

Good Life 2030 Ireland

Impact Report

Creative Ireland Creative Climate
Action project 2023-2025

by THINKHOUSE & Purpose Disruptors



Creative
Climate Action



Clár Éire Ildánach
Creative Ireland
Programme



Rialtas na hÉireann
Government of Ireland



GOODLIFE
2030
IRELAND

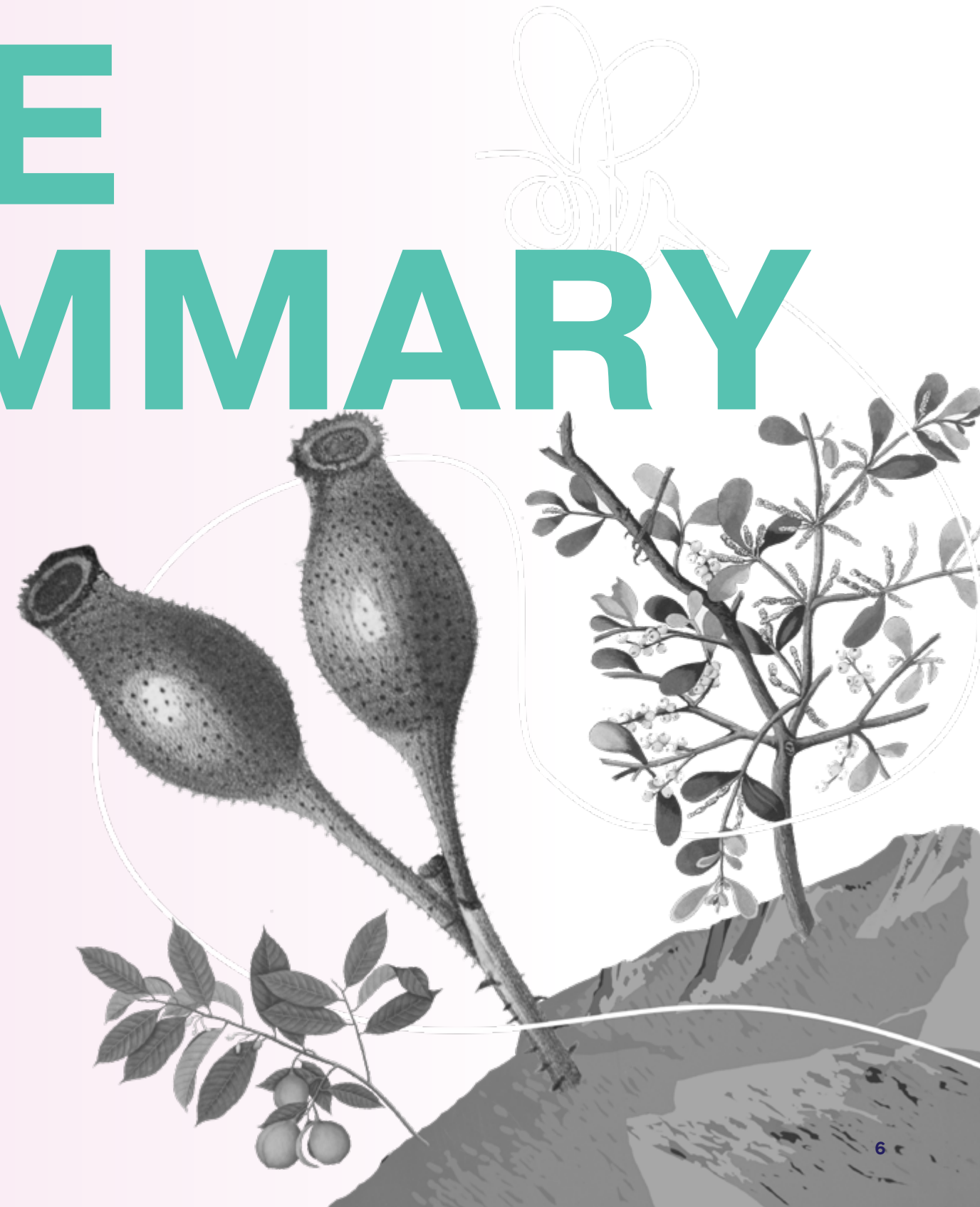
THINKHOUSE

Contents

Executive Summary	5
Impact Overview	11
Key activities & Timeline	15
Evaluation Framework & tools	19
Phase One	23
Phase Two	31
Phase Three	53
Key learnings & reflections	79
Summary of outcomes & impact	85
Recommendations & Conclusion	91
Acknowledgements	93



EXECUTIVE SUMMARY



Introduction

Good Life 2030 is an invitation to imagine a better future.

What if advertising – a \$1 trillion global industry worth **€1.6 billion**¹ in Ireland – was used not to drive overconsumption, which exacerbates the climate and nature crisis, but to help and encourage people to live sustainably, within planetary boundaries?

Good Life 2030 Ireland is a creative project that aims to make a more sustainable life aspirational, by bringing to life compelling visions of the future through advertising – an industry that holds disproportionate power over spending behaviour and cultural attitudes. In doing so, this project aims to showcase critical ways in which the industry must play a more active role in delivering on climate action plans, and spark reflection on what living a *good life* in a climate crisis looks like in broader culture.

Created by **Purpose Disruptors** and powered by **THINKHOUSE**, Good Life 2030 Ireland is an invitation to imagine, and start living, a better, brighter future – one where we live more sustainably, in greater harmony with each other and the rest of the natural world. The project is a response to the wider need to reinvent the relationship humans have with the planet and material things.

