



# Climate Research Summary

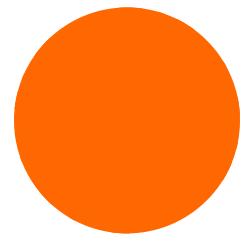
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# Research Goal

## What

is the audience & consumer's current perception of:



- **Headspace**



- **Climate anxiety**



- **Mindfulness & climate change issues**

## How

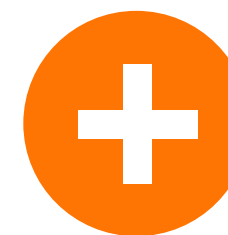
does the audience feel about:



- **Existing sustainability** practices on the market



- **Potential connection** between climate anxiety & mindfulness



- **Potential ways** to deal with climate anxiety

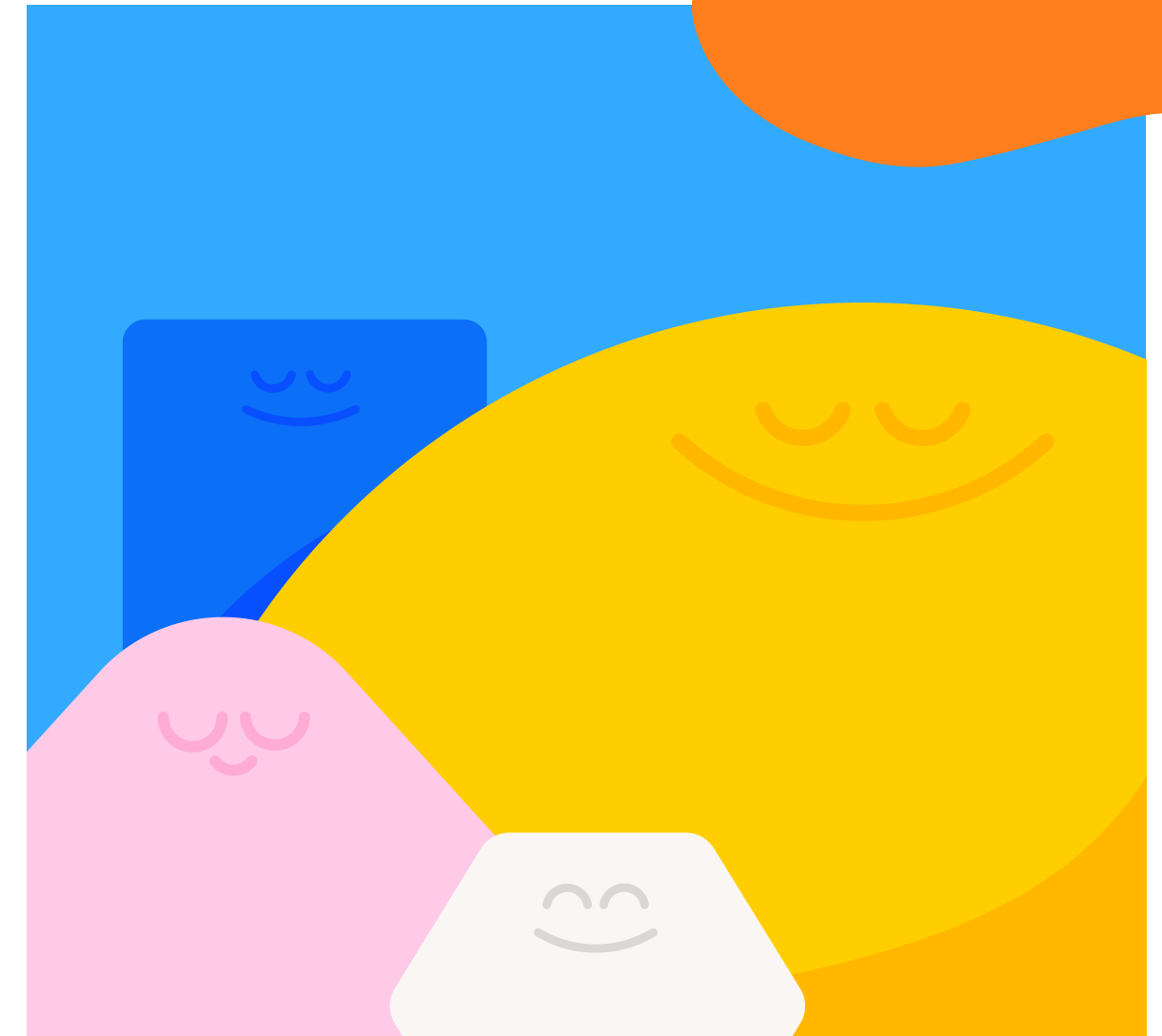
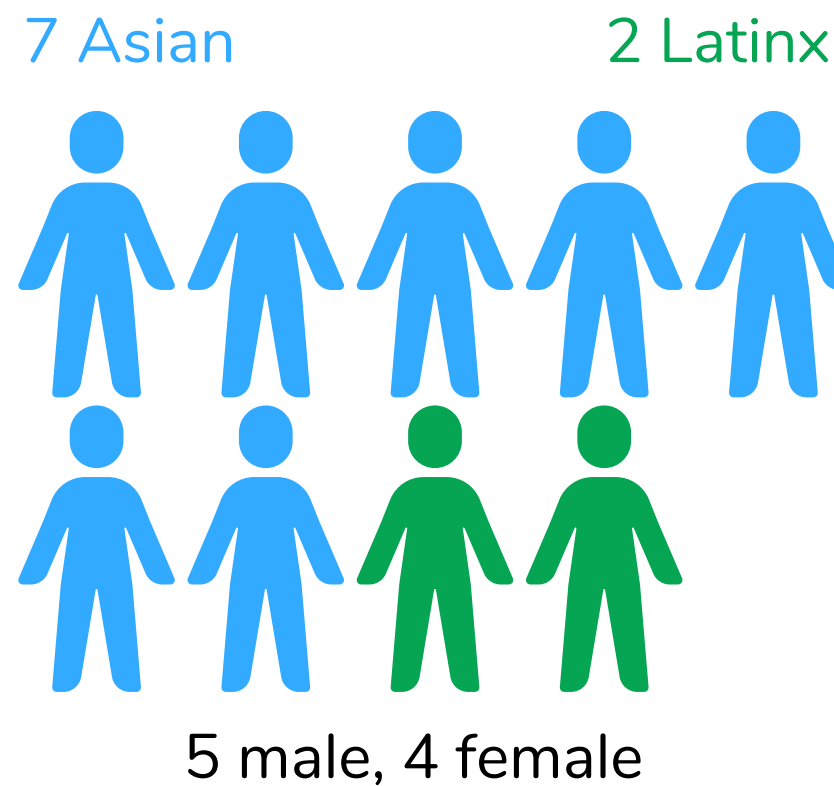
## Methodology: Qualitative Analysis

