

Project Process Journey

Being sustainable not for sustainability

--Exploring how to help Chinese people more easily practice sustainable lifestyles

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Introduction

The project explores how to make sustainable living easier for people in China, where awareness of sustainable living is severely lacking in most of the population, and how it can be integrated into the local cultural context. Focusing on groups of people who are aware of environmental issues but do not practice these behaviours due to various problems, the project explores the complexity and malleability of the interplay between human awareness and behaviour. It explores the complexity and plasticity of the interplay between human consciousness and behaviour, which is influenced by the individual's background and external environment, as well as by his or her self-awareness of the relationship he or she has with the planet. As social creatures, we are always mindful of our social role, but often forget our "ecological role" in the whole ecosystem. Through research and interviews, I have rethought the relationship between consciousness and behavior, and gained a deeper understanding of "Chinese people".

For Chinese people, what do they care more about in their daily food, clothing, housing and transportation choices? And what is the impact that family life brings to them? Lifestyle is more of an infiltration of environment, culture and family heritage. Lifestyle cannot be imposed, it needs people's heartfelt recognition and self-choice, and the premise of recognition is neither indoctrination nor moral kidnapping, but the need to let people actually feel the "good" of it. A thousand readers have a thousand Hamlet's. A thousand people have a thousand kinds of Hamlet. A thousand people have a thousand kinds of lives, which can be a thousand different kinds of sustainable, but each one is the choice of people's free will, and each one can make people still be comfortable and happy to be themselves.

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Inspiration

As a typical student from a Chinese educational background, my concept of sustainability before exploring "sustainable lifestyles" was still based on "environmentally friendly behaviors", so what is environmental protection? It is probably something to do with the earth and the environment - air, water, land, wood, animals and plants - but also something to do with self-interest - our lives and even the continuation of life depend on these resources. Of course, it was only after I really explored the term "sustainable lifestyle" that I realized that sustainable living is much more than the common and uncommon "environmental practices" we grew up with, but a much more profound relationship between life and the planet. Relational connections, such as taking care of one's mental health and physical well-being.

And when I recall what motivates me to follow some environmental behaviors on a daily basis, apart from some good habits that we call "traditional Chinese virtues", all that is left is the sad image in my consciousness of those who have caused the most damage to the earth's ecology due to the bad behavior of human beings, which gives me an occasional sense of "empathy".

Because of human diversity, people's capacity for empathy varies greatly, but the world cannot rely on the strong capacity for empathy of these people alone to make a real difference to "sustainability". So I ask: can we design behaviours to make more people behave sustainably, or even to perpetuate this change as a habit? Especially at a time when there are barriers to the consumption of "sustainable living" and some people simply cannot afford to consume expensive organic food and eco-friendly products, can we start with the small things in our daily lives to help people experience the benefits/happiness of a sustainable lifestyle? And not because it's some sort of economic or social status marker, or a label to brag about?

Project background

Although China is a developing country, it has made enormous contributions to the world's shared approach to sustainability. We can see that almost all of these contributions* come from changes in industry and effective policy implementation. But individual knowledge about sustainability is still very low, both in terms of numbers and in terms of knowledge.

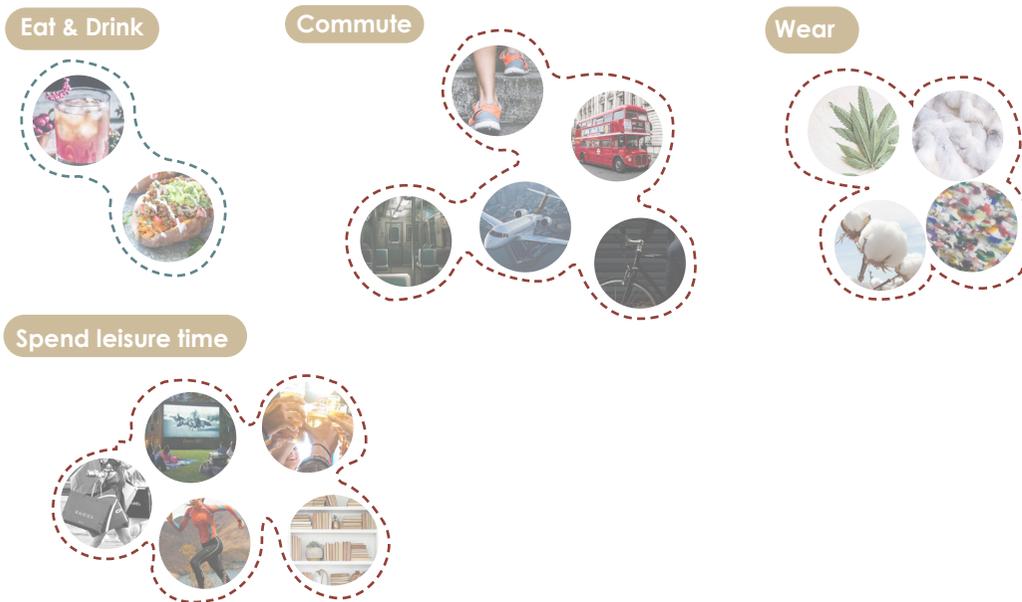
In contrast to the West, where sustainable living is a relatively more common concept and has more practitioners, the biggest problem in China is that there is currently very little research on sustainable lifestyles, with most of the organizations and reports available focusing on 2019 to date. In China today, "sustainable living" has become a trend among a small segment of the population, and participation in related activities has become a way for most young people to add gold to their resumes. Without getting into a good or bad way of doing things, at least "sustainable living" is becoming more and more visible. As far as I am concerned, what can I do as a designer on top of "being seen"?

*<https://www.eco-business.com/opinion/5-reasons-why-china-is-the-worlds-sustainable-development-superpower/>

Definition

What is "lifestyle"?

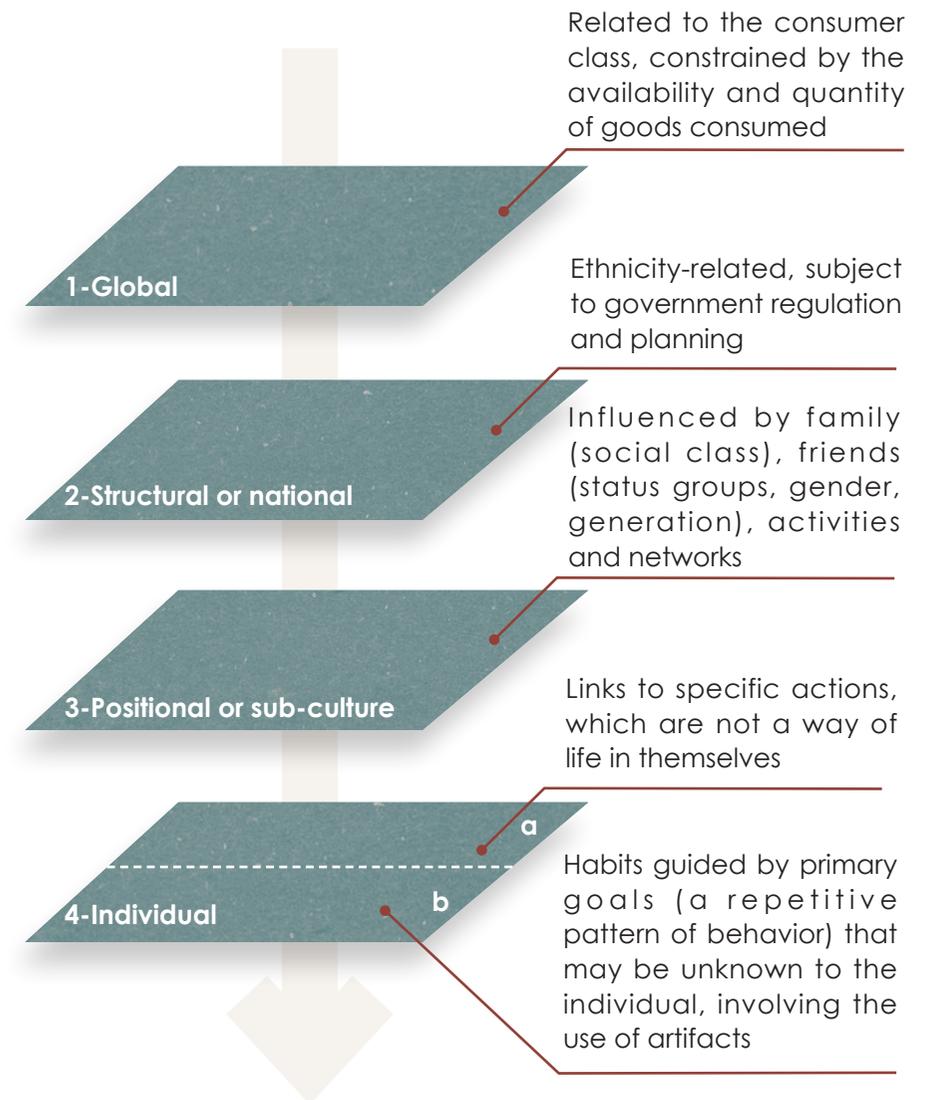
In the field of sociology, as well as in some other fields, it is argued that there is a diversity of lifestyles and that one can express oneself through different practices that correspond to different lifestyles*. It includes.



