Deconstructing the No Impact Week Experience:
a case study of a social marketing campaign aimed at sustainable consumption

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2013
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<td>September 2nd, 2013</td>
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<td>Deconstructing the No Impact Week Experience: a case study of a social marketing campaign aimed at sustainable consumption</td>
<td>In recent times, academic research has been looking for solutions in the realm of consumption reduction and trying to find a balance between meeting people’s needs and the planet’s resources. This thesis uses a case study of a social marketing campaign called (Hanken) No Impact Week (or HNIW), to deepen the understanding of how people react and experience an experiment in consumption reduction, in order to develop the campaign further. Using qualitative research methods, such as questionnaires and reflexive diaries, the experiences of HNIW participants and non-participants were collected in the first instance of NIW to be organized in Finland. The findings demonstrate that NIW can be considered a social marketing campaign and thus privy to learning from social marketing theory. People who chose not to participate in HNIW did so largely because they did not understand what would be required of them, leading to recommendations for improvement. Finally, those who did participate were motivated by personal factors, such as a desire to be more aware, to learn tips for eco-living to apply to daily life and to challenge themselves. The experiences recorded throughout the week were analysed through the Social Cognitive Theory framework, by Phipps et al. (2012). It was found that, although HNIW affected personal and behavioural factors, participants faced high barriers due to rigid contextual factors during the one-month time scope of the study. In addition, a disconnect was found between the effects to personal and behavioural factors and incremental changes in outcome, or perceived outcome.</td>
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| **Keywords:** | Sustainable consumption, No Impact Week, social marketing campaign, behaviour change, diary method, qualitative research, consumption reduction, social cognitive theory framework, needs-based theories, case study, awareness, mindfulness |
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1 INTRODUCTION

Climate change and its negative impacts have become a pressing, yet highly debated issue in recent years. The depletion of natural resources and change in our climate can be traced back directly to world production and consumption (Burgess 2003:78) and yet, for an issue with such worrisome consequences, the world’s inhabitants are consuming 39% more resources than the planet can sustain in the long term (Venetoulis & Talberth 2005), and the trends suggest consumption patterns are increasing (Jackson & Marks 1999).

Despite alarming media reports of the icecaps melting, increasing amounts of extreme weather phenomena and other comparable events, awareness of these issues has, for the most part, not led to sufficient adoption of significantly less environmentally harmful behaviour (Jackson 2005:106; McKenzie-Mohr 2000:544-545; Verplanken & Wood 2006:90-91; Eckhardt, Belk & Devinney 2010). It has been suggested, that this may be due to feelings of helplessness with the complexity of the issues at hand (Jackson 2005b:112-114). After all, the connection between a weekly choice and purchase of groceries and its impact on the habitat of polar bears is not immediately obvious, nor is the shopper the first to be affected by the consequences of said purchasing decisions. However, research suggests that there are different ways to remedy these feelings, such as engaging in participatory problem solving (Jackson 2005b:113) or encouraging the desired behaviour before attempting to change attitudes (Phipps et al. 2012), among many others.

Although individuals may have a variety of feelings in the face of global warming, it is in mankind’s best interest to find ways of living that utilize fewer global resources. This thesis will focus on a case study of a social marketing campaign called ‘No Impact Week,’ as a means of further assessing what can be done to promote consumption reduction, and looking closely at how people experience the process of changing their consumption patterns.

1.1. The No Impact Concept

This thesis deals with a case study of the ‘No Impact Week,’ herein referred to as NIW. In order to best understand the research being conducted and to engage the reader’s interest, an introduction to the group which helps organize the event, and the driving motivation is presented in this section.
The ‘No Impact Project’ (www.noimpactproject.org), or NIP for short, is based on its creator Colin Beavan’s (2009) year-long experiment of living in New York City with his family (wife, daughter and dog), attempting not to cause any negative impact on the planet, and seeing to what extent it was possible. Over the course of the year, he took on challenges such as only traveling by self-propelled methods, not purchasing any new goods (except socks and underwear), eating local, vegetarian food without producing any packaging waste, turning off the power in his apartment, whenever possible. Basically, he aimed to limit his consumption to a minimum, and for that which he could not eliminate, he volunteered with environmental non-profit organizations in order to give back to the community. His idea was to see whether doing something like this would be possible, without moving away from the city, changing his job, or his family situation. His central thesis was and remains that individual behaviour can pave the way for cultural and political changes. (No Impact Project, About Us)

![Figure 1](Figure_1_No_Impact_Week_Agenda_Source,No_Impact_Week_How-To_Manual)

Colin dubbed himself, his blog and his book ‘No Impact Man.’ During and after the ‘no impact’ year, many people wrote to Colin to ask how they could make changes in their own lives. In order to promote the benefits of his approach, help others start on the same path and also market the radical idea to a mainstream audience, ‘No Impact Project’ was founded. The organization acts as a non-profit which promotes and helps organize recurrences of ‘No Impact Week,’ also known as ‘No Impact Experiment,’ but herein referred to as NIW: an eight-day version of the Beavans’ year-long project. Over the course of the eight days, people have a daily theme to focus on, such as water or energy conservation, which they add to the previous days’ themes, until the end of the
week, at which point they are living ‘no impact.’ The week’s agenda is presented in Figure 1. The experiment can be taken on individually or as a family, as part of a community, through a university or more recently, within a workplace. Partakers are encouraged to blog and post about their experiences online, presumably to spark discussions, seek help, engage others and spread the word. One of the main ideas of the project is that individual happiness can be pursued through community engagement and lifestyle choices, beyond the mainstream. (No Impact Project, About Us)

After an online registration is filled-out, a how-to guide is emailed, to help people plan and undertake their experiment, along with pre- and post-week surveys to receive feedback on participants’ attitudes before and after NIW. The experiment is free of charge to individuals, households and communities as it intends to support participants’ voluntary decisions to reduce their environmental impact. Recently, No Impact Project has started charging universities a small fee of $250US to license the material used to organize and promote the event, and to further fund the organization’s efforts.

No Impact Project’s goals, as stated on their website (No Impact Project, About Us) are:

1) “Promote behavioral change,

2) Enable the public to experience their own No Impact Experiment,

3) Engage people who are not already tree-hugging, bicycle-riding, canvas-bag-toting, eco-warriors” (No Impact Project, About Us)

Now that the concept of No Impact Project, the organization, and No Impact Week, their main event, have been clarified, we move on to explain the background and study context of this thesis.

1.2. Background & Study Context

This thesis touches on the intersection between several fields of study: social marketing, behaviour change, consumption, needs-based rhetoric, subjective well-being discourse, in relation to No Impact Week. These topics are not dealt with exclusive of one another, but rather their union provides the structure to this study. This section of the thesis will focus on one or two major issues from each field which are of particular relevance in this context.
Firstly, social marketing is a branch of marketing which has been defined as “a process for developing social change programs that is modelled on processes used in private sector marketing [...] with] the ultimate objective ... [being] social change.” (Andreasen 2002). Having social change as the bottom line (Andreasen 2002) allows social marketing campaigns more freedom in developing their strategies, while slowly making the separation from commercial marketing increasingly clear (Peattie & Peattie 2003). Social change goals are targeted through social marketing campaigns, most often associated with health or the cessation of smoking. But consumption reduction in the context of social marketing is an area of research which has seen various articles published on the subject in recent years (Peattie & Peattie 2009; Carrigan, Moraes & Leek 2010; McKenzie-Mohr 2000), in addition to the overwhelming amount of research published on anti-consumption and consumer resistance (Jackson 2005a; Jackson 2005b; Amine and Gicquel 2011; Cherrier, Black & Lee 2011; Iyer & Muncy 2009; Cherrier & Murray 2002; Galvagno 2011; Phipps et al. 2012). All the while more research is being called upon from various fields: psychology, marketing, sociology, just to name a few, to address how sustainable levels of consumption can be achieved worldwide and as a joint project (McKenzie-Mohr, 2000; Jackson, 2005a). Social marketing’s distinctive position between commercial and social issues can be utilized to identify key targets and incite change, while understanding the challenges companies and consumers face (Hastings & Saren, 2003). Two main points which are important to understand about social marketing are that behaviour change is the main goal and, as a result, the field is vehemently consumer-driven (Andreasen 2002). Despite the advantages of this, there have yet to be a substantial amount of documented successes (Andreasen 2002:4), and as a result, this study aims to rectify that. Luckily, social marketing campaigns with anti-consumption at their heart, such as No Impact Week, already exist.

Secondly, behaviour change is directly associated with social marketing, but evidently touches on other areas, such as (social) psychology. There are countless models which aim to interpret how people’s behaviour is a reaction to internal and external factors. For a thorough review of these models, please refer to Jackson (2005b). In the context of behaviour change towards reduced environmental impact, studies have been conducted to record passive and active methods of behavioural change. An active approach involves asking people to do something outside their usual habits for a study, such as asking households to keep a reflexive diary of their consumption habits (Reid, Hunter & Sutton 2011) or asking individuals to self-regulate a targeted problem
consumption area, also done through the diary method (Lawson 2001). Passive approaches to behaviour change usually involve the researcher as more of an observant, collecting data of events through interviews or questionnaires, and not as part of people’s everyday interactions. Examples of the passive approach include a study of working life influences on sustainable consumption (Muster 2012) or how naturally occurring life events, such as a move to a new city or having a baby, impact sustainable consumption (Schäfer, Jaeger-Erben & Bamberg 2012). Passive approach studies were conducted through a review of existing literature and in-depth interviews respectively. As such, there is an evident inclination towards active approach studies and the reflexive diary method, perhaps due to the nature of behavioural change and how intent and subsequent action cannot be studied only through observation. Interviewing, as a method, may also fail to capture passing thoughts which arise in private reflection. In addition, other fascinating studies have been conducted to map out a framework for living with less as a transformational process, whether by choice or due to external factors (Schreurs, Martens & Kok 2012). But overall, these studies remain infrequent. This thesis aims to study a voluntary, week-long, and thus temporary, instance of behaviour change. Not only has such a study never been conducted, to my knowledge, but the approach will not be entirely about the success of changing the behaviour, but rather the individual experience during the change.

Thirdly, since this study aims to reduce consumption, we must also consider why people consume in the first place. Consumption has been associated with needs-based rhetoric, which challenges the economic standpoint of rational choice models. Maslow’s hierarchy of needs (1954) is among the best-known frameworks through which to study human needs, however, it does have some limitations as it implies that individuals living in the developing world may not strive for high order needs (Jackson, Jaeger & Stagl 2004:9). Zavestoski (2002) presents a modified hierarchy of needs, based on Maslow’s, in order to identify which primary motivational bases of the self can be satisfied through consumption, self-esteem and self-efficacy, and which cannot, authenticity. Another needs-based model is Max-Neef’s categorization of needs/satisfiers, which arranges nine needs according to being, having, doing and interacting. This model is much more thorough but also more complex to apply. One principal point to take from Max-Neef’s categorization, is that there are multiple satisfiers which may appear to fulfil a need, and they are not all equal. The implications of which lead us to question all the goods we may consume and gain satisfaction from, and their connection to our well-being (Jackson et al. 2004:14-15). This thesis will
attempt to apply Max-Neef’s framework to identify whether participants are attempting to fulfill a need by participating in the experiment.

Fourthly, consumption reduction in the realm of marketing can be seen through slightly different approaches. Non-consumption in the context of sustainability can include intentional acts of not purchasing, such as boycotting or doing without, incidental non-consumption, such as choosing another brand, or ineligible non-consumption (Cherrier et al. 2011:1757) such as a case of proscription against plastic bags (Sharp, Høj & Wheeler 2010), or through the absence of access to a preferable substitute. Alternatively, consumption reduction can be gazed at through the lenses of anti-consumption and consumption resistance, converging concepts according to Cherrier, Black and Lee (2011). Anti-consumption has been shown to involve a personal attitude towards alternative consumption, as a means of self-expression or self-identity formation, whereas consumption resistance is more concerned with a macrocosmic perception of the state of things and a resistance towards powerful agents (Cherrier et al. 2011; Galvagno 2011). However, anti-consumption attitudes do not always translate into anti-consumption behaviours, as individuals struggle to overcome barriers to these behaviours despite their stated intentions or rationalize their shortcomings (Isenhour 2010; Eckhardt et al. 2010). These approaches are, as stated, not mutually exclusive but some individuals may exhibit a stronger tendency towards one versus the other. Academics in this field have attempted to study motivators for and distinguish between types of alternative consumers such as the voluntary simplifiers (Zavestoski 2002; Cherrier & Murray 2002; Bekin, Carrigan & Szmigin 2005; Craig-Lee & Hill 1999). This thesis will take an inductive approach towards consumption reduction, by studying how a sample of individuals challenged with self-set goals regarding guided themes will experience the process. Expectations and motivations for engaging in such an experiment will be questioned, in addition to perceptions of success and failures. This approach is unique in the fact that the sample of people is not pre-defined as voluntary-simplifiers or identified anti-consumers, but rather people choosing to act according to certain guidelines over the course of a week. An attempt to gauge motivations against participating in the study, from non-participants close to the university community, may also provide clues for how more people can be encouraged to engage in NIW if they do not share some of its values.

Lastly, the subject of mindfulness and subjective well-being, more commonly referred to as happiness, sheds light on all aspects of consumption, behaviour and behavioural
change, needs-based theory and even social marketing. Among a complex series of interconnected aspects of human life, people want to be happy and they act according to this desire. From an economic viewpoint, there is little evidence to suggest that an increase in material consumption equates with an increase in well-being, yet people continue to consume at increasing rates. This contradictory relationship has led some to suggest that “modern societies are seriously adrift in their pursuit of human well-being” (Jackson & Marks 1999). From a psychological viewpoint, the relationship between psychological and ecological well-being has been tested in the context of personal values, mindfulness and lifestyle choices, and suggest that the two are closely related. A robust approach to NIW participants’ level of happiness is outside the scope of this thesis. However, a look at the immediate and following effects of a drastic and temporary change in lifestyle and their subsequent impact on mindfulness and subjective well-being are of particular interest in this study.

NIP conducts its own research based on each instance of a community-based or university-based project it helps to organize. This research is mainly quantitative and used to track NIP’s own successes (see surveys in Appendix 4). NIP has recently published a Long-Term results report based on these data (No Impact Project, Long-Term Results Report). I would argue that much knowledge stands to be gained from an academic study conducted by an outsider of the organization, especially in the form of an in-depth qualitative case study. This method will allow for data collected based on a designed aim, the result of which can translate into valuable input for optimization of current efforts.

It should also be specified that this study adopts an individual, or human, approach to consumption, as opposed to that of a government or corporation. The distinction between individuals as humans, as opposed to consumers, is due to the fact that the consumer label has, in my opinion, come to imply a very consumption-centric outlook on life. Although consumption is a necessary part of life, a focus on the consumption of products and services over less tangible aspects of life is a view this study hopes to challenge.

1.3. **Aim of the Study**

The No Impact Project collects mostly quantitative data from participants on a regular basis, by asking them to fill in a registration form, pre- and post-experiment
questionnaires (see Appendix 4), in order to gauge the long-term impact of No Impact Week on participants (No Impact Project, *Long-term Results Report*).

This thesis is meant to complement the NGO’s research by providing a qualitative approach to the topic of consumption reduction, since some areas of social reality cannot be measured by statistics (Silverman 2011:16) and require multiple interpretations (Saunders, Lewis & Thornhill, 2007:119). *The research aim is therefore to analyse an instance of NIW in order to deepen understanding of people’s experiences when coming into contact with the concept and taking on the experiment, for the purpose of assessing the current state of NIW and making recommendations towards reaching its stated goals (see section 1.1).* This instance of No Impact Week took place at Hanken and is therefore referred to as Hanken No Impact Week or HNIW.

In order to do this, the thesis is divided into four research questions, which together are meant to provide a deeper understanding of people’s reactions and experiences in relation to NIW. These are:

1) Compare NIW to social marketing campaign theory and identify gaps;
2) Determine why some people chose not to participate in HNIW;
3) Determine why some people chose to participate in HNIW;
4) Analyse the experiences of HNIW participants.

This research topic represents the intersection of a number of research-intensive fields: consumption and social psychology, behaviour influence, subjective well-being (happiness), social marketing, needs-based theory and economics. As far as the author of this thesis is aware, there is no published research regarding the evaluation of a consumption reduction campaign, which functions on the principles of social marketing, in order to encourage individuals, whether environmentally-aware or not, to engage in an individual form of consumption-reduction.

Such research has the potential to help evaluate the efforts of the ‘No Impact Week’ campaign, in the hope that similar campaigns or recurrences of this campaign become more widespread and lead more individuals to become critically aware of the impact of their daily actions and consumption patterns on their surrounding environments.
In addition, this thesis hopes to contribute primarily to the field of social marketing and advance the discussion related to consumption reduction in general.

1.4. Delimitations

This thesis will focus on an instance of No Impact Week, conducted and marketed through the Hanken School of Economics university community between March 17th and 24th, 2013. NIW can be undertaken individually or as a family, within a community, or through a university community. As there are no comparable studies available, it was thought that organizing the event through the Hanken university community presented the best opportunity for collecting systematic data, as opposed to entirely ad hoc instances performed in fragmented households, or through unclear community networks. The Hanken School of Economics community approach was therefore seen as the most fitting way of collecting data from a representative sample within the available options. References to NIW refer to the overall concept of No Impact Week, whereas this case study is referred to as HNIW, Hanken No Impact Week throughout this thesis.

The generalizability of this study are likely limited. No Impact Week is an American concept and, though the experiment has been organized in communities throughout the world, the campaign has not perhaps earned an international reputation, as of yet. To my knowledge and that of No Impact Project, NIW organized at Hanken was the first instance of the experiment ever organized in Finland. Since research needs to start somewhere, this case study was an attempt to get the ball rolling at Hanken, and in Finland and hopefully gather a basis for future research on the topic in this new context.

The implications of this narrow case are that people reacting to the concept and engaging in the week’s challenge will represent as varied a range of people that would be possible at another university. One key assumption of the study is that valuable findings can be drawn from any sample, since the variety of experiences and circumstances under which they occur is countless.

The research was conducted through two methods: community questionnaire and the reflective diary approach. These methods were selected as the most suitable in collecting data towards addressing the research aims. This research is largely exploratory and based on qualitative data, mostly interpretations of respondents’
motivations for and against participation, and diary authors’ experiences, as this kind of data cannot be collected through an observational method. Research design for this unique study is provided in the empirical section of this thesis and build around comparable studies and research, discussed further in the Chapter 4 - Research Design.

1.5. Outline of Study

This thesis consists of 6 chapters. This chapter, Introduction, placed the study in context, explained its significance and outlined the research aims. The literature review is divided into two chapters: A Social Marketer’s Guide and Consumption: a puzzle, in order to present the complex intermingling of fields which relate to the topic, current research and helpful theoretical concepts on which this study hopes to build. Chapter 4 focuses on Research Design and details the methods used to address the research aims, the samples, analyses and limitations associated with each method. Research Findings and Recommendations are discussed in Chapter 5 and structured according to the research questions, recommendations drawn on the findings are also presented, in addition to comparing the study to past research. Finally, Chapter 6, Implications, deliberating implications for various stakeholders and possible avenues for future research.
2 A SOCIAL MARKETER’S GUIDE

In this chapter the literature on social marketing is reviewed, in relation to the research questions. The basic tenants of behavioural change, social marketing’s main focus, are also presented.

2.1. Introduction to Social Marketing

A wholehearted understanding of social marketing requires at least a basic introduction to the field’s history, as a stepping stone to illustrate how it stemmed from commercial marketing and their interrelationship to this day. The American Marketing Association (2008) defines marketing nowadays as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” In certain cases around the 1960s and 1970s, the tools of commercial marketing were used to promote knowledge and actions which would result in an overall improvement for society, such as family planning in India. This exchange promoted an important social initiative while providing handsome financial rewards for the companies involved (Andreasen 2006:88). As a result or perhaps simultaneously, scholars began promoting this type of marketing beyond its profit-seeking goals and named the field ‘social marketing.’ (Andreasen 2006:89).

Moreover, according to Peattie and Peattie (2009), Kotler, Roberto and Lee defined social marketing in 2000, as “the use of marketing principles and techniques to influence a target audience to voluntarily, accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups or society as a whole.” It is important to mention, however, that while this definition has developed over the latter half of the 20th century, it continues to develop still today. Two issues need to be mentioned in relation to the definition above, as they have either been accepted or continually debated in the academic arena: social marketing’s main purpose and its relations to commercial marketing.

Firstly, the arguments for behaviour influence as social marketing’s main purpose, as opposed to education (Andreasen 2006:91) is due to the existence of an attitude-behaviour gap, which fails to establish a causal link between changes in attitude and changes in behaviour (Eckhardt et al. 2010; Jackson 2005b:106; McKenzie-Mohr 2000:544-545; Verplanken & Wood 2006:90-91).
Secondly, due to growing criticism against marketing, social marketers have begun to acknowledge both the advantages and disadvantages of being associated with commercial marketing and are attempting to draw the line somewhere. Although social marketing has grown and prospered with the help of commercial marketing techniques, these techniques are no longer suitable for further development (Peattie & Peattie 2009) and consequently, an increasingly more flexible interpretation of ‘marketing principles,’ in Kotler and colleagues’ definition can be considered. Some argue:

[... instead of a more rigorous application of conventional marketing principles, we need a more thoughtful and selection application that emphasizes the difference between commercial and social marketing.” (Peattie and Peattie 2003:367)

This debate remains topical, though it is not by any means new, and brings us to the present day of social marketing. A more in-depth history of social marketing can be found in Andreasen’s “Social marketing in the 21st century,” though it should be noted that the debate is not over.

For now, the author of this thesis is inclined to agree that more research is needed in order to address the lack of documented successes of social marketing (Andreasen 2002), or at least evaluation of such endeavours. Furthermore, it is the author’s hope that this thesis, and others on the topic may help in furthering “the legitimization of social marketing as a scholarly field of study,” an additional required step, highlighted by Andreasen (2002:11).

2.2. Social Marketing Processes & Campaigns

A review of the literature clearly shows that each social issue is unique. There is no single approach to addressing social problems; this should be strongly emphasized from the beginning. Although there is a lot to learn from other issues and the success and failures of other social marketing campaigns, which remain insufficiently documented (Andreasen 2002), social marketers must start fresh with each issue. This brings out to a central theme of social marketing: people.

Not only are people at the centre of most, if not all, social problems, but they are also the key to solving them. Out of three unique advantages of social marketing, one is that the field is “fanatically consumer driven” (Andreasen 2002:7). For this reason, McKenzie-Mohr (2002) and Andreasen (2006) both devote significant passages of their books on social marketing to highlighting the importance of the target market.
McKenzie-Mohr (McKenzie-Mohr 2000:546; McKenzie-Mohr 2002:5-7) coined his people-themed approach “Community-Based Social Marketing,” and defined the steps of the process as such:

1) Researching the reasons people are not engaging in the intended behaviour (also known as barriers to behaviours), and subsequently, making a choice of which behaviours to focus on;

2) Designing the program to encourage the behaviour by addressing the barriers;

3) Piloting said program;

4) And finally, continuous evaluation of its success in the community-wide implementation

Similarly, Andreasen (2006:96) outlines his approach with six interrelated, circular steps: listening, planning, pretesting, implementing, monitoring, and revising, with return either to listening or planning, seen in Figure 2. Again, the recurring theme of people is evident as the process is tailored around their feedback, habits and reactions.

![Andreasen's Social Marketing Campaign Process](image)

**Figure 2** Andreasen’s Social Marketing Campaign Process (2006:96)

Competing processes include, but are not limited to, Prochaska and DiClemente’s stages of change approaches (1983), Rosenstock’s health belief model (1990),
Bandura’s social learning theory (1997), Bickel, Vuchinich (2000) and Rothschild’s (1999) behavioural reinforcement theory and strategic communication, usually related to health promotion (all cited by Andreasen 2002). Interestingly, social marketing often seems to borrow from these and other competitors, as will be discussed later, but due to its highly flexible and tailor-made approach, the possibility of successful outcomes are much more far reaching than if the discipline were to restrict itself to one theory or system. Such logic is supported, not only in terms of theoretical models, but also in data collection, data evaluators and methodology, and is often referred to as a triangulation technique (Patton 1987:60-61). Triangulation allows for a variety of methods to be utilized to solidify work and not allow the shortcoming of one method, theory or other factor to undermine the entire study. A trade-off of triangulation, however, is the addition of complexity and higher costs (Patton 1987:61). Awareness of this disadvantage has fortunately given rise to the processes outlined above by McKenzie-Mohr and Smith (1999) and Andreasen (2006), and which should help anticipate and tackle some complications in advance.

The social marketing campaigns which may arise out either McKenzie-Mohr or Andreasen’s models could differ largely in purpose, budget and efficiency. The next section continues with further details of what fundamental components constitute a social marketing campaign.

2.3. What Constitutes a Social Marketing Campaign

Andreasen (2002) puts forward a set of six benchmarks against which a campaign can be compared, in order to determine whether or not it can be labelled social marketing. Although the endeavour need not have equal parts of each, it is recommended that they have at least a little bit of everything to ensure that each point is at least given partial consideration:

1) Behaviour change is the ultimate goal;
2) The target audience is constantly assessed to a) be understood in the initial phase b) test reactions to a program before it is applied on a large-scale and c) be evaluated in order to deem efficiency of program;
3) Individuals are segmented and targeted as such for maximum efficiency and effectiveness of available resources;
4) Key to changing behaviour is a clear and encouraging offer of the benefits and minimal costs to individuals, communities, etc.;
5) The 4Ps of commercial marketing are utilized in the campaign: products, price, place, promotion;

6) Competition or barriers to the intended behaviour is assessed and addressed. (Andreasen 2002:7)

Each criteria can be a potent reminder of whether or not a social marketing campaign will succeed, before it is even piloted. Oftentimes researchers believe they know why people do or not do engage in certain behaviours, and mistakenly seek information to confirm their theories (McKenzie-Mohr 2000:551). For this precise reason, a campaign which abides by the points above is more likely to minimize bias and succeed, as opposed to a campaign during which misleading assumptions may be adopted as truths. Let us now look at point 5), ‘the 4Ps of commercial marketing are utilized in the campaign,’ a little more closely.

2.4. The Social Marketing Mix

As mentioned in the previous section, there is an ongoing debate about social marketing’s relationship with commercial marketing. Andreasen’s (2002:7) emphasis of the fifth benchmark, involving the use of the 4Ps of commercial marketing, is a point worth investigating further, particularly because of the 4Ps’ product-centric nature (Peattie & Peattie 2009). According to Peattie and Peattie (2003, 2009) using the 4Ps in social marketing give rise to the following inconsistencies:

**Product** is the most difficult of the Ps to quantify, since social marketers promote behaviours, and the owner of a behaviour is quite challenging to determine. As the behaviour is not produced, transferred, nor consumed by neither marketer nor adopter, *product* is an altogether misleading term. In the most convincing sense, the behaviour is somehow facilitated by the social marketer, and in the end, produced by the adopter (Peattie & Peattie 2003) though it remains difficult to justify using the term *product* any longer. Instead, slogans encouraging a behaviour around which the campaign is centred, *propositions*, have been suggested. For example, “reduce consumption and be happier” or “eat vegetarian and live more sustainably.” (Peattie and Peattie 2009:263)

**Price** is most often understood as the costs to the behaviour adopter, but again, why use a roundabout and misleading term when simplicity is best? (Peattie & Peattie 2003:373). Furthermore, prices remain objective measures, whereas costs can only be subjective, in the sense that people would attribute different values to ‘costs’ of a
marketing campaign, such as convenience, affordability and speed, among others. For this reason, price can be substituted with \textit{costs of involvement}, referring to the time, effort and consequences of partaking in the promoted behaviour, whether in the short- or long-term (Peattie & Peattie 2009:264).