Research included developmental, two-phase design using qualitative and quantitative elements

**9 Participants**  
**3 Focus Groups**

**45 minutes per Zoom session**

(11 recruited via convenience sampling)



# Methodology: Quantitative Analysis

01

## Survey Design

A quantitative research survey was designed with 15 questions and 3 additional demographic questions.

02

## Survey Distribution

Convenience sampling was used for this part of the research. Surveys were distributed through social media or direct messages. A total of 51 responses were collected

03

## Data Collection & Analysis

Quantitative data was collected and analyzed using Qualtrics.

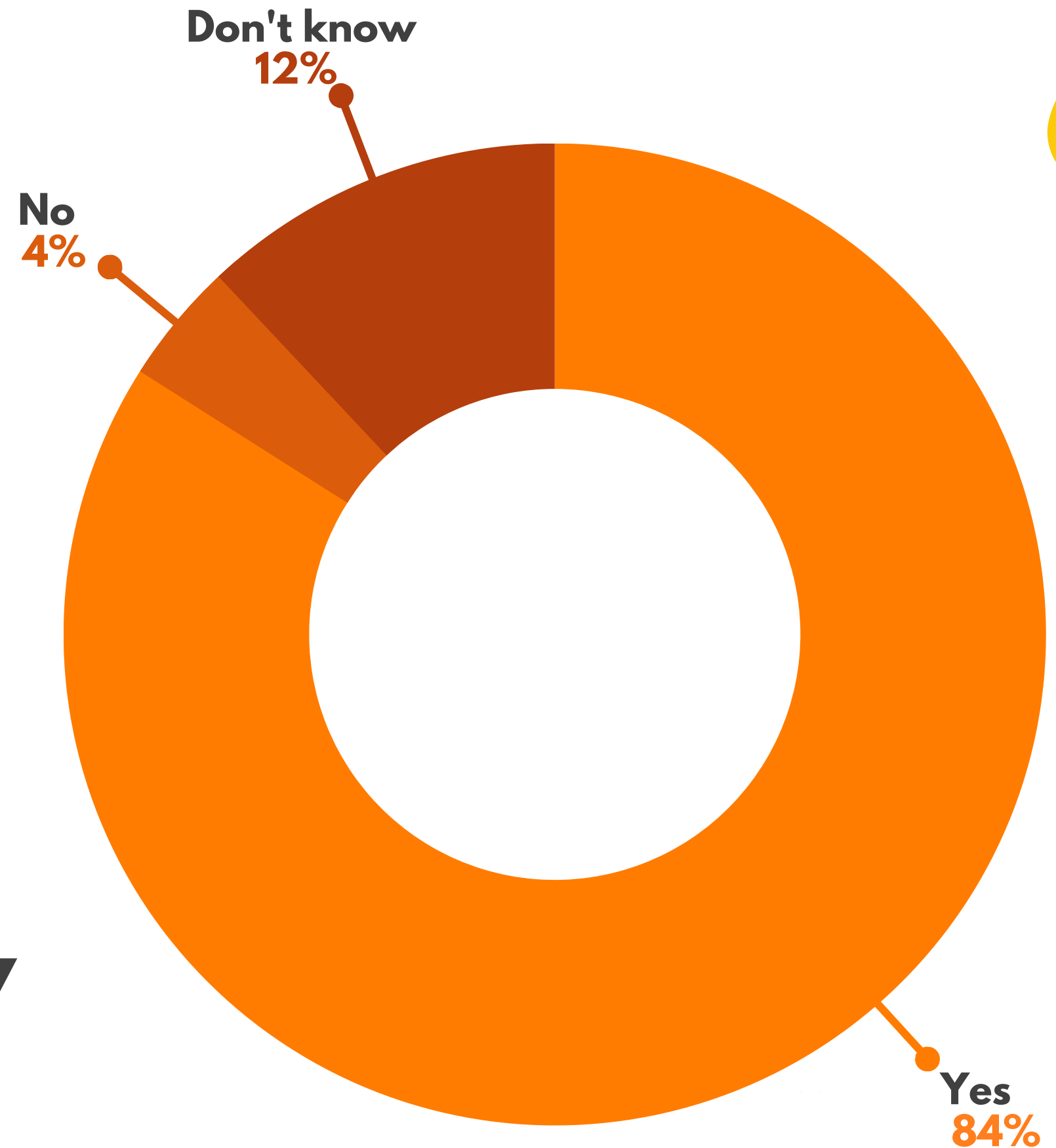
Outcome

1.5% Response rate

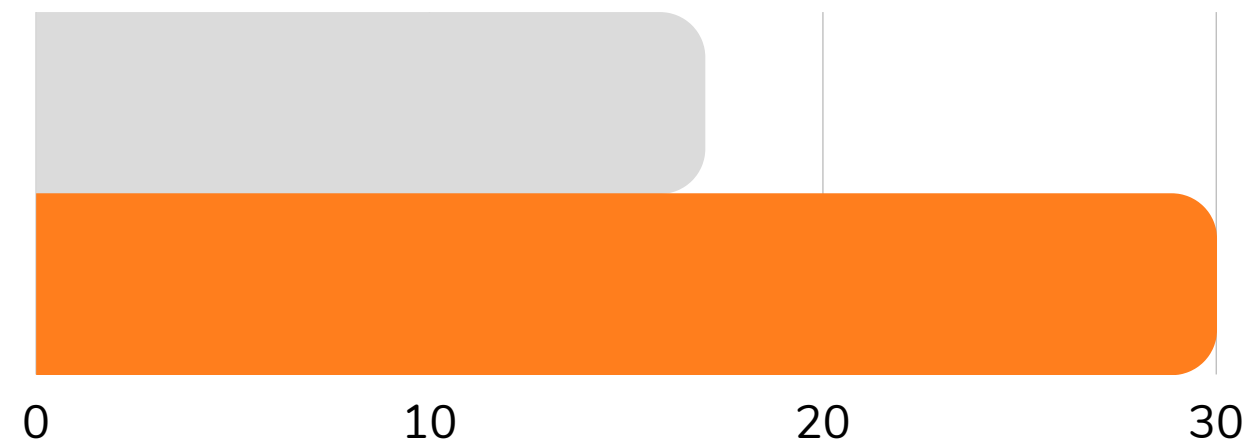
18-24 Gen-Z

Slightly more female respondents

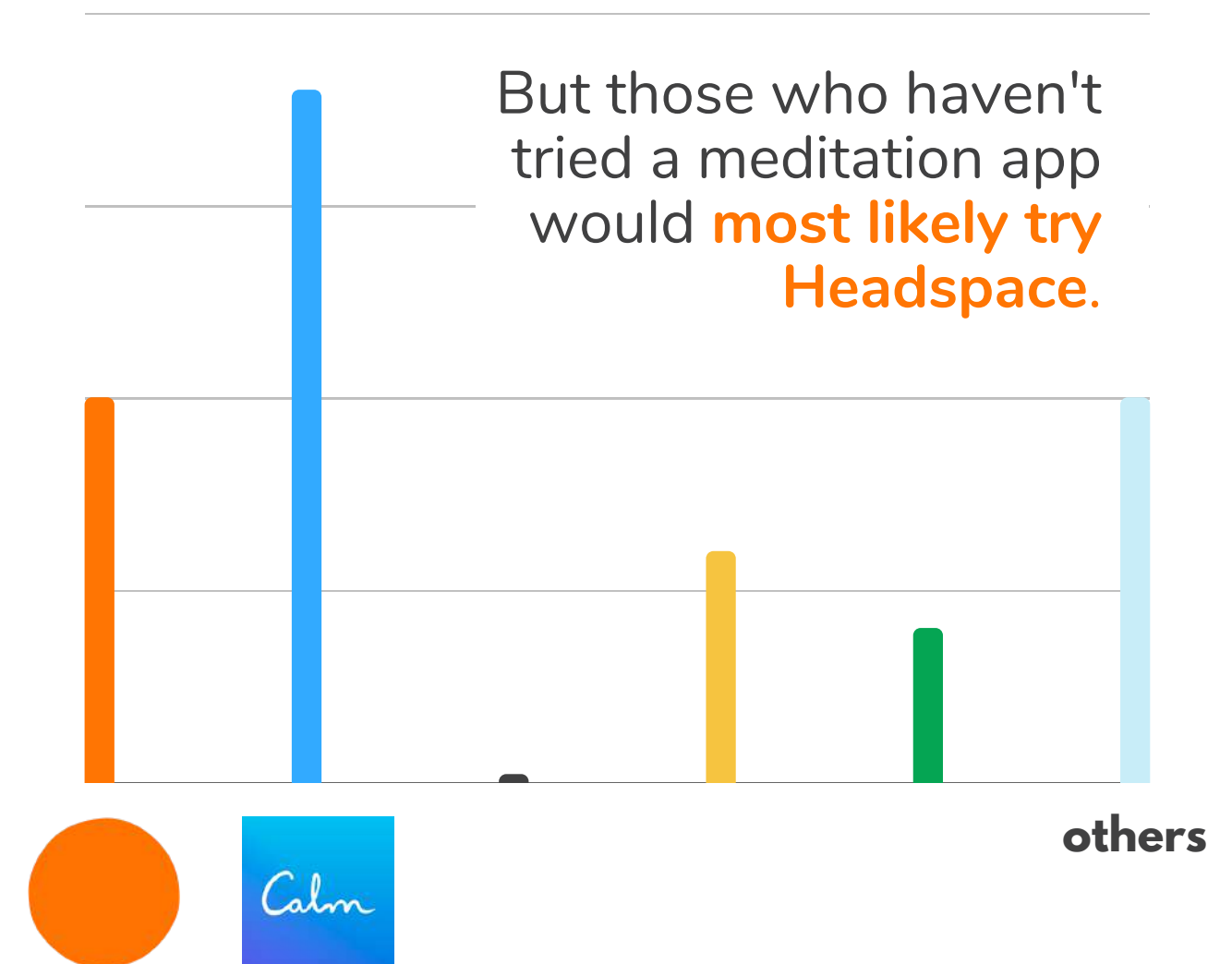
**84%**  
of the 51  
respondents  
experienced  
climate anxiety



