

Kestävä markkinointi ja kiertotalous

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7.2.2024



Mitä on kestävä
markkinointi ja
kiertotalous?

Sami Kajalo



Johdanto kestävään markkinointiin ja kiertotalouteen

- **Kestävä markkinointi ja kiertotalous ovat yhä tärkeämpiä liiketoiminnassa.**
- **Kuluttajien tietoisuus kulutusvalintojensa vaikutuksista ympäristöön ja yhteiskuntaan kasvaa, mikä edellyttää yrityksiltä muutoksia.**
- **Kestävä markkinointi (Sustainable Marketing) tarkoittaa tuotteen tai palvelun tuomista kuluttajalle tavalla, joka minimoi sen negatiivisen vaikutuksen ympäristöön ja yhteiskuntaan.**
- **Tämä voi sisältää esimerkiksi ekologisesti kestävien materiaalien käytön tuotannossa, jätteen ja päästöjen vähentämisen sekä reilujen työolojen edistämisen.**

Johdanto kestävään markkinointiin ja kiertotalouteen

- Kiertotalous on talousjärjestelmä, joka pyrkii minimoimaan jätteen ja maksimoimaan tuotteiden, komponenttien ja materiaalien uudelleenkäytön, korjauksen, kierrätyksen ja uusiutuvien resurssien käytön.
- Kiertotalous auttaa vähentämään riippuvuutta perinteisistä energialähteistä, kuten fossiilisista polttoaineista.
- Kiertotalous auttaa myös ratkaisemaan maailmanlaajuisia haasteita (esim. ilmastonmuutos, biodiversiteetin häviäminen ja sosiaalinen epätasa-arvo).
- Kurssin teema: kestävä markkinoinnin ja kiertotalouden risteyskohta.
-> Miten yritykset voivat soveltaa kestävä markkinoinnin ja kiertotalouden periaatteita toiminnassaan ja luoda näin arvoa yhteiskunnalle, kuluttajille, työntekijöilleen ja omistajilleen.

Kestävyyden (Sustainability) merkitys liiketoiminnassa

- **Kestävyys liiketoiminnassa tarkoittaa sitä, että yritykset pyrkivät tasapainottamaan taloudellisen suorituskyvyn, sosiaalisen osallisuuden ja ympäristön kestävyuden.**
- **Kestävyys voidaan jakaa kolmeen ulottuvuuteen: taloudelliseen, sosiaaliseen ja ympäristöön.**
- **Taloudellinen kestävyys tarkoittaa sitä, että yritykset pyrkivät luomaan pitkän aikavälin arvoa omistajilleen ja sidosryhmilleen. Tämä edellyttää vastuullista taloudenhoitoa ja riskienhallintaa sekä innovaatioiden ja uusien liiketoimintamallien kehittämistä.**

Kestävyyden (Sustainability) merkitys liiketoiminnassa

- **Sosiaalinen kestävyys tarkoittaa sitä, että yritykset pyrkivät edistämään reiluja työoloja ja ihmisoikeuksia sekä tukemaan paikallisia yhteisöjä. Tämä edellyttää avointa vuoropuhelua sidosryhmien kanssa ja vastuullista toimintaa koko toimitusketjussa.**
- **Ympäristön kestävyys tarkoittaa sitä, että yritykset pyrkivät minimoimaan toimintansa negatiivisen vaikutuksen ympäristöön. Tämä edellyttää esimerkiksi päästöjen vähentämistä, jätteen minimointia ja uusiutuvien energialähteiden käyttöä.**
- **Kestävän liiketoiminnan hyötyjä ovat esim. parempi maine ja brändiarvo, vahvemmat asiakassuhteet ja kilpailuetu. Kestävä liiketoiminta voi myös vähentää riskejä (maineriskit, kuluttajaboikotit ym.).**

Kiertotalouden (Circular Economy) periaatteet

- Kiertotalous pyrkii minimoimaan jätteen ja maksimoimaan tuotteiden, komponenttien ja materiaalien uudelleenkäytön, korjauksen, kierrätyksen ja uusiutuvien resurssien käytön.
- Kiertotalouden periaatteet voidaan jakaa kolmeen pääryhmään: suunnittelu, tuotanto ja kulutus.
- Suunnittelu: tuotteet suunnitellaan kestäviksi, korjattaviksi ja kierrätettäviksi.
- Esim. tuotteen osat voidaan helposti vaihtaa tai päivittää. Suunnittelussa tulee myös ottaa huomioon materiaalien valinta ja käyttöikä. Ja käyttää uusiutuvia energialähteitä ja kierrätettyjä materiaaleja.

Kiertotalouden (Circular Economy) periaatteet

- **Tuotanto:** tuotantoprosessit ovat tehokkaita ja resurssitehokkaita. Tämä edellyttää esim. energiatehokkuutta, vedenkulutuksen minimointia ja jätteen vähentämistä.
- Tuotannossa voi myös hyödyntää uusiutuvia energialähteitä ja kierrätettyjä materiaaleja.
- **Kulutus:** kuluttajat käyttävät tuotteita vastuullisesti ja pitkäikäisesti.
- Esim. suositaan tuotteiden korjaamista ja huoltamista sen sijaan, että ne heitettäisiin pois.
- Kulutuksessa voi myös suosia kestäviä ja kierrätettäviä tuotteita sekä välttää liiallista kulutusta.
- **Kokonaisuus:** Ideana talous, joka on vähemmän riippuvainen luonnonvaroista. Kiertotalous voi auttaa ratkaisemaan mm. ilmastonmuutosta, biodiversiteetin häviämistä ja sosiaalisia epätasa-arvoja.

Markkinointistrategiat kiertotaloudessa

- **Keskeisiä kiertotalouden periaatteiden soveltamisen tapoja markkinoinnissa ovat:**
 - Tuotteiden elinkaaren pidentäminen. Esim. korjaus- ja huoltopalvelut ja varaosat
 - Vaihtoehtoiset omistusmallit, kuten vuokraus tai leasingia (voivat tehostaa tuotteiden käyttöä).
 - Kierrätysmateriaalien käyttö. Mahdollisuus palauttaa vanhat tuotteensa kierrätettäväksi.
 - Toiminnan läpinäkyvyys ja vastuullisuus. Raportoidaan avoimesti ympäristövaikutuksista ja sosiaalisesta vastuusta.
 - Sertifikaattien (esim. erilaiset ympäristömerkit kuten Joutsenmerkki) käyttö toiminnan kestävyden osoittamisessa.

Cases – Good and Bad

- **Monet yritykset soveltavat kiertotalouden periaatteita markkinoinnissaan ja pyrkivät kestäviin liiketoimintamalleihin.**
- **Esim. Patagonia käyttää kierrätettyjä ja orgaanisia materiaaleja tuotteidensa valmistuksessa ja tarjoaa asiakkailleen korjauspalveluita.**
- **Kääntöpuoli on viherpesu (Green washing)**
- **” Greenwashing is an umbrella term for a variety of misleading communications and practices that intentionally or not, induce false positive perceptions of an organisation’s environmental performance.” (Nemes et al. 2022).**

Case Patagonia **Inc.**



Peak Patagonia: The Story Behind the Mic Drop Heard Round the World How founder Yvon Chouinard's final move to give away his company really happened. Why Patagonia is Inc.'s Company of the Year for 2022. [↗](#)

