambitious experience seeker 1/2



The ambitious experience seeker lives life to the fullest. They work hard to succeed and actively seek new experiences in their free time. They are passionate travellers and love dining in good restaurants. It is important for them to be among the first to try out new things. Well-off ambitious experience seekers are quite satisfied with their life. Even though they are often busy, but this does not reduce their joy of living.

The lifestyle of ambitious experience seekers is not on a very sustainable path, and environmental friendliness or sustainable everyday actions are not relevant to them. They see technology as a solution to most of the worlds' problems.

It is important for me to succeed in my career and life.

I have a demanding taste and I know what I like.

It is important for me to be among the first to try out new things.

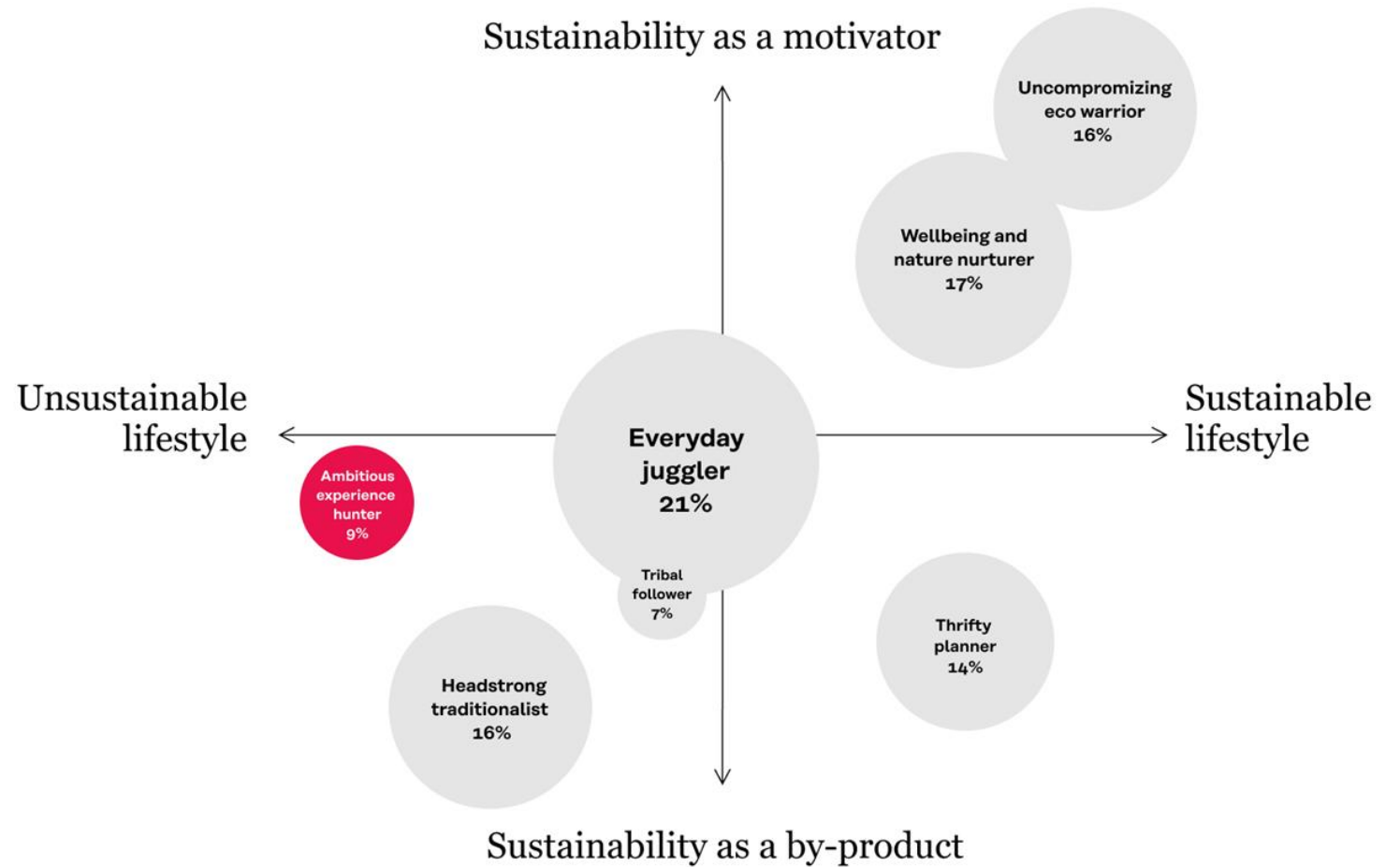


The ambitious experience seeker 2/2

“For me, standard of living means the validation of my own intelligence.”

Remember when designing

- Boost status, especially from the perspective of advanced and smart technology.
- Create an experiential aspect.
- Highlight the quality.
- Create a premium option.



Motivations: status, adventure and quality

The ambitious experience seekers find their greatest motivation from succeeding in their work. Their work must be appreciated by others and meaningful in their own eyes. Achieving a high status is important. As society is increasingly beginning to value sustainable organisations, it could be that ambitious experience seekers will choose their future career paths in line with this trend. This is because status also manifests itself as intellectual capital, knowledge and expertise, not only as things that can be bought with money.

No compromises are made on quality. Ambitious experience seekers have demanding taste and they are very brand conscious. The long-life cycle of the high-quality products they prefer does not make the ambitious experience seeker's lifestyle more sustainable, as they also tend to update products to the most current version.

Hindered by technocracy and search for new experiences

Being overly confident in solutions offered by technology prevents the ambitious experience seekers from making their everyday life more sustainable. Why make any change in your own life if people, intelligence, and technological development will soon offer solutions to all our problems?

Social relations and influencing

Ambitious experience seekers have confidence in themselves and their abilities. They feel that other people rely on them and ask for their opinion on different matters. They also express their opinion without hesitation and with self-confidence.

More often than not, close family and friends of ambitious experience seekers include persons in influential positions in society. The experience seekers feel that they can exert influence not only in their work but also through their social network. Personally they follow certain, carefully chosen thought leaders.

Current actions for sustainable lifestyle

Although the everyday life of ambitious experience seekers is not very sustainable, they have enough wealth to invest in technological solutions that promote sustainability, which are not within everyone's reach. This reflects their position in society as the leading-edge consumers in many cases. Thus, a significant number of ambitious experience seekers are, for example, already driving an electric car (or are at least considering buying one) and they have optimised their home's energy and water consumption to a more sustainable level.

