ECOPSYCHOLOGY

Advances from the Intersection of Psychology and Environmental Protection

VOLUME 2

Intervention and Policy

Darlyne G. Nemeth, Set Editor,
Judy Kuriansky, Volume Editor

15

Can the Private Sector Help Heal the Planet? Contributions of the Private Sector to Sustainable Development through Consumer Education, Awareness, and Mobilizing Positive Psychological and Prosocial Behavior

Daniel W. Bena and Judy Kuriansky

As the international community moves into a new era focused on sustainable development to achieve global goals, including ending poverty, ensuring healthy lives and well-being, access to energy, quality education, and promoting economic growth and peaceful societies, a major means of implementation is through global partnerships. Such partnerships involve collaborations between, and contributions of, many stakeholders, including governments and the public and private sectors. This chapter addresses the important role the private sector can play as well as the varied and often complex stressors placed upon the private sector, looking through an environmental lens. It also offers examples of where the private sector, in collaboration with other actors, can help heal the planet—and are having a positive impact on relieving societal stress over environmental trends and crises. Many of the underlying principles of these processes are psychological in nature, as they tap into influences on consumer confidence and behavior, company integrity, and principles of communication.

The title of this chapter, "Can the Private Sector Help Heal the Planet?" is a challenging question that immediately elicits a cascade of psychological and psychosocial considerations. "Healing the planet" is surely a magnanimous goal, but what role does the private sector play? Doesn't the ecologic domain to heal the planet belong to governments and environmental nonprofit organizations—with the former's obligation to fulfill myriad human rights (including among them the right to water and sanitation, as a result of the most recent UN General Assembly vote on the subject), and the latter's purist passion and mission? Hasn't the private sector received criticism for many instances of, in fact, doing the opposite, through oil spills and contaminations and other controversial acts that pollute the environment?

The answer to all these questions, of course, is yes. But as this chapter presents, the private sector actually *does*—and *can*—play an important and critical role in healing the planet. This is demonstrated by several factors, named in

the title of this chapter: consumer education, awareness, and mobilizing positive psychological and psychosocial behavior. Indeed, a remarkable global trend is emerging over the last five years of innovative collaboration toward collective impact, which involves the creative engagement of the private sector as a partner in the mission to help heal the planet and the people on it who share its resources (Hanleybrown, Kania, & Kramer, 2012).

Until 2015, this trend coincided with the Eighth Millennium Development Goal set by the United Nations for member states to achieve over the years 2000–2015. The goal was to "develop a global partnership for development," which includes cooperating with the private sector, for example, in making available new technologies, for achieving the other goals including goal #7, to ensure environmental sustainability. It now coincides with the new Sustainable Development Goals (SDGs), which reinforce the importance of partnerships for development, and which highlight the importance of environmental sustainability in development. These goals were agreed to by the member states of the United Nations in 2015 for countries to achieve by the year 2030 (UNDESA, n.d.). The 17 SDGs outline global goals, including to end poverty, to ensure quality education and gender equality, to provide access to energy, and to promote economic growth and peaceful societies. Goal #17 refers specifically to "[s]trengthen the means of implementation and revitalize the global partnership for sustainable development," which includes the important involvement of the private sector. Many sessions and events have been held at the UN to address how to involve the private sector in partnerships to achieve these SDGs. In fact, a major means of implementation of the SDGs is through such global multi-stakeholder partnerships.

Multi-stakeholder partnerships are defined as collaborations between, and contributions of, individuals, groups, organizations, or systems who become involved in a common mission and bring their idiosyncratic goals together for a common exploration, and who affect or are affected by an action or event. Such partnerships can be in any area of social concern; for example, the second author has documented examples of these in the case of community-based programs for teen sexuality education as well as for a girls' empowerment program in Africa (Kuriansky & Berry, 2011a, 2011b; Kuriansky & Corsini Munt, 2009). Stakeholders, including academia, civil society, media, and religion, play an important role in the dialogue about nature, well-being, consumption, and environmental protection, bringing expertise that contributes significantly to expanding knowledge of these issues (see Chapter 17 of this volume [Kuriansky, LeMay, & Kumar, 2015]).

