Glocalities
think global, act local

TOWARDS 2030 WITHOUT POVERTY
INCREASING KNOWLEDGE OF PROGRESS MADE AND
OPPORTUNITIES FOR ENGAGING FRONTRUNNERS IN THE
WORLD POPULATION WITH THE GLOBAL GOALS

POWERED BY
motivaction

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Management summary

This study investigates public awareness of the SDGs worldwide. It also identifies groups of people which can be of assistance to the global SDGs community in its mission to realize the Sustainable Development Goals by 2030. The main outcomes are:

- Despite that extreme poverty has almost halved since 1990, the great majority of people around the world do not think that progress has been made. Many people think that extreme poverty actually has increased in the last decades. The large difference between people's perceptions and reality indicates major challenges in efficiently communicating progress and generating momentum for a higher and more effective level of participation and involvement of the general public.
- In the global survey we identify two similar yet distinct groups of well-informed front runners: the visionaries and the involved optimists. These groups of people have a much more positive disposition than the rest of society. Taken together, these frontrunner groups encompass one in five people surveyed. They are often Millennials who do not only adopt an optimistic stance towards eradicating global poverty, but are also more ready to get involved personally in combating poverty and helping to realize the Sustainable Development Goals. This crucial mass of trendsetters who are likely to become even more influential in the years to come is competitive, ambitious and results-oriented by nature; they often belong to the values segment of the Achievers.
- In certain aspects, such as desire for status, the frontrunners differ fundamentally from people who work in the charity/non-profit sector. The latter are strongly driven by idealism, altruism and morals and are much less driven by realizing personal or organizational objectives. They often belong to the values segment of the Creatives. People from the charitable community are strongly driven by values rooted in caring, while the trendsetting frontrunners are often managers in a variety of sectors who have a strong belief in empowerment of people, the possibility of change and a determined and planned realization of goals set.
- Despite attitudinal differences, the vision for a better world and the desire to contribute to social change are the link between the charitable community and the frontrunners.
- Reaching and actively mobilizing this crucial mass – the visionaries and the involved optimists – present great potential for the SDGs community. The frontrunners often already occupy influential positions in society, leadership and the business community. They possess skills, power, leadership qualities, respect from others and a broad social network, which are strong assets in the strategic and tactical process of realizing the Sustainable Development Goals by 2030. However, in order to gain the highest leverage and really make a difference, it is imperative to promote initiatives that are proven effective. Raising the level of knowledge about what works and what does not among people who want to contribute is a major challenge for realizing the Global Goals.
- Using the best-fitting communication methods and storylines to engage and involve the frontrunners relies on tapping into the right and distinguishing archetypes. Storylines and frames which have a strong fit with the 'ruler' archetype (setting goals and working towards realizing them which resonates with both groups) are appealing among all frontrunners. The 'magician' archetype (seeing and working towards realizing the necessary transformations) more often resonates with visionaries, whereas the 'sage' archetype (telling the facts and science about the impact of initiatives, progress made and challenges ahead) resonates strongly with involved optimists.
- Finally, making more influential people aware of the progress so far regarding extreme poverty eradication is of major importance, as even among the frontrunners the knowledge of progress made is still rather low and these people are in the position to share results effectively and mobilize others. The halving of extreme poverty is one of the most impressive recent achievements of humankind and sets a strong basis to gain momentum for the Global Goals campaign, well worth emphasizing and sharing with all.

The survey shows that the fight against poverty and realization of the SDGs can be taken to the next level. This can happen by envisioning and realizing a strong cooperation between the SDGs community (UN, governments, NGOs and companies that follow corporate social responsibility strategies) and the frontrunners identified in the survey on the basis of proven effective sustainability initiatives. The web revolution and the social media sphere offer ample opportunities for involving citizens across the globe in increasing the pace of change for the better and participating in the process.

Introduction

Global Goal 1: 2030 without poverty

The United Nations Sustainable Development Summit, which took place in New York between 25 and 27 September 2015, marked the culmination of the formation process of the Sustainable Development Goals (SDGs). In the Summit, the 2030 agenda for sustainable development was established and a Global Goals campaign was launched, supported by numerous organizations and social movements. In the year 2000 the Millennium Summit of the United Nations produced the Millennium Development Goals[1], addressing the greatest development challenges of the time. The year 2015 marked the end of this campaign, having contributed to notable progress, albeit with mixed regional performance[2]. Recognizing the need for the next step, in 2012 UN member states launched a process at the UN Rio+20 Conference in order to develop a set of Sustainable Development Goals (SDGs). These goals have to be realized by the year 2030. They build upon the Millennium Development Goals and converge with the post-2015 development agenda while taking into account different national circumstances, priorities and capacities.

Recognizing the potential of the SDGs, Amsterdam-based research agency Motivaction International utilized the global reach of the Glocalities survey in order to unveil how people around the globe:

- think about the possibility of eradicating poverty (SDG1), the role they can play and their knowledge about developments in the last decades with respect to poverty
- evaluate their knowledge of the SDGs and identify the priorities that they set for the goals.

This became possible by integrating SDG-related questions into the values-based Glocalities survey. This offers deeper, culturally-relevant and precise insights into the relationship between people's

knowledge and opinions with respect to the goals and their values and lifestyles. Based on the learnings from the survey, we formulate recommendations with respect to how a greater proportion of the (potential) SDGs supporter base can be motivated to participate in improving the quality of life of people around the globe.

This research report provides a new framework of values and lifestyle-based insights for the global charitable, political and business community. Reaching deeper understanding of the level of awareness about the actual eradication of extreme poverty and the priorities people set with respect to the SDGs contributes to more targeted strategies for communications and engagement of the general public. This report focuses mainly on the level of knowledge in the population. It also deals with the questions of which population segments are ready to be further engaged and which communication frames resonate with their values (the 'who' question).

The 'what' question – which precise actions and sustainability initiatives have the most impact – is out of scope of this study. We recommend using our survey findings in combination with advanced knowledge about the actual effectiveness of charitable actions and CSR policies (see for example reviewing and recommendation initiatives such as givewell.org, poverty-action.org and 80000hours.org).

In the next section we start by describing the key questions and setup of the international study and report.

(1)http://www.un.org/millenniumgoals/
(2)https://en.wikipedia.org/wiki/Millennium_Development_Goals#Progress

Key questions and setup

The key questions we address in this explorative research project:

- To what extent are people aware of the developments with respect to extreme global poverty in the last decades?
- What are people's expectations for the future with respect to global poverty?
- Do people think they can personally make a difference in helping to end poverty?
- Are people aware of the UN Sustainable Development Goals (Global Goals) set for 2030?
- Which priorities do people set with respect to the Global Goals?
- Who are the people who have knowledge about the developments in the last decades and the SDGs? Who are the people who say they can make a difference?
- What opportunities for more enhanced communications and activation strategies can de identified, based on the survey findings?

The study begins with people's perception of the established progress with regard to eradicating poverty and their degree of optimism regarding the next 15 years. Subsequently, we measure to which extent they actually think their own actions can make an impact. In Chapter 2, we measure how much people actually know about the SDGs and which Goals they consider most important. In Chapter 3, we segment the population into two groups using two similar but yet different perspectives: the extent to which people believe that poverty will be eradicated by 2030 and the extent to which they believe that their individual actions can make a difference in ending global poverty. These groups comprise a crucial mass that the Global Goals movement may address to form a powerful coalition in the fight against extreme poverty.

We then profile each target group in Chapter 3, using selected insights from the rich database of Glocalities. In the same chapter, we relate the findings to the profiles and opinions of people employed in the charitable sector. In Chapter 4, we summarize the findings and identify opportunities for enhanced strategies that have the potential to resonate with a greater mass of people across the globe.

About Glocalities

The world is constantly changing. Technologies that grow exponentially and new media mean a continuously faster distribution of knowledge and products. The challenges for governments, companies and NGOs are greater than ever. It is crucial for organizations to have the best possible understanding of actual and future developments. A necessary condition for success is a detailed understanding of trends and population segments and how these differ from each other locally and relate to each other worldwide. For the Glocalities research, Motivaction surveyed more than 56,000 respondents in 24 countries and 15 languages between December 2015 and February 2016. The study was conducted in: Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Netherlands, Poland, Romania, Russia, South Africa, South Korea, Spain, Sweden, Turkey, United Kingdom and the United States. Together, this selection of countries contains 62% of the world population and represents 80% of the world economy. With unique knowledge of what drives people around the world, Glocalities offers social intelligence and a fact-based navigation system in times of rapid glocalization.

Methodology

The Glocalities fieldwork was conducted in two phases between December 2015 and February 2016. In the first phase, 56,409 respondents from 24 countries participated. In this phase the questions that we use for building our models and instruments were incorporated. The questions about the SDGs were posed during the second phase of the project, in which 26,492 re-contacted people from the first phase completed a follow-up questionnaire. The study was conducted through the online research panels of SSI and GMI, two agencies that are specialized in international fieldwork. On average, the 24 countries that were analyzed have an internet penetration of 69%. Quotas were set beforehand and the datasets were weighted according to national census data. Each country has an equal weight in the total dataset. The survey samples of 22 out of the 24 countries are representative for the populations of 18 to 65 years, with respect to age, gender, region and education[3]. With respect to age, gender and region, we weighted the Indian and Indonesian samples to represent the total population of 18 to 65 years old. Regarding education, the Indian and Indonesian samples are representative for the online population only. This is due to the very low overall internet penetration in these countries.

