



Faculty of Design

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From Systemic Insights to Sustainable Business Actions—A case study on GenZ parents in the DACH market

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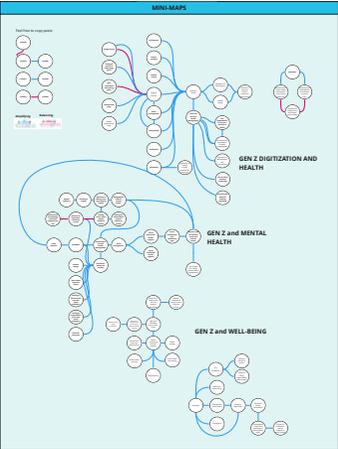
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GROUP 1

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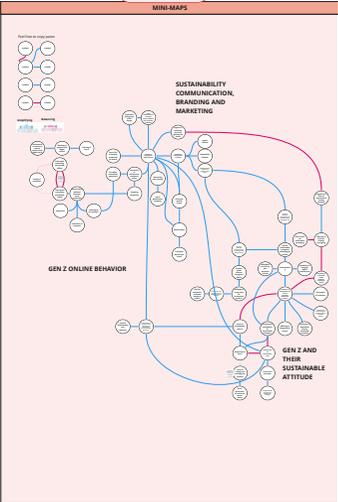


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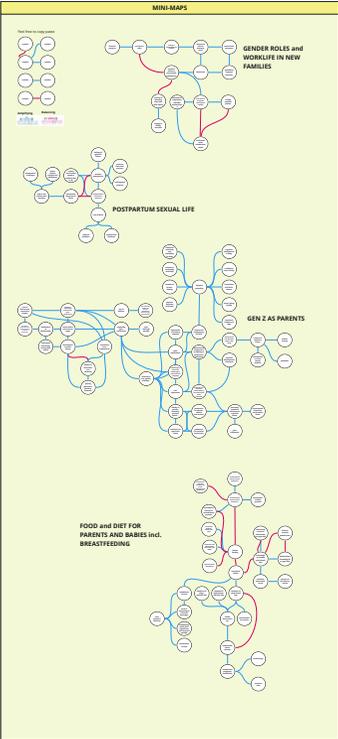


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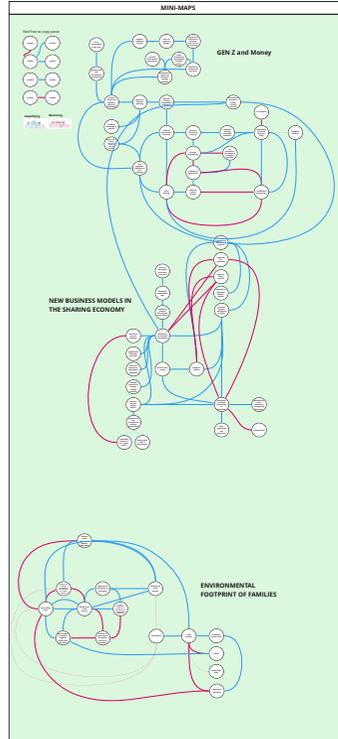


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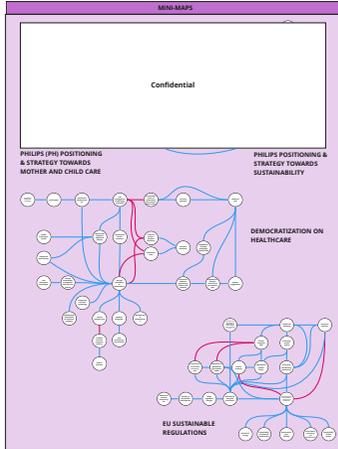


Pre-work

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Confidential

How can we create and deliver solutions where GenZers needs and planet needs are both satisfied?



The digital story World

Gen Z are digital natives. For this generation, online platforms and social media are a primary source of connection and information on the topics of health care, mental health, lifestyle, sustainability, and parenthood. (1)

Technology and the digital world is central to Gen Z's health and wellness practices; apps and wearables seamlessly become part of their daily rituals. Gen Z is the generation most interested in health monitoring and self tracking - for fitness, food and water intake, sleep, social media use, but also for their mental and emotional state. (2)

Advances in connected sensing and data sharing enable health care providers to have an holistic view of people's lifestyle and health to provide better care. (3)

Overall GenZ look for effectiveness, convenience, efficiency, and transparency in health services. Half prefer telemedicine to traditional in-person visits. (4)

Overall, traditional health care doesn't resonate with their holistic approach to health. Instead of traditional sources for health information (health websites, doctors and pharmacists), GenZ rather rely on social media (e.g. TikTok, social media discussion) and social networks for answers to health and wellness questions (including drug prescription). The pandemic has accelerated this trend. (5)

The pandemic has led people to spend more time on social media, video calling, more e-commerce, but also resulted in more digital detoxes. New technologies (haptics, voice control, virtual and augmented reality) enable natural interactions away from the classical screen. (6)

Gen Z holistic approach to health and life

Gen Z have a holistic view on health and wellness: reaching a **balanced state of complex physical, mental, emotional and social wellness** is central to their identity. Personal behaviors like healthy eating, working out, managing stress, meditating, sleeping, building self-esteem, and having time to socialize with family and friends are seen as key to being healthy and happy.

Contrarily to millennials who seek fulfillment and identity through their professional life, more and more GenZ consider work as a mean to get income and focus on other aspects to reach balance. For example, a majority of Gen Z show interest in spirituality. There is a growing popularity of healing crystals, mindfulness and astrology apps that fall under the reparative umbrella of wellness (despite conclusive evidence of their effectiveness).

GenZ feel **self-empowered** to control and improve proactively their own health. They have **high standards and expectations in health management**, which often fall short due to lacking alignment with day-to-day behavior.

The holistic approach to life reflects in the parenting style of Gen Z. They let the child explore and express their needs - an approach called **'baby-led parenting'**. This leads to high attention for the child's mental health and topics such as confidence, stress coping, emotional resilience and empathy.

