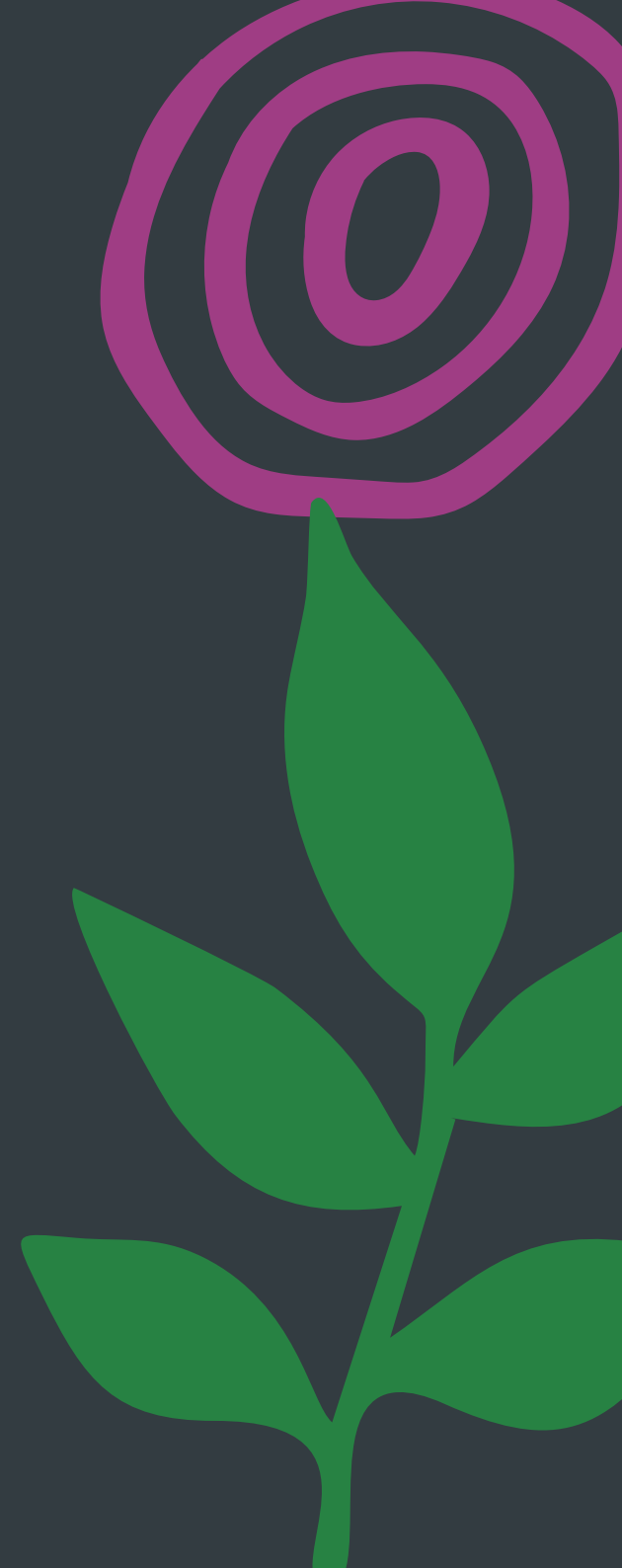




eco mind sets

A profiling system
for driving positive
eco-behaviour

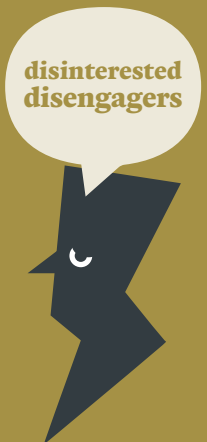
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eco mind sets

Eco Mindsets is a targeting and profiling system that helps organisations drive positive behaviour change in support of the environment.

By segmenting people based on their mindset, values and attitudes, rather than just their demographics, organisations can more effectively and efficiently influence change in consumer, lifestyle and all other sustainability choices.





