

Worksheet 1: State Your Sustainability Goal

Worksheet 5: Behavior Change Strategy

Strategy Type	Strategy Description	Possible Impact

Worksheet 2: Behavior Selection

Detail out different behaviors that have an impact on your sustainability goal, making sure to consider the benefits (why your target audience might engage in that behavior) and any costs that they could incur.

Select one behavior that is impactful in terms of feasibility, target audience penetration, and progress towards sustainability goal

Worksheet 3: Decision Mapping

Think through the decision-making process that your target audience goes through and carefully detail out the steps that they might make. You can use the below decision mapping stages established for Consumer Insights and Marketing if relevant.

Consumer Insights: Stages of Consumer Purchasing



Worksheet 4: Barrier and Solutions Brainstorm

Thinking about your results from Worksheet 3: Decision Mapping, outline potential benefits

Decision Stage	Barrier	Potential Solutions