This project saw the Irish advertising industry unite for the first time for a creative climate action campaign. It launched world-first national large-scale campaign challenging the consumerism culture around Black Friday.

Inspired and informed by conversations with citizens across Ireland, it promotes a vision of sustainable well-being focused on connection to self, to others and to nature.

This report sets out in detail the overall impact of the project and all the activities undertaken in its duration from 2023–2025.

¹ AdWorld website, January 6th 2026

Why Marketing & Advertising

By engaging with the marketing and advertising community of practice, Good Life 2030 Ireland worked in a uniquely powerful space at the intersection of climate, culture and public engagement. Industries at the roots of business verticals (e.g. energy, transport, food, tech and fashion) are the professional services – including advertising and media, management consultancies, law firms, finance and investment companies. As outlined by the **UNFCCC's *Race to Zero***'s work exploring the role of professional service providers in the climate transition, these industries have the power to exert disproportionate influence over the rest of the business ecosystem. The advertising, marketing and media system has high leverage, intersecting both the business world and wider culture. Our industry's creative and commercial outputs shape citizens' perceptions and aspirations, and have a deep impact on cultural and behavioural shifts. There is a direct correlation between this system's "brainprint" on people's behaviour, the natural capital required for their consumption and their carbon footprint. We need to reimagine the role of this system by re-evaluating the opportunity to use its creative force for good, shaping new narratives to secure a positive role for itself in the future.

The Need To Reimagine

Every day, people in Ireland are exposed to around 3,000 ads – most reinforcing the idea that happiness comes from buying more. But this story is breaking down. Our planet can't keep up with endless production, and neither can our wellbeing. Yet our industry is promoting a *good life* story that is driving people to consume more, regardless of the fact that we have breached **7 of the 9 planetary boundaries**.² It is clear that we need new ways of communicating that support the adoption of more sustainable lifestyles. Good Life 2030 exists to change this narrative while contributing to new narrative frameworks for sustainable living – reimagining what a joyful, sustainable life looks like, and challenging the culture of overconsumption that advertising has helped create and sustain. By inviting people to imagine a different kind of 'good life,' the project helps build the motivation, mindset and behaviours needed to realise a truly sustainable future.

² Postdam Institute for Climate Research, September 24th 2025



Why the framing of the *Good Life*?

Current sustainability communications have not yet generated the scale of public engagement or behaviour change required to meet climate targets. Too often, sustainable living is framed in terms of sacrifice or restriction, which can feel at odds with people's aspirations for a good life. Good Life 2030 reframes sustainability through the lens of creativity and communications – exploring how the power of storytelling, culture and advertising can make climate and nature-positive lifestyles feel desirable, meaningful and achievable. By reimagining what a *good life* looks like, the project aims to inspire new narratives that support mindset and behaviour change.

Futures Thinking

“We need to get excited about the future that’s just around the corner. We need a more imagined future. We need to talk more about where we want to be.”

– **Mary Robinson**, Former President of Ireland and Chair of the Elders, at DCU Centre for Climate and Society conference, April 2024

We utilised futures thinking as a powerful and necessary tool for visionary transformation. Having utilised the Three Horizon's Model in other projects, we learned that imagination is crucial to envision how our lives (and work systems) change over time. By exploring and bringing to life compelling visions for the future, we offered a portal into other ways of being, a way to transport people from the reality of today to new possibilities. This animates the process of reimagining and redefining what a *good life* looks and feels like. This creation of a new future to move towards (now) is key to enabling the industry to change both itself and society.

Activities

In practice, the project consisted of research, a series of events and workshops, and a creative campaign to engage changemakers from the Irish marketing and advertising industry. Participants were invited to reflect on the future and use their skills in new ways to spark fresh thinking and increase ambition for climate action across the country. The key output saw the first ever national, collaborative, creative campaign from the industry for climate action brought to life. The campaign, launched on Black Friday in 2024 with messages of connection rather than consumption, served as a provoking contrast to others in the media space. It was widely welcomed, sparking genuine interest and reflection among those it reached.

Momentum for Change

This project was designed to drive momentum for climate action by meaningfully recognising advertising as a catalysing industry for cultural change first and foremost. It did this by recruiting an engaged community of practice, and, crucially, by also inviting citizens (through the research and media campaign) into a timely, new, and potentially mindset-shifting, conversation about how well we live our lives. The project served as an indication of how people's behaviours and attitudes can adapt quickly when prompted with creative interventions and permission to approach things differently.



IMPACT OVERVIEW



Impact Overview

80%

of people in Ireland reached by campaign. (3.5 million)

10

marketing & advertising agencies collaborating

14,800↑

Viewed the Imagination Toolkit

20↑

Participation in public events

40↑

industry practitioners engaged

30

PR hits, with a potential reach of over 8 million

1,000↑

People reached via talks and lectures

3,000↑

social media engagements

21,000

Website visits

400↑

Downloads of Citizen Vision report

KEY ACTIVITIES & TIMELINE



Key activities
& Timeline

25th October 2023
Citizen Vision
Research Kick Off

17th May 2024
Citizen Visions
Report Webinar

29th April 2024
Citizen Visions
Report Launch

Phase Two
Creative Brief &
Industry Engagement

18th November 2024
Campaign Launch

September 2025
Reimagining
Advertising Event

Throughout 2025
Evaluation Data
Gathering & Reflections

November 2024
to February 2025
Media Campaign Live

Throughout 2025
Public talks & events

Throughout 2025 to 2026
Cinema Campaign Rolling

Phase One
Citizen Vision Research & Report

10th July 2024
Creative Briefing
& Workshop #1

13th September 2024
Creative Workshop #2

Phase Three
Creative Campaign and Publicity

11th September 2024
Leaders Roundtable
on Climate Action



EVALUATION FRAMEWORK & TOOLS



Goal One Facilitating an enabling environment for a more sustainable marketing and advertising industry.