Current actions for a sustainable lifestyle

- Buy an electric car
- Smart solutions for home energy and water consumption
- High-quality products

Potential actions for sustainable lifestyle

- 1 Use of wind or solar power or geothermal heating
- 2 Walk or cycle short distances
- 3 Buy local food
- 4 Environmental friendly investments
- 5 Use personal influence to promote causes they find important

The headstrong traditionalist 1/2

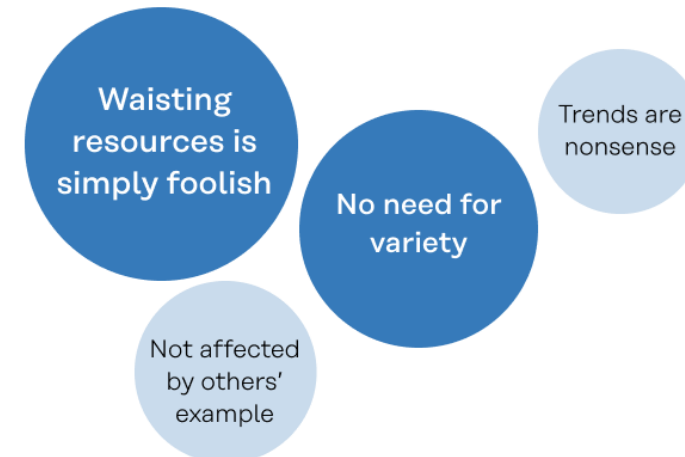


The headstrong traditionalists want to march to the beat of their own drum . They feel uncomfortable with the rapid changes in the world and consider many new things unnecessary. Traditionalists are not particularly confident about the future.

Headstrong traditionalists do not seek success. As they have traditional values , home is important for them and they spend a lot of time there. They do not borrow or rent goods but prefer to buy what they need to have as their own. Headstrong traditionalists do not consider their lives particularly sustainable, but this does not really bother them.

I value long-established, traditional businesses and organisations

It makes me feel safe that things remain unchanged.

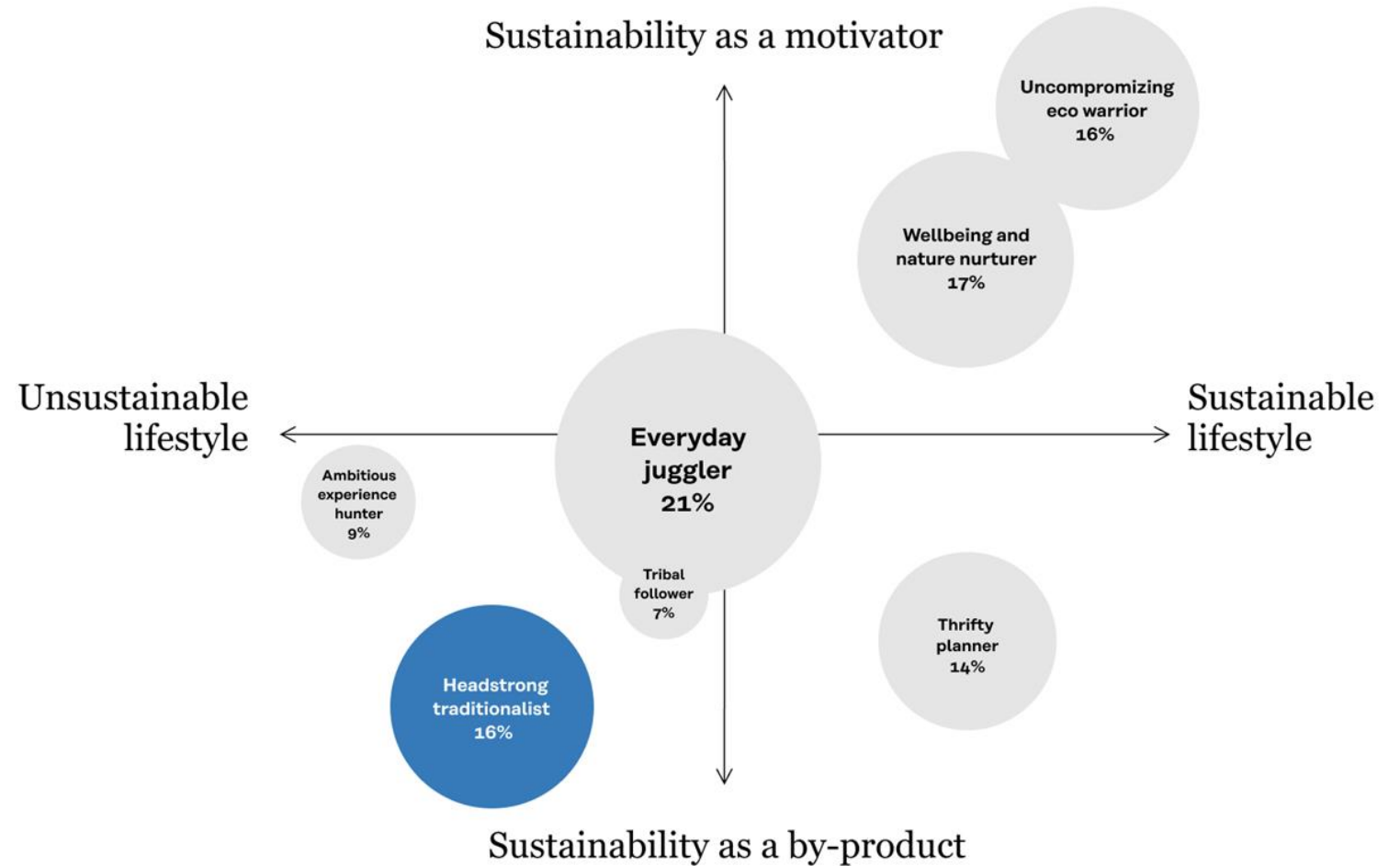


The headstrong traditionalist 2/2

“It doesn't matter what we do here when the big countries pollute over there.”

Remember when planning!

- Avoid guilt-tripping and appealing to environmental friendliness or values.
- Highlight independence and individual living.
- Emphasise the rationality of saving resources.



Motivations: close family and friends and familiar things

Even though headstrong traditionalists seldom listen to experts or public opinion, the influence of closest family or friends may make them alter their lifestyle. Familiar systems that have been in place for a long time, such as recycling, seem logical to them. In general, they consider wasting resources irrational.

Hindered by stubbornness

Headstrong traditionalists think that the responsibility for solving environmental issues lies with people other than Finns. Furthermore, they feel that the responsibility should not be laid on people's everyday lives but rather be taken care of by politicians and enterprises. They often feel that talking about environmental friendliness or the environment is a fuss over nothing. Headstrong traditionalists may actually think that if you are not doing anything to actively harm nature, you are already doing enough.

Social relations and influencing

The headstrong traditionalists do not feel any pressure to follow others or to meet specific expectations. They are not looking for examples set by other people or social media, and they are reasonably satisfied with the balance they have in their own life. They are not interested in the status provided by brands and often consider new things or phenomena as trendy nonsense.

When making decisions, headstrong traditionalists may listen to someone close to them who knows a lot about a specific matter, but in the end still draw their own conclusions. They are especially sceptical about the media and politicians.

Current actions for sustainable lifestyle

Even though headstrong traditionalists do not want to put any money on or make any efforts to promote environmentally friendly choices, they do not consume a lot of resources searching for experiences from far-away places or ever-changing hobbies. Traditionalists do not try to distinguish themselves from others with their consumption choices. This reduces their environmental footprint. They do not easily fall for the latest trends, so they do not accumulate masses of novelties and abandon them in their closets.