\textbf{Place} usually refers to the locations and ease of access to spaces where behaviour takes place or where social marketers aim to change it. Social marketing is highly regarded as an adaptive and creative field in terms of ‘place’ because of its fanatic focus on consumers (Andreasen 2002:7). It has even been suggested to lead consumer marketing towards more innovative strategies (Peattie & Peattie 2003:374). In the case of social marketing, accessibility can be referred to, since this is often an important consideration when asking people to change their behaviour (Peattie & Peattie 2009:264). For example, one needs to have access to locally grown products if one wishes to purchase them.

\textbf{Promotion} is mainly concerned with the “planning, testing, developing and implementing promotional campaigns” (Peattie & Peattie 2003:374), seen as the major similarity between commercial and social marketing. Despite this, Peattie and Peattie suggest looking further towards communications theory and sociology, for better understanding of “\textit{communication as a social process}¹” that stresses interaction, involvement and shared understanding” (Peattie & Peattie 2003:374). This is especially important when considering that social marketing is facing a tougher challenge than influencing brand preference or creating a new habit, but in some cases, changing already entrenched habits (McKenzie-Mohr 2002).

The 4Ps of commercial marketing and the proposed social marketing mix are contrasted in Figure 3.

¹ Emphasis added
The social marketing mix proposed by Peattie and Peattie (2003, 2009) is based upon the basic differences between the nature of social problems and products or services:

- To whom do the main benefits accrue?
- When do they accrue, if at all?
- The visibility of the link between cause and effect
- The degree of consensus
- The ability to customize the offering (Peattie & Peattie 2003:372)

These are summarized visually in Table 1.

Figure 3  Commercial Marketing’s 4Ps (grey), Peattie & Peattie’s (2003, 2009) social marketing mix (white)
Table 1  Key variations in the context for social marketing propositions (Peattie & Peattie 2003:372)

<table>
<thead>
<tr>
<th>Social Context Attribute</th>
<th>Individual</th>
<th>Family</th>
<th>Community</th>
<th>Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal benefits accrue to</td>
<td>Benefits accrue</td>
<td>Immediately</td>
<td>Delayed</td>
<td>Long term</td>
</tr>
<tr>
<td>Link between benefits and behaviour</td>
<td>Link between benefits and behaviour</td>
<td>Obvious</td>
<td>Direct</td>
<td>Indirect</td>
</tr>
<tr>
<td>Sensitivity of the issue</td>
<td>Sensitivity of the issue</td>
<td>Low</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Degree of consensus</td>
<td>Degree of consensus</td>
<td>High</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customizability of offering</td>
<td>Customizability of offering</td>
<td>High</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Now that some basics of the social marketing discipline have been reviewed, the discussion focuses on social marketing’s primary focus: behaviour and behaviour change, in the context of social marketing.

2.5. Change Stages

As previously discussed, social marketing is strongly focused around people, and consequently, their behaviours. Since behaviours can take on many different characteristics based on motivation, frequency, influences, impacts, and so on, inciting a change in these behaviours must be tailored according to why people engage in them to begin with. In addition, different people will be at different stages relating to a behaviour when faced with a social marketing campaign.

Andreasen (2006) proposes a four-stage model, with a possible variation based on the type of behaviour. When dealing with behaviours that are meant to be encouraged, or changed from an undesirable behaviour to another, the precontemplation, contemplation, preparation and action and maintenance steps are highlighted.

In brief, the steps describe individuals which are as follows:

1) Precontemplation: entirely unaware or have very limited knowledge of the target behaviour,
2) Contemplation: begin to consider the behaviour, and whether it is desirable
   a) Early contemplation involves the first steps and how they relate to the individual directly.
   b) Late contemplation is associated with the end of the process when benefits and consequences have been considered, and after which a decision of whether or not to engage is made.

3) Preparation and action: aware of the pros and cons, and prepared to act but have not yet done so, whether because of their priorities, accessibility or other impediments. Andreasen (2006:101) suggests that an opportunity or push to test the behaviour may be valuable at this point.

4) Maintenance: engaging in the behaviour regularly or just when needed, as would be the case in choosing building materials for a house, an infrequent but influential decision. Some people may succeed in trying something but be unable to maintain and repeat the behaviour for a longer period of time. (Andreasen 2006:100-101)

![Four Stages of Change model, adapted from text Andreasen 2006:100-101.](image)

A slight variation in the stages can occur when the desired outcome involves people not engaging in the behaviour at all, referred to as *conscious inaction* (Andreasen 2006:101-102). This may be the focus of an anti-drug campaign or the purchase of fur. Individuals would go along the process as follows:

1) Precontemplation: the behaviour is not being considered.

2) Contemplation: thoughts of the behaviour have come to mind.
   a) *Intrigued contemplators* have considered it but have not acted.
   b) *Potential switchers* consider engaging for the first time.
   c) *Defectors* have tried it, quit and are now contemplating doing it again.

3) Maintenance: the behaviour is not being undertaken, either because it has been considered and rejected or considered, tested and given up. (Andreasen 2006: 102)

There are many opportunities for social marketers to intervene and guide the targeted individuals along this process, both variations of which are relevant when encouraging
ecological behaviour. The social marketer’s diverse toolkit comes in handy as they are not only limited to information, which may help individuals in the precontemplation stage, but campaigns can be designed to encourage people to try and develop community-based incentives to maintain positive behaviours (McKenzie-Mohr 2002).

Additionally, the change stage process does not need to be undertaken in sequence for each targeted behaviour or with every group of individuals. For example, a study which encouraged families to keep a journal about their consumption behaviours found that, with certain habits, the reflexive method prompted awareness where there had previously been none (Reid et al. 2011:727). Another compelling study involving a toy sharing library in New Zealand found that despite modest expectations of the benefits of such a program, participants were pleasantly surprised to discover unanticipated perks, which encouraged them to continue engaging in the behaviour (Ozanne & Ballantine 2010, as found in Phipps et al. 2012:4). Thus, there is empirical evidence to support the claim that changes in attitudes do not necessarily precede changes in behaviour. Moreover, social marketers can be creative in their approach and engage people in behaviours which allow them to experience the benefits for themselves and adjust their attitudes accordingly.

Change stages can also be a means of helping social marketers determine whether a campaign has succeeded in moving the target group towards the ultimate goal of behaviour influence (Andreasen 2006:99-102). Methods to influence behaviour, which can be used in these campaigns, are discussed in the following section.

### 2.6. Upstream & Downstream Approaches

Social marketing has spent the large part of its existence influencing individuals to turn a negative habit into a positive one. More recently, some academics have confessed that there is a need to target individuals who may engage in a behaviour before they actually do, to target the influential factors before they turn into problems and in order to avoid the difficult task of changing habits (Andreasen 2006:7), discussed in upcoming section.

In the context of this thesis, the definition of downstream applications approaches, processes or interventions refer to initiatives targeted towards people who demonstrate or may demonstrate the negative social behaviour (Andreasen 2006:6-7). Whereas the
definition of upstream applications involves tactics aimed at the structure and processes which create social problems.

Table 2  Framework for Determinants of Environmental Behaviour, adjusted from Andreasen’s (2006:78-79) Framework for Determinants of Physical Activity and Eating Behaviour

<table>
<thead>
<tr>
<th>Downstream Factors – Internal Determinants</th>
<th>Upstream Factors – External Determinants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The psychobiological core</td>
<td>1. Behavioural settings</td>
</tr>
<tr>
<td>a. Genetics</td>
<td>a. Family</td>
</tr>
<tr>
<td>b. Physiology</td>
<td>b. Neighbourhood</td>
</tr>
<tr>
<td>c. Hierarchy of needs</td>
<td>c. Day care</td>
</tr>
<tr>
<td>d. Self-identities</td>
<td>d. Local school</td>
</tr>
<tr>
<td>e. Pleasure</td>
<td>e. Stores, goods and services</td>
</tr>
<tr>
<td>2. Values and experiences</td>
<td>f. Shopping malls</td>
</tr>
<tr>
<td>a. Life experience</td>
<td>g. Workplace</td>
</tr>
<tr>
<td>b. Habits</td>
<td>h. Community centres</td>
</tr>
<tr>
<td>c. Ethnic identities</td>
<td>i. NGOs</td>
</tr>
<tr>
<td>d. Beliefs</td>
<td>j. Transportation methods</td>
</tr>
<tr>
<td>e. Values</td>
<td>2. Proximal leverage points</td>
</tr>
<tr>
<td>3. Relationships to other groups</td>
<td>a. Family</td>
</tr>
<tr>
<td>a. Socioeconomic status</td>
<td>b. Stores, goods and services</td>
</tr>
<tr>
<td>b. Educational attainment</td>
<td>c. Local government</td>
</tr>
<tr>
<td>c. Life stage</td>
<td>d. Developers</td>
</tr>
<tr>
<td>d. Social roles</td>
<td>e. Property owners</td>
</tr>
<tr>
<td>e. Interpersonal relationships</td>
<td>f. NGOs</td>
</tr>
<tr>
<td>4. Behavioural enablers</td>
<td>g. Non-profit providers</td>
</tr>
<tr>
<td>a. Knowledge</td>
<td>h. Community</td>
</tr>
<tr>
<td>b. Sources of information</td>
<td>i. School board and districts</td>
</tr>
<tr>
<td>c. Convenience</td>
<td>j. Employers</td>
</tr>
<tr>
<td>d. Accessibility</td>
<td>3. Distal leverage points</td>
</tr>
<tr>
<td>e. Cost</td>
<td>a. Political advocacy and lobbying</td>
</tr>
<tr>
<td>f. Time</td>
<td>b. Industries (all have some impact)</td>
</tr>
<tr>
<td>g. Safety</td>
<td>c. Transportation system</td>
</tr>
<tr>
<td>h. Situation</td>
<td>d. Architecture and building codes</td>
</tr>
<tr>
<td>i. Physical</td>
<td>e. Education system</td>
</tr>
<tr>
<td>ii. Social</td>
<td>f. Entertainment industry</td>
</tr>
<tr>
<td>i. Seasonality</td>
<td>g. Information industry</td>
</tr>
<tr>
<td>j. Social trends</td>
<td>h. Government</td>
</tr>
</tbody>
</table>

For illustrative purposes, Table 2 summarizes potential downstream and upstream factors of leading a sustainable lifestyle. Since there is an overwhelming amount of research on the topic, the figure does not aim to be complete, but rather, to demonstrate the complexity and potential breadth of variables which may influence the impact of an individual’s lifestyle on the planet, and how these may be approach from a downstream or upstream perspective.
2.7. Understanding Behaviour and Behavioural Change

Our behaviour is characterized by our actions: the things we do every day and also the way we act or react to specific situations. Interestingly, we can say one thing, but do something else entirely. This inconsistency between attitudes or values and behaviour has been cited in numerous studies (Eckhardt et al. 2010, Jackson 2005b:106; McKenzie-Mohr 2000:544-545; Verplanken & Wood 2006:90-91) and is arguably social marketing’s main raison d'être. If people could simply be informed of the negative consequences of certain actions, and choose not to engage in those behaviours, information campaigns would be sufficient. The air-waves could be filled with information-rich campaigns to inform the public about global warming, obesity and drunk driving and that would be enough to cause a shift away from associated harmful behaviours. But for reasons which the field of social psychology, among others, has been trying to better understand, people’s behaviour is not necessarily influenced by their attitudes. A change in attitudes for or against certain behaviours is not a guarantee that the person’s actions will shift towards more desirable outcomes.

Although there is no single, clear answer as to why this is, researchers have identified a wide-range of factors which do, in some cases, play a central role in shaping our actions. Some of these can be found in Table 2 in the previous section (Framework for Determinants of Environmental Behaviour).

2.7.1. Decision-Making and Habits

This section begins with a term known by all, but the weight of which is perhaps only considered by few: habits. This is only one of the influential factors which plays a role in shaping behaviour, but since repeated behaviours most-often have larger impacts than actions carried out only once, habits have received attention in medical, social, economic (Verplanken & Wood 2006) and environmental circles.

Habits can be thought of as procedural strategies designed to reduce the cognitive effort associated with making choices, particularly in situations that are relatively stable (Jackson 2005b:114).

The formation of habits can be explained in three steps (Andreasen 1982, as cited by Jackson 2005b:114):

1) Declarative stage: information is usually gathered, alternative options are discovered, or new behaviour altogether is brought to the attention of the individual (Andreasen 1982, cited by Jackson 2005b:114).
2) Knowledge compilation stage: the accumulation of information leads to a change in routine. It is assumed that a decision is made (Verplanken & Wood 2006) as individuals try alternatives or adopt a new behaviour.

3) Procedural stage: the new or changed behaviour recurs in a stable context (Verplanken & Wood 2006) and thus, habits are formed (Andreasen 1982 cited by Jackson 2005b:114).

Social Learning Theory, which suggests that being rewarded for a behaviour is likely to encourage its repetition, justifies the missing link and explains why behaviours recur again and again (Jackson 2005:109). As habits form, the first and second stages are no longer repeated and the decision-making process is removed, thus habits occur automatically (Verplanken & Wood 2006; Jackson 2005b:114).

Though habits are suspected to be triggered by environmental factors (place, moods, people, etc.) a context can change but the actions may not be re-considered to account for these changes (Verplanken & Wood 2006). For example, when eating at a restaurant, an individual may order the same meal each time and eat it all. The restaurant manager may decide to start serving more generous portions or change the proportions of the offering and customers may eat everything out of habit, without realizing that the portion sizes have changed, or that there are fewer vegetables and more fries than before. In certain cases, the consequences of repeating such actions may have a negative impact on one’s health. So although automatically repeating actions has been said to reduce daily decision-making stresses (Verplanken & Wood 2006), the lack of awareness in changing situations can also be a disadvantage in the not-so-long-term (Jackson 2005b:114).

Why are habits hard to change? Verplanken & Wood (2006:93) argue that this is because they:

- involve minimal awareness,
- are high in efficiency (low cognitive effort and high speed),
- lack conscious intention,
- and thus, result in a lack of control.

Habits also appear to become ingrained within the environment in which they occur and can be triggered by the context. Because this action has been carried out before and under these exact circumstances, it is easier to continue acting in this way, as opposed to creating a new pattern (Verplanken & Wood 2006:93). Transportation habits
provide a relatable example for many: those who are used to driving everywhere will step out of their house and get in their cars before they even consider that other options are possible. A switch to car-pooling, public transportation or biking would involve an added degree of planning which is outside the practiced activity. Even if the intent of traveling by bus is present, an alternate transportation method would entail learning the bus schedules and routes, taking new bike routes or coordinating rides with friends.

Additional theories related to the formation of habits are highlighted in Jackson’s detailed review of consumer behaviour (2005b:103-134). Among these, Social Learning Theory posits that individual behaviours are either rewarded or punished (Jackson 2005b:109) and will thus shape subsequent actions accordingly. Although this may be the case for some actions, Jackson (2005b:110) also brings to light the fact that individuals are also highly influenced by mirroring those around them, such as parents, peers and others close to them. When reviewing Verplanken and Wood’s (2006) habit formation theory in the context of Social Learning Theory, it may be suggested that some people forgo decision-making altogether if the initial behaviour is imitated from another, as would be the case of a young child repeating a parent’s behaviour.

In summary, habits can be tricky for two reasons. First, decision-making may not happen at all, as an action can be learned from someone else’s poor judgment – or lack thereof, if a seemingly necessary behaviour is not learned at all. Second, regardless of whether a decision to act was consciously made at one point in time, the automaticity of habits can mislead individuals into repeating actions which are not in their best interest as the situation changes but is not reassessed.

2.7.2. Behavioural Influence Alternatives and Consequences

The nature of habits is a main determining factor in how hard they are to change. Verplanken & Wood (2006:93-95) cite studies to support the relationship between a habit or action’s frequency (weak habits are repeated seldom, strong habits are frequent) and people’s intentions to change these habits. According to Verplanken and Wood’s (2006:93-95) review of these studies, there is empirical evidence to support that strong habits prevail despite other intentions, whereas weak habits are carried out according to intentions.

On an individual level, people who are motivated can be taught to recognize environmental cues which trigger their habits (Verplanken & Wood 2006). This
approach is consistent with a downstream intervention tactic and is best applied to individuals who already exhibit the undesirable behaviour but due to the perseverance of undesirable, strong habits, as mentioned above, additional approaches are also needed.

Table 3  Verplanken & Wood’s Effective Policy Interventions to Change Weak vs. Strong Habits (2006)

<table>
<thead>
<tr>
<th>Behaviour to be changed</th>
<th>Interventions Downstream of the Behaviour</th>
<th>Interventions Upstream of the Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weakly or not habitual</td>
<td><strong>Information/Education</strong> to increase self-efficacy, change beliefs/intentions, motivate/seek self-control, form implementation intentions</td>
<td><strong>Education</strong> Economic incentives, Legislation and regulation, Environmental design, Technology development, Normative approaches</td>
</tr>
<tr>
<td>Strongly habitual</td>
<td>Downstream-plus-context-change</td>
<td><strong>Economic incentives</strong> Legislation and regulation, Environmental design, Technology development, Normative approaches</td>
</tr>
</tbody>
</table>

In terms of intervention, Verplanken and Wood (2006:97) suggest a combination of approaches to tackle behaviour change depending on the type of behaviour (strong vs. weak). Table 3 highlights the possible alternatives:

1) For weak or non-habitual behaviours:
   - Downstream approaches, such as recognizing environmental cues, motivating new intentions, and trying alternative, positive behaviours, may succeed.
   - Upstream approaches, such as rewarding positive behaviour, passing laws to discourage negative behaviour, or structuring the environment accordingly, may deter individuals from engaging in the behaviour at all.

2) For behaviours centred around a strong habit:
   - Downstream-plus-context-change is an approach which aims to alter the environment in which the behaviour occurs, in order to increase the likelihood of new behaviour taking place (2006:97).
   - Upstream interventions include laws, environmental structure, technological innovations and education.
Verplanken and Wood (2006:98) also encourage the adoption of a variety of approaches, since diversification is likely to reach more people than a single approach would. In terms of evaluating how effective an intervention to influence behaviour is, three issues must be considered: an interruption of the old habit, the formation of new behaviour and its recurrence, or maintenance (Verplanken & Wood 2006:99).

The ‘basic consensus’ regarding behavioural change, according to Jackson, is that established habits must be ‘unfrozen,’ alternatives debated and only then, may superior, substitute behaviours be adopted and ‘refrozen’ (Jackson 2005:115). One model which illustrates this concept is the ‘Conceptual model for studying consumption practices’ (Spaargaren & Van Vliet as cited by Burgess, 2003:81).

![Figure 5 A conceptual model for studying consumption practices (Spaargaren & Van Vliet, as cited by Burgess 2003)](image_url)

This model posits that all behaviours undertaken by individuals, found in the middle of the model, are acted and re-enacted based on two forms of consciousness: discursive or practical. Practical consciousness refers to habits mentioned in the previous section, without cognitive effort, and discursive refers to those actions which involve our cognitive process. Moreover, the available options are shaped by social practices and structures, on the right-hand side of the model. These include the state of options available to individuals in terms of what is socially acceptable, technologically feasible in their region, that which is legal, and so on (Burgess 2003:81). The implications of this model are two-fold: first, people must be aware of what they do, and second, they must find themselves in an environment in which the desired behaviour is possible.
There are countless other models and theories about how behaviour change, influence or intervention should be undertaken. What is most important to remember is that context and the social issue at hand will provide the unique set of variables around which the approach should be tailored. While in some cases one variable can play an important role in the action, it can just as easily yield no influence over other actions. Jackson (2005b:21-25, 97-101) emphasizes the problem this causes when consumer behaviour models are tested in practice: they are either too complex to understand or test or simple enough but not entirely accurate. From his review of the most influential and relevant consumer behaviour models, readers can straightforwardly infer that the simpler a model is, and thus, the more limitations it has, the easier it is to test and apply. The same goes for the opposite: the most seemingly complete models are rarely tested because testing the relationship between dozens of variables is extremely intricate and time-consuming. So although there is research focused in different fields of consumer behaviour, a concise picture, simply packaged for a social marketing campaign or policy application is non-existent (Jackson 2005:21-101).

For precisely this reason, this thesis does not revolve around a single model, but rather attempts to combine knowledge from several approaches to evaluate the potential successes and shortcomings of No Impact Week.

The literature reviewed in this chapter will be helpful in this thesis’ first research question. The importance of the second research question is justified by reviewing the literature on targeting and appealing to potential participants:

1) Compare NIW to social marketing campaign theory and identify gaps, to see whether these are working for or against the campaign’s goals;

2) Determine why some people choose not to participate in HNIW.

Chapter 2, the Social Marketer’s Guide, has provided a foundation for which to understand the possibilities available through social marketing and the importance of its components.
3 CONSUMPTION: A PUZZLE

We are continually faced with great opportunities which are brilliantly disguised as unsolvable problems. – Margaret Mead

The previous chapter introduced the field of social marketing and its tool kit. This chapter focuses on understanding both the theoretical or philosophical and physical context in which consumption occurs, and what previous research has found.

3.1. Underlying Assumptions: Rational Choice vs. Needs-Based Theories

Western economies are based on the rational choice model, but research does not provide evidence to support this model as the underlying way in which human reasoning takes place. As an economics student once told me “All economic models are wrong, but that doesn’t mean they’re not useful” (adapted from George E. P. Box). Be that as it may, alternative theories to rational choice, such as Maslow and Max-Neef’s research provides a different perspective, built on entirely different assumptions. In this section the literature on rational choice is briefly reviewed and contrasted to needs-based theories.

3.1.1. The Economic Problem of Scarcity

Scarcity highlights the most pressing point of our discussion, in that what cannot be contested is that the world population is growing, and the planet’s resources which are meant to provide for the growing population are finite. Incidentally, the economic problem of scarcity is one of the foundational concepts in economics, with a scarce resource being defined as: a resource for which “the demand at a zero price would exceed the available supply” (Begg, Fischer & Dornbusch 2003:5). Economics assumes that human wants and needs are infinite, an assumption that is quite radical considering the field of economics does not focus on humans themselves, deeming them as too irrational. Rational choice theory, one of the building blocks on which western economies are based, is presented in the following section.
3.1.2. Rational Choice Theory

Beyond the economic problem of scarcity, another fundamental construct of most Western economies today is rational choice theory.

The basic principle of the rational choice model is that humans are rational in their decision-making and act in order to maximize their own personal benefits, or utility, within their means (Jackson 2005b:29; Jackson et al. 2004:4). For example, when faced with a decision over which washing machine will benefit me most, I will consider the price and quality of what is available and choose the washing machine with the best value within my price range. Though a summary of the disadvantages of this theory can be found in Jackson’s review “Motivating Sustainable Consumption” (2005b:29-41), what is important to mention here are the shortcomings of this theory, so as to better understand how our world-view has been shaped by it. Jackson (2005:30) highlights three key assumptions of rational choice theory:

1) consumer rationality
2) perfect market information (range of goods, prices, impact, etc.)
3) infinite wants/needs

It is a well-understood fact that consumers seldom or only sometimes act in rational ways. Emotions, stress, time-constraints, among other factors, seem to impede ideal decision-making, as discussed in the section on habits. In addition, the amount of information required for a person to make purchasing decisions based on their values, for every single product their purchase or consume is unavailable to even the most resourceful of individuals. Supply chain models have become increasingly complex through globalization and what does not look appealing may not appear on a label, nor on the company’s website. Finally, the assumption of infinite wants and needs is problematic, as many different perspective exist on the matter and will be discussed in this chapter.

An interesting approach, which may best illustrate the most pervasive problems with rational choice theory, is presented through Fromm’s psychological premises inferred from the current economic system (1976, as cited by Jackson et al. 2004:17), build on the assumptions of rational choice theory:

1) “that the aim of life is happiness, that is maximum pleasure, defined as the satisfaction of any desire or subjective need a person may feel (radical hedonism);
2) “that egotism, selfishness, and greed, as the system needs to generate them in order to function, lead to harmony and peace.”

The implications of such unspoken assumptions are problematic at best, and provide an interesting lens which can hopefully inspire readers to be critical of the current state of things. Jackson warns readers to be very careful when looking at a long-standing debates, such as rational choice theory and its critics, and adding adopting viewpoints without critically assessing them. Doing so may impede the discovery of unexplored avenues leading to innovative ways of approaching sustainable consumption (Jackson 2005b:39).

### 3.1.3. Economic Measures and their Implications

Finally, and very briefly, economics uses measures such as GDP to assess the wealth of nations and their inhabitants, on their own but also in relation to one another. Although conventional economics proposes increased consumption as equation to a direct correlation of increased well-being, this assumption is only empirically supported to a certain extent (Jackson & Marks 1999).

An example of one such empirical study is Jackson and Mark’s (1999) review of expenditure patterns in relation to well-being in the United Kingdom between 1954 and 1994. They found, among other things, little evidence to support increases in expenditure of non-material needs, after food and shelter for example, with increases in satisfaction; but actually, it appears that increased expenditure “hinders” satisfaction of the needs in some categories (1999:422). These findings would suggest that new measures be used, not just economic ones, to assess people’s well-being. The discussion moves along to what kind of needs Jackson and Marks refer to, and needs-based theories in general.

### 3.1.4. Needs-Based Theory: an Alternative View

In order to best understand what people need and what they prefer to have, needs-based theories, the competitors of the rational choice model around which most Western economies and their measures are modelled, are presented and discussed. The empirical part of this thesis will focus on a campaign aimed at reducing consumption, and therefore the ideas presented here provide a useful lens through which to understand individuals.
Since the definition of a need can be debated based on context, in this thesis ‘a need’ refers to something which cannot be negotiated and thus, not satisfying it will have a harmful effect on the health of the person (Jackson et al. 2004:6).

Among the best known needs-based theory is Maslow’s hierarchy of needs (1954, as found in Jackson et al. 2004:7-8) which posits that the needs at the bottom of his infamous pyramid must be satisfied, at least in part, before the needs at the top. These needs, in bottom-to-top order are: physiological and security needs, belongingness, esteem, cognitive, aesthetic and self-actualization needs (Maslow 1954, as cited in Jackson et al. 2004:7-8). However, one of the main problems with this model is the assumption of the hierarchy, which implies that the order is always respected. Additionally, this would lead people to falsely assume that inhabitants of developing countries do not pursue higher needs. Maslow has himself acknowledged these limitations and has reviewed the model in his later works (Jackson et al. 2004:9).

