

Sustainable Alternatives Adoption

Guidelines

This framework is an approach to increase the number of users of sustainable products and practices in a systematic manner by targetting people of different mindsets at different stages of the timeline and use of appropriate activities and products

Phase 0 - Preparation by institutions

Phase 0 is the starting phase and it involves setting up things for implementation of specific guidelines or restructuring of marketing strategies to plant the idea of sustainability in the minds of the people.

Target : Those who are unaware of the concept of sustainability

Methods:

- Weekly column in the newspaper on sustainability
- Posters put up in surroundings
- Pamphlets through newspapers

This is a subtle way of increasing presence of the concept of sustainability which would subconsciously register in people's mind.

This will set a ground ready for Phase 1 to take place.

Phase 1 - Accessibility of information

Phase 1 would involve creating awareness about how to do things, how to implement sustainable practices, who to approach, etc

Target : Those who want to adopt sustainable practices but don't know how

Method :

- Making a comprehensive collection of information about various aspects like the system, the installation method, space required, the time required, cost breakdown, maintenance, and servicing, etc and relevant to their economic condition, culture, geographic conditions, etc available to them through some media like workshops, website, social media, etc
- Involving people who have recently retired or housewives in activities like tester onboarding, or affiliate marketing through which they can spread right information to other people.

Retired people as they age can engage in more conversation based influencing and considering that old people are seen to have a good bond with children they can make them through various playful activities.

They can also involve in activities like tree planting and caring as after-school activities. The retired people can organise various activities in the society for children.

Societies can also form clubs and housewives can take initiative in this and involve other women.

The people targeted in this phase are already motivated to shift and we plan on aiding them and making their shift smooth with an aim to minimize loss of potential users due to lack of accessibility.

As these initial actions start working, they will have some effects like the number of users will increase slightly resulting in reduction of some reluctance and happy customer stories will also connect the idea of sustainability with something beneficial in the mind of the rest of the people which can trigger a change in their stage according to the transtheoretical model. This we inferred from our causal loop diagrams.

Phase 2 - Reducing Reluctance

Along with Part 1 of solutions and the effect of reduction of reluctance happened as an effect of Phase 1, there would be attempts to further reduce reluctance among people who fall in the 3rd user group in order to motivate them to adopt sustainable alternatives

Target : Those who know about sustainability but don't care enough about it

Methods:

- Introduction of various incentives or personal benefits like point system, or lucky winner, public recognition in society for using sustainable alternatives
- Subsidies by government
- Group Discount Schemes for societies
- Referral Program

These are the kind of people that are aware of the harmful effects of unsustainable lifestyle but they don't want to switch as it is not affecting them or they are reluctant because of some reasons or they feel it is inconvenient or too much work. This stage is more about convincing people to shift by working on the reluctance factor.

Phase 3 - Adhering to class standards and FOMO

Target : People who are adamant about it

Even after the first three phases, some people would be really adamant to change. The third phase is about those that are in this pre contemplation stage.

For them, there is no separate intervention but the system would work in such a way that at a point there would be enough people that would be using sustainable alternatives that it would be a very normal thing to do and people who are using it are getting benefits from it, as mentioned in the phase 2.

Due to this the adamant people might have fomo and might feel left out if they are not using it. So this collective effect from the previous two phases can in turn drive some of the adamant people to start shifting to sustainable alternatives.

Sustainable Alternatives Adoption Template

Society Name _____

No. of Households _____ Location _____

Age group of Residents _____ Type of Housing _____

Aspect of Sustainability _____ Budget _____

PHASE 1 Preliminary Awareness

FUNCTION	EXAMPLE	PLAN
What is the requirement	People should know how and what type of waste should be segregated and for what	
Information required to be conveyed	Type of waste, segregation, environmental impact, inspiration from others practising it,	
How will it help	People will feel in control with their surroundings and understand what they are doing	
Platform containing information	Website having guide	
Medium - How will people come across this?	Workshop conducted in the society	

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PHASE 2 Personal Benefit

OBJECTIVE	EXAMPLE	PLAN
What specific goal in terms of sustainability is to be achieved through this	Segregation at source - Proper waste management and disposal	
What is the current way of doing it?	Collect all waste together and it is collected by municipality	
What is a good enough benefit for the residents of this society	Saving money or recognition among society	
Can this be achieved in a better way collectively or individually ?	segregating individually - collective waste quantity is huge	
Does everyone in the society need to participate in this for it to work?	No, but they should be encouraged to	
Planned activity/product	Inconvenient for individual households to store recyclable waste in their homes. If it is collected and stored in a common space in the society, people can sell it off to kabbadi wala and one lucky winner can get the amount each month	

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PHASE 3 Collective effect of previous phases

OBJECTIVE	EXAMPLE	PLAN
Could the benefit good enough for adamant people to start practising?	Maybe not	
If no, write down more alternate benefit mechanisms	Getting recognition in the society for good deed on notice board,	

NOTES :