 Rationale: drive more strategic sustainable narratives through advertising, advancing cultural conversations for climate action.

Key Activities Industry Engagement, Events, Publicity & Leaders Roundtable.

Desired Outcomes → Increased capabilities, opportunities and motivation levels amongst industry practitioners.

Evaluation Tools → Measured through baseline and endline surveys with key participants using the COM-B model for behaviour change.

 → Surveys designed and conducted by **Purpose Disruptors UK** (experienced in designing industry evaluation tools).

Goal Two A clearer national vision of what a sustainable 2030 could look like for citizens in Ireland.

 Rationale: highlight how people’s desires for the future can align with sustainable lifestyle change.

Key Activities Citizen Vision Research & Report

Desired Outcomes → For the citizen visions research and conversation to reach over a million citizens, unearthing visions for a more sustainable good life.

Evaluation Tools → Measured through Citizen Vision report research and engagement, media tracking (talkability and sentiment).

Goal Three Citizens reached by the campaign feel more capable to make sustainable lifestyle changes.

 Rationale: test how effective more creative sustainability campaigns (informed by citizen visions for a good life) could be.

Key Activities Creative Campaign Launch & Activation

Desired Outcomes → Citizens report changes in attitudes or behaviour after seeing the campaign.

Evaluation Tools → IPSOS B&A post-campaign nationally representative survey.



PHASE

ONE



Overview

We began by inviting people across Ireland to imagine their good life in 2030 – a future close enough to picture clearly, yet far enough to dream big. Through a series of creative research exercises, participants shared visions rooted in one common theme: connection. Connection to themselves, to others, and to nature – a shift away from the sense of disconnection that defines much of modern life.

People spoke about slowing down, strengthening community bonds, and building a more balanced relationship with the environment. Importantly, these visions weren't dependent on high-carbon activities. What citizens said they truly value – things like time, belonging, purpose – naturally align with a low-carbon way of living.

Core conversations / Research Themes

- **Understanding citizens' values**
We invited citizens to paint a picture of their lives as they stand, reflecting on what really matters to them.
- **Understanding how citizens see the world today**
We invited citizens to reflect on how they feel about the world around them.
- **Good Life Visions**
We invited citizens to imagine a good life in 2030, both for themselves and their communities, and for wider society.
- **Influences on citizen's lives and futures (eg. advertising)**
We invited citizens to reflect on how their ideas and futures are being shaped.

Objectives

- Inform the creative campaign with real citizen visions.
- Understand citizen values and visions of a sustainable *Good Life*.
- Understand citizen views on the role of advertising.
- Reach a diverse cross-section of the Irish population.

PHASE ONE

Key Activities

- Execution of the Good Life 2030 research methodology.
- Engagement with 25 citizens for in-depth exploration of values and visions.
- Harvesting and analysis of insights and trends.
- Publication of the *Understanding Ireland Citizens' 2030 Vision* report.
- Hosting a public webinar for individuals interested in sustainability and storytelling.
- PR and social campaigns to amplify findings.

Outputs

- Published research report.
- Compilation of citizen visions and trends analysis to inform Phase Two.
- **350+** downloads of the research report.
- **60** attended the public webinar and **125+** viewed the recording.

Impact

- Key insights into Irish citizens' values and aspirations regarding sustainability.
- Formation of a solid foundation for subsequent phases.
- **31** pieces of PR coverage of the research (national, local and international), with PR reach of over 6 million.

Key Takeaways

The Time to Reflect is Transformational

The most powerful insight we uncovered was this: when people are given time and space to reflect on what really matters for their future, it can transform how they live in the present. Today, the biggest barrier to living a *good life* isn't intent – it's distraction. In a world of constant noise and information overload, our attention is stretched thin and too often directed toward consumption.

Many people recognised this tension, with **77%** agreeing that the advertising industry should help people lead healthy, sustainable lives.

When given space to imagine their own future, people acted: **43%** of research participants said they had already made, or planned to make, changes after taking part – from volunteering with Tidy Towns to moving to greener communities to raise their families.

Citizen Soundbites

"This research has helped me re-focus my mind in terms of what I need to do in terms of minimising my impact on the environment, and also appreciating what I already have."

"It did get me thinking about the world we live in today...It had me thinking a few days after about changes I would like..."

"Sometimes all a person really needs is an open conversation to open up that chapter."

"It scared me a little bit. My oldest will be 14 in 5 years. My youngest will be 9. I want to have them ready for the world. I want them to be good people. We work extremely hard just to give them what they need. I spoke to my wife about it [the research topics] and we realised that night that we don't live in a neighbourhood where our kids can play. We put our house up for sale."



Attitudinal & Behaviour Change: Citizen Soundbites (unprompted sustainability themes)

These powerful insights surfaced from the research helped to fuel a national conversation about what it means to live a good life – and the role marketing and advertising play in shaping it and cultivating collective longing. It also provided us with a clear call to action for the industry.

"I've decided that everything I buy whether it be food or an object or any consumable, I'm going to really think about it. Whether I need it or whether I don't, where it's from, the impact it's had in terms of manufacturing. I'm going to educate myself a bit more."

"We all have to play our part to move forward to think of the planet and future generations."

"I'm planning to be a bit more self-sufficient. To be a bit more aware about what I buy and how I buy it. I want to be more aware of my neighbours and my communities. If you can promise to yourself that you can get to know 5 more people within your radius that's arguably a good thing. I've changed in that I'm probably a bit more thoughtful on those things. Consciously I may not have been as active in thinking about them but now they are there and present and important."