![Maslow's hierarchy of needs](from Jackson et al. 2004)

Since Maslow’s, many different theories which attempt to capture the seemingly complex and abstract set of human emotions into a more encompassing model have been introduced. A particularly well-received model among needs-based advocates is Max-Neef’s categorization of needs and satisfiers (Jackson et al. 2004:10-12).
Max-Neef’s model places four ways in which people can engage by: being, having, doing, or interacting, against an axis of ten needs: subsistence, protection, affection, understanding, participation, leisure, creation, identity, freedom, and for some, transcendence. The ten needs are plotted vertically, the four ways of engagement horizontally and potential satisfiers are in the matrix between them. An illustration of this model is found in Table 4.

What is most enlightening about this model is the distinction between a need and a satisfier.

A need is a deprivation in the sense of something being lacking...[s]atisfiers, by contrast, represent different forms of being, having, doing and interacting, which contribute to the ‘actualisation’ of these deprivations or potentials. (Jackson et al. 2004:11)

With this in mind, everyday concepts can be seen in a new light: clothing, food, housing, for example, are no longer defined as needs per se, but rather satisfiers, in that they fulfil needs for protection and subsistence.

Moreover, the ways individuals, cultures or countries may attempt to fulfil a need are not all alike, nor are they equal. Jackson et al. (2004) summarize Max-Neef’s (1991, 1992) five kinds of satisfiers concisely as:

1) destroyers or violators: fail completely to satisfy the need they are believed to satisfy
2) pseudo-satisfiers: give people a false sense that the need has been satisfied
3) inhibiting satisfiers: satisfy one need at the cost of another
4) singular satisfiers: succeed in satisfying a category of needs
5) synergistic satisfiers: succeed in satisfying various kinds of needs at once (2004:13-14)

The authors argue that the resulting reflection of this framework leads to a fascinating discussion on what people really need, and what the simply want; what is good for us and what is not (Jackson et al. 2004:14-15). With so many companies vying for people’s attention in order to promote their products, it seems entirely plausible to question whether our desires, and consequent ‘needs’ are our own, and which types of satisfiers they may actually be. Additionally, with consumer sovereignty being a common argument against austere environmental policies or campaigns, this framework sheds some light on why some associate the consumption of certain objects or rehearsed behaviours with the fulfilment of something perceived as necessary, a need. In fact,
everyone should be thinking about the role of habits and alternatives more critically.
How and for what purpose do people engage in consumption?

<table>
<thead>
<tr>
<th>Table 4</th>
<th>A categorization of needs and satisfiers (Max-Neef 1991, 1992, found in Jackson, et al. 2004:10-11)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Being</strong></td>
<td><strong>Having</strong></td>
</tr>
<tr>
<td><strong>Subsistence</strong></td>
<td>1/ Physical health, mental health, equilibrium, sense of humour, adaptability</td>
</tr>
<tr>
<td><strong>Protection</strong></td>
<td>5/ Care, adaptability, autonomy, equilibrium, solidarity</td>
</tr>
<tr>
<td><strong>Affection</strong></td>
<td>9/ Self-esteem, solidarity, respect, tolerance, generosity, receptiveness, passion, determination, sensuality, sense of humour</td>
</tr>
<tr>
<td><strong>Understanding</strong></td>
<td>13/ Critical conscience, receptiveness, curiosity, astonishment, discipline, intuition, rationality</td>
</tr>
<tr>
<td><strong>Participation</strong></td>
<td>17/ Adaptability, receptiveness, solidarity, willingness, determination, dedication, respect, passion, sense of humour</td>
</tr>
<tr>
<td><strong>Leisure</strong></td>
<td>21/ Curiosity, receptiveness, imagination, recklessness, sense of humour, tranquility, sensuality</td>
</tr>
<tr>
<td><strong>Creation</strong></td>
<td>25/ Passion, determination, intuition, imagination, boldness, rationality, autonomy, inventiveness, curiosity</td>
</tr>
<tr>
<td><strong>Identity</strong></td>
<td>29/ Sense of belonging, consistency, differentiation, self-esteem, assertiveness</td>
</tr>
<tr>
<td><strong>Freedom</strong></td>
<td>33/ Autonomy, self-esteem, determination, passion, assertiveness, open-mindedness, boldness, rebelliousness, tolerance</td>
</tr>
</tbody>
</table>
3.2. Consumption in Today’s Context

If all individuals were alike, they would all consume the same amounts in the same ways, but since individuals differ a great deal, they also differ in their drive towards a particular need, and thus how they aim to satisfy it. This section discusses the nature of contemporary consumption, voluntary simplicity and non-consumption reactions.

First off, reducing consumption is an achievable goal, but based on the definition of consumption provided in the previous section: “all the ways in which we use the planet’s resources,” (Mayo & Fielder 2006:148), stopping consumption altogether is simply impossible and impractical. It remains a fact that people need to eat, be clothed and sheltered and consequently tread on the earth’s resources, but the way which individuals seek to satisfy these needs can differ greatly in terms of impact. The challenge here is finding the balance between living and our environment; this idea is at the foundation of any and all literature on sustainable consumption.

Figure 7 Visual examples of ads equating living with consumption. (Top left: Santander ad for taking out a loan on Helsinki Bus. Caption reads: “Live more. / Take out a 2,000-20,000€ loan at your suitable monthly interest rate. Now without activation fees!” Top right: Vila outdoor ad on Aleksanterinkatu, Helsinki. Bottom left: A consumerist’s motto displayed on cloth bags displayed in London, United Kingdom. Bottom right: Billboard advertising high interest, short-term loans on Satakunnankatu in Tampere. Caption reads: "Live today/ Pay tomorrow.")
Some argue that humans’ relationship to tangible goods and the act of consuming, along with continued unhappiness and dissatisfaction in developed economies is proof of the pathology from which we suffer (Jackson et al. 2004). A review of the literature on happiness, often referred to as subjective well-being, and consumption supports the notion that more money, past a certain point, does not result in increased happiness (Cherrier & Murray 2002; Jackson 2005a; Jackson 2005b; Jackson & Marks 1999; Schreurs, Martens & Kok 2012; Zavestoski 2002).

During the course of my thesis-writing process, I have come to notice ads around me which equate some form of living, with consumption, as in Figure 7. I cannot honestly say whether this type of marketing would have been obvious to me were it not for this research topic, but what I can say for certain is: if these ads are to be taken at face-value, whether consciously or subconsciously, the implications of such advertising is enormous.

It is understandable that during a financial crisis, businesses are trying to motivate individuals to spend more. What is remarkable about these ads, however, is that they are not only promoting the spending of money, but rather, the act of living. This implies that if you are not living beyond your means, it is not life you are living. These side-effects of consumerism were recognized decades ago, as this quote by Baudrillard (1970, as cited by Jackson et al. 2004:5-6) shows:

The modern citizen ‘must constantly be ready to actualize all of his potential, all of his capacity for consumption...If he forgets, he will be gently reminded that he has no right to be happy.

It is hard to argue for consumer sovereignty in this context. Would the consumer be free to do as he pleases, so long as he continues to live to consume?

Despite countless studies citing empirical evidence for a weak or even negative correlation between GDP and subjective well-being, or reported life-satisfaction, we continue to consume material goods which are unbeneifical satisfiers towards our ‘needs’ (Jackson et al. 2004:19-20). This is because, as the Vila ad in Figure 7 above boldly states, engaging in consumerism does not provide us with all people may be looking to buy. This sentiment echoes Zavestoski’s (2002:155-156) claim that although individuals may fulfil their ‘needs’ through almost all consumer expenditure, authenticity is the missing link which money cannot provide.

The so-called pathology, which is now also threatening our environmental habitat (Jackson et al. 2004:20) and which leads people to “work more to consume more”
(Bekin et al. 2005), can continue for large amounts of time despite stress, health problems or troubled relationships, as the individual frozen in denial, within Schreurs, Martens and Kok’s (2012:194) coined ‘prelude’ stage (discussed in the following section).

As discussed previously, the field of marketing has only recently begun looking into reasons for non-consumption (Hogg, Banister & Stephenson 2009), and has spent the vast majority of its existence focused on why people purchase what they do.

Stepping out of the unsustainable consumption cycle, for personal and societal reasons does not just depend on asking consumers to do so nicely (Jackson et al. 2004:21-27). There is a vast body of research supporting the importance of material objects in our lives, not just from a functional point of view, but also a more abstract one. Humans have been shown to grow attached to objects and display them as a means of self-expression, in many aspects of lives, both to themselves and to others. These allow people to distinguish themselves from other social groups, demonstrate their membership and position within their social group both to outsiders and to insiders, in relation to their standings. According to critics of needs-based theories, discrediting the roles of objects in our lives oversimplifies social structures (Jackson et al. 2004:21-22)

The above arguments must not be ignored. It is far too easy to condemn those who engage in consumption, as made evident by the theme “I vs. them: the careless consumers” in the 2011 Cherrier et al. study on non-consumption for sustainability, but no solutions will be found if they are not supported by our social structure. This claim brings light to three options: to change social structures, solutions, or both. I would point out that the power of a group of people, versus that of an individual, is a common theme which resurfaces in the literature. The advantages of a group is that it can create social structures and make a difficult task seem surmountable. Moreover, with the formation of a group of people, the suggested solutions to challenges will be far more adaptive, the more people are involved. Social groups and communities are starting to develop around the concept of living more in tune with the environment, but before communities evolve, at least some individuals must make changes in their own lives.

Voluntary simplicity, anti-consumption and consumer resistance are all concepts which have seen a growing amount of attention in academia over the last couple of decades. Additionally, the concept of green and ethical consumers has been a hot topic since the 1992 Earth Summit in Brazil began challenging countries to address consumption
patterns in order to offset some of the environmental damage at the time (Burgess 2003). Although a lengthy discussion on these types of consumers (or anti-consumers) is outside the scope of this thesis, the concepts behind each term will be defined and explained briefly. This is in order to grasp some of the main learning points from the vast series of topics, how they differ, and how consumption reduction social marketing campaigns can best be designed and understood.

### 3.2.1. Voluntary Simplicity

It has been suggested that the re-birth of the voluntary simplicity in more recent years, since the 1990s onward, as opposed to the 1960s and 1970s ‘hippie era,’ is likely the result of large number of people undergoing existential crises (Zavestoski 2002).

Voluntary simplicity has been defined as “both a system of beliefs and a practice [...] centred on the idea that personal satisfaction, fulfilment, and happiness result from a commitment to the nonmaterial aspects of life” (Zavestoski 2002:149). Cherrier and Murray (2002) have identified three goals of the voluntary simplicity movement: perception of a society at risk, self-conception and individual autonomy.

Many other definitions have been proposed, all of which embrace the concepts of reduced consumption and waste as their underlying theme (Craigs-Lee & Hill 1999). The various definitions are reflective of the fact that voluntary simplicity does not promote a single type of lifestyle, but rather because people share a set of values and choose to express those values in different ways (Cherrier & Murray 2002; Craigs-Lee & Hill 1999). This is nicely summarized in the opposing ideas presented in Bekin, Carrigan and Szmigin’s (2005:416) literature review study on voluntary simplicity consumption communities as having transitioned from “work more to consume more” to “work less, spend less, and doing things differently in a leisurely manner.”

Motivation for engaging in voluntary simplicity is, according to Zavestoski (2002), related to dissatisfaction with a consumerist lifestyle. A review of the marketing literature includes studies on identity formation through consumption, the links between self-esteem and symbols, and how people can be made to feel satisfied with their acquisitions (Zavestoski 2002:154). Interestingly, the link between these strategies and a resulting dissatisfaction has yet to be covered in empirical research. Zavestoski argues that this is due to disillusionment with consumerism, and what it seeks to satisfy: “People are realizing that wealth and material possessions cannot
overcome their feelings of stress, unhappiness, and lack of fulfilment” (Zavestoski 2002:154). Zavestoski uses a variation of Maslow’s hierarchy of needs to illustrate which needs can be addressed through consumption, and which cannot, presented in Figure 8.

![Maslow’s hierarchy of needs](image)

**Figure 8 Variations on Maslow’s hierarchy of needs (Zavestoski 2002:156)**

Excerpts from the study’s qualitative data identify people coming to the realization that the external aspect of their lives, and having everything they were ‘supposed’ to, only made them feel more miserable about the internal aspects. Thus, it is argued that this is a result of the failing to satisfy the need for authenticity for some. (Zavestoski 2002)

Data from voluntary simplifier communities in the United Kingdom uncovered three main lifestyle changes and their consequent benefits (Bekin et al. 2005:423):

1) Consumption was ongoing but occurred in “alternative, liberating and, perhaps more satisfying ways;”

2) Adoption of a simple lifestyle brought back the enjoyment in their lives, and a playfulness at work, whether within or outside of the community;

3) Succeeding in stepping out of the consumerism cycle, and into a “more virtuous one,” despite work being physically challenging.

This is not to say that achieving such goals is easy. There are a considerable amount of pressures, social, physical and psychological, which can act as impediments along the
way. One model which attempts to encompass voluntary simplifiers’ identity construction is Cherrier and Murray’s (2002) four stages: sensitization to their internal, as opposed to external selves; signification of adjusting from a consumer to a more meaningful lifestyle; sub-culturalization into a community of like-minded individuals; and stabilization into the new voluntary simplifier lifestyle. The limitation of this research is in its simplicity, and the fact that only identity construction is presented, as opposed to an overview of the entire transition.

A unique study which incidentally complements the transitional research gap mentioned above and provides an overview of the transition process is Schreurs, Martens and Kok’s (2012) “Transformation model living with less.” The model is centred on the principle that living with relatively less than before need not be associated with a polarized view of either caused by a problem, like poverty, or solving a problem, as with environmentalism, but rather, as a life experiences within a process. Additionally, the relationship between a spending reduction and life quality was a point of interest, regardless of whether participants chose to make this change or not. This model provides an insightful and fascinating overview at the possible costs and benefits of a reduction in consumption.

Schreurs, Martens and Kok’s (2012) efforts resulted in a seven step model along four themes: event, action, barrier and stimulus, which provide an apt description of the transformational process, illustrated in Table 5. The steps, which do not necessarily occur in sequence, are:

- Prelude: problems accumulate
- Facing reality: inevitability of change
- Coming out: turning to family, friends or the internet for support resulting in initial blame and reproach, eventually proceeded by help
- Restyling: adapting to the new lifestyle, and reassessing relationships with material possessions. Everyone has their limits.
- Repositioning: biggest impact occurs in social networks because stepped outside the status quo.
- Redefining: personal growth results in new attitudes and skills, leading to higher self-esteem, pride and new self-image.
- Postlude: full integration of lifestyle as normal (2012:194-200)
Although not all interviewees were voluntary simplifiers, there is still some insight provided by interview data which highlights their specific challenges. Namely, voluntary simplifiers face much harsher criticism from their social groups, when peers struggle to understand their choices (Schreurs et al. 2012:197). Despite the benefits gained from the transitional process, such as expanding skill-sets and improved self-esteem, the implication is that undergoing such a change, whether voluntarily or not, is challenging. It can also be hypothesized that some may embark on the transformational process but never complete it because of seemingly insurmountable barriers, such as Jackson’s claim that individuals are sometimes “locked-in” to consumption behaviours (Jackson 2005a; Jackson 2005b:28; Jackson et al. 2004:25). I would argue this is also further justification for the value-action gap, despite intentions to change. It would logically follow that approaches which aim to include communities, such as McKenzie-Mohr’s “Community-based Social Marketing,” (2000) or groups of people, such as Jackson’s championed policy approach (2005a), would soften the social climate for individuals looking to change, in addition to making a larger impact. This is congruent with the Community- or University-centred approach of the No Impact Project, discussed in more detail further on. Interestingly enough, the stimulus of the postlude stage is the same as Zavestoski’s (2002) justification for voluntary simplicity: \textit{authenticity}. This link appears to suggest that whether aware of it or not, people engaging in voluntary simplicity will be rewarded with the stimulus in the end.

Although voluntary simplicity represents an extreme form of consumption reduction, appealing to only a small but growing niche of people, the motivations and
consequences of engaging in such a movement serve to point out some of the more pressing issues and less-obvious consequences of consumption and rational choice theory, on which most Western economies are based. Namely, the failure to address a certain sets of needs: spirituality, authenticity, identity construction where consumption falls short, among many others. In addition, Bekin, Carrigan and Szmigin (2005:425) argue that voluntary simplifier (communities), because of their desire to educate local communities on their practices, can provide governments and marketers key lessons for sustainable development.

3.2.2. Non-Consumption: Anti-Consumption & Consumer Resistance

Along the spectrum, the concepts of consumer resistance and anti-consumption, which despite its name does not entail refuting consumption entirely, are approached.

Since the focus of this thesis is to study the experience of reducing consumption, acts of intentional non-consumption motivated by environmental intentions are important to understand. Up until recently, the field of anti-consumption had not been researched due to the challenging aspect of quantifying it (Hogg et al. 2009). Now that the implications of such behaviours have gained more attention in the academic community, it appears that researchers are working to remedy this research gap.

If consumption is to be defined as “all the ways in which we use the planet's resources,” (Mayo & Fielder 2006:148), then anti-consumption is an attitude related to self-identity and resulting from the consumption act, which it opposes from within the system. This attitude can, in certain cases, lead to consumption resistance (Galvagno 2011:1698). Consumer resistance is more of a resisting behaviour, undertaken collectively, opposing a force or power. This behaviour tends to be outside the system and motivated by economic, political or environmental issues. The success of this counter-movement is likely to be based on the amount of undertakers and resulting awareness. Consumption resistance does not require an anti-consumption attitude (Galvagno 2011:1699).

Although it may be tempting to separate consumption resistance and anti-consumption and choose to focus on only one, Cherrier, Black and Lee (2011:1765) have found that in context, non-consumption, is best understood when interpreted with both concepts in mind. The empirical study conducted by these academics concludes that non-
consumption motivated by sustainable intentions employs both approaches: objective, macro-perspectives, and subjective experiences (Cherrier et al. 2011:1764).

That being said, there are some nuanced differences between the two concepts, as shown in Table 6.

Table 6  Anti-Consumption vs. Consumption Reduction (Source text: Cherrier, Black & Lee 2011)

<table>
<thead>
<tr>
<th>Anti-Consumption</th>
<th>Consumer Resistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subjective</td>
<td>Objective</td>
</tr>
<tr>
<td>Occur on a person/individual level</td>
<td>Occur on a collective/group level</td>
</tr>
<tr>
<td>Micro perspective</td>
<td>Macro perspective</td>
</tr>
<tr>
<td>Self-identity project</td>
<td>Quantifiable decision-making process</td>
</tr>
<tr>
<td>Personal reflection, fulfilment and desired self</td>
<td>Weapons against a perceived dominating antagonist</td>
</tr>
</tbody>
</table>

Consumer resistance involves a feeling of resisting or opposing a powerful opponent, for example a brand or corporation, whereas anti-consumption is a much more of an inwardly-focused identity project. Consequently, the former is associated with a macro view of the world and the consequences of one’s actions, while the latter is subjective in its interpretations of daily tasks (Cherrier et al. 2011), such as washing dishes and transportation.

The two main themes which arose out of Cherrier, Black and Lee’s (2011:1765) empirical study on environmentally-motivated non-consumption were: “I vs. them: the careless consumers” and “the subjective/objective dialectic in mundane practices”. It may be suggested that non-consumption has many approaches which may appeal to individuals with different personal factors. Whether they become interested in non-consumption on a personal or collective level, there are ways to develop between the two and opportunities for interaction within groups.

3.3. A Framework for Sustainable Consumption

When framing behaviour, whether sustainable or not, there are a seemingly endless slew of factors to consider. One model which is of particular importance to this study is the Social Cognitive Framework, and combines Social Cognitive Theory and Reciprocal
Determinism (Phipps et al. 2012). Built on the work of multiple models of sustainable consumer behaviour, it provides researchers with a way of framing the complexity involved in making sustainable choices.

The framework posits that although people are in control of their behaviour, they are also affected by their surroundings (environment), whether concrete or social, and personal factors, such as perceptions of self-efficacy and motivation. This intermingling of factors may either impact or be impacted by the outcome, in a feedback loop, as past behaviour is also an important determinant of future behaviour. The purpose of this model is not predictive, but rather provides a lens through which to interpret the complexity of sustainable consumption.

To support the framework empirically, Phipps et al. (2012) studied a case from Australia. The inhabitants of Melbourne had been faced with droughts for over 10 years, starting around 1997 (environment - weather). As a result, the government put a policy into effect starting during the winter of 2007 to limit household water usage (environment - legislative). People showed their cooperation to the mandate through newly-established ‘social symbols,’ such as driving unwashed cars and owning brown lawns and rain-water catchers (personal/behaviour/environment - social). It was also documented that personal and social attitudes and behaviours changed, along with social repercussions for those who resisted the changes (Phipps et al. 2012:5).
This case example implies that new symbols can be established because of a shift. In the past, symbols have changed with time, trends and contemporary forces, but in this case, the shift occurred out of an environmental consequence, which will become increasingly more common in geographical regions all over the world as a result of climate change. As No Impact Week addresses a temporary change in lifestyle, this social cognitive framework is a useful tool for understanding the complex interplay between many factors of a person’s life, intermingling to determine the outcome of their week, or vice versa.

3.4. The Role of Mindfulness

In the previous section, a framework for understanding the complexities of sustainable consumption was added to the conversation about how individuals appear to be locked into the consumption cycle, despite negative symptoms to their physical and mental health, and detrimental effects to their perceived well-being (Schreurs et al., 2012). One likely culprit in this scenario is denial, defined as the “refusal to admit the truth or reality” (Merriam-Webster online dictionary). Since mindfulness has been defined as “the state of being attentive to and aware of what is taking place in the present,” both internally and externally (Brown & Ryan 2003), it could be inferred that an individual unwilling or unable to acknowledge the current state of things is not mindful. This claim is supported by the fact that compulsive or automatic behaviours, implicitly without awareness or attention, compromise mindfulness (Deci & Ryan 1980, as found in Brown & Ryan 2003) and ties in neatly with our discussion on habits.

To understand what this means from a psychological point of view, a few definitions are presented to shape the context.

**Consciousness** is made up of awareness and attention. Awareness and attention work together to form the every-day functioning of cognitive experience. **Awareness** represents all the inner and outer stimuli that we may process, while **attention** is the stimuli on which we focus (Brown & Ryan 2003:822). For example, someone may be in my peripheral vision without me focusing on them, yet I know they are there. In this same way, mindfulness is a form of “enhanced attention to and awareness of” (Brown & Ryan 2003:822) the present moment and all its stimuli.

Brown and Ryan point out that, in contrast to competing forms of awareness, such as internal state awareness, self-reflectiveness, self-monitoring and reflection, together
referred to as reflexive consciousness, mindfulness is different because it does not focus on the self in context, but rather, the context itself (2003:823). The benefits of being mindful and self-aware in general have clear implications for sustainable consumption practices.

A study on household consumption asking families to keep a journal of their consumption patterns, noting down what was purchased and when the car was used, among others, was found to create awareness where there had previously been none (Reid et al. 2011:727). This would suggest that creating awareness in hindsight may potentially serve to encourage people to be more mindful of their actions in future instances where the behaviour would be repeated.

From an external perspective, mindfulness would also serve to question the current state of things, because our attention and awareness would be focused on them as we are confronted with them. As a personal example, after reading No Impact Man by Colin Beavan, I began to be alarmingly mindful of what was in the grocery store. Never before had I been mindful of all the packaging present in a grocery store, even though I have frequented many stores and been purchasing those products on a regular basis. The more individuals questioning the state of things, the more responsive people can be to the problems seen, by acknowledging them as challenges and working towards solutions. This is especially important in cases where there is no immediately obvious answer to a question: my dishwashing machine may be more efficient in terms of water usage than washing dishes by hand but it uses electricity, so which resource should I value more?

From an internal perspective, mindfulness can allow us to better understand ourselves and our needs in the moment. Within Zavestoski’s variation of Maslow’s hierarchy of needs, this would mean that people would no longer consume material objects in search of authenticity. Within Max-Neef’s (1991) framework, people would no longer repeatedly consume destroyers, pseudo- or inhibiting satisfiers, and thus stop engaging in behaviours which are not in their or others’ best interest. Individuals would thus learn to straightaway distinguish between the values of satisfiers, and make decisions which would maximize the enjoyment in their lives. This is also consistent with empirical research, according to self-determination theory, which hypothesizes that open awareness is a catalyst for decision-making according to someone’s needs, values and interests (Deco & Ryan 1980, found in Brown & Ryan 2003:824). It is no coincidence that mindfulness has roots, in some form or another, in philosophy, world
religions and psychology (Wilber 2000, as found in Brown & Ryan 2003). The tenth proposed need in Max-Neef’s framework is transcendence, which he hypothesizes may only be relevant for some today, though written 20 years ago, but may become widespread in the future (Jackson et al. 2004:11). Perhaps this tenth need would be fulfilled when more people begin to value and accept that mindfulness may lead them to improved well-being.

The No Impact Project aims to raise awareness; this point is not being disputed. They also suggest that NIW may in fact lead to more happiness. Perhaps what the campaign actually means to accomplish is to encourage more people to be mindful. Because as the definitions above subtly imply, the distinction between awareness and mindfulness may be, in my opinion, the way to address the value-action gap: either by designing solutions to help people through the barriers to their desired actions or by motivating them to act. Either way, mindful individuals would theoretically be more in tune with their actions overall, able to cut down on actions which are detrimental to themselves and consequently to maximize the enjoyment of their lives. It may not be the happiness being advertised in Hollywood, but then again things are not always what they seem.

Chapter 3, Consumption: a puzzle, has highlighted consumption in contemporary Western culture. Although not all subscribe to hedonic consumerism, many different factors, including strong social pressures, keep individuals within a consumption cycle. Voluntary simplicity and non-consumption attitudes were discussed as responses to these pressures. Due to the highly complex nature of sustainable consumption, Phipps et al.’s (2012) social cognitive framework provides some answers for complex behaviours. Finally, mindfulness was defined and discussed as a potential exit strategy from the ‘work more to consume more’ way of life.

The aforementioned review will be instrumental in addressing the research questions:

- Determine why some people choose to participate in HNIW;
- Analyse the experiences of HNIW participants, via the reflexive diary method.

The next chapter combines the literature review from chapters 2 and 3 with the research aim, presented in chapter 1, to motivate and justify the research design.
4 RESEARCH DESIGN

In order to address the study’s research aim, to deepen our understanding of NIW by analysing experiences and exposure to the No Impact concept at Hanken, the four research questions introduced in the introductory chapter are re-introduced. A multi-method qualitative approach was chosen. The motivations for a multiple approach were due to the increased flexibility of several methods in answering this multifaceted research aim (Saunders et al. 2007:145-146). This study focused entirely on qualitative research methods and data collection techniques as the complexity of sustainable consumption was deemed unsuitable to study via quantitative methods. This is supported by the point that some aspects of reality cannot be measured through statistics (Silverman 2011:16). Although both quantitative and qualitative data was requested from survey participants, only qualitative data analysis techniques were employed and further justified in throughout this section. In terms of time-scope, the methods below make use of both cross-sectional (Hanken community survey) and longitudinal (reflective diary) research methods, discussed in each respective section.

