

SUSTAINABILITY

Driving behaviour change for saving water and other sustainable behaviours

Roundtable Summary

There can be a gap between what people say they will do, and how they actually behave. This is human nature and it is especially true when we address questions relating to sustainability – as we all want to be seen to be doing the right thing. Intelligent collection and analysis of behavioural data can help us to understand that gap and provide the real facts to allow us to better drive more sustainable behaviours

In this session we will discuss and share perspectives around the following questions;

- How do we use data to unlock the realities of sustainable behaviour?
- What are the tools and processes we can leverage to drive a more sustainable future?
- How do we enable people to see themselves as agents for change for a more sustainable future?
- How can we continue to drive the application of data-driven understanding of behaviours

Additional context

We all are aware that we need to act in a more sustainable way, but it is not always clear to us how to do that, or even if we are the right people to do so.

When we look at sustainability, there can be a desire to signal your own efforts to drive sustainability. But there can be a gap between what people want to do, what they actually do, and what they say they do.

This can provide challenges in the consumer research space, where a large number of traditional approaches rely on survey data and direct questions to understand what people are doing and why.

But we can work with approaches to help us address these challenges, and understand the reality today, and better learn how we might drive better behaviours.

For example, the Reckitt automatic dishwashing brand Finish used a mix of approaches designed to understand water consumption around dishwashing, such as using water meters and water bills to understand actual water consumption and measure water savings, and to understand the true picture, alongside behavioural science approaches to learn how to trigger behaviour change.

How else can we leverage innovative approaches to data collection and analysis to make sure we are truly understanding people's behaviours today, and what could help them enable a more sustainable future?

Roundtable Chair



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Alex is an insights and data analytics professional with 15 years experience in the insights and analytics field. He is currently responsible for purpose insights capabilities at Reckitt, part of their Centre of Excellence for Insights.

Alex has worked across a wide range of brand portfolios in the consumer goods and consumer healthcare space, and in his current role focuses on bringing the best thinking and capabilities to help Reckitt's brands unlock insights that can help them build a more meaningful future based on robust consumer insights and addressing the global challenges we face now and in the future.