Score standardization has been applied in all values-based item analyses for two reasons. First, because values are always relative to one another and standardization is recommended by academics in the field of intercultural values research, such as Geert Hofstede and Shalom Schwartz. Second, because of the necessity to correct for culturally-specific response styles in international surveys, as people from specific countries tend to agree/disagree more often with statements in general.

The questionnaire was conducted in 15 languages and was translated from the English source questionnaire by professional translators. The translated texts were then back-translated by other professional translators. Subsequently, researchers from Motivaction compared these back-translations with the English source questionnaire and improved the translations where necessary.

Glocalities survey components
(see appendix for more information)

(3) In Brazil, China, Mexico, Romania, South Africa South Korea and Turkey the educational quota with respect to the low and middle educated were combined, due to the very low online presence of less educated people in general and in online research panels in these countries.
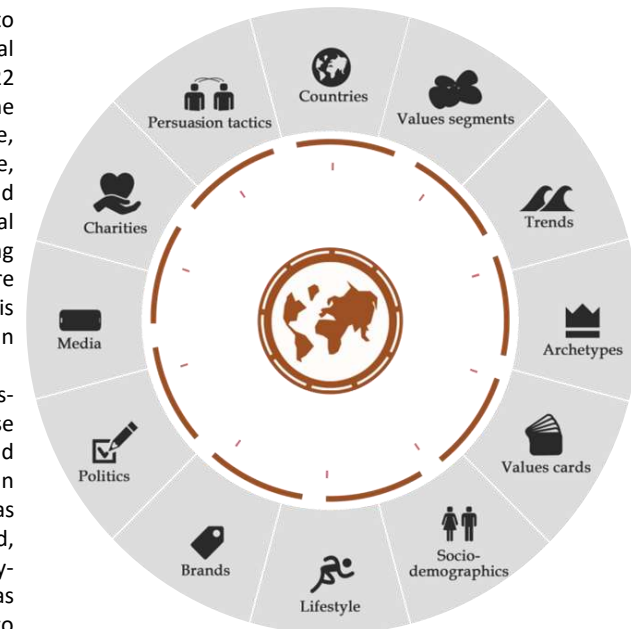
CHAPTER 1 – POVERTY AS A MAJOR CHALLENGE

1.1 Extreme poverty in the last 20 years

We begin this analysis with an evaluation of people's perception on progress so far with regard to Millennium Development Goal (MDG) 1: poverty eradication. The goal was to halve poverty by 2015. This goal was actually reached in 2010. In 1990, 1.926 billion people lived on less than $1.25 per day, which is used as the definition of 'absolute poverty'. In 2015, the number had dropped to 836 million[4]. But are people around the world aware of this? We asked the Glocalities respondents how much progress they believe that has been made. The results reveal a totally different picture. Only 13% are aware that extreme poverty has actually decreased and only 1% knows that it has decreased by 50%. The vast majority of people thinks extreme poverty has increased or remained the same.

In the last 20 years, the proportion of the world population living in extreme poverty has:
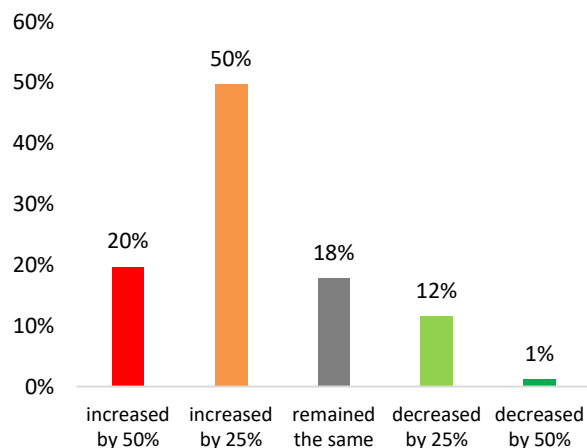
(4) http://www.undp.org/content/undp/en/home/mdgoverview/mdg_goals/mdg1.html

Measuring the eradication of extreme poverty

Measuring the eradication of extreme poverty worldwide is subject to barriers, as reliable data is not readily available. The World Bank has compiled a database based on data from more than 140 locations worldwide. More information on the various sources of data can be found on the website of the World Bank (http://data.worldbank.org/about/sources-of-data-and-info-about-mdgs). The MDG Track Initiative (www.mdgtrack.org) also offers an interactive overview of the progress regarding the eradication of extreme poverty.

The graph below[5] shows that extreme poverty eradication (living on less than US$ 1.25 per day) has been the greatest in East Asia, followed by South Asia. Sub-Saharan Africa has also made progress, but extreme poverty is still prevalent in the region. The results point to the fact that regional factors remain highly influential for the success (or not) of anti-poverty initiatives.
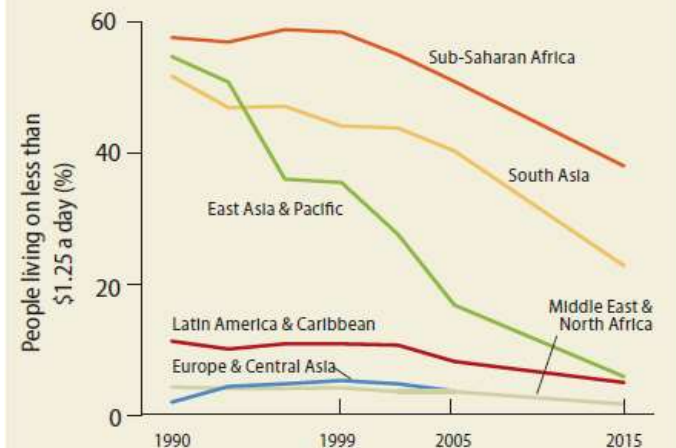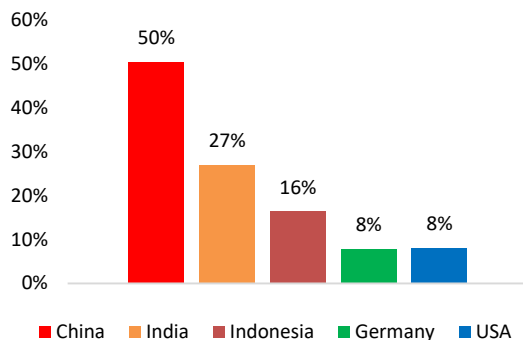

Source: World Bank staff calculations.

(5) World Bank (2010) The Millennium development Goals and the road to 2015: building on progress and responding to crisis

Notably, when we asked people in different countries how much they believe that poverty has been reduced in the last 20 years, we observe clear regional variations that are in accordance with the graph of the World Bank.

Share of people who believe that extreme global poverty has decreased in the last 20 years

Legend: China, India, Indonesia, Germany, USA

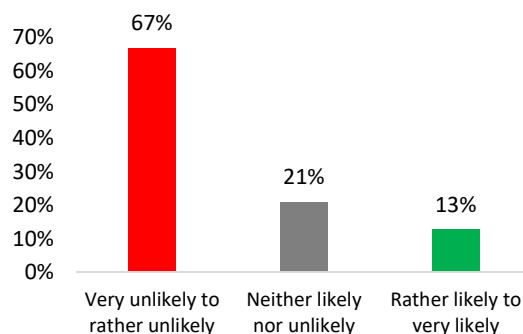China 50%, India 27%, Indonesia 16%, Germany 8%, USA 8%

The Chinese have noticed the greatest improvement and impact, followed by Indian and Indonesian respondents. Actually in China and India the most progress has been made in eradicating extreme poverty[6]. On the other side, people from countries in the West believe much less that extreme poverty in the world population has actually decreased. If people do not see extreme poverty eradication happen before their eyes in their country and recognize the impact, the odds are low that they believe that the proportion of people across the globe who live in extreme poverty is actually decreasing.

1.2 The likelihood of ending global poverty

The survey results show that people clearly do not believe that extreme poverty levels have been reduced. Several months after the launch of the SDGs, we surveyed people's feelings about the future. Do they actually believe that poverty will be addressed in the future, do they have hope for improvement or are they pessimistic?

Ending global poverty by 2030 is:

67% Very unlikely to rather unlikely, 21% Neither likely nor unlikely, 13% Rather likely to very likely

The results show that people are also very pessimistic about the future. Only one in eight believes that global poverty can be ended by 2030, which is a vision that lies at the core of the SDGs. Two out of three people consider ending global poverty by 2030 very unlikely.

