

# Driving & Restraining Forces

Use this template to help organize your driving and restraining forces

Use the diagram opposite to map your collated themes and insights across different levels of the system.

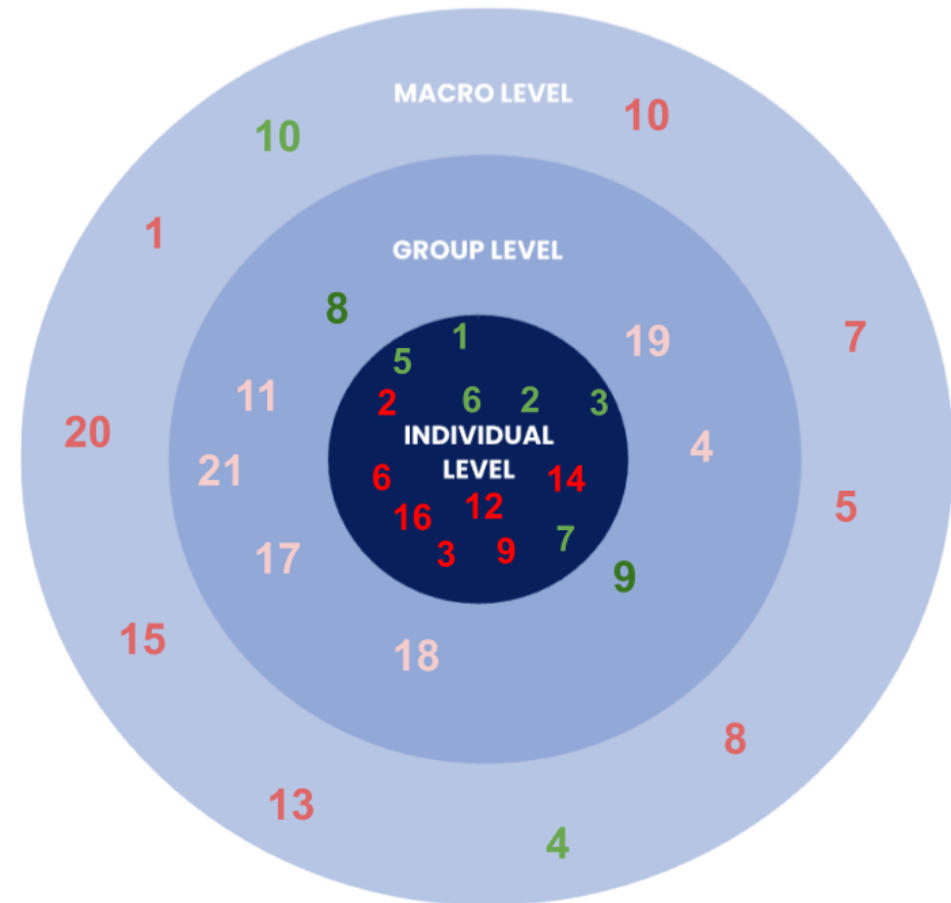
Record your finalized list of driving forces and restraining forces below:

## Driving Forces

1. *Desire and peer pressure (social norms) to be an eco-conscious consumer*
2. *A desire for higher quality, more durable clothing*
3. *Increasing awareness of climate change and its impacts*
4. *A growing number of clothing rental or resale companies*
5. *Skepticism of greenwashing from fast fashion brands*
6. *Inability to make frequent purchases due to affordability or convenience*
7. *Guilt and/or empathy for garment workers*
8. *Availability of hand-me-down or secondhand clothing*
9. *Increasing awareness of rating agency recommendations and sustainability certifications*
10. *Rising interest and availability of new sustainable products*

## Restraining Forces

1. *Lack of more affordable options and perception of higher personal costs*
2. *The convenience of being able to order online / quick delivery turnarounds*
3. *Limited understanding of environmental and social impacts*
4. *Social pressures of occasions, events, and festivities*
5. *Exposure to fast turnaround and/or showcasing of new fashion trends*



