

Consumption and Lifestyles

At Quantum we believe that you need to take a human lens on sustainability challenges.

These springboards are jumping off points for us to think differently about sustainability challenges and how your organisation can build solutions that deliver long term sustainable impact.

Built from the UN Sustainable Development Goals, we have created a series of springboards designed to help you to:

- Identify core human dilemmas that are getting in the way of change - tensions between what we say and what we do
- Get granular on the human barriers that underpin these dilemmas - things that are stopping people from changing their behaviour
- Look around you for inspiration - Go beyond your own organisation to 'steal with gle'e' from sustainability solutions that already exist
- Ask provocative questions – Don't settle for 'this is how it has always been done'

HUMAN DILEMMA 1

I WANT TO BUY MORE RESPONSIBLY, BUT IT SEEMS HARDER

KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



LACK OF UNDERSTANDING

While there's a desire to do better, many don't feel able to make sustainable decisions a lot of the time



PERCEIVED EXPENSIVENESS

23% of people in the UK feel that green produce is too expensive for most people



LACK OF TIME

Through being time-poor or culturally obliged to be quick, many feel they don't have time to eat sustainably

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



RESPONSIBLE FILTER

Buying from a multi-brand retailer can make it harder to judge ethical standards. Asos have developed a "responsible" filter on their platform, to help with it.



FOOD SHARING

Casserole Club in London and Food Jams in Cape Town share portions of home-cooked food with others in the local area too time-poor to prepare sustainably from scratch.



BUY BACK & SAVE

To make sustainability more affordable IKEA have developed A Buy Back scheme where they buy unwanted furniture and offer it at reduced price to future customers.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

IF YOU HAD AN ETHICAL FILTER ON YOUR PLATFORM, HOW COULD YOU GET PEOPLE TO USE IT? HOW COULD YOU MAKE SECOND-HAND FEEL EXCITING FOR YOUR CUSTOMERS?

HUMAN DILEMMA 2

I WANT TO AVOID CONTRIBUTING TO WASTE AND POLLUTION, BUT IT'S PART OF MY LIFE

KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



HIGHER PRICE PERCEPTIONS

67% of shoppers feel the use of sustainable materials to be important, but most won't pay the inevitably higher price



CONVENIENCE CULTURE

Expectations of fast consumption – of fashion, food and goods, delivered almost instantly, have prompted a spike in pollution and plastic waste



UNCIRCULAR SOLUTIONS

Concerns that even when items are "put in the recycling", they may still go to landfill, and can never fully create the necessary circular economy we need

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



RENT, DON'T BUY

In fashion, renting clothing is the emerging sustainable alternative to buying new every time. Brands such as Hurr Collective for clothes and Whirli for children's toys



CARBON OFFSET SUBSCRIPTION

Humankind's carbon offset subscription which allows people to offset the plastic waste footprint of their entire beauty routine, removing 22 pounds of ocean-bound plastic waste.



CREATING CONSEQUENCES

In the UK an AI app is being trialed to identify incidents of littering from cars through identifying dropped items and linking them to numberplates

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

WHAT HESITATIONS MIGHT YOUR CUSTOMERS HAVE AROUND RENTABLE PRODUCTS? HOW CAN YOU MANAGE PRIVACY CONCERNS WHILE PROMOTING SUSTAINABLE BEHAVIOURS?

HUMAN DILEMMA 3

I WANT TO USE CLEAN, SUSTAINABLE UTILITIES BUT THEY CAN BE IMPOSSIBLE TO ACCESS

KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



UNEQUAL ACCESS TO WATER

26% of people don't have access to safely managed clean water, with access unevenly distributed across the world



CLEAN ENERGY ACCESS

Access to sustainable energy is far from universal globally, with an increase in homes without electricity in Sub-Saharan Africa over the past decade



CLEAN ENERGY PRICE INFLATION

Sustainable energy is no more affordable than gas, and susceptible to the same market forces

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



WATER REPLENISHMENT

Water, sanitation and hygiene programs created by Coca Cola, helping communities across 41 countries to access safe clean water



SOLAR LIGHTING OFF-GRID

Let There be Light provides solar power lighting to homes and health clinics without access to electricity



FREE WATER STATIONS

Many cities are harnessing the power of tech to make access to free, clean water easier to access. Refill is an app that lets people locate the stations all over cities.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

HOW COULD YOU CREATE A SENSE OF SOLIDARITY BETWEEN CUSTOMERS AND MARGINALIZED PEOPLE ABROAD? HOW COULD YOU COMBINE ENVIRONMENTAL AND SOCIAL IMPACT EFFORTS?