Current actions for sustainable lifestyle

- Moderate approach to buying products and equipment

Potential actions for sustainable lifestyle

- 1 Favouring domestic companies
- 2 Eating local food or what is in season
- 3 Updating home energy solutions and measuring their consumption
- 4 Domestic travel
- 5 Purchasing second-hand goods or repairing old things

The tribal follower 1/2



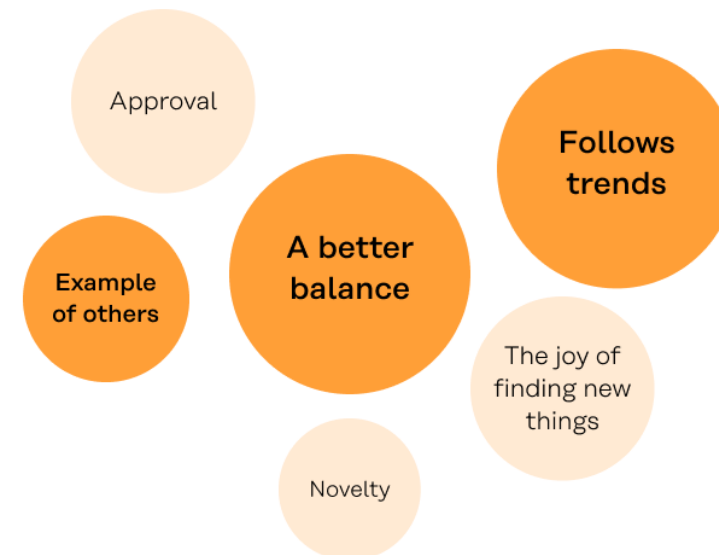
The example of other people and my family and friends is important to me.

It's important for me to feel that I'm part of the group.

I would like to find a better balance in my life.

The tribal follower mirrors the world through others. They seek examples and inspiration for their own everyday life both from social media and from their family and friends. They often spend money in a careless manner and are particularly interested in fashion and novelties. For the tribal followers, restaurant dinners and international travel are signs of a good life.

Tribal followers are restless and may feel dissatisfied with their life as they are constantly comparing their choices to those of others. At the same time, they yearn for a better balance in their busy everyday life. Sustainable viewpoints may be part of the mindset of a tribal follower. However, they seldom serve as a particularly cross-cutting motivator, being mostly visible as a single concrete action, such as avoiding littering. The tribal followers could be ready to do more for the environment than they are currently doing.

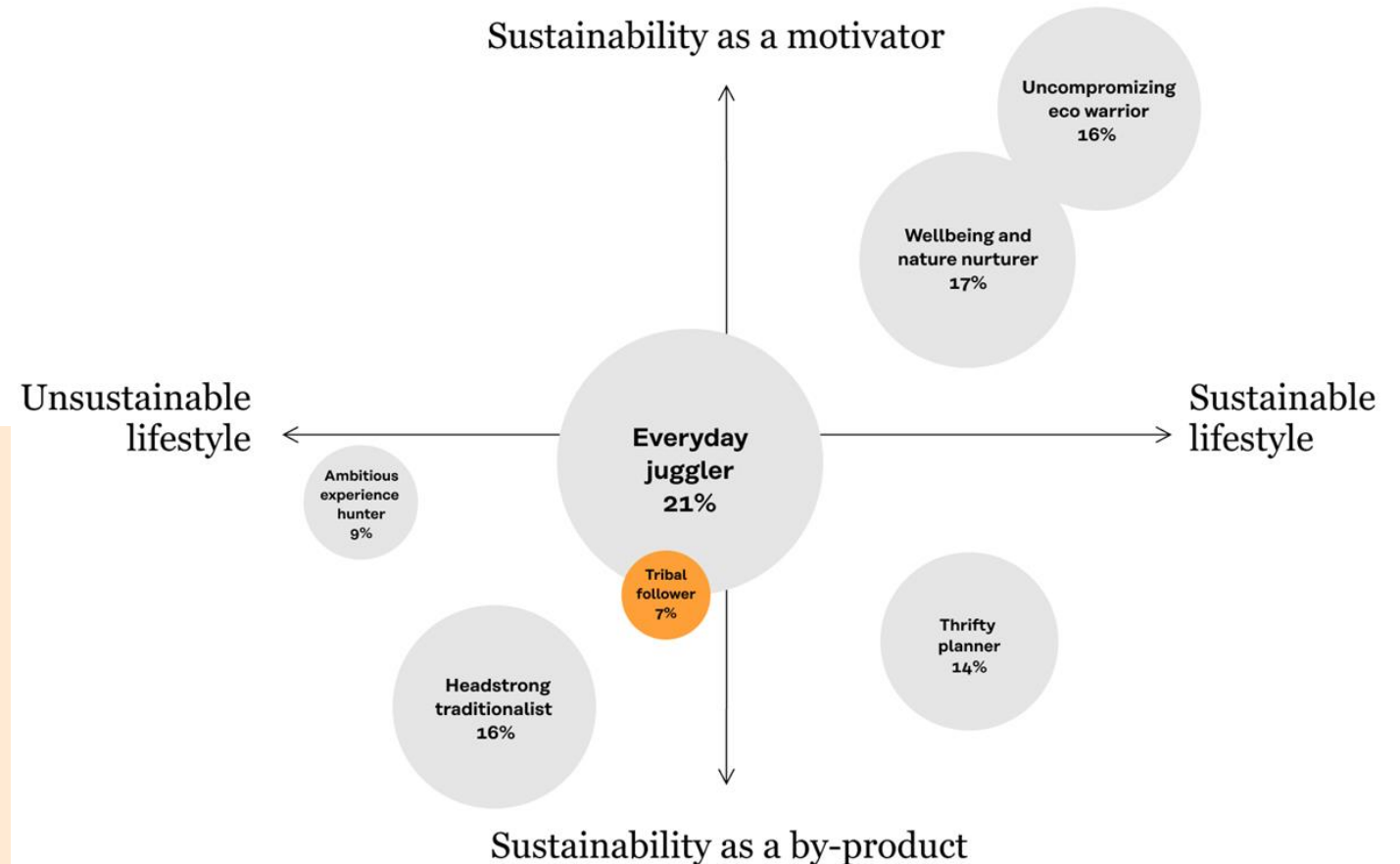


The tribal follower 2/2

“I have thought about [more environmentally friendly electricity] but have not switched to it yet. I’m not a very practical person... having to change electricity providers; I just don’t feel like doing the research that would entail.”

Remember when planning!

- Make the product or service interesting and unique.
- Make use of influencers and trendsetters in marketing.
- Use campaigns and phenomena to help raise awareness.
- The tribal followers are open to sustainability if they have good examples to follow.



Motivation: the example of others

Tribal followers sound out what kind of choices their peers make and follow both good and bad examples. Aspects such as easily available vegetarian food, appealing campaigns and new products get tribal followers to make new, more sustainable choices. The pressure to feel accepted by others can make tribal followers change their habits, and they may feel guilty about their inadequate climate actions. However, for the changes brought about by these negative feelings to persist, the tribal follower would need to be surrounded by a group with a keen interest in sustainability.

On the other hand, tribal followers yearn for a better balance, so getting rid of excess things, reducing activities and using a higher degree of moderation when making purchases could boost their mental well-being.

