/WHY IT MATTERS

This survey was designed around the Sustainability Mindset, which is a way of thinking and being, to optimally adapt to the moment in which we are living. This Mindset focuses on using our natural gifts to shape a better future for ourselves and for all, the ecosystem included. Research has proven that what may sound overwhelming, actually can be broken down into small, realistic ways to contribute to the greater good, and as you know, feel great at the same time. The first step is taking a fresh look at what surrounds us.

Undoubtedly, there are social and environmental challenges everywhere. Some happen locally, others across borders. You are aware that science has been linking many of these issues to human behaviors, such as consumption of unhealthy foods, depletion of natural resources, pollution or contamination of air, soil and water. And we are left to deal with the consequences today, trapped in a paradigm that prioritizes values that have a negative impact, such as thoughtless consumption.

But at the same time, it's worth remembering that our habits today are still (unintentionally) contributing to more of these problems in the future. And vice versa: small changes in a habit today can do its part to shape a better future.

How your group balances the cognitive, behavioral and affective dimensions

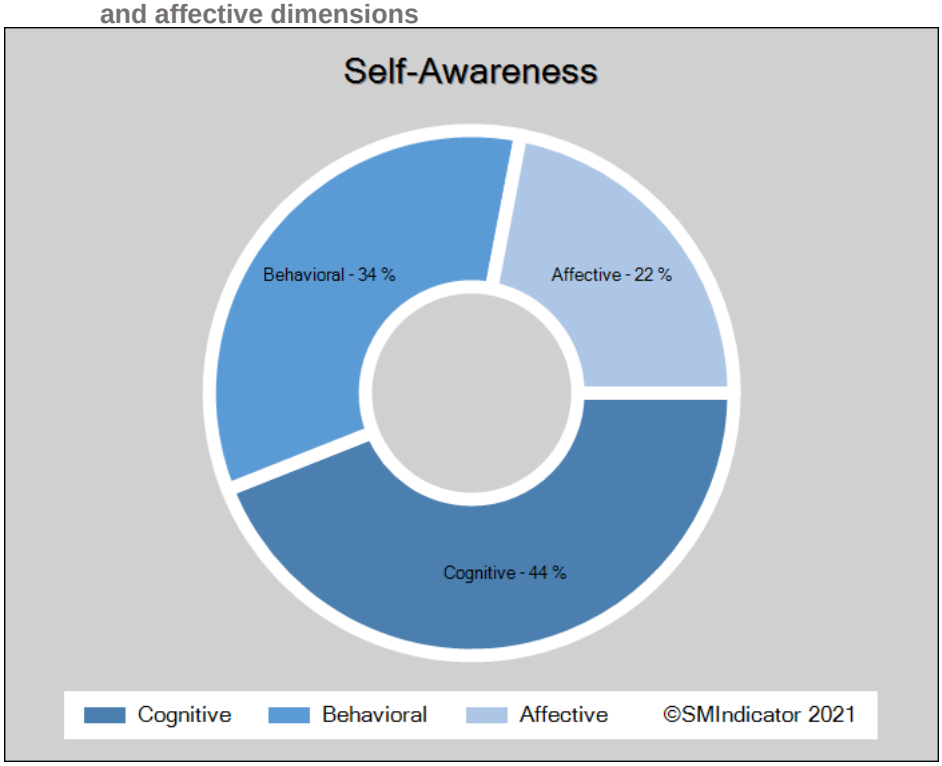

Figure 13