(6) Source: http://www.mdgmonitor.org/mdg-1-eradicate-poverty-hunger/

Undoubtedly, poverty cannot be eradicated on its own, as the topic has many causes and interrelated dimensions. However, human agency is crucial in the fight against poverty. When directly confronting people with the question of how much difference they believe that their individual actions can make in helping to end global poverty, we observe the following:

In helping to end global poverty, my actions can make:
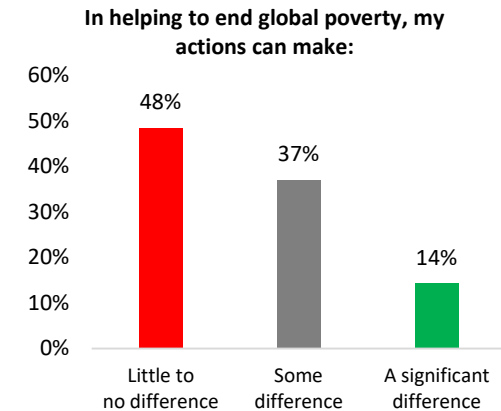
On a global level, we see a dual picture: half of the population believe that their actions can at least make some difference and the other half believe that their actions can make little to no difference. Only one out of seven people believe that they can personally make a significant difference themselves.
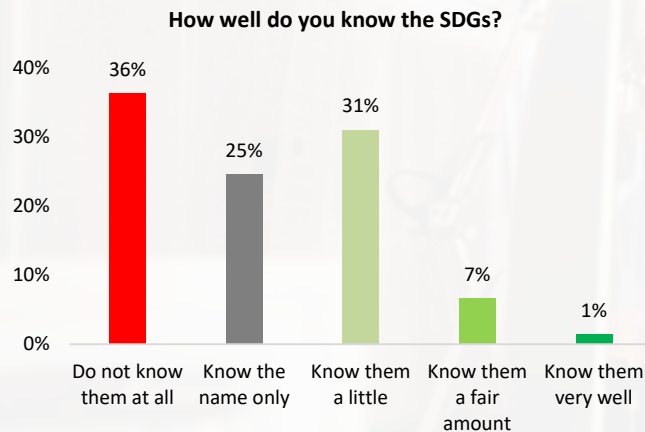
Furthermore, when crossing the role that individual actions can play with people's views on the potential of poverty being eradicated by 2030, there is a strong correlation: the more people think that poverty can be eradicated, the more they believe that their individual actions can make a difference. But before going deeper into this topic and looking at the frontrunners more in depth, we will look at how much people actually know about the Sustainable Development Goals.

CHAPTER 2 – MEASURING THE KNOWLEDGE OF THE SUSTAINABLE DEVELOPMENT GOALS

2.1 Global awareness of the SDGs

We asked people how well they know the Sustainable Development Goals, using the following question: "How much would you say you know about the Sustainable Development Goals, also called the Global Goals for Sustainable Development?" We let them choose among different answers indicating the extent of their knowledge:

How well do you know the SDGs?

	Do not know them at all	Know the name only	Know them a little	Know them a fair amount	Know them very well
	36%	25%	31%	7%	1%

People who claim to know a fair amount or even more about the SDGs are rare (8%). At the time of the fieldwork (December 2015 until February 2016), one in three said they know a little about the SDGs and one in four said they know the name only. Notably, 19% of people in managerial positions (in companies with 10 or more employees) stated that they have at least fair knowledge of the SDGs. Even though this percentage is higher than the world average (8%), it remains low and points to an opportunity for building momentum for the Global Goals campaign by involving influential individuals more strongly.

2.2 The priorities that people set

After the global awareness question, we tested the priorities people would set for themselves with respect to the SDGs[7], using the following question: "The Sustainable Development Goals are a set of objectives that will address the world's most important challenges. The goals were adopted by more than 150 world leaders at a UN Summit held in New York last September. Below you find a short summary and the official description of each goal. The Goals aim to cover a broad range of issues. Which do you think are most important for improving the quality of life for people around the world? Please select up to 4 items."

- **No poverty** - End poverty in all its forms everywhere
- **Zero hunger** - End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- **Good health and well-being** - Ensure healthy lives and promote well-being for all at all ages
- **Quality education** - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- **Gender equality** - Achieve gender equality and empower all women and girls
- **Clean water and sanitation** - Ensure availability and sustainable management of water and sanitation for all
- **Affordable and clean energy** - Ensure access to affordable, reliable, sustainable and modern energy for all
- **Decent work and economic growth** - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

- **Industry, innovation and infrastructure** - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- **Reduced inequalities** - Reduce inequality within and among countries
- **Sustainable cities and communities** - Make cities and human settlements inclusive, safe, resilient and sustainable
- **Responsible consumption and production** - Ensure sustainable consumption and production patterns
- **Climate action** - Take urgent action to combat climate change and its impacts
- **Life below water** - Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- **Life on land** - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- **Peace and justice** - Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- **Partnerships for the goals** - Strengthen the means of implementation and revitalize the global partnership for sustainable development

(7) Source: https://sustainabledevelopment.un.org/?menu=1300

The following figure shows the priorities that people between the ages of 18 ad 65 years in 24 countries set with respect to the SDGs (n=26,492).

Priority	Percentage
Zero hunger	37%
Clean water and sanitation	35%
No poverty	32%
Peace and justice	31%
Good health and well-being	29%
Quality education	28%
Decent work and economic growth	26%
Climate action	24%
Affordable and clean energy	24%
Life on land	17%
Reduced inequalities	14%
Gender equality	13%
Responsible consumption and production	12%
Sustainable cities and communities	9%
Life below water	9%
Industry, innovation and infrastructure	7%
Partnerships for the goals	5%
Don't know	5%
None of the above	2%

The results show that eradicating poverty is in the top three, but clean water and sanitation and zero hunger are considered even more important for improving the quality of life for people around the world. Aspects on which people do not *directly* depend for their survival are positioned lower on the list of objectives.

CHAPTER 3 – IDENTIFYING AND PROFILING THE FRONTRUNNERS

3.1 Two key segments

Realizing change towards the direction of the SDGs becomes more feasible if the Global Goals community aligns and combines forces with a crucial mass of involved citizens and other stakeholders around the globe, while applying and promoting proven methods for effective sustainability initiatives. In the international survey, we were able to identify two groups of potentially impactful individuals: those who are of the opinion that poverty can be eradicated by 2030 (we call them the 'visionaries') and those who think they can make a difference (we label them 'involved optimists'). We find the key segments groups in a variety of working sectors, with a slight overrepresentation of people working in sectors such as education, media, information and communication, engineering and research and development.

Profiling the frontrunner segments by employing various research tools

Socio-demographic information is insightful and important, but only tells part of the story. It falls short of providing in-depth understanding of who the frontrunners really are. To address this limitation, we used the values-based Glocalities segmentation, which distinguishes five values segments. The model shows that people with exactly the same socio-demographic background can vary fundamentally in their outlook on life.

The Glocalities values segments (see figure below) are groups of people that share basic values and have a common outlook on life. More information about Glocalities values segmentation can be found in the appendix.

Values-based segmentation is only one of the tools included in the Glocalities database. In order to offer a complete understanding of the front-runners, we apply triangulation with the outcomes based on other research tools in the Glocalities database, namely trends, values cards and archetypes.

The Glocalities Trends are sociocultural phenomena in society that influence people's behavior and choices profoundly.

The Glocalities values cards are visual representations of fundamental human values. They are based on values inventories from the work of social psychologist Milton Rokeach and cross-cultural researcher Shalom Schwartz.

Archetypes form the basis of the storylines in myths, movies or books. Knowing which archetype(s) are appealing among the frontrunners can help the charitable community to adapt its communication frames accordingly in order to resonate with as many frontrunners as possible.

Let us now examine the two segments among the frontrunners in more detail using the tools.
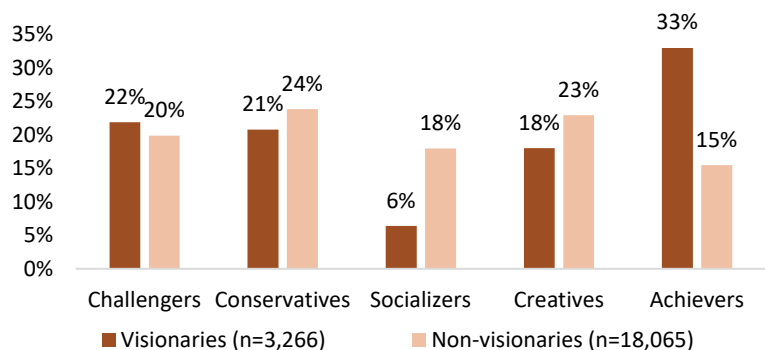
The Glocalities model

3.1.1 Visionaries who believe poverty can be eradicated

The first group of potentially impactful individuals are those who clearly share the view that poverty can actually be eradicated by 2030. Those people comprise 13% of the total population interviewed (n=3,266). Millennials are clearly overrepresented, almost half of the visionaries being younger than 34 years. They are highly-educated people who occupy managerial positions more often than non-visionaries. The visionaries usually live in larger households, are often married and raise young children. They are also more likely to be religious than people who do not think that poverty can be ended by 2030.

The visionaries clearly have a distinct values profile when compared to non-visionaries*. In order to 'map' their profile, we used the Glocalities values segmentation (among other variables).