Hindered by uncertainty and the need to please others

Tribal followers may give in to cravings and sometimes buy more than they should. They feel the pressure to please others and to meet certain expectations, which may lead to frequent changes of style or trying out various hobbies. Platforms bursting with inspiration and other people's recommendations may encourage them to try out new things, which often results in unnecessary and hasty consumption decisions. Because the pace of life may be fast, it does not feel natural to make long-term plans. They often have their sights fixed on their own peer group and context, which means that they lack more comprehensive perspectives on sustainability.

Social relations and influencing

Tribal followers listen to and follow charismatic people in the public eye. For this reason, alongside matter of fact, news and reports, we should also have stories about concrete sustainable everyday actions people can relate to. Tribal followers may want to be on display, but they do not specifically want to set a personal example for others to follow. This profile is more open to seek perspectives and confirmation for their opinions from other people. For example, social gatherings attract tribal followers to communal activities, which may encourage participation in voluntary work.

Current actions for sustainable lifestyle

The sustainable everyday actions of the tribal followers are clear and easy, such as recycling and selecting vegetarian food in a lunch restaurant. It is also inspiring and meaningful for them to rummage through second-hand clothes and objects at flea markets, which has become quite fashionable. Tribal followers are generally open to more sustainable solutions if adopting them has been made easy for them.

Current actions for sustainable lifestyle

- Buy second-hand goods
- Avoid plastic packaging and disposable tableware
- Domestic travel
- Live near services

Potential actions for sustainable lifestyle

- 1 Buy an electric car
- 2 Reduce air travel
- 3 Borrow goods from friends or lending services
- 4 Buy surplus food
- 5 Reduce things and slow down the rhythm of life
- 6 Vegetarian diet

The joyful everyday juggler 1/2

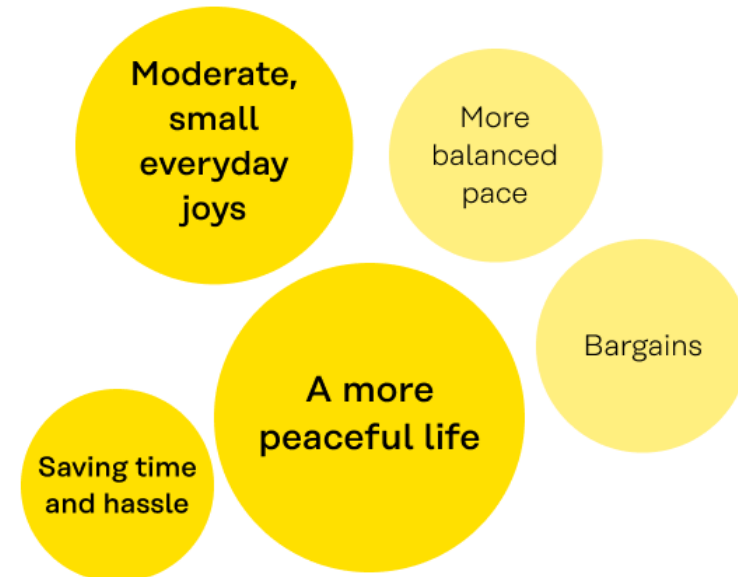


It's important for me to enjoy the small everyday joys of life.

I value things that save me time or make my everyday life easier.

I hunt bargains and often buy what is on special offer.

The routine life of joyful everyday jugglers is rather busy. As they are busy managing their daily hustle and bustle, they pay more attention to today's small joys than to a sustainable tomorrow. Cherishing the small joys sometimes makes the joyful everyday jugglers spend more money than they intended, but in this paradox lies the spice of life for them. Their choices may be somewhat contradictory in other respects too but living a life that looks like their own is very important to them.

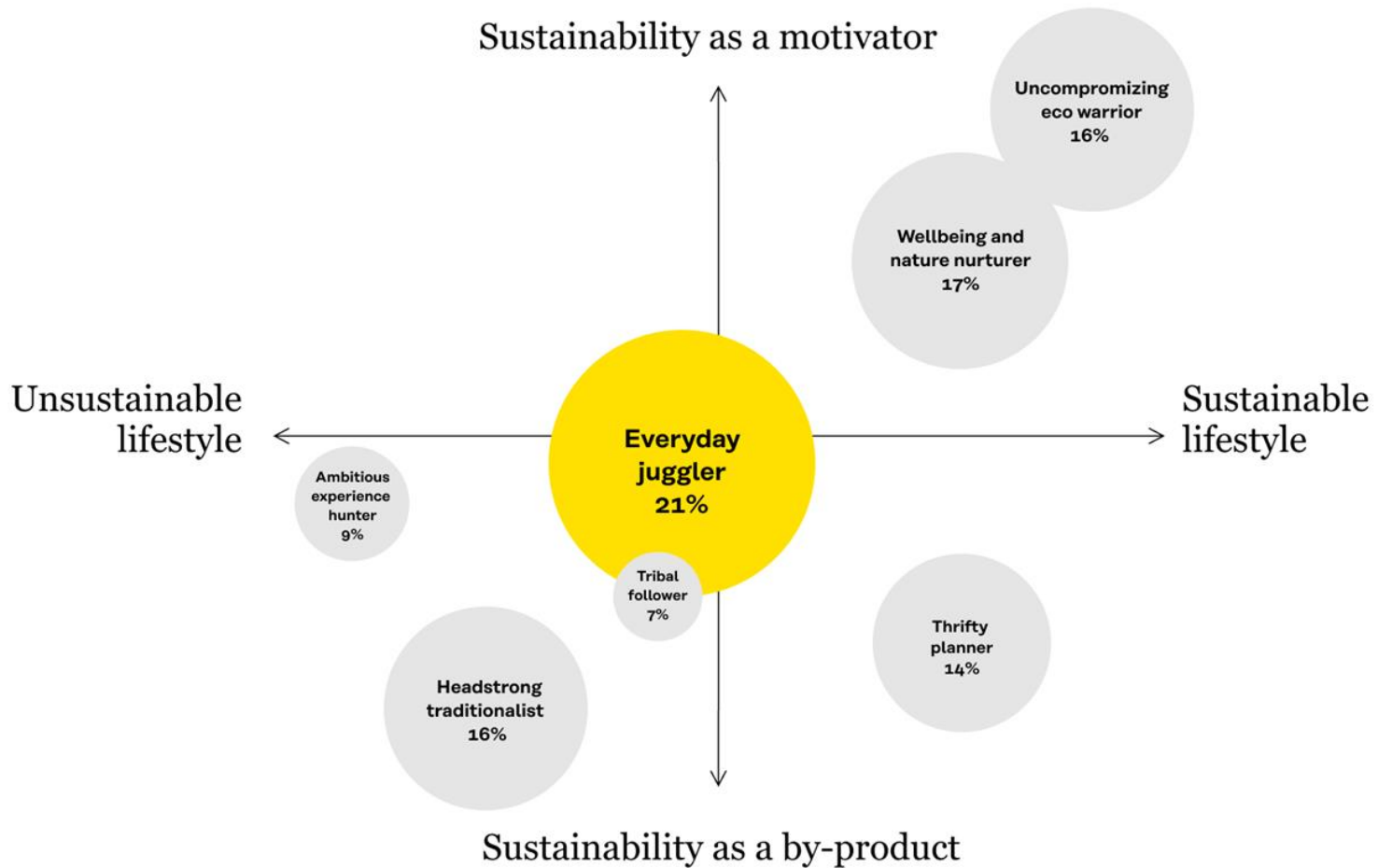


The joyful everyday juggler 2/2

“I would like to say that I avoid [packaging], but I really don’t. I do buy take-away coffees.”

