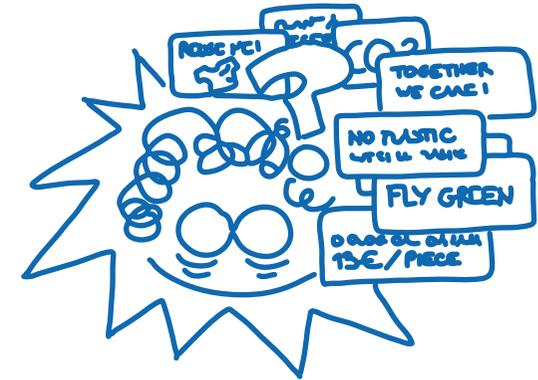


INSIGHTS BOOKLET



2030.

A world dominated by fear and anxiety. Young adults, also known as GenZ, grew up through climate crisis, pandemics, war, terrorism, and uncertain economies. Many suffer from mental health issues [1]. The constant comparison with others on social media fuels a pressure to be perfect, feelings of insecurity, failure, and low-self-esteem.



Despite the struggles, GenZers embody resilience and self-empowerment. They want it all – to look good, feel good, be a good parent, a good friend, a good partner, good for the Planet [2].

To be a better person, this hyper connected generation pro-actively seeks online for information and solutions [3]. They are most inquisitive and critical to make their way through an overload of information and choices, misinformation and green-washing.

[1] Hickman, C., Marks, E., Pihkala, P., Clayton, S., Lewandowski, E. R., Mayall, E. E., Wray, B., Mellor, C., & van Susteren, L. (2021). Young People's Voices on Climate Anxiety, Government Betrayal and Moral Injury: A Global Phenomenon. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.3918955>; White paper on Millennials and Generation Z. (2021, June 28). Deloitte. <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennials-gen-z-and-mental-health.html>

[2] Demeritt, L. (2016, March 16). How Gen Z looks at health and wellness. SmartBrief. <https://corp.smartbrief.com/original/2016/03/how-gen-z-looks-health-and-wellness>

[3] Sanchez, S. (2021, May 24). Gen Z relies on non-traditional sources for healthcare information | Digital. Campaign Asia. <https://www.campaignasia.com/article/gen-z-relies-on-non-traditional-sources-for-healthcare-information/469795>

THE CHALLENGE

for GenZers is to be eco-responsible - their top priority [4] - while being immersed in a consumeristic society.

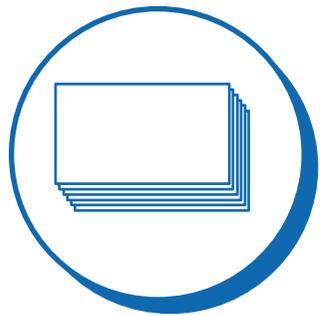
Young parents in particular feel responsible to create a world in which their children can grow healthily. But there are so many decisions to take, and they are tired, busy and mentally overloaded [5].



Philips must help families to find a new balance where they prioritize what's most important for their well-being and the planet and let go of old habits and ideals (such as consuming certain goods and experiences).

[4] Barbiroglio, E. (2019, December 10). Generation Z Fears Climate Change More Than Anything Else. Forbes. <https://www.forbes.com/sites/emanuelabarbiroglio/2019/12/09/generation-z-fears-climate-change-more-than-anything-else/?sh=35db2a86501b>

[5] Collins, R. (2015). Keeping it in the family? Re-focusing household sustainability. Geoforum, 60, 22-32. <https://doi.org/10.1016/j.geoforum.2015.01.006>; Carrell, R. (2019, August 15). Let's Share Women's Mental Load. Forbes. <https://www.forbes.com/sites/rachelcarrell/2019/08/15/lets-share-womens-mental-load/?sh=55927dd96bd6>



INSIGHT CARDS

Philips believes in creating products and services that go beyond user expectations to enrich the quality of their lives. Therefore, it is needed to put ourselves in our users' shoes to truly understand their needs.