Vaues segments distribution

Segment	Visionaries (n=3,266)	Non-visionaries (n=18,065)
Challengers	22%	20%
Conservatives	21%	24%
Socializers	6%	18%
Creatives	18%	23%
Achievers	33%	15%

■ Visionaries (n=3,266)   ■ Non-visionaries (n=18,065)

* Non-visionaries are people who believe that ending global poverty by 2030 is rather unlikely to very unlikely (see graph on page 8). The middle group ("neither likely, nor unlikely") has not been taken into consideration for the purposes of this comparison.
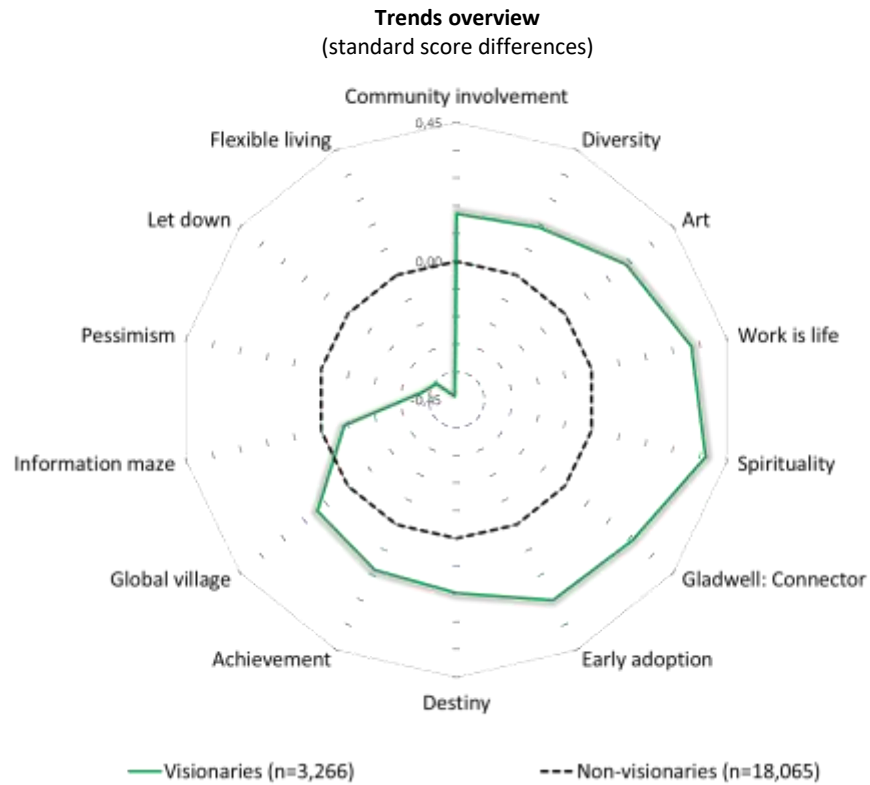
Towards 2030 without poverty

A little more than half of the visionaries belong to the values segments of Achievers (33%) and Challengers (22%) (see Glocalities model explanation in the appendix for a description of these segments). Both of these groups are ambitious, risk taking and have a strong drive to succeed in their mission. The values-based segment of the Socializers is less present among the visionaries, which relates to the segments' less ambitious nature and 'here and now' orientation.

Looking at the values, we note that the visionaries are, above all, spiritual. This again confirms the earlier high score on religion among the visionaries, compared to non-visionaries who do not believe in a higher power. The visionaries more often believe in the existence of a specific destiny for each person. The religious faith of the visionaries may play a role in their belief that eradicating poverty is possible by 2030. Visionaries have an ambitious outlook on life (which we already detected while looking at the values segments) can also be seen in the high score on 'achievement' and the prominent position of work in their lives. Apart from being religious and ambitious, visionaries are also global citizens and connected networkers who believe in diversity and being involved in the community.

The graph below illustrates distinguishing trends among the visionaries, when compared with the non-visionaries.

Trends overview
(standard score differences)

Community involvement
Flexible living
Diversity
Let down
Art
Pessimism
Work is life
Information maze
Spirituality
Global village
Gladwell: Connector
Achievement
Early adoption
Destiny

0,45
0,00
-0,45

——— Visionaries (n=3,266)   - - - Non-visionaries (n=18,065)

Visionaries like to take the lead in trends within their network. They are early adopters of the newest products, which gives them the opportunity to stay ahead and be noticed. The visionaries are also open to other views and life philosophies but have relatively traditional views about human relationships and what they deem acceptable (which is partly culturally determined). They are for example relatively less in favor of equal rights for homosexuals. Finally, visionaries are able to deal with complexity relatively well and are optimistic rather than pessimistic.

Subsequently, we employed the Glocalities values cards instrument, which are visual representations of 48 universal and fundamental human values (a selection of values based on the work of Milton Rokeach and Shalom Schwartz), to validate the initial findings. The usefulness of the cards lies in the fact that they activate an additional sense of the respondents – their vision – in order to 'map' and understand their profile. These are five distinguishing values cards:

successful

ambitious

spiritual

self-confident

innovative

Once again, the values cards show that the visionaries are clearly success-driven individuals, who believe in themselves and are open to new ideas. They are 'out of the box' thinkers who realize that, in order to achieve change in a positive direction, new and innovative ideas and methods are necessary. They are always in search of ways to make an impact and take a spiritual perspective on their life and actions.

Making the difference for others often starts with feeling good about oneself and the visionaries certainly embody this principle; they are much happier about their life than other respondents, scoring a 7.2 versus 6.4 on a 0-10 scale.

They stay alert for what happens around them and the internet is an important source of information for the visionaries. This is also true when they are on the go, as they make more use of connected mobile devices than others.

The visionaries keep an eye on current affairs and have their own preferences about organizations and people who they feel can make a positive contribution. Among the organizations they find appealing, we find an overrepresentation of the World Bank, Grameen Bank for the Poor, Human Rights Watch, Bill and Melinda Gates Foundation, and Friends of the Earth. Those organizations deal with various domains in society, which highlights the great general interest of the visionaries about a wide array of issues and not only eradicating poverty.

The visionaries also have their own distinguishing role models, people they trust and admire. Ban Ki Moon, the Secretary General of the United Nations, is a prime example of a person who especially appeals to the visionaries. Nonetheless, people such as actor and philanthropist Jackie Chan, and billionaire and philanthropist Warren Buffett, are also appealing among the visionaries. Their varied preferences once again underline the fact that the visionaries are keen on building a bridge between charitable issues, business and organizational principles in order to make a difference.
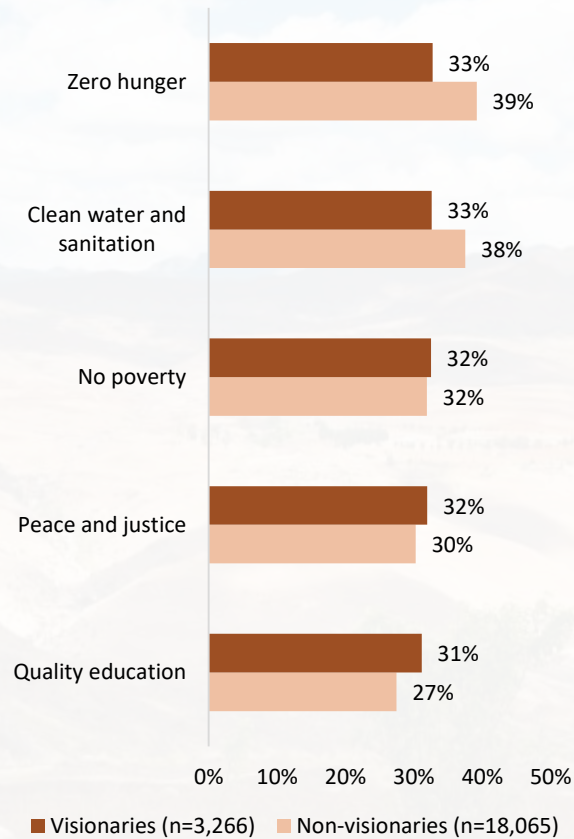
When asked which SDGs they find most important, these are the five highest scoring:
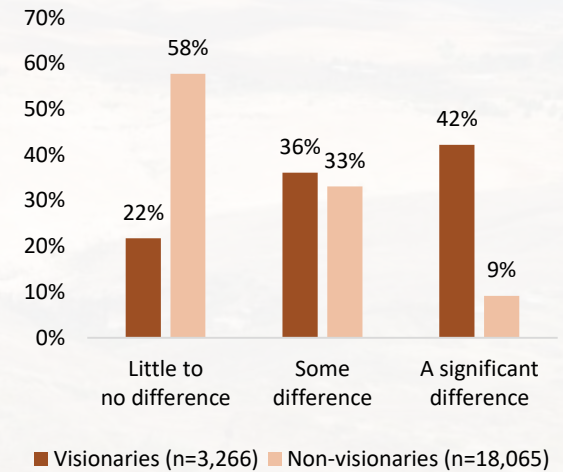
Most important SDGs

	Visionaries (n=3,266)	Non-visionaries (n=18,065)
Zero hunger	33%	39%
Clean water and sanitation	33%	38%
No poverty	32%	32%
Peace and justice	32%	30%
Quality education	31%	27%

■ Visionaries (n=3,266) ■ Non-visionaries (n=18,065)

What the graph tells us is that the visionaries' top priorities are relatively more balanced than the priorities of the non-visionaries', scoring about the same. This indicates that, according to visionaries, a single issue should not monopolize interest. The visionaries are future oriented and consider quality education slightly more important than the non-visionaries.