The problem with the concept of "lifestyle" is that it has many different definitions or no definition at all. For example:

1. In the environmental context, the concept of lifestyle usually means that you need to change old habits in order to achieve sustainable development.
2. In terms of personal values, it usually means the way a person lives (e.g. Pulkkinen & Kokko 2000) or the way he aspires to live.
3. In terms of health, lifestyle is considered to be closely related to health (Cockerham 2002; Bolt 2002).
4. In terms of consumption, lifestyle is considered to be a set of consumption choices and behaviours.

Delineating the several levels of lifestyle



What is "Sustainable lifestyle"?

Official explanation

Sustainable living is a practical concept that aims to offset climate change and other negative environmental issues through positive changes that reduce personal and social environmental impacts. Sustainable living is also certain specific patterns of action and consumption that are used by people to unite/differentiate others. It is characterized by 1. meeting basic needs; 2. providing a better quality of life; 3. reducing claims on natural resources; 4. reducing waste and pollutant emissions; and 5. not endangering the needs of future generations (Mont 2007 in Stockholm Environment Institute 2009: 1). From a national perspective, sustainability is a balance between the social, economic and environmental dimensions.

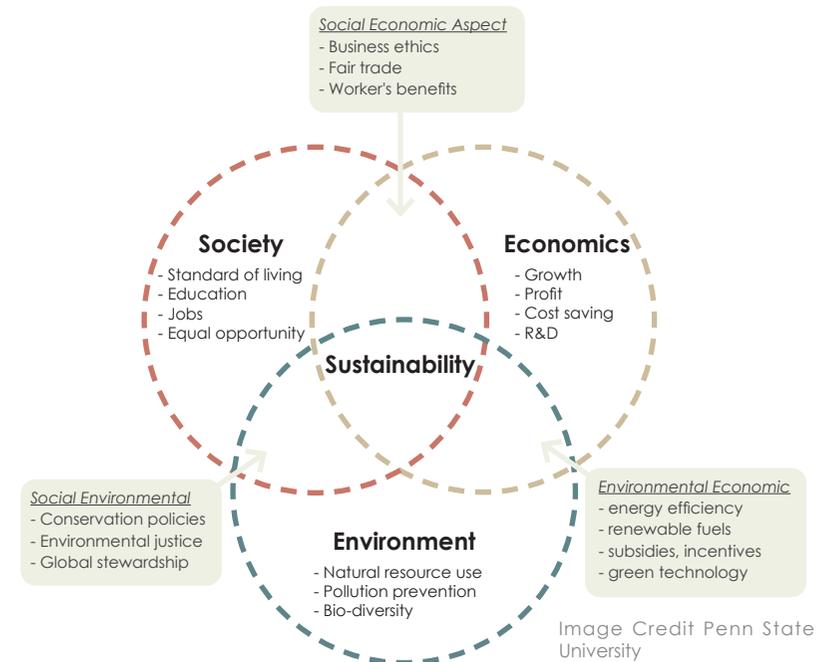
Significance to the world: Sustainable living and lifestyles for the first time appear in the Sustainable Development Goals (4 Education and 12.8 Responsible Consumption). Applying a 'people lens' to sustainability is new, timely and opportunities are great.

Personal understanding:

To the average person, the term "sustainable lifestyle" is a broad and vague concept, and we only know it as a means for humans to protect the environment. It is broad in that it covers all aspects of our lives, such as food, travel, consumption, waste disposal and use, fashion, work, community, health and well-being; it is vague in that we cannot define the boundaries between a lifestyle and a single action in our lives, such as a person who is very conscious of eating sustainably but, for some reason, never uses his shopping bag when he goes shopping. When a group of extremists (people who are overdoing it with their environmental behavior) jump to accuse a person of a small "behavioral flaw", how does an ordinary person who does not have a strong sense of motivation and self-control define it? What about the need to live sustainably, to practice and to maintain your own part of the sustainable lifestyle? This also leads to some of the mental issues that are common among sustainable lifestyle practitioners - my own creation of the spiritual counterpart to eco-anxiety - sustainable-behavior-anxiety.

My definition of sustainable-behavior-anxiety.

1. The anxiety that arises when sustainable behaviour cannot be practised for a variety of reasons.
2. Fear that their sustainable living practices are not "comprehensive" and "perfect" enough.
3. Accusations of being overreacted to by some extremists



Understand the pattern of practice in sustainable life

Practicing a lifestyle may mean that you need to go for a change of habit, but it also means that you need to go for a good habit. After analysed several articles about giving advice about practice sustainable lifestyle, I summarised the pattern of practicing sustainable lifestyle as follow:

Good behavior / Bad behavior

Change bad habits:

Decrease / Not to use XXX

Refuse what you do not need

Reduce what you do need

Build good habits:

Replace XXX into YYY

Keep doing ZZZ

Self-made AAA

Reuse XXX

Recycle what you cannot refuse, reduce or reuse

Rot (compost) the rest*

With objection / without objection

With objection:

Food, consumption, household goods, plastic products, etc.

Without objection:

Influence others, care your wellbeing, voice for the earth, digital waste, etc.

Consumption pattern

Sustainable consumption:

Buy environmentally friendly products.

Anti-consumption practice:

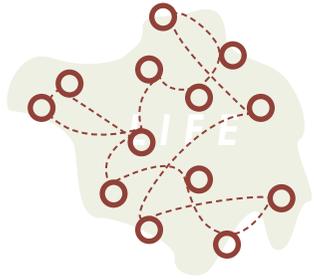
Reuse, recycle, repaire

*<https://www.sustainablejungle.com/sustainable-living/what-is-sustainable-living/>

*A study of how sustainable lifestyles are lived and maintained

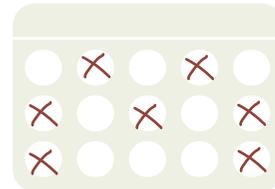
Difficulties in leading a sustainable life

Many people who are practicing sustainable living report that they encounter layers of obstacles when practicing sustainable living, for example:



Complicated

There is so much coverage in life, and so many relevant details under each category, that it leads to a sense of information overwhelm and a feeling that sustainable lifestyles are a difficult thing to achieve.



