

A man and a woman are sitting on a wooden bench in front of a large, lush vertical garden wall. The woman, on the left, is wearing a teal blouse and is looking at a laptop held by the man. The man, on the right, is wearing a blue checkered shirt, a grey cardigan, and glasses, and is pointing at the laptop screen. The background is a dense wall of green plants, creating a natural and vibrant setting.

Generations' characteristics and attitudes to Sustainability

Έφη Γριμόνη
Client Manager-Qualitative
Practice

People understanding on sustainability

Even though Sustainability is the talk of the town, the word itself is difficult to understand.

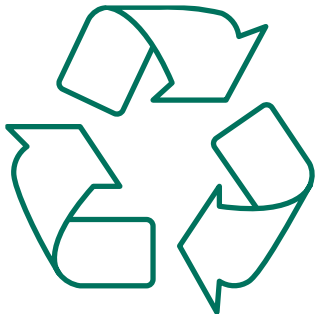
People **can not easily provide an inclusive and holistic definition** ending up focusing on the stance / activation towards a better environment overall and a better future.



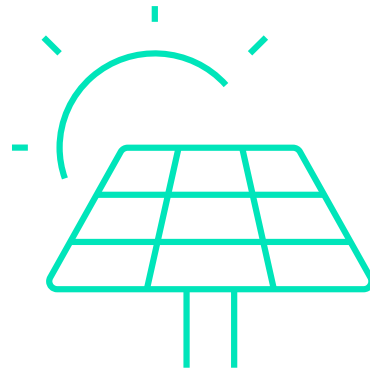
Environmental discussions with consumers involve mainly around 3 pillars

Prominent Sub-themes for Greek consumers

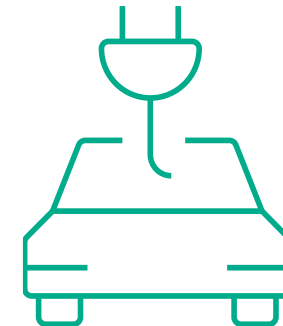
**PLASTIC REDUCTION
& RECYCLING**



**USE OF ENERGY /
RESOURCES**



**EMISSIONS HARMFUL
TO THE PLANET**



Sustainability is getting personal

Environmental concerns are for many years now part of the narratives of scientific communities, media, governments, industries and marketers....

Today more and more pressure is put on the individuals, who in turn get a stronger sense of personal responsibility!

At the heart of contemporary **SUSTAINABILITY** is a sense of **PERSONAL RESPONSIBILITY** to make a change, to behave sustainably and to be thoughtful about our impact on the planet.



Each generation of consumers has a different stance towards sustainability, driven by their needs, experiences and expectations for the future...



GEN Z
THE UTOPIC
OPTIMISTS



MILLENNIALS
THE SOCIALLY
RESPONSIBLES



GENERATION X
THE PRACTICAL
HELPERS



BABY BOOMERS
THE REGRETFUL
CARETAKERS

GEN Z

THE UTOPIC OPTIMISTS

Who they are?

**ETHICALLY &
ENVIRONMENTALLY
CONSCIOUS**

**OPEN &
INCLUSIVE**

IDEALISTS

**ENERGETIC YET
WITH LIMITED
POWER**



GEN Z

THE UTOPIC OPTIMISTS

Their sustainable practices

Social Media is key to explore environmental and social issues in a more vibrant and engaging way, while creating a sense of community.

Recycling, re-filling beverages in their own cups, being members in **scout organizations**, following **NGOs** on social media, being careful with their **waste**, are the most common actions. Many of these causes also cover the need for **connectivity**. *“Sustainability brings us closer i.e., when we unite for a cause”.*

They are **open to new, fresh, modern ideas**, such as e-scooters and e-bikes in the center of the city of Athens.

They have an **idealized and theoretical approach** towards sustainability. Their actions are fragmentary; they **lack a consistent plan on practical everyday solutions**, at home. This is because they are responsible neither for the household budget nor for the house-related brands preferred. Also, their age and lifestyle mandate an overall more naïve stance



CHILLY'S



GEN Z

THE UTOPIC OPTIMISTS

How brands should address them



**TALK ABOUT
FUTURE**



**MAKE THEM
ACTIVE
CONTRIBUTORS**



**BE INCLUSIVE
& SOCIAL**



MILLENNIALS THE SOCIALLY RESPONSIBLES

Who they are?