6. *Temporal lifestyle needs and life transitions (e.g., bodily changes, seasonal changes, family dynamics)*
7. *Additional effort in exploring repair, reuse, or donate strategies*
8. *Widespread advertising and consumer retargeting of promotional deals and discounts*
9. *Limited awareness and understanding of sustainability ratings and certifications*
10. *Apathy towards sustainability and perception that it has no material individual significance*
11. *Frequent exposure to influencer content modeling shopping behaviors*
12. *Reliable routine and resistance to changing shopping habits*
13. *Less access and availability of unique, fresh fashion items from other vendors*
14. *Individual desires to update their personal style and self-expression*
15. *Complexity and inability to discern differences in impact between shopping choices*
16. *The assumption that other sustainable life behaviors will offset existing purchases*
17. *In-group influence of friends and family that shape style and purchasing choices*
18. *Greenwashing and misinformation from fast fashion brands about their sustainability*
19. *Assumption of limited individual impact and personal responsibility*
20. *Inability to cross-compare alternatives during purchase*
21. *Stigma on secondhand clothes*

Use this template to help organize your driving forces

### Driving Forces

Label	Description	Associated Stakeholders	How does it drive desired behavior/s?
<i>Short, succinct statement</i>	<i>Brief description</i>	<i>List of which stakeholders the driving force applies to</i>	<i>Rationale behind why it is a driving force</i>
Desire and peer pressure (social norms) to be an eco-conscious consumer	Trends indicate that being eco-conscious is becoming more and more important to consumers in their habits and lifestyles.	Consumer → Consumers' friends and family	Wanting to be more eco-conscious or feeling pressure from surrounding peers may motivate someone to make a more “sustainable” fashion purchase.
The desire for higher quality, more durable clothing	Many people prefer to buy clothes and accessories that are of high quality and don't break down easily.	Consumer → Brand / Manufacturer	Some people are motivated to purchase more “sustainable” fashion because it can often be a better quality and thus last longer than many fast fashion options.
Increasing awareness of climate change and its impacts	People are aware of the chronicle climate change and environmental damage sourced from massive production and frequent shopping.	Brand → Consumer Media/KOL → Consumer Consumer → Brand	People who are aware of the long-term harmful turnouts to the environment are willing to seek alternative, more sustainable choices or change their shopping patterns to align with sustainability.
A growing number of clothing rental or resale companies	More clothing rental or resale companies indicate more options provided to consumers as alternative actions to buying new items.	Consumer → Rental or Resale Company Rental or Resale Company → Consumer	A handful of known alternatives for consumers to keep their used items in the lifecycle increases the accessibility and encourages people to buy sustainably.

Skepticism of greenwashing from fast fashion brands	Reports on “greenwashing,” where brands have purported false or inaccurate claims about the sustainability of their products have been shared across public media channels, making consumers more scrutinous over the brands they buy.	Fashion Brand → Consumer Reporting Agencies → Media Media → Consumer Consumer → Fashion Brand	Consumers who do want to shop more sustainably want to make sure that their intent translates to actual results. Even if not an eco-conscious shopper, consumers are less likely to buy from brands that break their trust. Reports of greenwashing have primed consumers to do their due diligence on certain fashion brands before buying to ensure they truly are sustainable.
Inability to make frequent purchases due to affordability or convenience	Fast fashion products are attractive but do not meet some consumers’ demands due to reasons such as poverty or physical disability that require more customized design.	Consumers themselves	Even though they may possess the wish to purchase frequently for new and fancy/attractive designs to follow the fashion trend, a partial of consumers will just not be able to due to real-world factors such as not being able to afford frequent shopping habits or need more accommodations reflecting their special needs.
Guilt and/or empathy for garment workers	Reports on labor rights issues and garment worker exploitation have been shared across public media channels, making consumers more conscious of their purchasing decisions not wanting to contribute to harsh labor practices.	Reporting Agencies → Media Media → Consumer Consumer → Fashion Brand	Consumers who have learned about exploitative labor practices in the fast fashion industry are willing to shop with more sustainable brands to avoid the guilt of contributing to a human rights problem and/or because they sympathize with garment workers.
Availability of hand-me-down or secondhand clothing	More second-hand clothing spots available for fast fashion consumers encourage them to look for used but affordable ones before buying brand new.	Consumer → Second-hand Clothing Spot Second-hand Clothing Spot → Consumer	Higher availability of second-hand clothing to consumers increases their desire to buy used clothes and keep those in the lifecycle instead of buying new ones (assuming restrained budget, time, and needs for different items of clothing.)
Increasing awareness of rating agency recommendations and sustainability certifications	With apps like Good On You and other brand rating comparison tools becoming more popular, they can encourage users to purchase from brands that are rated more sustainable.	Consumer → Rating/certification agencies and NGOs	Providing consumers with a metric makes it possible for them to have a concrete way to compare brand options for sustainability, thus the rating can motivate them to shop for more “sustainable” fashion options.