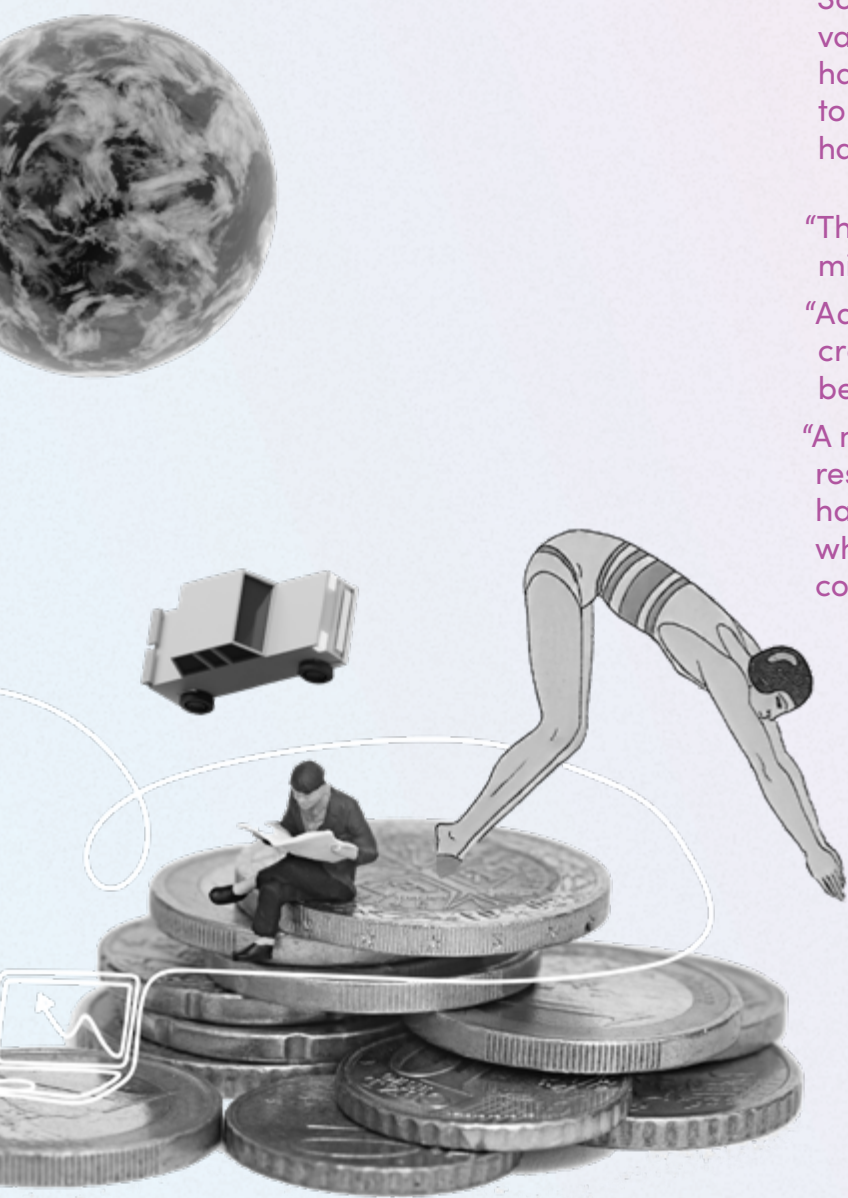
"It's made me think a little bit more about making sustainable living a reality."

"I think people need to talk more about it. There's a lot of us out there who are very aware of climate change but, unless you're talking about it, it may not feel as real to you. This research has helped me refocus my mind in terms of what I need to do in terms of minimising my impact on the environment, and also appreciating what I already have."



Role of Advertising recognised by Irish public

The research findings revealed an opportunity for the advertising industry to support mindset shifts and the reimagination of a good life as 2030 draws closer. Citizens are divided on their views of advertising and its influence currently, but agree that it could be a lever for more positive impact. People also expressed a desire for advertising to align more closely with sustainable and ethical values, influencing public perceptions and behaviours towards a more sustainable *good life*. **Seventy-seven percent (over 3 in 4 adults)** agree that *the advertising industry should help people lead healthy, sustainable lives*.