REALISTS

**STRESSED FOR
THEIR FUTURE**

SUSPICIOUS

VISIONARY



MILLENNIALS

THE SOCIALLY RESPONSIBLES

Their sustainable practices

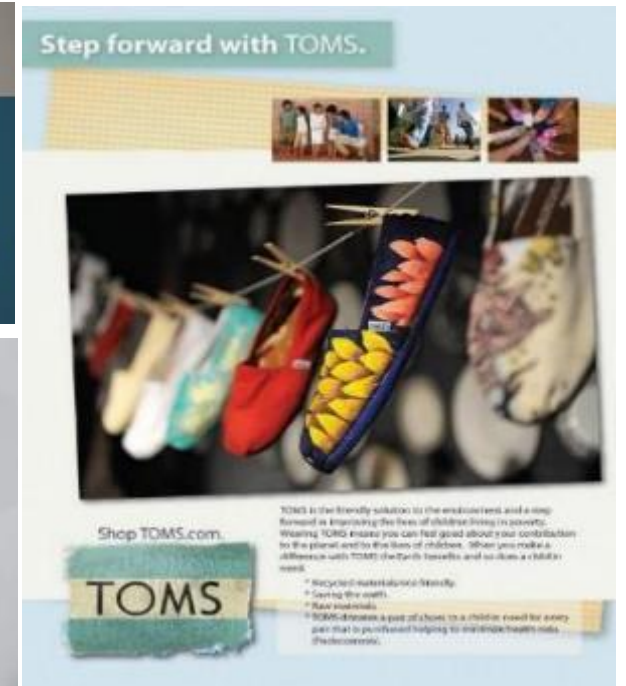
Millennials are being informed and **shape their opinions through their own experiences** (e.g., wildfires, snowstorm and extreme heatwaves in Greece, refugee crisis).

They have now started their more “adult-like” life, so **practicality and minimalism** is something they aspire to as a means to make it to the future, but also secure a better future for the planet and the society.

They have **given up the idea of abundance** but want to **live a meaningful life** and they look at the long-term effects of their actions.

Functionality, pursue for economy, focusing only on what they really need, trying to **reduce the use of plastic, recycling or even shifting towards new technologies like e-cars** are some of the actions they are focusing on.

They re open to new technologies and products that ensure economy, and help them reduce their environmental footprint, e.g., e-cars, energy efficient devices.



MILLENNIALS

THE SOCIALLY RESPONSIBLES

How brands should address them

SHOW THE FACTS

**BE TRANSPARENT
AND SINCERE**

EMPOWER THEM

**LINK SUSTAINABILITY
WITH A SELF-CARE
MINDSET**



GENERATION X

THE PRACTICAL HELPERS

Who they are?

CASUALLY
CONSCIOUS

EVERY LITTLE
COUNTS MENTALITY

COLLECTIVE

PAVING THE WAY FOR
NEXT GENERATIONS



GENERATION X

THE PRACTICAL HELPERS

Their sustainable practices

They try to keep their choices, **uncomplicated, with a “green” impact**, only if does not put too much trouble to them.

They make **practical choices**, they select easy options, that are naturally feasible for everyday life.

They pay attention to **economy and key motivation of their environment-related actions is to reduce costs and household expenses** rather than, solely, protect the environment.

At the same time, they **support collective actions** with an impact, as an effort **to educate their children** in an experiential, co-operative spirit (e.g., recycling, tree planting, clean beaches, not pollute streets and beaches not throwing out waste).



GENERATION X

THE PRACTICAL HELPERS

How brands should address them

EXPLAIN THE BENEFITS

BE PRACTICAL

FOCUS ON
'TOGETHERNESS'

HIGHLIGHT THE POWER
OF JOINT FORCES



BABY BOOMERS THE REGRETFUL CARETAKERS

Who they are?

THOUGHTFUL AND
SELF-AWARE

A “LESS IS MORE”
RATIONALE

REGRETFUL



BABY BOOMERS THE REGRETFUL CARETAKERS

Their sustainable practices

They have a **'romanticized'** and a **more traditional view** about the sustainability: they are subscribed in NGOs and make donations and they recycle clothes.

Also, they are very **sensitive regarding the waste of water**, which signifies life and vitality.

Some are **pensioners**: they have more time, so they visit farmer's markets, **purchasing locally and seasonally**. In this sense, sustainability takes an aspect of locality *"if you buy local foods, you help the environment i.e., less gas on the delivery"*.

Some also reside in **natural and traditional items** (e.g., homemade rustic-style things).

The pursue of economy is still there, especially, into the area of **energy/electricity**, which has turned into a habit.



BABY BOOMERS THE REGRETFUL CARETAKERS

How brands should address them

BE HUMBLE

GET BACK TO BASICS

BE AUTHENTIC

ACT BIG



Different generations...different departure point for sustainability



Past

**GENERATION X &
BABY BOOMERS**

Present

MILLENNIALS

Future

GEN Z

An aerial photograph of a park area. In the foreground, a paved path with several people riding bicycles is visible. The path curves around a large, circular structure with a white frame and a central wheel. In the background, a body of water is visible with two people in yellow life jackets. The text is overlaid on a dark green rectangular area in the center of the image.

**“EVERY PERSON IS THE
RIGHT PERSON TO ACT.
EVERY MOMENT IS THE
RIGHT MOMENT TO BEGIN”**

JONATHAN SCHELL