How does it work?

Eco Mindsets is a system based on universal, human values. A two-minute profiling quiz places you into one of eight Mindset groups.

The Mindsets range from those at the forefront of change, to those who don't have the capacity to engage with environmental messaging, and everyone in-between.

Once you know where your people - your customers, supporters, staff and the public - sit on this spectrum, you understand the motivations behind the choices they make. You can then influence them towards positive behaviour change.



5 differences it could make to you



1. More affective messaging

By truly understanding what motivates and pains people, you will be able to craft climate related campaigns that speak to their heart.

2. Target more effectively

Buy the right media and place the right content in front of the right people not just based on demographics assumptions but based on what people feel.

3. Build better products

Use insight, workshop ideas and prototype products with the Mindsets themselves to ensure innovation is people-led.

4. Improve your practice

Evaluate your successes, understand the needs, expectations and experiences of your people, customers and potential supporters.

5. Make change

Ultimately, we created Eco Mindsets to help cause-led organisations like yours to more effectively influence behaviour in support of the environment.



4 ways we can help you make that difference

Market insight

Know the Mindset profile of your current and potential supporters or audiences and test product development concepts.

Develop systems


Create your own insight pack including bespoke Eco Mindsets profiles for your organisation. Creating a new shared language for planning.

Strategy development

Innovation through human-centred design practice.

Evaluate impact

Track the change you influence through evaluation frameworks and Theory of Change.

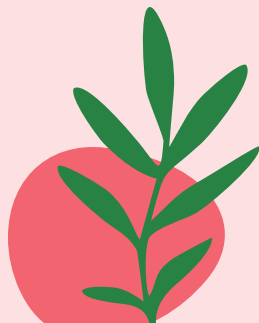


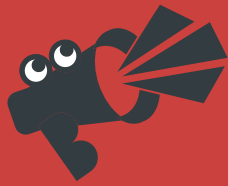
Unlock your free clinic

We are opening up Eco Mindsets to a huge range of organisations from public and private sectors. We already hold fascinating Eco Mindsets market data on over **60 environmental organisations**. But a **free 45-minute clinic** with our specialist team could be a game changer for all sorts of organisations. Please get in touch to arrange yours:

Laura Karban

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change makers

conscientious collaborators

justice defenders

nature enthusiasts

waste watchers

uncompromising consumers

anxious escapists

disinterested disengagers

'It's our duty to do what we can to protect the health of the planet.'

'This is serious. My actions only matter if others play their part too.'

'We need to protect those most vulnerable to the climate crisis.'

'Nature is hugely important to me, we need to continue to enjoy it.'

'We waste so much nowadays. Let's reduce, reuse and recycle.'

'What's it all for if we don't enjoy ourselves? Let's live for the moment.'

'Nothing I can do would make any differences at this point.'

'I'm not convinced, and I have other, more pressing, concerns.'

Their high agency and empathy drives concern into action. They will encourage others to act too.

They don't feel that their personal actions make a difference, which drives them to join forces.

Their action for the environment is about it being the right thing to do for everyone.

They will fight for personal causes that support their access to the natural environment.

They don't always see the climate crisis as their concern, but profligacy is a personal bugbear.

They believe that the livelihood of people is more important than looking after the environment.

Despite high climate concern, their propensity for change is limited by feeling paralysed.

They may have had fewer chances to engage with environmental debates.

Challenge them to further their ethical choices.
Support them to understand how to talk to others.

Help them see how their efforts make a difference.
Offer chances to get involved with others.

Show them how people intersect with nature.
Support them to continue to make ethical purchases.

Show them the local impact.
Focus on natural environments that people can enjoy.

Focus on impacts in their area.
Show them ways to help that they can do from home.

Demonstrate how environmental degradation affects everyone's lives.

Show them where progress has already taken place.

Provide affordable and manageable options for involvement that are co-beneficial.



▶ morris
▶ hargreaves
▶ mcintyre

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