

Evidence Review Template

Review of Academic Research

- Theories / frameworks / models / tools**

What psychological and behavioral science theories, frameworks, models, and tools are relevant to understand and address the problem?

Source details & reference	Label & description	Take-aways	How is it relevant?
<i>Title, authors, URL etc.</i>	<i>Provide a label of the theory / framework / model / tool you are referencing and a brief description</i>	<i>Provide a summary of key take-away points</i>	<i>How could we apply key take-aways to the problem?</i>
White, K., Hardisty, D. J., and Habib, R. (July-Aug, 2019). <i>The Elusive Green Consumer</i> . Harvard Business Review. Retrieved from https://hbr.org/2019/07/the-elusive-green-consumer .	Five dimensions from applied cognitive behavioral science that companies can consider to change consumers behaviors.	<ul style="list-style-type: none"> • Make influence using social norms (e.g. peer pressure) • Shape desired habits by taking steps ahead of consumers and set those desired behaviors default for them • Create positive spillover following consumers' initial behavior changes • Avoid negative spillover where consumers become less likely to keep the change or start acting the other way round because the initial goal has reached • Communicate through either emotional or rational manner to encourage desired behaviors • Show stories and share experience to enhance empathy 	<p>Keeping the changes is more difficult than pushing consumers to take initial steps to make a change. Marketing strategies involving story-telling based upon emotion or rationality can successfully invite consumers to start making changes, while being cautious of the alternative but undesired behaviors that arrive at similar results is critical to last/hold the changed behaviors. If companies would like to shape chronicle behavior changes, understanding divergent internal reasons and decisions made for the same explicit behavior helps strategically think ahead and assist consumers on the path to an ultimate change.</p> <p>e.g. if a consumer care more about the up-front price than the positive impacts</p>

			they can create in the long-term, exhibiting more short-term incentives may be required; knowing which specific parts/reasons motivate consumers to consider sustainability when purchasing may also help planning
<p>BCG: Overcoming the Eight Barriers to Making Green Mainstream</p> <p>https://www.bcg.com/publications/2023/nudging-customer-behavior-toward-sustainable-choices</p>	<p>BCG conducted in-depth research to understand the barriers impeding widespread customer adoption of sustainable offerings and behaviors and to discover how companies in different consumer categories can lower those barriers</p>	<ul style="list-style-type: none"> • Communicate through either emotional or rational manner to encourage desired behaviors • Show stories and share experience to enhance empathy 	<ul style="list-style-type: none"> • Overcoming impediments requires a deep understanding of customer needs that drive choices—and the degree to which customers perceive sustainable products as delivering on these emotional and functional needs, with or without a required tradeoff. • Some barriers are quite real and demand innovative solutions. But other barriers are grounded more in opinion than in reality, and overcoming them may require creative marketing and customer engagement techniques
<p>Leeuwis, N., Van Bommel, T., & Alimardani, M. (2022). A framework for application of consumer neuroscience in pro-environmental behavior change interventions. <i>Frontiers in Human Neuroscience</i>, 16, 886600. https://doi.org/10.3389/fnhum.2022.886600</p>	<p>A schematic and theoretical framework that describes how interventions for behavior change can be used to embed pro-environmental behaviors into people's long-term memory and consequently behavior. Discusses the taxonomy for how attitudes, intentions, and behavior relate and where interventions might be needed based on the gap.</p>	<ul style="list-style-type: none"> • Examining how stimuli can elicit responses based on different neural pathways and conditions can reveal how to embed new pro-environmental behaviors into long-term memory; such strategies need to consider four research directions: (1) Personal factors, (2) intervention styles, (3) stimuli of the intervention, (4) contextual factors • There are three stages of behavior change: (1) non-engagement, where the consumer is either unaware or aware of the benefits of behavior change but does not intend to take 	<ul style="list-style-type: none"> • We need to diagnose where the actual gap and cognitive dissonance exists for most users (e.g., between attitude and intention, between intention and behavior, between behavior and habit) • We might want to explore whether priming, conditioning, or nudging strategies are most effective at embedding pro-environmental behaviors into people's long-term implicit memory

		<p>action, (2) motivational engagement, where the consumer contemplates or plans the action, and (3) executive engagement where the action is initiated, continued, and ideally maintained</p> <ul style="list-style-type: none"> • Three types of motivational states: approach, avoidance, and assertion • Interventions best suited for influencing implicitly long-term memory include priming, conditioning, and nudging 	
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• Research studies and reports

What specific pieces of research (e.g., studies and reports) are relevant to understand and address the problem?