Remember when planning!

- Plan for ease (easy to adopt and use).
- Offer solutions that make everyday life easier.
- Bring joy to everyday life.
- Use special offers.



Motivations: saving time, making everyday life easier and special offers

The joyful everyday juggler welcomes things that make everyday life easier and save time. In other respects too, the everyday jugglers are interested in any solutions that brings more peace and creates a sense of balance by making it possible to lead a life that suits them best , without burdening it with excessive duties. When leading a busy life, small joys in everyday moments grab the unwavering attention of a joyful everyday juggler.

Hindered by everyday hedonism and focusing attention to other things

In the big picture, the attention is here and now – sustainability or a change in lifestyle are not amongst the biggest of worries. Also, the lack of a systemic approach and avoidance of responsibility in their own life prevents them from making a change . It is not customary for the joyful everyday jugglers to require corporate responsibility or to shift responsibility to the arena of international politics. They think sustainability impacts are generated through people's individual actions. Yet, their own actions are modest, small and logical actions, such as recycling and they have no time or motivation to promote things in a bigger scale.

Social relations and influencing

Joyful everyday jugglers seldom follow influencers or opinion leaders. They get their information and views through more traditional channels. They also seek affirmation for their beliefs from people close to them – family, friends, colleagues – and in return, are also often asked for their views. Joyful everyday jugglers generally consider official news sources reliable.

Current actions for sustainable lifestyle

In their everyday life, joyful everyday jugglers take small smart actions, such as buying second-hand clothes for their children, avoiding waste, and borrowing things whenever possible. Recycling and sorting of waste are also part of their everyday life. For them it is important that sustainable actions make everyday life easier or are quite easy to implement. For example, increasing time spent in local nature and travel in Finland may be attractive options compared to the extensive arrangements required for international trips.

Current actions for sustainable lifestyle

- Buy second-hand goods
- Buy surplus food/make a conscious effort to avoid food waste
- Borrow from friends/neighbours

Potential actions for sustainable lifestyle

- 1 Buy local food
- 2 Avoid plastic packaging
- 3 Spend time in nature
- 4 Domestic travel

The thrifty optimizer 1/2

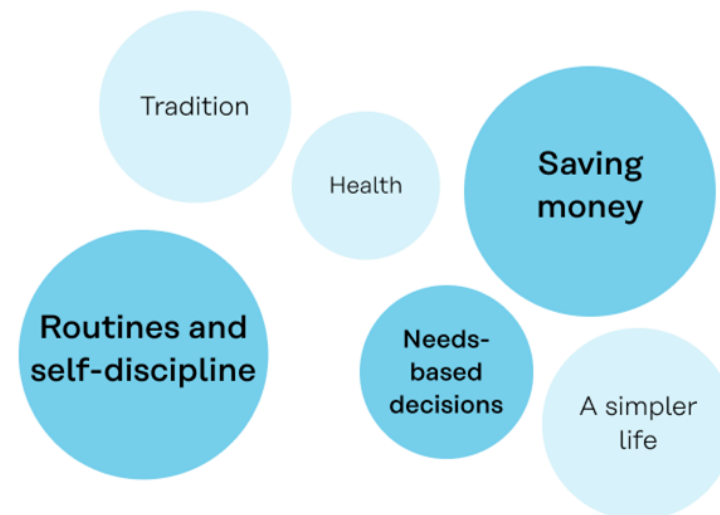


I'm very thrifty.

I only buy what I need.

The thrifty optimizer appreciates a modest life and smart use of resources. They are not looking for any greater pleasures, experiences or pampering, but are happy with their life. They find joy in small things and everyday routines. Thrifty optimizers do not dream about journeys to faraway countries or fancy restaurant dinners. Discipline and everyday routines bring a sense of security to their life.

Thrifty optimizers have made conscious efforts to simplify their life by reducing the amount of goods or activities they have. They make their decisions after careful considerations, not inspired by the examples of others. Their consumption habits are characterised by prudence and frugality. Their purchases are highly based on needs and seldom includes impulse buys. Thrifty optimizers have a low volume of consumption, and, thanks to that, their life is environmentally sustainable.

