



How to be a Change Maker

11/11/14

#Futerra @Ollylawder



***People don't resist
change,
They resist being
changed***
- Peter Senge -

Making *sustainable* development
^{so} *desirable* ^{it} *becomes* *normal*

Some of our clients...



What is sustainability really about?



**SAVE THE
PLANET
KILL
YOURSELF**



Positive proof of global warming.



***18th
Century***

1900

1950

1970

1980

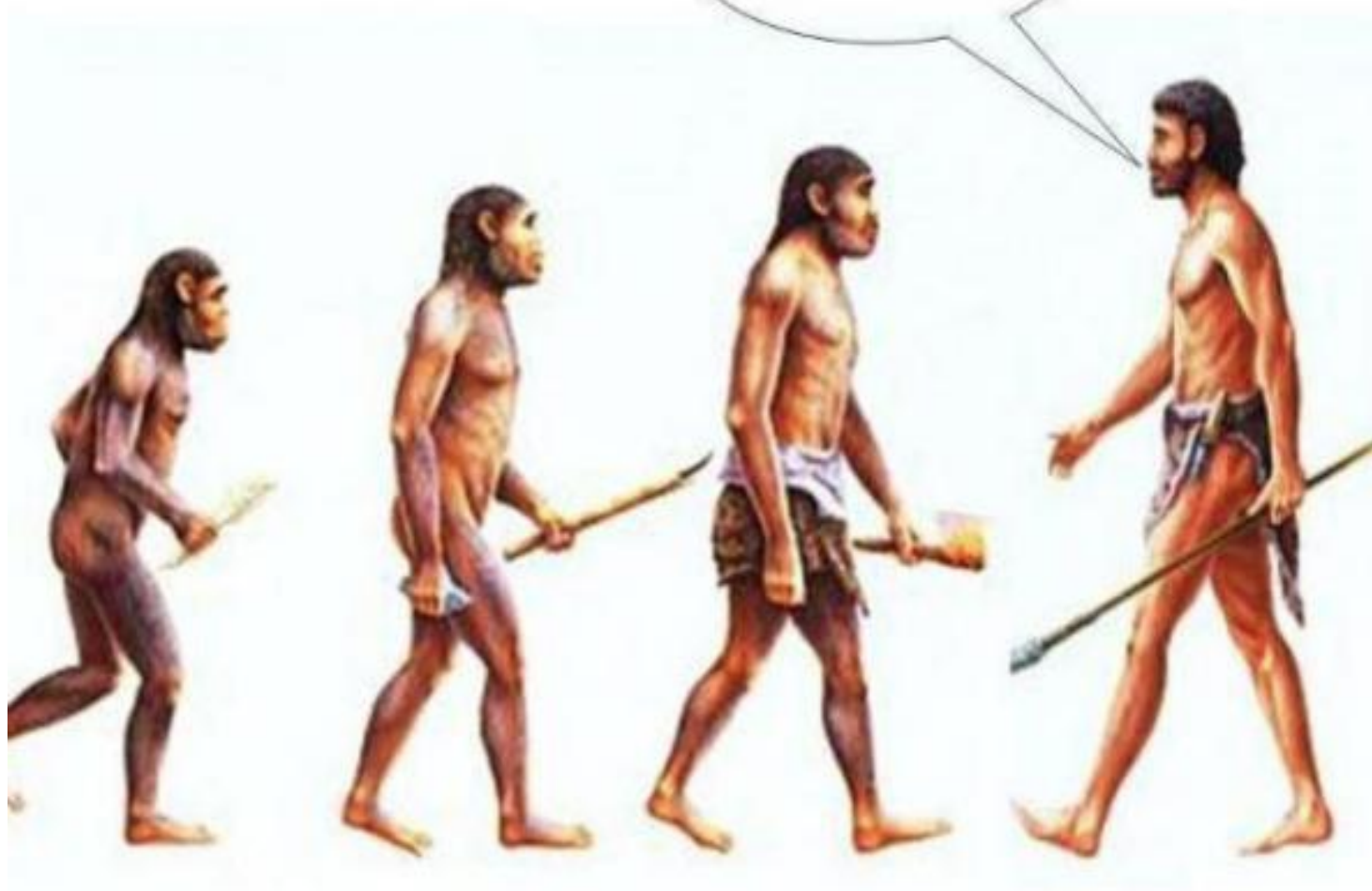
1990


2006



**BUY
MORE
SHIT
OR
WE'RE
ALL
FUCKED**

GO BACK, GUYS.
IT'S A TRAP.