Source details & reference	Aims & method	Take-aways	How is it relevant?
<i>Title, authors, URL etc.</i>	<i>Basic information about the aims and methodology of the study / paper</i>	<i>Provide a summary of key take-away points from the resource</i>	<i>How could we apply key take-aways to the problem?</i>
Am, J. B., Doshi, V., Malik, A., Noble, S., and Frey, S. (Feb 6, 2023). <i>Do Consumers Care about Sustainability and ESG Claims?</i> McKinsey & Company. Retrieved from https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets .	Look beyond the self-reported intentions of US consumers and examine their actual spending behavior—tracking dollars instead of sentiment, to provide fact-based cases for businesses wishing to bring environmentally and socially responsible products to market as part of overall ESG strategies and commitments.	<ul style="list-style-type: none"> • Products making ESG-related claims averaged 28% cumulative growth over the past five-year period, versus 20% for products that made no such claims. • The ESG-related claims were divided into six classifications: animal welfare, environmental sustainability, organic-farming methods, plant-based ingredients, social responsibility, and sustainable packaging. Not all claims received the same growths. • Business sizes also differentiate the growths they gain. 	This report provides multiple strategies for businesses to understand how their customers think about environmental sustainability and make decisions for operations. It surprised me that brands with prices at higher or lower tiers share non-significantly different growths, which may imply that including parts of the processing costs into prices may not reduce customers' willingness to buy a product significantly. Another suggestion I found useful is "invest in ESG through both existing brands and innovative new products."

<p>Wang, T. Y. (2010). <i>Consumer Behavior Characteristics in Fast Fashion</i>. [Masters Thesis, University of Borås]. https://hb.diva-portal.org/smas/h/get/diva2:1312256/FULLTEXT01.</p>	<p>Collect primary data from surveys, interviews, and observations, and secondary data from open resources to analyze consumers' (female individuals specifically) decision making process and involvement, individual differences, and group influences on their behaviors in fast fashion with a specific focus on H&M, ZARA, and Ginatricot physical stores.</p>	<ul style="list-style-type: none"> • Consumers are lowly involved to brands in fast fashion, indicating that they are lack of strong motivation to process information about the products and to search and understand brands' ads. • Store environment, including how long people typically have to wait for the fitting rooms and the easiness to bring kids into the store, influences consumers' shopping experiences and affects the frequency, willingness, and so on of people to go shopping. • Consumers trust what their friends, family members, or close others' comments/reviews, which is the "group influence," more than the brands themselves. 	<p>This study applies a cognitive behavior framework to its empirical design. Consumers being lowly involved to fast fashion clothing brands and thus they may be less likely to carefully read and understand the brand's values, missions, and promotions inspires me come up with solutions that hold customers tight so that they are more likely to follow changes the brands wish to create. However, the study is restricted to physical stores of fast fashion clothing brands. The findings may limit our innovations on changing consumers' shopping behaviors in online fast fashion stores. Combining our own experiences shopping online may help mitigate the limitations.</p>
<p>McEachern, M. G., Middleton, D., & Cassidy, T. (2020). Encouraging sustainable behaviour change via a social practice approach: A focus on apparel consumption practices. <i>Journal of Consumer Policy</i>, 43(2), 397–418. https://doi.org/10.1007/s10603-020-09454-0</p>	<p>This study offers alternative approaches to inspiring sustainable behavior change beyond information-based campaigns, using creative social-practices such as workshops and contemplative theatre performances.</p>	<ul style="list-style-type: none"> • If apparel consumption is a "symbolic social practice through which meanings and identities" are performed, interventions must create space for those meanings and identities to be re-contemplated • Conventional information/cognitive-based campaigns have been largely unsuccessful because they have been too timid, don't consider the difficulty consumers face amalgamating their values, or address the conceptualizing process of their decisions and how to mitigate relapse (e.g., unfreezing, movement, and re-freezing is too linear) • Creative upcycling workshops and contemplative theatre performances were effective at changing people's contemplative capacity when making purchasing decisions 	<p>There's potential value in examining how multiple and multi-modal interventions work to address different gaps and areas within the contemplative process where relapse into former behaviors or cognitive dissonance may occur. Interventions that give people space to assign new meanings to activities may be more effective than solely relying on information-based interventions.</p>

