

Making Sustainability Irresistible: Unlocking the Desirability Formula



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The desirability formula

Turns out, we can identify the elements or triggers that shape desire for sustainable alternatives



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GETTING BEYOND LOGICAL TRIGGERS

Making Sustainability Irresistible

Short term —————→ *Long term*

Common triggers

- Transparency
- Authenticity
- Innovation
- Ease of Use
- Reward

Differentiators

- Community Endorsement
- Design Excellence
- Personal Connection
- Potential for Scale
- Education
- Tradition
- Health Benefits
- Efficiency

Missing concerns

- Future Promise
- Adaptive Environments
- Collective Engagement
- Liberation

GETTING BEYOND LOGICAL TRIGGERS

The power of 'missing concerns'

Short term

Long term

Missing concerns allow the consumer to very tangibly visualize the future impact of their daily actions. This is what makes these four triggers crucial in our goal to make sustainability truly desirable to consumers.

Missing concerns

- Future Promise
- Adaptive Environments
- Collective Engagement
- Liberation



Key missing requirements

Ultimately, until and unless we turn sustainable alternatives into *symbolic capital (social capital)*, consumers will not want to buy these products or make changes to their habits.

	Trigger	Description
Missing Concerns	Future Promise	See the long-term cumulative benefits of today's actions in my daily life.
	Adaptive Environments	<u>Modify</u> my own space to be greener and open the door to ongoing modifications.
	Collective Engagement	Join a community sustainability program to build connections and amplify impact.
	Liberation	Take advantage of <u>services</u> that make sustainable living effortless.

LUX TAKE

We discovered that without these missing requirements, consumers do not develop a natural desire to buy sustainable alternatives. In essence, these requirements turn sustainability into a highly desirable form of social capital.



Differentiators are triggers that are growing in adoption

These are triggers that increasingly they show up in consumer discourse.

	Trigger	Description
Differentiators	Community Endorsement	Peer reviews and social proof that validate the efficacy and desirability of the sustainable choice.
	Design Excellence	Aesthetically pleasing sustainable options or designs that make sustainable products easier to use or create greater flow in utilization.
	Personal Connection	Brands or products that connect to people's values and beliefs around sustainability.
	Potential for Scale	Sustainable solutions capable of widespread adoption and impact.
	Education	Providing information and knowledge that empower consumers to make sustainable choices.
	Tradition	Leveraging time-honored techniques and wisdom, often from indigenous cultures, for sustainable living.
	Health Benefits	Products or choices that are not just good for the planet but also for individual health.
	Efficiency	Sustainable solutions that also help consumers achieve more with less effort.

LUX TAKE

These represent ways in which consumers choose to differentiate themselves from their peers by adopting certain products and solutions. But these are quickly turning into table stakes as well.



Common “logical” triggers used

These are the most frequently used triggers by brands in the world of sustainable alternatives.

	Trigger	Description
Common Triggers	Transparency	Knowing the journey and impact of a product makes it easier for consumers to trust a sustainable choice.
	Authenticity	Genuine commitment from brands to sustainability rather than just green-washing.
	Innovation	Cutting-edge green technologies that demonstrate how sustainability can be both effective and exciting.
	Ease of Use	Sustainable options that integrate seamlessly into existing lifestyles.
	Reward	Tangible benefits such as cost savings over time, or less tangible ones like enhanced well-being.