Rising interest and availability of new sustainable products	While the promotion of sustainability values has increased, a number of brands have started taking steps to produce more sustainable products or with a more sustainable process.	Brand/Manufacturer → Consumer Consumer → Consumer Social Influencer/Media → Consumer Social Influencer/Media → Brand/Manufacturer	Raised interests from brands regarding more sustainable products may imply higher availability for customers to select sustainable while also favorable choices, resulting in desired purchasing behavior changes.
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*Use this template to help organize your restraining forces*

### Restraining Forces

Label	Description	Associated Stakeholders	How does it restrain desired behavior/s?
<i>Short, succinct statement</i>	<i>Brief description</i>	<i>List of which stakeholders the restraining force applies to</i>	<i>Rationale behind why it is a restraining force</i>
Lack of more affordable options and perception of higher personal costs	Many fashion brands, including more sustainable ones, have a higher price premium, making them less affordable for consumers in the short run.	Brands → Retailers → Consumer Consumer → Brands	Consumers assume that fast fashion is more affordable because it offers much lower prices, even if the purchase frequency for those items needs to be higher to make up for losses in quality.
The convenience of being able to order online / quick delivery turnarounds	Many fast fashion brands offer great online shopping platforms and can deliver really quickly, offering untapped convenience to consumers.	Consumer → Brands	A consumer looking for a convenient shopping and shipping experience will be hindered from doing so if they make the more sustainable choice most often.
Limited understanding of environmental and social impacts	With different professions and values, some people may not have been exposed to relative concepts much enough or may just not be so concerned about the negative impacts of their non-sustainable behaviors.	Media/Social Influencer → Consumer Advocate Group → Consumer Consumer → Consumer	Without adequate knowledge, consumers may not be able to make the most rational choices (similar to asymmetric information).

Social pressures of occasions, events, and festivities	Consumers are under pressure from social norms that outfits should match the occasions, events, and festivities they are attending.	Social Influencer/Media → Consumer Celebrities → Consumer Friends, Family, or other Consumers → Consumer Society → Consumer	Consumers being taught that their outfits should match the occasions, events, and festivities they are going to tend to buy more and be less sustainably because they need to perform well on their dress.
Exposure to fast turnaround and/or showcasing of new fashion trends	From retail stores and catalogs to social media ads and social spheres, consumers are constantly exposed to new fashion styles that quickly turnover as style trends.	Brands → Fashion Designers → Brand Brands → Retailers, Publications, Social Media, Other Consumers → Consumer	Consumers who are exposed to fast-changing styles are incentivized to upgrade their wardrobe more frequently, and the best way to stay on trend is to shop from a fast fashion retailer than has a fast turnaround of new products.
Temporal lifestyle needs and life transitions (e.g., bodily changes, seasonal changes, family dynamics)	A lot of things can change about a person's fashion needs over time that might cause them to buy new clothes they won't wear very long.	Consumer	When a consumer knows they will only wear clothes for a short time, maybe due to changing trends, pregnancy, etc., they are often motivated to buy clothes as inexpensive and convenient as possible, which is usually not a sustainable choice.
Additional effort in exploring repair, reuse, or donate strategies	Little information delivered to consumers about where they can deal with their used products they would like to get rid of and who they can contact for alternative dealing options.	Repairing Shop, Charitable Organization, Second-hand Market → Consumer Media/Social Influencer → Consumer	Since consumers have little idea about alternative options/places/people for fast fashion products they would like to dispose of, they make the easiest choice of throwing them away so that they can turn to other of their businesses right away.
Widespread advertising and consumer retargeting of promotional deals and discounts	Promoted advertising and business strategies aiming at calling consumers to buy more incentivize consumers to follow their calls.	Brand → Consumer Social Influencer/Media → Consumer	Brands wish to make money from consumers by selling more products or reducing their inventory. With business strategies and marketing advertising, their calls have a higher probability of being accepted.
Limited awareness and understanding around sustainability ratings and certifications	Many rating and reporting agencies have indexes, rankings, and recommendations on whether certain brands are sustainable or not, but some consumers are either unaware that these exist or are unsure how to interpret them.	Rating and Reporting Agencies / Responsible Fashion Advocates → Consumer	Consumers who are puzzled by or unaware of sustainability reports and ratings on brands they shop from will not know whether or not their shopping has a harmful impact on people and the environment and therefore do not factor