The battle: anxiety, stress and social pressure

72% of GenZ say managing stress and mental health is their most important health and wellness concern. They are **constantly confronted with a socially constructed image of how it all should be** (social professional, relationship, identity looks...) and pressure to perform is fuelled by socials. The constant comparison to others may lead to low self-esteem and a constant dissatisfaction or feeling of not doing enough. Furthermore, over consumption - fuelled by socials - has also a negative impact on an individual's psyche, resulting in developing a constantly unsatisfied state of being. Finally, living in a world of increased anxiety (i.e. shooting terrorism, pandemic, climate change) and rapidly changing (fluctuating economic) their wellbeing feel they have little control. The Covid pandemic has only amplified this anxiety. They fear for their future and that of their children, even to the point that many consider not having children.

If we focus on young parents, the **arrival of a child adds** to redness, changes in the relationship with the partner, and pressures linked to parenthood. In particular, mothers who carry a **negative mental load** and feel the pressure to successfully combine professional and family lives are subject to feelings of guilt and failure.

On the positive side, GenZ is a generation that embodies resilience, is pro-active in managing their mental health, and open to talk about it.

The inner conflict

Climate change and protecting the environment is No. 1 concern for Gen Z. They know the world is on fire, and that humans are responsible for it. They believe in the possibilities for an individual to make a difference, and take action - for example by working at green companies, purchasing from ethical brands, limiting waste, and eating vegetarian or vegan.

At the same time, they live in a **consumeristic society** shaped around the belief that happiness and well-being depend fundamentally on material possessions, which is the main cause for Earth resources depletion and negative environmental impact.

For GenZ, this is a fundamental dilemma: **how to act responsibly while being immersed in triggers for over-consumption?**

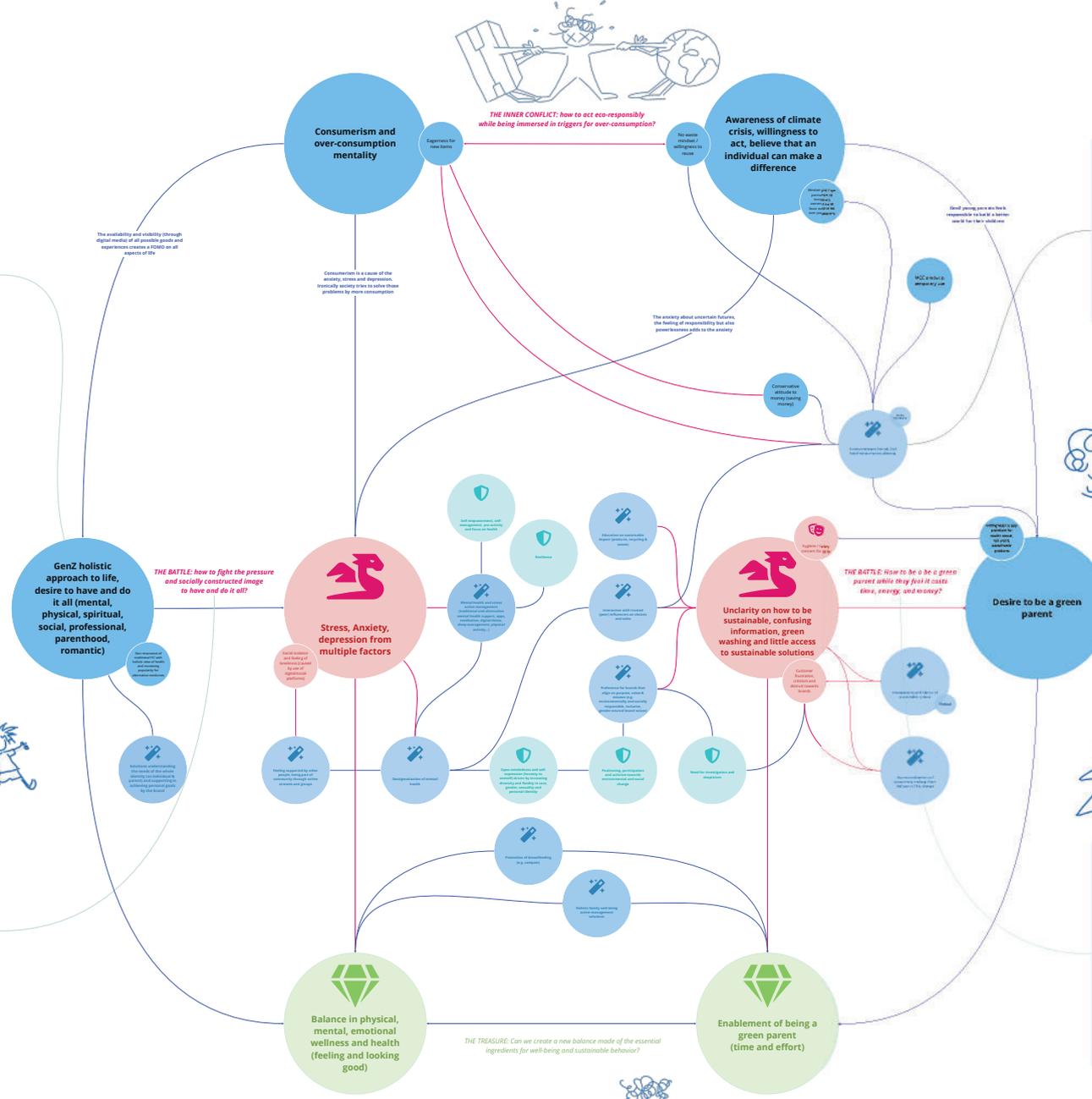
The paradox is that both awareness about climate issues and over-consumption go hand in hand with **wealth level**. The globally growing middle class increases this trend.

New business models drivers

The main motivation for second-hand consumption is their privacy. Also, people see the ethical and environmental benefits of using items even if they aren't always explicitly stated.