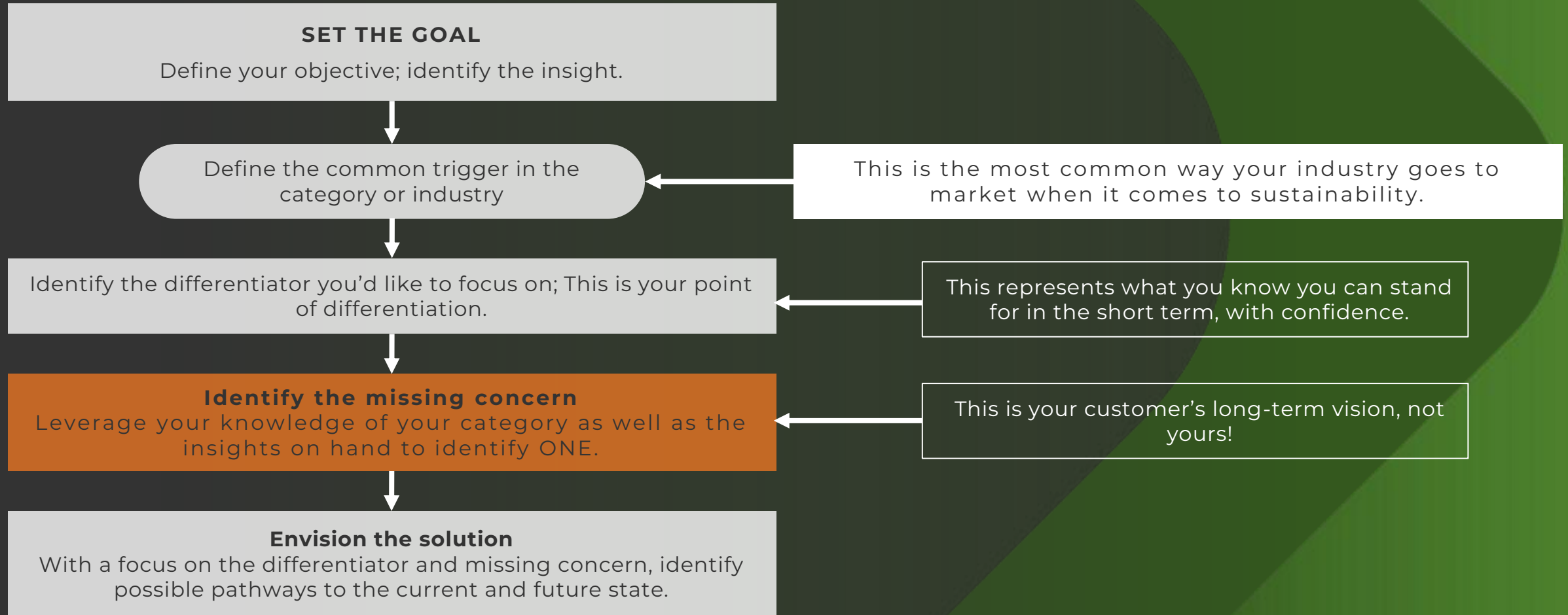
LUX TAKE

The problem is almost every brand out there is using these triggers to drive interest in their sustainable alternatives, which has turned these triggers into table stakes.



Putting the sustainability framework into action

Give yourself the creative playground to reimagine sustainable outcomes.



Applying the desirability formula

Let us put the model to work



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APPLYING THE **DESIRABILITY** FORMULA

Making wipes sustainable

OBJECTIVE:

Introduce an ecofriendly wipe that consumers are inclined to pay more for.

INSIGHT:

Consumers increasingly seek natural cleaning products that minimize harm to their health and the environment.

TRIGGERS AND CONCERNS

1

Transparency: Most brands in the ecofriendly space emphasize the sustainable materials used in their sponges, for example, natural fibers and biodegradable components.

2

Design excellence: An ecofriendly wipe that not only functions efficiently but also has a unique aesthetic appeal — setting it apart from conventional and other ecofriendly alternatives. This ensures the wipes look good in modern kitchens, serving as a conversation starter about sustainability.

3

Future Promise:



Revisit the missing concerns

Ultimately, until and unless we turn sustainable alternatives into *symbolic capital* (*social capital*), consumers will not want to buy these products or make changes to their habits.

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APPLYING THE **DESIRABILITY** FORMULA

Making snack bars sustainable

OBJECTIVE:

Revamp snack bars to stand out as the leading sustainable choice for eco-aware and health conscious snackers. Create the willingness to pay a premium.

INSIGHT:

Consumers are increasingly showing a preference for tasty, healthy, natural ingredients in energy bars.

TRIGGERS AND CONCERNS

1

Ease of use: Many brands in the snack category emphasize convenient and portable packaging. And they might convey the ease of recycling as well.

2

Health benefits: Offer snack bars that are not only good for the planet but are also nutritionally balanced, fortifying the idea that what's good for the earth is also good for the body.

3

Future Promise + Collective Engagement:



Revisit the missing concerns

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This is the power of the desirability formula. It pushes us out of our comfort zone and out of the group-think that currently exists in our industry to reimagine opportunities through a truly human-centered lens.



KEY TAKEAWAYS:

Go beyond logical triggers — missing concerns and emerging differentiators are key to making sustainability irresistibly desirable.

Identify the right mix of common industry triggers, missing concerns, and differentiation opportunities for your specific context.

Envision creative solutions that bring missing concerns to life and leverage differentiators — this is the power of the desirability formula.

Thank you

A link of the webinar recording will be emailed within 24–48 hours.

UPCOMING WEBINARS

DECEMBER 12

[Ideathons 2023 Recap: Highlights from Innovator Showcases](#)

DECEMBER 19

[Putting Sustainable Manufacturing into Practice](#)

DECEMBER 20

[Navigating the Complexities of Self-Care Culture](#)



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