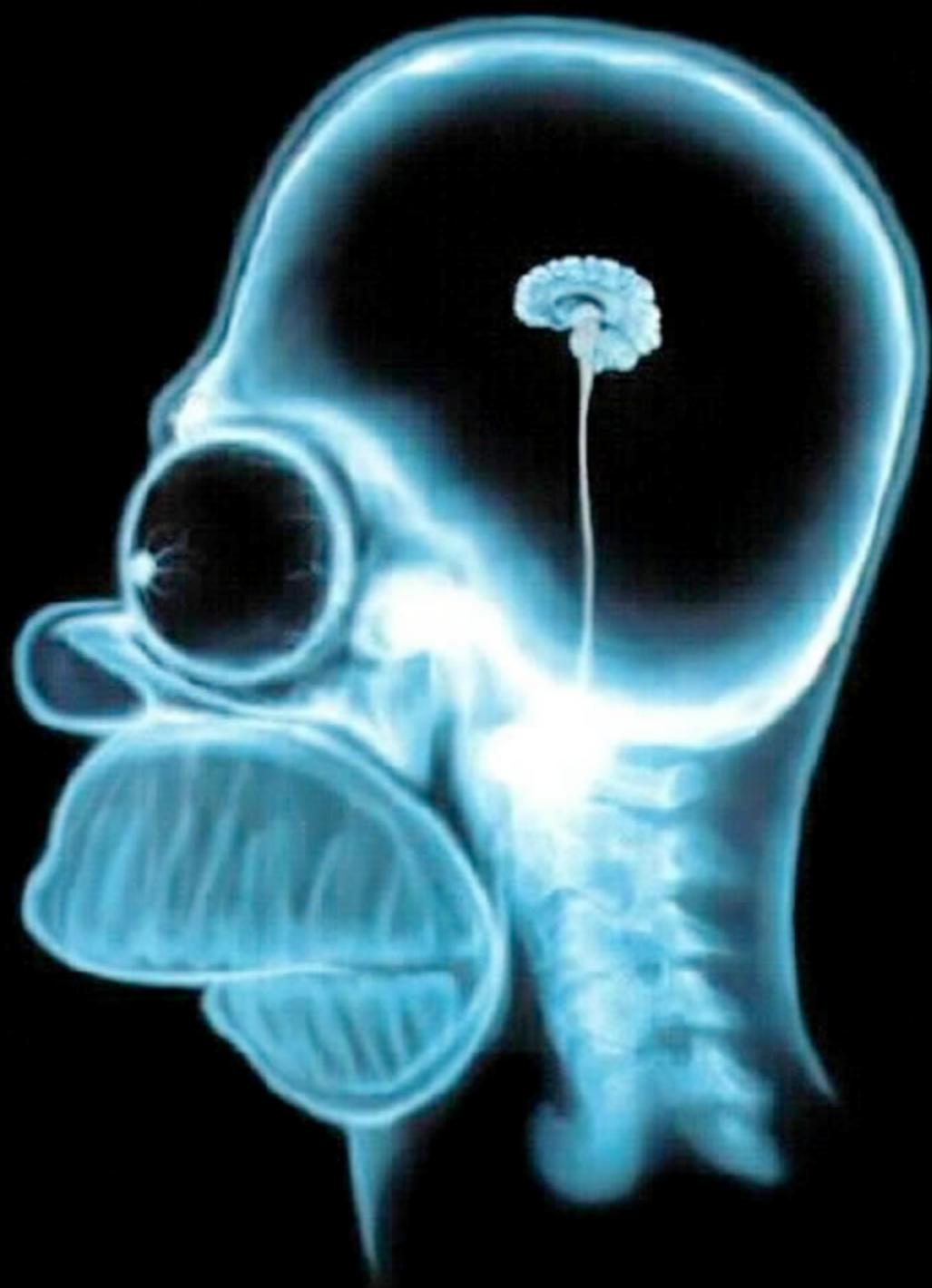
Laugh now,
but one day
we'll be
in charge



**SUSTAINABLE DEVELOPMENT IS
DEVELOPMENT THAT MEETS THE NEEDS
OF THE PRESENT WHILST ENSURING
THE ABILITY OF FUTURE GENERATIONS
TO MEET THEIR OWN NEEDS.**

Changing behaviour





DECISION MAKING



Spock

Rational

Cost/Benefit decisions

“ego”