<p>Wang, L., Xu, Y., Lee, H., & Li, A. (2022). Preferred product attributes for sustainable outdoor apparel: A conjoint analysis approach. <i>Sustainable Production and Consumption</i>, 29, 657–671. https://doi.org/10.1016/j.spc.2021.11.011</p>	<p>This study focuses on conducting a conjoint analysis to examine which factors of a product are most important to people within the context of sustainability. It examined price, green label, traceability, and material use as attributes.</p>	<ul style="list-style-type: none"> • Price is still the most important attribute to consumers, followed by type of fabric (recycled), then the availability of eco-labels, and lastly the type of down (traceable) • Consumers tradeoffs varied across demographics: Women were more price sensitive, and felt more moral obligation to purchase sustainably; younger respondents are more responsive to price, more educated users were less sensitive to price, consumers with higher socioeconomic status or education tended to be more environmentally conscious • Prior purchase experience indicates that respondents have greater willingness to pay more for a sustainable product if they've done so before based on familiarity with the brand and level of subjective knowledge regarding their products 	<ul style="list-style-type: none"> • Depending on whether we focus on a specific demographic or decide to move forward with a more universally targetted intervention, there are still demographic considerations to keep in mind • Because price is still highly the weightiest attribute informing purchase decisions, it would be interesting to explore interventions around price • Important to recognize that implicit factors about a product may hold heavier value to consumers than explicit factors (e.g., information shared about a product) • There are multiple ways of signaling sustainability, and some more simplified articulations of it may be more powerful than complex ratings
<p>Park, H., & Kim, Y.-K. (2016). An empirical test of the triple bottom line of customer-centric sustainability: The case of fast fashion. <i>Fashion and Textiles</i>, 3(1), 25. https://doi.org/10.1186/s40691-016-0077-6</p>	<p>An empirical study focused on whether the triple bottom line (TBL) model can serve as a framework for consumer's perceived sustainability of fashion brands and to investigate how that may affect consumer relationships with fast fashion brands versus sustainable fashion brands</p>	<ul style="list-style-type: none"> • Consumers can conceive a triple bottom line mentality about the products they buy • Environmental and social sustainability does not significantly predict brand relationships and is not a good predictor of brand trust and loyalty • Result suggests that, no matter where in the continuum of sustainability a fashion brand lies (i.e., whether it is a sustainable fashion brand or a fast fashion brand), putting quality products at the forefront in the marketing communication can be an effective strategy to build strong brand relationships. This result can be also interpreted such that, while consumers' environmental or social concern may be 	<ul style="list-style-type: none"> • When thinking about driving and restraining forces, we almost need to think about how this varies across both contexts of sustainable fashion brands and fast fashion brands, as well as across different parts of the triple bottom line framework • There may be a case to think more intentionally about how to focus more on the implicit and economic attributes of a product as the strongest attribute for building a sense of trust and long-term buying relationships with certain brands

		<p>compromised for their desire for fashion, quality of products may not be.</p> <ul style="list-style-type: none"> • This result suggests that, although many fashion brands emphasize the environmental aspects of their sustainable management (e.g., use of environmentally sustainable fiber) in their sustainability marketing communication, environmental sustainability as a single factor alone may not necessarily elicit positive brand relationships such as brand trust or brand loyalty. While this result for fast fashion brands can be related to previous researchers' findings that consumers' desire for new fashion often outweighs their attitudes toward sustainability • A fast fashion brand's claim of being socially responsible may not be as effective as a sustainable fashion brand's claim, as consumers' perception of the brand's social sustainability does not lead to positive brand outcomes. 	
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Review of Industry Information

- **Background knowledge**

What basic information is useful to know about the area of focus? Consider key industry facts and figures, technical terminology and processes, historical information, etc.