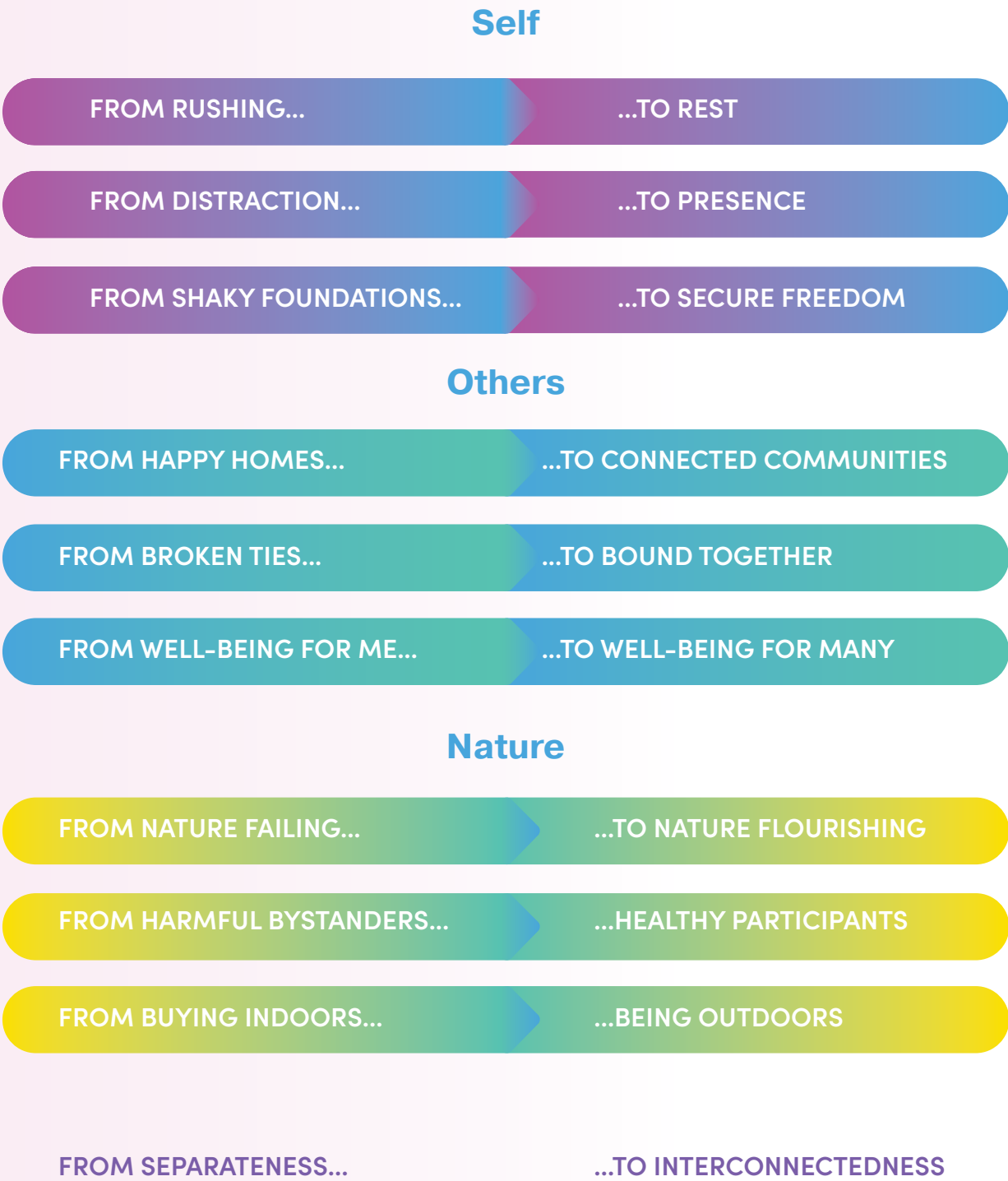
“Sometimes there’s too much value given to what we don’t have, maybe there needs to be a focus on what we do have.”

“They influence individuals’ mindsets.”

“Advertisements allow for creativity, inspiration and belief.”

“A more thoughtful and responsible approach can harness its potential benefits while minimising negative consequences.”

Shifts in the citizen visions indentified for a Good Life in 2030



The full ‘Citizen Vision’ report is available to download and read [here](#).

PHASE TWO



Overview

In phase two, we set out to engage the *architects of desire* – the media, marketing and advertising professionals who shape how people think, feel and act. Across the industry, there's growing recognition of the need for change: through research with IAPI (the Institute of Advertising Practitioners Ireland), we discovered that 57% of Irish advertising professionals say the industry isn't yet doing all it can to create a sustainable world (24% 'don't know.'). To act on this, we brought together 40 creatives from 10 leading agencies to reflect and co-create a campaign inspired by citizens' visions for a better future – one that shifts attention from consumption to connection. The brief challenged the group to use their craft to make sustainable living aspirational and mainstream.

As part of this phase, we also convened the first [Leaders Roundtable](#) on Climate and Advertising, bringing together seven senior C-Suite level industry figures to explore how projects like Good Life 2030 could reshape the sector. Key themes emerged: responsibility, collaboration, alignment of values, and the urgent need for clearer policy and standards.

Objectives

- Expand industry engagement and participation in envisioning a sustainable 2030.
- Create opportunities for cross-industry collaboration, not competition.

Key Activities

- Recruitment of emerging and top creatives from the Irish advertising, media and marketing industries to join the initiative.
- Development of a creative brief and hosting briefing day event.
- Development for industry leaders roundtable format and outreach.
- Hosting, filming & promotion of industry Leaders Roundtable discussion on climate action.

Outputs

- An evidence-led creative brief.
- **28** attended the creative briefing day held at IMMA, including senior professionals from the following agencies: HAVAS, Publicis Dublin, Core, Verve/Showrunner, TBWA/Bolt, Droga5, Folk VML, Bonfire, THINKHOUSE & The Public House.
- [Film of agency reflections from the workshop.](#)
- **7** attended the industry Leaders Roundtable.
- [Short cut and longer film of industry leaders roundtable.](#)

Impact

- Enhanced industry alignment with citizen-driven visions.
- Demonstrable increases in confidence, motivation and perceived opportunity among industry participants in the creative campaign.
- **370+** video views of the Leaders Roundtable (highlights & long version).

Creative Workshop



Key Findings

Meaningful
Change Among
Engaged
Practitioners

The campaign created meaningful shifts within the advertising and marketing community. Across all key measures, the programme delivered double-digit increases in confidence, motivation and perceived opportunity, with the strongest gains seen in practitioners’ belief in their own capacity to drive meaningful environmental change. It positioned industry practitioners as active contributors to national climate and sustainability goals.

Creative
Workshop



94%

of participants agreed

“I want to spend more of my time at work promoting pro-environmental values.”