The value of partnership in the case of government working with civil society was evident in the inclusion of Goal #3 in the SDGs, to "Ensure healthy lives and promote well-being for all at all ages," with its target specifically to "promote mental health and well-being." This outcome was due largely to the advocacy

partnership of the second author of this chapter in her role as chair of the Psychology Coalition of NGOs accredited at the United Nations, with the Ambassador of the Mission of Palau to the UN Dr. Caleb Otto (Forman, 2014). Well-being of the people is certainly critical in achieving the healing of the planet, and a noble goal in which big business is increasingly becoming involved despite criticisms and cases to the contrary that can be pointed to. Given the SDGs, partnerships among multi-stakeholders—bringing together private sector, e.g., corporations and big business, with government and the public sector—will become more common in coming decades, for the benefit of the 3 P's being pointed to in the new Post-2015 Agenda: the people, the planet, and prosperity. This evolution builds on corporate social responsibility programs that became popular in recent past.

The SDGs address what is considered the "big three" challenges of the world—water scarcity, climate change, and food insecurity—which are also addressed in this chapter and which certainly affect the well-being of the planet and the people. This is consistent with the SDGs being built on three pillars: economic, social, and environmental.

WHAT IS ENVIRONMENTAL SUSTAINABILITY?

The pillar to ensure environmental sustainability includes many goals and targets that address sustainably making safe water accessible to people, reversing the loss of environmental resources, protecting the forests, and conserving use of the oceans. These aspects of sustainable development must then be integrated into country policies and programs.

In the UN document, "Our Common Future, Chapter Two: Towards Sustainable Development," sustainable development is defined as follows:

> [S]ustainable development is a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development; and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations. (United Nations, 1985)

As the first author is a sustainable development practitioner within the private sector, it is clear how these tenets are critical to both the short- and long-term success of any business. No longer is it enough to merely provide financial returns to shareholders of the company; the proverbial bar has been raised—and raised significantly. Multiple, diverse parties who have a stake in a business have expanded their expectations for companies in the private sector. For the consumer goods industry, this means that products must not only meet expectations of quality, but they must also be sourced, produced, and transported in socially and environmentally sound ways. For producers of foods and beverages,

the relationship with the consumer is an intimate one—either consciously or subconsciously—because the products being manufactured are, after all, ingested. Taking a substance into one's body—as personal a relationship as you can get—brings with it expectations of safety, consistency, and now corporate conscience. In a major trend in these recent times, an increasing number of companies are demonstrating this corporate conscience (Goodpaster, 2007).

This chapter addresses the varied and often complex stressors placed upon the private sector, looking through an environmental lens. It also offers examples of where the private sector, in collaboration with other actors, can help—and are having—a positive impact on relieving societal stress over environmental trends and crises. Many of the underlying principles of these processes are psychological in nature, as they tap into consumer confidence and behavior influences, company integrity, and communication.

In the context of the SDG document and this chapter, the "private sector" refers to business in all of its facets. It includes the spectrum of for-profit enterprises from small, entrepreneurial businesses to large, multinational corporations, and everything in between. It does not include government bodies, nongovernmental organizations (NGOs), nonprofits, or academia, although every single one of these entities plays a critical role in collaborative partnership with the private sector if lasting sustainable development is to be achieved.

The private sector has understood the environmental dimension of sustainable development for decades—long before the term was formalized in the previously mentioned UN report. The main reason for this is due to the inherently positive benefits that the private sector can reap. For example, being eco-efficient users of water and energy can save millions of dollars each year from operational costs. For one, by not polluting water or other resources at the start, less money would be needed for remediation. And secondly, legitimate examples of corporate conscience strengthen a company's ability to operate and grow in the eyes of the communities they serve.