When asked how much impact they believe that their individual actions can have in helping to end global poverty, the visionaries put far more faith in themselves making a difference, which again illustrates their achievement orientation:

In helping to end global poverty, my actions can make:

	Visionaries (n=3,266)	Non-visionaries (n=18,065)
Little to no difference	22%	58%
Some difference	36%	33%
A significant difference	42%	9%

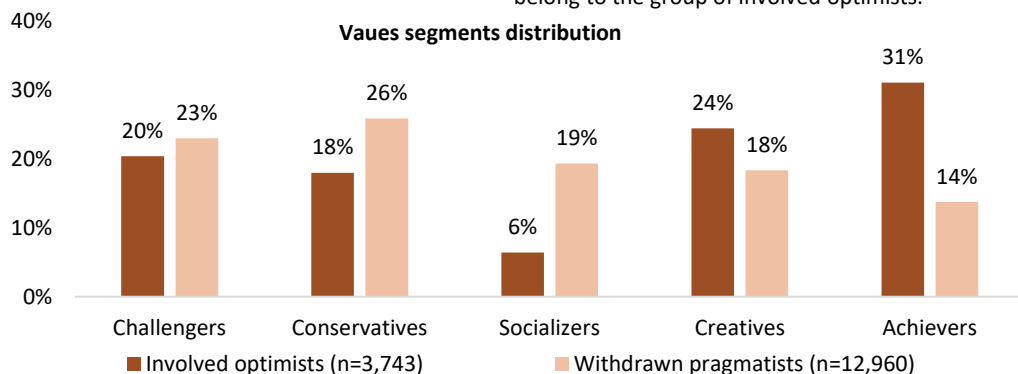■ Visionaries (n=3,266) ■ Non-visionaries (n=18,065)

The visionaries are on average more knowledgeable about the developments with respect to extreme poverty than others: 24% of them think that extreme poverty has actually decreased in the last 20 years, versus only 10% among the non-visionaries. They also have a greater knowledge of the SDGs: as 20% of visionaries know at least a fair amount, whereas only 6% of the non-visionaries do so.

We can conclude that the visionaries have a clear values profile, with crystallized views about what the world should be like and what they themselves expect from their lives and others. At this point, it is also insightful to see what makes the non-visionaries unique. Knowing how they think and what motivates them is utterly useful for a deeper understanding of the topic. As was shown in the values graph, non-visionaries are generally more pessimistic, more often feel let down and find it difficult to deal with complexity. Other values they particularly appreciate (stemming from the values cards) relate to freedom and being carefree. Much more often than average they belong to the values segments of the Socializers, who aim for a carefree life, characterized by harmonious relationships with others and a good family life. These people typically do not look far beyond their immediate environment, focus on 'here and now' and are less often religious.

3.1.2. The involved optimists

The second group that we will explore more in depth takes being optimistic and having a vision to another level. These people actually strongly believe that their individual actions can make a great difference in helping to end global poverty. The involved optimists, as we have come to label them because of their profile, comprise 14% of the total population (n=3,743). 48% of them are younger than 34 years and 42% have received high education. 54% of them occupy managerial positions and 9% have leadership positions in organizations of at least 100 people. More often than average these people (again) are religious, have minor children and live in large households.

This group of people is more likely to belong to the values segments of the Achievers and secondarily to the Creatives (see appendix for more background with respect to the segmentation used). The involved optimists combine the ambitious and status-seeking attitude of the Achievers with the social responsibility, artistic and independent nature of the Creatives. Among the involved optimists, the Socializers and Conservatives are underrepresented (which is also the case among the visionaries). These segments score relatively high among the withdrawn pragmatists, people who do not think that their individual actions can make a great difference in helping to end global poverty. It is also important to note that there is a significant overlap between the involved optimists and the visionaries: 4 out of 10 of the visionaries also belong to the group of involved optimists.

Vaues segments distribution

Segment	Involved optimists (n=3,743)	Withdrawn pragmatists (n=12,960)
Challengers	20%	23%
Conservatives	18%	26%
Socializers	6%	19%
Creatives	24%	18%
Achievers	31%	14%

Below we illustrate the distinguishing trends among the involved optimists when compared with people who do not think that their individual actions can make a great difference in helping to end global poverty*:

Trends overview
(standard score differences)

— Involved optimists (n=3,743)　　- - - Withdrawn pragmatists (n=12,960)
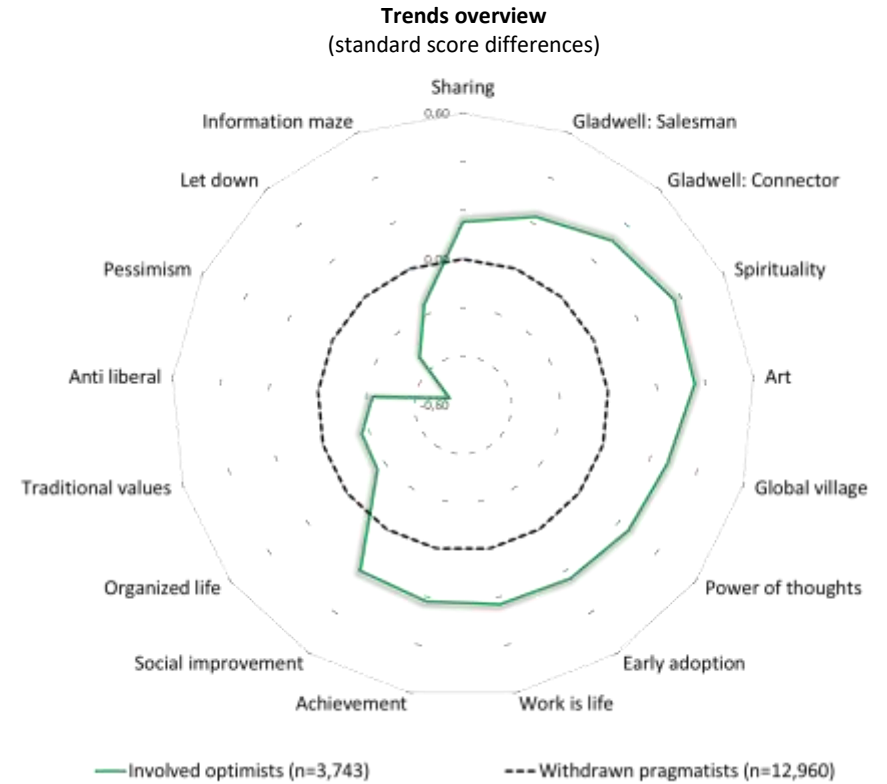
* Withdrawn pragmatists are people who believe that their actions can make little to no difference in helping to end global poverty (see graph on page 9). The middle group ("some difference") has not been taken into consideration for the purposes of this comparison.

The involved optimists have a well-defined and partly similar values profile to the visionaries. They are strongly motivated in their work and ambitions, are geared towards the sharing trend (favoring access to products and services rather than ownership) and contributing to their community. However, they also look beyond the borders of their immediate environment. They are open to other cultures and life philosophies, but are at the same time striving to improve their own social position and attain success. They like to try new things and products, but also go beyond material possessions and look for adventure. They dare to dream about and contribute to a better world, value the arts, are interested in original stories and would gladly work for an organization contributing to social improvement. Interestingly enough, they score high on trendsetting aspects such as being connectors and influential early adopters (survey items related to the core change-making characteristics Malcom Gladwell described in his book 'The Tipping Point').

When examining the values of this group using a visual surveying approach, these are the values cards they find especially appealing, which again confirms their socially involved outlook on life:

equality

helpful

environmentally responsible

ambitious

self-confident

When it comes to their own life, similarly to visionaries, involved optimists are much happier about their life as a whole than people on the other side of the spectrum, scoring a 7.2 (versus 6.2) on a 0-10 scale.

Regarding appealing organizations among the involved optimists, we observe similarities with the visionaries (pointing to a similar empowering attitude). So we see once again that the World Bank, Grameen Bank for the Poor, Bill and Melinda Gates Foundation and Human Rights Watch are relatively popular among involved optimists. But we also find differing preferences, such as their relatively great appeal for Change.org, War Child and UNESCO, which point to a more hands-on attitude towards change making. It is also evidence for a great belief in education and cultural advancement as components of social change.

We observe a similar trend in distinguishing appealing personalities among the involved optimists. Ban Ki Moon once again scores relatively high, but we also find distinct choices such as best-selling author Paolo Coelho, football player Neymar and pop star Shakira. The appealing personalities mix among involved optimists highlights the Achievers-Creatives values segment dualism in this group.