Hard to keep the habits

When a person does not have enough motivation and when something is very difficult, the behavior becomes difficult to maintain.



Hard to practice (because the outward environment)

Some sustainable behaviours require support from the external environment, for example, if the community does not provide separate bins, the natural behaviour of "sorting garbage" becomes unattainable.

Anyways, lifestyle is made up of several specific behaviors, so what are the specific factors that will affect people's behavioral choices?

What can influence human's behavior?

1. *Determinants of behavior -- from psychology perspective*

Conscious system & Unconscious reaction

According to Natalia Lawrence, an associate professor in Psychology, who studies human eating behavior, reckons that human's conscious system and unconscious reaction are most important parts in human's behavior decisions making (especially in eating behavior), and the jewel process model is one of the most widely accepted ones. Which means "conscious system uses goals based on education and knowledge to drive deliberate decisions, and the unconscious reactions are composed of rapid automatic reactions that are more like reflexes. When these two processes are aligned, everything is fine."

Opportunity

So, we can see that if we want to make the change happen, one is to deliberately helping people create new "arcs" either by influencing their "rational consciousness level" or by finding a combination of the two.

2. *Influence factors of behavior -- environment*

Smaller environment & Wider environment

Natalia Lawrence also mentions in her course that the most effective way to resist Automatic drivers of (bad eating) behavior is to change the environment, so that temptation is out of sight and reach. Towards smaller environment and wider environment, there should be different tactics like one is for your home and the other is for the country.

Apparently, change the wider environment is more difficult because it always means there are policy and economy should be align with. And it can cause other issue that people might argue government should not limit their freedom of choice.

Is it possible to find the best smaller environment to create an opportunity point for lifestyle change?

3. **【BJ FOGG BEHAVIOR MODEL】**

Prompt, Motivation & Ability

The Fogg Behavior Model shows that three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and a Prompt. When a behavior does not occur, at least one of those three elements is missing.

Is it possible to trigger behaviors in the most everyday scenarios by balancing the three elements, and then slowly develop them into habits.

Embodiment of sustainable lifestyles in class

People with lower incomes will tend to choose unsustainable lifestyles:

Capacity to pay

There are certain thresholds in terms of consumption

Awareness

Lack of relevant awareness

Education

Income is also usually correlated with educational background, and education has a significant impact on the conscious system.

Family cultural heritage

Parental habits are also passed on to the child, even the brand of items used

The above just shows that people with these characteristics will be more likely to choose to opt for an unsustainable lifestyle, not that people who choose an unsustainable lifestyle will necessarily have that characteristic. Because when it comes to certain details, such as waste production: rich people are likely to produce more household waste than poor people, both because they will have a greater need for material goods and because they can afford to pay more for their products than poor people.

However, when the psychological classification model of values, lifestyles and attitudes is used to divide the population, understanding the user group through vals is much easier than simply using the income from demographics. For example, even those with lower incomes may have people who are curious about new things, or who have experiences and backgrounds that make environmental issues a top priority and a practice.

Sustainable development in China

Unlike in the West, China has lagged behind in many respects since modern times, especially in terms of sustainability: even though the government's management of the market has led to great progress in recent years, the supply of environmentally friendly products to meet demand is still very low, and individual national awareness is currently lagging behind. There is therefore a huge disconnect between the national and individual sustainability performance.

The causes of this disconnection are broadly at the following reasons:

International impact

The Chinese Government is more interested in "big power influence". In the face of global problems, this has to be one of the major strategies of the government, and the advantage of this top-down change is that it allows its citizens to live a sustainable life "automatically", without even realizing it, as a result of regulating the market.

Education

China's quality education is still stumbling. Against the background of such test-based education, "sustainability" is only a "test point" for students, an empty and politically correct concept without a clear idea of how sustainability can relate to everyone's life.

The role of government

The Chinese have the government behind all their food and shelter. From the range of choices in housing and education to the range of choices in products.

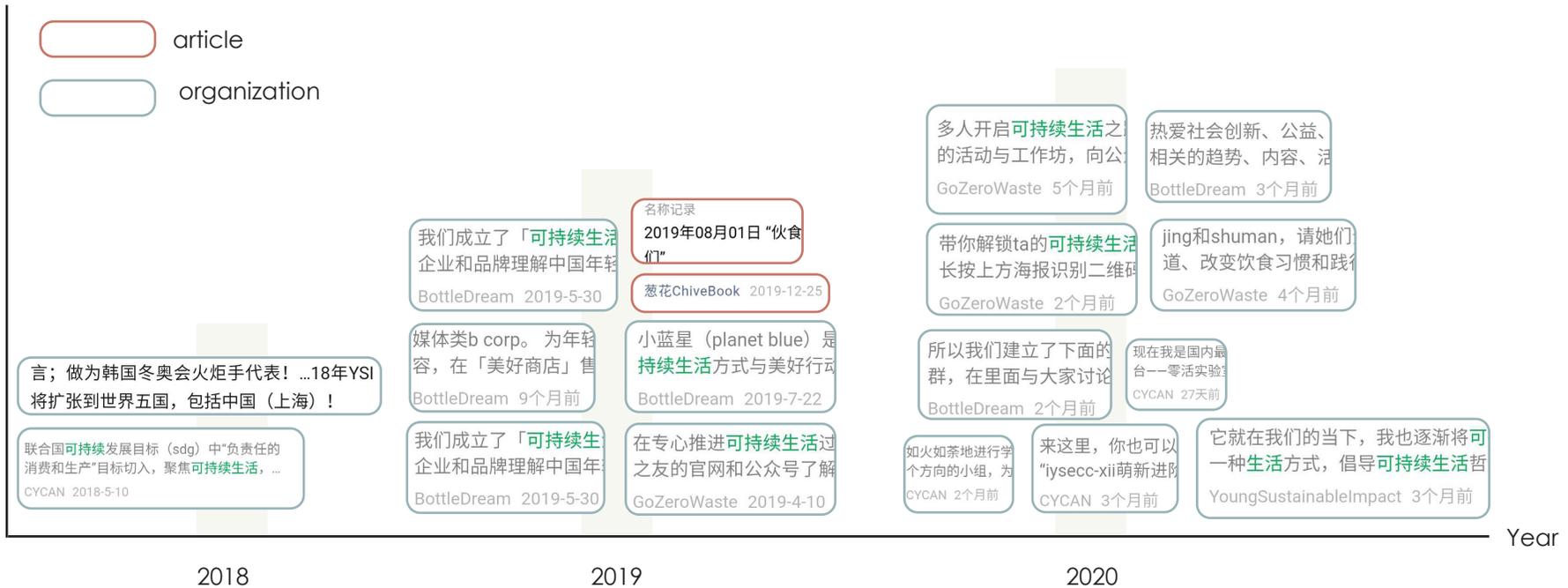
But...

Of course, the Chinese government has not completely abandoned its citizens, for example, our "brainwashing" environmental education, the mandatory garbage sorting law, and the plastic ban just introduced in 2020, have made the citizens have a deep "environmental awareness," but The difference and relationship between "environmental protection" and "sustainability" is a mystery in everyone's mind. But people remember those specific behaviors related to "environmental protection", such as: don't litter, take care of the environment, use less/no disposable products, save water, electricity, energy.... (The reason is the presence of such slogans and advocates in the environment in which Chinese people grew up, and the subconscious connection between these behaviors and "traditional Chinese virtues", such as the "unity of nature and mankind", which is preached in traditional agriculture, which is the development of Chinese agriculture). The concept of sustainability.)