			these concerns into their shopping decisions.
Apathy towards sustainability and perception that it has no material individual significance	Not everyone cares about or believes in the climate crisis, perceiving that they do not have a material significance in the problem.	Consumer → Society	This lack of care for climate change and sustainability hinders some individuals from making sustainable choices because they don't believe in the impacts non-sustainable choices may have in the first place.
Frequent exposure to influencer content modeling shopping behaviors	With the increasing number of social media platform users, social influencers gradually play a key role in shaping their followers' daily decision-making process. Any kind of information delivered from social influencers to their followers in various formats can make an impact across different levels.	Brand → Social Influencer/Media → Consumer	Social influencers may receive various cooperation invitations from brands to promote their products or they may share their own values and thus encourage their followers to shop frequently, stopping them from sustainable shopping.
Reliable routine and resistance to changing shopping habits	People live their lives or reach their goals in fixed ways and are reluctant to change.	Consumers Themselves	People who are stuck to their daily routines may be undesired to change their shopping habits of frequent shopping for new clothes instead of seeking alternatives because it brings a sense of unsafety and may require a long time and a high degree of energy to accustom to the new patterns.
Less access and availability of unique, fresh fashion items from other vendors	New trends shown by influencers, celebrities, and social media ads highlight in-demand fashion styles, but local retailers where consumers live might not have the latest styles in stock.	Social Media, Celebrities, Influencers → Consumer Retailers → Consumer	Consumers who want in-demand styles but cannot purchase them locally will resort to fast fashion retailers that sell online and deliver them merchandise much more quickly.

Individual desires to update their personal style and self-expression	Wish to show new styles or strong personal taste through clothing increases the probability and the frequency of buying new clothes.	Consumers Themselves Media/Social Influencer → Consumer Family, Friends, and Other Consumers → Consumer	People who wish to present different styles of themselves may need to replace their wardrobe frequently and thus buy more new clothes.
Complexity and inability to discern differences in impact between shopping choices	Consumers do not have access to comparative information about environmental impact while shopping.	Consumer → Brands / Reporting and Rating Agencies or NGOs	When a consumer does not know about the varying environmental impacts of the choices laid out in front of them, they are hindered from making the more sustainable choice.
The assumption that other sustainable life behaviors will offset existing purchases	Assuming other sustainable life behaviors such as saving electricity by turning off the lights/AC when not used will be enough and don't need further sustainable actions from self.	Family, Friends, and Other Consumers → Consumer	Assuming having done enough for environmental sustainability demotivizes people to take more sustainable actions, especially when it takes a lot of time to make additional effort in researching and implementing those sustainable actions.
In-group influence of friends and family that shape style and purchasing choices	Consumers are influenced by their family, friends, and other proximate consumers who follow stylish trends, and pick up these behaviors and lifestyle choices.	Family, Friends, and Other Consumers → Consumer	When a consumer's peer social groups happen to shop unsustainably, network effects come into play influencing the consumers' behavior to also pick up the same shopping habits.
Greenwashing and misinformation from fast fashion brands about their sustainability	Consumers trust fast fashion brands' claims about being sustainable in their manufacturing process but they can be incorrect, misleading consumers' choices.	Brand → Consumer	Asymmetry information prevents consumers who wish to purchase sustainably from "behaving well" because of the difficulty of receiving internal information from the brand besides their advertisers.
Assumption of limited individual impact and personal responsibility	Many individuals feel helpless in the fight against climate change, believing that nothing they can do as an individual will make a significant contribution.	Consumer → Society	This feeling of a lack of accountability for individual contributions to reduce environmental impacts can hinder someone from making more sustainable choices.