Looking at the SDGs, these are the five highest scoring:

Most important SDGs

SDG	Involved optimists	Withdrawn pragmatists
Zero hunger	36%	38%
No poverty	34%	31%
Clean water and sanitation	33%	36%
Peace and justice	33%	30%
Quality education	30%	26%

■ Involved optimists (n=3,743)
■ Withdrawn pragmatists (n=12,960)
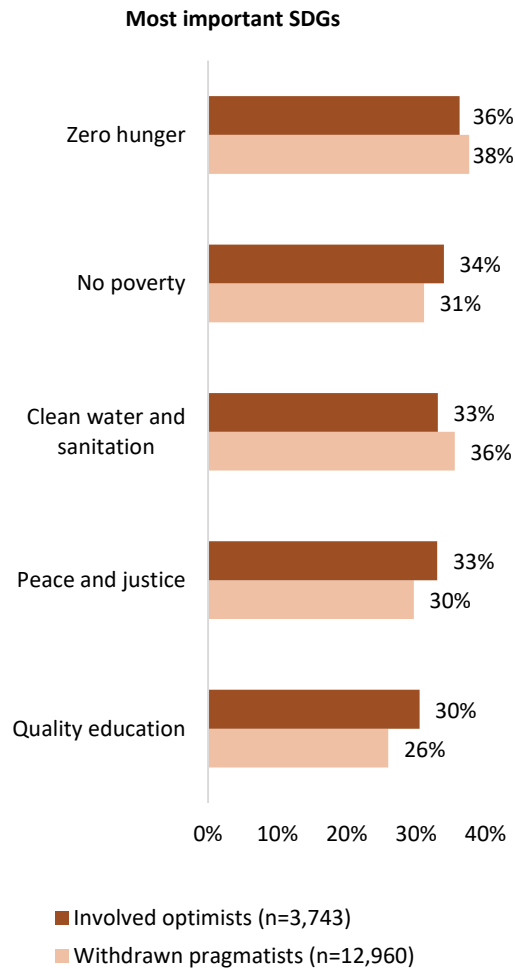
19% of involved optimists are of the opinion that extreme poverty has decreased in the last 20 years (versus 10% of withdrawn pragmatists) and 37% of them believe that poverty can be eradicated by 2030, versus only 6% among the withdrawn pragmatists. Furthermore, 23% of the involved optimists have at least fair knowledge of the SDGs versus only 4% of the withdrawn pragmatists.

Looking at their preferred SDGs, involved optimists have the same goals as the visionaries, indicating that from whichever perspective one looks at poverty, it comes down to similar priorities. This does not mean, however, that we are talking about a single target audience. This becomes even more clear when we look at the withdrawn pragmatists, people who do not believe that their actions can make a difference in helping to end global poverty.

The withdrawn pragmatists are relatively more traditional in their views and have a clearly more pessimistic outlook on life, which makes them slightly fatalistic. This group is not very enthusiastic about defining their own appealing organizations and the same goes for role models. They are relatively less involved about what goes on in the world outside of their direct environment. Maintaining good relations with their loved ones is one of the most important aspects, which puts charity issues to the background. It is no surprise that there are three times as many Socializers among the withdrawn pragmatists than among the involved optimists. Being carefree, being there for their loved ones and leading a safe and organized life are important objectives for the withdrawn pragmatists.

3.1.3 Does knowledge of the SDGs imply a different attitude?

We added an extra layer in the analysis in order to test whether awareness of the SDGs itself is associated with distinct values, which may or may not match the frontrunners' values. We segmented the population in three groups: people who do not know about the SDGs, people who know the name or even have a little knowledge of the SDGs and people who have at least fair knowledge of the SDGs.

Based on the analyses, we see that the people who have at least fair knowledge are highly present among the values segments of the Achievers. 51% of the people who say they have at least fair knowledge are highly educated and relatively more religious. 10% are managers in companies with more than 100 employees. Values they endorse are love for art and culture, community spirit, spirituality and they also have a very strong drive to be successful and respected. Like the frontrunner groups described earlier, they also embody Gladwell's characteristics of influential change makers. In short, knowledge about the SDGs strongly correlates with both having a vision as well as being action-oriented, personally involved and able to set a trend.

The previous analyses show that key target audiences emerge (depending on the adopted perspective on poverty eradication), each of which requires a tailored strategy in order to be mobilized and activated. Let us now see what it takes to appeal to them and develop a vision on how to involve each target audience by connecting more strongly with their deeper motivations.

3.2 Storylines for engaging the visionaries and involved optimists with the SDGs

The existence of a crucial mass of frontrunners and believers alone is of course not sufficient to make the difference and help realize sustainable social and economic change. What is crucial for organizations involved in the SDGs (such as governments, NGOs and companies that implement CSR strategies), is knowing how to approach and engage these people to be inspired and take action. This is where archetypes come into play.

Archetypes form the basis of the storylines in movies, books, famous speeches (think for example about the hero, the rebel or the explorer). Archetypes are about finding the soul of a movement or cause and then expressing it in ways that tap into universal feelings and convictions among people. For example, Hollywood and Bollywood movies are often based on archetypical storylines, just like ancient mythology, and even religious stories frequently include and describe fundamental human archetypes[8].

In the Glocalities program we visualized 12 main and often used archetypes and subsequently measured which of these archetypes resonate best with specific population segments from the Glocalities survey. This information enables The Global Goals movement to choose and work with communication frames that maximize the fit between the SDGs set and the storylines that most resonate with people who can be engaged.

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(8) See for example Joseph Campbell who describes the "Monomyth" in The Hero with a Thousand Faces (1949), based on an extensive study of myths and religious texts from around the globe.

Among both leading target audiences – the visionaries and the involved optimists – the archetype of the 'ruler' scores relatively high when compared with the non-target groups. This archetype (and its accompanying storylines and ideals) inspires and clearly resonates with their outlook on life and the world. Creating an inspiring ruler based communications frame around the SDGs is essential for activating and engaging the frontrunner segments. This frame includes political, NGO and company leaders who take the lead and take a stance for a better world.

The ruler provides structure to the world and is a born leader[9]. The ruler knows that if you want to avoid chaos you have to make things happen and take the lead. The goal of the ruler is often to create a prosperous community. Typical ruler concepts entail high status and distinguishing oneself from the mass. The idea of stability in a chaotic world is also appealing to people who are motivated by this archetype. The ruler often stands for linear change and progress.

Besides the archetype of the ruler, which is equally appealing to both target groups, each target audience has its own distinguishing appealing archetype as well. Visionaries find the archetype of the 'magician' relatively more appealing than the rest. The magician is influential, charismatic and clever, a visionary who does not believe in limitations. Magicians set things in motion, by offering new perspectives and solutions. Change is at the core of what the magician stands for. Not in a linear and calculated manner, but in a transformational and often unexpected sense. Following the Magician frame, the transformational potential of the SDGs and humankind should be emphasized and shown to the world.

The second identified target group, the involved optimists, finds the archetype of the 'sage' especially appealing. For the sage, knowledge is the greatest good: ''The truth will set you free''. The sage uses his/her intelligence, wisdom and analytical thinking to research and understand the world. The sage constantly tries to distinguish truth from illusion. Following the Sage frame in engaging people with the SDGs, knowledge is power and a vital instrument to reshape the world for the better.

Ruler   **Magician**   **Sage**

(9) The Hero and the Outlaw (2001), Margaret Mark & Carol S. Pearson.

A comparison of frontrunners with those who work in the charitable/non-profit sector

In the fight against poverty and realizing the SDGs, the non-profit and charity sector constitutes an important driving force. Governments, companies and the charitable sector can make a huge difference if they succeed in effectively working together. Therefore, it is very insightful to examine how people working in this sector actually think about poverty and the SDGs and the potential of positive change. Subsequently, by comparing those people with the previously identified visionaries and involved optimists – a crucial and motivated mass that is much bigger in numbers than the people working in the charitable/non-profit sector – it becomes possible to see where views converge in order to find common grounds and work together in an optimal way.

Looking at the SDG-related issues, the following patterns emerge from the comparison:

- Employees in the charity/non-profit sector are slightly more optimistic than average about the potential of eradicating poverty by 2030 (17% vs 13% on average), but this share is still small compared with the involved optimists (37%).
- 21% of employees in the charity/non-profit sector believe that their individual actions can make a significant difference in helping to end global poverty, higher than average (14%), but certainly lower than the visionaries (42%).
- Employees in the charity/non-profit sector are the least aware that extreme poverty has actually decreased in the last 20 years, with only 13% believing so (versus 24% of visionaries and 19% of involved optimists). This can partly be explained by the fact that many of them get confronted with poverty through their job much more than the average person, thereby leading to a more pragmatic, if not pessimistic view.

- Only 14% of employees in the charity and non-profit sectors say they have at least fair knowledge of the SDGs, compared with 20% among visionaries and 23% among involved optimists. This is still above average (8%).
- When it comes to the SDGs that employees in the charity/non-profit sector consider relatively more important, we find 'sustainable cities and communities' and especially 'partnership for the goals'. The latter can be explained given the fact that this group of people is directly involved in working with other stakeholders to realize charitable objectives. They recognize the importance of a strong partnership as they may be facing practical barriers in the collaboration with government bodies, other charities and involved companies.

From a values-based perspective, employees in the charity/non-profit sector are often overrepresented in the values segment of the Creatives. They come from a different paradigm and perspective than the Achievers that dominate the frontrunner target groups described earlier, embracing different forms of expression and motivations for realizing ideals. This view is also reinforced when we look at their appealing archetypes, where we find the 'caregiver', who wants to protect, be generous, help and be compassionate, and the 'innocent', who is longing for purity, simplicity, loyalty, goodness and wants to experience paradise. These archetypes actually represent values often associated with the charitable sector and point to a clearly complimentary perspective of looking at poverty eradication compared to the visionaries and involved optimists, who both resonate better with the 'ruler' archetype. These fundamental differences could hinder an effective cooperation, but also point to a key opportunity for effectively combining competences of all parties involved in realizing the global goals.

