

## APPENDIX B: DEVELOP APPROPRIATE LANGUAGE AND FRAMEWORK TO DISCUSS SUSTAINABLE CONSUMPTION

### GROUP 1:

- Target Audience: Someone's mother
- Hooks Used: health, price and community
- Messages:
  - Consumption is a vote for less impacts on the natural environment
  - Quantity of products/services = reduce
  - Quality of products/services = set in terms of environmental impact of manufacture, use and disposal
  - Improving quality of life without causing harm and taking responsibility for your actions
  - Consuming in ways that don't look the other way (re: effects of production, use and disposal)
  - Move away from economic language
  - Focus on positive aspects, i.e. sustainable consumption allows you to improve your quality of life for you and your community, or deliver a product that does the same
- Definitions:
  - Sustainable consumption is a process of linking your consumer choices to their associated impacts
  - Brundtland definition leaves out non-material sources of wealth/wellbeing
- Scope: taking into account all of the impacts of a product/service
- Strategies: use imagery to convey message

### GROUP 2:

- Characteristics of language/messages:
  - Flexible enough not to be standardized
  - Must be balance between economic, social, environmental and political
  - Show link between production and consumption, i.e. supply vs. demand
- Strategies for developing sustainable consumption language
  - Appropriate involvement of all stakeholders
  - Internalization of the concept in action of people and in the structure of society
  - Understanding the importance of the social process and time in getting to sustainable consumption
  - Sustainable consumption is not an endpoint but a direction
- Definitions:
  - System of production and consumption that has a balance between economic development, social development, use of natural resources and protection of the environment as well as creating the political support.

### **GROUP 3:**

- Strategies for developing sustainable consumption language
  - Consumers are ready to talk about consuming ‘smarter’ (i.e. less toxic, dematerializing) but not about consuming less (i.e. cultural change)
  - Economic growth seen as critical for all three countries
  - Need to strengthen social/ecological triggers when making choices
  - Incorporate smart choices into marketing strategy and use role models
- Examples of approaches:
  - Green energy: consume in a green market, support cleaner technologies
- Characteristics of language/messages:
  - Take it from a ‘citizenship’ perspective, this will include everyone and implies a shared responsibility
  - Term ‘consumer’ is very negative
  - Need to define the term ‘economic growth’
- Defining a ‘smart’ citizen
  - Purchases products such as: low-flow toilets, front load washers, R2000 homes
  - Knows the social, economic and ecological impacts/influence of their actions
  - Efficient use of resources
- Defining ‘consuming less’
  - Simplifying
  - Healthy choices, i.e. food, exercises (could be used in ‘smart’ citizen definition)
  - Values: defining what necessity is
  - This area of sustainable consumption presents difficulties in engaging people, also a challenge as its meaning will likely be different in all three countries

### **GROUP 4:**

- Characteristics of language/messages:
  - Make it compatible in all 3 languages
  - Need to make it relevant and compelling
  - Need common ground and elements and goals
  - Need words people can understand, i.e. environmentally preferable, sustainable is neutral but less understandable, resource efficient
  - Can use different words to convey common goals, i.e. mission statement
  - Needs to relate to health and other human concerns
  - Need language that is not intimidating, too technical
  - “KISS”: keep simple, avoid slang and acronyms
  - Want appealing language: “Buy-cott”
- Scope:
  - Need to apply to practices as well as products
  - Need to explain both problem and solution
  - Need to prioritize problems people can relate to
- Strategy:
  - Use purchasing to support ‘green’ businesses, create jobs and link to local suppliers
  - Start with pioneers
  - One size does not fit all