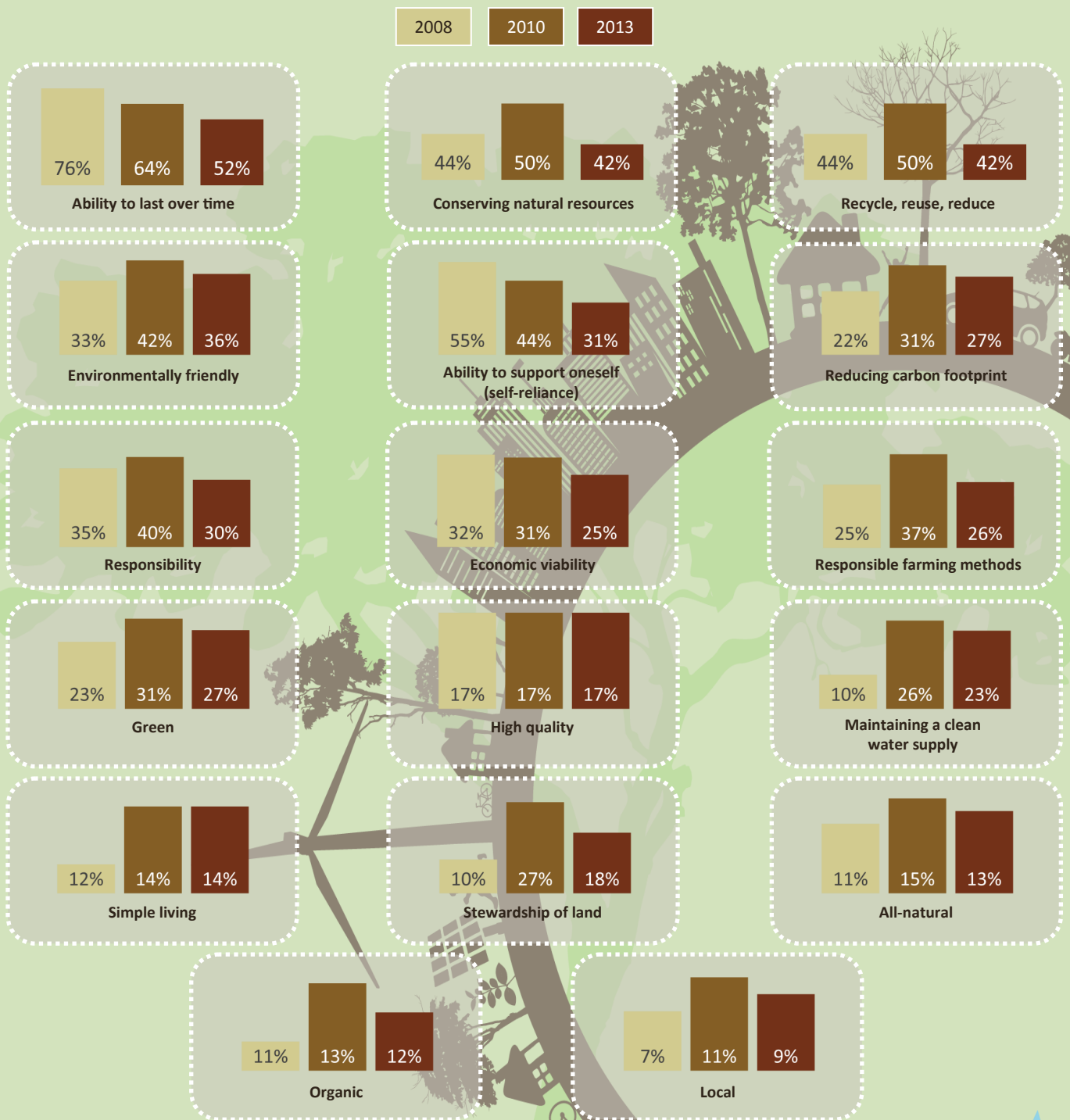


# THE EVOLVING MEANING OF SUSTAINABILITY

## How the consumer understanding of the term "sustainability" has changed

While consumers associate a diversity of meanings with the term "sustainability," the sustainability mindset involves a greater awareness of practices and products beyond sustainable attributes, including those perceived to impact the greater social and economic good. One of the most common associations with the term is the notion of endurance over time. The notion of responsibility as doing the right thing has particular resonance with consumers in that it symbolizes an underlying value that guides their views about sustainability.

*The word "sustainability" may mean different things to different people. What does it mean to you?  
 (Asked of consumers familiar with the term "sustainability.")*



Source: Sustainability 2013 report, The Hartman Group