

A user guide for "Sustainable Lifestyles in Advertising"



The link: <https://www.thegoodwave.be/files/Tools-Inspiratie/UBA-Guide-Sustainable-Lifestyles-in-Advertising-Nudging-2024.pdf>

SHORT DESCRIPTION

Given the significant influence advertisers have on people's behavior, this guide is designed to help brands and their agencies make sustainable behaviors and lifestyles more appealing. The guide first highlights the current issues and stereotypes associated with 8 topics. It then provides guidance on two types of representations: be limited and be promoted.



Behaven & UBA

SUGGESTIONS

Based on the guide, you could carry out an advertising analysis workshops:

1. Start by assessing current advertisements for sustainability representation.
2. Then, launch an activity and ask participants to collect various ads and evaluate them based on sustainability criteria outlined in the UBA Guide.

This guide could also be used by brands and agencies to generate less problematic portrayals and instead, make sustainable behaviours and lifestyles more desirable.

KEY WORDS

- Green business
- Sustainability
- Social Impact
- Education
- Eco-friendly

LANGUAGES

English.

PRICING

The guide is available freely.