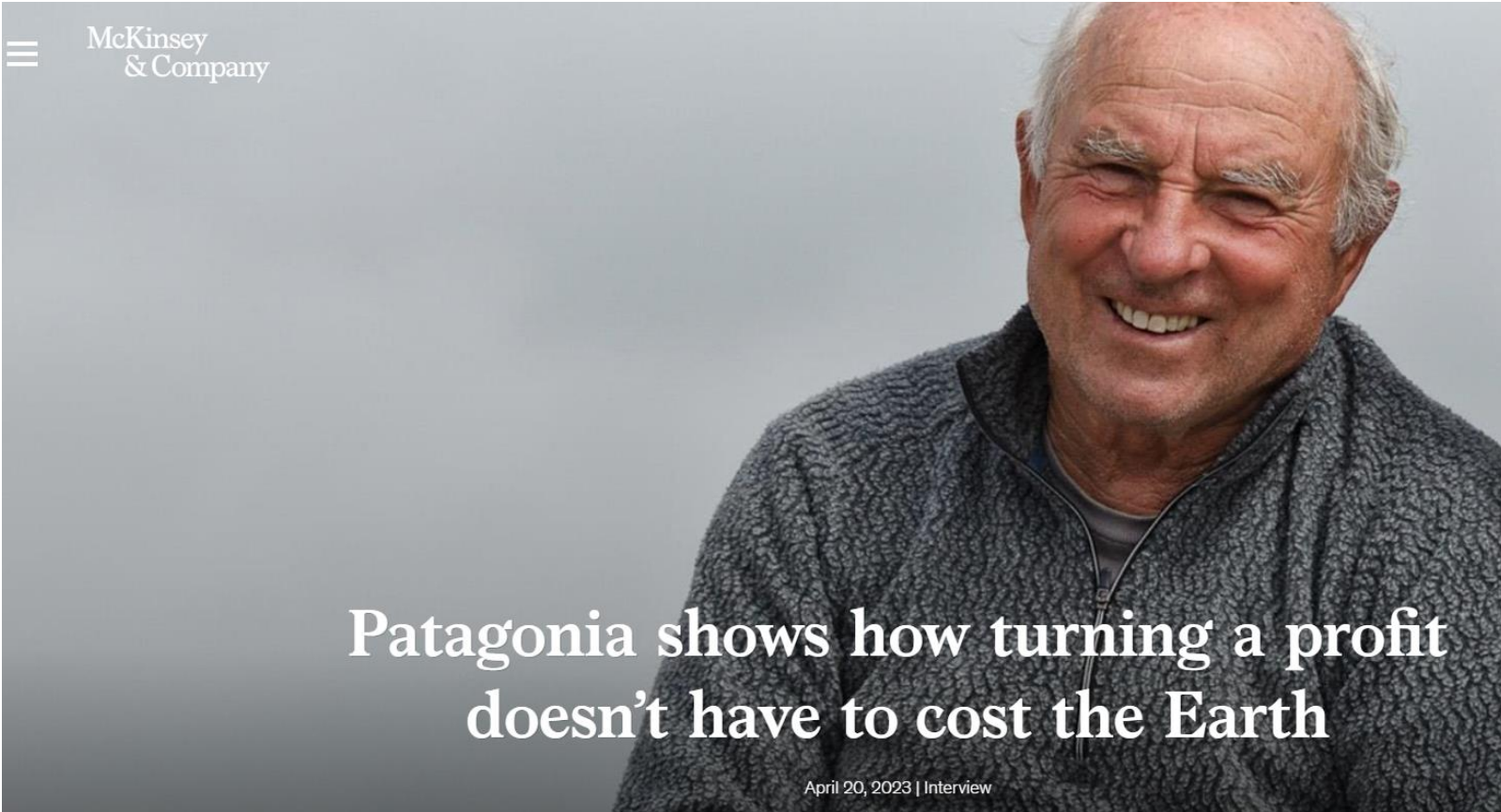
BY ALEX BHATTACHARJI, FREELANCE WRITER @ALEXBHAT

<https://www.inc.com/magazine>



Yvon Chouinard, founder of Patagonia, climbing near Ojai, California, in 2016. Photo: Kyle Sparks

Case Patagonia



Patagonia shows how turning a profit
doesn't have to cost the Earth

April 20, 2023 | Interview

Case Patagonia

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Born to be sustainable: How to combine strategic disruption, open innovation, and process digitization to create a sustainable business

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ABSTRACT

Changing societal demands, climate change, and ecological transition lead companies to modify their practices to integrate social and environmental concerns. However, some businesses are born to be sustainable and thrive in today's economy. Indeed, their creators are sustainable entrepreneurs who see opportunities in social and environmental issues. This article studies the constituent elements of these companies: disruptive strategy, social product innovation, and digitalization of processes. An in-depth case study of the iconic company Patagonia identifies the main managerial practices that make up sustainable entrepreneurship. The most remarkable ones are: (1) ability to make radical choices contrary to the most common, supposedly more profitable practices; (2) integration of suppliers as true long-term partners; (3) open sustainable product innovation to achieve excellence in simplicity; and (4) environmental activism to convince others to adopt the same practices.

Case Patagonia

Take Action

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Shop Activism Sports Stories

patagonia 50▶

Repair Portal

Extend the life of your gear with our DIY guides and repair services. Keep your gear going by repairing small fixes at home using our repair videos and guides; request spare parts from our Customer Service team; or simply follow the instructions in our portal to request a repair.

DIY Repairs

Request a Repair

Viherpesu (Greenwashing)



Tästä myös Netflix-dokumentti Dirty Money-sarjassa.

Remember when we used to think diesel cars were better for the environment? That's the power of marketing. When brands greenwash their products though, things can dramatically backfire.

Volkswagen admitted it had equipped 11 million of its diesel cars with software that could be used to cheat on emissions tests, all while merrily marketing the vehicles as "clean diesel". When the scandal came out, the carmaker was hauled through the courts and ordered to refund eco-minded consumers more than \$11 billion.

<https://www.askattest.com/blog/articles/sustainability-fails>

Viherpesu (Greenwashing)

Another cynical greenwashing move is to slap a green label on something to make it appear more sustainable or healthy, as Coca-Cola did with **Coca-Cola Life** — that with 6.6% sugar was far from a healthy drink. You'd probably get less Life if you drank a lot of it.



Viherpesu (Greenwashing)



Valtion lentoyhtiö Finnair on mainostanut sosiaalisessa mediassa käyttävänsä Nesteen uusiutuvaa lentopolttoainetta, joka yhtiön mukaan “vähentää kasvihuonekaasupäästöjä jopa 80%”. Lukija saa mainoksesta sellaisen kuvan, että Finnairin lentojen päästöt vähenisivät nyt maagiset 80 prosenttia – että nythän lentomatka on varsinainen ekoteko!

Finnairin vihreäksi maalailema mielikuva on öljynmustasta totuudesta etäämmällä kuin kuin kaukaisimmat matkakohteet Helsinki-Vantaalta. Helsingin Sanomien mukaan uusiutuvan polttoaineen osuus Finnairin kaikista tankkauksista oli viime vuonna vain 0,2 prosenttia. Jäljelle jääneet 99,8 prosenttia olivat perinteistä, fossiiliperäistä lentopolttoainetta.

Kovin, kovin epäselväksi kuluttajalle jää, miten ihmeessä 80 prosentin päästövähennys saadaan aikaan, jos vain prosentin murto-osa lentokoneiden menovedestä on millään lailla uudenlaista. Yhtä vakuuttavaa olisi houkutelaa jotakuta juomaan jätevettä, kun sitä on “puhdistettu” lisäämällä ämpäriin pari tippaa hanavettä.

Finnairin mainonta on näin ollen erittäin harhaanjohtavaa – **klassinen esimerkki viherpesusta.**

Viherpesu (Greenwashing)

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A systematic literature review on greenwashing and its relationship to stakeholders: state of art and future research agenda

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Abstract

The interest in greenwashing has grown in recent decades. However, comprehensive, and systematic research concentrating on the evolution of this phenomenon, specifically regarding its impacts on stakeholders, is still needed. The main purpose of this study is to provide an overview and synthesis of the existing body of knowledge on greenwashing, through a bibliometric study of articles published up to 2021, identifying the most relevant research in this field. Special attention is given to the latest articles that link greenwashing to stakeholders, identifying gaps and future research opportunities. A bibliometric analysis and literature review was performed on 310 documents obtained from the Web of Science database, using the VOSviewer software program. This article identifies the most influential aspects of greenwashing literature (authors, articles, journals, institutions, and keyword networks). The most recent articles on the effect of greenwashing on stakeholders were also analyzed, which made it possible to identify trends, gaps, and opportunities for future research. These topics include greenwashing impacts on branding, consumer attitudes and intentions, mainly on purchase behavior, B2B relationships and the definition of taxonomy for greenwashing, considering the different practices. This study offers a thorough analysis on the state-of-the-art, as well as a closer look at the impacts of greenwashing on various stakeholders, providing a list of suggestions for future research.

Kuluttajien rooli

- **Kuluttajat vaikuttavat siihen, millaisia tuotteita ja palveluita yritykset tarjoavat ja millaisia liiketoimintamalleja ne kehittävät.**
- **Kuluttajat voivat suosia (tai olla suosimatta) kestäviä tuotteita ja palveluita (esim. ekologisesti kestävien materiaalien käyttöä, jätteen vähentämistä ja reiluja työoloja).**
- **Kuluttajat voivat suosia (tai olla suosimatta) yrityksiä, jotka raportoivat avoimesti toimintansa ympäristövaikutuksista ja sosiaalisesta vastuusta.**
- **Kuluttajat voivat käyttää (tai olla käyttämättä) tuotteita pitkäikäisesti.**
- **He voivat myös suosia (tai olla suosimatta) uusia omistusmalleja kuten yhteiskäyttöautoja.**
- **Kulutuksen ohella tapa vaikuttaa on yhteiskunnallinen keskustelu, aktivisimi ja poliittinen osallistuminen.**



Kuluttajien rooli

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Minimalism, voluntary simplicity, and well-being: A systematic review of the empirical literature

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ABSTRACT

Research has accumulated over the years to support the adage that ‘money can’t buy happiness.’ As an alternative to the high-consumption lifestyle often found in Western cultures, voluntary simplicity (also referred to as minimalism), involves a lifestyle that is focused on reducing consumption and the excess in one’s life so that individuals can focus on prioritizing their values. We reviewed the empirical literature for studies that explored the relationship between voluntary simplicity and well-being. Twenty-three empirical studies were identified. Overall, a consistent positive relationship was found between voluntary simplicity and well-being. Potential mechanisms to explain this relationship included the control of consumption desires and psychological need satisfaction. Potential moderator variables included income, age, and the extent to which voluntary simplicity was self- vs. other-initiated. We concluded by discussing limitations and future directions for research.

