

Conversations About Sustainability



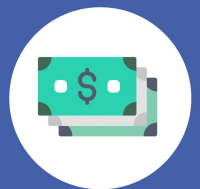
Demonstrating enthusiasm for sustainability and modelling sustainable habits will inspire



63% of people feel pessimistic about the environment's future. Try to empower people with **'RATIONAL HOPE'** by sharing good news stories about sustainability.



Carefully examine the costs and benefits of a sustainability initiative before proposing it to your manager.



Be mindful that there are many reasons people may not be able to live more sustainably, with **52% of people** reporting that cost is a barrier.



Using jargon can cause people to become disengaged.