For parents, it makes sense to reuse, since they don't have all of their babies' things from scratch at their disposal. There are also practical reasons to do that: the chance is less to lose, because a baby grows so fast that their child will outgrow them quickly. Parenting is a long journey in the second-hand experience. Also, it can be a second-hand baby as well as a baby as a career.

Gen Z is particular in their shopping preferences. Shopping, driven by a desire for uniqueness and the desire to be a green parent, is a conscious decision and the environmental impact of their choices. As creators become influencers, Gen Z consumers sometimes directly from their content. The result is a new experience. The speed is noticeable by the time and precision in their posts.



The treasure

On one side, we need to help GenZ in finding a balance in their health and well-being, particularly by supporting their **eco-responsible** judgments. On the other side, we must enable them to be **green parents** with clear information, and convenient and affordable sustainable solutions.

How can these two goals be intertwined?

If green parenting becomes a **part of this** thought process in the mind of GenZ, they will be more proactive and engaged in their daily actions - remember that self-management and actions are GenZ's strengths. In turn, if GenZ become greener, they will step away from materialism, which comes with nature, which will decrease stress and anxiety.

The main paradigm to transcend is the idea of GenZ that having it all and doing it all will give them peace of mind. This is an unachievable goal. Rather, by embracing the **Joy of Missing Out**, consuming less but better, they can reach a balance made of the essential ingredients for healthy people and a healthy planet.



Pressure

Within the user research three different variants of pressure for parents were identified:

Pressure sustainability: The pressure of sustainability, on the one hand, comes from the external expectations placed on them. On the other hand, it comes from their own internal influences as well, such as other parents.

Pressure time: Parents perceive a time and challenge time pressure. The pressure of time management is a lack of time for the individual parent, specifically the mother. One major change when it comes to time for parents is that parents must learn to be present at the moment with the child.

Pressure parenthood: Pressure on how to practice parenthood comes not only from the need to take care through the family of the parent. This pressure is felt by all parents regardless of their gender. However, mothers are especially the ones who are challenged by it with certain criteria.

Pressure



Compromises

Several parents in the difficulty of negotiating sustainable behavior. Both parents struggle to find opportunities to make a choice and flexibility in their everyday life.

The parents in the study, 2012, 20, 182, specifically emphasized that they see sustainable products, not the value and that parent. However, they only see an alternative to this. This means that they are not looking for a sustainable alternative. Comparing sustainable and unsustainable actions was the most frequent strategy of parents identified. One recurring strategy was child-displacement. Parents had to leave their children at home or in a day care center. This was often done to go to the store. Another strategy was to buy a product that is not sustainable but that is more convenient. This was often done to buy a product that is not sustainable but that is more convenient. This was often done to buy a product that is not sustainable but that is more convenient.

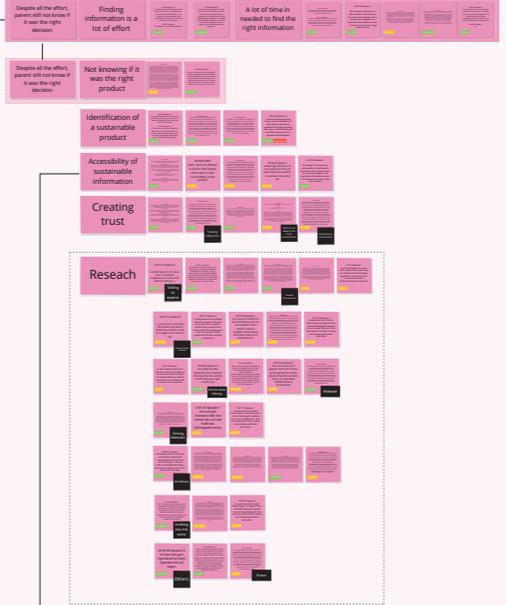
Compromises



Informing about sustainability

One of the major problems both parents struggle with is how to communicate sustainability to their children. The parents identified that the best way to do this is through their own actions and through conversations with their children. They also mentioned that they use various media like social media and educational programs to inform their children about sustainability.

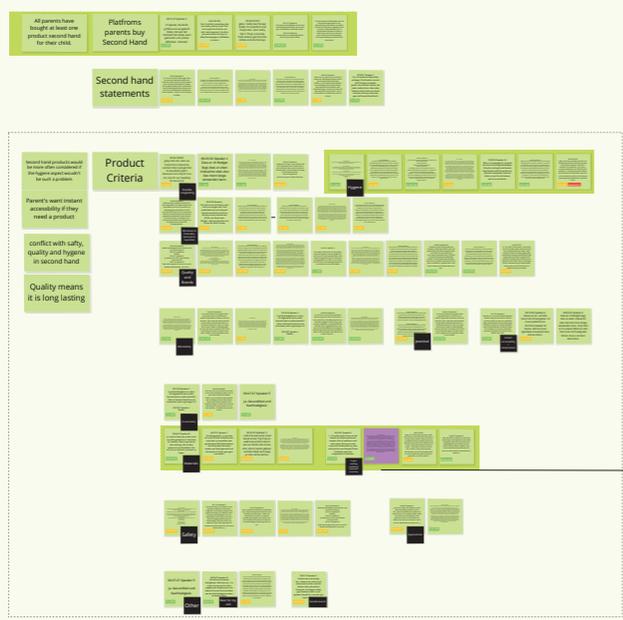
Informing about sustainability



Buying sustainable products

All parents interviewed had experience with sustainable products for their children. However, there are limitations in products where parents are interested in purchasing, specifically hygiene products, including those which are also available in the supermarket. Parents also mentioned that they often buy sustainable products in the supermarket but that they often find it difficult to find them there.

Buying sustainable products



Short time consumption

One key insight from the interview was the short time usage of products. Parents often buy products that are easy to use and that can be used for a short period of time. This is often due to the busy nature of their lives and the need for convenience. Parents also mentioned that they often buy products that are easy to use and that can be used for a short period of time.