ARTICLE HISTORY

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KEYWORDS

Minimalism; voluntary simplicity; well-being; happiness

“Money has never made man happy, nor will it, there is nothing in its nature to produce happiness. The more of it one has the more one wants.”

-Benjamin Franklin

Some self-help movements have intentionally sought to counter the cultural pressure to seek more money and material possessions through framing the pursuit of ‘more’ as a threat to the pursuit of what is most important.

Miten kestäväää
markkinointia/
kiertotaloutta on
tutkittu ja mitä
asiasta tiedetään?

Sami Kajalo



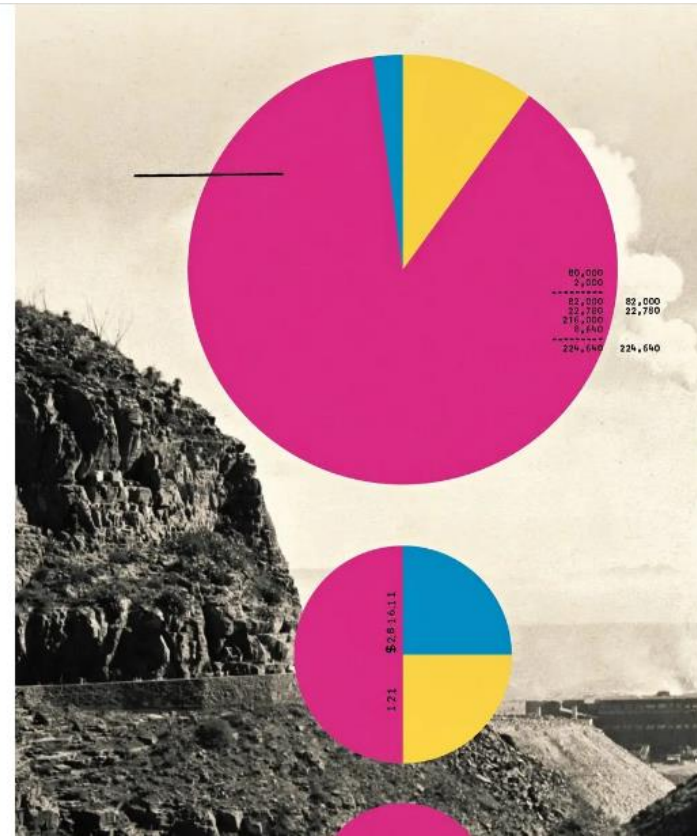
1. Yritysvastuu (CSR): taustaa markkinoinnissa

- Yritysvastuulla ja sen tutkimisella pitkä historia (esim. Benson 1937; Bowen 1953)
- Kuitenkin vasta 1980 luvulla käsitteen nykyaikaiset määrittelyt (Drucker 1981; Freeman 1984; Carroll 1979).
- 2000-luvulle asti myös ajatuksia, että yrityksen tehtävä on tehdä voittoa ja yrityksen (ainoa) vastuu on omistajille (Milton Friedman). 'The Social Responsibility of Business Is to Increase Its Profits'
- Sittemmin yleisempi Stakeholder Theory-perspektiivi, jonka mukaan yrityksellä on vastuu eri tahoille (esim. omistajat, työntekijät, asiakkaat, yhteiskunta). Tästä on tullut vallitseva näkökulma markkinoinnissa (Esim. Uslay et al. 2009; Pelozo and Shang 2011).



A Free Market Manifesto That Changed the World, Reconsidered

Milton Friedman's libertarian economics influenced presidents and inspired "greed is good." So what did Friedman get right — and wrong? Today's business leaders and economists weigh in.



HOWARD SCHULTZ, *emeritus chairman of Starbucks*

I've asked this question since opening my first coffee shop in 1986. My answer, a rebuke of Friedman's single-minded focus on profits, appeared in our company's original mission statement: "We wish to be an economic, intellectual and social asset in communities where we operate." We would do this not at the expense of profits, but to grow them.

Starbucks's initiatives included providing part-time baristas with health care and tuition-free college education; volunteering in neighborhoods; talking openly about racism; and helping impoverished youth find first jobs. The ethos fueling such efforts — that companies have a responsibility to enhance the societies in which they flourish — was integral to Starbucks's ability to employ great people and attract customers, which in turn drove a 21,826 percent return to shareholders between 1992 and 2018, the year I stepped down as executive chairman.

2. Yritysvastuu (CSR) markkinoinnissa

- Ennen 1990-lukua markkinoinnin tutkimuksessa lähinnä pohdittiin miten soveltaa CSR:n ajatuksia markkinointiin.
- 1990-luvulta alkaen kuitenkin paljon empiiriisiä tutkimuksia (Chakraborty & Jha 2019)
- Chakraborty & Jha 2019 (kurssin luettavia artikkeleita) vetävät kehityksen yhteen tarkastelemalla 97 keskeisintä artikkelia.
- 1990-luvulta alkaen markkinoinnissa keskeiset tutkimuskohteet:
 - Miten CSR:n toteuttaminen vaikuttaa yrityksen menestykseen?
 - Miten CSR:n toteuttaminen vaikuttaa kuluttajien käyttäytymiseen?

3. Yritysvastuun laajentuminen - Chakraborty & Jha 2019

Theme	First adoption	Illustrative list of subsequent adoptions
“Charitable Giving/Philanthropy”	Converse and Beattie (1943)	Bennett <i>et al.</i> (2013), Koschate-Fischer <i>et al.</i> (2016)
“Firm’s activities with respect to its perceived societal obligation”/“Actions that appear to further social good”	Borton (1959)	Brown and Dacin (1997), Sen and Bhattacharya (2001), Menon and Kahn (2003), Luo and Bhattacharya (2006), White and Willness (2009), Torelli <i>et al.</i> (2011), Lacey <i>et al.</i> (2015), Habel <i>et al.</i> (2016)
“Ethical attributes as a reflection of moral principles and corporate governance”	Crawford (1970)	Miller and Sturdivant (1977), Smith and Cooper-Martin (1997), Berger <i>et al.</i> (2006), Luchs <i>et al.</i> (2010), Kirmani <i>et al.</i> (2017)
“Contribution towards a cause”	Varadarajan and Menon (1988)	Wilkie and Moore (1999), Robinson <i>et al.</i> (2012), Szócs <i>et al.</i> (2016)
“Well-being of stakeholders”	Maignan and Ferrell (2004)	Yoon <i>et al.</i> (2006a), Homburg <i>et al.</i> (2013), Korschun <i>et al.</i> (2014), Mishra and Modi (2016)
“Socio-environmental obligation of the firm to exert positive impact and minimize its negative impact”	Wagner <i>et al.</i> (2009)	Nikolaeva and Bicho (2011), Hensen <i>et al.</i> (2016)

Table III.
Basic themes of CSR definitions

4. Laajentumisen tulos - Chakraborty & Jha 2019

- Sosiaalinen, esim. vastuu lähiyhteisölle (social)
- Ympäristöasiat (environmental)
- Hallinto (governance)
- Työntekijät (employee)
- Ulkopuoliset sidosryhmät esim. Toimittajat (external stakeholder)
- Taloudelliset asiat (economic)

5. Laajentumisen tulos - Chakraborty & Jha 2019

Dimensions	Variables	State-of-the-art literature
Social	Financial aid and support, education, infrastructure development, community development, protection of heritage and culture and proactive role in developing progressive public policy	435
Governance	Transparent disclosure, non anti-competitive behavior, respect for labor rights, equal opportunity and remuneration (gender/sexual orientation/minority/disabled)	
Economic	Shareholder value and dividend policy	
Employees	Building effective management-union relationships, employee profit sharing, employee participation in decision-making, retirement and health benefits and promoting volunteerism	
External stakeholders	Maintaining quality, R&D and innovation, customer health and safety, candid labeling, responsible marketing communication, customer privacy, supplier assessment for impact on society and environment and aiding capacity building for local suppliers	
Environmental	Use of clean energy, minimizing water uses, biodiversity, emission control, effluent and waste management, greening the environment and type of material used	Table IV. Comprehensive list of CSR dimensions

6. Yritysvastuun motiivit

- CSR-aloitteiden taustalla olevat motiivit:
 - Yleishyödyllinen motiivi
 - Yrityksen oma etu
- Jos motiivina pidetään yrityksen omaa etua, se herättää asiakkaissa skeptisyyttä (Foreh & Grier 2003).
- Jotta CSR-aloite olisi tehokas, asiakkaan ei tulisi uskoa, että yrityksen yhteiskunnallinen toiminta on suunnattu tuotteiden myyntiin tai taloudellisten voittojen saavuttamiseen (Habel et al. 2016)

7. Yritysvastuu-aloitteiden vaikutukset

- Se, miten kuluttajat näkevät yrityksen vastuullisuuden vaikuttaa tutkimusten mukaan mm.:
 - Yleensä asenteisiin (White ja Willness 2009)
 - Suhtautumiseen brändiä kohtaan (Zemack-Rugar et al. 2016)
 - Kulutuspäätöksiin (Gupta & Sen 2013).
 - Positiiviseen Word-of-Mouthiin (Lacey et al. 2015). Eli kuluttaja kertoo tuotteesta/palvelusta/brändistä positiivisia asioita.
- Positiiviset vaikutukset edellyttävät kuitenkin yleensä, että CSR:n toteuttaminen on kuluttajista uskottavaa (Yoon et al. 2006).