100%

of participants agreed

“I want to spend more of my time collaborating with others in the industry to promote pro-environmental values.”

88%

of participants agreed

“I am likely to make significant changes to my career to help accelerate environmental progress e.g. opening up conversations internally, opening up conversations with clients, refusing and seeking out certain briefs, changing roles or organisations.”



WELCOME

WE ARE ARCHITECTS OF DESIRE

YOUR CREATIVITY in the SERVICE of CLIMATE

HOW MIGHT WE... MAKE 2030 MORE DESIRABLE

DON'T UNDERESTIMATE the IMPORTANCE of TODAY

[LAURA COSTELLOE] Thinkhouse

CERI JONES

LISA MERRICK-LAWLESS Purpose disruptors

YOU AS ADVERTISERS are OPINION-FORMERS

TANIA BENOTTI creative Ireland

we don't NEED just AWARENESS we NEED HOPE

LIFE on the OTHER SIDE will be BETTER

MORE! MORE! MORE!

TRANSFORMING our INDUSTRY in service of a THRIVING FUTURE

MINDSET shift VALUES

BRIEF:

→ YOUR CLIENT IS: the FUTURE

→ your campaign should: GET PEOPLE EXCITED ABOUT the MORE SUSTAINABLE & CONNECTED LIVES they COULD be LIVING!

USE YOUR SUPERPOWER!

DO NOTHING BE PART of NATURE

* SLOW * LOST * LESS HUMAN * STRIP BACK

Power hour

the original social NETWORK COMMUNITY

celebrate 2030!

WHAT IF... 2030 IS A FESTIVAL

PRIDE IRISHNESS

OWN my own PATCH

PLEASE LEAVE A TRACE - for GOOD

is ACCESS to NATURE a PRIVILEGE?

FIRST PROBLEM? IS MY ICE MELTING?

REDIRECTION of our ATTENTION

NATURE is everywhere & WE ARE NATURE

feel of WET LEAVES

SHELTER

SENSING

GREEN HUES POP my PUPILS perfectly!

IMMERSION IN NATURE

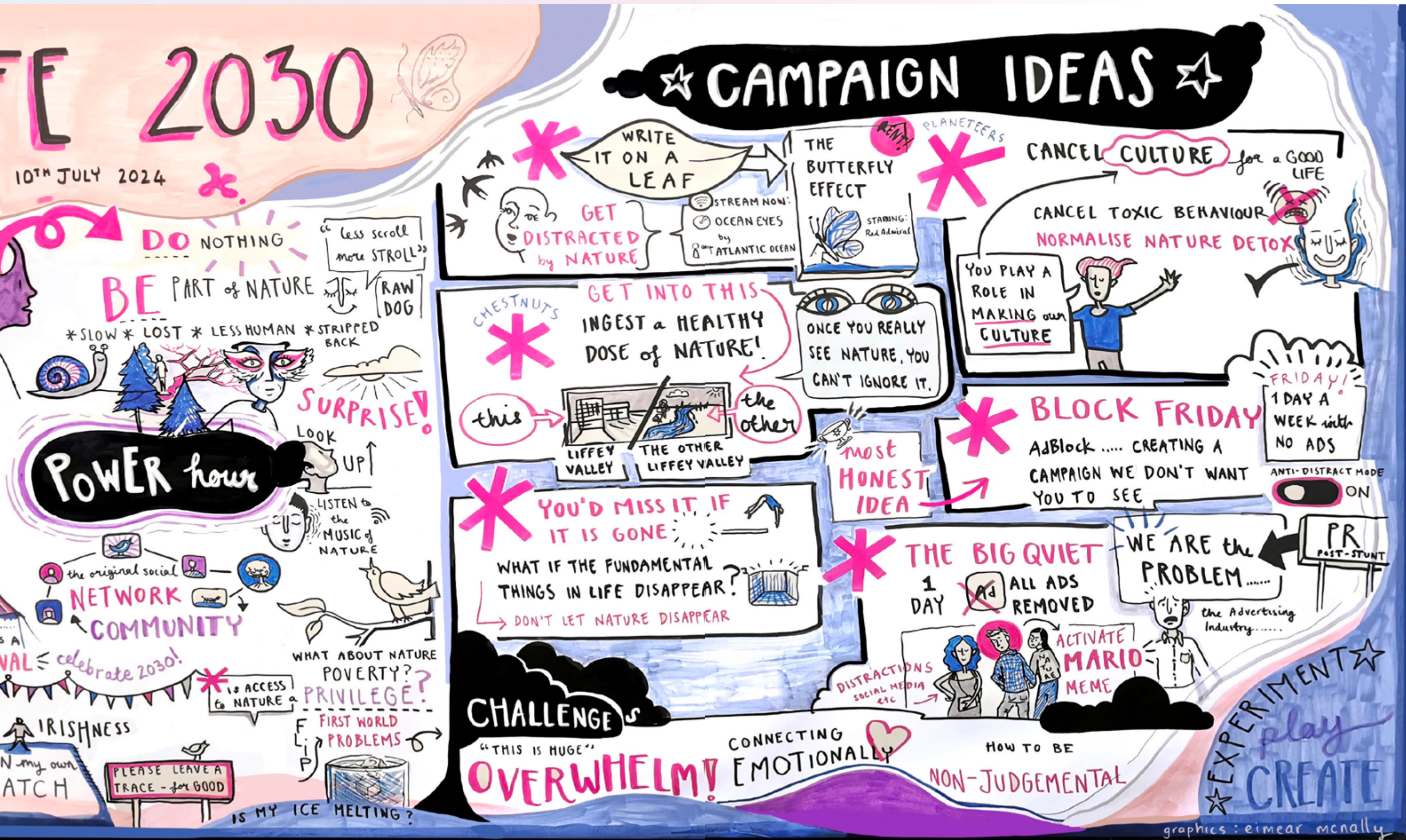
WHAT IF THE DISTRACTIONS WE CREATE COULD BE TRULY DESERVING of our ATTENTION?