Short time consumption



Every child is different

Every child is different and therefore needs a different approach. Parents need to understand their child's unique needs and preferences when it comes to sustainable products. This often involves trial and error and open communication with the child. Parents also mentioned that they often buy products that are easy to use and that can be used for a short period of time.

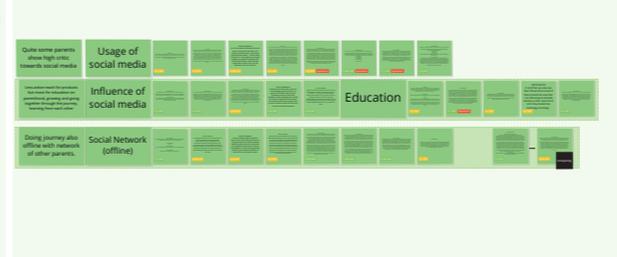
Every child is different



Social Media

Social media has become a relevant tool for parents on the journey of sustainable parenting. Parents use social media to share their experiences, get advice, and find inspiration. They also use it to connect with other parents who share their values. Parents also mentioned that they often buy products that are easy to use and that can be used for a short period of time.

Social Media



Others needs

Parents look beyond the child's needs when buying products for their child. Parents also consider their own needs and the needs of other family members. This often involves buying products that are easy to use and that can be used for a short period of time. Parents also mentioned that they often buy products that are easy to use and that can be used for a short period of time.

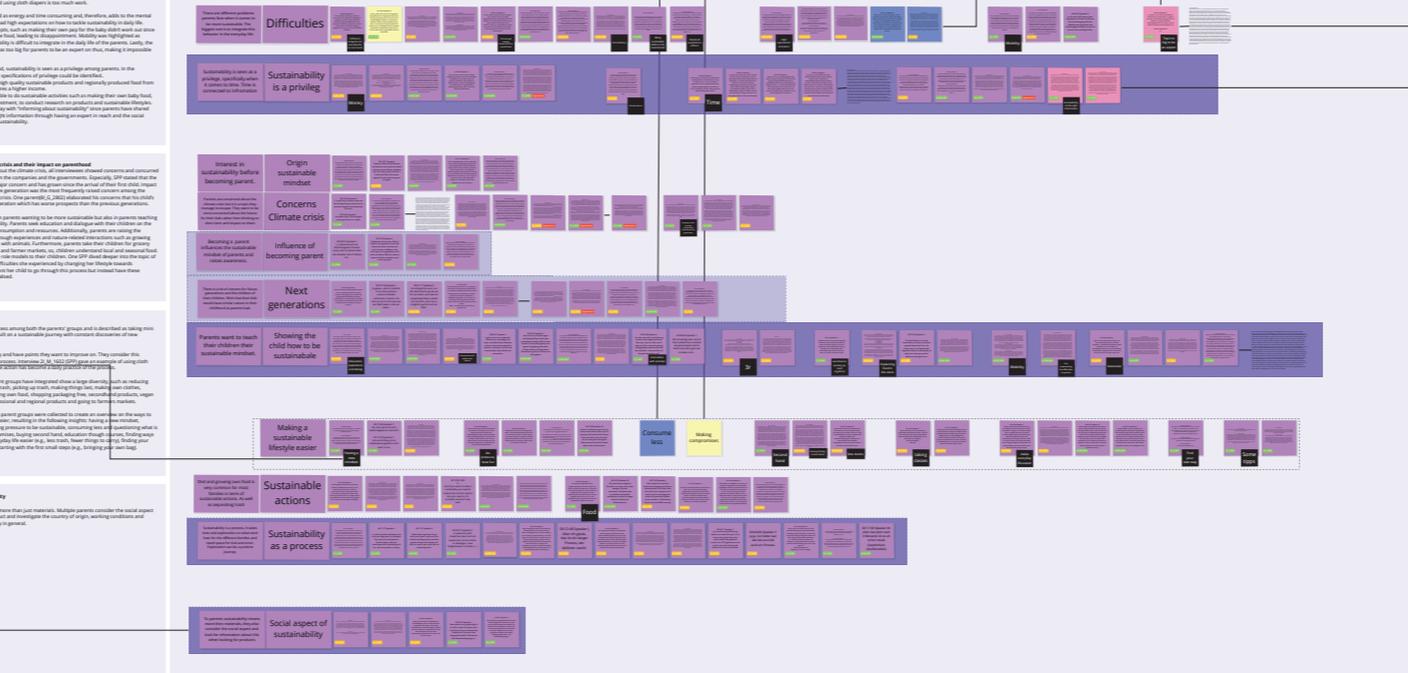
Others needs (grandparents, parents, friends)



Sustainable life

Sustainable life is a concept that involves living in a way that is sustainable for the future. This often involves making choices that are environmentally friendly and that are also good for the economy and society. Parents also mentioned that they often buy products that are easy to use and that can be used for a short period of time.

Sustainable life



SUSTAINABILITY IS PERCEIVED AS A PRIVILEGE FOR FAMILIES WHO HAVE TIME AND MONEY FOR A SUSTAINABLE LIFESTYLE.

1

Context

Being sustainable is perceived as taking up to much time and money - adding up to the mental load. Therefore sustainability is seen as a privilege for families who are wealthy enough to afford spending money and having enough free time to inform about this topic.

Trigger

When sustainable ambitious parents are confronted with a product decision or a daily action, reality hits. Being sustainable takes more time than expected in the daily life, not only for activities but also information gathering. Further sustainable products are perceived to be a higher price-class and difficult to afford on a regular basis.

Consequences if insight not (properly) resolved

- Overloading parents with information and the complexity of sustainability might lead to feeling overwhelmed and frustrated
- Perception of sustainability being mainly accessible for wealthy families, might result in lower to middle class families not even trying to be sustainable

Needs

- A new narrative of sustainability in which sustainability is accessible and feasible for all families
- Creating additional value though saving money and time with sustainable parenthood
- Providing a trusted sustainable brand for parents where no additional time for information gathering is needed

Challenge

Integrating sustainability in the daily life needs to change perception. Sustainability should be made accessible for every family by education on low price solutions, sustainable products should be made affordable and informing about sustainable parenthood should be easy accessible.

