**Tooltips**

**Actors**

The Actors dimension comprises three different agents holding varying levels of responsibility and capacity for sustainability – i) Consumers, ii) Businesses, and iii) Institutions. An article being represented within each segment indicates that the article directly researched the role of that Actor; for example, Business research would consider B2B research or changing internal policies, while Consumer research would consider how Consumers respond to different messaging, products, campaigns, and so forth.

The extent to which each Actor is responsible for sustainability and has the capacity for change has been debated in the sustainability marketing literature.

Consumers are micro-level Actors who can enact sustainable actions primarily at micro-level capacities.

Businesses are meso-level actors in capacity and agency, with the potential to drive sustainability through various avenues.

Institutions cover a network of actors functioning at the macro-level of capacity and agency, including policymakers, governments, non-governmental institutions, educational institutions, and researchers.

**Value Orientations**

The Value Orientations dimension reflects motivations, personal values, identity, collective norms, and feelings of responsibility. It is split into three levels – i) Self-Orientation, ii) Societal-Orientation, and iii) Environmental-Orientation.

A Self-Orientation for Consumers considers that they pursue sustainable actions for self-benefiting outcomes (financial benefits, identity cohesion, personal well-being, warm glow). For Businesses, a self-orientation constitutes a Profit-Orientation, where Businesses use sustainability as a platform to aid in maximizing profitability. For Institutions, self-orientation comes in the form of Growth-Orientation, a flexible concept that differs depending on the specific actor within this network. For example, for governments, Growth would be to ensure the growth of economies.

Societal-Orientation involves going beyond prioritizing the most beneficial outcomes for oneself, instead considering the impact on broader society. For Consumers, this could be in building community well-being, for Businesses, this could be focusing on the human dignity of their employees, and for Institutions, this could be in their role as watchdogs and regulators to ensure better human life.

Environmental-Orientation encompasses prioritizing positive outcomes for nature and non-human life, emphasizing the intrinsic value of the environment. For Consumers, this could be seen in participating in recycling or reduced consumption to ensure less negative environmental impact. For Businesses, this could be seen in integrating environmental protection into business activities to ensure their operation does not erode natural resources. Institutions can be Environmentally-Oriented when facilitating protecting the natural environment and non-human life through regulatory policies, partnerships, and reformation that balances growth, society, and the environment.

Importantly, and as seen on the A-VO-S Map, these Value Orientations are not mutually exclusive. Being Environmentally-Oriented does not mean that an Actor cannot be Self-Oriented or serve Self-Oriented goals simultaneously; in fact, these often overlap.

**Scope of Sustainability**

The Scope of Sustainability assesses the extent to which sustainability is integrated into the marketing research, from a Peripheral Scope, where sustainability functions to primarily support profit-driven goals, to a Central Scope, where sustainability is researched with a prioritization of long-term societal and environmental well-being.