Increasingly, companies understand these benefits, quantifying them, and transparently disclose them into the public domain. In today's society, it is important for the survival of any business to heed the expectations of stakeholders for social, economic, and environmental stewardship.

THE SCOPE OF THE GOAL OF HEALING

The reality is, however, that short of an anthropogenically induced nuclear cataclysm, the planet proper will persist. It will, over time, equilibrate and adapt to changing conditions, which constitutes, in essence, healing itself. In fact, the lens of "healing" applies to people in society, more than to the planet itself. Despite this semantic specificity, the future of the planet's resources is integrally tied to the future and healing of the people on the planet. This is, perhaps,

a provocative premise, but intentionally so. The intent is to make a clear distinction between "planet" and "life on it." The planet—the physical aggregation of soil, magma, water, air, etc.—has always equilibrated in the past when faced with stressors, like the ice age, giant meteor strikes, earthquakes, extinctions, and so much more. Life died, species became extinct, but the planet recovered. The point here is that even if carbon emissions continue unchecked, or water scarcity runs rampant, and billion-dollar weather events increase, humans may cease along with other life forms, but the planet itself will evolve, as it has over billions of years.

Water is a good example. Certainly, water resources are shifting in their availability. Water scarcity already affects every continent. Businesses, like people, need water to survive and flourish. Around 1.2 billion people, or almost one-fifth of the world's population, live in areas of physical scarcity of water resources, and 500 million people are approaching this dire situation. Another 1.6 billion people, or almost one-quarter of the world's population, face economic water shortage, where countries lack the necessary infrastructure to take water from rivers and aquifers. The important point is that water scarcity is both a natural and a human-made phenomenon. There is enough water on the planet for six billion people, but it is distributed unevenly, and too much of it is wasted, polluted, and unsustainably managed (UNDESA, 2011). The idea of water being polluted has no real bearing on the long-term health of the planet—only on the health of those organisms living on it, and their being able to use this water as a life's blood. We should explicitly note that resources such as water are critical for all living things, not for the planet itself. Nature has provided remarkably effective and efficient means to help the planet purify itself of troublesome contaminants—from the oxidative ability of solar radiation in air, to the ion-exchange and other chemical attenuative mechanisms of the soil, to the simple settling of contaminants in water.

People are an amazing and diverse group of living beings on the planet in every way—physically, spiritually, intellectually, emotionally, and culturally. Every single being on the planet consumes something. And every single being on the planet has practices in which they engage on a daily basis that involves consumption. Why is this worth emphasizing? In early 2012, the population of the planet surpassed seven billion people. Between now and 2050, the global population is expected to increase to more than nine billion, with 98% of this growth happening in the developing and emerging world, according to UN estimates. The global urban population will double. Meanwhile, populations are aging and stabilizing in many developed countries. Local demographic patterns will become increasingly diverse (UNDESA Population Division, 2008).

These changes intuitively will mean more mouths to feed, more water to drink, and more resources used. To assure that the people on the planet live well and thrive within the environmental boundaries of the earth, both production and consumption behaviors must change.

THE ROLE OF THE PRIVATE SECTOR: APPLYING PSYCHOLOGICAL PRINCIPLES ABOUT BEHAVIOR

In light of this problem, how can an organization, private sector or not, even begin to hope to change its behavior? One common way by which to increase motivation for necessary change is awareness-building. Another, sometimes more controversial way, depending on the methods, is through making a visceral emotional appeal. This might involve making people momentarily emotionally distressed—through high-impact photographs, or startling statistics—to help them see the results of their consumption. Once that connection is made, you have essentially drawn people's attention to the dangers of what will result from unchecked consumption, and they are more receptive to raising awareness.