To make meaningful innovation happen it takes a collaborative, human-centred approach from the start. Experience insights capture and articulate this human centred approach. The XD team has created a tool for effectively capturing these insights in order to successfully activate and utilize. The cards will give enough information to understand at a glance, and can be used as a standalone in future design research projects.

A user research has been conducted on the DACH market and resulted in 10 main insights. To make the insights tangible for the business they have been translated into insights cards, following the experience design capture elaborated before. The aim is to identify the emotional, physical and behavioural needs in order to address the challenges parents face.

The insight cards can be used on their own or in the context of the dilemma.

OVERVIEW USER RESEARCH

QUALITATIVE INTERVIEWS

The qualitative interviews were designed to explore the dilemma young parents are facing. The parents were strongly guiding the direction of the interview and following their interests as they arose.



INTERVIEW TOPICS

Gathering information and social media

Concern about climate crisis

Role of sustainability

Pressure to be a holistic parents

Four topics of interest have been identified based on the system map and research question, which needed further exploration.

SAMPLE BACKGROUND

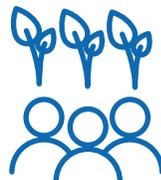
The parents are based represent:

Sustainability Aware Parents (SAP), who haven't integrated sustainability in their daily life



SAP

Sustainability practicing Parents (SPP), who integrated sustainability in their daily life.



SPP

A sample of 13 parents (3 couple interviews, 7 individual interviews) were invited to take part in the research. 10 mothers and 3 fathers were interviewed. 5 interviews with SSP and 5 interviews with SAP have been conducted.

SAMPLE SIZE

The age range of the participants was set between 25-35 years to gain Gen Z/ Millennial perspective insights from the DACH market.



Marks et. Al (2021) discusses that GenZ worries about climate change. Over 45 percent said that their views about climate change had a negative impact on their everyday life and functioning, and many reported having a significant quantity of negative thoughts about climate change. This correlates with the sample's perception of sustainability and makes the sample representative for GenZ insights.



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.

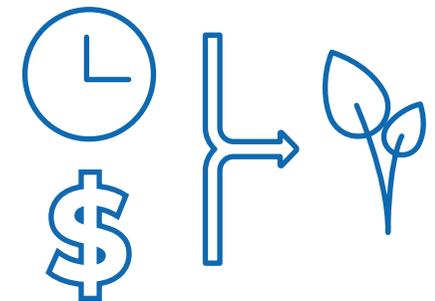
However, changing the perception of sustainability can be difficult and not all parents will have the motivation to do so, there is an additional incentive needed.

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

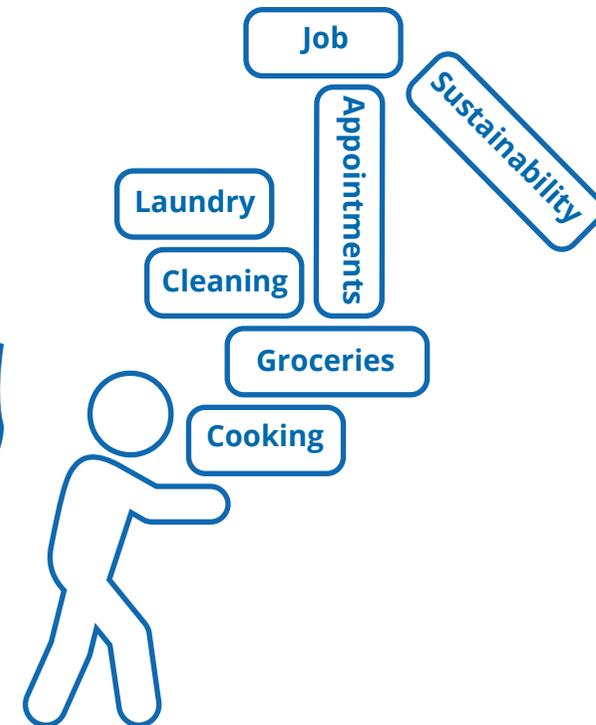
Needs

- 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 WORK 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