**Most people (30)** have not used meditation apps.



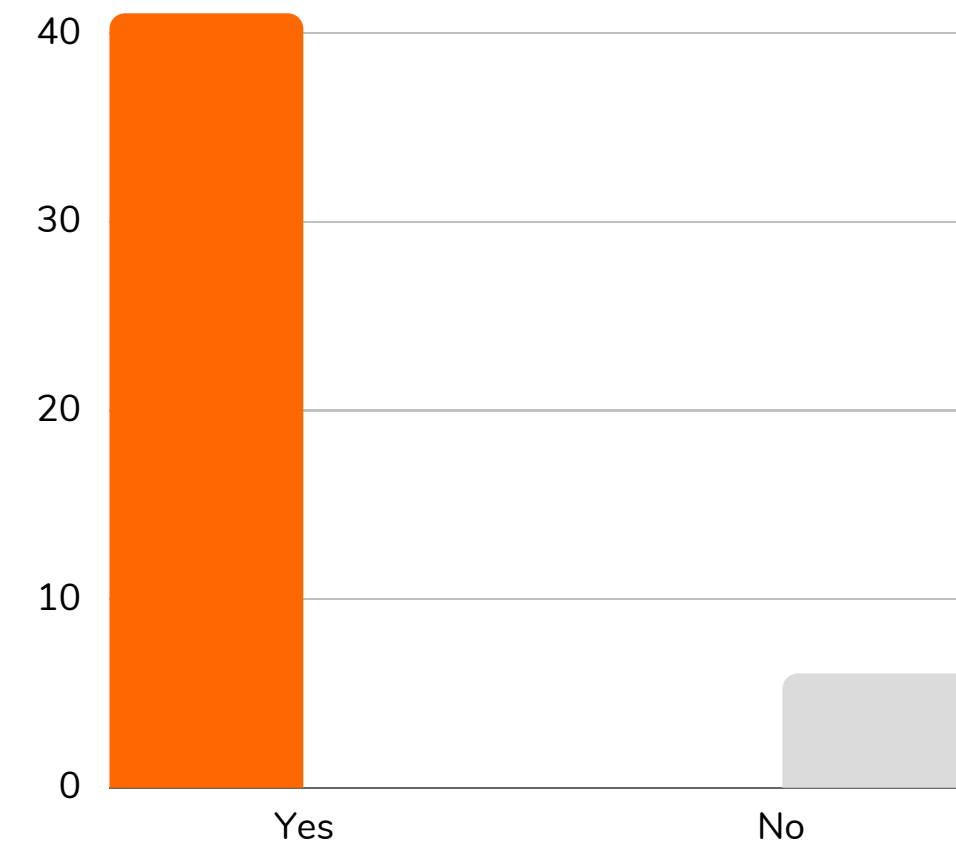
**Calm** is the most used meditation app among all.



On a scale of 1 to 5, people on average were less likely to support a company's **climate initiatives**.



Most people answered **yes** to wanting to receive something in return for donating to a company's **climate initiative**.



# Implications: **Primary Research**



**Dislike** of communication about climate change without proof of action ("**All talk no action**").



Respondents **experienced climate anxiety** or knew people who have.



It's important that people know that they are **not alone** with their specific anxieties.



Wide variety of opinions on whether **one person** can make a **difference** in fighting climate change.



Receiving a **tangible item / benefit** in return for donating to a company's climate initiative would encourage almost all respondents to **contribute more**.



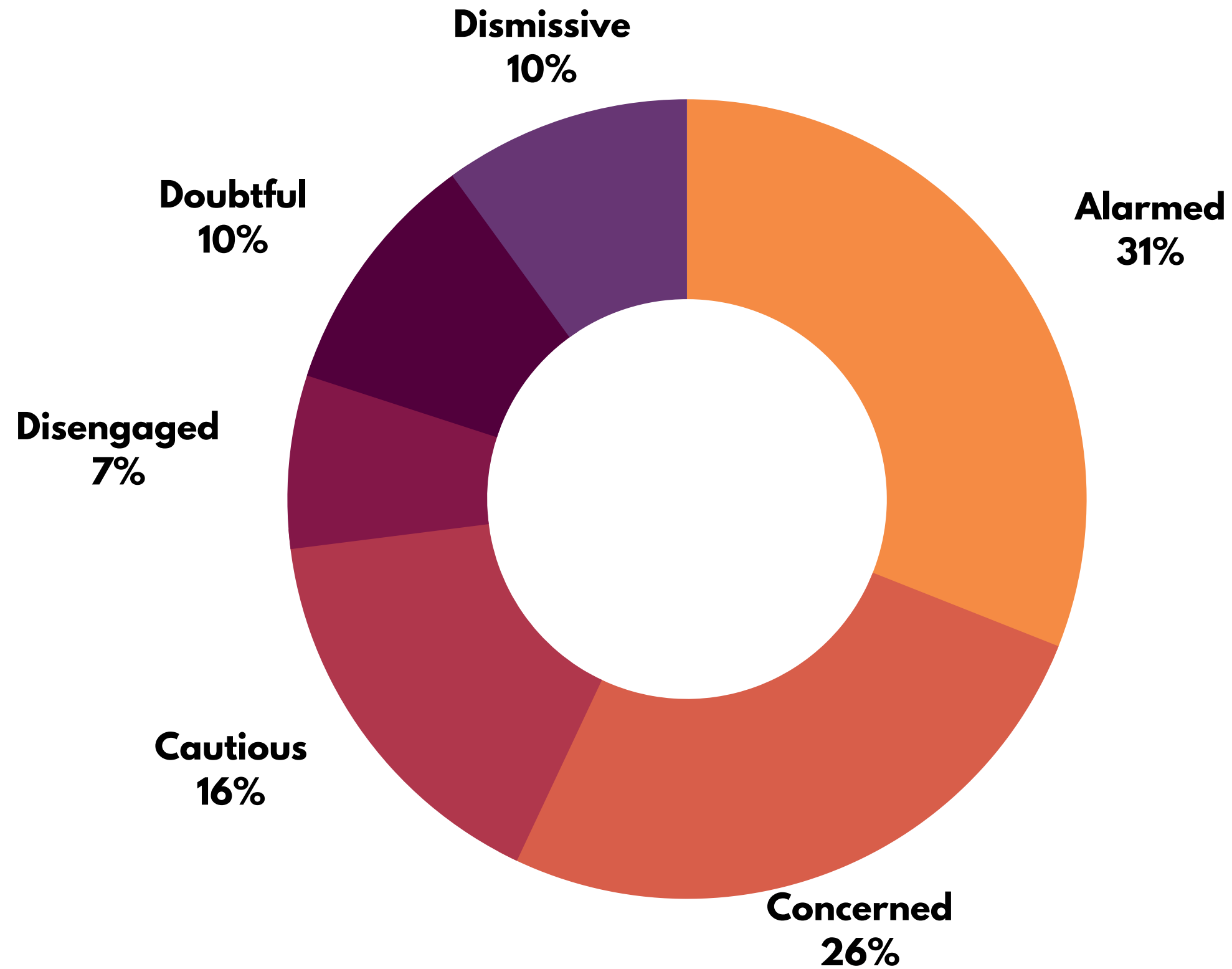
Every focus group mentioned going into **nature** or nature sounds (videos/audio) as a way to **tackle anxiety or stress**.