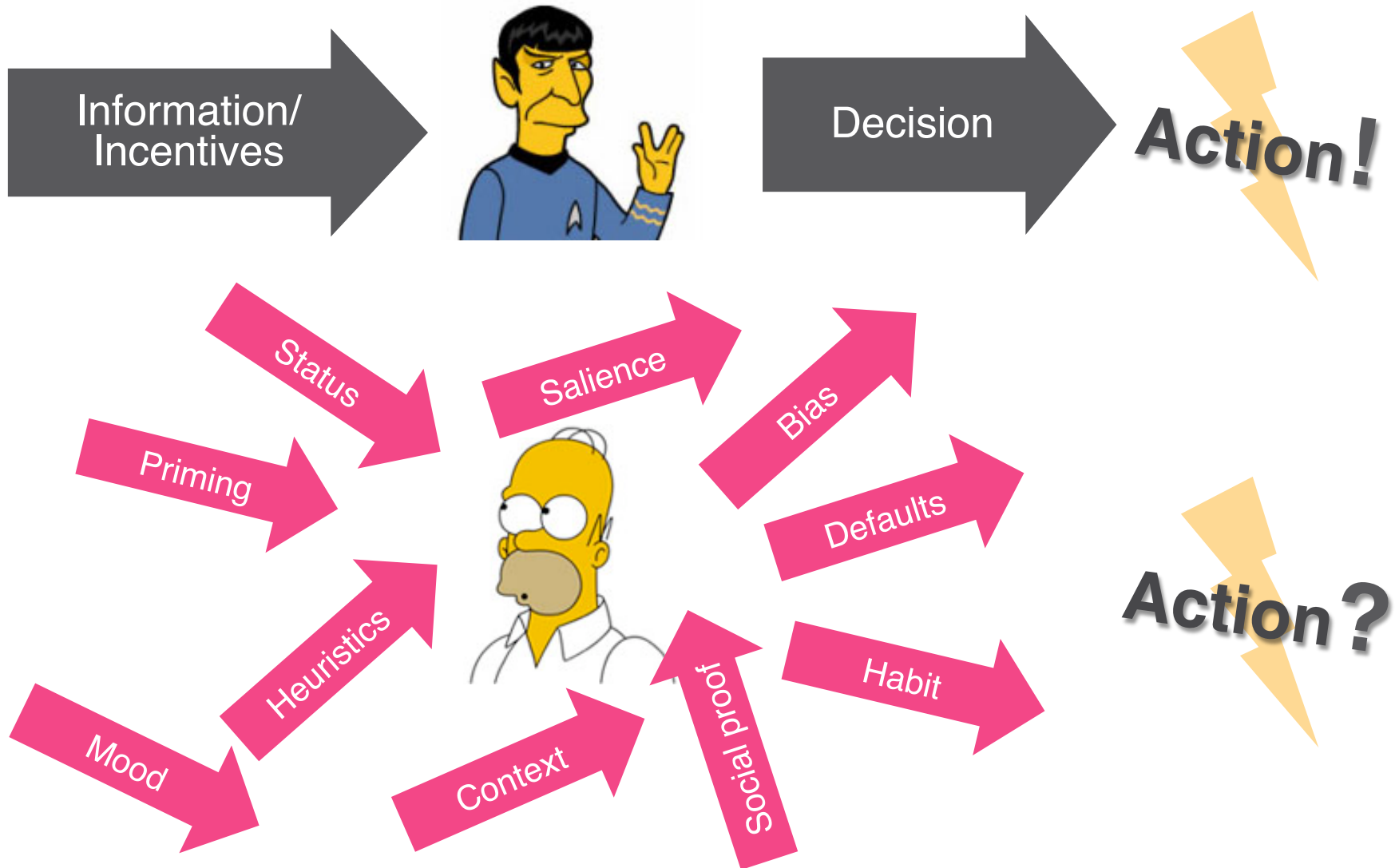
Homer

Emotional

Instincts and habits

“id”