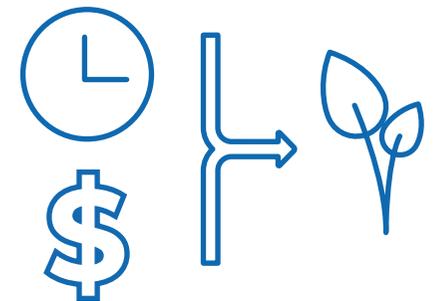
However, changing the perception of sustainability can be difficult and not all parents will have the motivation to do so, there is an additional incentive needed.

Research Question

How can sustainability be made accessible for everyone?

"I can imagine that if you don't have the resources in terms of time. That at some point you say: "It doesn't matter, we'll just do it like the neighbour did it or like mom did it. We all grew up, it doesn't matter." Well, I can't imagine what it's like when you just have a few resources and not this totally protected space with all these people from whom you can learn. But I can imagine that it's not that easy and that you have to be very careful not to give up your energy. Then you're completely burned out and can no longer concentrate on the children."

"If you have a lot of time to think, then maybe it's still possible. But especially when you are stressed in everyday life, it is not always easy. Then you just go to the supermarket and buy food there, which is often plastic-packaged, instead of taking the further route which is sustainable because it is more regional."



"Yes I just had enough time during my pregnancy because I was on leave because of Corona. (...) I was able to think about it and you had the time and muse for it. Because if you are already pregnant and have to work, there is little time for all of this."

PARENTS ARE FACING A HUGE CHOICE AND INFORMATION OVERLOAD.

2

Context

The topic of parenthood and sustainability is too big to be an expert. Finding sustainable information requires a lot of effort, is not easy accessible and results in high time investment of parents. A lot of time is needed to find the right information and make the right decision.

Trigger

When parents decide to buy a new product and research is being conducted, it can be overwhelming and difficult to understand what the right choice is. Even after purchase of a product parents have doubts if the chosen product is sustainable and if this was the right decision.

Challenge

Sustainable information gathering can be overwhelming; parents need to have trustworthy sources, easy accessible information made understandable, clear criteria and expert verification.

However, making a good judgement and applying the provided information is difficult; they still need to be guided and supported by professionals.

Research Question

How can the relevant information be communicated to the parents in a easy accessible way?

Consequences if insight not (properly) resolved

- Educational activities to learn more about sustainability might result in more stress and higher workload for parents
- Misinformation on the topic of sustainability can lead to mistrust and wrong judgement towards sustainable brands and solutions

Needs

- Increased confidence of parents and ability to make a sustainable decision
- Ease of mind and reduced pressure on parents by knowing that a good decision has been made
- Making education on judging product sustainability accessible and understandable for parents
- Tools, criteria and understandable concise information

"Then you can give up your job and then you can simply do a "I inform myself about things" job."

"The problem is there is too much options and that's I think the tension of like what actually to get. What is actually what you need because there's so many things that everybody swears at them and they say that this works. But at the end of the day, you have to find out for yourself, because your child is unique and different. (...) I don't know it's really, really hard, I think I feel more tension in the fact of what actually I should get. Because there are so many source for so many products and so many things that are good and then I'm like: Okay, what is actually good? What actually are the things that I do think are going to be good for my kid?"



EVERYDAY LIFE FOR A FIRST TIME PARENT IS OVERWHELMING AND STRESSFUL. SUSTAINABILITY IS SEEN AS ADDITION TO THE WORKLOAD.

Context

Nowadays parents are facing difficulties when it comes to being a sustainable parent. The most frequently mentioned difficulty is the integration of sustainability in daily life even though there are easier and more difficult days.

Trigger

Once the parents start building up their daily routine, reality hits in. Parenthood is stressful and overwhelming and despite preparation sustainability is difficult to integrate. More than that, by trying to make sustainability part of daily life, the stress and daily workload is increasing.

Challenge

Integrating sustainability in the daily life of parents needs to be feasible and actionable. More than that, sustainable practices instead of being forcefully squeezed in the daily life, need to support parents and reduce mental load.

However, creating and learning sustainable behaviors takes up time and space for exploration in the daily life as well. Solutions need to comply with overworked parents; actively support the unpredictable challenges of first time parents and serve the individual needs of parents.

Research Question

How can sustainability not add but actually release stress and workload?

Consequences if insight not (properly) resolved

- Creating too many fast paced and drastic changes might lead to counterproductive results and possible discouraged parents
- Perception of sustainability as additional workload might result in complete avoidance of sustainable actions

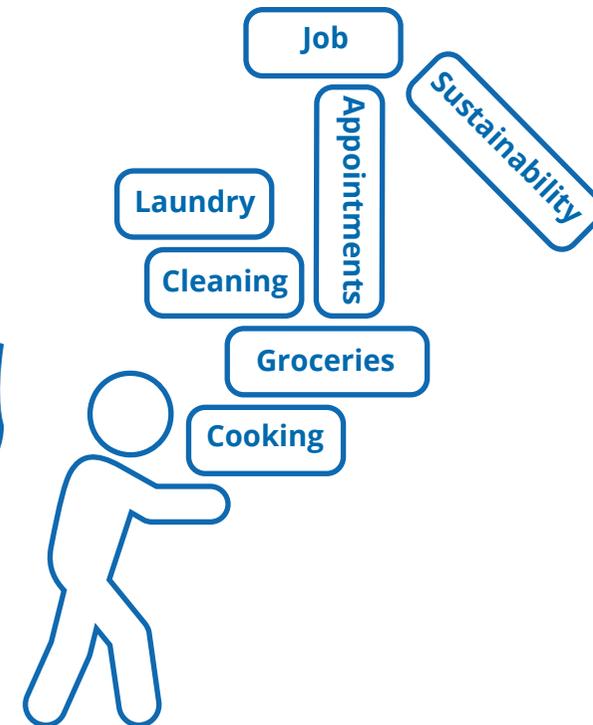
Needs

- A new narrative of sustainability, where sustainability does not add on workload and stress, but reduces it
- Alternatives that fit into young family patterns
- Solutions making sustainable daily activities feasible and actionable
- Encouragement of parents to adopt new personal sustainable patterns of behavior

"Not everything can go in the direction of sustainability... everyday life demands much. Such as cloth diapers, if you think about it. Especially in the beginning like the kid needs to be changed like 10 times a day... you don't actually do anything else but washing diapers then."