8. Yritysvastuu-aloitteiden vaikutukset

- Tutkimukset pääsääntöisesti osoittavat, että CSR:n nostaa taloudellista tulosta (esim. Luo & Bhattacharya 2009; Mishra & Modi 2016) ja parantaa työntekijöiden motivaatiota (Korschun et al. 2014).
- Noin 50% tutkimuksista todennut että kasvattaa taloudellista tulosta, 25% ei vaikutusta, 20% ristiriitaisia vaikutuksai ja 5% negatiivisia vaikutuksia (Kang et al. 2016).

9. Mitä tutkimukset kertovat pimeästä puolesta? - Viherpesu

- Santos et al. (2023) ovat tuottaneet yhteenvedon viherpesua käsitelleistä artikkeleista (kurssin luettavaa materiaalia).
- 310:stä tutkimuksesta he valitsivat 39 tärkeintä ja näiden perusteella tekivät johtopäätökset mitä aiheesta on saatu selville.
- Tärkeimmät johtopäätökset koskevat sitä, mitä viherpesusta tutkimusten mukaan seuraa kuluttajanäkökulmasta:
 - Vaikuttaa yrityksen kannalta negatiivisesti ostoaikomuksiin ja ostopäätöksiin
 - Vaikuttaa kielteisesti suhtautumiseen yrityksen mainontaan, brändiin, halukkuuteen levittää positiivista WOM:ia (Word-of-mouth).
 - Yhden yrityksen toiminta vaikuttaa negatiivisesti koko toimialaan.

Lipton Iced Tea

The brand's advertisement for their Lipton Iced Tea was showcased on bus shelters with headline text stating 'Deliciously Refreshing, 100% Recycled*'. The sly asterisk hidden in the headline linked to smaller text at the bottom of the advertisement stating 'Bottle made from recycled plastic, excludes cap and label'.

Many people complained about this advertisement being misleading and commented that it implied the entire Lipton bottle was made from recycled plastic. The Advertising Standards Authority (ASA) ruled that this ad was deceptive and must not appear in the form complained about again.



Ryanair

In 2019, Ryanair released a series of print, television and radio advertisements that featured messaging that stated 'Europe's Lowest Fares, Lowest Emissions Airline'. All the advertisements mentioned the brand's low CO2 emissions, which the ASA deemed misleading.

The brand had compared its emission statistics to four other airlines. As a result, consumers reading their claims of being the lowest emission airline would assume that any airline they may have heard of in the broader market produced more emissions than Ryanair, which is not true. Therefore, the ASA confirmed that these advertisements spread misinformation about other airlines and the company itself.



10. Sustainability advertising

- **Rathee & Milfeld (2023) tekevät yhteenvedon kestävän kehityksen mainonnasta (sustainability Advertising) ja sen vaikutuksista.**
- **Sustainability advertising: mainonta joka nimenomaan korostaa yrityksen toimintaa kestävässä kehityksessä (kestävän kehityksen mukaista toimintaa ja tuotteita/palveluita).**
- **Eli laajempi kuin vain vihreä mainonta (sustainability kattaa ympäristön lisäksi sosiaaliset ja taloudelliset asiat).**
 - Sosiaaliset asiat esim. tasa-arvo ja työntekijöiden hyvinvointi
 - Taloudelliset asiat esim. lyhyen tähtäimen voittojen sijaan pitkän tähtäimen kannattavuus.

11. Sustainability advertising – Mitä tutkimukset kertovat?

- **Kuluttajat korostavat sustainabilityssä ympäristöasioita (eivät sosiaalista ja taloudellista ulottuvuutta) (esim. Sander et al. 2021).**
- **Erilaiset kriisit (esim. COVID-19) lisäävät kuluttajien halukkuutta kestävään kulutukseen (esim. Emmert 2021).**
- **Sekä kuluttajat että toimialat erilaisia:**
 - Eri maissa erilainen valmius kestävään kulutukseen (Kong et al. 2021)
 - Esim. luksus-brändien arvostukseen (yllättävästi) sustainability advertising vaikuttaa negatiivisesti (Kong et al. 2021)
- **Pelkoa ja uhkia korostava mainonta voi johtaa negatiivisuuden liittämiseen mainostajaan.**
- **Sustainability advertising tehokkaampaa jos yhdistää useita elementtejä (influensereitä, vihreitä värejä ym.).**

12. Miten yritysten tulisi toteuttaa kestäväää markkinointia?

- Sheth & Parvatiyar (2021) esittävät, mitä yritysten ja valtioiden tulisi tehdä kestävään markkinoinnin edistämiseksi (yksi luettavista artikkeleista).

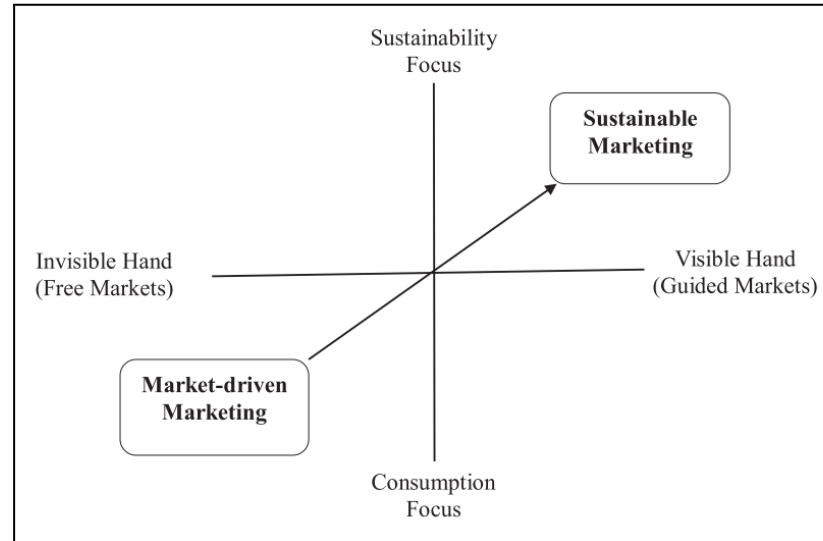


Figure 1. From market-driven to sustainable marketing - two-dimensional shift.

13. Tavoitteet

YK:n tavoitteet: erityisesti
12, 13 ja 17
markkinointiin liittyviä.

Table 1. Key Sustainability Development Goals*.