Source details & reference	Topic area	Take-aways	How is it relevant?
<i>Title, authors, URL etc.</i>	<i>Provide a description of what area of the topic you are focusing on</i>	<i>Provide a summary of key take-away points</i>	<i>How could we apply key take-aways to the problem?</i>

<p>Norris, O. J. (Jan 10, 2022). <i>The Age of Fast Fashion: How Consumer Behaviour Has Changed and How It's Impacting Our Environment</i>. Amplyfi. Retrieved from https://amplyfi.com/2022/01/10/the-age-of-fast-fashion/.</p>	<p>Using a machine learning model to analyze the differences of consumer behaviors in fast fashion industry over the past several years and predict its trend and impact to the environment.</p>	<ul style="list-style-type: none"> • Over the past 15 years, an increased spending on clothing, especially in 2018 and 2019, is observed. Females under the age of 35 were particularly successful. • “In the modern world, it has become critical for many to stay in tune with the ever-changing trends we see prevalent in our society and media.” The rise of social media has created a more flexible space for people to become an influencer, not limited to celebrities anymore, and influencers and advertising are increasingly influencing spending patterns and choices • ESG, greenwashing, and circular economy are some indexes or solutions to think about for reducing wastes in fast fashion industry. 	<p>CW thinks that:</p> <p>This article has many quantitative data from external reports or resources in it, which may be useful for us to think about being persuasive with some data.</p> <p>This article also mentioned some motivations of people staying in the fast fashion industry, which I believe we can try to eliminate or alter some of the reasons people would like to become a part of the fast fashion and change the corresponding behaviors.</p> <p>In addition to facts about the fast fashion industry, it may also be useful for us to incorporate some environmental damage mentioned in this analysis for rational appeal in prompting and sustaining behavior changes.</p> <p>This article did not mention much about policies implication on consumer behavior change. I'm thinking about the New York clothing sales tax exempt, which may not be helpful but...</p>
<p>How Much Do Our Wardrobes Cost to the Environment?</p> <p>https://www.worldbank.org/en/news/feature/2019/09/23/costo-moda-medio-ambiente</p>	<p>Statistics about the impacts of fashion on the environment</p>	<ul style="list-style-type: none"> • 3,781 liters of water to make a pair of jeans = 33.4 kilograms of carbon equivalent • The fashion industry uses 93 billion cubic meters of water annually • 87% of the total fiber input used for clothing is incinerated or disposed of in a landfill • “The fashion industry is responsible for 10 % of annual global carbon emissions, more than all international flights and maritime shipping combined. At this pace, the fashion industry's greenhouse gas 	<p>These numbers will help frame the severity of the impacts the fashion industry has on the environment today and in the future</p>