Typical appealing archetypes per key segment

Despite archetypical differences, it is advisable to combine the pragmatism and success-driven attitude of the visionaries and involved optimists (who often are Achievers in influential positions) with the deeply-rooted sense of compassion of the people working in the charitable sector. This has great potential for appealing to a far larger and more diverse community of people who want to work towards realizing the SDGs. The will of the ruler to create progress and a prosperous community, the wisdom and knowledge of the sage, the disruptive solutions, personal strength and empowerment of the magician, the determination and vision of the hero and the helping hand, compassion and generosity of the caregiver can enforce each other in the process of eradicating poverty. All qualities are needed, since appealing storylines and frames to resonate with a larger mass of people around the globe are essential for involving a greater mass of world citizens. Learnings and insights from the field of sociology and psychology and marketing can play a vital role in accelerating the pace of change.

Visionaries   **Involved optimists**   ⬌   **Employees in the charity/non-profit sector**

| Order | Progress |
| Responsibility | Control |

Ruler

| Order | Progress |
| Responsibility | Control |

Ruler

| Caring | Warm |
| Compassion | Generous |

Caregiver

| Transform | Realize dreams |
| Personal strength | Create solutions |

Magician

| Wisdom | Balanced |
| Intelligence | Connected |

Sage

| Safe | Optimistic |
| Pure | Loyal |
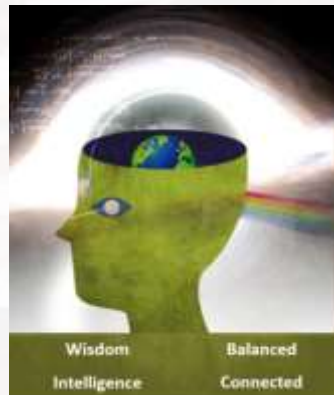
Innocent

Positioning of key target audiences in the Glocalities model
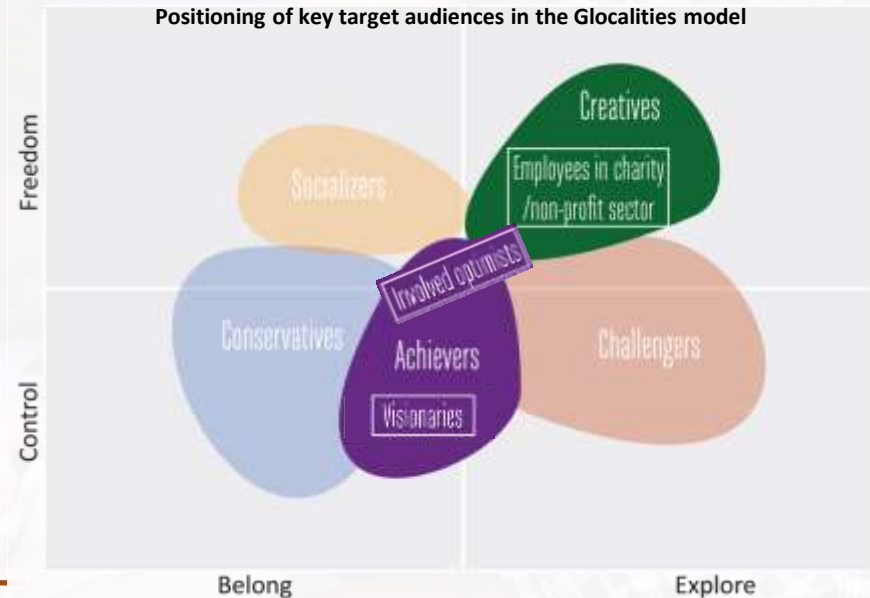
CHAPTER 4 – Values-based engagement of frontrunners through social media

Amidst a climate of global conflicts, economic turmoil, the SDGs community (US, governments, NGOs, involved companies and other stakeholders) has the challenge to gain greater political and public support and increase its relevance to ensure a better future. The results of this study among 26,492 people from 24 countries show that there are new strategies possible to identify, reach and involve a crucial mass of world citizens in putting an end to global poverty. Receiving extra support can ultimately 'make' or 'break' initiatives with respect to the SDGs at large.

In the survey we identified the visionaries, people who believe that poverty can be eradicated by 2030 and the involved optimists, who state that they can make a great difference. The two groups share characteristics and show overlap. They are often younger influential people (older people appear more pessimistic with respect to combating poverty), who often occupy management positions in organizations and businesses. Working closely together with the business community and CSR professionals (whereby people in leading positions can act as nodes) is of major importance to realize the Global Goals. The chances are high that many of the frontrunners will become more powerful in the coming years: they can be considered future leaders who are already influential. Those people are well developed, lead a varied life and they strive to become even better and to experience new things. They view helping people as one more component that can contribute to the stimulating and meaningful life that they want to lead. It is exactly those groups that present the most opportunities for organizations to partner with and maximize the potential of reaching the SDGs. Those people incorporate several change making characteristics, scoring high on Malcolm Gladwell's influential characteristics (being a 'salesman', 'connector' and 'maven', described in his book ''The Tipping Point'').

A major barrier that hinders the Global Goals campaign from reaching the next level and generate energy among the general public is that most people are unaware that significant progress in ensuring better lives for people across the globe (e.g. regarding extreme poverty eradication) has already been made. Realizing the SDGs thus starts with informing people better in order to create an optimistic starting point for further engagement and participation.

How can the Global Goals movement best approach and align with the visionaries and involved optimists for further activation? A key finding in this respect is that both subgroups more often than others say that they are willing to join an online campaign, share content, donate and volunteer for charitable goals. With one in five people between 18 and 65 years internationally belonging to one or both groups, this offers ample opportunities for change. In order to get them involved new communication strategies have to be crafted and linked to highly impactful initiatives.

This is where tools such as the archetypes and values cards offer inspiration and come into the equation. Our analyses show that both influential groups are touched by stories based on the archetype of the ruler: seizing control and making things happen for the better. However, each influential group has its own distinctive preferences as well. So visionaries would rather hear a story following the arguments and emotions that fit with the magician archetype – making dreams come true – and involved optimists the sage archetype – using analytical thinking and new information to obtain a well-grounded view of the situation.

Media, especially social media, are nowadays the most suitable channel to reach the crucial mass of frontrunners. These people are well connected to flows of information, even when they are on the go. Twitter and LinkedIn® are relatively very popular among both influential subgroups, whereas the involved optimists also have a preference for visually-based social media such as YouTube® and Instagram®. The findings also show that the frontrunners more often than others participate in online collaborative platforms.

Despite intergroup differences, the overarching conclusion is that the Achievers clearly dominate in both subgroups. Given that this is a strongly influential segment in society, often with many connections, vitality and power, it presents a crucial group for the Global Goals community to closely align with now and in the long run. This will help the community to increase its impact and leverage. A values-based approach implemented via powerful communication tools sets a solid base to achieve this. Our advice is to combine the strengths of the visionaries (by aligning with them to convince others that change is possible) and involved optimists (by aligning with them to set initiatives in motion and make change happen) with highly effective sustainability initiatives in order to realize the Global Goals at a faster pace. The results from 24 countries around the globe reveal a lot of major challenges in convincing people that change for the better is possible, but also leave a room for optimism because of the progress already made and the strength and potential of the supporter base that can be further engaged.

Collaborative platform for the Global Goals

Achievers are more oriented to results, numbers and action than other population segments. They are very active online and this offers ample opportunities. We recommend the Global Goals community to launch a global collaborative online platform to inform, facilitate and align with the frontrunners in a solid way. The platform should be built around a live, accessible and cutting edge dashboard showing where the world and countries stand with respect to achieving the set goals. The platform should include a practical map with impactful and promising initiatives in all regions that people can participate in or donate to. As the frontrunners are active users of social media platforms such as LinkedIn®, YouTube® and Facebook®, partnering with these platforms is vital. The collaborative platform should include information on progress and the effectiveness of initiatives, so people who want to participate are educated and the highest leverage is reached.

The Glocalities segmentation model

The Glocalities model lies on the premise that people's behavior and opinions are shaped by value orientations that are deeply embedded within persons and society. Where behaviors and opinions tend to be capricious and change over time, value orientations tend to be more stable during people's lives.

For the Glocalities segmentation, Motivaction uses an elaborate list of 50 values statements that is applicable around the globe. Based on more than 15 years of experience with values-based segmentation in the Netherlands and working together with cross-cultural values researchers, we selected a list of key items to be integrated in the first wave of Glocalities in 2013/14. Based on previous international research and a workshop with experts, we then developed a detailed hypothetical global segmentation model in 2013, which was tested and established in 2014 based on the data of the first wave of fieldwork. We employed latent class analysis to construct the model, which resulted in 5 values segments.

The 5 Glocalities segments share similar values, are present around the globe and differentiate optimally from each other. During the construction process we profiled the values segments based on all other information available in the survey (e.g. sociodemographics, lifestyles, appealing personalities, trends, music styles etc.). The segmentation proved to be well differentiating, valid and robust. The segments were mapped geographically around the globe and movie clips expressing their values and lifestyles visually were created.