Sustainability Goals	Operational Directives and Rationale
1. No Poverty	End poverty in all its forms everywhere. More than 100 million people still live in extreme poverty. Economic growth must be inclusive of providing sustainable jobs and promoting equality.
2. Zero Hunger	End hunger, achieve food security, and improved nutrition. A third of the world's food is wasted, yet 821 million people are undernourished. Reduce food waste and support local farmers.
3. Good Health and Well-Being	Ensure healthy lives and promote well-being for all at all ages. Reduce global maternal, infant, and child mortality rates; end epidemics of AIDS, tuberculosis, and malaria; and reduce deaths due to the road and hazardous chemical accidents.
4. Quality Education	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. 617 million children and adolescents lack minimum proficiency in reading and mathematics.
5. Gender Equality	Achieve gender equality and empower all women and girls. 1 in 3 women between the age of 15-49 has experienced physical and/or sexual violence. Provide women equal access to education, healthcare, decent work, and political & economic representation.
6. Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all. Water scarcity affects more than 40% of the world's population, and more than 2 billion people are living with the risk of reduced access to freshwater resources.
7. Affordable and Clean Energy	Ensure access to affordable, reliable, sustainable modern energy for all. 3 billion people still lack access to clean cooking solutions and are exposed to dangerous air pollution levels.
8. Decent Work and Economic Growth	Promote inclusive and sustainable economic growth, full and productive employment, and decent work for all. One-fifth of young people are not in education, employment, or training. Roughly half the world's population still lives on the equivalent of about US\$2 a day and having a job that does not guarantee the ability to escape from poverty in many places.
9. Industry, Innovation, and Infrastructure	Build resilient infrastructure, promote sustainable industrialization, and foster innovation. Manufacturing value added per capita currently is only US\$100 in the least developed countries compared to over US\$4,500 in Europe and North America.
10. Reduced Inequalities	Reduce inequality within and among countries. The poorest 40% of the population earn less than 25% of global income. Inequality persists, and large disparities remain regarding access to health and education services, in addition to other assets.
11. Sustainable Cities and Communities	Make cities and human settlements inclusive, safe, resilient, and sustainable. By 2030 people living within cities are projected to rise to 5 billion people. Moreover, 9 out of 10 urban residents breathe polluted air. Common urban challenges include congestion, lack of essential services to many, shortage of adequate housing, declining infrastructure, solid waste disposal, and pollution within cities.
12. Responsible Consumption and Production	Ensure sustainable consumption and production patterns. The material consumption of natural resources is increasing. By 2050, the equivalent of three planets could be required to sustain current lifestyles. This goal aims at "doing more and better with less."
13. Climate Action	Take urgent action to combat climate change and its impacts. Global emissions of carbon dioxide (CO ₂) have increased by almost 50% since 1990. Without action, the world's average surface temperature is likely to rise by 3 degrees centigrade this century.
14. Life Below Water	Conserve and sustainably use the oceans, seas, and marine resources. Continuous deterioration of coastal waters from pollution acidification is adversely affecting the livelihood of over three billion people dependent on marine and coastal biodiversity.
15. Life on Land	Protect, restore, and promote sustainable use of terrestrial ecosystems, manage forests, combat desertification, and halt and reverse land degradation and biodiversity loss. Three million hectares of forests are lost every year, and persistent degradation of drylands has led to the desertification of 3.6 billion hectares, affecting the lives and livelihoods of millions of people.
16. Peace, Justice and Strong Institutions	Promote just, peaceful and inclusive societies for sustainable development. In 2018, the number of people fleeing war, persecution, and conflict exceeded 70 million. The threats of international homicide, human trafficking, sexual violence, and violence against children need to be addressed.
17. Partnerships	Strengthen the means of implementation by revitalizing global partnerships between governments, the private sector, and civil society for sustainable development. Delivering SDGs could open up US\$12 trillion of market opportunities and create 300 million new jobs by 2030, unlocking private resources' transformative power.

14. Mitä pitäisi tehdä? (Sheth & Parvatiyar 2021)

- **Muuttaa vuosikymmeniä ja jopa vuosisatoja väärään suuntaan kehittynyt kulutuskulttuuri suosimaan vähempää/harkitsevampaa kulutusta.**

Table 2. Actions for Sustainable Marketing.

Corporate Actions	Government Actions
<ol style="list-style-type: none">1. <i>Redesign Products & Services</i> for sustainable use, reuse, and post-consumption use2. <i>Promote Responsible Consumption</i> by redirecting needs and managing customer expectations3. <i>Repurpose Marketing-Mix</i> for repackaging, relabeling, repositioning, educating, and reselling4. <i>Reorganize Marketing Function</i> for sustainability stewardships and multi-level action teams	<ol style="list-style-type: none">1. <i>Regulatory Policies</i> relating to production, consumption, pollution and resource use2. <i>Reform Measures</i> relating to cultural, social, economic and political institutions and practices3. <i>Promotional Programs</i> to encourage the use of alternative energy, sustainable products, and social participation4. <i>Participative Partnerships</i> with businesses and institutions for R&D and process innovations

Vastuullinen kulutus
ja kiertotalous - mitä
tutkimukset kertovat
kuluttajien
käyttäytymisestä
näihin liittyen?