# Secondary Research



# Americans' Attitudes Toward Climate Change



“What Do People Really Believe About Climate Change”, Harvard Business Review, 2020

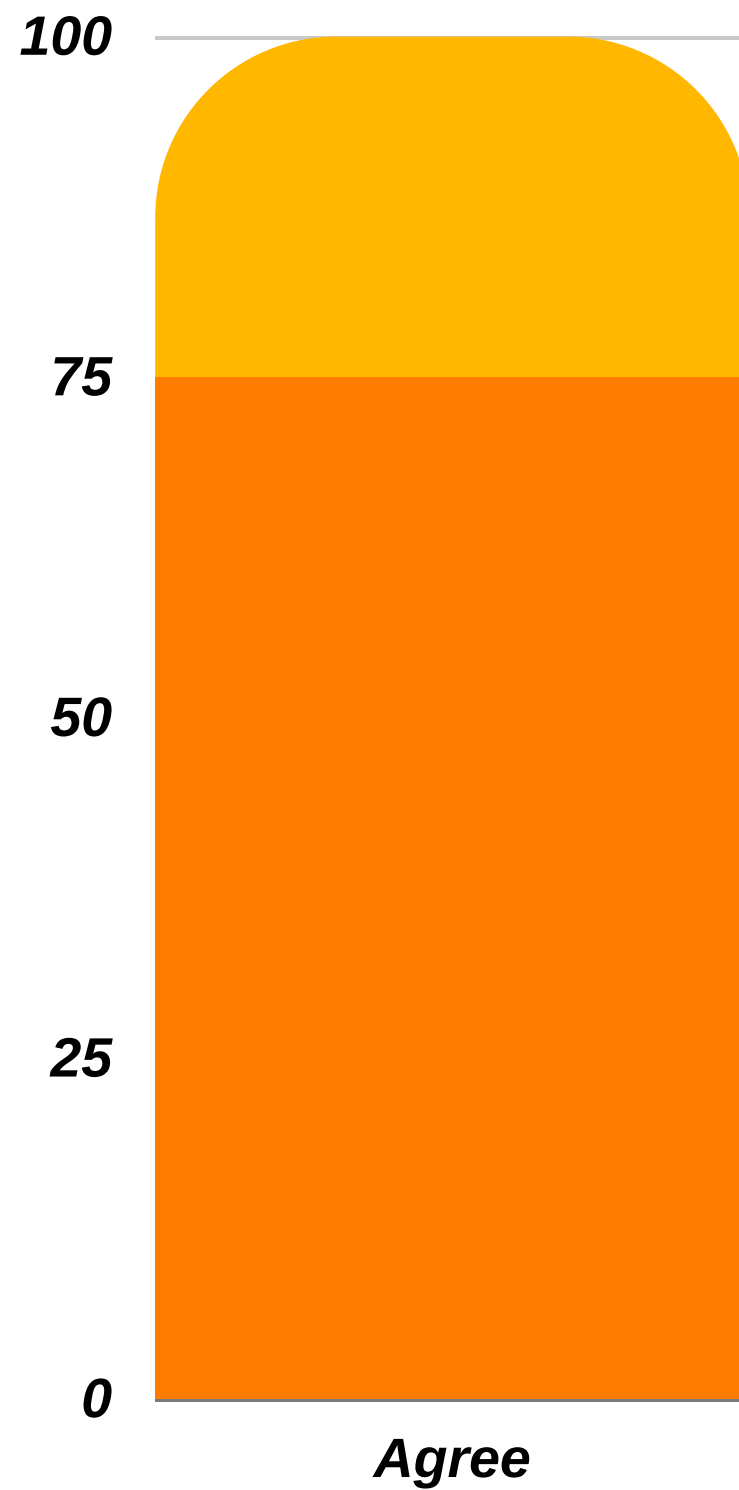
Climate change represents a trade-off between short-term and long-term benefits

People prefer to live in the present than be concerned with climate change that “might” occur in the future

Reasons  
people  
**Do Not**  
address  
climate change

Climate change is non-linear, making it hard for people to grasp its impact

People cannot conceptualize the impact of climate change if they are not directly impacted



75%

of respondents agree that there is a strong connection between the brand image and sustainability related CSR