Given these potential valuable solutions, an important question arises: Why would the private sector care about changing people's behavior toward the planet and environment? In other words, why would a consumer products company expend financial and other resources to engage in this activity? After all, if you want to change the behavior of an elected official, you need only advise them of what the majority of their constituents want. Similarly, for a consumer products company to change behavior, they need only to understand what consumers want. But, this relationship with the consumer is a two-way street and requires an understanding of balance and tradeoffs. Oftentimes, it is clear through data about what is called "consumer insights" (literally scientifically based insight by a company into the preferences of their consumer base) what consumers want around the world with great precision and granularity. But, in many cases, the application of these data can be complex and ambiguous.

For example, in 2009, the Grocery Manufacturer's Association in association with Deloitte (a large global consulting firm) conducted a survey of over 6,000 shopper experiences at 11 major retailers to understand the characteristics of the "green shopper." Of the consumers surveyed, 95% said they would buy green products (e.g., products perceived as being better for the environment than others). Yet, in the same study, only 75% of the consumers admitted to knowing what a green product is; only 63% were actively looking for green products; and only 22% actually purchased green products! Clearly, the results showed a gap between the intent of consumers to do what they perceived as good, and their actual behavior (GMA, 2009).

The study above offered insight into consumer purchase intent and their perception. Perception is a fascinating and crucial psychosocial phenomenon (Rookes & Wilson, 2000). Many have heard the phrase, particularly in the field of marketing, that "perception is reality." Perception may be experienced or thought of as reality, but it is often not founded upon sound science. This is proven by another example involving water, since aside from air, there is nothing more acutely important to life as we know it. Consumer products companies,

particularly those who produce beverages to drink, are all too aware of the dichotomy between the desire of a consumer to take an active part in solutions to the water crisis, and their understanding of the fundamental science justifying those very solutions. Specifically, consider the fact that water treatment technology, safety monitoring protocols, and management approaches are readily available to effectively treat human sewage and make it safe for consumption as drinking water. "Not from my tap," would likely be most people's reply to drink this water, reflecting an emotional response. But in the United States alone, more than 2.1 trillion gallons of water are flushed down toilets every year (Barone, 2008). If the psychological barrier responsible for the reluctance to use toilet water for drinking can be removed, and replaced with an understanding of sound science, imagine the positive impact on the ecosystem that can result. The public officials in Orange County, California, have been doing just this—using treated wastewater for drinking—since 2008 and are being lauded for their leadership in innovative water reuse.

In fact, a project transforming waste into usable water is being tested in Haiti, as presented in a special session at the Clinton Global Initiative, an annual summit of stakeholders to form partnerships to solve global problems, founded by former U.S. president Bill Clinton. The point made in that presentation, similar to the one made above, is that psychological perceptions must be confronted and changed in order to create a more efficient and sustainable environment and an ecologically sound system of survival and use of resources.

THE ROLE OF TRUST IN PERCEPTION

Ultimately, perception comes down to relationships—relationships with yourself, your family, friends, governments, the media, and other stakeholders. Based on these relationships people have, their perceptions are often created and developed. A behavioral element that often drives perception—and, indeed, drives all relationships—is trust. Just as people have (or do not have) trust in individuals, they also have (or do not have) trust in organizations—and in companies. A critical way in which consumer behavior can be changed by a company is through developing trust.

For more than 10 years, the international public relations firm Edelman has been conducting yearly surveys of people around the world, and synthesizing the findings in what is called the "Edelman Trust Barometer." These studies provide invaluable insights to companies (and other stakeholders) about the factors that comprise trust in consumers' minds. In their 2015 survey (Edelman Trust Barometer, 2015), they saw an evaporation of trust across all institutions. For the first time, two-thirds of the 27 nations surveyed (general population data) fell into the "distruster" category. According to Edelman, the horrific spread of Ebola