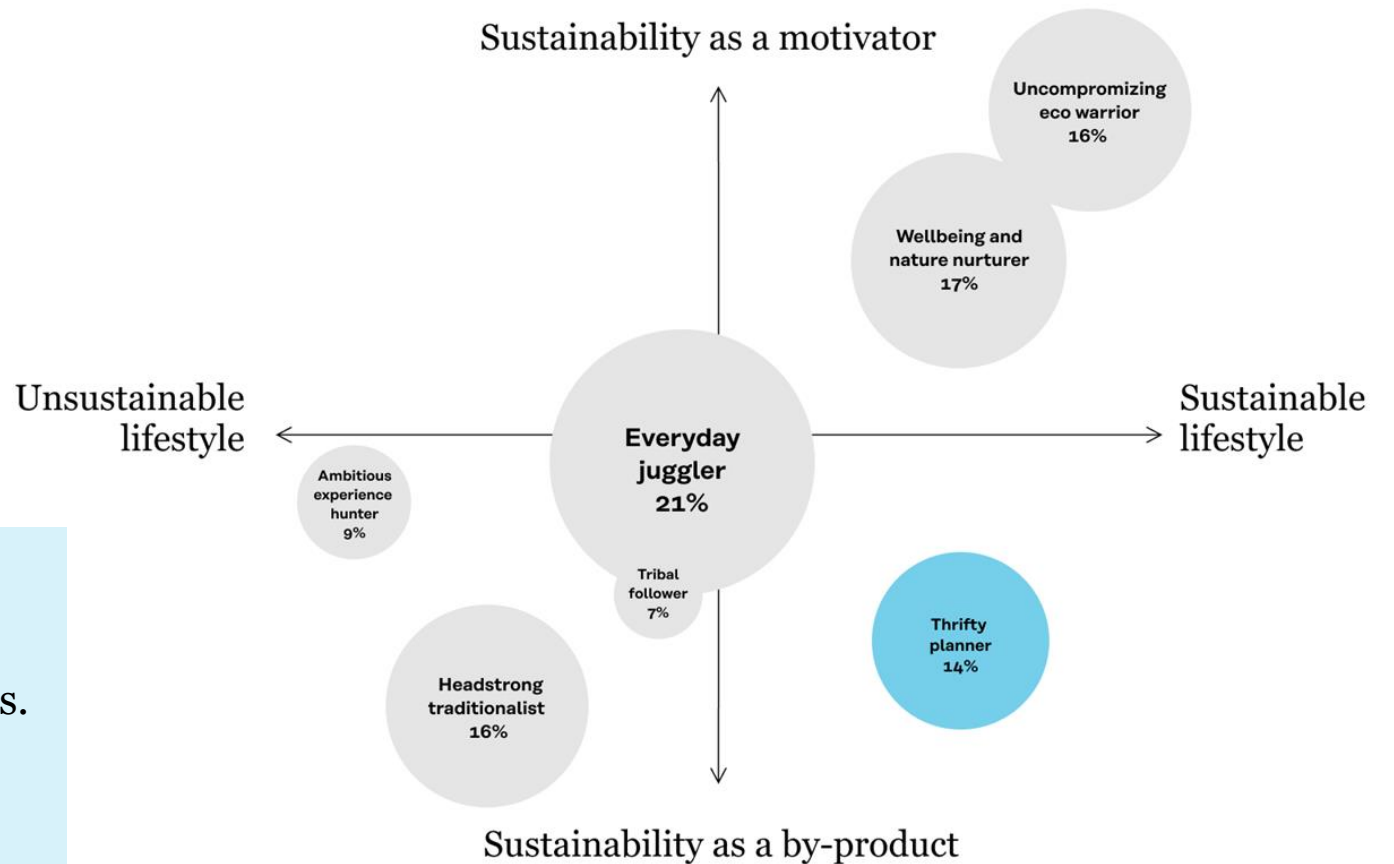


The thrifty optimizer 2/2

“Sometimes it feels a little like doing an experiment on how far you can go wearing out your clothes. I have this specific set of clothes I have been mending over and over again. The child's clothes we have gotten from others or bought from flea markets.”

Remember when planning!

- Clearly highlight the costs saved in euros.
- Emphasize small steps, actions that are easy to include in everyday activities.



Motivation: saving money

Thrifty optimizers do not make conscious choices with the emphasis on environmental values. Still, they feel that they are fairly environmentally friendly, because they consume so little. Saving money is an important motivating factor for thrifty optimizers, and their purchases are based on careful consideration of needs. They feel that the best way to support the environment is through small and economical smart actions, such as avoiding waste, recycling, and running full loads in a washing machine.

Hindered by sticking to routines

The life of a thrifty optimizer is at a sustainable level. However, one of the key factors that may slow down their ability to adopt new, more environmentally friendly choices may be their need to hold on to familiar and safe operating models. They are seldom inspired by the example of other people. Instead, the benefits of the actions taken should be easy to see, and preferably such that they materialise in the form of money saved.

Social relations and influencing

When gathering information, the thrifty optimizers trust official news sources and traditional media. They are not particularly interested in the opinions of other people or feel influenced by others. Furthermore, they do not feel a need to influence others or to act as forerunners.

Current actions for sustainable lifestyle

The sustainable everyday actions of a thrifty optimizer are typically aimed at saving money. They repair old goods rather than buy new ones and minimize their home's electricity bill by saving energy. Exercise due to everyday activities like walking places or taking the stairs does not cost anything and, on top of that, they are better for health and thus, are already part of their everyday lives.

Current actions

- Repair old goods
- Exercise due to everyday activities (walking and cycling)
- Avoid plastic packaging and disposable containers
- Domestic travel
- Minimise energy consumption

Potential actions for sustainable lifestyle

- 1** Borrow goods from friends or lending services
- 2** Local/seasonal food
- 3** Move to a smaller apartment

The well-being and nature enthusiast 1/2



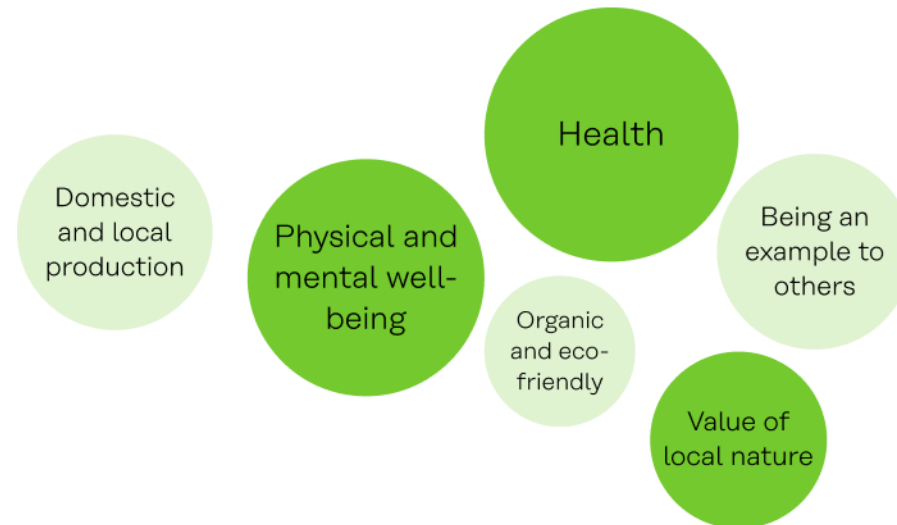
Physical activity and healthy food are very important to me in life.

I pay a lot of attention to my mental well-being.

I spend a lot of time in nature engaged in my hobbies.

Well-being and nature enthusiasts want to live a balanced life in which physical activity, healthy diet, and mental well-being play a key role. They are quite satisfied with their life and confident in their future. Spending time in nature and thus taking care of it, is very important to them.

As a consumer, well-being and nature enthusiasts are fairly prudent and selective. They give priority to high-quality and sustainable options and emphasise domestic and local origin of their choices. Therefore, they estimate their own life to be at a fairly sustainable level from an en