Sami Kajalo

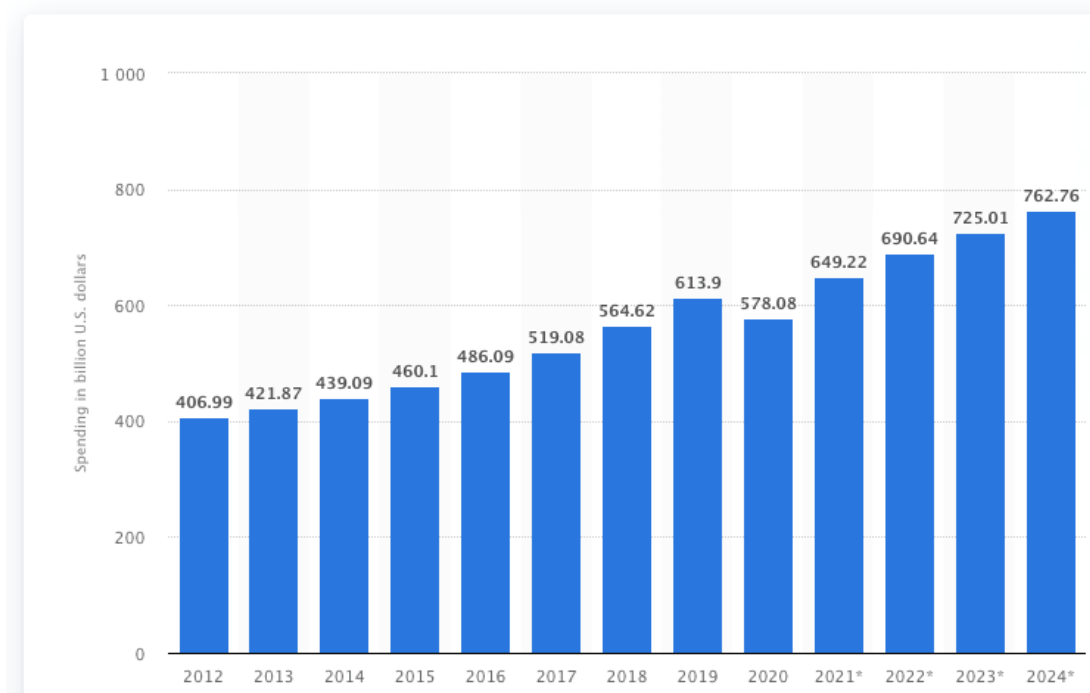


**Voimmeko vaikuttaa kuluttajiin
esim. brandeillä ja
mainonnalla?**

List • Sustainability

Top 10: Most Sustainable Global Brands

Mainostukseen käytetty rahamäärä (miljardia USD) 2012-2024





Johnson & Johnson



MARS incorporated

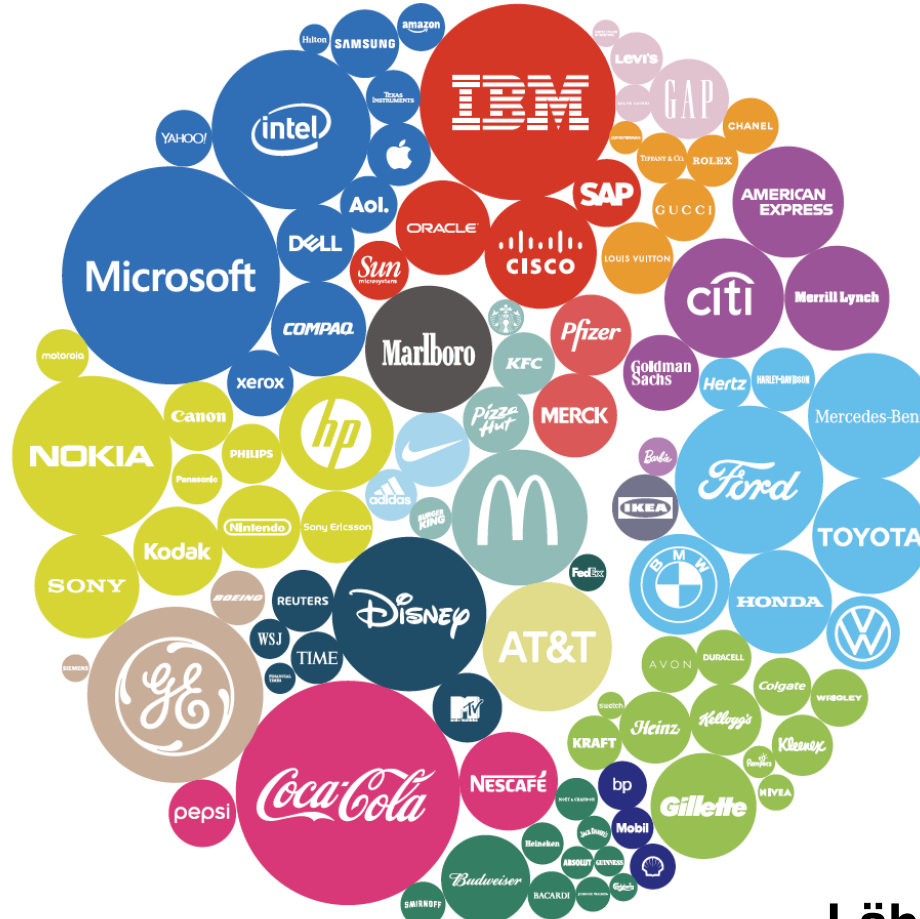


Lähde: thefuelonline.com

Mondelēz International

2001*

988,287 \$m





THE WORLD'S TOP 10 MOST VALUABLE BRANDS 2023

1 ↑



amazon

\$299.3bn

2 ↓



\$297.5bn

3 ←



Google

\$281.4bn

4 ←



Microsoft

\$191.6bn

5 ←



Walmart

\$113.8bn

6 ←



SAMSUNG

\$99.7bn

7 ↑



ICBC

\$69.5bn

8 ↑



verizon

\$67.4bn

9 ↑



TESLA

\$66.2bn

10 ↑



TikTok

\$65.7bn

Brand Finance



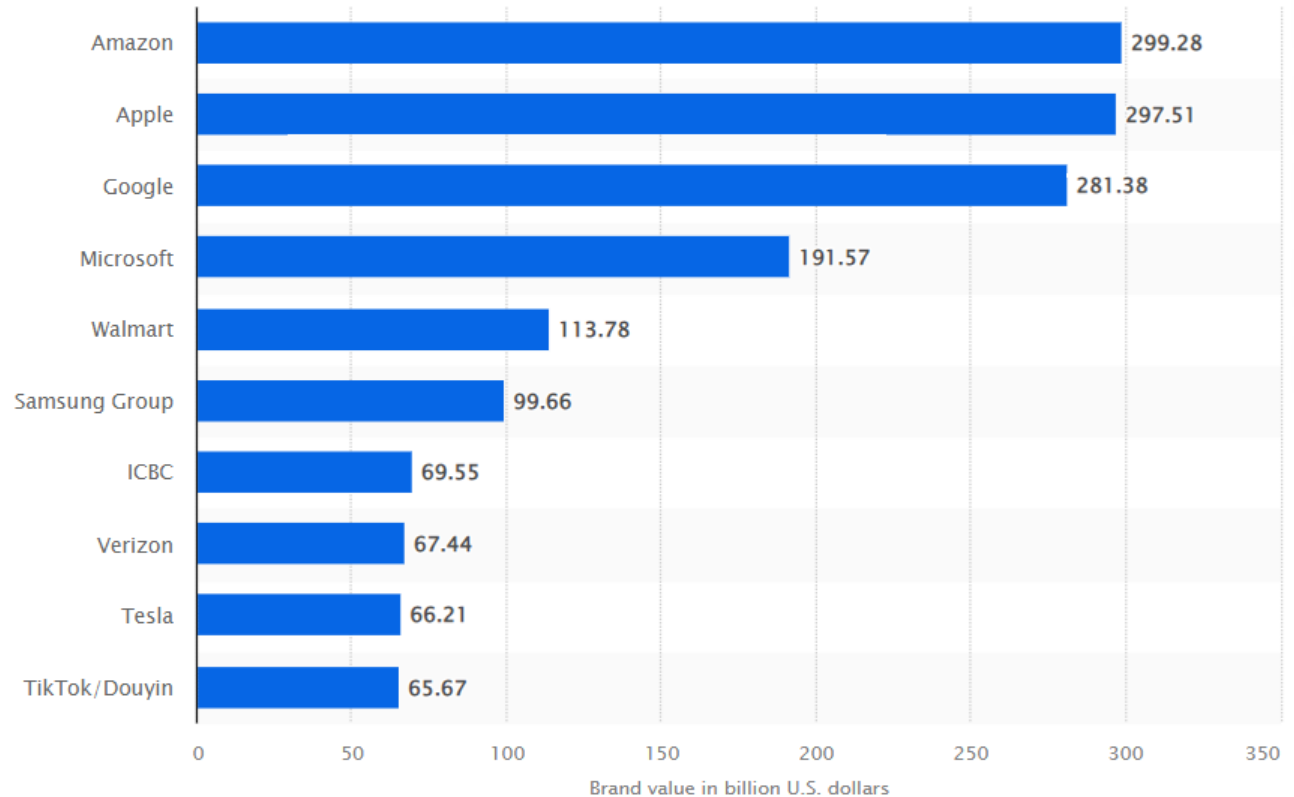
Source: Brand Finance Global 500 2023

brandirectory.com/global

The world's top ten most valuable brands 2023

Most valuable brands worldwide in 2023

(in billion U.S. dollars)



Toimiiko mainonta?

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

John Wanamaker

(1838-1922)



Toimiiko mainonta?

Demetrios Vakratsas & Tim Ambler

How Advertising Works: What Do We Really Know?

The authors review more than 250 journal articles and books to establish what is and should be known about how advertising affects the consumer—how it works. They first deduce a taxonomy of models, discuss the theoretical principles of each class of models, and summarize their empirical findings. They then synthesize five generalizations about how advertising works and propose directions for further research. Advertising effects are classified into intermediate effects, for example, on consumer beliefs and attitudes, and behavioral effects, which relate to purchasing behavior, for example, on brand choice. The generalizations suggest that there is little support for any hierarchy, in the sense of temporal sequence, of effects. The authors propose that advertising effects should be studied in a space, with affect, cognition, and experience as the three dimensions. Advertising's positioning in this space should be determined by context, which reflects advertising's goal diversity, product category, competition, other aspects of mix, stage of product life cycle, and target market.

Toimiiko mainonta?



Article

A Meta-Analysis of When and How Advertising Creativity Works

Journal of Marketing
2020, Vol. 84(6) 39-56
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Sara Rosengren, Martin Eisend, Scott Koslow, and Micael Dahlen

Abstract

Although creativity is often considered a key success factor in advertising, the marketing literature lacks a systematic empirical account of when and how advertising creativity works. The authors use a meta-analysis to synthesize the literature on advertising creativity and test different theoretical explanations for its effects. The analysis covers 93 data sets taken from 67 papers that provide 878 effect sizes. The results show robust positive effects but also highlight the importance of considering both originality and appropriateness when investing in advertising creativity. Moderation analyses show that the effects of advertising creativity are stronger for high- (vs. low-) involvement products, and that the effects on ad (but not brand) reactions are marginally stronger for unfamiliar brands. An empirical test of theoretical mechanisms shows that affect transfer, processing, and signaling jointly explain these effects, and that originality mainly leads to affect transfer, whereas appropriateness leads to signaling. The authors also call for further research connecting advertising creativity with sales and studying its effects in digital contexts.

Toimiiko mainonta?

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 **Routledge**
Taylor & Francis Group

LITERATURE REVIEW CORNER

 Check for updates

Putting Things into Context: A Meta-Analysis of Media Context Effects on Attitudinal Outcomes

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ABSTRACT

The role of media context in advertising has been the subject of interest for marketers and media practitioners over the past 50 years. However, there remains a lack of clarity on the relationship between media context and advertising outcomes. To structure previous literature and facilitate knowledge development, this study meta-analytically examines the relationship between media context and attitudinal outcome measures (i.e., consumers' attitudes toward the ad/brand/product and purchase intentions [PI]). A total of 31 years of research findings, 96 studies, and 597 effect sizes involving 139,233 research participants were synthesized. The key findings suggest that different media context facets leverage consumers' attitudes and PI differently. Felt involvement with media, transportation (consumers' experience of becoming non-volitional and absorbed in the media contexts), and perceived trust/credibility of media vehicles exhibited a stronger influence on attitudes/PI. Media-ad congruence, the most commonly examined media context among objective contexts, resulted in a very weak influence on attitudes/PI. The context effect also differed by advertising-related characteristics and extraneous methodological factors. Accordingly, there is a need for both academia and practice to revisit the media context construct with a fresh eye.

Toimiiko mainonta?

Sadat aiheesta tehdyt tutkimukset osoittanevat yhdessä:

- Mainonta toimii. Sitä kannattaa tehdä ja siksi sitä tehdään.
- Mainonta ei ole ihmelääke. Vaikutukset näyttävät olevan varsin pieniä (mutta silti riittäviä jotta mainontaa kannattaa tehdä).
- Vaikutukset ovat konteksti-sidonnaisia. Tarkoittaa sitä, että mikä toimii tietyssä tilanteessa ei välttämättä toimi toisessa tilanteessa.
- Kannattaa suhtautua tietyllä kriittisyydellä tahoihin jotka väittävät omaavansa yliveraista mainontaosaamista.

Miksi brandien arvot muuttuvat?

Brandien arvot riippuvat brandien rakennuksen ja mainonnan ohella ehkä vielä enemmän:

- Yhteiskunnan muutoksesta (tupakoinnin väheneminen, teknologiset murrokset)
- Siitä miten yritykset pysyvät kilpailukykyisinä tuottamaan asiakkaille arvoa (mikä on nykyisen markkinoinnin määritelmän ydin!)

Kestävä kulutus ja kulutuskäyttäytyminen – Mitä tutkimukset kertovat?