Table 7 Research questions and their respective empirical methods

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compare the NIW to social marketing campaign theory and identify gaps, to see whether these are working for or against the campaign’s goals</td>
<td>Descriptive data collection and analysis in the context of social marketing literature</td>
</tr>
<tr>
<td>Determine why people did not participate in HNIW</td>
<td>Hanken Community Survey</td>
</tr>
<tr>
<td>Determine why people participated in HNIW</td>
<td>HNIW Participants’ Diary (Pre-week)</td>
</tr>
<tr>
<td>Analyse the experiences of HNIW participants, in the context of consumption reduction.</td>
<td>HNIW Participants’ Diary (Pre-week, 8 daily diaries, post-week &amp; 1 month follow-up)</td>
</tr>
</tbody>
</table>

Three methods made up this multi-method qualitative study. First, descriptive data about the No Impact Project was collected from available sources in order to recast NIW in the context of social marketing theory. Second, in order to determine why some people did not participate in HNIW, a survey was sent out to the Hanken community, to which the event was primarily marketed. Third, volunteer participants of HNIW kept a reflective diary throughout the experiment, in order to determine why people participated in HNIW and to analyse their experiences during the experiment.

The samples varied slightly in the motivations for participating in HNIW and the analysed experiences; these are justified in each respective section. The Research
Design chapter is structured according to the research questions of this thesis, and their respective methods as summarized in Table 7.

4.1. How to Recast NIW as a Social Marketing Campaign

No Impact Week was evaluated from the point of view of a social marketing campaign. In order for this comparison to be valid, it must be factually motivated and justified. Therefore, data about the campaign was collected from NIP’s website, additional material from No Impact Week, and emails with the organization. The organization and NIW campaign was recast as a social marketing campaign, based on the literature review presented in Section 2, in terms of: social marketing processes, criteria, and the social marketing mix.

4.1.1. Method

The method used to cast NIW in the context of a social marketing campaign involved first, reviewing the literature on social marketing and coming up with a list of requisites to quantify what a social marketing campaign is; second, collecting information about NIW in response to the criteria for social marketing campaigns and third, comparing the theory with the campaign information and evaluating the differences. For gaps in information between the two sources, a brief email with questions was sent to the NIP Program Coordinator.

Despite having looked through multiple books on research practices, I was unable to pin-point a comparable research method. Unlike textual analysis methods, such as comparative keyword analysis, ethnography or document analysis (Silverman 2011:236-269), the purpose of collecting NIW information was to compare the intentions and actions of the experiment with theoretical criteria. For this reason, I will provide my own justifications for choosing this method.

The idea was to determine whether sufficient data could be gathered to justify a recasting of NIW as a social marketing campaign. As branding a campaign usually involves a central message and carefully-centred strategy to carry it out, there was little issue of whether the information was consistent on the website or not; this was not the analysis of an individual’s blog, for example. Rather, specific data-bits were assembled in addition to the researcher’s overall understanding of NIW, built upon a thorough review of Beavan’s (2009) book, the NIP website, how-to guide and additional
materials, in order to address the specific requirements laid out by social marketing researchers. It is true any website may have inconsistencies, but these were not the focus of the research at hand.

Social marketing campaigns have been defined according to a variety of criteria, and differs slightly based on academic opinion. In this thesis, the theory presented in the social marketing chapter, namely the social marketing criteria, processes, and mix, determined the data which needed to be collected from the No Impact Project website and through email correspondence with the NGO. The criteria is re-stated below and serves as a check-list of the points discussed in the following sub-section.

The criteria set forth by Andreasen over what constitutes a social marketing campaign (Andreasen 2002:7) is the basis for the theory, with added content from McKenzie-Mohr (2000, 2002), McKenzie-Mohr and Smith (1999) and Peattie and Peattie (2003, 2009), cited accordingly:

1) Behaviour change is the ultimate goal (Andreasen 2002:7);

2) The social marketing process consists of: a) researching barriers to behaviours, and choosing on which behaviours to focus; b) designing the program to encourage the behaviour by addressing the barriers; c) piloting said program; d) continuous evaluation of its success in the community-wide implementation (McKenzie-Mohr and Smith 1999, as found in McKenzie-Mohr 2000:546; McKenzie-Mohr 2002:5-7)

3) Individuals are segmented and targeted as such for maximum efficiency and effectiveness of available resources (Andreasen 2002:7);

4) Key to changing behaviour is a clear and encouraging offer of the benefits and minimal costs to individuals, communities, etc. (Andreasen 2002:7);

5) The social marketing mix, as opposed to the traditional marketing mix, is utilized in the campaign: a) propositions instead of products; b) cost of involvement instead of price; c) accessibility instead of place; d) communication as a social process instead of promotion (Peattie & Peattie 2003, 2009)

6) Competition or barriers to the intended behaviour is assessed and addressed. (Andreasen 2002:7)

Keeping these criteria in mind, the upcoming analysis section compares data which either supports or refutes No Impact Week as a social marketing campaign.
4.1.2. Analysis

As mentioned in the previous section, the data related to NIW was analysed in the context of the social marketing criteria. The analysis is summarized in terms of social marketing criteria below.

1) Behaviour change is the ultimate goal

Firstly, No Impact Project’s first goal is to promote behavioural change (No Impact Project, About Us). This fulfils Andreasen’s first criteria of a social marketing campaign. What is unique about No Impact Week is that it does not focus on a single behaviour, which it wishes to promote or discourage, but rather a series of behaviours intended to reduce the environmental impact of an individual’s presence on the planet.

2) The social marketing process

Secondly, Andreasen and McKenzie-Mohr advocate an approach which continuously monitors its participants and develops the program further, based on the desired outcome. NIW is somewhat tricky because the exact behaviour is not defined, and falls under the blanket terms of “living no impact,” “reducing impact” or “living ecologically,” often involving subjective interpretations of actions. Furthermore, NIW is not a marketing campaign in the exact sense which is implied by theoretical descriptions because the campaign is not being implemented on a large-scale, as a government-sponsored anti-smoking campaign might be. Instead, the experiment is promoted by a non-profit organization whose second goal is to “[e]nable the public to experience their own No Impact Experiment” (No Impact Project website, About Us). What this means is that people will not be subjected to this campaign on a large-scale, but rather it will be available to them based on circumstances, such as having heard about it from friends, teachers, family, work colleagues or members of their community. In this sense, NIW is different, but I would argue this criteria should not disqualify it from being considered a genuine social marketing campaign, supported by Andreasen’s (2002:7) admission that a program need not have each criteria “in strong measure,” so long as they are not “purely communication campaigns,” which cannot be considered social marketing. There is enough evidence to support that NIW is much more than a communication or information campaign.
3) Individuals are segmented and targeted for maximal efficiency

Thirdly, Andreasen requires social marketing campaigns to segment and target individuals in relation to available resources and to reach maximal efficiency. No Impact Project states that it wishes to “engage people who are not already tree-hugging, bicycle-riding, canvas-bag-toting, eco-warriors,” (No Impact Project website, About Us) meaning perhaps less-environmentally-inclined individuals. As stated above, NIP wishes “to enable the public” to take part in the experiment and offers them four potential avenues for taking on the project: individually, within a community, workplace or through a school/university. The definition of the target audience is left quite loose but they choose instead to focus on the social medium or network through which the experiment will be taken on. This approach is consistent with the approach advocated by McKenzie-Mohr’s ‘Community-Based Social Marketing,’ as the title would suggest. However, the aforementioned approach involves:

Researching the reasons people are not engaging in the intended behaviour (also known as barriers to behaviours), and subsequently, making a choice of which behaviours to focus on. (McKenzie-Mohr and Smith 1999, as found in McKenzie-Mohr 2000:546; McKenzie-Mohr 2002: 5-7)

This differs quite significantly from the NIW approach, which Lilly Belanger, No Impact Project’s Program Coordinator (email exchange, May 10th, 2013) described:

After the success of the book, blog and film a lot of people were inspired to make changes and contacted Colin wanting to know what they could do. We wanted to create a program that would help people educate themselves and actually engage them in making changes rather than just preaching at them about what they ought to do. […] In many ways we still operate and develop our program based what people are looking for. Each of our programs have evolved this way, from people wanting to organize No Impact Weeks with their universities, high schools, middle schools, communities and […] workplaces, and are looking for guidance, resources and structure. We develop our programs based on these needs and requests.

In regards to the aforementioned outlook or lifestyle encouraged during No Impact Week, the how-to manual is designed to guide participants through the NIW themes is filled with ideas for overcoming potential barriers and mini-challenges to increase participants’ awareness of their everyday surroundings. Participants of No Impact Week are asked to fill in surveys both pre- and post-week (available in Appendix 4) so NIP can quantitatively gauge the impact the week is having. These participants are not the same ones as the participants of this study, but refers to all participants taking part in No Impact Week in general.
4) The benefits of behaviour change are clear, and the barriers minimal

Fourthly, Andreasen requires a social marketing campaign to clearly encourage behaviour by presenting the benefits and minimal costs of partaking in the behaviour. NIW is advertised as a fun and challenging living experiment, during which people reduce their impact on the planet and reap the benefits to their own well-being too. Promotional material such as posters, videos and the how-to manual restate and emphasize how people have undertaken the challenge, and been grateful for the changes to their lives as a result. This ‘offer’ is communicated before people commit to taking part but also, and very importantly, over the course of the week via the how-to manual. For example, an excerpt from the No Impact Week how-to manual reads:

As [Colin’s] wife Michelle discovered, when you kick your shopping habit, you’ll save money, have more time to spend with your family and friends, discover more space in your house, and maybe – just maybe – you’ll discover that less really is more. (NIW how-to manual: 2)

Messages such as these continue to encourage participants to challenge themselves with behaviour change, offering them the benefits of, for example, forgoing shopping for the sake of shopping, in exchange for saving money, spending time with people whose company you enjoy, and potentially even more happiness. Once again, since many behaviours are presented in an effort to encourage an overall lifestyle or set of decisions, benefits of those decisions are presented alongside them. Moreover, barriers are acknowledged through the use of small exercises. For example, by bringing all your trash home, you create an understanding of what is thrown away and can develop a strategy to reduce this amount and consequently lower your impact.

5) The social marketing mix

Fifthly, the social marketing mix puts emphasis on a campaign’s propositions, cost of involvement, accessibility and communication as a social process (Peattie & Peattie 2003, 2009). The underlying NIW proposition is a call to action to “live ecologically” or “no impact” and basically make choices which reduce your environmental impact on your surroundings. The cost of involvement is framed as a challenging experiment, during which you will be able to question your way of life, but from which you are also likely to benefit and become aware of what is important to you. Accessibility will vary for each individual and may be online, at school, at work or within their local community. Finally, communication between members of online or physically-present communities will be considered a social process and one during which participants can learn from each other, interact and get to know one another better, overcome challenges as a group, among others. If individuals choose to take on the challenge by
themselves, they can join the NIP’s Facebook group and connect with existing alumni of the experiment, and other environmentally-inclined individuals to spark discussions, share their videos, blog posts, and any opinions or support questions they may have.

6) Barriers to desired behaviour are assessed and addressed

Finally, Andreasen’s list includes a point for barriers or competitive actions to living ecologically to be assessed and addressed. Although slightly more complex to frame, as NIW does not distinguish between two concrete favourable and unfavourable behaviours, the how-to manual contains material addressing eco-dilemmas and potential solutions, or compromises. During transportation day, for example, ideas for all levels of motivation or possibility are included: “with your own steam” for those who can ride their bikes to their destinations, “by mass transit” for destinations available by bus, tram or metro, “sharing is caring” for car-sharing programs and “if you must drive” for those whose transportation choices are limited. This diverse range of ideas is flexible and realistic, providing plenty of opportunities for anyone to reduce their impact and tweak their habits under their existing circumstances.

4.2. How to Identify Barriers Against HNIW Participation?

In order to identify barriers against participation in Hanken No Impact Week, as a means of better understanding individuals reacting to the campaign, the survey method and research design is discussed in this section.

4.2.1. Method

The purpose of the survey was initially to provide an overview of motivations for and against participation, in order to determine which barriers prevented people from taking part in HNIW and what its most attractive qualities are.

The survey method was chosen because it provides the possibility of collecting data regarding a specific topic from a large number of people without substantial resources. In addition, standardized questions make it easy to compare the resulting data (Saunders & Lewis 2012:116).

One disadvantage of the survey method is its limited ability to draw out detailed data, as compared to other methods (Saunders & Lewis 2012:116). However, in this context, this was not a hindering factor as the research question was to gain just a basic idea of
potential barriers to participation. Therefore, the survey was part of a multi-method qualitative approach.

As mentioned earlier, researchers often believe they know why people do or not do engage in certain behaviours, and mistakenly seek information to confirm their theories (McKenzie-Mohr 2000:551). A qualitative approach was selected to allow respondents to explain their actions in their own words, via open-ended questions, as opposed to limiting them a list of choices.

The survey was sent out to the entire Hanken community via an email link (see Appendix 1 for email). The email was designed based on the NIW tool-kit material but adjusted for the intended audience. In addition, the email was proof-read and edited according to five individuals having never previously heard of the NIW concept. The survey itself consisted of both quantitative- and qualitative-type questions (see Appendix 2 for survey) and was cross-sectional in nature, collected at a single point in time (Saunders & Lewis 2012:123).

The quantitative questions were mostly demographic in nature: birth year, size of household, gender. These were asked in order to determine whether there empirical evidence would demonstrate a pattern in respondents’ attitudes towards NIW. The information questions were: “Have you heard about NIW at Hanken? Please check all that apply” from a list of possible choices and “Have you signed up for the event?” The latter question was purposely phrased in the present tense as Patton (1987:119-120) argues that answers to questions regarding speculation on future behaviour, even one’s own may be less reliable, than those of past or present behaviour. It appears that this question caused some confusion for people who claimed they will sign up later, though their actual behaviour could not be verified.

Depending on their answer to whether or not they have signed up, the only open-ended qualitative question was “Please tell us what motivated you to sign up/Please tell us why you chose not to sign up” in order to collect data directly pertaining to the research question.

4.2.2. Sample

The email with attached survey link was sent, on behalf of a HNIW organization partner, to approximately 2200 people, consisting of 2000 students and 200 faculty
and staff. This approach was chosen as it gave the researcher access to a mailing list for such a large number of potential respondents within the target population in a time- and cost-efficient way (Saunders & Lewis 2012:115-116). Survey respondents replied on a voluntary, or self-selected basis, via Webropol, an online survey facilitating service. No incentives were offered for filling out the survey and a link to the sign up page was included for those interested in participating in HNIW.

Of the approximately 2200, 46 people filled it in, for a low response rate of approximately 2%.

The sample was narrowed down further using purposive sampling, specifically a critical case sample. Such a sample is crucial in pursuit of the research question, as the topic of interest was present in the chosen sample (Saunders & Lewis 2012:139). In this case, the relevant sample was made up of people who were not participating in HNIW. The critical case sample was selected based on the answer to the question: “Have you signed up for the event?” with those answering ‘no’ deemed as the critical sample.

Of the 46 respondents, 38 people were selected as the critical sample: 25 were women, 11 were men and 2 chose not to disclose their gender. 22 were students at Hanken, 16 were faculty or staff members at Hanken and 2 were ‘other.’ The years of birth ranged from 1947 to 1993, with the average respondent being born around 1979. The median and mode were 1986 and 1991, respectively. Household sizes varied from 1 to 5 persons, with the median and mode of the sample being 2 for both, with an average of 2.5 members per household. Finally, when asked how they had heard about HNIW, 30 people had never heard about it prior to the email survey, 5 had seen the posters, 2 had heard about it from faculty/staff/strangers/other, 1 person had seen it on Facebook, 1 had seen it on the Hanken website, 1 had heard about the NIW concept prior but did not know it was happening at Hanken, and 1 person heard about it in class.

4.2.3. Analysis

Both qualitative and quantitative data was collected. No statistical tests were performed on the data due to a low response rate of 2%, which would deem any findings as inconclusive. Instead, all analysis was done using qualitative methods described below.

Individuals’ familiarity with the concept of NIW was important feedback both in addressing the research question of identifying barriers to participation. One such
barrier is made evident by the data presented in Table 8: if people do not know about HNIW, they cannot participate in it. However, the email informed respondents about the experiment, although the low response rate prevents any further analysis, the implications of people not hearing about NIW at all are discussed in the Findings chapter.

Table 8  Have you heard about NIW at Hanken? (Filter: Participants having answered ‘no’ to "Did you sign up for the event?")

<table>
<thead>
<tr>
<th>Have heard about No Impact Week at Hanken?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Never before this email/survey</td>
<td>30</td>
</tr>
<tr>
<td>I’ve seen the posters</td>
<td>5</td>
</tr>
<tr>
<td>I’ve heard about it from friends/faculty/staff/strangers/other</td>
<td>2</td>
</tr>
<tr>
<td>I saw it on Facebook</td>
<td>1</td>
</tr>
<tr>
<td>I saw it on Hanken website</td>
<td>1</td>
</tr>
<tr>
<td>I’ve heard about the event but didn’t know it was happening at Hanken</td>
<td>1</td>
</tr>
<tr>
<td>Someone came to talk about it in our class</td>
<td>1</td>
</tr>
</tbody>
</table>

Regarding the analysis of qualitative data, 30 individuals out of 38 provided reasons for not participating in HNIW, some citing multiple reasons. In total, 42 reasons were given against participation and each was categorized individually. No pre-determined categories were used. The categories listed were then compared to social marketing literature in order to make recommendations. These are discussed in Chapter 5 Findings.

4.2.4. Limitations

As affirmed by Saunders and Lewis, “designing a good [questionnaire] is enormously difficult” (2012:116). A number of limitations became apparent both in the research design and analysis.

First, a very low response rate of 2% severely limits the quality of the data. However, despite the associated risks to both validity and reliability of this being an isolated incident, it is nonetheless one instance which may materialize during a NIW being organized elsewhere in the world. While some researchers may not bother to analyse such narrow data, I am of the firm belief that although I may not have a complete list of barriers to participation, which was never an endeavour I chose to embark upon, it is possible that at least a few barriers have been captured. While being aware of the
limited generalizability of these findings, it may still be wise to make suggestions for how this specific instance could have been improved.

Second, it was originally thought that respondents would be more willing to fill-in the survey, and answer honestly, if it was conducted anonymously. However, their privacy impeded a comparison between reported actions, such as registering or not registering to participate in HNIW, and actual actions. For this reason, the diary pre-week survey was used to collect data regarding motivations instead. It was assumed that those who said they will not participate, did not sign up. Whereas those who said they may or intend to participate were less likely to take on the action of doing so.

Third, despite the initial research design, no quantitative analysis was undertaken other than a basic description of the sample who self-reported they would not be participating in HNIW. This was due to the low response rate which impedes the validity of the data. In this case, validity would be associated with either believing that a correlation between a demographic group and their attitudes towards HNIW exists when it does not, or that it doesn’t exists when, in fact, it does (Silverman 2012:368).

Fourth, a disadvantage of the self-sampling method is that those who volunteered to reply to the survey may have done so because of subjective inclinations or attitudes related to the research (Saunders & Lewis 2012:140). This simply needs to be acknowledged as a limitation because it is an impediment to reliability, which questions whether the findings could be drawn were the survey conducted again (Silverman 2012:360), validity, discussed above, and generalizability, which Silverman (2012:385) argues may even prevent researchers from attempting to build on the findings or generalize beyond the single case. I personally disagree with this viewpoint because despite limitations of this research method, no other options were considered feasible within the time- and resource constraints. However, that is not to say that the research was not worthwhile from a greater context. In this case, NIP has the ability to check these findings with other cases and see whether there is evidence to support that changes according to the findings and implications outlined in the last two chapters.

4.3. How to Identify Motivators for HNIW Participation?

The reason for wishing to identify motivators to HNIW participation is part of developing an understanding of the NIW and its social marketing mix. Preceding participation in the week, some people will make the choice to participate based on
expectations and motivations. Others, as discussed in the previous section, will choose not to participate due to barriers. A basic understanding of both scenarios can empower NIP to develop and optimize its social marketing mix in the fanatic consumer-driven nature of social marketing (Andreasen 2002:7). As part of this method, the data will also be analysed according to Max-Neef’s (1991, 1992) needs-based perspective, as presented in Table 4 in a further attempt to understand these motivations within a needs-based context, as opposed to listing them in a vacuum.

4.3.1. Method

As discussed in the previous section, the method for identifying motivators to HNIW participation has been adapted from the initial research design. First, the survey Hanken community survey was designed in order to address this research question. However, when that method was deemed unsuccessful due to a low response rate of 2%, the method was adapted within the overall research design. Namely, the data from the pre-week survey of the reflective diary was used. The overall diary research design is discussed in Section 4.4, while here the focus is on the method addressing the research question “Why did people take part in HNIW?”

The pre-week diary was designed as a companion to the diary method in order to gain a better understanding of HNIW participants and their attitudes before engaging in the week-long experiment. Although the diary method itself involves longitudinal data collection, collected over a period of time, the pre-diary questions were cross-sectional in nature, and provided the researcher with an understanding of participants’ attitudes in the moment they fill in the survey (Saunders & Lewis 2012:123). Although some of these attitudes developed over the course of the study, this section looks at the pre-week survey method as a means of collecting a ‘snapshot’ (Saunders & Lewis 2012:123) understanding of why people signed up for HNIW.

4.3.2. Questionnaire

The pre-week survey design was influenced by a series of factors. First, NIP’s pre-week survey was analysed in terms of strengths, weaknesses and nature of the data collected (Appendix 4) in order to evaluate potential strategies. Second, based on the analysis of the NIP survey, a series of questions were put together and revised. Third, literature on research design was consulted and incorporated. Fourth, the pre-week survey was piloted with one individual for one day, due to timing constraints. Finally, revisions
were made and the pre-week survey was sent out to volunteer participants (Appendix 3).

The final version of the pre-week survey consisted of 5 questions. The person’s name was requested, along with a code name to be used in the thesis. The latter was included in a continued effort to make the process seem less formal, and potentially allow for some fun. This was thought to be important in reducing the challenges posed by an absence of a personal relationship between respondents and the researcher, although few diary-keepers chose to provide a code name. The third question asked people to rate the significance of the NIW themes on a 5-point Likert’s scale, in order to better grasp perceptions of these themes beforehand. Finally, questions 4 and 5 were: “No Impact Week is an experiment in lower-impact living. What are your expectations for how it will affect your life? (you may answer in point form)” and “What is your reason for wanting to take part in the No Impact Week? (you may answer in point form)” Both questions 4 and 5 were open-ended qualitative questions in order to invite people to answer in their own words, and broadening the possibilities of varied replies. Data from both these questions were used in in addressing the research question “Why did people participate in NIW?” This is because an initial look at respondents’ answers revealed that there was continuity between the two answers, and overlap in their understanding of the questions. One respondent even wrote the same answer for both questions.

4.3.3. Sample

52 people initially signed up to participate in Hanken No Impact Week, some were contacted through the Hanken community survey email, others saw posters, or heard about it on Facebook. This sample was self-selecting as no incentives were offered for participation, beyond intangible claims of potentially improved well-being.

From the initial registration numbers, it was noticed that women outnumbered men approximately 3:1 (37:12, 4 preferring not to say). While filling out the registration form, 31 of these individuals answered ‘yes’ to the question: “Are you willing to participate in a master’s thesis study and keep a reflexive diary throughout the week?” This question provided the researcher with criteria to form a critical case, as in the Hanken community survey method. This method was seen as the only one available without offering incentives to participants and within the time-frame presented. Additionally, it provided a comparable selection process, to other instances of NIW,
where participants undertake the challenge for themselves, and not for monetary or other tangible incentives.

The gender ratio was 21 women to 9 men and 1 person preferring not to disclose. All 31 volunteers were contacted first by email, to set up a phone call to explain the study and their required commitment level. Of these, the sample was again narrowed by self-selection as some people did not reply to the emails nor the phone calls, while others agreed to participate but did not return any surveys. The commitment of keeping a week-long diary, as mentioned by Reid et al. (2006:723), was likely too taxing for some individuals. In the end, the sample consisted of 16 people (11 women: 5 men), who filled-in the pre-week survey and kept diaries for at least part of the week. Although there is no ideal number of respondents in qualitative research, Saunders and Lewis (2012:134) advocate obtaining as large a sample as possible. In this case, the sample size was deemed sufficiently large in order to address the research question. The data from both partial and week-long participants’ diaries collected in questions 4 and 5 of the pre-week survey, were used since all experiences, even incomplete ones, were deemed relevant, as they represent scenarios an individual may encounter after registering in No Impact Week. These data were used to address the research question: Why did people participate in Hanken No Impact Week?

### 4.3.4. Analysis

The 16 starting participants’ responses for their expectations and motivations for signing up were reviewed and categorized. No pre-conceived categories were used, but rather they emerged naturally, just as the reasons against participation had. Most people stated multiple reasons for choosing to take part in HNIW, and these were categorized separately. A list of motivators was compile from the resulting data.

The data was then interpreted and categorized according to pre-conceived categories, namely Max-Neef’s classification of needs and satisfiers (1991, 1992). The interpretations were mainly concerned with the needs axis (in Table 4), although each need was usually restricted to one or two instances of being, having, doing and interacting, as opposed to all four.

These two forms of analysis were motivated by a desire to understand perceptions of HNIW based on a first-person point of view and described by people in their own terms. In addition, this same data was categorized according to a needs-based
perspective, as satisfiers and needs, in order to be able to understand those needs in a more general human context. The findings are discussed in the following chapter.

4.3.5. **Limitations**

Despite the fact that the initial research design did not plan for this method, it came about as a natural alternative. The data collected was quite rich in nature, however, one important point to consider is the potential for a subject error, affecting the reliability of the results. A subject error would involve discrepancies in the circumstances under which the data was collected (Saunders & Lewis 2012:128). Although all respondents were participants in HNIW, they were all also diary keepers. For this reason, the reliability of the data can be confirmed by acknowledging that all subjects were keeping diaries, and none of the subjects represented the group of individuals who took part in the HNIW without keeping a diary. Recognizing this distinction, as a direct result of research re-design can remove ambiguities about the reliability of the data, but highlight shortcomings of the subject selection, potentially affecting the data’s validity (Saunders & Lewis 2012:127). I would counter this argument by pointing out that although the individuals having volunteered to keep a diary, and thus fill-in the pre-week survey may have been more opinionated or emotionally-attached to the research topic (Saunders & Lewis 2012:140), there is little evidence to support that they are not representative of the research population, as is argued in the subject selection factor contesting validity (Saunders & Lewis 2012:127). Rather, the data used can be considered more valid than if it had been collected via the survey method, as the subsequent participation of that sample could not have been verified.

4.4. **How to Analyse HNIW Participants’ Experiences?**

The experiences of HNIW participants were the focal point of this study. The research design around the aim of deepening our understating of NIW and the research question of analysing, and consequently understanding these experiences motivated the choice for the reflective diary method.