## Implications: Secondary Research



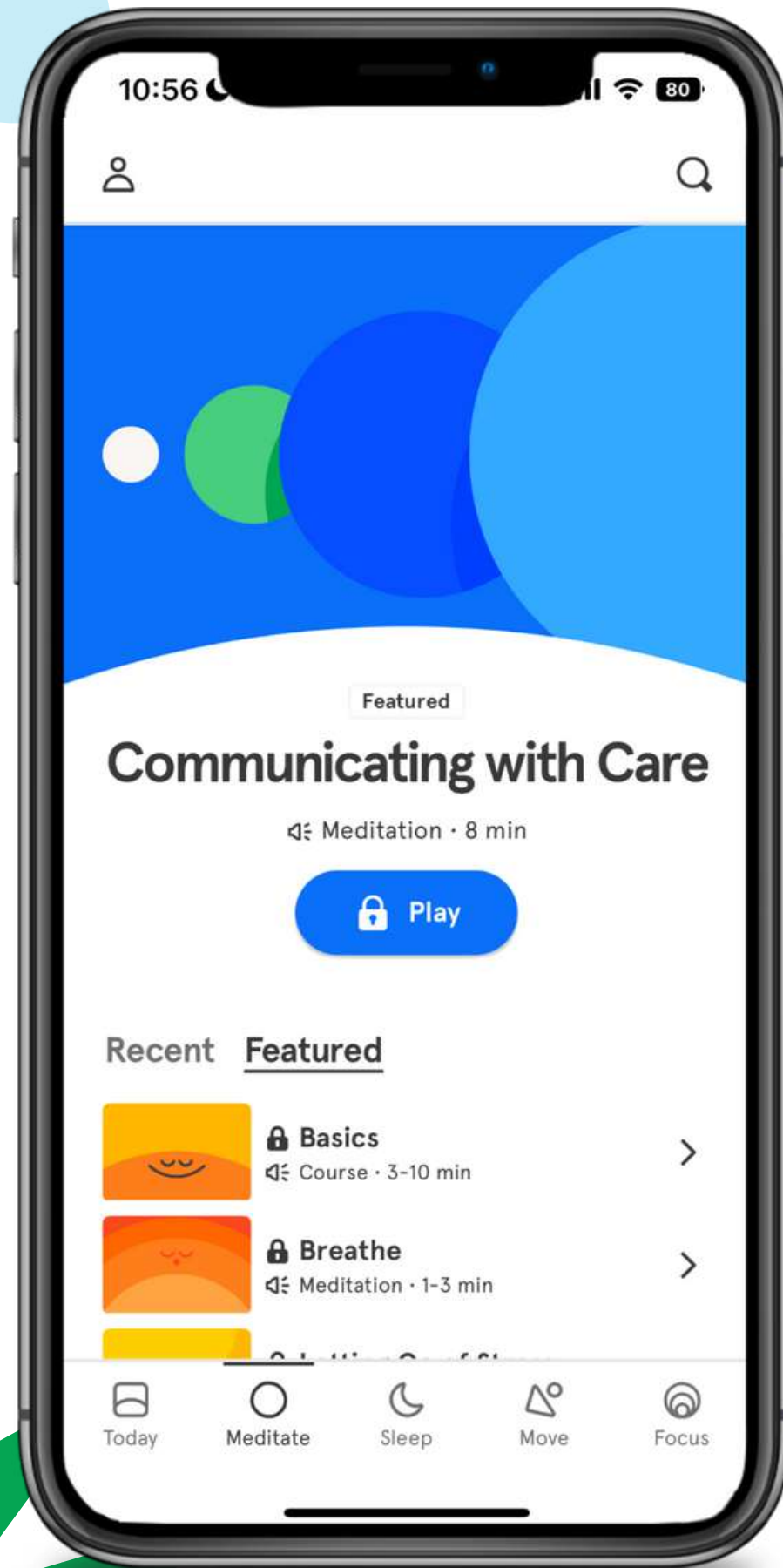
The right key messages, strategies, and tactics for a climate-related campaign **could potentially engage 80% of the American population**



A campaign which brings the future **mentally closer** might succeed in breaking through to our audiences



A campaign about climate change, climate anxiety, and by demonstrating efforts to tackle these issues **could exponentially improve positive brand perception**



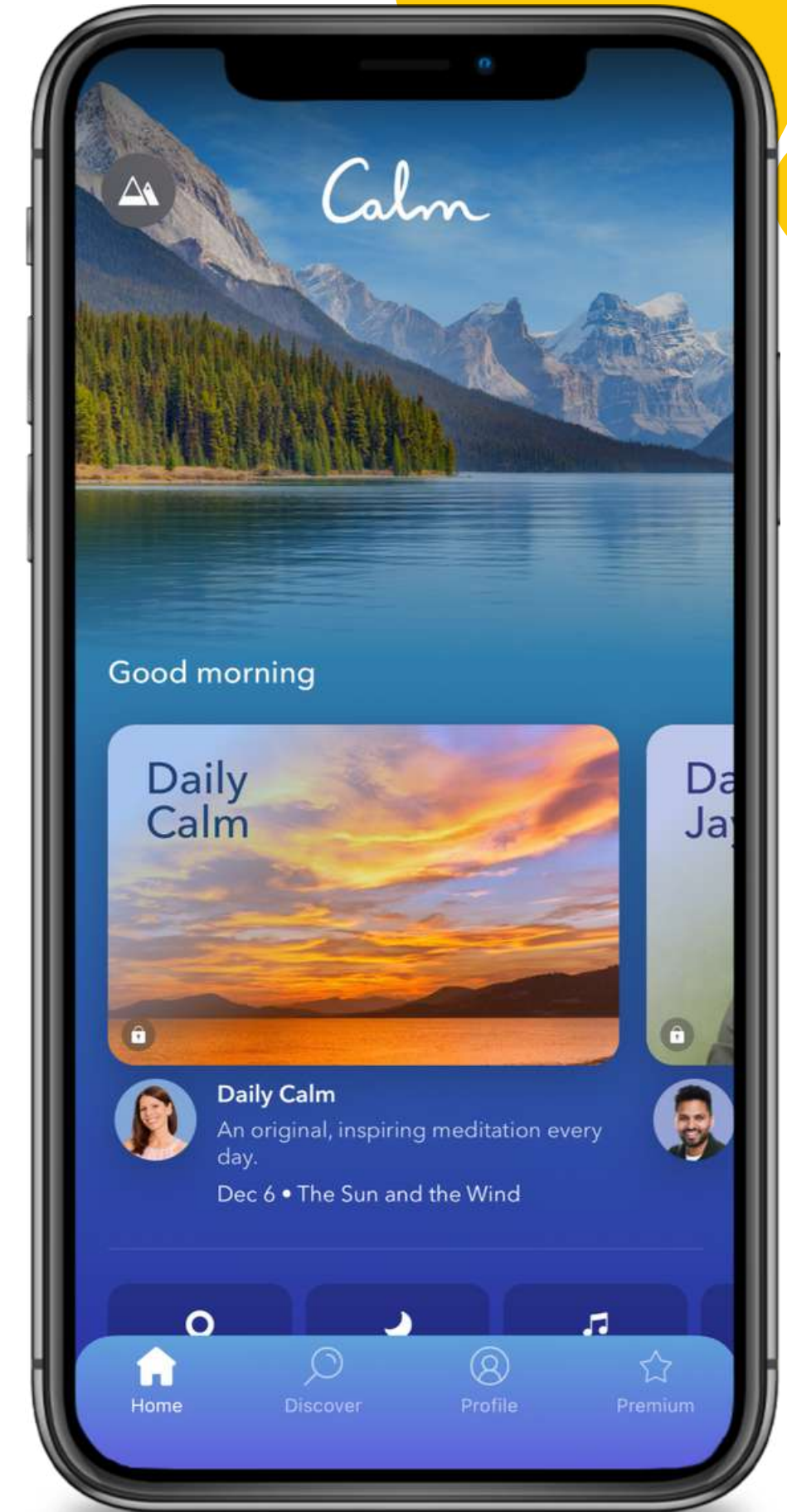
- Warm orange colors
- Uses a personable mascot and playful illustrations to gain trust
- Headspace is the eye-level friend, that is “in this together” with the user
- Users aged 18-44, with biggest age bracket being 25-34 (26.3%)