According to the knowledge of related organizations and the collection of relevant reports and articles (there is almost no research on "sustainable lifestyle" in China), most of them are concentrated in the 2019-2020 period with explosive growth [data collection], and the main target of environmental activities is still young students, mainly concentrated in the following areas College Students. Based on in-community observations, college students in online communities almost never discuss sustainability-related topics and are more interested in event certificates and prizes.

Quantity

- article
- organization



Qing

Engaged in volunteer activities for many years in Dongguan, China

"Although there are now more corporate / individual donations of money and materials to the government's environmental cause, there has been little positive change in the environmental impact and the government's current focus is still on "people". (And sometimes it is not possible to reach a consensus with investors on environmental issues, which leads to having to follow investors' ideas, knowing that certain outcomes are not environmental). There has been little change in the way environmental protection is promoted, mainly through posters, news reports and volunteer activities. What saddens her even more is that many young people nowadays come to volunteer mostly because of fame and fortune or "school requirements" rather than because they like it or love it from the bottom of their hearts, and the purpose is not pure."

On an individual level, the focus on sustainability in China is more on "sustainable consumption", while the focus on "sustainable living" is more on young people. These young people usually have a good education background, a good economic income and a strong social influence.

Understand people

In order to better understand the impact of environmental awareness on people's sustainable living, I set up three dimensions in order to get a clear picture of how sustainable lifestyles are manifested in Chinese people through graphs and charts, as well as questionnaires and interviews to better understand the deeper reasons behind the awareness and behaviors of these different groups.

3 dimentions:

Environmental awareness

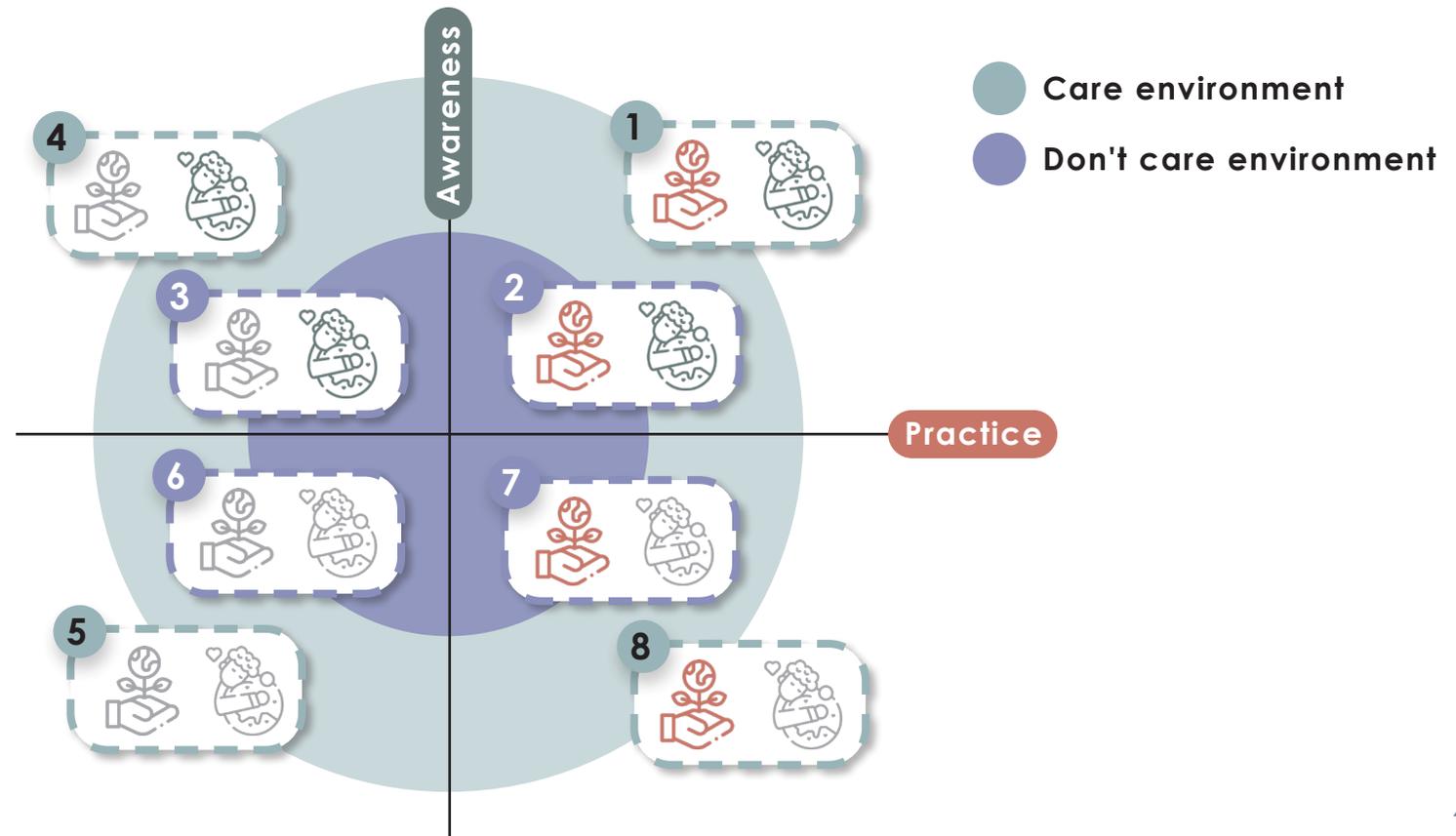
Awareness of sustainable lifestyle

Practice of sustainable lifestyle

Relationship between these three dimentions

In an ideal assumption: Environmental awareness --> Awareness of sustainable lifestyle

--> Practice of sustainable lifestyle (based on this path, I create 8 different very basic persona)



Verify the assumptions

1. Questionnaire (what I did / get / do not get)

In my questionnaire setup, the information I was hoping to get was:

1. To locate the different groups of people shown in the previous chart for subsequent in-depth interviews
2. To find out what people value most in their daily lives, and what they expect from their ideal lives.
3. Understand people's lifestyles/habits and the factors that influence their lifestyles.
4. Popularity of the experience economy
5. People's perceptions and practices of environmental protection
6. Level of understanding of sustainability
7. People's perceptions of their relationship with the Earth

I started off by testing some family and friends with the questionnaire and they helped me fix some of the more ambiguous options and make some slight option changes for different age groups / pop culture acceptance, e.g. changing emoji to text.

8. 保护环境对你来说是一件_____样的事情? [多选题]

选项	小计
😊	28
😄	30
😁	3
😂	7
😃	2
😄	3
😅	21
😆	4
本题有效填写人次	62

A version with the explanation of emoji (for general)

8. 保护环境对你来说是一件_____样的事情? [多选题]

选项	小计
很棒! 😄	22
很酷! 😎	3
听烦了 😒	0
觉得没必要 😐	0
商家噱头 😏	0
无感 😐	0
支持! 😊	14
摸不着头脑 😐	0
本题有效填写人次	25

A version without the explanation of emoji (for people not familiar with using emoji as a way of communication)



Insights

“Family & Health are the most important part in my life.”

“Lifestyle always be influenced by my family members, friends or roommates (people live with/around them). For good reasons also for bad reasons.”

