



OUR HUMAN MOMENT

VIDEO TRANSCRIPT

Question

Do we really understand what sustainability means to people?

Well, we think we do.

Take Nirav.

He believes in green mobility, right?

Hmm, not exactly.

He cycles to stay healthy for his family.

And Sine,

She helps her community learn how to live more sustainably, doesn't she?

Well, she's fighting to get her girls an equal education.

Now George.

Did George buy an EV to lower his carbon footprint

No!

He did it for the tax incentives.

These people don't talk about 'Sustainability.'

They just live it.

And that's the point.

In a global study, we didn't actually start with sustainability. And what we discovered radically challenged who we think sustainable consumers are and what matters to them.

Corporations have tried to figure out 'How can humans be more sustainable?'. But you can't change people's behaviours with ideas that aren't relevant to them. By overlooking what's most important to people, sustainability has missed most people.

If you're only speaking to the population that strongly relates to 'Sustainability' you could be missing four and a half billion consumers.

Businesses can massively grow their customer base if they meet people where they are. And we've found six universal values that can act as entryways to sustainable behaviour.

*Caring
Belonging
Self-fulfillment
Resourcefulness
Empowerment
And Openness*



These are the starting points to build the sustainable products and services that could reach billions.

Imagine closing the gap between sustainable business and people lives.

This is our opportunity to re-imagine what sustainability looks like.

If we need every human being to be part of solving the greatest challenge of our lives,

then it's time to stop asking,
"How can humans be more sustainable?"

And start asking,
"How can sustainability be more human?"

This is Our Human Moment.