in western Africa, the disappearance of Malaysia Airlines Flight 370 plus two subsequent major air disasters, the arrests of top Chinese government officials on corruption charges, the foreign exchange rate rigging by six of the world's largest banks, and the constant drumbeat of data breaches, most recently from Sony Pictures, have shaken confidence in all institutions. In addition, there is a new factor depressing trust: the rapid implementation of new technologies that are changing everyday life, from food to fuel to finance. The 2015 Trust Barometer has uncovered a profound concern about the pace of change. By a two-to-one margin, respondents in all nations feel the new developments in business are going too fast and there is not adequate testing. Even worse, 54% say business growth or greed/money are the real impetuses behind innovation—that is two times more than those who say business innovates because of a desire to make the world a better place or improve people's lives. The greatest concerns are about genetically modified foods and hydraulic fracturing (trust levels in the 30–40% range), with somewhat more confidence in personal health trackers (69%), electronic payments and cloud computing (trust levels in the 50% range). The industries charged with implementing these new technologies have a clear vote of no confidence. The energy industry is trusted by only 48% to implement fracking. There is a desire for more government regulation of these developments by a four-to-one margin, but less than half have confidence in government to do it effectively.

The majority of people need to hear information three to five times to believe it; skepticism requires repetition. Thus, if the private sector hopes to engage consumers in a movement to collectively heal our planet, or to use resources more efficiently, or to volunteer to help others in need, it is most effective for these consumers to be provided with information in multiple ways so they can develop the necessary trust. This is consistent with psychological theory and research about learning, including the importance of repetition.

It is understood that consumers largely have the best of intentions, but that their behavior does not necessarily reflect this intent (Arts, Frambach, & Bijmolt, 2011). Individuals know, intuitively as well as from their experiences, that perception is often reality and might even be true in some sense; but it is also often not based in science, but rather on emotional and visceral responses to stimuli or other information. We know that trust is the ultimate prerequisite for receptive and engaged audiences to change their behavior permanently.

THE LINK BETWEEN TRUST AND THE ENVIRONMENT

Several factors come into play in the link between trust and preservation of the environment, and ultimately the healing of the planet. One factor is that consumers around the globe, by and large, say they want to buy products that are produced in environmentally and socially responsible ways from companies

that give back to society (Nielsen, 2012). Also relevant, however, are the visceral or emotional reactions that arise between awareness and taking action when consumers express concern as to the urgency of environmental and social crises. We also know from myriad public relations and corporate communications firms that consumers listen to the portion of the population known as "thought leaders" or "opinion elites" (those individuals or sources perceived to have an inside track on important issues). But even in that situation, the link may take some time to be perceived. For example, anecdotal information from global survey companies, like that of Coulter (2011), suggest a roughly three-year time lag from when recognized experts express a particular opinion to when the general populace adopts it.

What are these experts or thought leaders saying that the general population will eventually accept? In a partnership between GlobeScan and SustainAbility, yearly opinion surveys of recognized sustainability experts representing 17 different sectors are conducted around the world. The 17 sectors studied are: Forest Products, Information Technology, Life Sciences/Biotechnology, Telecommunications, Agriculture/Food/Beverage, Packaging, Electric Utilities, Public Sector Institutions/Government Agencies, Consumer Goods, Banking/Finance, Chemical, Automotive, Pharmaceutical, Electronics, Alcoholic Beverage, Oil/Gas, and Mining.

In their 2011 report, based on 512 qualified sustainability experts representing 64 countries, key findings (GlobeScan/SustainAbility Survey, 2011) concluded that:

- Climate change, water scarcity, and food security are perceived to be the world's most urgent challenges; this highlights the concern for what's being called "the energy-water-food nexus."
- The degree of urgency to attend to the problems with these top three issues (climate change, water security, and food security) has declined since 2009.
- Energy and climate change are predicted to pose the most urgent sustainable development challenge in the expert respondents' respective countries in 2012.
- Europeans and North Americans are most concerned with energy and climate, while those from emerging countries (like India and China) focus on climate and water issues.
- No sector is managing the transition from traditional "business as usual" to sustainable development effectively; all 17 sectors are perceived as net negative (net numeric survey responses between ratings of "good" and "poor").
- Leading sectors—including forest products, information technology, life sciences/biotechnology, telecommunications, and agriculture/food/beverage—have shown marginal improvement in their ability to manage the transition to sustainability in recent years.
- The electronics and chemical sectors' ability to manage the transition to sustainability has deteriorated most among the 17 sectors studied since 2000.