What people perceive as an ideal life is generally more related to interpersonal/family, life, objects, etc. And both environmental protection and practicing environmental protection give people positive feelings, but this does not mean that people who choose positive emotions are necessarily people who love environmental protection and practice it in their daily lives, because everyone's understanding and perception will be somewhat different, and because the feeling question options in version A of the questionnaire (for groups with a high acceptance of popular culture) only have facial expressions without words, so people who fill out the questionnaire have a high understanding of facial expressions' Specific understanding was also confirmed through interviews, and subsequent targeting of specific people through the answers was also confirmed through the positive, neutral, and negative expressions of the emoji themselves [as an appendix]. However, some people chose more negative emotions, such as: feeling that there were a lot of difficulties, wanting to do it but not being able to do it, and feeling like they were on a mission.

When asked about feeling the relationship between practicing environmental protection and comfort and convenience and living well, many felt there was a conflict between the two, and many more felt they wanted to combine the two but didn't know how to do so.

More than half did not understand what a sustainable lifestyle is (although some said they did, it was difficult to determine authenticity, so this will be put in the interview for validation).

Most did not think that sustainability was related to the spiritual dimension of the individual.

Problems

1. The relationship between the practice of environmental protection and the comfort and convenience of a good life can create negative feelings in some people. (Such negative feelings do not only exist during the practice, but even before.) (This negative emotion is not just generated during the practice, but even before the practice.)
2. most people don't understand what sustainable living is.

2. Interview

My interviewees

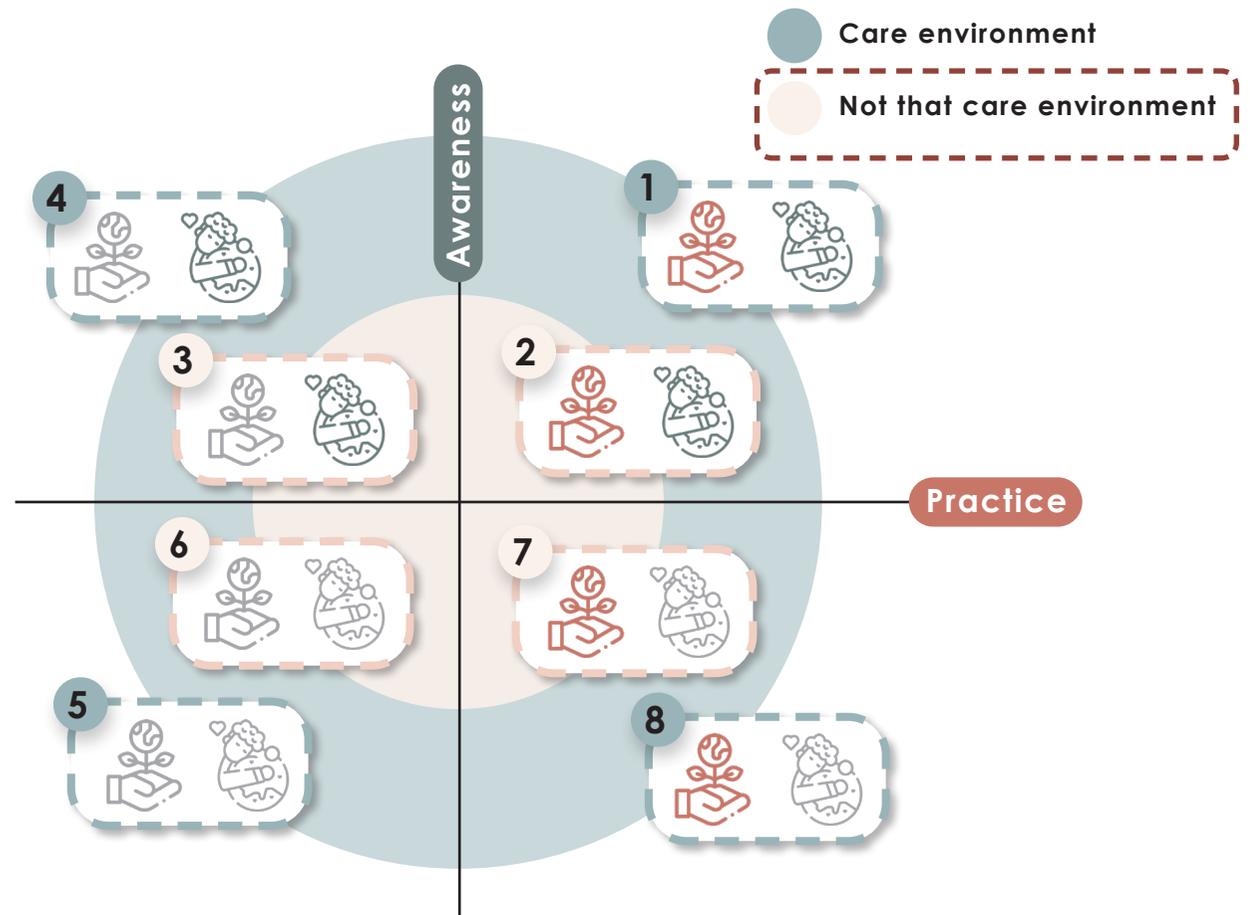
I filtered people who filled my questionnaire for my interviewee based on the persona of the axis before.

+: with
 -: without
 A: Awareness
 P: Practice

+A +P	Interviewee 1	Manager
+A -P	Interviewee 2 Interviewee 3	Teacher Graduate
-A -P	Interviewee 4 Interviewee 5 Interviewee 6	Graduate Undergraduate Farmer
-A +P	Interviewee 6* Interviewee 7	Farmer Worker

FINDING: No one is really unconcerned about the environment, it's just a matter of the depth of consciousness.

The modified axis after the interview.



*The results of the current analysis are not entirely credible because the vague definitions of the options in the questionnaire's feelings category can result in different interpretations for each individual.