4.4.1. **Method**

In this thesis, the diary method is most often used as an umbrella term for the data collection process involved in understanding participants’ experiences during HNIW. The diary method consisted of four interrelated parts: a pre-week survey, discussed at
length in the previous section, a daily diary template centred around eight themes, a post-week survey and one-month follow-up questions. It should be pointed out that these surveys, or better yet questions, were not considered on their own, but actually designed as part of the diary. The pre-week survey was sent out with the first theme’s diary template. The daily diary templates from the second day onward were sent out individually via email. The last diary template was sent out with the post-week survey in the same document. Finally, the one-month follow up consisted of two brief qualitative questions and one yes or no question. The email sent out with these questions and all other diary templates can be found in Appendix 3 of this study.

Textbooks introducing qualitative methods, available at my university, do not include detailed descriptions of, nor approaches to undertaking, the diary approach. One such textbook mentions the existence of such a method, but in the context of naturally occurring data and therefore not in a pre-designed context (Silverman 2012:250); another identifies the diary method as a way of conducting a longitudinal study, but doubted its applicability and feasibility for student researchers (Saunders & Lewis 2012:124). Although perhaps not among the most popular approaches, in their review of the literature, Reid, Hunter and Sutton (2006:722-723) bring light to the following advantages of the diary approach which are relevant in this study:

1) remove the observer bias and prompt “more personal accounts” of behaviour;
2) allow one to obtain data about feelings and behaviour which cannot be observed;
3) provide a snapshot of possible factors and their interrelation leading to behaviour;
4) record experiences shortly after they occur and before they are forgotten or interpreted differently;
5) illustrate and instigate reflection and the influence of reflection on behaviour.

In the context of undertaking an experiment to reduce one’s overall consumption, the diary approach was the best suited method to record experiences, behaviours and emotions related to the change, or attempted change in behaviour. If compared with interviews, the diary method would allow for more data to be collected, since interviewing is unlikely to capture the wealth of experiences and feelings related to daily events, unless the interviews were conducted daily with all volunteers. In addition, diary-keepers record their thoughts themselves, within a day of the experiences and events taking place and can express themselves without observer bias.
In terms of disadvantages of this method, Reid et al. (2006:723) mention the following:

1) If there are no guidelines, the researcher may not collect any helpful data;

2) Studies with a long time scope provide a serious and taxing commitment for respondents;

3) The absence of a personal relationship with the researcher may pose challenges.

These potential issues have assisted in the research design, and have therefore influenced the choice of guiding questions, the duration of the diary and the nature of the relationship with participants, by initiating direct contact, in person or via phone, as mentioned earlier.

Most data collected via this method was qualitative in nature to allow for maximum flexibility in explaining one’s experiences, since some areas of social reality cannot be measured by statistics (Silverman 2011:16) and require multiple interpretations (Saunders, Lewis & Thornhill, 2007:119). The overall method is designed around a longitudinal data collection technique in order to gather data about the experience over the course of the week, and identify any changes throughout (Saunders & Lewis 2012:124). Some quantitative data was also collected in the pre- and post-week questions, when participants were asked to rate the importance of the NIW themes on a 5-point Likert’s scale. The motivation behind asking such a questions was based on a mixed-methods approach to potentially identify shifts in significance quantitatively and then justify them qualitatively (Saunders & Lewis 2012:123). Diary-keepers were always encouraged to comment or provide additional comments on quantitative questions, in order to ensure that the researcher and participant had the same understanding of the question.

Instead of conducting the sign-up via NIP’s website, as is usually done, a separate registration form was designed via Webropol in order to customize the data collected and ask those signing up whether they would be willing to participate in a master’s thesis and keep a diary. As volunteers expressed interest in keeping a diary, either in person or via the internet sign-up form, they were contacted by the researcher and the commitment was explained: a daily guided diary would be emailed for eight days, with a potential final entry one month after HNIW.

The first diary entry included some pre-week questions and the last diary entry contained post-week questions. Participants were asked to email their themed entries on the same day in the evening, or the following morning. In case of non-responses, I
emailed them and ask if everything was going okay, if they had any questions or why they were unable to email their diary entry. The purpose of speaking on the phone during the first contact was to ensure that a relationship was being built and that respondents would hopefully feel comfortable writing their thoughts about the week honestly. Contact via email occurred after a more direct form of introduction was made, or in order to obtain a phone number for the direct introduction to occur.

4.4.2. Sample

Information about HNIW was sent out via a Hanken emailing list, social media, word of mouth and posters, as discussed in earlier sections of this study. The only criteria from the researcher’s side was therefore, that diary-keepers be taking part in HNIW, and from their side, that they be motivated and willing to share their thoughts. The sample was therefore largely self-selective, but also representing a critical case (Saunders & Lewis 2012:138), due to the need for willingness to do a little extra. Everyone was asked to commit to participate in HNIW, by whichever means they defined for themselves, and to complete a diary entry for each day.

Of the initial 52 people who completed the registration form, 31 answered ‘yes’ to the question: “Are you willing to participate in a master’s thesis study and keep a reflexive diary throughout the week?” These individuals were all contacted by email to set up a phone call to discuss the commitment and details of the study. Further narrowing of the sample occurred as not all volunteers replied to the email or some who did, and were provided with the brief, did not return any diaries to the researcher. Of the 31 individuals contacted, the final sample consisted of 16 individuals. 12 people completed a diary entry for every theme day, along with pre-, post- and follow-up questions. 4 people completed the pre-week questions and a minimum of 4 diary entries. The findings chapter takes into account data from 14 of the 16 individuals. These 14 individuals were chosen because they either completed all the diary entries, pre- and post-week questionnaires, or because they provided additional data, via phone interview, detailing why they were unable to complete the week or the diary entries. Those who did not provide justification for not completing the study were not used in the analysis because too little was known about their context and circumstances.
4.4.3. Designing the Reflective Diary

The diary questions are the same each day for eight days, and herein referred to as a template. The only exception was on the last Sunday, where fewer questions were asked because they were no longer relevant. As interviewing and diary design are similar in terms of guiding participants, Patton’s chapter on Depth Interviewing (1987:108-143) was reviewed for learning points.

The main impact on the research design is through the types of questions which can be asked, of which the most relevant are in italics:

- behaviour questions
- opinion/belief questions
- feeling questions
- knowledge questions
- sensory questions
- background/demographic questions

In addition, consideration should be given to the order in which these questions are presented, their clarity, singularity, and open-endedness. In terms of singularity, the difference between the interview and diary approach would probably allow more flexibility in terms of how many questions can be asked at once since the participant will likely read the entire question before answering. The diary template can be found in Appendix 3 of this study.

Patton (1987:119-120) explains that the time frame of questions can include the present, past or future. Diary respondents were asked questions related mainly to their present efforts and experiences during NIW, in an attempt to capture perceptions as close to when they occurred as possible. The diary template includes one question about the past which deals with preparation for the day, but it is related to the immediate time leading up to the present day. If there is mention of the past or future initiated by respondents, this will be taken into account, but the study will deal primarily with the present.

After a careful review of existing literature on qualitative research methods, including diaries but also interview methods as discussed above, the daily diary template was designed. The questions were designed around a pre-determined ‘process of
experience,’ to bring structure to the analysis later on but also in an attempt to cover various angles of a participants’ experience. These contained the following stages: preparation, action & result, the unexpected, planned future behaviour, self-learning, social interaction, overall experience, highlight, opinions. (Phrasing in the diary available in Appendix 3.)

The logic behind the process was based on Patton’s types of interview questions (1987:108-143), with added considerations for the timespan of behaviour, and various angles to guide the recounting of experiences. Opinions were also collected as an additional source of insight.

- Your actions/behaviour: before (preparation), during (action & result, unexpected), after (planned future behaviour) theme day
- Your perceptions: internal (self-learning), external (social interaction), impressions (overall experience & highlights) related to theme day
- Your opinion: related to the theme
- Open text: Other comments (past themes, passing thoughts, etc.)

In addition, the pre- and post-week questions were designed in relation to one another but also in relation to the diary templates. These were compared with NIP’s pre- and post-week questionnaires (available in Appendix 4) and developed from there. The pre- and post-week surveys in this study ask people to rate the significance of the themes on a 5-point Likert’s scale in order to see whether shifts in significance were evident quantitatively and could be justified qualitatively (Saunders & Lewis 2012:123). Since the daily template asked people to speculate or articulate their intended future behaviour in relation to each theme, the post-week diary asked whether the individual continued their efforts to cut down on [ie. water, energy, etc.] consumption after the theme day ended. This question was repeated for each theme except the very last one, and was deemed important in understanding whether the experiment was being undertaken as NIP intended or in a different way.

Finally, one month after HNIW concluded, participants were emailed for a quick follow-up of the changes which had transpired after the experiment. The email is available in Appendix 3 and the three questions asked were:

1) Have you noticed any change in mentality or awareness in day-to-day decision-making since taking part in No Impact Week? Any specific themes? Please give me some examples.
2) Have you made any concrete changes since taking part in No Impact Week (however big or small)? If so, what are they?

3) In hindsight, was No Impact Week a positive or negative experience? (yes/no).

4.4.4. Analysis

The analysis process was quite daunting at first, as data collected consisted of separate Word documents for each diary entry. First, the data for each respondent was compiled into one file and then the categorization process, according to Spiggle (1994), was initiated as the data were transcribed into Excel. It quickly became apparent that the method was not working, as the categories were too inconsistent to provide a means of comparison, nor were the factors for a comparison yet clear. Instead, the data was transferred in condensed form, as opposed to coded form, into Excel instead. Despite the initial failed attempt at categorizing, the time spent reading and copying the data proved beneficial for two reasons: first, it allowed me to become well-acquainted with the stories and reflections collected; second, the resulting spreadsheet contained all the data in one place, allowing for easier comparability across fields. The data was sorted first by respondent, then by theme. It should be noted that there were numerous potential ways of sorting the data based on: questions, daily themes, person, event, types of answers etc. I choose to focus on the people and the themes respectively, while keeping the questions separate for each, as this set-up still provided an easy overview to comparing the other factors as well.

After the data was transcribed in the Excel file, I began to consider each response individually and categorize it according to one or several labels. As no comparable research had been identified, and experience being such a broad subject of analysis, the respondent’s answers were sorted according to the questions making up the ‘process of experience,’ and divided as such (as listed above). After further reflection, it was considered that opinions may not provide any added information about a person’s experience of HNIW. Due to time-constraints, opinions were excluded from the analysis. Their purpose was just to create an overall impression of individuals’ opinions, which was extremely varied within and also among people. Furthermore, the remaining ‘process of experience’ divisions were categories and sorted. Although small links and patterns began to immerge, the data was so substantial in size, breadth and depth, that the importance of emergent themes was difficult to establish in relation to other themes. Potential models were formed and tested a few times but they did not succeed in conveying the data accurately, instead seeming to overlook potential links.
In light of this, alternative modes of analysis were pursued. This problematic process echoes Jackson’s reasoning that more complete models of behaviour, or in this specific case behaviour as part of experience, involve testing the relationship between dozens of variables, leading to high complexity (Jackson 2005:21-101).

Finally, Phipps et al.’s (2012) Social Cognitive Framework was reasoned to be the most relevant lens through which to view the data. Hanken No Impact Week was added to the model as a causal factor and the data was viewed again, through this lens. The entries used were no longer just answers to a specific question within the process of experience, but rather each individual story. For example, if a diary keeper mentioned the same story in the unexpected and highlight questions, these were treated as one entry. Some stories were deemed irrelevant as they were not related to HNIW, nor involved behaviour associated with the topic of interest. The remaining stories were then sorted based on their most relevant factor: behavioural, personal or contextual, or perception of outcome. As the distinctions between the factors were often very blurred, the easiest way of sorting them accordingly was to think of the stories primarily as a whirl of events, and determine which factors were instrumental in the outcome. This involved a back-and-forth comparison starting with the diary and comparing with the model. Then the reverse was done, and the data were then reviewed from the point of view of the model, compared with the diary, in order to sum up the findings from a more succinct and structured perspective. The findings discussed in the next chapter are a result of this process.

4.4.5. Limitations

A limitation of this method was not in the research design per se, but rather in relation to the way NIW is usually conducted. In this case, the registration form which was filled-in on Webropol, as opposed to the NIP website may have changed the outcome of the registration process. Although impossible to determine now, this distinction between the usual process and the chosen process may have affected validity in the subject selection process, in that the sample would have been different had they registered through the NIP website. This risk may be high or low, depending on the willingness of someone to click a sign up link in search for more information, but is still worthy of mention.
4.5. Quality of Research

In this section the quality of this study is deliberated, according to Wallendorf & Belk (1989). It has been argued what is meant by assessing the quality of research is an assessment of its trustworthiness, based on five factors: credibility, transferability, dependability, confirmability and integrity.

*Credibility* refers to the process between data collection and the final interpretation of findings, in order to answer the question: “How do we know whether we have confidence in the findings?” (Wallendorf & Belk 1989) Three methods have been known to enhance credibility in the context of this study; they are prolonged engagement and persistent observation, and triangulation across sources and methods.

In terms of prolonged engagement and persistent observation, I can largely credit at least 2.5 years of struggling with my own attempts to live eco-consciously towards my pre-understanding. Having understood some of the complexities of these endeavours, I sought out to understand others with comparable goals, through NIW, in an attempt to learn more about the overlap and discrepancies of experiences. As the diary method was utilized, I cannot claim to have observed people first hand, but for reasons justified in the methods chapter, observing people in the field would not have led to the collection of the same kind of richness of data. Therefore, pre-understanding as time spent in the field (the Western society in which I and my respondents live) contributed towards improving the credibility of my findings.

In terms of triangulation across methods and sources, this study made use of both multiple methods and built its findings alongside various concepts and models from prior research, most evidently the SCT framework. The diary method design actually consisted of some built-in questions for triangulation, as many respondents sometimes discussed their experiences several times in one entry, from multiple points of view. For example, it was not uncommon for a participant to recount the same event in answering both “Was there anything you planned on doing today that you didn’t do? Please be specific about what happened. [...]” and “Is there a specific moment from today which stands out in your mind? Please describe what happened, how you felt and be specific.” but with added detail. This allowed for a more credible interpretation of the experience. In addition, the findings of recasting NIW as a social marketing campaign and the barriers to participation largely echo one another. Although the
‘team’ was made up of only one individual, myself, it can be argued that the work of many has been an influencing factor, as made evident by the reference list.

Transferability refers to the extent to which the findings are still valid with other participants and in other context. As this thesis was written around a case study, transferability could be interpreted as to what extent are the findings valid in other instances of NIW, whether in different locations with other people, in the same location with other people or the same location with the same people. Let’s look at the structure which made up this research design:

1) Recasting NIW as a social marketing campaign,
2) Identifying barriers to participation,
3) Identifying motivators to participation,
4) Analysing the experiences of HNIW participants.

Despite Wallendorf and Belk (1989) advocating the use of triangulation across sites to purposive sampling, seeking limited exceptions and emergent design, it appears that these are not relevant in this context as the study remained focused on a narrow case study. However, an interesting point is made which indicates future research avenues:

It is important to realize that within the emergent nature of post-positivist qualitative research, transferability is not simply a matter of stating a hypothesis and formally testing it. The very notion of emergent design implies continual refinement. Exceptions may suggest placing boundaries on ideas about the transferability of one’s theory, but they may also suggest modifications of the theory (Glaser and Strauss 1967, as cited in Wallendorf & Belk 1989).

Due to the nature of this study, its length, ambition and resources, the aim was to conduct a single case study in order to gather some data and findings about a specific instance of NIW. In order for transferability to be an issue, several instances of NIW would have to be conducted through similar methods and compared. The only exception is in recasting NIW as a social marketing campaign, seen as a rather static issue, unless the campaign were to change any of the criteria on which the recasting was initially made.

Dependability refers to the likelihood that the findings would be the same if the study were conducted again with the same people in a similar context. In the context of post-positivist qualitative research, the question of repeating the study is much more difficult unless one is to embrace one objective true reality (Wallendorf & Belk 1989). However, the authors argue for some basis of dependability, despite the difficulties of repeating post-positivist research, namely “for assessing dependability, we suggest
observation over time and explanation of change” (Wallendorf & Belk 1989). For this reason, diary checks were administered over the course of the week: pre-week diary, post-week diary and one-month follow-up. This allowed most people to reflect on their current habits, their actions or intentions during HNIW, right after and one month after. The change and development over time was due to a longitudinal approach to data collection, as opposed to simply a ‘snapshot.’

In the context of recasting NIW as a social marketing campaign, this method was much more positivist in nature, as it involved a comparison between website content and theoretical literature. Until either are revised, the only way to check the dependability of these findings are through a third-person audit, which was outside the time-frame for this study. However, the literature against which NIW was compared and recast was not one-sided, but rather a mix of diverse perspectives, brought together as one, for a more dynamic and rich approach.

Confirmability addresses the extent to which the findings depend on participants and the actual study, and not the researcher’s potential biases or ulterior motives (Lincoln & Guba 1985:290, as found in Wallendorf & Belk). Although I kept a research diary as an attempt to organize my data collection techniques, potential links between data and other ideas, triangulating data collection between researchers and a confirmability audit were simply outside the time-scope for this study. However, careful measures were taken in the research design to avoid research biases. The diary and other data collection methods allowed participants to express their thoughts in their own words. There was always space provided for clarification in case of misunderstanding. The data analysis portion of the research, across methods, was largely conducted without preconceived categories, or according to pre-existing models which were deemed appropriate and their use justified.

Finally, integrity refers to the extent to which it can be trusted that the data is not impacted by lies or inaccuracies. Five ways of ensuring integrity are presented (Wallendorf & Belk 1989):

1) “Prolonged engagement and the construction of rapport and trust
2) Triangulation (across sources, methods, and researchers)
3) Good interviewing technique
4) Safeguarding informant identity
5) Researcher self-analysis and introspection

In prolonging engagement and building trust, I did two things: the first, was that I committed myself to organizing NIW at Hanken, thus showing my involvement in environmental issues and potentially someone who had also undertaken NIW at an earlier point in time; the second, was that I took the time to contact all HNIW diary-keepers by phone and tell them about my research, myself and the week up ahead. Although I did not get the chance to meet everyone face-to-face, I had hoped that the phone call would put a voice to the name, at the very least, and allow people to feel that they could confide in me. One example of the success of this method was the candidness of the data, from multiple diary-keepers, in revealing behaviours or intended behaviours outside what is considered socially mainstream. To me, this was a good indicator that people were not fabricating stories to impress anyone, but rather, were reflecting honestly on social norms and the source of many habits.

In terms of triangulating methods and sources, none of the findings relying on a single participant, but rather, were observed as stemming from several people having comparable experiences, through the context of the SCT framework. Even if the accuracy of one account could be questioned, the likelihood that multiple accounts could be fabricated is quite low.

Interviewing techniques were not deemed relevant in this study, but the diary template was designed with the intention of collecting rich and accurate data, also by having certain questions overlap, and asking respondents to be specific (although they could write in point form) about their actions and emotions, especially.

Each participant was given a letter, F or M, based on gender, and randomly assigned number 1-2 for males and 1-11 for females, in order to keep their identities private.

Researcher analysis and introspection has been an inevitable part of this learning experience. I often found myself experiencing the same emotions as diary participants, or wishing I could respond to their entries, with empathy or my own views, but I did not. As much as this entire study was based on subjective experiences, I had to continually remind myself that my own perceptions were equally subjective to those of my participants. In doing so, I was able to determine which findings or patterns in the data were based on my own subjective interpretation and disregard them. In the same way, I was able to see the merit of the final findings, as independent of my own interpretations biases as possible.
5 RESEARCH FINDINGS & RECOMMENDATIONS

The findings of this study are arranged by research question, as they were presented in Chapter 1, section 3 (1.3) Aim of the Study, and in Chapter 4 – Research Design. First findings from the exercise of recasting NIW as a social marketing campaign are discussed. Second, the barriers against participation in HNIW are described. Third, the motivations for participation in HNIW are explored. Fourth, what has been learned about how people experienced HNIW is looked at.

5.1. Recasting NIW as a Social Marketing Campaign

According to Andreasen’s social marketing campaign criteria, with input from McKenzie-Mohr, and Peattie and Peattie’s input, I would argue that No Impact Project can be cast and analysed from the point of view of a social marketing campaign. Thought the No Impact Week campaign does not fit into the mould of a theoretical campaign seamlessly, it can be argued that few, if any, social marketing campaigns actually do. Rather, the theoretical criteria traditionally serves as a model against which a campaign can be compared and, consequently improved.

No Impact Week differs from traditionally-conceived social marketing campaigns in two respects:

1) its ambiguous proposition of “living ecologically,” which requires participants to interpret the meaning and behaviour encompassing such a proposition beyond a certain extent;

2) the way which participants’ feedback and experiences are monitored in order to continually develop the campaign’s approach.

Both points are discussed in the two proceeding sub-sections.

5.1.1. An Ambiguous Proposition

An ambiguous proposition can be seen as both a strength and a weakness. Systematic and planned-out guidelines may seem to be preferable, but in practice, these may not always be the most efficient course of action. This is especially true in cases where geographical, cultural, sociological considerations, among other, would require the customizations to be made depending on each unique instance of a campaign.
In my opinion, the main ethical consideration for social marketers designing social marketing campaigns is that they are forced to define, at some point, what the desired or ‘correct’ action of the target market should be. Commonly anti-smoking and anti-drug campaigns caution children to avoid the behaviour altogether. When speaking of “living ecologically,” the actions people may perceive as being ecological may depend highly on their experiences, opinions and the general context of these actions. As one diary participant aptly noted:

The discussion with my spouse was an eye-opener, that generally we feel good about our decisions, which for others may seem devastating. [...] I think I’m doing my best, my spouse thinks she is doing her best and you think you are doing your best and our methods most probably are more or less opposite to each other. (M2 – Day 1)

Although these decisions would ideally be based on research and facts, the problem is that there is yet no agreed-upon consensus on what, for example, sustainable consumption would entail (Jackson 2005a:20).

This is supported by the No Impact Project, as their mission was to design a program where people engage and educate themselves, instead of just being preached to (email exchange with Lilly Belanger, May 10th, 2013). For this reason, NIW’s approach of making suggestions and providing individuals with ideas for reducing their environmental impact is actually a strength due to its flexibility, despite its divergence from mainstream theory. However, the diary quote above also illuminates some potential confusion about behaviour when people are looking for systematic rules to live by, in an effort to know that they are making ‘the right decisions.’ But the climate crisis is by no means a simple issue which can be solved with just one campaign, in one community. For exactly this reason, a flexible approach encouraging discussion and participatory problem-solving is preferable to a rigid, systematic approach based on questionable assumptions. Furthermore, NIW is intended to encourage debate and discussion between individuals, media and others potential information contributors in order to assess and test potential solutions, implied by the existence of its Facebook group and its content, thereby treating the issues as dynamic instead of static (Andreasen 2006).

5.1.2. Continual Campaign Redesign

The second point, the way which data is collected to continually improve and develop the program, suggests that the current data-collection techniques (pre- and post-week surveys available in Appendix 4) severely limit the possibility of participants to truly
convey their experiences for potential improvement of the campaign. The surveys themselves are mainly quantitative in nature, and rate choices on a limited 3- or 4-point Likert’s scale. From this data collection method, it is very difficult to gauge how participants actually experience such a drastic change in their overall consumption patterns. Although participants are encouraged to blog and use social media to share their experiences and spark discussion, to my knowledge these experiences are not being collected in a systematic way to study and improve the NIW campaign; though it should be noted that these would provide a fruitful avenue for future research with a wide-range international sample. The reasons for this are likely, and understandably so, related to the allocation of resources required to undertake such extensive research.

Social marketing theory stops short at encouraging social marketers to pilot, study and improve campaigns, as suggestions for improvement are unique in each instance. The main research objective of this thesis is to analyse the experiences of Hanken No Impact Week participants, through a reflective diary approach, and make some recommendations going forward. These findings can perhaps serve to compensate for the research gap illuminated by a comparison with the theory, discussed in Section 5.4 of this thesis. But first, the findings against and for NIW participation are presented in sections 5.2 and 5.3 respectively.

5.2. Why Not Participate in HNIW?

Six barriers to participation evolved from the categorization process. These are illustrated in Table 9.

<table>
<thead>
<tr>
<th>Barriers to HNIW participation</th>
<th>42</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unclear proposition</td>
<td>12</td>
</tr>
<tr>
<td>Undecided/Considering/Intends to sign up</td>
<td>12</td>
</tr>
<tr>
<td>Scheduling conflict/Time</td>
<td>8</td>
</tr>
<tr>
<td>Poor survey timing/order</td>
<td>4</td>
</tr>
<tr>
<td>Uninterested</td>
<td>3</td>
</tr>
<tr>
<td>Pre-contemplating (newness of info)</td>
<td>3</td>
</tr>
</tbody>
</table>

The top two reasons against participation were an unclear proposition, along with indecision to commit to participating. This data supports the claim that marketing initiatives failed to reach potential participants or attract their interest, in addition to
some issues with research design for this particular method. The main findings are discussed below.

5.2.1. A Misunderstood Proposition

The main barrier to participation appears to be a misunderstood message. As Peattie and Peattie (2009:263-264) suggest, the first item in the social marketing mix model for anti-consumption is the proposition (modified from the ‘product’ P of commercial marketing), within which the target recipients’ desired action is communicated. The purpose of such propositions is that they be adopted and maintained by campaign participants. However, quantitative evidence suggests that respondents did not clearly understand NIW’s proposition:

“I’m not sure what I would have to do.”

“I have not decided yet because I do not really know what it is about, it is supposed to participate in their work or on their own time, how much you have to attend if you register (you must attend each day / all days or is it sufficient for an hour?)”

“Not enough interest: good idea, but I can do all of those things without signing. Also, I did not get THAT much information about neither the event itself nor what signing in would in practice mean...”

These comments reflect that the message and implications of the campaign were unclear and that if these are not presented clearly in the first initial exposure to a message, readers will not necessarily click on additional links to seek this information. This finding echoes the finding in sub-section 5.1.1 that NIW has an ambiguous proposition. In this context, there are two slightly nuanced meanings to propositions, the first is the proposition which is at the heart of the campaign, and calls for people to spend a week living ‘no impact,’ the second is the actual actions required of participants. Although in the literature, there may only be one clear proposition, for example ‘don’t smoke cigarettes,’ sustainable living is a much more complex issue and thus requires more details. In hindsight it may seem that the email sent out to the Hanken community could have included more details (see Appendix 2), more alarmingly still is the fact that some of the comments above came from individuals who had not only received the email, but seen posters at school, heard about the event on Facebook or via the Hanken webpage.

It then comes as no surprise that the other top reason for not participating was indecision. Comments either stated people were considering signing up, had not yet decided, needed to check their schedules, among some others. When clear information
is communicated, this increases the chances of more people getting excited and signing up right away and telling their friends about it. Hearing the message from others also gives the event a context, in this example a social one, as opposed potentially seeing the event as an extra thing to do if people remember, are free, have time to spare and so on.