Based on these results, given the voices of the global experts, the "big three" challenges of water scarcity, climate change, and food insecurity continue to be of urgent concern. The bottom line conclusion is that for a company to be trusted, to manage how they are perceived, and to address scientific global realities, they must engage in legitimate and demonstrated impact in areas of concern to society.

THE IMPORTANCE OF CORPORATE CONSCIENCE

The Merriam-Webster dictionary defines the word "conscience" as follows: "The sense or consciousness of the moral goodness or blameworthiness of one's own conduct, intentions, or character together with a feeling of obligation to do right or be good." A conscience can be manifested by an individual, or it can be collectively owned and expressed by a group of people, including a corporation.

Former U.S. president Abraham Lincoln is often credited with the quote, "When I do good, I feel good; when I do bad, I feel bad. That's my religion." While Lincoln's motto might be seen as a gross oversimplification of what has become a highly complex area, there remains a lot of truth to his simple approach. The vast majority of people, barring any psychological or emotional anomaly, know innately what is right and what is wrong. This is also true of governments, businesses, and NGOs—all of which are merely a collection of people. Make no mistake, companies have a collective "corporate conscience"—preferably founded upon their values, which are actively and aggressively manifested every single day.

This attention to conscience, arguably, could be the single most impactful enabler of behavioral change that companies can offer to consumers. People know, viscerally, when a message is legitimate and pure, and driven by the right motivations. Companies need to heed this. Governments need to heed this. NGOs and academics need to heed this. It is only through the legitimacy of tangible actions that trust can be built, perceptions can be managed, and companies' "license to grow" can be secured, so that they can proceed to allocate resources to insure ecologically safe and sustainable processes that benefit the community and other parties.

CONCLUSION AND RECOMMENDATIONS

The private sector, as one partner in a collaboration of partners, can help enable positive impact on the health of the planet and on the society that inhabits it. Such multi-stakeholder partnerships are mandated by the new Sustainable Development Goals agreed by countries who are members of the United Nations, to achieve in the years 2015–2030. This collaboration, however,

requires innovative approaches and perhaps less traditional partnerships. All stakeholders must have a seat at the proverbial table, focusing on the task where companies, governments, NGOs, academia, individuals, media, and other interested parties and stakeholders must find the common ground for collective progress. Each must leverage its own strengths and competencies, yet also commit to weave together a fabric that is resilient and supportive. No single entity can solve the crises of the magnitude of those we face in achieving a sustainable and ecologically sound society today. Psychological principles must be applied, to build trust and awareness, encourage corporate and collective social conscience, and facilitate cooperation for the common good. The costs for lasting, sustainable solutions will be challenging—but the cost of inaction will be far greater. After all, the gains for all stakeholders—from the individual to the governmental to the corporate—will be great, and certainly worth the effort. The outcome is essentially healing for the planet.

Note: The views expressed in this work are solely those of the author, and do not necessarily reflect the views of the publisher or PepsiCo, and the publisher and PepsiCo hereby disclaim any responsibility for them.

REFERENCES

Arts, J. W. C., Frambach, R. T., & Bijmolt, T. H. A. (2011, June). Generalizations on consumer innovation adoption: A meta-analysis on drivers of intention and behavior. *International Journal of Research in Marketing, 28*(2), 134–144. Retrieved April 19, 2015, from http://www.sciencedirect.com/science/article/pii/S016781161100022X

Barone, J. (2008, May). From toilet to tap. *Discover* magazine (digital online edition). Retrieved April 19, 2015, from http://discovermagazine.com/2008/may/23-from-toilet-to-tap

Coulter, C. (2011, March). Personal communication between president of GlobeScan and Daniel W. Bena.

