

# Worksheet 1: State Your Sustainability Goal

# Worksheet 5: Behavior Change Strategy

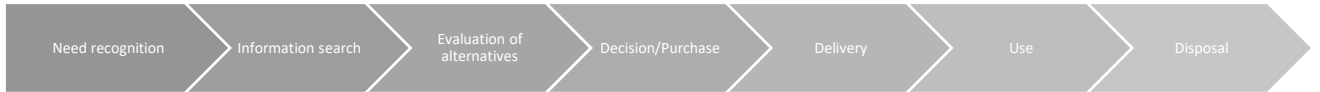
Strategy Type	Strategy Description	Possible Impact



# Worksheet 3: Decision Mapping

Think through the decision-making process that your target audience goes through and carefully detail out the steps that they might make. You can use the below decision mapping stages established for Consumer Insights and Marketing if relevant.

## Consumer Insights: Stages of Consumer Purchasing



# Worksheet 4: Barrier and Solutions Brainstorm

Thinking about your results from Worksheet 3: Decision Mapping, outline potential benefits

Decision Stage	Barrier	Potential Solutions