		emissions will surge more than 50 % by 2030.”	
<p>The true cost of fast fashion (The Economist)</p> <p> The true cost of fast fas...</p>	<p>YT video on changing nature of the fashion industry and avenues for growth while addressing environmental need for people to buy less clothing</p>	<ul style="list-style-type: none"> • Most of the newly produced clothing items globally end up in landfills, with only 25% of discarded clothing making it to recycling centers • While aiming for cheaper clothing, quality of materials has gone down which in turn requires more processing • Rent the Runway is trying to change consumers' relationship with clothing; people still changes clothes as frequently as usual but they share them with others • Patagonia is the rare example of a company that encourages customers to buy one, mend clothing and use their items for as long as possible 	<ul style="list-style-type: none"> • There are instances of companies trying to change the way customers interact with and feel about clothing • Profitability and growth are still possible in such a model of operation • But, most large manufacturers want people to buy more and buy often • Change might require helping companies understand the full impact of their supply chains
<p>BBC Smart Guide to Climate Change</p> <p>https://www.bbc.com/future/article/20200310-sustainable-fashion-how-to-buy-clothes-good-for-the-climate</p>	<p>BBC article on environmental impact of fashion industry (broken down by segment of supply chain) and possible ways to reduce environmental footprint of clothing</p>	<ul style="list-style-type: none"> • The fashion industry account for 8-10% of global carbon emissions and 20% of waste-water • Supply chains are complex in addition to the method of transport and disposal • Methods to reduce carbon footprint have pros and cons with multiple second order consequences 	<ul style="list-style-type: none"> • Difference between avenues for manufacturers to reduce emissions and options for customers • Customer behavior change requires understanding what function is being served through purchase of clothes and can the function be achieved through other means (digital fashion for example)
<p>Alvarez & Marshal Consumer and Retail Group, The New Evolution of Fast Fashion, https://alvarezandmarsal-crg.com/wp-content/uploads/2022/07/New-Evolution-of-Fast-Fashion-Alvarez-and-Marsal-Consumer-Retail-Group.pdf</p>	<p>An industry white paper discussing how fast fashion trends and statistics are disrupting the consumer and retail industry.</p>	<ul style="list-style-type: none"> • 50% of respondents want to buy a fashion trend within the same week they discover it, and are no longer willing to wait 6 months • 40% of respondents ages 18-44 indicated they would compromise brand loyalty for immediacy when shopping for trends • 70% of respondents are buying most often for themselves 	<p>It will be interesting to explore how to either tap into these driving forces and/or understand how to revert/reframe them.</p>

- 50% said personal brand (curating self-expression) drives their trend purchases
- Nearly half of all respondents said they will look at another retailer if a trend is not available and only 30% will check back with the same retailer for the same trend again
- Recommendations to companies for competing with ultra-fast fashion: (1) Shrink the calendar, (2) enhance technology and design resources, (3) leverage sophisticated data and analytics, (4) be bold - read and react, (5) align all internal and external resources to the strategy

• **Industry programs / initiatives / policies**

What historic or existing programs, initiatives, and policies are important to be aware of, relevant to the industry and problem?

Source details & reference	Label & description	Take-aways	How is it relevant?
<i>Title, authors, URL etc.</i>	<i>Provide a label of the program / initiative / policy and a brief description</i>	<i>Provide a summary of key take-away points from the resource</i>	<i>How could we apply key take-aways to the problem?</i>
<p>Fashion Transparency Index 2023</p> <p>https://www.fashionrevolution.org/about/transparency/</p> <p>file:///Users/ericapinto/Downloads/Fashion%20Transparency%20Index%202023%20pages.pdf</p>	<p>“The Fashion Transparency Index is an annual review of 250 of the world’s largest fashion brands and retailers ranked according to their level of public disclosure on human rights and environmental policies, practices and impacts in their own operations and in their supply chains.”</p>	<ul style="list-style-type: none"> • “The Fashion Transparency Index reviews brands’ public disclosure on human rights and environmental issues across 258 indicators in 5 key areas” <ul style="list-style-type: none"> ○ Policies & Commitments ○ Governance ○ Supply Chain Traceability ○ Know, Show & Fix ○ Spotlight Issues (notably Sustainable sourcing & materials, 	<ul style="list-style-type: none"> • Frame as a current intervention, what the pros and cons of this index (or similar concept) are • Lead into discussion of transparency: “Transparency is a first step; it is not radical, but it is necessary.” • Lots of data points to speak to throughout the paper