FROM SEPARATENESS... FROM DISTRACTION

TO INTERCONNECTION... TO REDIRECTED ATTENTION IN A UNIQUE IRISH CONTEXT

@IMMA 10TH JULY 2024

Image: Workshop illustration by Eimear McNally,
capturing the live discussion and ideas



Impact on participants - pre and post engagement survey results overview & analysis

Themes	Pre	Post	Change
Confidence to drive positive environmental impact	39%	69%	↑29.9pp
Feeling supported to do impact-led work	44%	63%	↑18.1pp
Willingness to spend time promoting pro-environmental values	67%	81%	↑14.6pp
Motivation to collaborate across the industry	39%	56%	↑17.4pp
Belief in advertising's power to influence environmental progress	44%	63%	↑18.1pp



Watch initial video reflections from the industry workshop [here](#).

Impact	Shift	Implication
<p>Significant increase in confidence to create positive environmental impact: Confidence in practitioners' ability to create positive environmental impact through their work increased by nearly 30 percentage points following the programme.</p> <p>Pre-briefing: 39% agreed they felt confident in their ability to drive positive environmental impact through their work.</p> <p>Post-briefing: 69% agreed</p> <p>"Honestly just getting the chance to work on such a meaningful project made me feel like change is actually possible through our work."</p>	<p>"I care" → "I can actively make a difference."</p>	<p>This shows the intervention didn't just raise awareness - it built real, deployable capacity within the creative and advertising sector, directly supporting national climate and behaviour-change objectives.</p>
<p>Sense of permission and support for impact-led work: There was a marked increase (+18 percentage points) in participants feeling supported by their professional environment to pursue work with positive environmental impact.</p> <p>Pre-briefing: 44% felt supported to do work with a positive environmental impact</p> <p>Post-briefing: 63% felt supported</p> <p>"I hope this project can serve as a rallying call for the industry - showing what's possible when we work together."</p>	<p>"Nice but difficult" → "Legitimate, shared and encouraged" within their professional environment</p>	<p>The programme legitimised and normalised climate-positive practice within the sector. By legitimising this work at an industry level, the initiative supports sustained behavioural change and increases the likelihood that environmental considerations are embedded into everyday professional practice, rather than treated as optional or exceptional.</p>
<p>Increased motivation to actively invest time and energy: Willingness to actively dedicate time to promoting pro-environmental values rose by over 17 percentage points.</p> <p>Pre-briefing: 39% were willing to spend more of their time promoting pro-environmental values.</p> <p>Post-briefing: 56% expressed this willingness.</p> <p>"To collaborate with other like-minded people in the industry and feel that collective energy was hugely motivating."</p>	<p>Motivation shifted from abstract intent to willingness to commit real time, effort and collaboration.</p>	<p>The programme legitimised and normalised climate-positive practice within the sector. By legitimising this work at an industry level, the initiative supports sustained behavioural change and increases the likelihood that environmental considerations are embedded into everyday professional practice, rather than treated as optional or exceptional.</p>
<p>Clearer belief in advertising's unique power to lead change: Belief in the advertising industry's power to influence environmental progress increased to over 80% post-programme.</p> <p>Pre-briefing: 67% believed advertising has the potential to accelerate or slow environmental progress.</p> <p>Post-briefing: 81% agreed.</p> <p>"Not only working with others from across the industry, but realising we can do this differently was the most powerful part."</p>	<p>"Advertising has influence" → "Our industry has a responsibility and a unique role to play."</p>	<p>The initiative reinforced confidence in the creative sector's strategic role in national climate action.</p> <p>This demonstrates a strengthened alignment between industry practitioners and national climate ambitions, positions the industry as a key delivery partner.</p>

Core Production Team Reflections

On completion of the project, the team involved most closely with project production, reflected on their biggest takeaways. These included:

Advertising's Relationship With Climate

Overall, participants reported increased hope and ambition about the industry's potential for good and more ambitious about its collective potential, specifically Ireland's potential as a climate solutions leader. This was due to a variety of factors, including:

- **Challenged existing notions:** The project challenged the advertising industry's reliance on promoting the idea that "we need more" and forced questioning on how the industry can align with a more sustainable future.
- **Realized impact and complicity:** The campaign highlighted the industry's significant impact in shaping aspirations and the complicity in glamorizing unsustainable lifestyles, leading to consideration on creative output.
- **Public and industry interest:** The strong positive response from citizens and the industry showed an appetite and enthusiasm for new, sustainable kinds of storytelling, contrasting with "business as usual" thinking.
- **Potential for inspiring change:** Respondents realized the industry's potential to inspire change and promote a sustainable future as desirable, rather than just sharing negative climate statistics.
- **Need for sustained focus:** Concern was expressed that climate change might lose salience amidst multiple global crises, emphasizing the importance of groups remaining steadfast in the fight against it.