Consumers' purchase behaviour and green marketing: A synthesis, review and agenda

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Abstract

The study presents an overview of green marketing and the gap between attitude and actual purchase behaviour of consumers towards green products. A total of 232 studies have been analysed using a systematic review to develop a green purchase decision-making model. A thematic analysis helped in the identification of three major themes namely; personal factors affecting green purchase; green purchase; and green marketing mix. The concern for eco-environment, eco-labelling, past experiences and perceived usefulness have been identified as major influencers of green consumer behaviour. Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual purchase behaviour of consumers towards green products. On the basis of analysis, a green purchase decision model has been proposed and also potential areas of future research have been suggested.

KEYWORDS

green attitude, green consumer behaviour, green intention, green marketing, sustainable marketing

1. Kuluttajien asenteet vs. kulutus

- **Sharma (2021) tarkastelee kuluttajien käyttäytymisen ja vihreän markkinoinnin välistä suhdetta 222 aiheesta tehdyn tutkimuksen pohjalta:**
 - Tutkimukset kertovat erosta asenteiden ja käyttäytymisen välillä (kuluttajat positiiviset asenteet kestävästä kehityksestä kohtaan eivät välity ostopäätöksiin/kulutukseen).
 - Vihreä markkinointi, ekomerkit ja yleensä yrityksen aloitteet kestävästä kehityksestä lisäävät luottamusta yritystä kohtaan.

Mapping the socially responsible consumption gap research: Review and future research agenda

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Abstract

This paper provides a wide-ranging view of the literature that is relevant to study the gaps in socially responsible consumption (SRC). The research design follows a three-stage analytical procedure. **First, we critically review the main concepts and vocabularies used in the field and propose a framework that organizes existing studies into four major types according to their approaches and focus: gap prediction, willingness 'to go responsible', gap understanding and barriers to SRC. Second, a qualitative content analysis provided a set of words and semantic categories for text searches in bibliographic databases. Findings showed that the Anglo-Saxon countries lead the field, and that patterns are changing, such as the rise of China as a contributor. Finally, a bibliometric analysis of 3,367 articles, retrieved from the Scopus and Web of Science databases, identified the intellectual structure of the SRC gap literature, top contributors (countries, publications and authors), mature and emerging themes and the main barriers to SRC adoption. The 25 top journals published almost 50% of the articles and citations. The *International Journal of Consumer Studies (IJCS)* stands out as the only journal focused on consumer behaviour among the most prolific publications in the SRC gap literature. This finding makes the *IJCS* the benchmark for researchers in the field. The SRC gap research addresses five domains: clean energy, biodiversity, public safety, food-related issues and consumer marketing research. These domains share six reasons for the SRC gaps: economic and financial factors, information and knowledge barriers, sense of effort, lack of feelings of responsibility, contextual and social factors and supply aspects.** Overall, this study provides clarity into the relevant literature that helps the SRC gaps' understanding and identifies directions for future research.

3. Kuluttajien asenteet vs. kulutus – mistä ero johtuu?

- **Falcao & Roseira (2022):**
 - Taloudelliset tekijät
 - Tiedon puute
 - Ei halua vaivan näköön
 - Ei koeta vastuullisuutta
 - Kontekstiin liittyvät tekijät
 - Kestävän kehityksen mukaiseen tarjontaan liittyvät puutteet
- Six reasons for the SRC gaps: economic and financial factors, information and knowledge barriers, sense of effort, lack of feelings of responsibility, contextual and social factors and supply aspects.

4. Aiemmat tutkimukset tunnistaneet valtavan määrän esteitä

Main obstacles to SRC adoption

Economic and financial factors

- Price and lack of income (ability to pay)
- No access to credit
- High price sensitivity
- Expected long pay back and effects time
- Time and types of payment (work or taxes)

Maintenance costs

Information and knowledge barriers

- Information failures
- Information availability or excess
- Impact or problem unawareness
- Confusing and noisy labels
- Lack of feedback (metrics)
- Lack of knowledge (understanding)

Sense of effort (mental, physical, cognitive, a

- Physical inability
- Cognitive bias on the cost effect
- Lack of space at home
- Lack of time
- Switching costs and behaviour change
- Inconvenience
- Lack of earlier experience
- Lack of skills
- Brand loyalty (inertia in purchasing)
- Tradition, usage discomfort, lifestyle
- Unfamiliarity with innovative technologies
- Modes of shopping
- Sense of unfairness
- Conflicting goals

Lack of sense of responsibility

- Lack of real interest
- No ascription of personal responsibility
- Neutralization/rationalization behaviour
- NIMBY (selfish motives)
- Type of risk to prevent (human or natural)
- Class signalling (social appearance)
- Desire for variety
- Sense of self-inefficacy
- Impulsivity and poor shopping planning
- Self-identity threat
- Consumer ethnocentrism
- Fashion follower
- Recreational benefits prioritization

Main obstacles to SRC adoption

Contextual and social factors

- Poor policy or institutional support
- Regulatory failure
- Social barriers (e.g., family and friends)
- Absence of (accepted) social norms
- Incompatibility (with current infrastructure)
- Adverse feelings and stereotyping

Supply and product (or service) related factors

- Mistrust in providers or supplies
- Supply shortages or unavailability
- Lack of quality and performance reduction
- Poor presentation (product appearance)
- Availability of efficient alternatives
- Lack of perceived benefits
- Perceived risk and lack of safety
- Uncertainty about the effects and efficiency
- Innovation and technological scepticism
- Visual impact (aesthetics)
- Negative externalities
- Lack of producer/brand reputation
- Principal-agent situations (users do not opt)

Kiertotalous ja ilmastonmuutos

– Mitä tutkimukset kertovat kuluttajien suhtautumisesta ja käyttäytymisestä?

Role of consumer mindsets, behaviour, and influencing factors in circular consumption systems: A systematic review

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ABSTRACT

The transition to a circular economy presents new ways to create and offer value by proposing changes to current production and consumption systems. This study focuses on the challenges concerning consumers' acceptance of circular offerings and their engagement with the circular economy. Through a systematic literature review, we investigated consumers' mindsets, behaviour, and influencing factors, and positioned them in circular consumption systems. This review was conducted using two databases, Scopus and Web of Science, in January 2020 and updated in September 2020. A total of 107 articles were screened, and 53 were included in the analysis. We mapped 6 circular mindsets, 14 circular behaviours, and 54 factors that influenced them. Our results show that broad interpretations and generalisations concerning these elements should be carried out carefully, as they are highly contextually driven. However, their role in consumption systems is clear. Consumers' mindsets are the starting point of circular consumption systems, as they present pre-dispositions in engaging with circular offerings. These mindsets are expressed by consumer behaviour, which allows product flow in these systems; they, in turn, are affected by influencing factors. We suggest that continued updates on this systematic literature review should be conducted, along with the development of a structured tool to help organisations engage their consumers by developing circular mindsets and encouraging circular behaviour, using the influencing factors.

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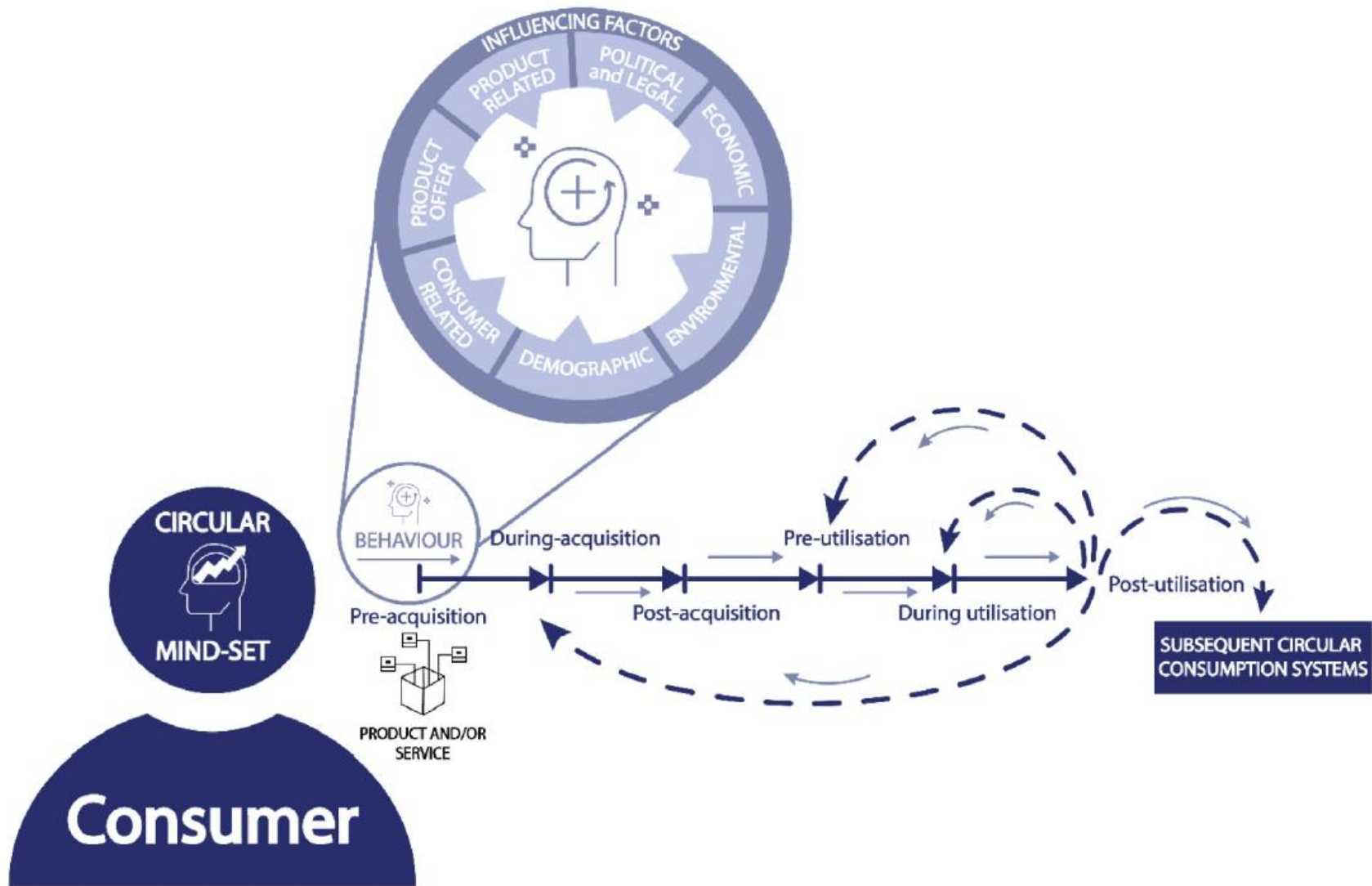