	<p>“Transparency is foundational to achieving systemic change in the global fashion industry, which is why we have been campaigning for it since 2014 and why we created this tool.... without transparency, achieving a sustainable, accountable and fair fashion industry will be impossible.”</p>	<p>Overconsumption, business models, waste & circularity, Water & chemicals, Climate change, fossil fuels & biodiversity)</p> <ul style="list-style-type: none"> • “Policymakers increasingly see the need for laws to regulate the actions of multinational companies in global supply chains.” • “For the first time, two brands scored 80% or higher” • “The average score of the world’s largest fashion brands creeps up by 2 percentage points to just 26%” • “99% of fashion brands do not disclose a commitment to reduce the number of new items they produce” <ul style="list-style-type: none"> ○ concept of ‘degrowth’ pg 11 	
<p>Good on You https://goodonyou.eco/about/</p>	<p>Ethical brand ratings app</p>	<ul style="list-style-type: none"> • Contributions align to UNSDG 12 • “At Good On You we want to make it as easy as possible to buy products that meet your needs from brands that live up to your expectations in relation to their environmental and social performance and how they impact on animals.” • Another rating system similar to Index above, but instead of ranking companies annually, this system provides a score on a 5 point likert scale 	<ul style="list-style-type: none"> • Similar to Indec above
<p>Fashion Sustainability Laws in the US: The Fashion Act https://www.thefashionact.org/</p>	<p>Proposed legislation in New York</p>	<ul style="list-style-type: none"> • “As one of the largest economies in the world, and a global fashion capital, New York has the opportunity — and moral responsibility — to hold fashion companies that sell in our market accountable to the planet and its people, and help drive global change to the industry.” 	<ul style="list-style-type: none"> • Example of potential for policy work to have lasting impact

Group 3
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PubPol 750.008: Using Behavioral Science to Create Change

<p>Corporate Sustainability Due Diligence Directive (CSDDD) [& Corporate Sustainability Reporting Directive (CSRD)]</p> <p>https://www.ebu.ch/case-studies/open/legal-policy/the-future-of-eu-sustainability-regulation-ii-the-corporate-sustainability-due-diligence-directive-csddd</p> <p><i>Learned w/ Fashion Transparency Index 2023 link</i></p>	<p>Directive passed in the EU on 1 June 2023 to “require companies to establish due diligence procedures to address adverse impacts of their actions on human rights and the environment, including along their value chains worldwide.”</p>	<ul style="list-style-type: none"> • Part of the European Green Deal • “CSDDD aligns with the main international human rights and environmental law standards” • Structure for enforcement in place 	<ul style="list-style-type: none"> • Example of policy work in action with the directive being passed • Possible reference point for effectiveness (although it passed so recently)
<p>#WhatsInMyClothes campaign</p> <p>https://www.fashionrevolution.org/whatsinmyclothes-the-truth-behind-the-label/</p>	<p>“Raise intention for...the origin of the raw materials, sustainability and composition of the garments we buy.”</p>	<ul style="list-style-type: none"> • Social media campaign to call to bring awareness • Transparency for textile content through proper labeling • “The European Textile Regulation states that textile products sold in the European Union need to be labelled or marked in a durable, easily legible and visible way.” 	<ul style="list-style-type: none"> • Campaigns are an example of an initiative to bring further awareness to an issue
<p>B Corp Certification</p> <p>https://www.bcorporation.net/en-us/certification/</p>	<p>“Measuring a company’s entire social and environmental impact.”</p> <p>“Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other certifications for businesses, B Lab is unique in our ability to measure a company’s entire social and environmental impact.”</p>	<ul style="list-style-type: none"> • Holistic approach • “B Corps reap remarkable benefits. They build trust with consumers, communities, and suppliers; attract and retain employees; and draw mission-aligned investors. As they are required to undergo the verification process every three years in order to recertify, B Corps are by definition also focused on continuous improvement, leading to their long-term resiliency. “ 	<ul style="list-style-type: none"> • Certifications, like ratings, bring more transparency and visibility • There are many benefits for companies who are certified • How can certification be better leveraged to incentivize consumer behavior?

Synthesis of Literature

Literature review themes

Looking across the research and information you have pulled together for parts A and B, distill a set of evidence-based themes/ insights which help our understanding of the problem and/or how to address it.

For consideration:

- Limit the number of themes to a maximum of 8-10 themes
- Use examples of how each theme can be applied to the problem
- Make sure the section label for each theme is descriptive

Theme 1

Individual Impulse Wins Over Systemic Implications

At the moment of purchase, consumers are more focused on acting on what is impulsively driving the need to make that purchase. The driving need differs across consumers, but is often informed and addressed more instantaneously through explicit product factors that drive individual utility for the consumer, rather than the systemic implications of that purchase. For example, fast fashion shoppers have a need for acquiring the latest trend in order to feel socially and culturally relevant and connected with their peers. This need impulsively focuses consumers to look only for style, price, and delivery times beyond other factors that would be considered important under other contexts and might delay gratification of those needs. Environmentally conscious consumers face the same conundrum. While they are able to conceptualize systemic implications, their individual needs, such as cost-savings, will tend to win over these other considerations.