As this is a case study, it is possible that this phenomenon is an isolated incident but the fact that the comments above echo the discussion in section 5.1 make it unlikely. It appears that the downside of an ambiguous, or flexible, proposition can also confuse potential participants. Measures can be taken to improve the chances that the message is best understood from the start. Especially if the event is only being organized once, event organizers need to steepen their communication learning curves for optimal participation rates.

When considering the available material in the University No Impact Week Toolkit for organizers, there are templates for posters, daily emails sent out to participants during NIW and a PowerPoint presentation for the organizing committee to gather momentum and support (perhaps even present the idea to classrooms). The PowerPoint presentation notes have the following descriptions of NIW and how it works:

The No Impact Experiment is an eight-day carbon cleanse that guides participants through daily challenges, from creating no trash, to eating locally, to volunteering in their own communities. Through this guided program students are given the opportunity to try a no impact lifestyle for themselves and discover how to live a life that is good for both them and the planet.

How it works?

1) Individual change [:] Approximately 300-2,000 students at the partner university register with the No Impact Project to participate in the personal No Impact Week challenge. Students tell their friends and classmates about the challenge they are taking on.

2) University and Community-wide change [:] The No Impact Project partners with student groups, faculty, staff, and academic departments to host No Impact Week events, workshops, and discussions, and to integrate the challenge into lesson plans.

The email sent out to the community contained much of the same text as a NIW template poster and read:

You, your fellow students, colleagues, and friends are invited to join the Hanken community March 17-24 (week 12) for No Impact Week. No Impact Week is a fun and challenging eight day living experiment where you lower your environmental impact, discover the benefits to the planet, and your own quality of life. If you feel inspired, feel free to invite kids, parents, brothers, sisters, grandparents, your cats and dogs along.

Each day will focus on a different theme: transportation, waste, food, water, energy conservation, etc. By the last day of the week you will be living without virtually No impact!
We are also organizing a great line-up of activities, making it possible for everyone to join in. The details will be announced closer to the start date.

Now let’s consider the first comment from the questionnaire stated above:

“T’m not sure what I would have to do.”

It appears that the concrete information is still missing as survey respondents questioned what exactly they would have to do. This information only mentions their involvement and the fact that they are taking on, or being guided through a challenge, and communicating it to their social networks. Their hesitance to sign up for the event or seeking more information prevents them from finding out that they have a guide with concrete steps to help them through, and a community to support them.

5.2.2. Recommendations for Improvement: Clarifying the Social Marketing Mix and Preparing Organizers

The issue of a misunderstood message and confusion regarding HNIW, as discussed in section 5.2.1, is interpreted through the lens of Peattie and Peattie’s Social Marketing Mix (2003, 2009), herein referred to as SMM: propositions, cost of involvement, accessibility and communication as a social process. In addition to SMM, additional considerations were added for eco-landscape and campus culture assessment, as recommendations for improvement. Beside each recommendation, in the actors’ column, it is specified who can best define or implement these recommendations. No Impact Project was chosen as the actor when the considerations dealt with the core message or template regarding No Impact Week, and organizers were chosen when the considerations involve local know-how. However, organizers can best be briefed to consider issues of accessibility, eco-landscape and campus culture by NIP and through the provided tool-kit. These are summarized in Table 10 and discussed below.

<table>
<thead>
<tr>
<th>Additional Considerations</th>
<th>Actors</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMM: Proposition</td>
<td>No Impact Project</td>
</tr>
<tr>
<td>SMM: Cost of Involvement</td>
<td>No Impact Project</td>
</tr>
<tr>
<td>SMM: Accessibility</td>
<td>Organizers, briefed by NIP</td>
</tr>
<tr>
<td>Eco-landscape &amp; campus culture assessment</td>
<td>Organizers, briefed by NIP</td>
</tr>
</tbody>
</table>
Starting with **propositions** and the confusion mentioned in the section above, based on the survey results, it would be logical to infer that the description of NIW in the template was insufficient in clearly communicating the campaign’s proposition in concrete terms. Unless potential participants are shown the how-to guide when promoting the event, the fact that a guide exists to help you through the week should at least be mentioned. HNIW participants often referred back to the guide and praised it for its helpful tips, discussed later in this study, so people may be more likely to respond positively to the challenge when they see there would be a systematic and structured way of taking it on.

Alternatively, the process of the week is well-explained on the website in the *How it Works* (No Impact Project website, *How it Works*) section, but it appears that few people searched for additional information after the first contact email. It may be wise to integrate the ‘How it works’ process into the communication and templates made available to organizers. This may be as simple as adding “to receive the how-to manual” after each time the word registration or sign up is mentioned, instantly linking the action of signing up with the result. Some people might be keener if they saw the how-to guide first, and that’s where setting up a booth or speaking in classrooms can help, both of which are currently encouraged in the organization process but which were not conducted at Hanken due to time and resource constraints.

The data collected also suggest that propositions were not the only issue, but so were **costs of involvement**. This misunderstanding also clarifies why so many people listed their schedules and time considerations as impediments, when they were not presented with the full information with which to sort their priorities accordingly. A distinction also needs to be made between what NIW is and what events are taking place at Hanken. Potential participants seemed confused because they did not understand whether they were signing up for a challenge, and if so, when it would be taking place, or confirming their participation to specific events. For this reason, the purpose of message must be clear: are you communicating what NIW is (proposition) or are you informing people about what events are taking place at Hanken (cost of involvement & time)? If both, then these need to be clearly separated and explained.

In the Hanken context, the circumstances were particularly unfavourable towards clarifying propositions and costs of involvement, since the activities schedule had not been finalized sufficiently early. One possible way to have remedied this would have been to work in the details which are so excellently explained in the how-to guide (ie.
do what you can), into the communication message, so that the idea of NIW is best understood, and the Hanken events are also perceived as a natural complement to the individual portion of the experiment, even if they are announced later. This would switch the perception of giving up someone’s time (cost of involvement) to taking part in something they would enjoy and want to take part in.

Thirdly, we turn to the issue of accessibility. As mentioned above, some people exposed to Facebook, posters and the email had not fully grasped what NIW was about or what they would have to do, even if they were potentially interested. Accessibility, in this context, can be deemed as the medium through which community members receive their information, or potentially the information channels.

Access and brevity are both vital, and although access to the Hanken community was one of the main motivators to choosing this sample, the communication channels for reaching them are limited. Limited resources, such as time and a limited number of organizers, kept us from going class-to-class or setting up a booth. This left the option of communication via email, posters and social media. Email lists have to be sought out through special permission and only with proper justification, which was obtained, but this is not enough to guarantee participation. Students and staff each have their own motivations and criteria for reading mass emails so some experience is needed in order to target the message accordingly, as discussed in the propositions paragraph above. Overall, the community receives emails on a regular basis, in addition to being overwhelmed with posters advertising different events and even companies promoting their products in the school lobby. An understanding of this landscape is necessary and was, admittedly, entirely lacking on my part when the project was initially undertaken.

Although this landscape is unique to each school and community, I would suggest that the No Impact Project place more emphasis on encouraging organizers to gain an understanding of this setting before the project begins. What are the feasible ways and contact points between the campaign and its intended target (students, faculty, staff, etc.)? How can access to these be obtained? Which points would be the most worthwhile considering the available resources? Does every point of access communicate the same information or do they complement each other, and to what extent? These are questions for the organizers to answer, but for NIP to prepare them to ask themselves.
Beyond the social marketing mix, it is also important to **survey your community and be aware of its ‘eco-attitudes’**, for example, based on the number of environmentally-centred events being organized and attended, the reputation and curriculum of the school, or even perceptions of the community's attitudes towards these issues. An informed idea of this will help to best prepare organizers for the challenges which lay ahead, and where their efforts should be focused. This may seem obvious or unnecessary at first, but in hindsight, it is pivotal. This is very subtly implied in the University No Impact Week Planning guide (included in University NIW Toolkit) when referring to the process of putting together a planning committee:

3 months before [...] **Create a No Impact Week planning committee** (hint: create as diverse of a group as possible! Invite professors, representatives from student groups, dining services, residence halls, Campus Life or Activities board, etc.) Use the attached PowerPoint and PowerPoint notes to help you introduce the No Impact Week concept. Designating a small subcommittee (2-4 people) for each individual day and theme is recommended.

2 months before [...] **Designate** who on each committee is responsible for each event and activity.

This committee should probably consist of people who have the authority and the know-how to maximize the success and pervasiveness of NIW on each campus. But selecting them and assigning responsibilities is mentioned above as a ‘black box’ concept and does not explain how these individuals should go about planning the event. Although no strict guidelines need to be imposed, some ‘food-for-thought’ can be helpful in anticipating what is to come. For example, the knowledge that low participation rates can occur, can better prepare organizers in the planning stages, whether by targeting their marketing efforts accordingly, having people confirm attendance in advance, offering people creative value-propositions for attending or
through other back-up plans. The same can be said for a campus where environmental issues are very popular and often discussed. In that context, high participation rates would need to be expected and managed with foresight in order to ensure a positive experience for all.

5.2.3. Other Considerations

The remaining barriers to participation were: scheduling conflicts, poor survey timing/order and lack of interest. Arguably, scheduling conflicts and lack of interest can both be addressed, to a certain extent, by clarifying the message.

The poor survey timing/order was due to an error in survey designed that led people to click on the survey before the registration link, despite their intentions to sign up after taking the survey. This could have also been remedied by rephrasing the question ‘Have you signed up for the event?’ but the present tense was purposely chosen, so that respondents would not speculate at future behaviour, which is less reliable (Patton 1987:119-120), and thus reduce the possibility of lower accuracy.

5.3. Why Participate in HNIW?

HNIW interested people mainly as a source of developing awareness, and easy skills to guide them towards more sustainable behaviour. Additionally, the challenging nature of the experiment appealed to individuals’ sense of curiosity. Below these findings are discussed in more detail, from a SCT framework perspective and a needs-based perspective.

5.3.1. In Everyday Terms

The 16 starting participants’ responses for their expectations and motivations for signing up were reviewed and categorized. Most people stated multiple reasons for choosing to take part in HNIW. Each reason was categorized separately, and visually illustrated in Figure 11.

This figure was compiled using an online key word map, into which category labels were input once for each time they were listed, with the largest reasons being cited most often, and the smallest being cited least often.
Figure 11 Expectations & Motivations for No Impact Week Registration

Of the 16 individual replies for taking part in HNIW, a desire for awareness was among the top cited reason. Some examples of what people wrote include:

I think it is a chance for me to observe my life since I never thought it before. Through proceeding these topics within this week, there might be slight changes in the future.

To illustrate my habits when it comes to environmental issues and possibly show me ways to change how I act.

These quotes and others illustrate a general wish to understand oneself in a greater context, and from an environmental point of view, improve in the future.

Equally important were people’s desires to learn easy tips, or tricks to make a difference, without making restrictive or radical changes in their lives, or putting in a lot of effort. Some examples include:

[...] I thought this would be a way to learn how I could do at least some small changes in the way I live.
I try to lead a low impact life as it is so I’m hoping to learn something new about consumption and see if I could make an even bigger change by little effort.

‘Small,’ ‘easy,’ ‘little,’ are all adjectives which have been used to describe the kinds of ‘tips and tricks’ participants hope to discover. Their diminutive size may be indicative of the fact that none of these participants were looking to make radical changes in their lives during HNIW, or that some had already made changes and did not expect there to be enormous changes to their lives as a result of HNIW. Another hypothesis is that these answers reflect some doubt about there being a substantial impact on their living after the experiment, as some of them mentioned before and after.

A third motivation for participation was the excitement regarding the challenge of living ‘no impact,’ and seeing if it was possible, equal to one of Beavan’s (2009) initial motivations for starting out with No Impact Man. In this context, the challenge was not always linked to a strong interest or passion for environmental issues, but rather, a sense of curiosity to experiment with something new. A few examples include:

- It’s an interesting experiment, on the whole people should be more often be challenged to make changes in their lives.
- This is more of a test for me personally than effort to heal the world, but what the heck if they coincide why not.
- I want to go outside of my comfort zone and try something eco-friendly and new [...] 

Being driven towards pro-environmental behaviour before necessarily developing pro-environmental attitudes is an interesting finding because of its potential to involve all sorts of people in the strive towards ‘no impact’ living, including “[...]people who are not already tree-hugging, bicycle-riding, canvas-bag-toting, eco-warriors” (No Impact Project, About Us). This was one of NIP’s goals. In addition, it provides some insight into how behaviour change towards sustainable consumption, or at least intended behaviour change, can be sparked without burdensome information campaigns.

The three main motivations for participating in HNIW are now discussed from a SCT perspective and a needs-based perspective.

5.3.2. From a Social Cognitive Theory Perspective

From a SCT (Phipps et al. 2012) perspective, the top three motivators for participating in HNIW are all very personal in nature: awareness, tips and tricks (skills) and for the challenge. This is consistent with the notion that NIW is an exercise in individual
challenges related to sustainable consumption, and therefore moulds the expectations of participants accordingly.

As discussed in the previous section, the concept of NIW as a challenge suggests that people need not necessarily be driven to participation by an environmental attitude, but also by a sense of curiosity and experimentation. This would support the claim that environmental attitudes need not precede environmental behaviours (Phipps et al. 2012). According to the SCT framework, the outcomes of the behaviours, will impact future behaviour, depending on the whether the outcome was positively or negatively reinforced. In this same way, people intrigued by the challenging nature of NIW may attempt to live ‘no impact,’ have a positive experience and continue with some of the desired behaviours. This cannot be confirmed from the pre-week survey alone, but can be tested from the one-month follow-up data.

One additional factor and potential drawback within the SCT framework is that personal factors and behaviour are not the only factors which influence outcome, but rather, environment (meant as contextual factors in the framework) plays an equally influential role. This is discussed in more detail in section 5.4.

5.3.3. From a Needs-Based Perspective

The motivations for taking part in HNIW were also interpreted and categorized according to Max-Neef’s classification of needs and satisfiers (1991, 1992). The interpretations were mainly concerned with the needs axis (in Table 4), although each need was usually restricted to one or two instances of being, having, doing and interacting, as opposed to all four. The findings are presented visually in Figure 11, with the larger text signifying most often-cited needs.

Understanding ranked at the top because it was interpreted according to people being curious, critically conscience, disciplined and open to experiments (Refer back to Table 4 for Max-Neef’s categorization of needs and satisfiers). The proposed method of teaching understanding in the NIW context is by providing (having) every participants with the how-to guide and useful links, in addition to their interaction within the school and No Impact community.
Participation ranked second to top because it involved people being adaptable, receptive, willing, dedicated and determined to try the experiment. Moreover, there were feelings of responsibility and being able to do more for the environment (having), and interacting (also doing) with other people from the community (friends, family and community visible in Figure 11) in order to find new ways of doing things.

The need for identity was also prominent in people's motivations for participating. Although people were not asked to rank their level of ‘green,’ they volunteered this information by sometimes providing a list of things they already did, along with an explanation of their current level of commitment. For example, some people related to their eco-friendly choices:

I am already making certain eco-friendly choices e.g. our energy comes from renewable sources, I recycle, I try to take the stairs, I'm cutting down on my meat consumption gradually. [...]

While others admitted to not being so eco-friendly:

I consider that I am doing my small part of preserving the nature in reasonable level. I am definitely not a green man but have some fixed ideas about recycling and transportation. I am eager to find out if there are some new things I could apply in my life that would make sense to me and be easy enough to implement. [...]

Regardless of the label assigned, identity was mentioned in relation to being green or not, belonging to a specific group of people who share the same interests, values or experience, and doing something to get to know yourself, putting the values into practice or learn about yourself. People more often expressed an interest in
environmental issues but were aware that they could be doing more. In a sense this suggests that participating in HNIW is a way of establishing their identity as a conscious and informed, but also developing, individual. It is a way for people to ‘brand’ themselves green and taking part in HNIW can be a credible way of committing to certain values and displaying them within a community or society. This is hinted at by the fact that people mentioned family and friends in relation to their influence on them, implying a perception of themselves in a leadership role when regarding ecological issues.

Last but not least, the need for freedom was coded according to the desire for awareness. Max-Neef’s categorization (1991, 1992) places the need for freedom in terms of being autonomous, determined, open-minded, bold and assertive, in addition to developing awareness (doing). In the context of NIW, a need for freedom can be interpreted as individuals striving towards awareness, and fully understanding the consequences of their actions. Interestingly, Jackson (2005a; 2005b; 2004) uses the term ‘lock-in’ when referring to actions which individuals cannot change due to previous decisions, such as for example the location and size of their homes and associated obligations like heating and travel to and from work. If freedom is perceived as a lack of lock-ins, then awareness may be the key to understanding how each decision will impact the individual and others, not only in the short-term but also in the long-term. This idea seems congruent with mindfulness, defined earlier as “the state of being attentive to and aware of what is taking place in the present,” both internally and externally (Brown & Ryan 2003), but should be considered in the complex context of modern living. However, when participants indicated or implied a desire to be more aware or escaping ‘auto-pilot’ behaviour, this was categorized as a satisfier to their need for freedom.

5.3.4. Compared to Other Studies

In terms of Stages of Change (Andreasen 2006:99-100), all participants were past the initial stage of pre-contemplation in most respects. However, since the desired behaviour ‘living ecologically’ is actually multiple behaviours, it is difficult to sort individuals further according to Andreasen’s proposed framework: pre-contemplation, contemplation, preparation and action, maintenance. When dealing with behaviour as complex as living sustainably or ecologically, a more detailed assessment would have to be performed than these simple stages.
One potential alternative to the Stages of Change approach is the Transformational Model of Living with Less (Schreurs et al., 2012), which has the ability to distinguish individuals on stages defined around a general approach to downshifting, associated with living ecologically, as opposed to a single behaviour. Carrying out this assessment would require additional information about participants’ lives outside the timescale of HNIW, and beyond what was asked in the pre-, post-week surveys and daily templates, and consequently, outside the scope of this study. However, what can be gathered from the data is that people are looking for ways to either motivate themselves or challenge themselves, or learn new skills to change their behaviour. Their expectations, and thus intentions are oriented towards behavioural change. No Impact Week provides an interesting and unique approach to the ‘Transformational Model of Living with Less,’ due to its temporary nature. Individuals likely in the Prelude stage can experiment with actions in the Restyling stage, characterized by lifestyle changes, and experience bits and pieces of the model, allowing them to jump back and forth between stages in a short time span. But the model is not entirely adaptable to this experiment, because people are unlikely to go through it at an accelerated rate, nor are they likely to feel committed to downshifting in the same way as if they had been forced or chosen to downshift, as a permanent change in lifestyle.

5.4. How was HNIW Experienced?

Experiences are highly subjective and far from straightforward. In an attempt to best convey the experiences of HNIW participants, a look at HNIW experiences is presented in a nutshell. Thereafter, the SCT framework lens is applied and the effect of HNIW on personal, behavioural, and contextual factors is gauged, in addition to the way which these relate with outcome. Finally, the findings of the diary are discussed, as related to the research question.

5.4.1. Hanken No Impact Week in a Nutshell

Whether because of the diary structure or because of a natural human tendency towards story-telling, the diary data consisted mostly of stories. These were long or short stories, depending on the style of the individual. The stories highlighted accomplishments and shortcomings, justification for perceived failure, discussions of necessary trade-offs, realizations and newfound awareness, impact of society, and so on so forth.
In order to familiarise the reader with the type of data collected and better understand the context of the findings, a narration with illustrative quotes from the diary data is presented here.

From the very start of Hanken No Impact Week, the variety of diary entries illustrated that experiences varied greatly between individuals. As experience is such a subjective aspect of human existent, this should come as no surprise. But perhaps the wide spectrum of experiences collected broadened expectations as to which extent NIW experiences can differ. After weeks spent categorizing, analysing and sifting through the data, and attempting to summarize it in a painfully condensed form, an irony became apparent: as different as the experiences initially seemed, they were in fact, very similar. I do not mean to say that everything happened to all diary keepers, but the similarity of the experiential process carried significant overlap.

Participants began the week with their expectations and motivations for undertaking the experiment. Some had already made changes to their lifestyle leading up to HNIW:

As I believe I have been conscious about my living for the past 2 years I believe this week is more of an analysis for what I could improve, although at this point I believe it will be difficult to cut down further (M1 – Pre-week)

As I have already tried to live “greener” for a couple of years I don’t expect this to be a life-changing experience but as I do know it is difficult to change habits I hope to get tips and inspiration for continuing on this path. [...] I am interested in these issues and I think it is nice to get to connect to other people with the same interests. (F3 – Pre-week)

Other participants were looking at their lives from a new perspective:

I consider that I am doing my small part of preserving the nature in reasonable level. I am definitely not a green man but have some fixed ideas about recycling and transportation. (M2 – Pre-week)

I wanted to participate because I wanted to try living in a way that is more conscious of the environment. (F2 – Pre-week)

The week kicked-off and diary keepers reported on their daily preparation practices:

I was visiting a friend in Copenhagen, and even though one might think that shopping is related to travelling I pursued with my theme and didn’t buy anything but food. [...] So the only preparation that I had done was to change the mentality of “I must buy something because I am abroad.” (F4 – Day 1)

I read the how-to-guide and wrote down everything I ate yesterday. (F8 – Day 4)

[...] Decided to carefully observe every little thing I wanted/had to throw away during the day (F1 – Day 2)
The routine actions they took on in an effort to curb the consumption of that day’s theme were requested for each day. Some days only one action was taken on, other days a list of actions was provided:

- Question myself on whether if I really need the “thing”. Can I live without it? It was usually yes. [F2 – Day 1]
- Not keeping cash with me. (F2 – Day 1)
- I brought some left-overs from yesterday with me to school to eat for dinner (I bought my lunch in the cafeteria and ate my left-overs as dinner as I was in school until 8:30 pm). (F3 – Day 4)
- No TV. No plugging in my computer today (didn’t need it on my training course). No using hairdryers or straighteners. No air conditioning. No electronic appliances (e.g. lamps) turned on unnecessarily (F7 – Day 5)
- Took shorter showers. Let the faucet run for shorter periods of time. Didn’t put the kids in the bath. (F9 – Day 6)

Some moments were seen as successful:

- I planned to walk everywhere today, and I did. Weather was nice so I am happy I achieved everything I had planned. (F6 – Day 3)
- [...] I felt somewhat rebellious but also satisfied that I had found one way of saving energy even in public place. (M2 – Day 5)
- I feel pretty good about the day. Both physically and mentally I felt a whole lot better in the evening when I didn’t stare at the computer screen all day. (M3 – Day 5)
- This day [Eco-Sabbath] was dedicated to me and my friends. Had so much fun actually spending time with a friend face to face with no disturbance from cell phones etc. (F10 – Day 8)

Others were deemed less successful:

- It was quite difficult to remember to unplug and turn off appliances I wasn’t using. I also went out for dinner, caved completely and ordered a hamburger [...] (F7 – Day 5)
- ...wanted to do so much, but no time. Had to skip lunch and was unhappy to have to eat a hot dog at school...not a successful day. (F10 – Day 4)
- I try to calculate “water foot print”, but it is too much work for me. [...] Today’s every meal is in student restaurant, have no idea how to count it... (F5 – Day 6)
- Sad that I couldn’t try everything I wanted to try. It is really hard to not use water when it is so inexpensive. (M1 – Day 6)

And oftentimes the day consisted of ups and downs, as people tried to make sense of their intentions and their feasibility, under the circumstances:

- [...] It was hard to come up with a veggie dinner on the spot but I managed to after I compromised a bit on the waste issue. I figured I can’t feel guilty about everything so I opted to feel positive about making a vegetarian dinner and not eating meat two night in a row rather than feeling negative about the waste thing. (F11 – Day 4)

I feel that the case study competition let me learn a lot, although as I was trying to help the world with coming up with some sustainable solutions concerning the palm oil industry I neglected some of the little things that matter in my day to day life © (M1 – Day 7)
I feel comfortable but not accomplished. I could have done more, like not using my computer at all. [...] My long term choices are OK and somewhat effective, but daily activity is more comfort oriented. This is definitely the area where I could change behavior in most single items. (M2 – Day 5)

I had planned to take public transportation (bus or train) to work but my commute to and from work would become more than 1 h longer without car. With three kids who either wait at home for me or wait for me to pick them up I chose to save time instead of car mileage. © (F9 – Day 3)

Notable social interactions presented themselves when participants either brought up the subject of NIW with friends or family or acted according to the challenges they had set for themselves:

[...] we discussed [NIW] with my spouse, especially when I tried to convince her that we should walk to the shop. She thinks I’m crazy participating in this [...] we had long discussion about how “green” we feel ourselves and how differently it appears. I think we came to conclusion that we both feel to be on same level of green, but our actions are somewhat different [...] (M2 – Day 1)

I had a long conversation about consumption and the other themes of the week with a close friend. We thought about ways to reduce consumption and how to live more ecologically and what kind of challenges we face that hinder us from living ecologically. (F11 – Day 1)

When I told my best friend about my adventure with the [toilet] tank cover, he told me that I went totally crazy and that probably the experiment already brainwashed me. I was [...] a bit disappointed by such an attitude, but what can I do; I just have to continue working on my own and hope some people will someday change their mind. (F6 – Day 6)

A girl from school that I met for the first time today opened up to me about how her family treats her awfully because she wants to eat vegetarian and points out to them how their lifestyle is hurting the planet. [...] I think she really needed to get it off her chest. (F3 – Day 4)

I was thinking (out loud) about having a vegetarian burger when we went out for dinner, but I was overruled. Apparently ‘a hamburger is not a burger without a beef burger’, and ‘you can’t eat a real burger at the best burger place in Copenhagen’. I guess I just needed to be convinced and that was that. (F7 – Day 5)

When we were in the sauna and ‘a friend’ ask me if I wanted a beer because I strategically didn’t bring any to lower my consumption. I felt like I gave in, that I wasn’t strong enough to fight the urge of wanting that beer when the opportunity was presented (M1 - Day 4)

Others stepped outside social norms, either among friends or strangers, and felt a difference:

When having lunch I only bought one bottle of water that I shared with my friend even though I was thirsty, because I didn’t want to create plastic waste. I felt like I was cheap (I paid for the lunch) in the eyes of my friend, but she knew about the No Impact Week so I assume she was alright with it. (F4 – Day 1)

I think I said many more hellos and smiled more today than on any other usual day. When in bus I usually read a book or listen to music and do not focus much on what is happening around. Today, on the walk I actually enjoyed myself and could have my little moments with strangers who enjoyed their walks too. (F6 – Day 3)

When I handed my thermos cup to the flight attendant and her surprised look. Felt good! © (F9 – Day 2)

I remember being a little irritated, when the cashier was surprised about me handing only the price tag for the weighted vegetables - as if I was trying to cheat by not giving the vegetables to him in a plastic bag with the price on the bag. (F10 – Day 2)
I just enjoyed going to the market hall and I think strangers can see the happiness on my face that reflects that I am happy to shop good and fresh food. (F4 – Day 4)

Depending on the outcome, certain lessons were gathered and debated in the diary. Sometimes the debate was left open ended, or with a rhetorical question:

I feel negative in the way that I feel like I’m doing everything I can already to reduce energy. My worry is more on how electricity is produced and I don’t know how I can affect that. (F4 – Day 5)

I went out for coffee, and had a cinnamon bun. During this time I thought, this is consumption, although there is not garbage. Did I need the coffee and bun? No. Although I enjoyed the personal interaction with friends and it would have been weird to sit around as everyone enjoyed their coffee and bun while I had nothing. [...] Is there a choice here? (M1 – Day 1)

Finally, opinions were provided about how consumption reduction of the day’s theme could be applied on a wider scale:

 [...] The routine of making ‘lists’ related at that time to the not-so-good economic situation of Polish society [...] After many years my mom still keeps making shopping lists; this time not only to keep hands on the expenses, but also because she doesn’t want to waste food or buy fancy [...] unnecessary things. Learning this skill as a kid, I continue my mom’s routine now [...] we should teach already small kids that more is not necessarily better, teach them skills how to do shopping, etc. (F6 - Day 1)

I think stores and restaurants need to change their food wrappings and containers, for this I think we need innovation, perhaps laws and also consumer knowledge so that there is a pressure from consumers on businesses to behave ethically on this issue. (F3 – Day 2)

I think that EVERYTHING should be closed one day a week. A day where everyone knows that don’t work, and they know that can hang out with friends, family etc. [...] I truly believe it would enrich everyone’s lives! (M2 – Day 8)

So in brief summary, diary-keepers took on a challenge to reduce their consumption and learn new ways of doing so, regardless of their current level of experience in the domain. Preparation consisted mostly of reading the NIW guide, a few people did a bit of research on the side. Some participants set goals, others chose to focus on awareness. Everyone faced challenges, but also reported successes. Some people’s social interactions differed as a result of the experiment, in either positive or negative ways. Every diary-keeper voiced opinions about how the current situation could be improved,
and barriers to reduced consumption of the focused themes reduced. These opinions were either phrased in the passive voice, or active voice, with the latter including a responsible actor which would be the catalyst for this change.