"I'm in for any change. It just has to be feasible and needs to make sense."

"Yes, we make excuses out of the fact that we just have very little capacity, even for thinking and for existing, because it hardly lets us sleep..."



SUSTAINABILITY IS DESCRIBED AS A PROCESS. IT TAKES TIME AND EXPLORATION ON WHAT WORKS BEST FOR DIFFERENT FAMILIES AND REQUESTS SPACE FOR TRIAL AND ERROR.



Context

Sustainability is seen as a process among parents and is described as taking mini steps and trying in different directions. Resulting in the creation of a sustainable journey with constant discoveries of new opportunities.

Trigger

Successful integration of one sustainable task in the daily life can become a starting point and motivation for the process of becoming a sustainable parent.

Challenge

Sustainability as a process takes time and exploration on what works best for the individual needs, this requires space for trial and error. Solutions which easily integrate or improve daily life are required, but also need to be affordable and without commitment of ownership. What works for one family, child or parent might not work for another.

However, understanding what the best solution for the individual situation can be difficult and not all parents have the motivation to explore the process of sustainability on their own: guidance and support by professionals can ease the process.

Research Question

How can active support in this process look like?

Consequences if insight not (properly) resolved

- To much space for exploration increased probability of having negative experience and discouragement could rise
- Beginning the process of sustainability without guidance might result in parents feeling lost and overwhelmed

Needs

- Creating a positive and new experience of exploring the process of sustainable parenthood
- Solutions, which allow moving away from ownership and giving space for trial and error to understand what products or solutions work best
- Inspiration and guidance on which daily practices and products would be good to explore
- Making the impact of all the small steps in the process visible to parents

"I've always been a vegetarian and animal welfare and environmental protection have always been important to me. But the children made me change my mind and since then we have switched our diet to vegan. Except for the eggs that our hens lay. Also that the topic with the diapers... so I just looked for alternatives. From this they actually came up with more and more topics and...yes, there are always new ones being added."

"In the last 10 years we got more and more into the topic and that we want to made our lives as sustainable as possible. Of course we know that there is a lot of room for improvement. But and that's why it was also clear to us beforehand that living sustainably with a child is not necessarily easier than without a child."

"That's why I would take the picture on the right with the blue background, where he climbs these stairs. Yes, because I can learn more, that's the way for me. Step by step learning, I would say that is what he is doing. How can I then reach my goal that I can really live completely sustainably or let's say within a framework that is okay?"



TO PARENTS SUSTAINABILITY MEANS MORE THEN MATERIALS, THEY ALSO CONSIDER THE SOCIAL ASPECTS.

5

Context

Sustainability means to parents more than just materials, packaging and waste.

Trigger

When making a purchase decision parents conduct research on multiple criteria of the product. One of them is the social factor, this includes origin country, working conditions and cooperate social responsibility (CSR) in general.

Challenge

Trying to understand the social aspect of a product can be challenging; information needs to be transparent and easy understandable, parents don't want to be lied to and misguided by wrong claims.

However, the complexity of cooperate social responsibility is tricky to understand and see through, parents on their own are not able to properly judge the social aspects of a product and need guidance by professionals to judge transparency of brand.

Research Question

How can Social Cooperate Responsibility be made visible in the sustainable communication?

Consequences if insight not (properly) resolved

- If brands don't incorporate CSR in their communication reputation might get damaged or brands are missing out on a important differentiator for parents
- No proper communication of CSR might result in disappointment about product purchase once looking into the purchase

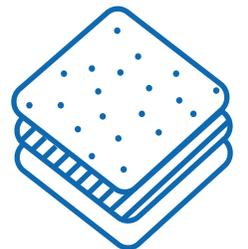
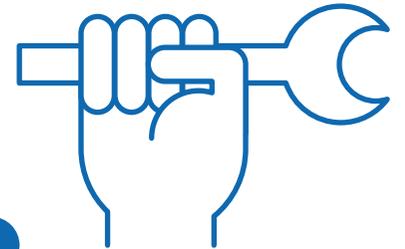
Needs

- Empowering the parents to understand the social aspects of their purchase
- Transparent communication of Philips, showing their achievements and future plans
- Honesty showing points of improvements and weaknesses
- Concise and clear communication, avoiding to mislead parents

"Yes. In a sense that at least we check that actually the people that are working are property paid. Because that's something that in Mexico happened and often that even kids are producing the product...so that's also something I do check that the quality is good that the people are getting well paid for the work that they're doing."

"But if it's possible for me then take a look where does the product come from? How was this made? What were the working conditions like?"

"And for me, sustainability means not only the conscious handling of nature and the products that the earth gives us, but also the treatment of people."



PARENTS WANT TO TEACH THEIR CHILDREN A SUSTAINABLE MINDSET AND BE A ROLE MODEL.

6

Context

Parents are raising the awareness of their children by experiences and interactions in nature, such as growing plants together, moments with animals and taking the children grocery shopping to teach about local and seasonal food. Parents in general want to be role models to their children. Being sustainable is perceived as taking up to much time and money - adding up to the mental load. Therefore sustainability is seen as a privilege for families who are wealthy enough to afford spending money and having enough free time to inform about this topic.

Trigger

Increasing concerns about the climate crisis and it's impact on future generations, makes parents seek for more actions from companies and governments. But also sustainable actions in their personal life and educating their children on this topic.