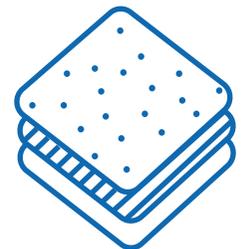
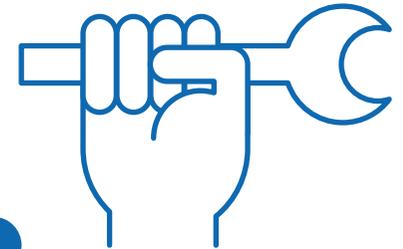
Needs

- 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.

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?

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

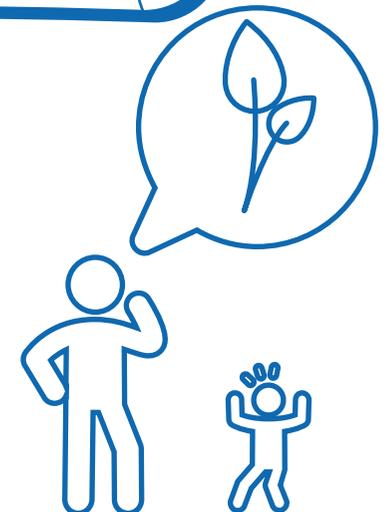
Needs

- 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

"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.

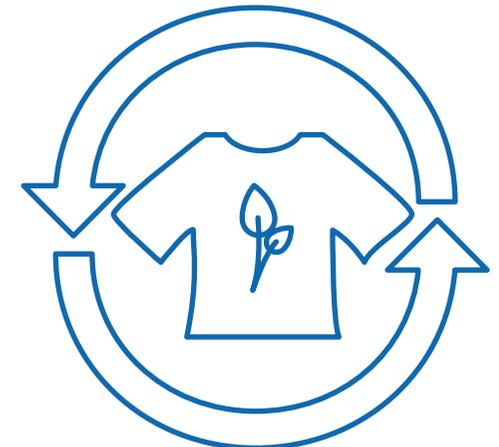
Research Question

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.

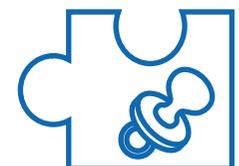
Needs

- 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

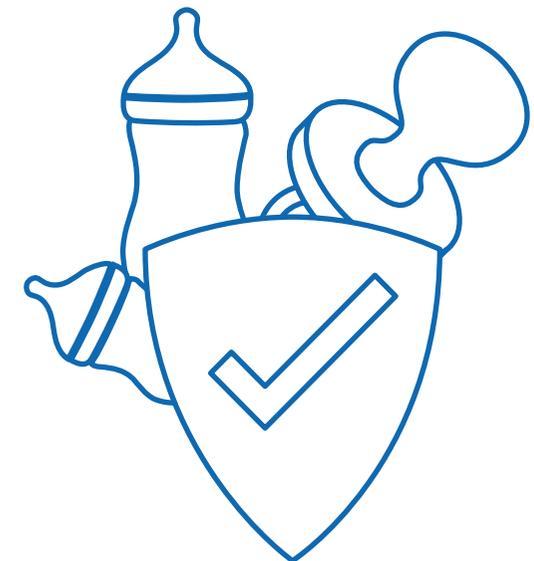
- Growing frustration of wasting money and space on products, which got bought in case but never used
- Relying to much on services giving guidance might lead to parents depending on Philips and not able to make the right choice on their own