Theme 2

Contemplative Experiences Outbeat Informational Content:

Information about sustainability is more effective for consumers when they are given the opportunity to contextualize and contemplate over that information within their own personal experiences. Much of fashion is a social practice embedded in self-expression, and people have specific derived meanings and emotions when choosing to make a fashion purchase. Rather than being exposed solely to information-based content they cannot relate to, equipping consumers with new experiences allow them to re-examine the relationships they want to have with clothing purchases are more impactful in regards to shaping and embedding new consumer purchasing values. One example from literature was giving people the option to learn how to self-upcycle their clothes, and extending the opportunity for them to recognize the value in upcycling over disposal.

Theme 3

Consumers Want Simple Choices, Not Complex Content

Even if sustainability-related information was completely transparent, many consumers are unable to distill actionable takeaways from information-based reporting and campaigns that have been complexified. Rather than being inundated by data

	points, ratings, and “black box” certifications, consumers merely want an easy way to understand how to rationalize their decision. For example, many sustainability ratings and indexes exist identifying which brands to purchase from and which brands to avoid, but these data points don’t always make it to the consumer in convenient and easy to remember ways during the purchase process.
<i>Theme 4</i>	<p>Habits Form When Intentions Become Working Memory:</p> <p>Known as the intention action gap, changing consumer behavior requires first addressing consumer attitudes, translating them into intentions, embedding them into working memory, and finally solidifying them as recurring habits. Doing so requires an understanding of where cognitive gaps or dissonance exist when users are contemplating making a purchase design and identifying restraining or driving forces that contribute to relapse. For example, many environmentally-conscious consumers may have the intention to buy more sustainably—but unless those considerations are brought to the forefront of their working memory within the actual context of making a purchase, consumers will fail at committing this to action.</p>
<i>Theme 5</i>	<p>Social Norms Spillover into Individual Decisions:</p> <p>Consumers are heavily influenced by both their physical and digital environments due to social norms shaped by peers, social media, advertising, and cultural expectations. In some cases, the rise of more sustainable product advertising and the benefits they tout have led to positive spillovers, influencing consumers to begin considering sustainability both in their purchase decisions and in their daily life, regardless of how informed they are. But some of these norms can also contribute to contrary behaviors, for instance some consumers feeling shamed for unknowingly purchasing from less sustainable brands, and consequently forming less receptive attitudes towards similar messages.</p>
<i>Theme 6</i>	<p>Dimensions of Sustainability Are Not All Equal:</p> <p>Because sustainability is an umbrella term encapsulating multiple behaviors and practices that have an influence on the environment, society, and economy as a whole, different components of sustainable practice matter more to different people depending on the personal values and exposure to such issues. For example, knowing whether or not the material used in clothing was recycled fabric versus not recycled might resonate more with consumers than knowing whether manufacturing labor of the product is completely traceable.</p>
<i>Theme 7</i>	<p>It’s Easy To Ignore What’s Not Already Transparent:</p> <p>Consumers that care about sustainability don’t have enough information on hand to truly understand the sourcing, production, and disposal factors that should inform their decisions. Because many companies do not track and report such processes, consumers are left in the dark, and less sustainability-conscious consumers find it easier to overlook concerns that they’re not well informed on. Analogously, this reveals interesting opportunities to investigate the effectiveness of other information-sharing and transparency design interventions like food labels, to determine what makes them effective or ineffective.</p>

Theme 8

Impacts Are Variable Across the Value Chain:

Depending on the segment within the fashion industry and the part of the supply chain/life cycle being observed, environmental and social impacts can look different, and therefore require disparate interventions. For example, jeans are a lot more wastewater intensive, but if worn multiple times with minimal washing, the environmental footprint weighs heavier upstream during production and processing. However, in most cases, adverse impacts are perpetuated during the use phase based on user purchase, washing, and disposal of clothing items.