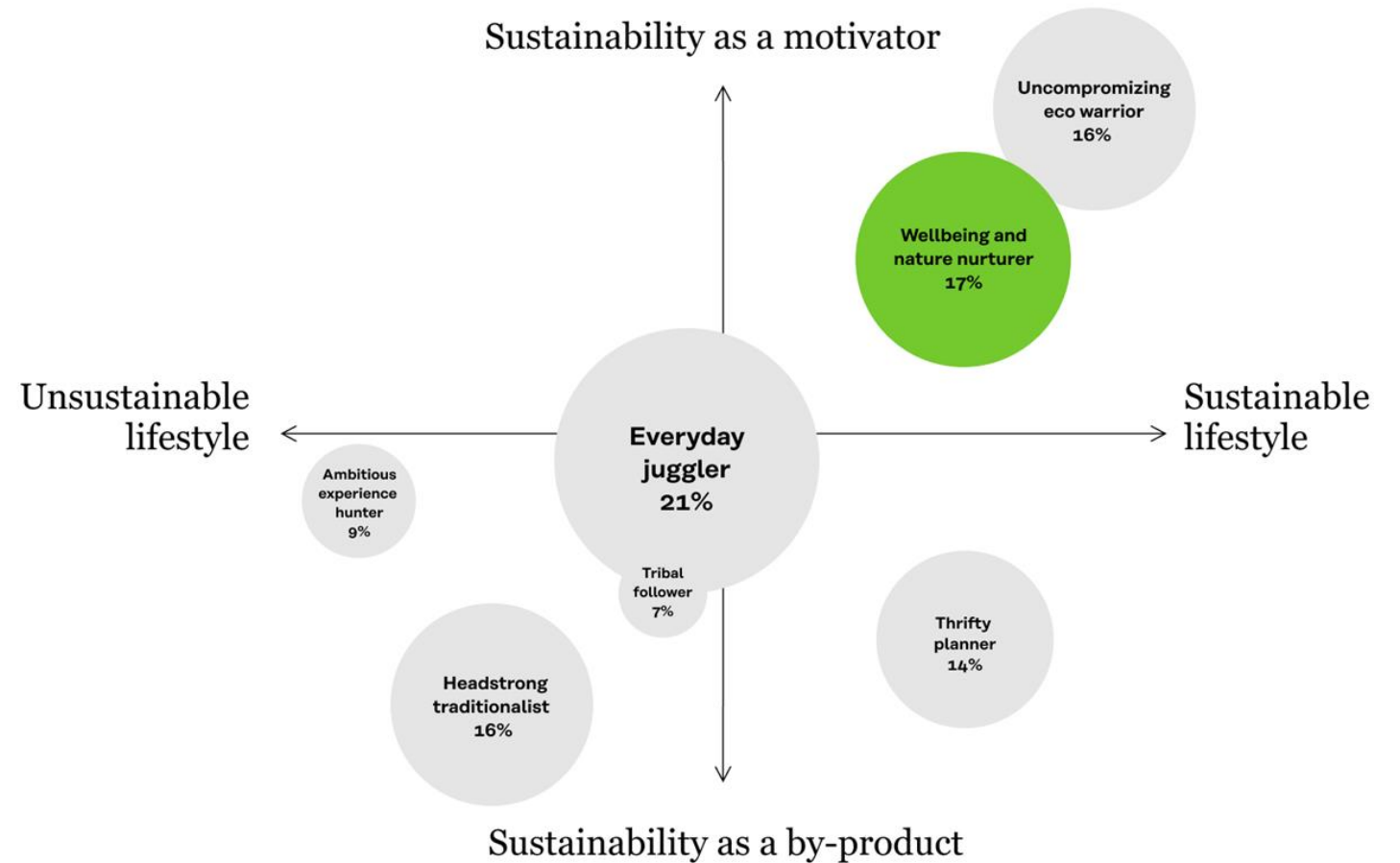


The well-being and nature enthusiast 2/2

“A healthy lifestyle is the foundation for everything. If that is in order, you can be the best version of yourself. When the world offers nice opportunities, you're in shape to seize them.”

Remember when planning!

- Highlight positive health and well-being impacts
- Bring up benefits to the environment
- Emphasise quality, durability, and long- life cycle of buys.



Motivation: promotion of health

Well-being and nature enthusiasts are concerned about how environmental loads of production affect health. In most areas of life, they emphasise choices that boost health or minimise health hazards. For example, incidental daily exercise and favouring organic products are everyday choices that promote well-being.

For them, local nature is an important source of well-being and calm and they are hence concerned about its state and loss of biodiversity. This concern motivates well-being and nature enthusiasts to make more sustainable choices.

Hindered by yearning for new experiences

In many respects, their lifestyle is at a fairly sustainable level. Still, the yearning for new experiences may mean long-distance air travel or a large volume of consumption due to, for example, acquiring new recreational equipment.

Social relations and influencing

In the acquisition of information, well-being and nature enthusiasts largely rely on official news sources. They are interested in nature and are eager to obtain more information on the subject.

They are satisfied with the choices they make and do not feel much pressure to please others or to act in a certain way.

In social relationships, they are not the loudest promoters of their own values or choices instead they believe that their actions will speak for themselves. They want to show a good example to others with their own actions.

Current actions for sustainable lifestyle

The life of well-being and nature enthusiasts already includes many choices that promote sustainability. Locally produced seasonal food is good for both health and nature. Small-scale vegetable farming and doing crafts are likely to increase appreciation for the food they eat and the things they use.

Current actions for sustainable lifestyle

- Exercise due to everyday actions (walking and cycling)
- Favour locally produced seasonal food
- Substitute dairy products with plant-based alternatives
- Do it yourself: growing vegetables, handicrafts
- Avoid plastic packaging and disposable tableware
- Interest in smart solutions and energy efficiency at home
- Contribute actively to the affairs of one's own residential area and the attractiveness of the nearby environment

Potential actions for sustainable lifestyle

1

Reduce/avoid air travel

2

Reduce/stop meat consumption

3

Change in behaviour based on measured data

The uncompromising eco-warrior

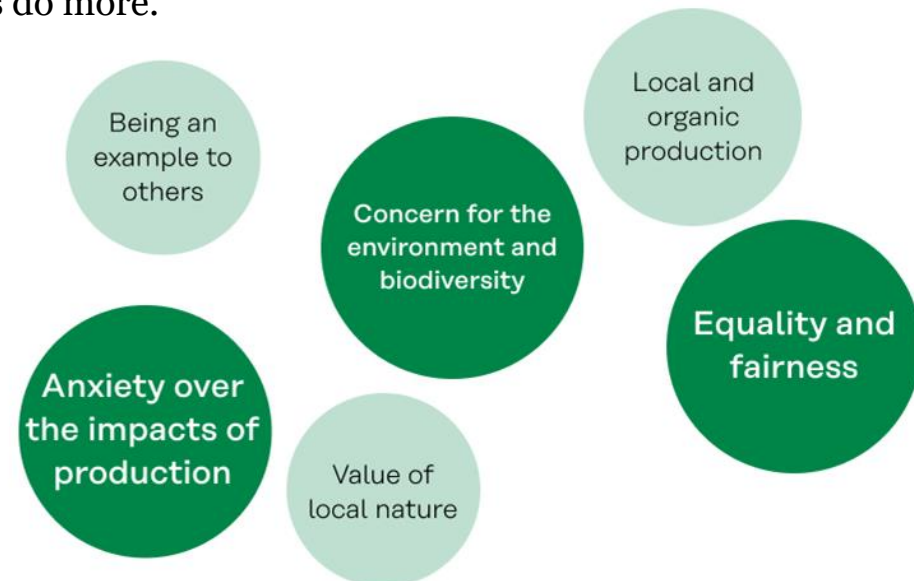


Uncompromising eco-warriors' actions are particularly motivated by care for the environment and being involved in sustainable change. They consider climate change and biodiversity loss as acute crises and are taking active steps to change their lifestyles in a more sustainable direction. Concern about the climate defines many of their choices in different areas of life, especially their consumption habits. In addition, uncompromising eco-warriors also want to promote social equality. To counterbalance their concern, they are more likely to choose a job that is in line with their own values. In their own opinion, uncompromising eco-warriors live sustainably, but feel they could always do more.

I'm distressed by constant, pointless buying and consumption

Through my decisions and actions, I can have a positive impact on environmental and climate issues.

I'm concerned about the state of nature and the loss of biodiversity.