Insights

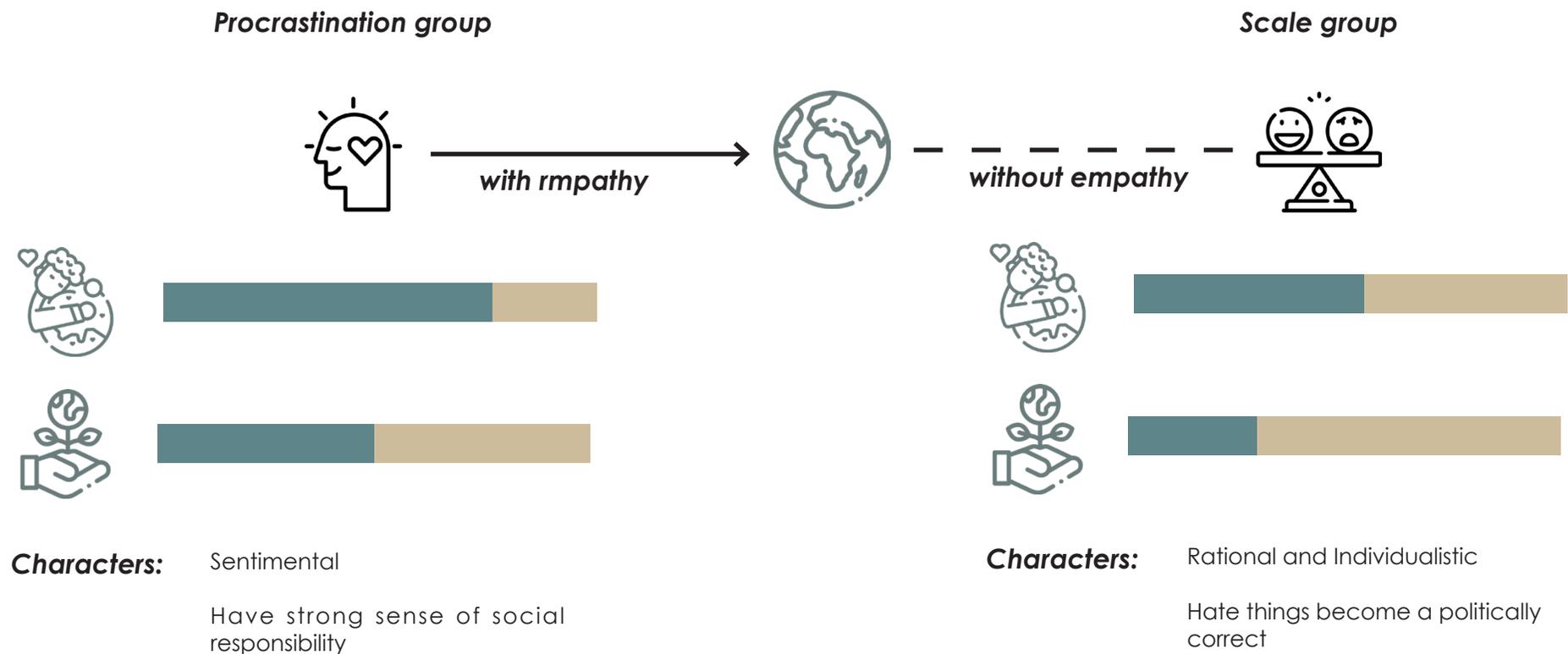
1. No one really DON'T care about the environment. So help me to update the population in my axis, the former "don't care" has been replaced by "don't care that much", the difference being that the former don't care at all if the environment gets worse, and the latter don't care in their daily lives. Consider environmental issues. but your own life.
2. perceive a strong correlation between food and health.
3. a lot of environmental protection behaviors of the post-90s are similar to saving, usually reminded and influenced by their mothers from childhood, while other behaviors such as not littering and picking up garbage are subject to a certain degree of collective moral restraint; their environmental awareness mainly comes from textbooks, school quality (moral) education and the sense of crisis when the environment threatens personal health or even life safety. pre-90s people are saving The reason for the predominantly environmental behavior is related to monetary interests.
4. The post-90s generation is more likely to feel uncomfortable about the state's environmental regulations, and would prefer to be free rather than forced to act on their own. Even if they agree with the idea of environmental protection, they may be reluctant to practice the environmental protection actions related to the ban because of the long-term negative emotions. 5.
5. People will try to give things they no longer need to those who need them, followed by throwing them away or keeping them at home.
6. People whose life/work is closely related to ecological health will be more environmentally empathetic, especially if they have experienced life after environmental pollution. However, they may not have the same amount of behavioral practices.
7. Pre-90s think sustainable living is important, but don't know what or how to do about it. post-90s think living is related to the importance of personal feelings of happiness. (Not representative of all pre-90s and post-90s.)
8. People who don't value the environment as much gradually become less concerned about ecology because they can't see the direct results of the actions in question.
9. The environmental behavior of those around them can affect them and make a difference, but it takes a long period of immersion.
10. When services like second-hand trading become extremely convenient, sustainable living behaviors occur naturally.
11. Think that much of what you call "green" is just another form of waste, then who do we listen to, how do we judge, and how do we be truly environmentally sustainable?
12. The things that are worse than the things that bring you good results and the motivation that triggers people to change.

Two groups

I divide the interviewees into 2 groups based on their motivation towards SL and their characters show during the conversations (I'd love to see these interviews as the processes of conversation observations).

One group have more empathy with the the earth. They are more sentimental and more have sense of social responsibility, they lack of knowledge of SL but they are willing to learn more. But their motivation is not that strong enough for them to do some research about SL online. Even though they are more willing to make the compromise to achieve sustainability, but it should be in their comfortable zone. That's why I refer to them as "Procrastination group".

I name the other group as "scale group", because people from this group is more interest driven, individualistic and hate a thing turns into politically correct. They are willing to practice sustainable living for some pragmatic reasons, like a pretty bag can increase their motivation to bring their own bag to shopping.



Problems the two groups are facing with

Common points

1. Almost all respondents were not aware of sustainable living and would equate sustainable living with "environmental protection" (including those who indicated in the questionnaire that they were aware of sustainable living).
2. people's motivation was generally low; the problem for group P was that they couldn't actively look for answers, the problem for group S was that the topic didn't appeal to them enough. 3. sustainability-related topics generally made people feel distant, empty and large, and irrelevant.
3. sustainability-related topics generally make people feel distant, empty and big, and not relevant to them.
4. wanting the practice of environmentally related behaviors to be their own choice rather than forced by the government, whose decrees can be counterproductive.
5. Bright future is not enough to attract people to make the change.

Differences

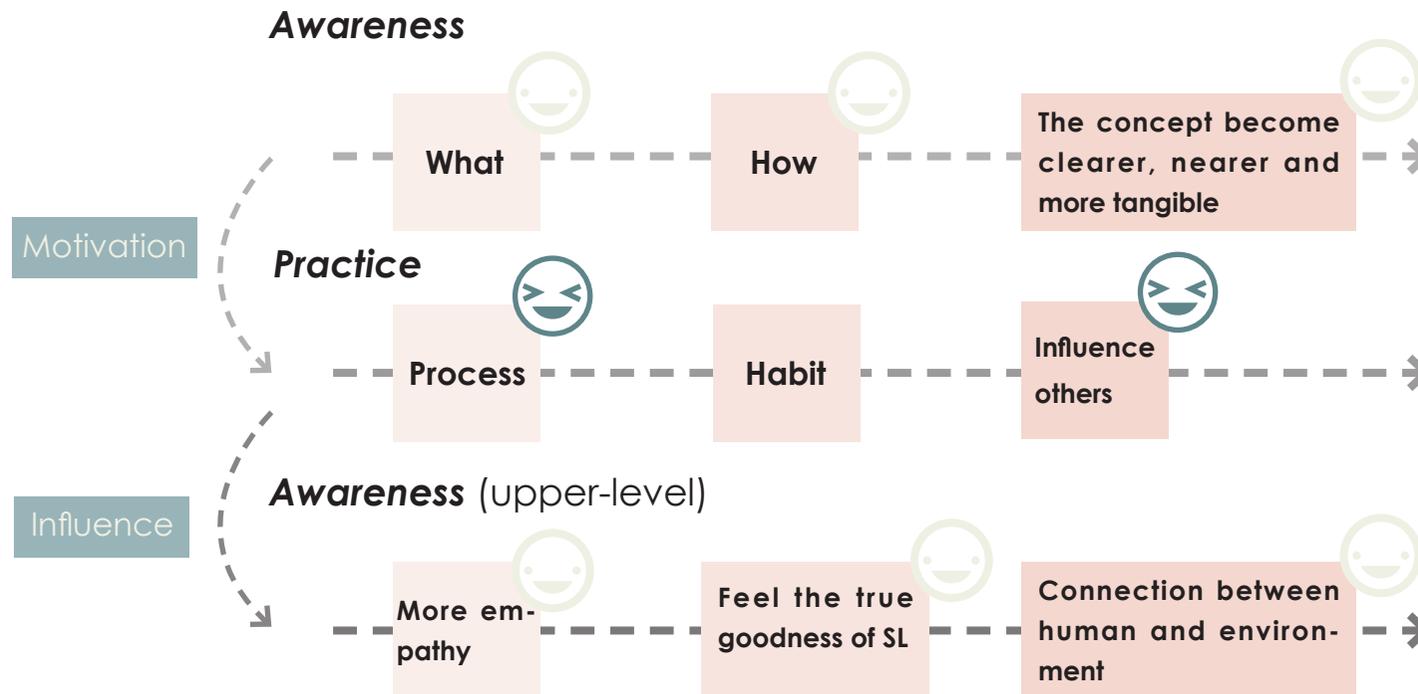
People's motivation was low for different reasons. the problem with group P was that they couldn't actively look for answers, the problem with group S was that the topic wasn't engaging enough for them.