The Glocalities model consists of two fundamental axes which are based on factor analysis of the values statements used. The axes are highly explanatory for values differences between population segments:
• The horizontal axis shows whether people are focused on a sense of belonging and familiarity or whether they are more exploration and change-oriented. This is the psychological dimension of the model, which does not differentiate strongly between cultures.
• The vertical dimension shows whether people are more focused on control and obedience or whether they are more oriented towards the freedom to make individual choices. This dimension, which we call the sociological dimension, differs between cultures more strongly than the psychological dimension.

Based on the second wave of fieldwork, on which this report is based, the Glocalities segmentation was tested once more and proven to be consistent and stable. In the model five values segments are distinguished:

• **Challengers**: competitive careerists, fascinated by money, taking risks and adventure.

• **Conservatives**: family-oriented people who value traditions, etiquette and an organized life.

• **Socializers:** sociability seekers who love entertainment, freedom and family values.

• **Creatives**: open-minded idealists who adhere to self-development and culture.

• **Achievers:** entrepreneurial networkers who focus on family and community life.

For more information and profiles of the Glocalities values segments, see www.glocalities.com.

The Glocalities model

The Glocalities model

Freedom · Control · Belong · Explore

Copyright Motivaction International
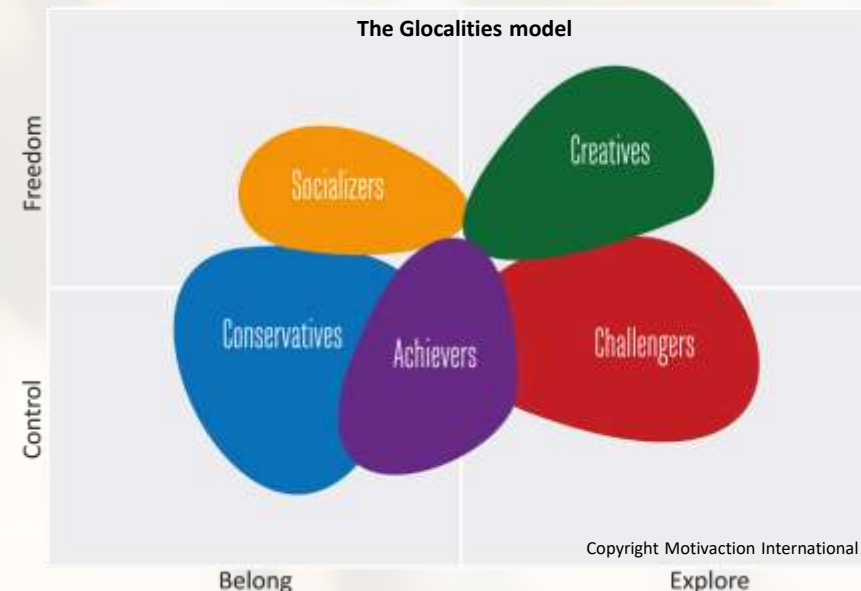
Overview of the Glocalities research tools

The Glocalities database contains more than 2,500 variables covering a wide spectrum of people's lives. When analyzing data, we employ triangulation – using multiple sources in order to validate findings – in order to offer robust insights. On this page we offer a brief description of the Glocalities tools available.

Global coverage
Glocalities covers 62% of the world population and 80% of the world economy, including the following countries: Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Netherlands, Poland, Romania, Russia, South Africa, South Korea, Spain, Sweden, Turkey, United Kingdom and the United States.

Values 'mapping' via:
- Values segments (described on page 30)
- Trends, archetypes and values cards (see next page for a detailed description)

Rich sociodemographic information
The Glocalities survey includes a complete assortment of relevant demographic variables for analyzing specific groups of people, such as age, gender, education, country, region, income, household size, marital status, age of children, employment status and much more.

Lifestyle information
Lifestyle indicators are important for understanding the behavior and preferences of target groups even better. How do people spend their free time? Who are their inspiring icons? What kinds of music do they like to listen to? Our set of lifestyle-related themes provides the right context for profiling respondents from 24 countries. Global and local brands are also included, which offers yet another chance to identify local stakeholders which whom the charitable community could collaborate.

Politics
Political priorities vary across the globe and are partly regionally determined. Voting behavior is closely related to values and ideologies and tells a lot about people's outlook on life and priorities. Do people vote for centrist parties or is their orientation predominantly left or right wing? The Glocalities survey includes country-specific voting behavior and a list of prominent issues and topics of concern in society.

Media
Glocalities covers a range of local and global media. Media such as TV and newspapers play an important role in the daily lives of people. Notably, the media landscape has strongly shifted towards online media such as Facebook® and LinkedIn® and in many countries there are popular regional social networks. See which TV stations and newspapers are popular among the crucial mass in each country, check how social media preferences differ locally and gain a deeper perspective in people's surfing behavior by discovering what kinds of sites they prefer to visit.

Charity-related information
The world is far from ideal. And many people are dreaming and working to make it a better place. During the United Nations Sustainable Development Summit in New York in September 2015, world leaders set 17 Sustainable Development Goals to achieve by 2030. The goals range from zero hunger to climate action and gender equality. In the Glocalities database it is possible to measure which Sustainable Development Goals and charitable issues people across the globe care about the most. A large selection of global and locally-specific charitable organizations is also included.

Persuasion tactics
Experience shows that many people can be influenced as long as they are approached in a way that fits their character traits. Are people sensitive to authority? Are they open to a new perspective? Or do they prefer a step-by-step approach? Based on literature review, Motivaction has integrated a simplified selection of 17 persuasion tactics which are highly applicable in communicating with the frontrunners. The results show that the tactics selected by respondents closely relate to their values and outlook on life and provide usable and relevant insights. By knowing which persuasion tactic(s) best fit(s) a given target audience, the charitable community can shape and enhance engagement strategies.

'Mapping' values and adapting storytelling for effectively engaging the frontrunners

Trends and values

The Glocalities Trends are sociocultural phenomena in society that influence people's behavior and choices profoundly. Think for example about how the sharing trend, the urge for vitality, sustainability and gender role flexibility are changing societies around the globe. Each person is affected by these Trends to a certain extent. An analysis of trend profiles of target audiences allows the identification of opportunities and threats for organizations.

In the Glocalities program we integrated a set of 38 Trends that are internationally active, based on statements from the Glocalities survey. Each trend is visualized with a self-explanatory cartoon. We complement those Trends with 50 everyday life values statements.

Based on the scores on the Trends, we can profile groups of people in depth. This profile offers practical insights and inspiration with respect to dos and don'ts regarding marketing, communications, innovation, policy making and human resources.

We identify the distinguishing values and trends by first standardizing the scores to neutralize culturally-determined answering patterns, then comparing the standard score with the general average of the sample in the 24 researched countries.

Values cards

The Glocalities values cards are visual representations of fundamental human values. Based on values inventories from the work of social psychologist Milton Rokeach and cross-cultural researcher Shalom Schwartz, we have selected a set of 48 values that are universal and relevant for research applications.

Each value has been visualized into a values card, which we have validated qualitatively among people from various cultural backgrounds. The values cards were included in the Glocalities survey and people were asked to select the values cards that they found most appealing. Based on the values cards that a specific target audience finds appealing, creative communications material can be developed and a specific positioning strategy of an issue or goal can be crafted. The usefulness of the cards lies in the fact that they activate an additional sense of the respondents – their vision – in order to 'map' their profile.

Archetypes

Archetypes form the basis of the storylines in movies or books (for example the hero, the rebel or the explorer). In marketing, archetypes are all about finding the soul of your brand and then expressing it in ways that tap into universal feelings and instincts among people (e.g. Harley Davidson and the rebel).

In the Glocalities program we visualized the 12 main archetypes and measured which of these archetypes resonates best with people in the international survey. This information enables charitable organizations and brands to have a better positioning in such a way that there is a maximum fit between the values that they want to express and the storylines that people are interested in.

Short explanation of trends used in this report

Trend	Short explanation
Achievement	Setting challenging goals and being performance-driven
Anti liberal	Believing that giving people much freedom leads to abuse
Art	Considering art an important part of his/her life
Community involvement	Being socially involved with one's community
Destiny	Believing in the existence of an inevitable destiny for every person
Diversity	Embracing items and products from a variety of cultures
Early adoption	Yearning to be the first to buy new products
Flexible living	Advocating equality of rights for gay and lesbian people
Gladwell: Connector	Having a broad social network and introducing people to each other
Gladwell: Salesman	Inspiring others with his/her enthusiasm
Global village	Having a cosmopolitan and international outlook on the world
Information maze	Feeling immersed in an overload of information
Let down	Feeling let down by society
Organized life	Aiming for an organized and predictable life
Pessimism	Feeling a lack of perspective and being pessimistic about the future
Power of thoughts	Believing that thoughts and emotions can influence reality
Sharing	Preferring sharing goods and services with others
Social improvement	Preferring working for organizations that contribute to social improvement
Spirituality	Considering spirituality an important part of one's life
Traditional values	Feeling that traditional values should receive more attention from society
Work is life	Considering work the center of his/her life

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