DECISION MAKING



HABIT



SOCIAL PROOF



INFRASTRUCTURE



DRIVERS AFFECTING OUR BEHAVIOUR

Habit

- Decisions are governed by habit, emotional drivers and rules of thumb

Social proof

- We are influenced by what others around us are doing

Infrastructure

- The physical environment affects how we behave

Communicating sustainability











KNOW THY AUDIENCE



Source: Pat Dade, Cultural Dynamics

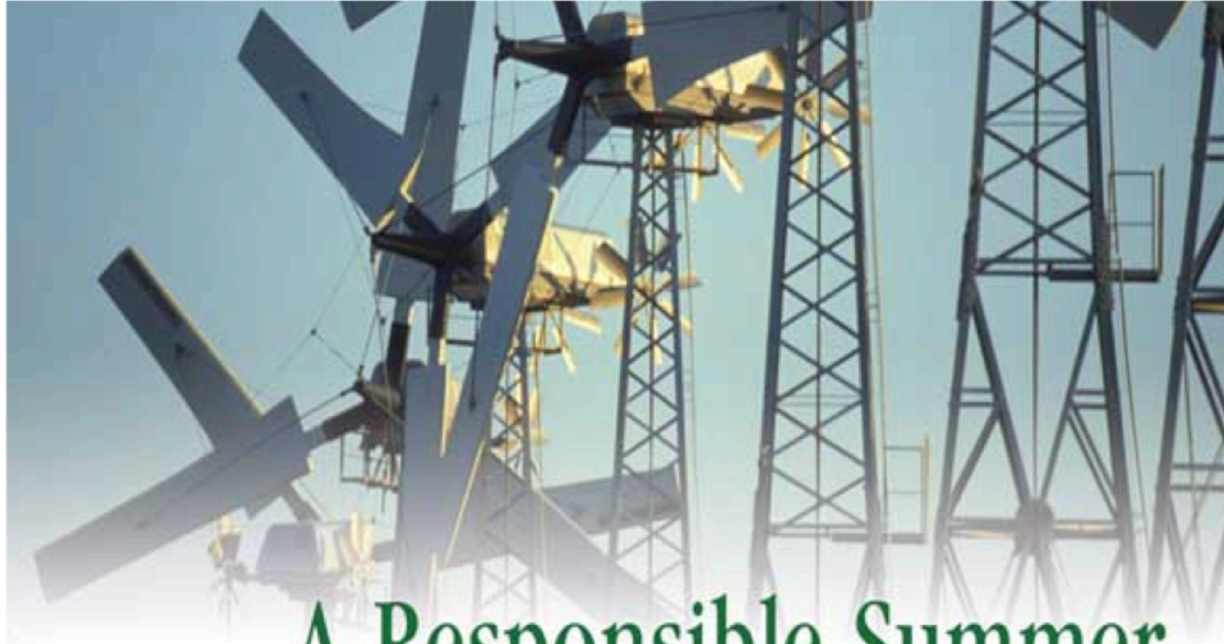


A few things to **hate** about sustainability communications



Being boring





A Responsible Summer



Save Water, Energy



AL GORE

KNOWS HOW

MANY

NAPKINS

YOU TAKE

Using guilt

[Click me](#)

GOLDEN GATE BRIDGE



5AM-9:00PM



NIGHT HOURS



MON-FRI
5AM-3:30PM



NIGHT HOURS



MON-FRI
3:30-9:00
SAT-SUN HOLIDAYS



CAUTION

GUSTY WINDS

SKATEBOARDS

NO SKATING

NO SCOOTERS

Being unnecessarily complicated

Nagging people



13 ways your brand
can change the world.

Ideas/Insights/
Inspiration/

Futerra

**Change-maker
Cards**



The 3 Ps

Placement

Product

Persuasion

Futura
Change-maker
Card

01
Placement

STATUS

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Change-maker
Card

02
Placement

SHOW
-CASE

Futura
Change-maker
Card

03
Placement

Normal

Futura
Change-maker
Card

04
Placement

SUNRISE

Futura
Change-maker
Card

05
Placement

PRIME

Futura
Change-maker
Card

06
Product

INVENT

Futura
Change-maker
Card

07
Product

edit.

Futura
Change-maker
Card

08
Product

Default

Futura
Change-maker
Card

09
Persuasion

RE-
WARD

Futura
Change-maker
Card

10
Persuasion

TIME

Futura
Change-maker
Card

11
Persuasion

MESSENGER

Futura
Change-maker
Card

12
Persuasion

FUN

Futerra
Change-maker
Card

07
Product

eedit.

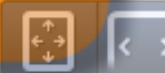


Walmart
edits it out

Enemies of Edit
Abdication of responsibility, information overload and timidity

Tools of Edit
Knowledge, decisiveness and courage

Ask yourself, can your brand
Select positive products and avoid negative ones?



Futerra
Change-maker
Card

01
Placement

STATUS

**IT'S NOT JUST
ECO-FRIENDLY.
IT'S ALL KINDS
OF FRIENDLY.**



GET IN MY SHOWER



LIKE-MINDED ACQUAINTANCE



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Change-maker
Card

03
Placement

Normal

[Click me](#)

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Change-maker
Card

10
Persuasion

MESSENGER



HAIRDRESSERS AGAINST AIDS



United Nations
Educational, Scientific and
Cultural Organization

L'ORÉAL
FONDATION
D'ENTREPRISE

**L'Oréal
uses the
right
messengers**

www.hairdressersagainstaids.com

Futerra
Change-maker
Card

11
Persuasion

FUN



Futerra
makes it
fun



Futerra
Change-maker
Card

12
Persuasion

RE-
WARD



Nike
rewards
it

Futerra
Change-maker
Card

13
Persuasion

TIME



Enemies of time

Uniformity

Inappropriateness

Lack of attention

Tools of time

Consumer insight

Pro-activity

Planning

**Ask yourself, can
your brand introduce
new behaviours at
the perfect moment?**

***Your briefs,
should you choose to
accept them***

Thank you

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