5.4.2. Positioning NIW Within the SCT Framework

Of the different models used to try to perceive the data, the Social Cognitive Theory (SCT) framework (Phipps et al. 2012) was the most useful, as it allowed for complex interplay between the trade-offs people were forced to make. The data revealed early on that there were no clean slates with NIW: participants incorporated the experiment into their lives but the outcomes remained very dependent on existing structures, in this case environment and personal factors.

![Figure 13 Social cognitive theory & reciprocal determinism (Phipps et al. 2012) in the context of Hanken No Impact Week](image)

NIW’s stated goal is to effect behavioural change, seen through the lens of SCT framework as the behavioural facet. The NIW how-to guide provides ideas and suggestions for change and challenges, meant to inspire personal factors, such as motivation and perceived self-efficacy, and behaviour, such as habits and actions. In addition, information and resources linked to the guide can provide participants with a better understanding (personal) of their physical and social surroundings (environment). What participating in HNIW or any NIW cannot immediately change is the individual’s environment. This is something that an individual or a group of
individuals can change, whether physical, sociocultural, etc. As John Donne wisely penned: “No man is an island.”


There are no simple methods to distinguish between factors because of their interplay within the model, as made evident in Figure 13, but an attempt at showing the complexity is made in Figure 14, and judged case-by-case in the data.

### 5.4.3. Hanken No Impact Week Affected Some Personal Factors

Personal factors emerged in different forms over the course of HNIW. Awareness was one aspect of this that kept coming up again and again with different respondents:
I apparently am thinking about trash more than I had realized earlier. (F1 - Day 2) I realised that even though I do love meat, I eat less of it than I think. (F1 – Day 4)

I learned that I sometimes do things without thinking. (F2 – Day 2)

Yes, when I visited first time toilet and noticed that I was throwing the towel to trash bin. I had not given a thought for it before that, literally seeing the towel fly in to the basket, initiated my understanding. (M2 – Day 2)

Awareness was especially interesting as increases in it were reported even by respondents who claimed to be aware or enlightened concerning eco-alternatives. Though awareness was not the only link to changing behaviour, it is well-described in the following quote:

I do try to think about maintaining reduced impact, but it is scary how quickly I have fallen back to old habits. I still recycle a lot, try to buy ecological products and use as little energy as possible at home. What I do try to do more is cook more vegetarian food. All in all, I would say that my awareness has definitely increased. (F9 – One-month follow-up)

In addition to awareness, people’s personalities and their general levels of motivation towards a goal can either be encouraged or remain the same during NIW. However, these personal factors are not entirely up to their control. As they explain in the quotes below, caffeine addictions, time and energy constraints can also play a role in affecting their behaviour:

[...] I can walk up the 5 floors with winter gear and grocery bags. Sometimes I’m too lazy and I promise myself that I can use the elevator if I’m carrying something. I just think of it as a workout. (F4 – Day 5)

Thought about not watching TV in the evening but was too tired to try to think of other things to do. (F9 – Day 5)

I need coffee, BUT cutting down my consumption has been possible (slowly but surely) (M1 – Day 4)

Each day people were asked to list what they did that day to reduce their consumption of the day’s theme. This question was largely understood as either a to-do list or set of goals. It became obvious that some individuals set measurable and achievable goals, while others had inestimable (‘cut down on…’), sometimes unachievable goals in relation to their schedules (busy, no time) or using sentence structures such as ‘I’ll try to…’ Whether because of motivational levels towards the experiment or perhaps a perception of self-efficacy, a better understanding of this dissimilarity would require additional research.

Issues of upbringing came up with several diary-keepers in different contexts. Although upbringing can impact the individual personally through learned routines or values, the
choice of upbringing may also be impacted by the social environment. Here are a few examples which came up:

When making food I always try using Finnish products (or foreign products from the manufacturer themselves [...]],[...]) both a way of trying to cut down on my carbon footprint, but also a way of supporting small (family) businesses. This is something that comes naturally for me, due to [...] upbringing. I had not even heard of ecological food before I moved to Helsinki some 14 years ago; for me veggies and eggs came from the back yard, beef from a relative’s estate, and pig from another farm close by. [...] (F1 – Day 2)

 [...] it is hard not to flush the toilet when for some many years you are told NEVER to not flush it. (M1 – Day 6)

Volunteering is a curse word for me. I am of the first row of these very individualistic and egocentric generations. I was actually taught in my childhood that giving to help organizations will not solve any problems rather make their managers prosperous. This heritage I have been bearing with me and I can guarantee that I have followed it. [...] (M2 – Pre-week)

Upbringing generally impacts the development of people’s personal values, which often remained unchanged through HNIW, with a few temporary exceptions. Below are trade-offs being considered, but also people choosing to experiment with alternative forms of satisfying certain needs, despite their long-held practices (hygiene came up a lot):

Of course I was slightly disappointed that I did not manage the day anyway without [creating waste]. On the other hand I thought it was for the good cause (hygiene). [...] (M2 – Day 2)

I had planned to take public transportation (bus or train) to work but my commute to and from work would become more than 1 h longer without car. With three kids who either wait at home for me or wait for me to pick them up I chose to save time instead of car mileage. © (F9 – Day 3)

I will keep trying to use handkerchief in the rest of the week, but this is a very hard task for me. (F5 - Day 2)

Finally, some interesting distinctions were found when individuals were presented with the exact same situation but perceived entirely different choices.

Even though I put as much veggies and fruit in one plastic bag as I can get, you still have to use at least one plastic bag for it. (F1 – Day 2)

Compared with:

Did not want buy any food products in a packing (ended up buying a lot of fruit and vegetables without plastic bags [...]}) (F10 – Day 2)

It is not entirely clear why this was. It could be related to individual perceptions, beliefs or self-efficacy, but it may also be related to perception of the outcome of such choices. A discussion around SCT framework’s outcome and perceptions of its significance is detailed in sub-section 5.4.6.
Consequently, it was found that HNIW can affect some, though not all, personal factors. Awareness was among the top cited change, while other factors, such as motivation or organization, values and upbringing can be either conducive to or inhibitive of sustainable behaviour. In the next sub-section, the impact of and on behavioural factors is discussed.

5.4.4. Hanken No Impact Week Affected Some Behavioural Factors

Behavioural factors, such as actions and habits, were found to be affected during HNIW. Similar to personal factors however, not all were affected, only some.

People experimented with new actions, but oftentimes existing habits prevailed:

- I froze cheese, bell peppers and tomatoes before we left as they probably wouldn’t survive 2 weeks in the fridge. Very proud of this one, first time I froze tomatoes and bell peppers ever! 😊 (F3 – Day 5)

- I tried to switch to using cloth handkerchief today. I lasted half a day [...] and came to conclusion that I [...] am simply not able to give up tissues due to sanitary reasons [...] (F6 – Day 2)

- I followed a completely vegan diet [...] What is keeping me from continuously being vegan is my weakness for cheese. Cheese has large ecological impact. But I like cheese. I can’t help it. [...] (M3 – Day 4)

On a more positive note, the one-month follow-up indicated small differences in behaviour for NIW participants in the long-run:

- more aware of the choices I make [...] Was going to throw away some shoes that looked beyond horrid, but decided to first buy some softening and polishing cream, and lo and behold, they will survive at least one more season. [...] (F1)

- I think we might have been pickier with recycling since the NIW and I feel worse about driving so I try to avoid it even more than before. (F3)

- I continued switching off the main plug in our living room. It’s right next to my room so it’s easy when I go to bed. Also, I try to buy food without packaging. (F4)

- I think the only one thing I changed is that I don’t use kitchen napkins, only mop to dry stuff. (F5)

- I also tried to spread the word and now I am starting to see that even the ones who were very reluctant to this experiment, started implementing some of the tips I told them. It seems it just takes some time for people to see value in such activities; maybe not everybody is able to commit themselves to a full week or even whole life living on low impact, but with time and because of us who take part in such experiments they may pick up some small things and add their own small deed to make their lives impact-less. (F6)

- Nothing really major, just small improvements [...] I use a fabric shopping bag much more (it comes with me everywhere these days!) and I bought a thermos cup thing that I use at work instead of paper cups. (F7)
In general I would say that I pay more attention to what I put in the trash and also try to avoid generating that much trash with for example not taking that many paper napkins [...] when I eat. These are quite small changes I have to admit, but some at least. (F8)

 [...] it is just the amount of trash that seem to be the most concrete change in behaviour. (F10)

I have become aware of certain little things [...] that are easy to reduce on a daily basis, like turning off the water when I don’t really need it to be running or turning off the lights in the bathroom of our office. In our household, we've tried to recycle a lot even before the NIW week as well as use mass transit, bike and eat vegetarian meals often during the week. These are some of the themes that we have continually been doing before, during and after the NIW week. The week reinforced the idea that we definitely should be doing those kinds of things and doing them even more. (F11)

There were some little things here and there that I learned and started using. I started folding newspapers and composting instead of using compost bags. [...] When I wash dishes I got a plastic bucket and when I wash my dishes, instead of rinsing them over running water, I use that to do all my rinsing [...] (M1)

 [...] I read articles in magazines that concern environment and recycling, those I would have passed earlier. (M2)

More planning and thinking about stuff more in advance, not leaving things to the last second. (M3)

Behavioural factors were found to be influenced by HNIW:

- Existing habits (reinforced)
- Formation of new habits
- Experiment with alternative satisfiers to fulfil needs (ie. handkerchief, veganism)

While some remained constant:

- Existing habits
- Lock-in

Existing habits were deemed to be impacted and constant because the behaviour depended on the specific habit and its associated effort, available alternatives, etc. One theme which illustrated this finding best was transportation and choice of housing location. The idea of switching from driving to public transit was, for some participants, deemed unfeasible. One diary-keeper lives 6km away from the nearest bus stop, so even when she takes public transit, she usually has to drive to the bus stop, as biking was not seen as a viable option in late March. Several diary-keepers who lived within the downtown area in Helsinki did not see a significant need to switch from public transit to walking, as the perceived change in outcome was insignificant. This phenomenon is discussed in more detail and tied into the model in section 5.4.6.
5.4.5. Hanken No Impact Week Did Not Affect Contextual Factors

In this sub-section, I refer to the SCT framework’s environmental factor as a contextual factor, in order to avoid confusion between the general environment, and pro-environmental behaviour this thesis deals with, and the contextual factors which are referred to in the framework.

Data did not support evidence of a significant change in environmental factors as a result of HNIW. This is largely due to individuals having less control over their environments than they do over their behaviour and personal factors, even though those are strongly influenced by environment. Over the studied period of one month, it was found that HNIW did not change:

- Government, policies, legislation, public infrastructure, etc.
- Corporate decision-making and marketing
- Societal norms and values
- Culture
- Language
- Education system
- Community
- Culturally-driven satisfiers
- Information transparency

There were, however, small changes in:

- Individuals’ social spheres

The intentions of NIW are to bring the community together. At Hanken, this community spirit did not manifest in the same way it seems it has manifested in other communities or university campuses. For this reason, it cannot be stated that HNIW has no effect on community, but rather that it did not affect the community in this specific instance, due to the findings presented in sections 5.2. Examples of coming up a contextual factor were mostly social, but also physical, in nature:

I had to explain to my colleagues why I’m suddenly taking the stairs instead of the lift with them. In the end we were all taking the stairs ☺ (F7 – Day 5)
My 55km distance between home and school makes other means than motorized kind of challenging. (M2 – Day 3)

I tried to promote the idea of low-impact living and share information on No Impact experiment among my friends, but they told me that it sounds too hippie for them, and they wouldn’t waste their time for something like that. I was a bit disappointed with such comments. (F6 – Day 1)

[...] at the end of the week I’m off to Brussels, so then I will unfortunately have to fly. As my second work requires me to travel up to a few times a month, my carbon footprint grows and it’s nothing I can change. During summer I am also a keen car driver, as that is the only means of transport where I live during that time of year, nothing I can change there either. I have, however, this winter made the green choice to put my car in storage, which has turned out to be easier than I had expected. (F1 – Day 3)

Because of the huge hurdles placed against individuals and their recorded struggles against them. It was found that when contextual factors are not conducive to sustainable behaviour change, self-efficacy is directly impacted by either:

1) carrying out the desired behaviour, reinforcing self-efficacy despite the hurdles and thus, causing (personal) affective symptoms of contentment, satisfaction, happiness (etc.) reinforcing repeated behaviour

2) being unable to carry out the desired behaviour, reducing self-efficacy and causing (personal) affective symptoms of frustration, irritation, disappointment, discouragement (etc.) impeding attempts to repeat the behaviour

It was noticed in the latter case that after a perceived failure, participants claimed they did not have control of the situation, and thus, continued with non-sustainable behaviour. Or else, their goals indicated a willingness to carry-out the desired behaviour but described in the context of ‘I’ll try to...’ implying little confidence in the prospect of succeeding (lowered self-efficacy).

Alternatively, when the environment is conducive to change, people adapt accordingly. Less is stated in terms of self-efficacy, and more focus is put on personal rather than environmental factors. Positive emotions are expressed, though not to the same degree as those of improved self-efficacy in a non-conducive environment. If they do not manage to engage in the sustainable behaviour, despite a conducive environment, they tend to blame themselves and report feelings of guilt and blaming themselves ‘I could’ve done more.’

During HNIW, many diary-keepers mentioned the need for large-scale shifts in consumer attitudes and behaviour, and corporations and governments leading by example, and the difficulty of achieving these. Despite the mention of leadership and long lists of things the government and other organizations should do, only one diary-keeper spoke of lobbying the government for change. This missing link suggests there was insufficient evidence in this case study to support a relationship between individual
behaviour change and cultural change and political involvement, within the timespan of HNIW and the following month. One possible reason from the literature review which may explain this disconnect could be found in the difference between anti-consumption and consumer-resistant behaviour. The former, anti-consumption, is an individual project of self-identity, and the latter, consumption-resistance, involves perceptions of actions in a greater context. Though Cherrier, Black and Lee (2011) suggests these two concepts be considered together, there is a possibility that this specific instance of NIW had a tendency to foster more anti-consumption than consumer-resistance because of its shortcomings in terms of bringing the community together. Additionally, testing this link was not the central purpose of this thesis, so those wishing to pursue the question exclusively are encouraged to conduct additional research on the topic.

The relationship between SCT factors (personal, behavioural, contextual) and reciprocal determinism (outcome) is deliberated in the next sub-section.

5.4.6. Changes in Personal and Behavioural Factors Did Not Necessarily Translate into Proportionate Changes in (Perceived) Outcome

Despite the SCT framework being significantly impacted by awareness and other personal factors, in addition to certain behavioural changes, the outcome was not necessarily impacted accordingly. In this sub-section, three potential reasons for why this may be are explored:

1) Arbitrary perceptions of one’s own ‘impact’ and the perception of outcome,
2) Contextual factors as a significant barrier to changing outcomes,

Firstly, diary participants were asked daily whether they “consumed less today than [they] would on a normal day? (yes or no)” Despite cases where participants had clearly engaged in behaviour which appeared to have reduced their overall consumptions, implied by the description of their actions, but they replied ‘no’ to having lowered their consumption.

Although a clear link between actions and perceived results was not established, one potential reason for this discrepancy may be due to an inability to quantify one’s impact objectively, and thus attribute successes and failures subjectively and seemingly
arbitrarily. This is understandable considering people do not hold objective measures for the amount of water or energy they use daily, or the impact of their food, or of their transportation needs, and so on so forth, especially when the goal is immeasurably ‘quantified’ through the act of ‘reducing.’ Because of this, people tended to keep track based on their perceptions of their actions and an ever-changing equation of pluses and minuses towards their day’s goals. This invisible equation becomes increasingly complex as themes are added to the week and a person’s impact is perceived in terms of multiple, incalculable factors. This is not to say that everyone thinks in such systematic or objective terms but rather that the lack of objective measures combined with an ambitious challenge can be confusing. In addition, people held different understandings of what a ‘normal’ day was, whether it was a weekday or a normal Wednesday, was sometimes questioned and may even have changed depending on the entry.

A significant personal factor which affected all participants was self-described awareness, thus it is used as an example. An increase in awareness leads people to be more aware of their overall impact, whether measurable or not. As a result, the eco-behaviour they take on may seem small in terms of all the factors there are to consider individually and which could be changed societally. This could potentially lead them to underestimate the result of one outcome in the context of all other factors and outcomes. For example, one respondent took a much shorter shower on water theme day, but then baked and used a lot of water for that. She considered that she had not reduced water consumption because the baking outdid the shower. However, if it had not been for HNIW, she would have taken a longer shower and baked. In this case, it appears her increased awareness caused her to overestimate the day’s impact. On the other hand, when looking at behaviour over the course of a day, the outcome is restricted to that specific day. Consequently, the impact of that day is underestimated because either the behaviour and outcome were performed on a different day, or each day was perceived with a clean slate. The overestimation of impact, and thus outcome, may partially be due to the daily diary design, which asked questions pertaining to that specific day. However, it is interesting that the opposite is true for underestimation.

One of the consequences which began to emerge as the week went on is that despite accomplishing one’s goals, people also then began to question their significance, and thus the significance of the outcome. Looking back at Figure 13, where the SCT framework is presented alongside NIW, it can be noted that perceptions may best be
described as personal factors. However, the model itself appears to be largely objective in the sense that an outcome ensues out of the three factors, but there is no relation between the perception of the outcome and the continued or discontinued behaviour as a result.

An illustrative example of this was already mentioned in 5.4.4 in relation to transportation. The idea of switching from driving to public transit was, for some participants, deemed unfeasible. One diary-keeper lives 6km away from the nearest bus stop, so even when she takes public transit, she usually has to drive to the bus stop, especially in winter. Several diary-keepers who lived within the downtown area in Helsinki did not see a significant need to switch from public transit to walking, as the perceived change in outcome was insignificant. I cannot restrain my subjectivity in questioning: would cutting down on public transportation use even be desirable in this context if it provides support for the system over private forms of transport? The same logic may be applied to water and electricity usage. Some people wondered about the motivations behind reducing water consumption if others did not use it sparingly, and due to its low cost and high availability. In these, and other cases, the perception of the overall outcome of consuming less was insufficient in prompting and sustaining behaviour change.

Secondly, the lack of flexibility and change within contextual factors was a significant barrier in achieving a desired behaviour, despite motivation and intentions towards behaviour change, as reviewed in 5.4.5. Taking into account the preceding discussion on perceived outcome, the contextual factors which encourage or discourage behaviours are also likely to impact the perception of the associated outcome. If the barriers to changing the context feel too great, this may lead to feelings to helplessness, as also described by Jackson (2005b:112-114). In light of this, it cannot be denied that in order to facilitate wide-scale behavioural change, contextual changes are requisites to sustaining it in the long-term. Only time will tell whether this is and can be done as a consequence of more people demanding it or in an effort to encourage behaviour change, and likely differ between communities.

Thirdly, one of the biggest influences on behavioural change, and consequent outcome, appeared to be something Jackson (2005a; 2005b) refers to as ‘lock in.’ Being locked in to a behaviour, or set of behaviours, consists of long-term choices which will impact your behaviour and limit your choices after the initial decision is made. There was evidence of lock-in being related to contextual factors, but also decisions made on
personal factors, and carried out by behavioural factors. Thus, all three factors had or could have had a role depending on the individual situation. Although as a term, ‘lock in’ may seem to have negative connotations, I do not wish to present it in this way. This term is intended to illustrate a trade-off between choices and the implications of each choice.

Examples included a person living downtown is automatically ‘locked in’ to certain behaviours regarding public transportation and availability of food, which can be traded-off against one another. Alternatively, people with families or pets wished to provide the very best opportunities for them, thus requiring trade-offs in living location, choice of travel, choice of job, location of job, hobbies, and other factors may be associated with lock-in behaviour but its implications are very difficult to quantify ahead of time. As mentioned earlier, these behaviours are not solely dependent on personal and behavioural factors, but also contextual factors. Being ‘locked in’ to a lifestyle can significantly reduce the amount of control one has over one’s behaviours and outcomes.

One specific instance of lock-in was distinctive. It was noticed that individuals are not always aware of a lock-in, as discovered by a discrepancy between opinions and justifications for not engaging in a behaviour deemed desirable. For example, many individuals’ opinions mentioned corporations as having the opportunity to incite change, whether through marketing or product offering, or other methods. However, some of the same diary-keepers cited their professional routines or obligations as being outside the realm of their control. These comments were not made side-by-side but they provide a concrete example for Jackson’s ‘lock-in’ or perceptions of lock-in. It is very likely that these claims were entirely justified, but it also brings a bit of hope if we think that we are capable in inciting change in the professional, as well as the social realm.

These findings support the existence of a value-action gap (Eckhardt et al. 2010; Jackson 2005b:106; McKenzie-Mohr 2000:544-545; Verplanken & Wood 2006:90-91) but they go even further to suggest an awareness-behaviour gap, and even more distressingly a behaviour-outcome (perception) gap, unfavourable to sustained long-term behaviour change.

Nonetheless, there is also comfort in some of these findings, the implications of which contest widely-help perceptions of ‘us vs. the careless consumers,’ as discovered by
Cherrier, Black and Lee (2011), and instead show many people are willing and attempting to make changes in their lives, despite barriers. Furthermore, although contextual factors appear to be highly complex in nature, it appears that they hold the solution to sustaining pro-environmental behaviour change in the long-term. The role of NIW in this context is largely to develop people’s awareness so they participate in the problem-solving, whether socially or politically and are more receptive and supporting of solutions. Recently, instances of NIW began to be organized in workplaces, which will hopefully help provoke change in all sorts of settings!

5.5. Summary of Findings Related to Aim

The aim of this thesis was to analyse an instance of NIW, Hanken No Impact Week, for the purpose of deepening the understanding of people’s experiences when hearing about the concept or undertaking the experiment. The purpose of this aim was to assess the current state of the No Impact Week experiment, according to its stated goals, and make recommendations towards attaining those goals.

To accomplish this, the following was undertaken:

1) Compare NIW to social marketing campaign theory and identify gaps;
   a) Recast NIW as a social marketing campaign,
   b) Compare with social marketing campaign theory to assess theoretical strengths and weaknesses,
   c) Make recommendations for improvement, if any.

2) Determine why some people choose not to participate in HNIW;
   a) Identify barriers to participation,
   b) Compare barriers to theoretical social marketing campaign, and make recommendations for improvement, if any.

3) Determine why some people choose to participate in HNIW;
   a) Identify motivations for participation,
   b) Categorize motivations according to Max-Neef’s categorization of needs and satisfiers (1991, 1992),

4) Analyse the experiences of HNIW participants, via the reflexive diary method;
   a) Identify patterns and recurring links between SCT factors and HNIW,
b) Determine whether experiences are congruent with NIW’s stated mission, stated in Chapter 1.1,
c) Determine whether the data supports a link between reduced consumption and increased well-being/mindfulness, as the campaign claims.

In order to provide a theoretical comparison between NIW and social marketing campaign theory, NIW was recast as a social marketing campaign. In order to determine reactions of non-participants to HNIW, a survey was conducted and barriers to participation were requested. In order to understand what appealed to people about HNIW and why they chose to take part, pre-week diary entries were collected. In order to understand how people experience HNIW and what factors shape their perceptions of the experiment, individuals kept diaries throughout the eight-day challenge. The findings of this study are briefly discussed according to each research question in the following sections.

All in all, it can be argued that the aim was successfully reached and that this study provided a good overview and basic understanding of NIW, as a fruitful avenue of future research. In addition to the research questions listed above, an additional consideration was found in the SCT framework and which should be tested in future research: the link between perceptions and outcome.

The findings according to each research question are summarized below.

5.5.1. *No Impact Week as a Social Marketing Campaign*

No Impact Week differed from traditional social marketing campaigns described in the literature in two ways:

1) its ambiguous proposition of “living ecologically,” which requires participants to interpret the meaning and behaviour encompassing such a proposition beyond a certain extent;

2) the way which participants’ feedback and experiences are monitored in order to continually develop the campaign’s approach.

Despite this, it has been argued that a campaign need not have equal parts of each criteria, though it is recommended that they have at least a little bit of everything (Andreasen 2002:7), which NIW does. For this reason, it was found that NIW could be compared to social marketing campaign theory, although it was suggested that
definitions of campaigns be broadened in the consumption context, or environmental living context due to the lack of applicability of strict propositions or actions.

### 5.5.2. Why Not Participate in Hanken No Impact Week

The main reason for not participating in Hanken No Impact Week was due to a misunderstood message of the campaign. Those who did not participate or were undecided about participating stated that they did not understand what they would have had to do. This reason far outweighed others. In order to remedy this lack of understanding, recommendations were made to improve the proposition and define the costs of involvement, as part of the social marketing mix. In addition to acknowledging event organizers as instrumental in the success of NIW instances, and preparing them accordingly, namely by conducting audits of campus accessibility and eco-landscape during the planning stages.

These findings are in accordance with the findings of the previous method, recasting NIW as a social marketing campaign. As suspected, the ambiguous proposition of the campaign contributed to the misunderstood message received by potential participants.