Fig. 4. Theoretical framework - circular consumer mind-sets, behaviour and influencing factors in circular consumption systems.



Linking circular economy and digitalisation technologies: A systematic literature review of past achievements and future promises

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ABSTRACT

The circular economy (CE) has the potential to capitalise upon emerging digital technologies, such as big data, artificial intelligence (AI), blockchain and the Internet of things (IoT), amongst others. These digital technologies combined with business model innovation are deemed to provide solutions to myriad problems in the world, including those related to circular economy transformation. Given the societal and practical importance of CE and digitalisation, last decade has witnessed a significant increase in academic publication on these topics. Therefore, this study aims to capture the essence of the scholarly work at the intersection of the CE and digital technologies. A detailed analysis of the literature based on emerging themes was conducted with a focus on illuminating the path of CE implementation. The results reveal that IoT and AI play a key role in the transition towards the CE. A multitude of studies focus on barriers to digitalisation-led CE transition and highlight policy-related issues, the lack of predictability, psychological issues and information vulnerability as some important barriers. In addition, product-service system (PSS) has been acknowledged as an important business model innovation for achieving the digitalisation enabled CE. Through a detailed assessment of the existing literature, a viable systems-based framework for digitalisation enabled CE has been developed which show the literature linkages amongst the emerging research streams and provide novel insights regarding the realisation of CE benefits.

Table 3

Mapping the impacts of digital technologies on elements of CBM.

Digitalisation aspect	CBM—Value creation	CBM—Value delivery	CBM—Value capture	Key references
IoT adoption	-Durable products -Meeting the demand of 'green-segment' customers	NA	-Easy tracking and monitoring -Reduction in costs	(Mboli et al., 2020; Ingemarsdotter et al., 2020; Garcia-Muiña et al., 2018)
Distributed manufacturing	-Robust products and services	-Customer centricity and involvement	-Reduced transportation -Reuse and recycle	(Turner et al., 2019; D.L.M. Nascimento et al., 2019)
Knowledge generation from technology	-Slowing, narrowing and closing resource flows	NA	-Attracting additional customers	(Ranta et al., 2021)
Information and communication technology	-Sustainable and efficient products	-Cooperation between stakeholders	-Robust decision-making at the design stage	(Iacovidou et al., 2021)
Digital technologies combined together	-Improved product design -Preventive and predictive maintenance	- Technical support	-Increased efficiency -Attracting target customers	(Bressanelli et al., 2018a; D.L.M. Nascimento et al., 2019; Dahmani et al., 2021)
Digitalisation enabled eco-design tools	-Improved quality -Improved functionality	-Industrial symbiosis with key suppliers	- Enhanced competitiveness	(Garcia-Muiña et al., 2019)
Blockchain adoption	-Robust CE products	NA	-Increased control on products and systems until the end of life - Decision support	(Magrini et al., 2021)
Fintech innovations	-Financial inclusion and economic growth -Societal welfare	-Infrastructure for a digital economy	- Evade barriers to adoption of CBM -Cost savings and cashflows	(Pizzi et al., 2021)

5. Teknologiat ja bisnes-mallit jotka edistävät kiertotaloutta

- Kiertotalous voi hyödyntää kokonaan uusia teknologioita ja uusia bisnesmalleja.
- Bisnes-malli arvonluontia asiakkaille:
 - The management literature asserts that business model innovation works by accentuating the systems through which firms, in collaboration with other actors, create value for their customers (Osterwalder and Euchner, 2019).

**Mitä mahdollisuuksia
yksittäisellä kuluttajalla on?**

6. Odotukset voivat olla ylimitoitettuja

- Yksittäisille kuluttajille asetetut odotukset voivat olla ylimitoitettuja.

Can we rely on 'climate-friendly' consumption?

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Örebro University, Sweden

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Lund University, Sweden

Abstract

In policy and research on sustainable consumption in general, and climate-oriented consumption specifically, key questions centre around whether people are motivated and prompted to support such consumption. A common claim in the scholarly debate is that policy makers, in face of fundamental governance challenges, refrain from taking responsibility and instead invest unrealistic hopes in that consumers will solve pressing environmental problems through consumer choice. Although green consumption is challenging, specifically climate-friendly consumption is even more so, due to the particularly encompassing, complex and abstract sets of problems and since climate impact concerns the totality of one's consumption. Nevertheless, consumers are called to participate in the task to save the planet. This article draws on existing literature on climate-oriented consumption with the aim of contributing to a proper understanding of the relation between consumer action and climate mitigation. It provides a synthesis and presents key constraining mechanisms sorted under five themes: the value-action gap, individualisation of responsibility, knowledge gap, ethical fetishism and the rebound effect. This article concludes with a discussion of perspectives that endorse a socially embedded view of the citizen-consumer. The discussion indicates pathways for how to counteract the constraining mechanisms and open up room for climate-friendly citizen-consumers.

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7. Toisaalta elämäntyyliä valinnat mahdollisia

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Minimalism, voluntary simplicity, and well-being: A systematic review of the empirical literature

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ABSTRACT

Research has accumulated over the years to support the adage that ‘money can’t buy happiness.’ As an alternative to the high-consumption lifestyle often found in Western cultures, voluntary simplicity (also referred to as minimalism), involves a lifestyle that is focused on reducing consumption and the excess in one’s life so that individuals can focus on prioritizing their values. We reviewed the empirical literature for studies that explored the relationship between voluntary simplicity and well-being. Twenty-three empirical studies were identified. Overall, a consistent positive relationship was found between voluntary simplicity and well-being. Potential mechanisms to explain this relationship included the control of consumption desires and psychological need satisfaction. Potential moderator variables included income, age, and the extent to which voluntary simplicity was self- vs. other-initiated. We concluded by discussing limitations and future directions for research.

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8. Ilmastonmuutoksen psykologia

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Keywords

climate change, climate action, acceptability, values, climate change beliefs, system change

Abstract

Human behavior plays a critical role in causing global climate change as well as in responding to it. In this article, I review important insights on the psychology of climate change. I first discuss factors that affect the likelihood that individuals engage in a wide range of climate actions. Next, I review the processes through which values affect climate actions and reflect on how to motivate climate actions among people who do not strongly care about nature, the environment, and climate change. Then I explain that even people who may be motivated to engage in climate actions may not do so when they face major barriers to act. This implies that to promote wide-scale climate actions, broader system changes are needed. I discuss relevant factors that affect public support for system changes that facilitate and enable climate action. Finally, I summarize key lessons learned and identify important questions for future research.

9. Mitä psykologian tutkimus kertoo?

- Ihmiset aliarvioivat muiden suhtautumista ympäristöasioihin.
- Osallistuminen, avoimuus ja oikeudenmukaisuus tärkeitä jotta valmiutta muutokseen.

CONCLUDING REMARKS

It is often believed that many people do not engage in climate actions because they are motivated by self-interest and do not care about nature, the environment, and climate change. Yet, as explained above, research indicates that people generally do care about nature, the environment, and climate change, and they are motivated to engage in climate action. However, they generally underestimate the extent to which others care and act, which may inhibit their climate actions.

Kiitos!