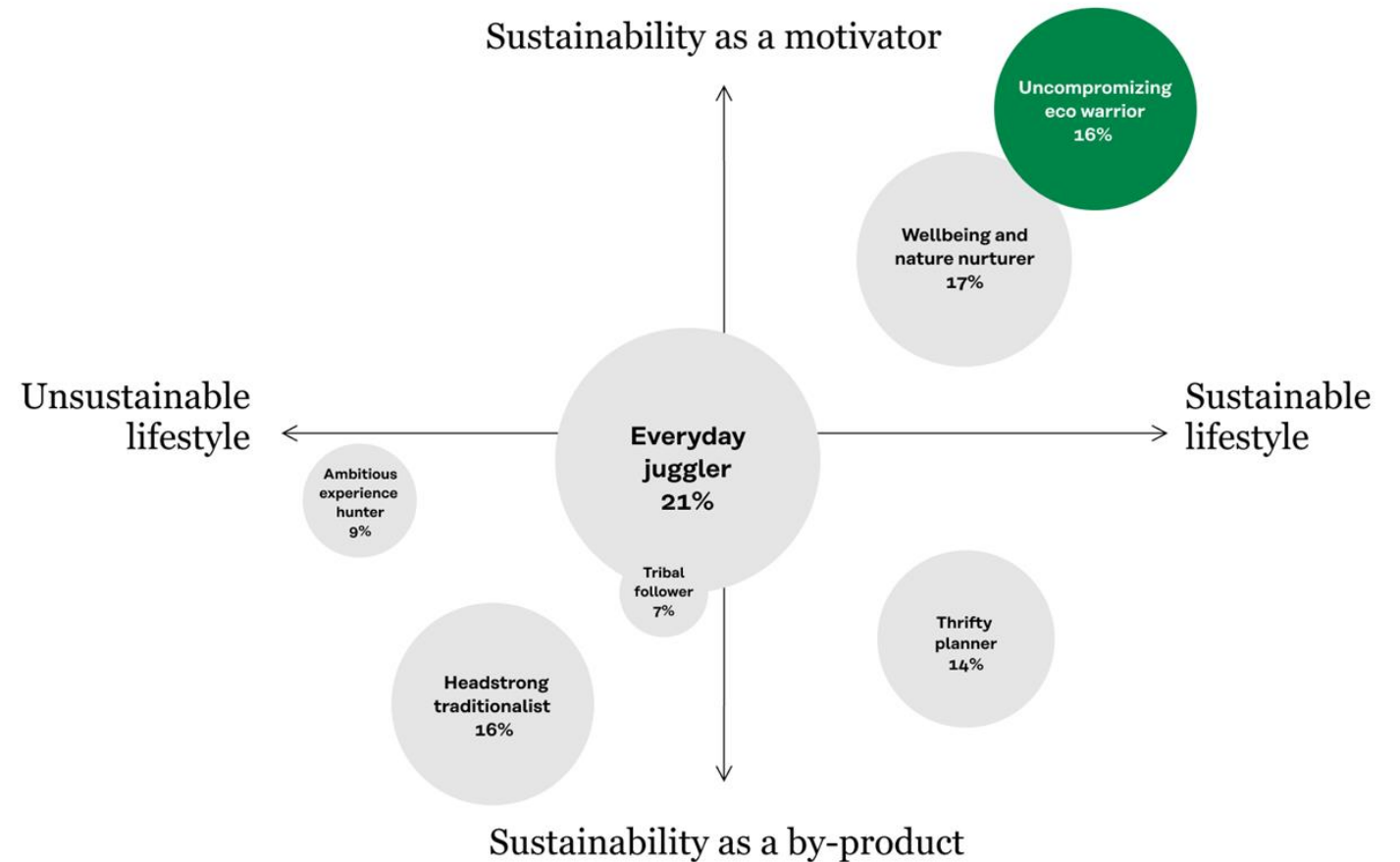


The uncompromising eco-warrior

“I became interested in climate issues years ago and wanted to do something for my own part. I found out about things and started making changes. The times when I used to go shopping for fun after work feel really distant now.”

Remember when planning!

- Green washing won't fly – inform about real impacts.
- Emphasise quality, durability, and long life.



Motivations: genuine concern and a sense of responsibility

Concern for future generations and the impacts of climate change motivates uncompromising eco-warriors to make many of the sustainable choices that are possible for them personally. They genuinely believe in the individual's possibilities to influence matters. Anxiety about the mistreatment of the environment, animals, and other people also motivates the uncompromising eco-warriors to take action.

Hindered by sense of being overwhelmed

Uncompromising eco-warriors are largely doing the best they can in their life situation, but there might still be room for some changes. On the other hand, continuous reflection on what would be best for the environment can even become a burden – excessive concern and anxiety can become exhausting. The constant areas of improvement competing with each other and too many changes at a time can blur the vision of what would be the most important and effective choices in their life as a whole.

Social relations and influencing

Uncompromising eco-warriors believe that we should all bear our responsibility for a sustainable future. They understand the impact of personal choices as one part of a multidimensional problem. Everyone's contribution is needed in the fight against climate change, including enterprises, politicians, and individuals living their everyday life. Every uncompromising eco-warrior may not be a loud activist, but they often feel that it is their duty to act as a good example and to talk to others about the problems they consider important. uncompromising eco-warriors also actively acquire information on the state of the world from different sources.

Current actions for sustainable lifestyle

The uncompromising eco-warrior has already done many of the easy, everyday changes – what remains are more radical and demanding shifts, such as activism, or major changes in life, such as moving to another place. The eco-warriors avoid air travel, have reduced consumption and use their things until the end of their life cycle. They also primarily repair things before buying new ones. In addition, eco-warriors actively promote sustainability by signing petitions or initiatives and participating in voluntary work.

Current actions for sustainable lifestyle

- Favour locally produced seasonal food
- Substitute dairy products with plant-based alternatives, reduce/stop meat consumption
- Do it yourself: growing vegetables, handicrafts
- Public transport, cycling and walking
- Minimise energy consumption by reducing temperature and saving warm water, and the use of sustainable energy sources

Potential actions for sustainable lifestyle

- 1 Stop air travel
- 2 Give up the car or shift to an electric car
- 3 Self-generation of more environmentally friendly energy (solar panels, geothermal heating)
- 4 Switch entirely to a vegetarian or vegan diet
- 5 Engage in municipal politics or other forms of influencing

How the study was done

Expert interviews

To define the scope of the topic and to specify it further, we analysed trends and forces of change that are affecting sustainable lifestyles. We also conducted four expert interviews with specialists looking at lifestyle and consumption from different perspectives. The top experts interviewed brought in expertise from the fields of academic consumer research, behavioural sciences, religious studies, and strategic consumer insight .

Experts interviewed for the study:

- Mikko Kurenlahti, University of Helsinki
- Samuel Piha, University of Turku
- Oskar Korkman, Alice Labs
- Kate White, UBC Sauder School of Business

Consumer interviews and quantitative study

After specifying the topic of the study, we conducted 15 in-depth interviews with Finns living in different parts of the country sounding out the motives, attitudes and actions of more sustainable lifestyles. Because of the Covid-19 pandemic, the interviews were conducted remotely, via video calls.

Based on the interviews, we formed motive-based hypothesis profiles that we validated using a national quantitative study of the Finnish adult population conducted through the Norstat consumer panel, N = 1177.

The final profiles were formed from the quantitative data using a cluster analysis. The analysis is built on a set of value statements reflecting the lifestyles and motives based on the areas presented above. The purpose of the cluster analysis is to identify attitude groups that are internally homogeneous and are also as clearly distinguishable from each other as possible.

The study as whole was implemented between March and August 2021. **SITRA**

Questions?

Read the whole publication at: www.sitra.fi/motivation-profiles

Or get in touch!

Sari Laine

Leading specialist, Sustainable Everyday Life, Sitra

Sari.laine@sitra.fi

+358 (294) 618 445