**quirky  
communication**



- Clinical blue colors
- Speaks very direct & wants to prove competency through ratings, awards & download numbers
- Calm is knowledgeable, almost an entity, that asks “What can we help with today?”
- Users aged 35+, with biggest age bracket being 55+ (34.4%)

**serious  
communication**



# Main **Insights** from Primary & Secondary Research

01

Need to raise awareness of Headspace

02

Establish credibility of initiatives before any communication

03

Emphasize "Climate Positivity" without downplaying climate anxiety

04

Sense of community might incite climate-friendly behavior

## Campaign



# Give Your Head Some Space

Climate positivity in the palm  
of your hand

# Campaign Themes



01  
Reduce  
**Climate  
Anxiety**



02  
Enhance  
**Climate  
Positivity**



03  
Build a  
**Caring  
Community**



04  
Improve  
**Climate  
Action**

# Key Messages



Use Headspace from the comfort of your couch to reduce Climate Anxiety and enhance positivity



Tap into the peace and positivity of Nature through guided meditation that improves focus



Turn Climate Anxiety into Climate Action by joining the Headspace Community

# Owned Media



Brought to you by  headspace<sup>®</sup> × 

# Meditate with your mother

Explore & give back to the planet through this exclusive meditation series with your family's favorite environmentalists.

From Sir David Attenborough to Bill Nye to the Lorax, give back to the great outdoors from inside your mind.

**Good Grief Network** is an NGO, famous for offering 10 steps to Personal Resilience & Empowerment in a Chaotic Climate.



Brought to you by  headspace<sup>®</sup> × 

# In-App Data Storytelling

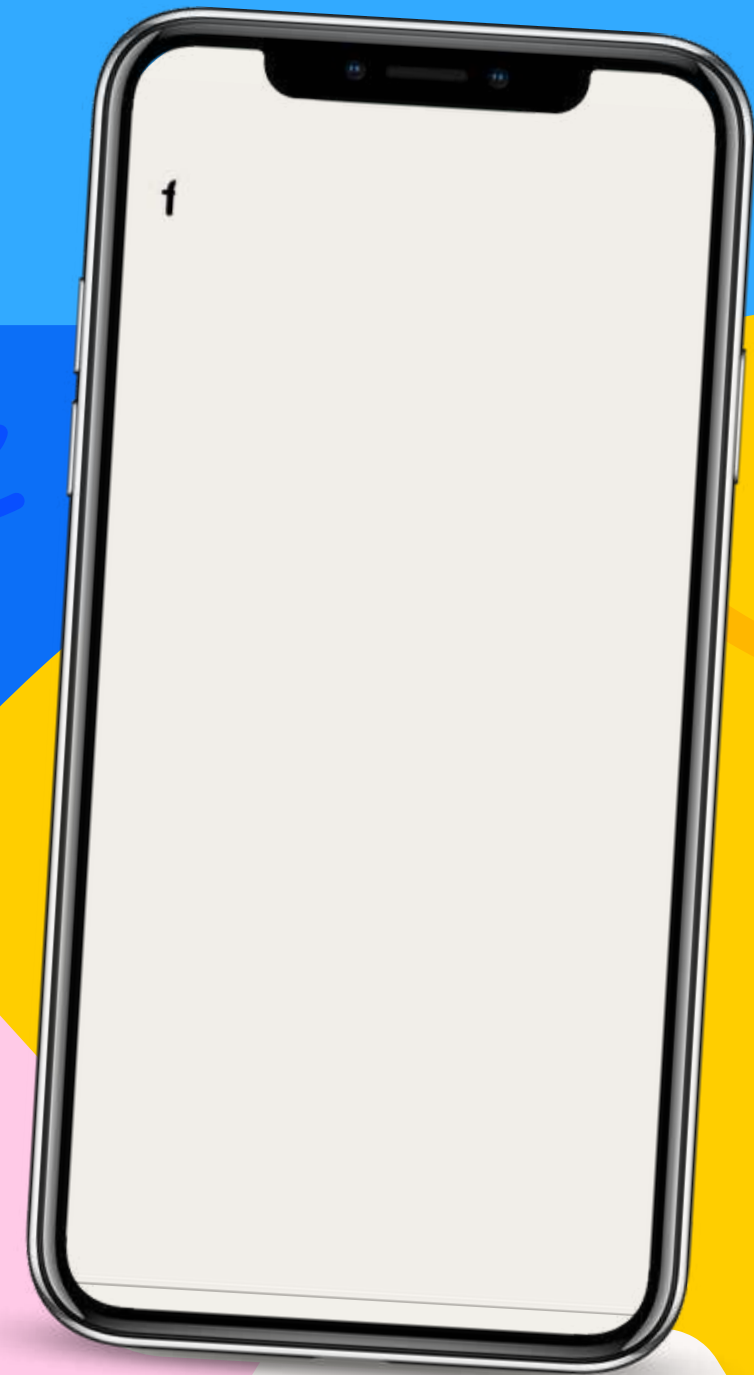


Answer questions about your climate anxiety and see visualized responses by other people to see that no one is alone with stressful thoughts <3.