### 5.5.3. Why Participate in Hanken No Impact Week

A desire for increased awareness, learning easy tips and taking on a living experiment were the top three reasons for taking part in Hanken No Impact Week. From a SCT perspective, these motivations were all personal in nature. From a needs-based perspective, these motivations were interpreted as striving to fulfil needs for understanding, participation, identity and freedom.

### 5.5.4. How Hanken No Impact Week is Experienced

No Impact Week was experienced in many ways, but these experiences were looked at from personal, contextual and behavioural factors, in addition to outcome, as part of the SCT framework (Phipps et al. 2012). It was found that although undertaking HNIW affects some personal and behavioural factors over the course of the week, few contextual factors were affected. The lack of change in environmental factors presented the biggest barrier to people affecting change in their lives, and also the source of many internal struggles about the impact and effort of individual behaviour change. Despite many successes along the way, it was also found that changes in personal and
behavioural factors did not always translate into proportional changes of outcome, or perceived outcome. It was speculated that this could be due to three reasons, found in the data:

1) Arbitrary perceptions of one’s own ‘impact’ and the perception of outcome, based on subjective measures of consumption and heightened awareness of actions, and the significance of the outcome (behaviour change) on an individual level.

2) Contextual factors as a significant barrier to changing outcomes, even if individual behaviour change occurs, individuals began to wonder about wide-scale changes.

3) ‘Lock-in’ as coined by Jackson (2005a; 2005b) was found to involve personal, behavioural and contextual factors, usually in the past, which had influenced decisions and dictated or pre-determined present actions.

These findings support the existence of a value-action gap (Eckhardt et al. 2010; Jackson 2005b:106; McKenzie-Mohr 2000:544-545; Verplanken & Wood 2006:90-91) but they go even further to suggest an awareness-behaviour gap, and even more distressingly a behaviour-outcome (perception) gap, unfavourable to sustained long-term behaviour change.

Regarding a link between increased well-being or mindfulness, and NIW, as the campaign suggests, there was insufficient evidence to support this claim. However, all participants stated NIW was a positive experience in hindsight, except for one who said it was neither positive nor negative. Though there may not be a clear link between the well-being or mindfulness and NIW, positive emotions were associated with the experiment and people’s own accomplishments, but further research would be required to establish whether these positive emotions result in improved well-being. It should be mentioned that there was a clear link between NIW and heightened awareness, which plays some role in the cognitive process and steps towards mindfulness. Quantifying and assessing well-being and mindfulness, however, are quite difficult tasks, open to much interpretation and debate. Pairing these with the context of sustainable consumption and measurements of increases or decreases of either is worthy of its own, very highly focused study.

5.5.5. Comparing the Findings with No Impact Project’s Goals

To recap, the No Impact Project’s goals, as stated on their website (No Impact Project, About Us) are to:

1) "Promote behavio[u]ral change,
2) Enable the public to experience their own No Impact Experiment,

3) Engage people who are not already tree-hugging, bicycle-riding, canvas-bag-toting, eco-warriors” (No Impact Project, About Us)

Overall, there was support for all three points, and recommendations were made in order to develop the results further.

Support for behavioural change has been established, as those who participated in HNIW took on the daily challenges and reported increases in awareness and small changes to their routines up to one month after the experiment. During the week, it has also been determined that HNIW had an impact on some personal and some behavioural factors, but high barriers were met from a contextual point of view. In addition, there were some findings outside the SCT model linking perceptions of the outcome which prevented behavioural change. More research is needed from a social marketing point of view in order to broaden the definition of social marketing campaigns in the context of sustainable living, as they are unique and quite complex, and to advise campaign managers going forward. In this campaign context, two recommendations likely to encourage participation in NIW were to clarify the proposition slightly, and clearly define the cost of involvement in the campaign toolkit.

In terms of enabling the public to experience their own NIW, empowering organizers from the get-go to understand the context of their specific instances of NIW will also steepen their learning curves and allow for more successful events. This is not a simple ‘yes or no’ goal, but rather one that suggests constant development and improvements of the approach and details.

In this study, while there was room for improved participation rates, it has been shown that HNIW was an engaging and challenging experiment which appealed to individuals of different personalities, lifestyles, social and marital situations, and so on. It should, however, be mentioned that the number of participants in all forms of data collection consisted of mostly women. These findings may be unique to this study, but it would be best to check them against overall participation rates and determine whether there is less interest among men. If so, this may be due to unknown factors and could provide an avenue for future research.

5.6. Analysis of the Findings in the Research Context

This case study provided insight in terms of several fields and NIW as a campaign.
Social marketing theory was correct in anticipating some problems within the NIW proposition, which is currently rather open-ended in terms of simply ‘living ecologically’ or ‘reduce your impact.’ Although the theoretical shortcomings of this approach were discussed, so were the advantages of not attempting to tell people what to do, but instead letting them discover it for themselves. The motivations for this approach are largely due to the fact that there are currently no right or wrong answers, perceptions and the subjective realm largely dictate what pro-environmental behaviour is, in addition to the unique set of variables making up the geographical regions people inhabit. Certain social marketing tools, such as the Stages of Change and influencing behaviour change were deemed too limited in addressing the complex issues and interplay between them found in the diaries. Alternatively, the SCT model provided a lens through which to view these, although no structured approach to overcoming the difficulties; that remains a challenge for the future.

From an economic point of view, I am not alone in arguing that our current economic models and the foundations on which Western economies are based are severely narrow-minded. The same was echoed by several diary participants in their opinion answers. Rational choice theory does nothing to address the complexities people face when making purchasing decisions, yet the system cannot be thrown away and started fresh. Interestingly enough, the birth of an innovative and new field, neuroeconomics is providing insight into the human mind and decision-making which has never been available to economists before, and could potentially lead to different approaches being available in the future.

In the context of needs-based theory, I believe that the potential for collaboration between needs-based discourse and NIW could have been further developed. Without having specified a needs-context from the beginning of the study, it was difficult to interpret each action with an underlying need. The colloquial use of the word ‘need’ is quite different from the theoretical one. And the theoretical one perhaps does not fully account for all of the intricacies of a ‘need.’ Let us take an example: ‘I need my computer.’ On its own, this claim can be discredited, as computers are a fairly new invention and for millennia, people did not need computers. However, if taken in the context of ‘I need my computer to do my job, to get paid and, in turn to pay my bills and support my family.’ The implications of needing a computer can be turned on its head.

The SCT model was developed in order to understand the complexities involved in sustainable consumption choices. This study has brought some interesting
considerations for the future development of the model. Although the model was used in a case study and NIW was added as an experimental and temporary factor, the disconnect between behavioural, personal and contextual factors and the outcome is worthy of additional research and further development of the model. Namely, despite its dynamic and fluid approach to sustainable consumption, the model seems to imply that there is one objective truth. What this study found, rather, is that there is an outcome, if one is able to measure the concrete result of the interplay between behavioural, contextual and personal factors, but there is also the perceived outcome of these, from the point of view of the individual. Therefore, the intended user of the model must also be defined, and his or her subjective perceptions of the outcome studied further. It is possible that the results will differ based on the complexity of the desired behaviour. ‘Consuming sustainably’ is much more difficult to quantify, for both individuals and researchers, than ‘switching off the light when you leave the room.’ More research is needed both in general terms and in terms of NIW and repeated instances in order to develop the model further.
6 IMPLICATIONS

Climate change concerns everyone. And as mentioned in the introductory chapter of this thesis, it is in everyone’s best interest that the human race learn to live in balance with its natural resources and environment if we want to ensure the survival of the human race. As a result, this thesis has implications for everyone, and it is hoped that research towards defining and engaging in sustainable consumption is taken on by all, in any measure possible.

6.1 For Social Marketers

A review of the social marketing literature and a comparison of NIW with said literature has produced strong evident in support of No Impact Week as a social marketing campaign. However, two deviations from the theory suggest some opportunities for future research.

When describing social marketing campaigns, Andreasen (2002, 2006) and McKenzie-Mohr (2002) both seem to be describing large-scale campaigns, which must first be piloted and continuously improved. Such endeavours may, arguably, convey the sense that they are either government-sponsored or operating under generous grants from individuals or groups of supporters. Small NGOs operating on individual donations, such as the No Impact Project, do not have budgets and magnitudes that would allow for the type of campaigns described largely by social marketing theory. In this case, academic theory should again broaden its definition of social marketing campaigns to include comparable efforts of NGOs with similar agendas and lack of large-scale marketing reach.

In this context, the campaign design theory is hard to apply because of the lack focus on one behaviour. This is not to say that No Impact Week cannot be successful without such a definition, but perhaps there is a need to broaden academic research on behaviour change and sustainable consumption to include definitions based upon a general outlook or lifestyle, and not only in regards to specific actions, such as recycling or purchasing green energy. This is especially required in this case where the target audience is actually requesting information on how to carry out the desired behaviour, in this case through a pull- rather than a push-type strategy.
Future research for social marketers on the theme of sustainable consumption, or even NIW, is almost infinite. The SCT model could be developed further, and testing how such a model would work. Other instances of NIW, or repeated instances at Hanken could be studied and the results compared. A deeper focus could be placed on issues which were only mentioned on in this study, such as upstream and downstream methods, or the stages of change. Different population samples could be targeted in order to compare a variety of results between samples and sample populations. The recommendations in this study can and should be tested. If other campaigns are found, they should be studied and potentially compared to NIW. It is very likely that much can be learned from others.

6.2. For Sustainable Consumption

Insight into developing self-awareness and understanding exists through adopting a needs-based lens, and critically assessing one’s priorities. This approach can also be used towards better understanding NIW participants, anti-consumption and consumer-resistant behaviours. In this way, satisfiers can be compared and considered, to satisfy a number of finite needs. Such a perspective can even be useful to participants themselves as a tool to understand their situations better, and shifting the focus from ‘I need this...’ to ‘I am trying to satisfy this need.’

In addition, there is much to learn from the SCT model which will only be uncovered with future research into repeated instances of NIW, but also in the context of other sustainable consumption endeavours. As mentioned previously, studying the relationship between personal, behavioural and contextual factors, and the perceptions of the resulting outcome can shed light on the value-action gap and how it may be overcome.

These are just two examples which have come to light in this study. Sustainable consumption, as a field can benefit from countless other partnerships with from the field of economics to social-psychology, and any other fields in between. Each profession and sector will include its own challenges, similar to communities throughout the world. Academics, practitioners, communities and individuals alike must all join in the global discussion on sustainable consumption and necessary problem-solving.
6.3. **For No Impact Project and No Impact Week**

Developing and improving the NIW program in relation to the NGO’s goals is a desirable outcome. This thesis has served to identify the importance of the roles organizers play in the experiment’s success, and how NIP can empower them with the necessary tools, while also balancing this with a more efficient use of time.

Recommendations for improvement consisted mostly of clarifying the core message of NIW, answering the question ‘What do I have to do?’ in concrete terms from the first point of contact and steepening organizers’ learning curves by understanding their community from the start.

Finally, the experiences of more NIW participants are worthy of continued study. Now that the SCT framework has been identified as a useful tool, re-design of a diary or collection of blog and video blog posts may be a cost-efficient way of collecting data for further analysis, the purpose of which, could help continuously design the campaign and how-to guide to clearly link behaviour and outcome, and address personal and contextual challenges.

6.4. **For Decision-Makers**

If a single point should be remembered from this thesis, it is that individuals face significant challenges in adopting pro-environmental behaviour. Consumption intentions are not reflected in many of today’s market studies, due to the difficulty in quantifying actions which do not manifest. Since you cannot see these attitudes in behaviour, and their associated lock-ins, decision-makers should stop relying so heavily on statistical data for decision-making. Instead, there should be increased engagement with the community, and sparking of discussions, as described by Jackson’s collaborative problem-solving approach (2005b). The same can be said in terms of consumers understanding companies. For example, food packaging and the difficulty in avoiding it came up often in the diaries. Despite concerns for hygiene, to a certain extent, people perceived most of it as unnecessary. While this may not be the case for all, companies still need to increase transparency of their processes and motivations behind doing what they do. If the food risks being crushed and is packaged to protect it, tell people. The more people understand the challenges faced, and the complexity of the systems which they rarely gain visibility into as outsiders, the more a discussion can be
started and realistic solutions found, as opposed to maintaining a ‘there’s nothing we can do’ attitude.

6.5. For Policy-Makers

Policy-makers face challenging times up ahead. While trying to cater to their constituents and understand them better, many diary-keepers listed government as one of the main collaborators needed in overcoming many environmental challenges. Although not everyone was specific in how this should be done, and it remains no easy-feat, the theme of ‘leading by example’ was a recurring one in ensuring a future for upcoming generations.

6.6. For You

If you read this thesis and have yet to take part in NIW, I strongly suggest you try it, check [www.noimpactproject.com](http://www.noimpactproject.com) for details. As many have learned, it is an eye-opening experience which anyone can take on in whichever capacity they deem appropriate. You can learn about yourself and also begin to find out what changes you can make to lower the impact of your lifestyle, and what much bigger changes you can help enact on a wider scale.

If you have already taken part in NIW, I hope the experience has brought you lessons which you can continue to apply in the long-term. Although many of us continue to struggle to realize behaviour change in a stringent context, the more people there are aware of the issues, the more likely they are to be approaching solutions as well.

In order to do your part, get informed, stay up to date on the issues being discussed in your community and your workplace, speak up when there is opportunity for change, or make your own opportunities to speak up and incite change. Remember that despite various perceptions of what constitutes sustainable consumption, individuals may be well-intentioned and locked-in to behaviours or simply unaware of their impact. To remedy this, facilitate discussions instead of debates, and strive for situations where various points of view are understood and taken into account. Hopefully as a result, everyone’s personal strive towards ‘no impact’ and their communities’ goals can become intertwined in a global movement towards sustainable solutions.
REFERENCES

[Accessed February 26, 2013]


Belanger, Lilly, Program Coordinator, No Impact Project, email exchange, May 10th, 2013.


No Impact Project Long-Term Results Report. Available at: <http://noimpactproject.org/explained/accomplishments/> [Accessed on August 26th, 2013].


You, your fellow students, colleagues, and friends are invited to join the Hanken community March 17-24 (week 12) for No Impact Week. No Impact Week is a fun and challenging eight day living experiment where you lower your environmental impact, discover the benefits to the planet, and your own quality of life. If you feel inspired, feel free to invite kids, parents, brothers, sisters, grandparents, your cats and dogs along.

Each day will focus on a different theme: transportation, waste, food, water, energy conservation, etc. By the last day of the week you will be living without virtually No impact!

We are also organizing a great line-up of activities, making it possible for everyone to join in. The details will be announced closer to the start date.

To help us evaluate community interest, we would be thankful if you could take 5 minutes to fill in our survey (regardless of whether you plan to participate): click here. To sign up for No Impact Week, click here.

For more information and No Impact Week updates, please check the attachment of this email** and join our FB group.

If you want to know more about the No Impact Week concept, you can check out their website at www.noimpactproject.org.

In case of specific questions, please email us at hankennoimpact@gmail.com

Thank you in advance and have a great day!
Irina, Jens and Tina
on behalf of Hanken Social Impact, Green Office and PRME

P.S. If you know someone outside Hanken who may be interested, feel free to forward this information on to them. They are also welcome to fill in the survey.

**Attachment was accidentally omitted in email broadcast.
APPENDIX 2  HANKEN COMMUNITY SURVEY

You, your family and friends are invited to join the Hanken community March 17-24 for No Impact Week, a fun and challenging one week living experiment where you lower your environmental impact, discover the benefits to the planet, and your own quality of life.

Each day will focus on a different theme: transportation, waste, food, water, energy conservation, etc, until the end of the week when you will be living virtually 'no impact'!

We are also organizing a great line-up of activities around the themes for everyone to join in on, the details of which will be announced closer to the start date.

To help us better plan events in the future, we would be thankful if you could take a moment to fill in our survey.

1. Birth year:
2. Gender:
   Male
   Female
   Prefer not to disclose

3. Number of People in your household - including yourself
4. Are you a...
   Student at Hanken
   Student from another Finnish School - please specify which university:
   Exchange student at Hanken - please specify which university and country:
   Exchange student at Hanken from another Finnish university - please specify home university:
   Faculty / Staff member at Hanken - please specify position:
   Other - please specify:

5. Have you heard about "No Impact Week" at Hanken?
   Please check all that apply
   Never before this email/survey
   I've seen the posters
   I checked out the website
   I've heard about it from friends/faculty/staff/strangers/other
   I saw it on Facebook
   I saw it on Hanken website
   I saw it at SHS website
   I've heard about the event but didn't know it was happening at Hanken
   I've heard about it but don't understand what it is
   Other - please specify:

6. Have you signed up for the event?
   Yes
   No

   If yes to 6:
   7. Please tell us what motivated you to sign up
      Please list the reasons which impacted your decision

   If no to 6:
   7. Please tell us why you choose not to sign up:
      Please list the reasons which impacted your decision
APPENDIX 3  PRE-, POST-WEEK AND DIARY TEMPLATES

The templates below were used for the diary method form of data collection in this thesis.

Pre-Week Questions

About you

1. Name:
2. Code name (if you’re feeling playful and want to invent a name for yourself which will be used in the thesis):
3. Before taking part in the week, please indicate how significant each day’s theme is to you (you can add any additional comments if you wish, for example, to specify what about the theme is significant to you):
   (1 unimportant, 2 somewhat important, 3 neither unimportant nor important, 4 important, very important)

Consumption
Trash
Transport
Food
Energy
Water
Volunteering
Downshifting/Eco-Sabbath

4. No Impact Week is an experiment in lower-impact living. What are your expectations for how it will affect your life? (you may answer in point form)

5. What is your reason for wanting to take part in the No Impact Week? (you may answer in point form)

Diary Template – Sample: Sunday/Consumption theme

Your actions/behaviour:
1. Did you do anything in advance to prepare for today’s theme: consumption? (read/followed instructions in the how-to guide, research, etc.) (can be in point form)

2. A) Make a list of all the things you did to cut down on consumption.
   B) Indicate how challenging you found each task, on a scale from 1 to 5 (1 very easy, 2 easy, 3 neither too easy nor too hard, 4 hard, 5 very hard)
   - ...
   - ...
   - ...

   C) Do you think you consumed less today than you would on a normal day? (yes or no)
3. Was there anything you planned on doing today that you didn’t do? Please be specific about what happened. (ie. unforeseen circumstances, insufficient time/preparation/skill, too ambitious, etc.)

4. How do you plan to adjust behaviour on this theme during the rest of the week?

**Your experiences:**

*Short questions*

5. Did you learn something new *(some days you might, others maybe not)*:
   a. about yourself?
   b. in terms of new knowledge or skills?

6. During this No Impact Day, did your interactions with people (friends, family, roommates, neighbours, strangers, etc.) differ compared to a normal day? Please be specific. *(some days they might, others they won’t)*

**Potentially longer questions, depending on your experiences**

7. A) How do you feel about your day overall? (accomplishments, learnings, positive, negative, etc.)
   
   B) Is there a specific moment from today which stands out in your mind? Please describe what happened, how you felt and be specific.

**Your opinion:**

8. Please give your opinion based on your experiences today: What kind of changes (societal, political, cultural, etc.), do you think could help make it easier to reduce consumption? (Give your brief, initial thoughts; can be in point form)

**Any other comments?** (Passing thoughts, etc.)

**Post-Week Questions**

1. At the beginning of the week we asked you about your expectations for how the experiment will affect your life. Do you have any reflections that were not in the diary about the impact of NIW on your life?

2. *Yes or no questions with optional comments*
   Did you continue cutting down on consumption after consumption day? (yes or no)
   Additional comments:

   Did you continue cutting down on trash after trash day? (yes or no)
   Additional comments:
Did you continue adjusting your **transportation** habits after transportation day? (yes or no)
Additional comments:

Did you continue adjusting your **food purchasing habits** after food day? (yes or no)
Additional comments:

Did you continue cutting down on your **energy usage** after energy day? (yes or no)
Additional comments:

Did you continue cutting down on your **water usage** after water day? (yes or no)
Additional comments:

Did you continue **giving back** (directly or indirectly, however you interpret this theme) after giving back day? (yes or no)
Additional comments:

3. After a week of living no impact, please indicate how significant each day’s theme is to you (you can add any additional comments if you wish, for example, to specify what about the theme is significant to you):
(1 unimportant, 2 somewhat important, 3 neither unimportant nor important, 4 important, very important)

Consumption
Trash
Transport
Food
Energy
Water
Volunteering
Downshifting/Eco-Sabbath

4. We had around 10 events planned over the course of No Impact Week as opportunities to learn more about the themes above and hear about what’s being done in Helsinki. Sadly, the participation has been quite low, despite encouraging sign ups for No Impact Week overall. Please tell us why you or others you know did not attend the events (in an effort to better plan these things in the future).

That’s it! Congratulations! You’ve reached the end of the week and the end of the diary. Give yourself a pat on the back for living No Impact for a week – it’s not small feat! You’ll probably hear thank you a few more times but: thank you, thank you thank you! This study wouldn’t have been possible without your contribution and willingness to participate so once again, thank you for taking the time and putting in the effort. It is my greatest hope that you have gotten something out of the experience as well.

**One Month Follow-up Email & Questions**

Hello everyone,

Today marks exactly one month since the end of your No Impact Week experiment! Once again, thank you very much for your participation!!
I am still going through all the journals and learning from them and in the meanwhile, I was hoping to pick your brains to see the 'long-term' effects of your participation in 3 short questions (no more word docs, you can just hit reply here). If you don't have time to fill this in, we can also speak on the phone and I'll do all the writing.

Thanks in advance and again and again! I'm looking forward to having a final work to be able to share with all of you.

Wishing you a great week ahead!

Irina

3 short questions:

1) Have you noticed any change in mentality or awareness in day-to-day decision-making since taking part in No Impact Week? Any specific themes? Please give me some examples.

2) Have you made any concrete changes since taking part in No Impact Week (however big or small)? If so, what are they?

3) In hindsight, was No Impact Week a positive or negative experience? (yes/no)
APPENDIX 4  PRE- & POST-WEEK SURVEYS USED BY NO IMPACT PROJECT

The surveys below are those usually employed by No Impact Project to collect data of their long-term participation results. The surveys in this appendix were not used for the data collection portion of this thesis, but aided in the design of the templates in appendix 3.

Pre-Week Survey

Thank you for joining us for the No Impact Week! Get ready for a fun and engaging week as you take on the challenge to lower your impact, and have an impact on your life. Please take a moment to answer this brief survey. At the end of the week, be on the lookout for a post-week survey. Filling these out will help you think about your experiences this week, and help us at the No Impact Project continue to spread this program around the world.

1. Please tell us a little about yourself by filling in the info below:
   - Name:
   - City/Town:
   - State/Province:
   - ZIP/Postal Code:
   - Country:
   - Email Address:

2. Please indicate how frequently or infrequently you did each of the activities listed below in the last month. Click on one answer per row.
   - Rarely
   - Sometimes
   - Almost always
   - Not applicable

Consciously keep my consumption (purchases of new goods or products) to a minimum
Try to share or borrow an item with a friend or neighbor before purchasing a new one
Purchase locally-grown/manufactured products (as opposed to imported goods) whenever possible
Reuse paper (e.g., print or write on both sides) and minimize paper use whenever possible
Purchase durable, reusable products (e.g. cloth napkins and rags vs. paper towels, napkins, etc.)
Buy in bulk and/or buy products with minimal packaging
Bring reusable shopping bags for groceries
Travel by bicycle, foot, public transit, or carpool
Eat meals that don’t contain meat
Use energy-efficient appliances
Minimize the amount of water I use
Pass along information to friends and family regarding how they can help the environment
Donate to an environmental organization
Volunteer regularly for an environmental cause in my local community
Consider a politician’s stance on environmental issues when voting
Read articles about the environment and stay updated on current environmental issues
3. Put a checkmark next to any of the following activities that are possible in your workplace/ community.

- Recycle and/or compost items instead of throwing them into the garbage
- Buy in bulk versus individually wrapped items
- Fill up a reusable mug at a coffee shop instead of using a disposable cup
- Take public transit, ride a bike, or walk instead of driving
- Shop at a food cooperative, farmers’ market, or natural foods stores
- Choose meatless meal options
- Volunteer with an environmental organization

4. No Impact Week is an experiment in lower-impact living. What will be the result of your experiment? What are your expectations for how it will affect your life? Please keep a copy of this hypothesis to refer back to it at the end of the week.

5. What is your reason for wanting to take part in the No Impact Week?

**Post-Week Survey**
Thank you for joining us for the No Impact Week! We hope that you’ve enjoyed this week-long carbon-cleanse experiment. As we close out the week, please take a moment to fill out this brief survey.

1. What is your name?

2. What organization, company or school are you associated with?

3. Please rate the likelihood that you will continue to perform any of the following activities this month.

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<tr>
<th>Rarely</th>
<th>Sometimes</th>
<th>Almost always</th>
<th>Not applicable</th>
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<tr>
<td>- Consciously keep my consumption (purchases of new goods or products) to a minimum</td>
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<tr>
<td>- Try to share or borrow an item with a friend or neighbor before purchasing a new one</td>
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<td>- Purchase locally-grown/manufactured products (as opposed to imported goods) whenever possible</td>
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<td>- Reuse paper (e.g., print or write on both sides) and minimize paper use whenever possible</td>
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<tr>
<td>- Purchase durable, reusable products (e.g. cloth napkins and rags vs. paper towels, napkins, etc.)</td>
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<tr>
<td>- Buy in bulk and/or buy products with minimal packaging</td>
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<td>- Bring reusable shopping bags for groceries</td>
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<td>- Travel by bicycle, foot, public transit, or carpool</td>
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<td>- Eat meals that don’t contain meat</td>
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<td>- Use energy-efficient appliances</td>
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<td>- Minimize the amount of water I use</td>
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- Pass along information to friends and family regarding how they can help the environment
- Donate to an environmental organization
- Volunteer regularly for an environmental cause in my local community
- Consider a politician's stance on environmental issues when voting
- Read articles about the environment and stay updated on current environmental issues

4. Now that you are looking back on the week’s experiment, how challenging would you say it was for you to modify your behavior in each of the phases?
   Not at all challenging  Somewhat challenging  Very challenging
   Consumption
   Trash
   Transport
   Food
   Energy
   Water
   Giving Back
   Eco-Sabbath

5. How much did you enjoy each phase of the week?
   Did not enjoy at all  Enjoyed a little  Enjoyed very much
   Consumption
   Trash
   Transport
   Food
   Energy
   Water
   Giving Back
   Eco-Sabbath

6. What did you find most rewarding about the week?
   Being more aware of my actions
   Being part of a group challenge
   Challenging myself to do more to reduce my impact
   Discovering new ways to live
   Feeling a sense of accomplishment
   Feeling good about my current lifestyle
   Making a difference
   More time for enjoyment (time to myself, with family, to relax)
   Saving money
   Sharing what I learned with others
   Other (please specify)
7. How did participating in the No Impact Week affect your overall happiness?
   Did it make you...
   less happy
   equally as happy
   more happy

8. What lifestyle changes has your participation in the No Impact Week inspired you to make moving forward?