

**/WHAT IS ASSESSED HERE:
HOW AWARE YOU ARE ABOUT THE
ANCHORS OF YOUR IDENTITY AND
YOUR VALUES; HOW YOU FEEL AND
ACT IN CONSEQUENCE.**

YOUR SMI RESPONSES INDICATE THAT you see the world through a precise lens that is, and has for a long time been, the most widely shared paradigm.

In the world as you (and so many others) see it, you recognize the immense progress that humanity has made, particularly accelerated over the last century. You realize that competition has driven individuals to seek to be better than and outperform others, and the resulting inventions have vastly improved the quality of life for people on this planet.

This progress may have come at a price that we now see, particularly at the environmental or social level, but from your perspective the fallout was not intentional and was justified by the benefits. Human “can-do” spirit and individual ambition will continue developing new solutions.

You are aware that there is an increasing trend to highlight the negative consequences of progress, of capitalism, or of society in general, and this seems to make you feel uncomfortable, even upset.

It is possible that you, yourself, sense a personal tension between the gravity of what we are facing as humanity and your individual bewilderment about what you might actually do to help prevent or solve the problems. For example, you may feel that climate change is too complex to be attributed to our mere daily behaviors.

In addition, the tension may put into question the values with which you were raised or grew up, and this is likely an uncomfortable experience, particularly if these values are important for you, or are an important part of your identity. For instance, achievement, competition, being a winner, not being a loser, and success may be important foundations of who you are. You may wonder what makes them suddenly wrong. These may be difficult dilemmas for you right now.

We cannot comment on your behaviors related to this topic, since you indicated (by choosing “neither”) that you did not find yourself represented by either of the available options.

**/THOUGHTS TO PONDER WHEN YOU
CONSIDER THE SM:**

Let’s pause for a moment.

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 feel great at the same time. The first step is taking a fresh look at what surrounds us.

Undoubtedly, there are social and environment related challenges everywhere. Some happen locally, others across borders. 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.

/HOW ABOUT YOU TRY:

But what if we would realize that some our habits today are (unintentionally) contributing to more of these problems in the future? And vice versa: What if a change in a small habit today could do its part to shape a better future?

Can you think of a habit of yours that might qualify? We don't know what we can until we try. And when we put aside cynicism for a moment, we actually may feel a deep sense of joy. Sometimes we shift our values as a result of a new experience. Worth trying?

When we explore our personal values, beliefs, assumptions and motivations, we gain greater control over our actions and we can see new alternative behaviors.