HMW

My HMW is broken into 3 big step: awareness (basic) -- practice -- awareness (in upper-level). And each big steps also have 3 small steps. For the awareness in basic version, the 3 steps is start from letting people know what is SL in a happy way, or even. After that is equipping them knowledge about how to practice SL in a good mood. And then let them can redefine SL themselves under Chinese context, to make the concept easier to be accepted by Chinese people.

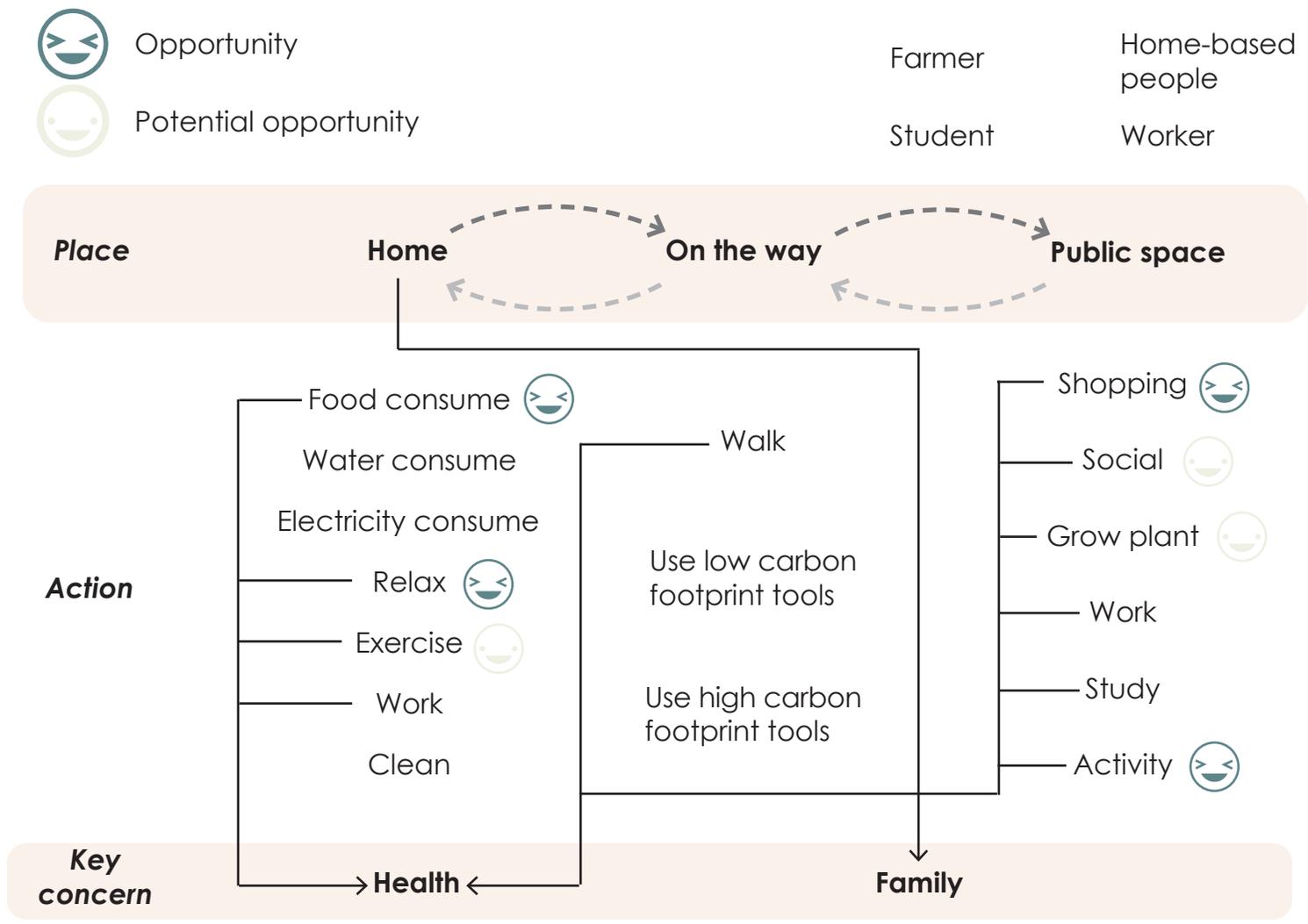
After arousing the awareness, how can I motive them to practice SL. How can I make the process of practice SL become an exciting thing. And how can I change these time and time practice into habits. Further more, how can I make one to influence more to join in.

In the ideal way, how can I improve the awareness into an upper-level during the practice. And then to let people have more empathy towards other creature and the earth. How can I make them to feel the true goodness of SL and then build the connection between human and environment and then turn back to influence other in an automatic way.



User journey map

I used the user journey map to help me locate points of opportunity and possible people. The ujm takes the interviewees with different identities as the starting point, and finds the most valuable design entry points from their main commonalities and personalities, such as how people will definitely be at home during the working day, followed by public places and travels. Finally, the place, behaviors and the elements that people care about the most were combined and positioned the home, food, shopping, public events and health as the most desirable elements.



Target group 2

The majority of the female population is married with children and living in the newer, family-oriented communities in the 30-50 age group. A mother's lifestyle has a profound influence on the next generation, especially as the mother/wife plays a decisive role in choosing what to eat and how much to spend on food and clothing.

What does that type of community look like?

Gated Housing Communities



Availability of a full range of amenities (especially different types of shop)

In a town



community shop

residential building

In a city



community shop

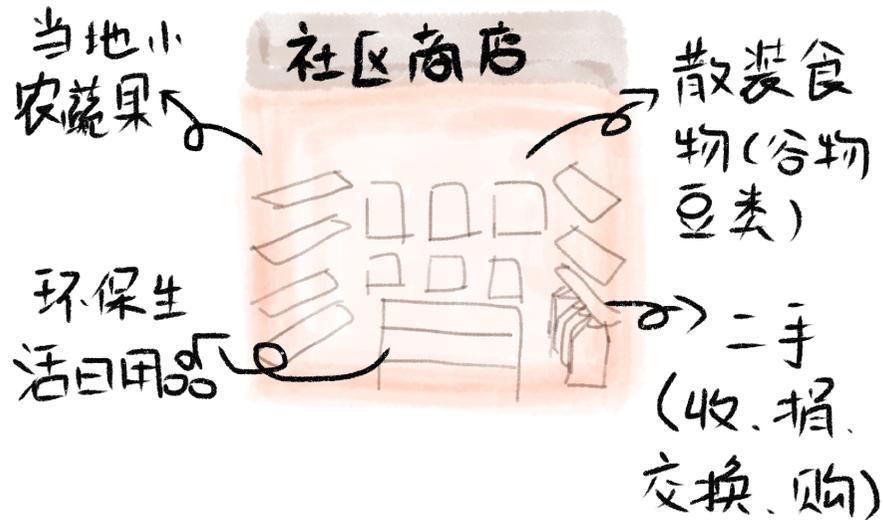
residential building

Ideation-2

Community shop:

With the community store as the service core, and the building of habits and community activities as the service point, the experience economy is combined with the design of behavioral habits to help the community to practice a sustainable lifestyle in a convenient shopping / second-hand trading experience, thus deepening the understanding of sustainable living.

