

The Psycho-Logic of Sustainable Behaviour

Is environmental sustainability catching on, or do people just want to be seen to be green?

Are people living the dream or just dreaming?

Sustainability and climate change are major issues that we face as a society, as individuals, and in business. Members of the CEO Institute and Australian business leaders agree that climate change is the foremost current issue concerning them (www.ceo.com.au) but less than three percent of major Australian firms have implemented a climate change plan (PricewaterhouseCoopers survey of CEOs and CFOs). The Government, international organisations and the media are telling us that we need to 'do our bit', but few people have a clear notion of what to do.

For most, the issue of sustainability is confusing and difficult to approach.

It's all too easy for people to disengage from the issue and delegate responsibility to the Government. In turn, Governments and other organisations have attempted to push responsibility back onto the individual, expounding the guilt laden message: "do your bit and behave ethically."

However people do not respond positively to constant threats, mantras, and doom scenarios. It is no wonder these have proven ineffective.

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Confounded by these unconstructive approaches, next sought to understand the motivations underlying people's behaviour.

Using our own unique approach based on Morphological psychology, a consumer study was conducted to develop a fundamental psychological model of sustainable consumption. The resultant model uncovers primary motivational triggers that are based on positive and progressive psychological mechanisms rather than resorting to preaching, threatening and dissuasion.

Therefore, we are able to understand sustainability in a new way and help businesses develop innovative methods that effect a positive change towards sustainable consumption. We can help you drive this in your business, making adoption of sustainable behaviours faster and more profound for your consumers, customers, employees and partners.

Mext Managing Director, Stefan Grafe, presented these findings with tangible examples at Banksia's Inaugural Forum in November 2007 to an international audience of business, community and scientific leaders. Graz van Egmond, Executive Director of Banksia, a non-profit organization which conducts Australia's longest established environmental awards program said, "Stefan's presentation was a real eye opener for the audience. It gave us a new and structured understanding of the sustainability topic and surprisingly simple ways of better dealing with and communicating it."

'The Psycho-Logic of Sustainable Behaviour' at the Melbourne Sustainability Festival on Friday 15th February at 4.00pm, in the Think Tent at Federation Square'

To speak directly with us about how mext can support your future sustainability approach, please contact **Stefan Grafe** (stefan.grafe@mext.com.au) in our **Melbourne office on (03) 9004 5746**.

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