Edelman Trust Barometer. (2015). Retrieved April 7, 2015, from http://www.edelman.com/insights/intellectual-property/2015-edelman-trust-barometer/trust-and-innovation-edelman-trust-barometer/executive-summary/

Forman, A. (2014, October 9). Five words that can change the world. *Jewish Journal.* Retrieved April 19, 2015, from http://boston.forward.com/articles/185615/five-words-that-can-change-the-world/

GlobeScan/SustainAbility Survey (2011). Retrieved April 19, 2015, from http://www.globescan.com/expertise/trends/globescan-sustainability-survey.html

Goodpaster, K. E. (2007). *Conscience and corporate culture.* Hoboken, NJ: Wiley-Blackwell Publishing.

Grocery Manufacturers Association (GMA). (2009). Green Market Survey Report, 2009. *Finding the green in today's shoppers: Sustainability trends and new shopper insights.* Retrieved April 19, 2015, from http://www.deloitte.com/assets/Dcom-lebanon/Local%20Assets/Documents/Consumer%20Business/DeloitteGreenShopperStudy_2009.pdf

Hanleybrown, F., Kania, J., & Kramer, M. (2012, January 26). Channeling change: Making collective impact work. *Stanford Social Innovation Review*. Retrieved April 19, 2015, from http://www.ssireview.org/blog/entry/channeling_change_making_collective_impact_work?cpgn=WP%20DL%20-%20Channeling%20Change

Kuriansky, J., & Berry. M. O. (2011a). Advancing the UN MDGs by a Model Program for girls empowerment, HIV/AIDS prevention and entrepreneurship: IAAP Project in Lesotho Africa (pp. 36–39). Retrieved June 9, 2012, from http://www.new.iaapsy.org/uploads/newsletters/April2011.pdf

Kuriansky, J., & Berry, M. O. (2011b). The Girls Empowerment Programme: A multistakeholder camp model in Africa addressing the United Nations Millennium Development Goals. *Centerpoint Now*. New York, NY: The World Council for Peoples of the United Nations.

Kuriansky, J., & Corsini Munt, S. (2009). Engaging multiple stakeholders for healthy teens sexuality: model partnerships for education and HIV prevention. In E. Schroeder and J. Kuriansky (Eds.), *Sexuality education: Past, present and future*, Vol. 3 (Chapter 14). Westport, CT: Praeger.

Kuriansky, J., LeMay, M. & Kumar, A. (2015). Paradigm shifts in nature and well-being: Principles, programs, and policies about the environment and climate change with actions by the United Nations for a sustainable future. In D. G. Nemeth & J. Kuriansky (Eds.), *Ecopsychology: Advances from the intersection of psychology and environmental protection*, Volume 2 (pp. 307–358). Santa Barbara, CA: ABC-CLIO.

Nielsen. (2012, March). *The global, socially conscious consumer*. Retrieved April 19, 2015, from http://www.nielsen.com/us/en/insights/reports/2012/the-global—socially-conscious-consumer.html

Rookes, P., & Wilson. J. (2000). *Perception: Theory, development and organisation*. New York: Taylor & Francis.

United Nations. (1985). Our common future, chapter 2: Towards sustainable development. In Report A42/427, *Report of the World Commission: Our Common Future*. Retrieved April 19, 2015, at http://www.un-documents.net/ocf-02.htm

United Nations Department of Economic and Social Affairs (UNDESA). (2011). *International Decade for Action "Water for Life" 2005–2015*. Retrieved April 19, 2015, from http://www.un.org/waterforlifedecade/scarcity.shtml

United Nations Department of Economic and Social Affairs (UNDESA). (n.d.). Sustainable Development Knowledge Platform. Retrieved March 30, 2015, from https://sustainabledevelopment.un.org/sdgsproposal

United Nations Department of Economic and Social Affairs (UNDESA) Population Division. (2008). *World population prospects: The 2008 revision*. Retrieved April 19, 2015, from http://www.un.org/esa/population/publications/wpp2008/wpp2008_highlights.pdf