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

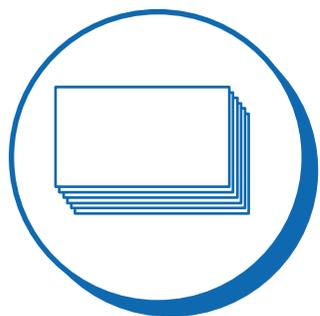
"It's exactly my approach and that's also the part that doesn't suit me in my life yet, we have to move away from consumption. We have to use as few products as possible. For long-term sustainable thinking, it doesn't matter whether I have 1000 sustainable pieces of clothing that I think spend a lot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





DILEMMA MODEL

Combining insight cards with story telling map

The system analysis resulted in a storytelling map of the parents' dilemma of wanting to become eco-responsible but being immersed in triggers overconsumption. Which has been introduced at the beginning of this insights booklet.

The insights cards can be mapped down within the story telling map, resulting in a model, which explains the dilemma of the young parents and maps down the needed insights to develop approaches to resolving this. This model can be seen as a systemic user journey. It can be used in workshops, just as typical journey maps or experience flows are used to develop innovations and solutions.

A large scale version of the dilemma model can be found in Miro with this QR code:





A story telling workshop provided the base for the suggested design directions for MCC.

A participatory telling workshop was conducted based on the system map's dilemma. Quotes from the user research have been used to sensitize the participants to the topic of parenthood. Followed by a persona creation session of a SAP, SPP and a non sustainable parent. Finally the participants mapped a day in the life of the created personas.

The design direction is based on three exploitative personas: Alex, Myrthe and Kim.

KIM

Kim, a social media influencer who does not care about sustainability. Online identity is as important as real life identity. She is materialistic and like to over-consume. Social status and how she is perceived is her main driver. Therefore she is becoming more sustainable. Kim never showed much interest in sustainability but seeing so many other mums doing so and wanting to match the mood of the time she had to become part of this rising lifestyle. And she loves it.

"Sustainability is a group effort and I feel empowered, when I see all the parents on social media contributing together towards a better planet for our children. Despite that these relationships are online, they are still very meaningful for me."

INVOLVE

MYRTHE

Myrthe is a single mum and has little time for sustainability in her daily life (SAP), but she works in the field of sustainability. Baby's health is priority and this overshadows sustainable behaviour. She has money to spend but no time to investigate on sustainable solutions. She feels that most sustainable approaches doesn't match her lifestyle and is struggling to find her own way.

"There is no one right sustainability. I see now that there are different ways of being a sustainable parent and I found my tailored approach, matching my personal and child's needs."