Part one

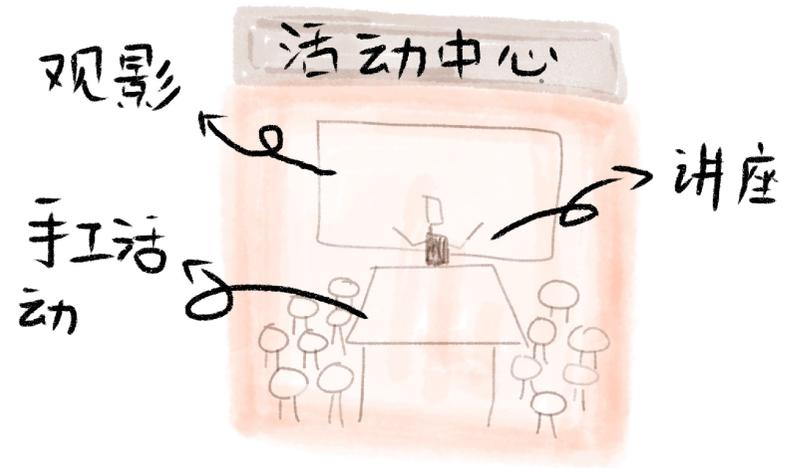


weekday's function

- Selling fruits and vegetables grown by local fruit farmers
- Selling eco-friendly daily necessities
- Food in bulk (pulses, cereals)
- Transaction of second hand products (Stores buy from residents, residents can donate, trade, buy second hand products)

Feedback after test:

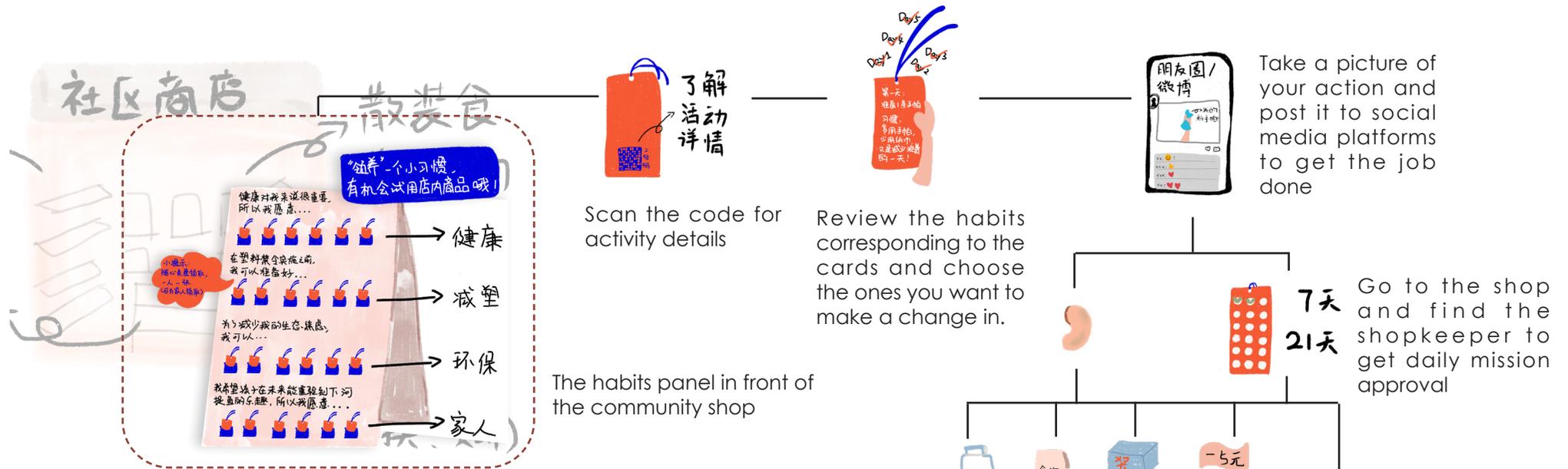
The general response liked the concept, saying that it made their lives easier on the one hand, and met people's quest for sustainable living in an easy way on the other.



weekend's function

- Theme activities:
- Watch the movie (documentary)
 - Hand-made lesson (especially for parent-child)
 - Lectures about some certain topics that people care in their daily life and also related to sustainable living

Part two



Habit card design



Simple one piece



Flip-up card, can get more information directly



More design-oriented, the shop will related to the habits



With some elements that can show what good influence the habit can cause

Feedback after test:

The general response liked the concept, saying that it made their lives easier on the one hand, and met people's quest for sustainable living in an easy way on the other. Government support is needed to better facilitate change

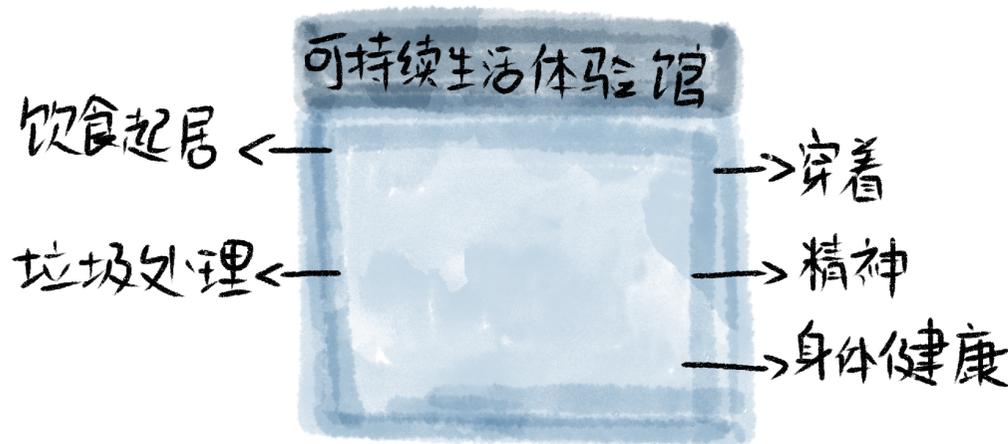
Target group 3

A group interested in all things new and life experiences.

Ideation-3

Sustainable Living Experience Center:

The concept focuses on immersive lifestyle experience, providing a space as an opportunity to experience sustainable living, designing a sustainable lifestyle experience according to the required experience duration and some personalized customization, allowing people to form a picture of a sustainable lifestyle from their daily home life scenario, and make people feel the most direct feelings. At the same time, the space will be designed to empower the user with a certain amount of knowledge.



The main elements:

diet
garbage disposal
wearing
mental health
physical health

Time: hours / days

Area: living room, kitchen, bedroom,
bathroom

Numbers of people: individual / family / 2-3
friends

Feedback after test:

Young people generally responded that they liked the concept and expressed a willingness to come and experience a lifestyle they did not know.

Target group 4

Users who have offline shopping needs and are looking for environmentally friendly products but don't know how to buy or think it's too much trouble to choose.

pain points

1. Lack of understanding of how to determine if a product is environmentally friendly
2. Failure to recognize the environmental label
3. Can't remember what the environmental labels are
4. Inability to quickly find the environmental products you need

opportunity

Set a uniform and consistent logo

Classify products in the same category based on environmental attributes

Ideation-4

Sustainable shopping kits.

Against the backdrop of the plastic ban in China, we have launched a green shopping experience with charitable organizations / enterprises to make the process of buying eco-friendly products easier and more habitual by setting up a certain reward system.



Feedback after test:

Very much looking forward to being able to do so, there is currently both a strong demand and excitement about the incentives.

Reflection

To change people's lifestyles is a huge and complex task, which requires us to observe and understand people's living places and their habits, then focus on certain scenarios and certain groups, and try to combine some touch points with people's emotions, to refine some events, to encourage rather than force people to make changes in the smallest way, and lifestyle changes will happen little by little. And we can go not from consciousness a to action a, but we can go from consciousness b to action a .

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