Consequences if insight not (properly) resolved

- Overloading parents with information and the complexity of sustainability might lead to feeling overwhelmed and frustrated
- Parents might not teaching their children about sustainability at all due to their perception of them not having enough expertise

Needs

- A co-shared responsibility among users and companies on education, reducing pressure on the parents doing this task on their own
- Make education on sustainability accessible and understandable for parents
- Provide guidance and tools for communicating the complexity of sustainability to children
- Enhance parents confidence in the topic of sustainability though support of professionals and experts

Challenge

Parents aim to educate and have dialogue with their children on the topic of sustainability. To archive this, parents needs to educate themselves first, integrate sustainable solutions and strategies in their life and have developed a sustainable mind on their own.

However, gaining this expertise on their own while being occupied with parenthood is challenging. Not all parents are able to do so on their own.

Research Question

How can active support in sustainable education of the children look like?

"By taking my child with me when I go shopping and explaining why we don't do things like that like the others, for example. To introduce them to consciously thinking about what you buy, how you use it, what you can do with it."

"Because we actually set an example and they can join if they want. From time to time we also make games out of it, for example, if there is garbage lying around then pick it up... it's a garbage-picking game."

"I also try that he waters with me the plant. He is loving to kiss the little leaves. And he does it and he loves it... I think that's something that it's, at least for us, we we've been trying to make him know that even if they don't scream they're still living. And they help us with making our oxygen so it's just like. This other approach that we are one with this world and we only have one again planet so it's about how we want to use it."



PARENTS ARE OPEN TO THE CONCEPT OF SECOND HAND FOR THEIR CHILD AND LIKE TO GIVE THEIR USED PRODUCTS TO OTHER PARENTS.

7

Context

Second-hand products for their children are a common practice of parents, as well as giving products to other parents. However, there are limitations when it comes to second-hand. Specifically, when it comes to hygiene such as products which are close in contact with body liquids e.g. pacifier, breast pump etc.

Trigger

With the rise of sharing economies, new business models and awareness of over-consumption; reusing and second-hand products are becoming more common. Further, the financial aspect makes second-hand products more attractive. Renting opportunities for breast pumps are entering the market and raising the question of how far reusing products can go among parents.

Consequences if insight not (properly) resolved

- Parents increased frustration of owning products they don't need anymore but they can't give to other parents
- Parent's wanting to save money on circulating products/ second hand but not doing so

Needs

- Changing the perception of hygiene hazard of circulating products, resulting in making parent feel safe about the product and creating trust in Philips
- Making circulation products more attractive and accessible, resulting in easing up the everyday life of parents
- Increased communication on safety and transparency of renting hygiene products
- Provide expert insights and parents feedback on confidence and safety

Challenge

Parents seem open towards circulation of used products, which can make sustainability easy accessible, save money and depending on the business model make life easier for parents. However, safety has been identified as a crucial criteria and is seen as more relevant than sustainability for parents. Hygiene products such as pacifiers, breast pumps, baby bottles etc. are not seen as safe enough to circulate between strangers.

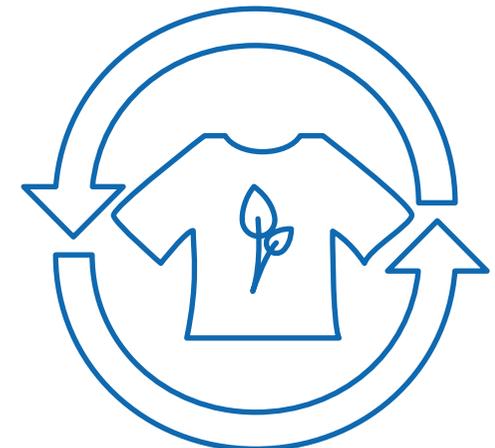
Research Question

What could be an approach to enable the circulation of products among parents in consideration of the safety (hygiene) concern?

"Yes, all hygiene product. Actually...breast pumps, for example, I wouldn't probably buy everything used. Or baby bottles, pacifiers...all things that should be hygienically clean."

"And that's something that we usually try to do. And also to pass the stuff on we don't need anymore. So rather put some clothes for free on eBay Kleinanzeigen or Willhaben in Austria."

"Of course I dealt with the topic of breast pumps and of course I could have borrowed one from the pharmacy. Um, but then I heard from a friend that you get the oldest breast pumps there and who knows if they are so hygienically clean..."



PARENTS BUY OFTEN PRODUCTS WITHOUT KNOWING IF THE PRODUCTS MATCH THEIR AND THEIR CHILDREN'S NEEDS.

8

Context

Parents end up not using products they buy. It is hard to know beforehand what is needed, some products were perceived as being useful but then turned out to not be. Also it is overwhelming to know what is actually needed with the huge choice of products on the market.

Trigger

The moment parents are surrounded by products which they thought it would be a great solution, is a frustrating moment. Such as a food processor of which the baby doesn't like the pap, or pacifiers which the child does not want to use.

Challenge

Parents are surrounded by a narrative which makes them buy a lot of products, with the goal to make their life easier. To help parents explore which products match their needs, space for trial and error without ownership and easy accessible solutions supporting urged needs are required.

However, letting go of owning products might cause a big change in behaviour, therefore convenience and benefits need to be made visible.

Research Question

How can parents be enabled and given space to explore products?

Consequences if insight not (properly) resolved

- Frustration due to wasted money, time and space for unused products
 - Buying the same product multiple times to see if the brand, material etc. is the reason for not using the product
- Enabling parents for exploration of products might lead to counterproductive results and parents consuming and using more products than they would usually do. Leading to a new form of over-consumption.

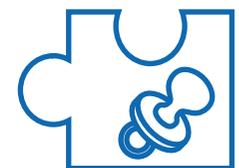
Needs

- A new way of exploring products by moving away from ownership, empowers parents to better understand what their families needs are
- Creating a safe space of understanding what works best for the daily individual life, without losing money and having commitment to ownership
- Providing a trusted sustainable brand for parents
- Education and personalized expert guidance on the individuals needs
- Collaborations with other companies to provide expertise and brought product range

"But at the end of the day, you have to find out for yourself, because your child is unique and different."

