Who Tends to the Seeds of Change?

Online misinformation poisoning the consumer mindset and who is needed for real, sustainable change

When people rely on false or biased information, their ability to make socially conscious choices is compromised. Research shows that while modern youth vocalize a desire for sustainable options, their purchasing choices show otherwise. The youth are particularly vulnerable to online influence as their behavior is shifting from traditional advertising to influencer-driven content.

Until now, action from the public sector has focused specifically on formal education routes. However, governments need to think about including social platform reach to their list of methods rather than seeing them as an enemy to fight against. Using this map, we hope to inform readers to see powerful leverage points and actors for change within the current system to set course for a new direction.

Hi!
I'm Bee, a curious consumer, caught in the loop, searching for the signals.
Please follow me through the journey !

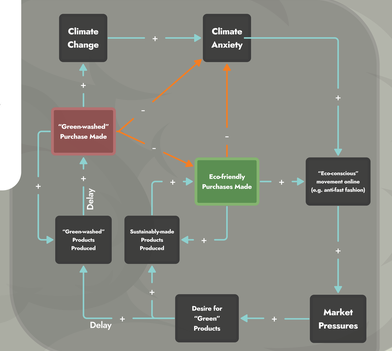
Structural maintenance stakeholders

Cultural maintenance stakeholders

1 A Toxic Cycle

Climate anxiety can lead to better consumption habits... while also laying traps that continue to reinforce the system.

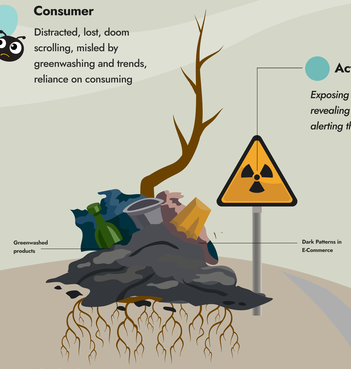
Climate anxiety leads to market pressures that create demand for 'green products'. This also promotes production of greenwashed products, which in turn increases climate change while reducing anxiety.



Consumer
Distracted, lost, doom scrolling, misled by greenwashing and trends, reliance on consuming

Industry
Control the flow of goods, pricing, and fulfillment logistics

Activists
Exposing greenwashing techniques, revealing the dark patterns and alerting the public.



Our Rooted Myths

Myths underpin the embedded, hidden reasoning that drives behaviour from people. These myths represent the foundations of how we act and, therefore, in order to create meaningful, sustainable change, we need to see alterations in the myths that guide us.

"If it feels good, do it"

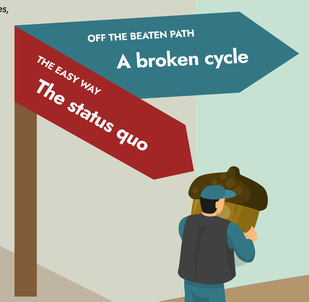
"Live for today, for tomorrow may never come"

"Variety is the spice of life"

Seeds of Change

The emerging initiatives, trends, and behaviours we see in place now that guide us toward our desired future. These manifestations are the tether between the here and now and represent potential pathways for stakeholders to empower

- Second-hand sections are built into some e-commerce platforms
- Growing crafters movement
- Emergence of "Repair Cafés"
- Alternative low-footprint fashion sources gain traction
- Under-consumption core



2 Paving The Way Together

True transformation can't happen in isolation.
In this transition zone, seeds of change are nurtured and new dynamics start to take root. Stakeholders engage in coordinated effort to test and scale new norms.

AI Algorithms
Design how content is prioritized and what loops are reinforced

Consumers
When organized, can act as a force of demand disruption.
Their behaviour pollinates values, trends and purchasing decisions.

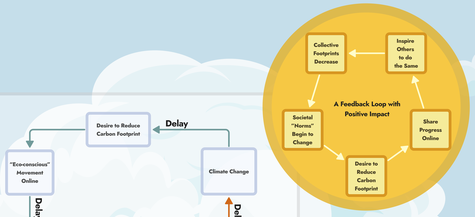
Social Media platforms
They dictate visibility, trend lifespan, and attention economy rules.

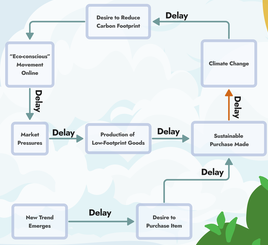
Influencers
Translate trends into desire, shape behaviour and perceived norms

Policy Makers
Can reshape market incentives, transparency, algorithmic disclosures

3 New Horizons

In this refined system, the goal is to introduce delays at key points in consumer behavior to disrupt impulsive purchasing cycles and mitigate environmental harm.
Rather than climate anxiety fueling reactionary consumption, it transforms into a desire to reduce one's carbon footprint, shifting the focus from fear-driven actions to intentional, sustainable choices.





Consumer
Acts with aligned values, participates in a more circular economy

Greener Pastures

"United we stand, divided we fall"

"The more you give, the more you receive"

"Good things are built to last"

Landfill

Inaction Endpoint
What happens if we continue business as usual?
We know that our current trajectory is unsustainable with the bubble ready to burst. The longer this continues, the harder is will be to reverse the damage.