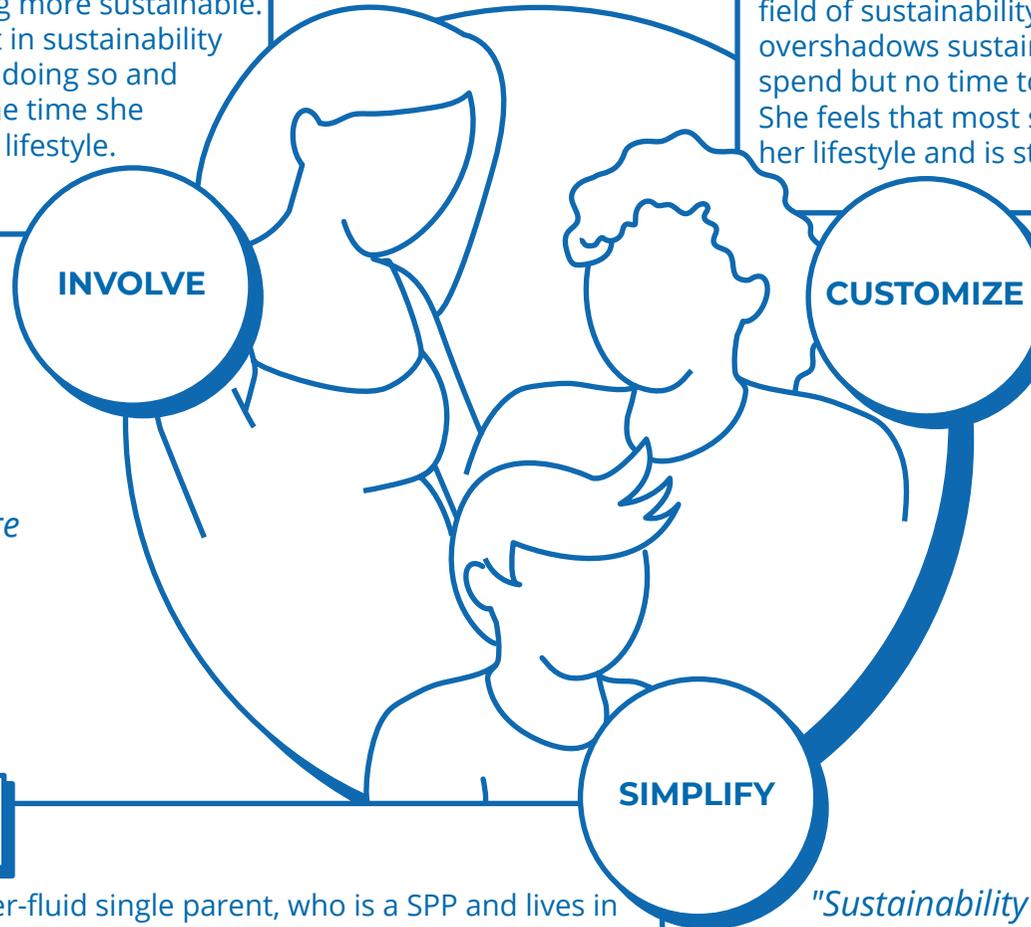
CUSTOMIZE

ALEX

Alex is a gender-fluid single parent, who is a SPP and lives in a community with many other like-minded people. Alex is a performer and struggling with juggling all the roles of them and the perfectionism in the daily life. Sustainability sometimes feels like an additional factor of stress.

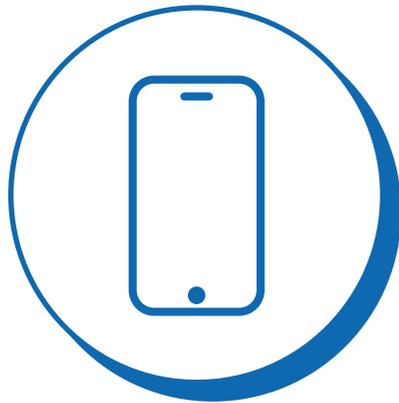
SIMPLIFY

"Sustainability does not have to be time consuming and difficult. It makes my life better and gives me peace of mind."



IN 2030 GREEN PARENTING IS ACCESSIBLE AND EASY FOR ALL FAMILIES

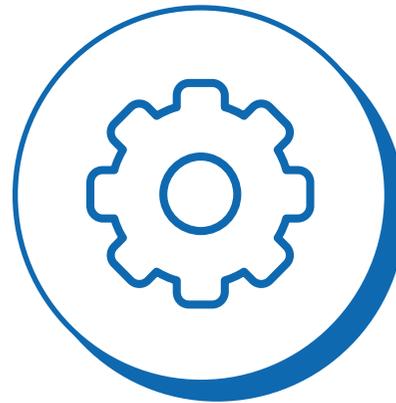
By integrating education, inspiration and solutions promoting sustainability in the analogue and online world of digital natives, Philips empowers young parents to take care of their baby's health, their own (mental) well-being, and the planet.



INVOLVE

Green parenting is easy:

it goes hand in hand with the health of parents and children.



CUSTOMIZE

Green parenting is for all:

it comes in many forms through a personalized approach



SIMPLIFY

Green parenting is for digital natives:

it spreads through online engagement and relationships for impact in the real world

SAVE THE
PLANET!