"Yeah, it is very difficult and sometimes you screw up. You realize that you get something... you're super excited, you've investigated, it's Fair Trade, it's good materials, good quality! You get it you give it to your son. And then he looks at it, plays with it 2 seconds. And you are: "Oh no I invested so much time, energy and effort thinking what to do". And then it didn't really work. And then he prefers to use I don't know the box of the product. So it is a trial and error. So maybe for my child it didn't work and we just put it in Vinted and for somebody else it works."

"With the first child you think, you have the best concept and then the second child comes. And then you realize that all the concepts which worked with the first, for the second it doesn't work anymore. It's not because of the perfect upbringing, but because the first child was just like that. But the other is very different."



PARENTS BUY PRODUCTS IN A PREVENTIVE MANNER - TO BE WELL PREPARED FOR ANY SITUATION.

9

Context

Being a first-time parent is full of unexpected moments and many parents feel insecure. Leading to the purchase of many baby products in a preventive manner and so the feeling of safety and preparedness. Unfortunately, some of the bought products will end up unused.

Trigger

Realization of parents that they bought products to feel safe but don't end up using them. Such as a breast pump, which got bought in case the mother can't breastfeed and this pump ended up unused. Now parents have to find a solution what to do with these products.

Challenge

Wanting to be prepared and having everything ready for the baby can make first time-parents very insecure; to prevent parents from buying products they need to be educated on what is needed and when, gain confidence in their parenting style and have easy and fast access to products in case of need. However, establishing confidence and understanding is difficult and takes time and reassurance by experts and other parents.

Research Question

How can parent be feel safe and prepared without over-consumption?

Consequences if insight not (properly) resolved

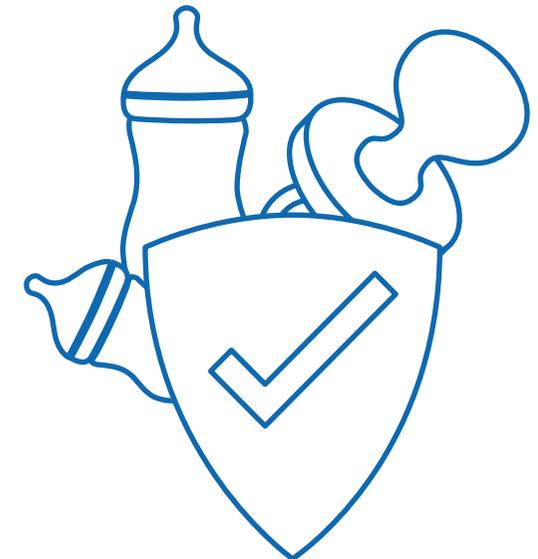
- Growing frustration of wasting money and space on products, which got bought in case but never used
- Relying to much on services giving guidance might lead to parents depending on Philips and not able to make the right choice on their own

Needs

- Increased confidence of first-time parents on products they need and their abilities as parents
- Provide parents with strategies that apply what the right solution to a certain situation is
- Education and personalized expert guidance on the individuals needs
- Safety net what when something is needed there will be immediate access to the right product matching the individual families needs

"This pressure...ok I now have everything for my child at home in case of an emergency. For example, many mothers make I've heard that a lot, they have the pressure of breastfeeding. Does breastfeeding work, doesn't it work, can I give a bottle or something else? Just knowing when I'm out of the hospital, and I know it just doesn't work for 2 days with breastfeeding, for example, that's such a very sensitive topic... thank God I was lucky! Knowing in an emergency in this changing table at the bottom there is formula, there is a bottle. It gives you so much security that you can get involved with the subject in a more relaxed manner."

"The Avnet sterilizer from Philips, I haven't used it for a long time because she doesn't drink from the bottle. And I don't need the pump now either."



"Of course, we bought clothes for her in advance, so more than 9 months in advance we gathered everything possible."

ONE OF THE MOST COMMON SUSTAINABILITY STRATEGIES OF PARENTS IS TO CONSUME LESS AND ASK THEMSELVES: WHAT DO I REALLY NEED?

10

Context

Non consumption is one of the most common strategies of parent to be sustainable, since it is easy applicable and clear. Most parents try to make this actionable by actively questioning if they really need the product they are planning to get. Non consumption also has shown an overlay with the definition of sustainability of some parents.

Trigger

In a situation when parents would like to purchase a sustainable product, difficulties arise in the understanding if the product is sustainable or not. Therefore to avoid a unsustainable decision, parents tent to apply the easy way of not purchase it. Resulting in a limited knowledge of possibilities of sustainability,

Challenge

Understanding if a product is sustainable or not can be difficult and parents seek for easy criteria to be able to do so, this also includes recommendations, expert input and trusted brands. However, parents are not knowledgeable enough about all considerations on what makes a product sustainable or not; companies need to communicate different approaches of product sustainability to them.

Research Question

How can innovation be built on new perceptions of sustainability?

Consequences if insight not (properly) resolved

- Making non consumption the only criteria of sustainability, might reduce other sustainable actions or ambitions to grow as a sustainable parent
- Non-consumption might be a too drastic technique and scare of parents who are new to sustainability
- Parents mind might stay limited towards sustainability if not introduced to other possibilities

Needs

- Showing parents alternatives ways of being sustainable besides of non consumption
- Provide parents with different perceptions of sustainability and different approaches of being sustainable

"It's exactly my approach and that's also the part that doesn't suit me in my life yet, we have to move away from consumption. We have to use as few products as possible. For long-term sustainable thinking, it doesn't matter whether I have 1000 sustainable pieces of clothing that I think spend a lot of money, or 1000 H&M items of clothing."

"For me it mean that it's pointless to buy something that I don't need at first, so let's think about it, do I really need it?"

What do I need?

"My way of thinking has changed a bit in recent years. At the beginning I also thought that I needed all of this and that and that. So that my child is fine. Meanwhile...I think the fewer the better. You just have to consume consciously and see what alternatives are there."