**Afterwards, all climate anxiety reducing courses can be fully accessed forever!**

Resources will also show how everyone can help in their daily lives & why someone's daily actions matter.

*You are not alone!*



# **Paid Media**



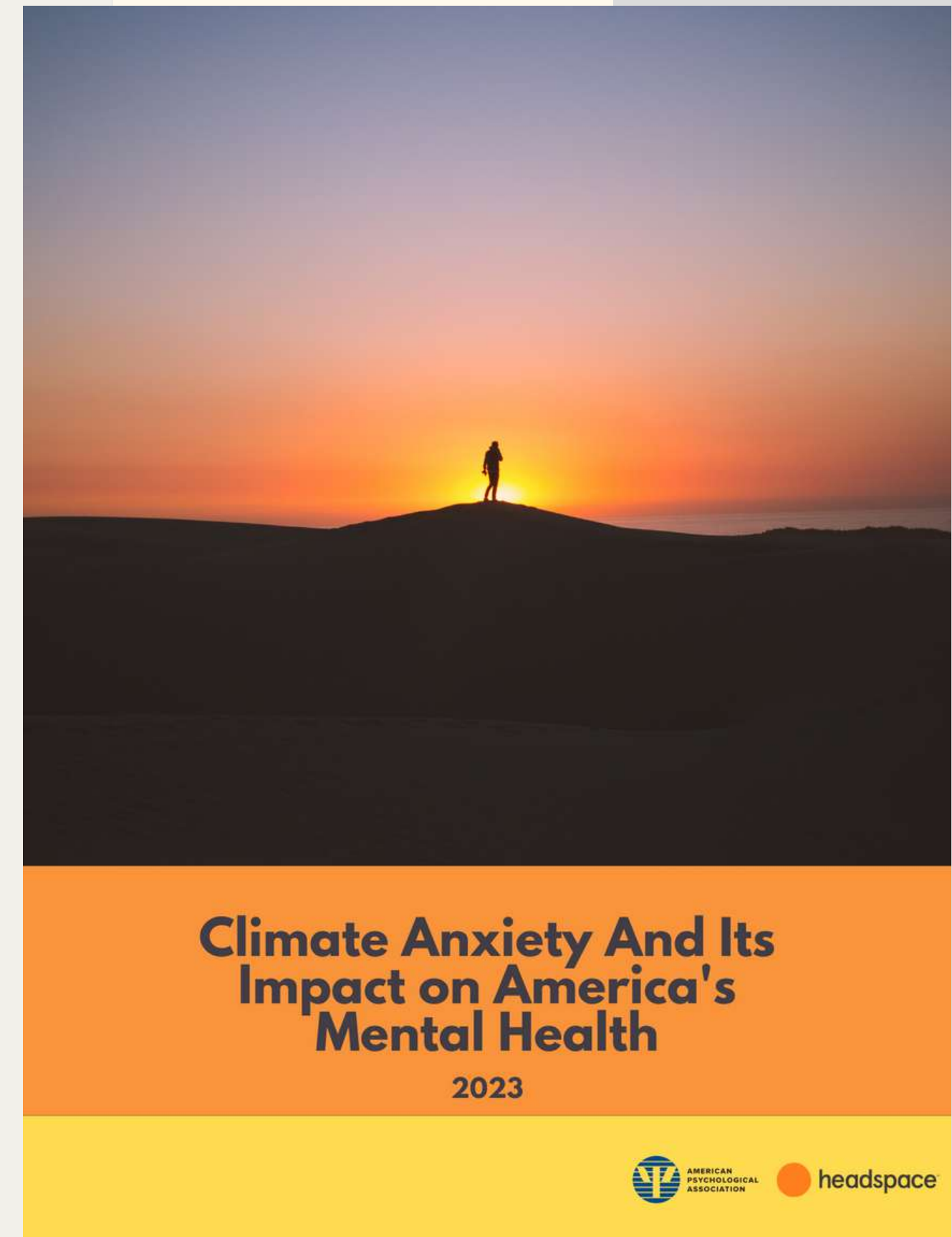
# National Report

Paid Collaboration with the **American Psychological Association (APA)**

Original Research to establish Headspace as a **Thought Leader** on Climate Anxiety & Climate Positivity

**Data** will be **pitched to** America's leading news platforms & **leveraged** across shared & owned media

**Jointly drafted opinion piece** discussing key findings and implications



# Earned Media



# Thought Leadership

VANITY FAIR WELL + GOOD

 **Forbes**  
**TIME**



 NATIONAL  
GEOGRAPHIC



THE CUT

HEALTH & WELLNESS



HEALTH | 11/15/2022

Climate News is Hurting You More Than You  
Think. Here's How Headspace Can Help.

By Devin Tomb

**Andy Puddicombe**  
Headspace Founder

# App Reviews



**Jack Harries**  
Climate Storyteller  
and Influencer  
1.3M followers



**Adriene Mishler**  
Yoga With Adriene  
Founder  
1.2M followers

**THE VERGE**

**CNET**

**TC TechCrunch**

**WIRED**

Prominent wellness and environmental influencers, as well as consumer technology journalists, to review the meditation series.

# Social Media



**Register on**  
**EARTH DAY**

**and get**

 **headspace**  
**one month free!**

For every new user that stays  
with us, we will donate \$5 to  
Good Grief Network to help  
tackle Climate Anxiety!





**Thank you!**



## Sources

Adewole, O. (2022). Issues Emanating from Business Impact on Climate, Environmental Sustainability and CSR (Corporate Social Responsibility): Steps towards Pragmatism in Extant Realities': 'Brand Translation to Equity from 'CSR as a Potential Tool in Climate Change Mitigation and Enhancing Financial Performances in Organizations': Brand Translation to Equity. International Journal of Corporate Social Responsibility 7, no. 1 (December 2022): 6. <https://doi.org/10.1186/s40991-022-00073-1>

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