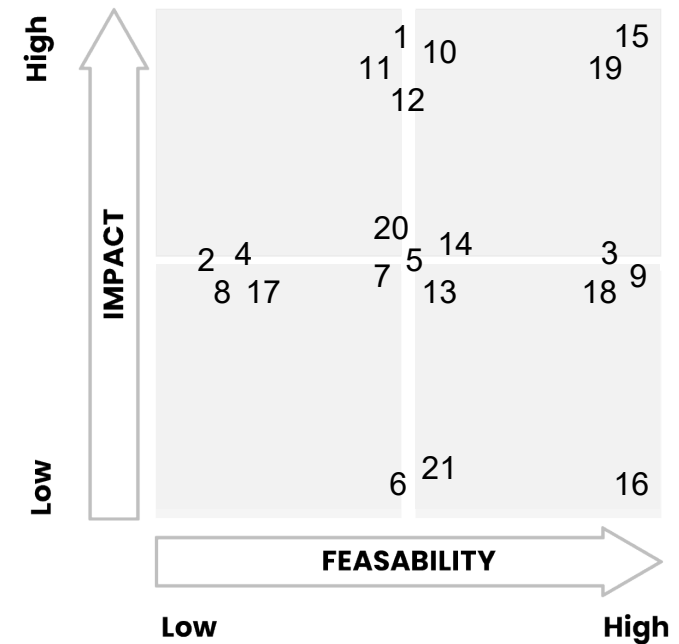


Inability to cross-compare alternatives during purchase	Inadequate time, complex information, etc., reduce consumers' ability to distinguish differences among several options effectively.	Brand → Consumer	Consumers who have limited time for shopping will be substantially affected by the inability to see differences among alternative options in terms of buying more sustainable items.
Stigma on secondhand clothes	Many consumers believe secondhand clothes carry a stigma, such as being out of style, dirty, or only for people who cannot afford new clothing.	Consumer → Consumers' friends and family / Society	This stigma around second-hand clothes may cause a consumer to opt for less sustainable, fast fashion options to enable their perceived status.

Use this template to help rate your restraining forces

Use the diagram opposite to rate your finalized list of restraining forces. This step creates the foundation for the theory of change and behavioral change strategies.

Restraining Force	Feasibility	Impact
1. Lack of more affordable options and perception of higher personal costs	MED	HIGH
2. The convenience of being able to order online / quick delivery turnarounds	LOW	MED
3. Limited understanding of environmental and social impacts	HIGH	MED
4. Social pressures of occasions, events, and festivities	LOW	MED
5. Exposure to fast turnaround and/or showcasing of new fashion trends	MED	MED



6. Temporal lifestyle needs and life transitions (e.g., bodily changes, seasonal changes, family dynamics)	<i>MED</i>	<i>LOW</i>
7. Additional effort in exploring repair, reuse, or donate strategies	<i>MED</i>	<i>MED</i>
8. Widespread advertising and consumer retargeting of promotional deals and discounts	<i>LOW</i>	<i>MED</i>
9. Limited awareness and understanding around sustainability ratings and certifications	<i>HIGH</i>	<i>MED</i>
10. Apathy towards sustainability and perception that it has no material individual significance	<i>MED</i>	<i>HIGH</i>
11. Frequent exposure to influencer content modeling shopping behaviors	<i>MED</i>	<i>HIGH</i>
12. Reliable routine and resistance to changing shopping habits	<i>MED</i>	<i>HIGH</i>
13. Less access and availability of unique, fresh fashion items from other vendors	<i>MED</i>	<i>MED</i>
14. Individual desires to update personal style and self-expression	<i>MED</i>	<i>MED</i>
15. Complexity and inability to discern differences in impact between shopping choices	<i>HIGH</i>	<i>HIGH</i>

16. The assumption that other sustainable life behaviors will offset existing purchases	<i>HIGH</i>	<i>LOW</i>	
17. In-group influence of friends and family that shape style and purchasing choices	<i>LOW</i>	<i>MED</i>	
18. Greenwashing and misinformation from fast fashion brands about their sustainability	<i>HIGH</i>	<i>MED</i>	
19. Assumption of limited individual impact and personal responsibility	<i>HIGH</i>	<i>HIGH</i>	
20. Inability to cross-compare alternatives during the purchase	<i>MED</i>	<i>MED</i>	
21. Stigma on secondhand clothes	<i>MED</i>	<i>LOW</i>	