Biggest Surprises

- **Positive Interagency Collaboration and Enthusiasm:** Participants were surprised by the enthusiasm and unity among peers and different agencies across the advertising industry, noting the fluid, efficient, and non-competitive nature of the collaboration on a shared noble project focused on change and sustainability rather than profit.
- **Project Impact and Meaningful Contribution:** The depth of the project's message, its emotional resonance, and its alignment with personal values were surprising and highly rewarding, leading to a sense of making a meaningful contribution and sparking necessary conversations.
- **Thematic Shift in Climate Messaging:** It was a pleasant surprise that a climate-related campaign could feel "feel good" and focus on positive emotions, in contrast to the usual feelings of guilt or worry associated with the subject.
- **Media Tensions & Feedback:** One challenge that emerged was the hesitancy of some media companies to participate, as the campaign's message (e.g., "Less Buying") could be seen as

critiquing their other clients or potentially seem hypocritical. Yet in general, media companies were incredibly supportive of the campaign!

- **Reconciling Industry's Negative Impact:** Working on a positive project was exciting and a way to channel purpose, helping to reconcile the difficulty of knowing the advertising industry often has a negative impact on the planet.
- **Project Funding Feedback:** Having Creative Ireland as a funder aided in storytelling and explaining the project. When speaking about the project in the EU in the UK, the Irish Government's investment in creative climate action was seen as extremely positive.
- **Participants more informed & empowered to take action:** While the activities and events we hosted weren't focused on personal climate behaviour changes - rather, focused on changing behaviours in work - participants still reported a notable change in their behaviour:

Attitudinal & Behaviour Change

Over **90%** of participants surveyed reported feeling more informed about climate change following their involvement in Good Life 2030 Ireland activities, while more than **80%** felt more empowered to take action.

Encouragingly, over **four in five** participants also stated that they plan to take action or make changes to their behaviour or lifestyle as a result of the project, suggesting a clear progression from awareness to intention to act.



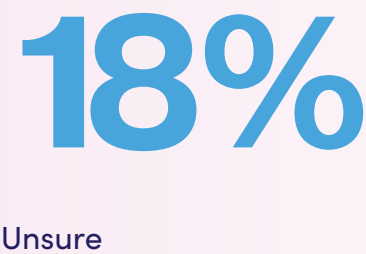
I am more informed about climate change now than I was before taking part in the Good Life 2030 Ireland Project



I feel more empowered to take action after attending/participating in Good Life 2030 Ireland



Do you plan on taking action or making changes to your behaviour or lifestyle after participating in this project?



If yes, what areas do you plan on taking action? (Up to Three)

Plan, buy and prepare food to reduce climate impact and avoid waste.

Making more environmentally conscious decisions around my travel and transport.

Planting for biodiversity or working towards better green spaces.

Avoid wasting heat and energy in my home.

Taking action to address water waste or flood prevention.

Shop in a climate conscious way, buying less or products that can be recycled or reused.

Be involved with groups focused on climate action and supporting the environment.



Fulfillment over excess

The project reinforced the idea that fulfillment is tied to deeper connections, purpose, and a sense of *enoughness*, rather than material wealth or endless consumption. Participants most commonly identified changes related to consumption as their primary area for action, closely reflecting the project’s focus on overconsumption and its reframing of sustainability through the lens of a *good life*. The strongest themes were shopping more consciously and buying less, choosing products that can be reused or recycled; being more intentional about food planning, purchasing and preparation to reduce waste; and making more environmentally conscious everyday lifestyle choices, including energy use and transport. These responses suggest the project successfully translated its *good life* narrative – centred on wellbeing and connection and sufficiency – into practical, achievable behaviours aligned with participants’ daily lives.

Reflecting on changes in their attitudes and behaviours in relation to climate, nature & the *good life*, participants also called out:

Deeper appreciation for time and balance:

The team claimed to have gained a deeper appreciation for personal time, challenging the idea that productivity is tied to being “forever booked solid” and striving to live slower and find balance.

Nature’s importance:

The campaign provided the team with an opportunity to evaluate and reconnect with nature, realizing its importance for a better work and creative life, and reinforcing the idea of a *natural-filled human experience*.

Focus on small, daily changes:

Several respondents also reflected on making small, day-to-day changes to improve wellbeing, such as reducing screen time and introducing nature-time daily.



Production Team Soundbites

“I think the biggest effect was getting me to think more about the role advertising plays in the climate crisis – and how as an industry we need to work together to make significant change.”

“This project really cut through in the industry as an example of what we can do together if the funding and appetite is there to support new kinds of storytelling. The fact that the project was of such interest to people both within and outside the industry made me feel both hopeful and angry. Hopeful because it shows there’s simple ways we can progress this work with the right support and there’s so much enthusiasm for it. Angry because ‘business as usual’ thinking and structures limit what feels possible to people.”

“What surprised me most about working on this project was the depth of its message and the emotional resonance it carried. It wasn’t just another campaign. It challenged societal norms and encouraged people to rethink their relationship with consumerism. That, for me, was incredibly refreshing and rewarding to be a part of.”

“Advertising thrives on the idea that we need more. More products, more experiences, more upgrades in order to be happy or successful. This project, however, challenged that notion and forced me to question how the industry can evolve to align with a more sustainable future.”

“I was surprised by how important the project felt to me – it seemed like something we needed to do, a meaningful contribution to our community and a message of self reflection to everyone.”

“One of the biggest highlights was seeing how deeply the project connected with people. The conversations it sparked felt meaningful and necessary. It’s rare to work on something that aligns so closely with values that promote a more intentional and fulfilling way of living.”

“Overall, this project has been one of the most rewarding campaigns I’ve worked on—a rare opportunity where I can genuinely say it made a positive impact. My personal highlight was the Block Friday activation. Drawing from insights in the interviews about seeking a slower, more connected-to-nature life and applying those principles to the workday was incredibly valuable in understanding what truly needs to change, as well as it overall being an incredible opportunity to escape the workday.”

“One challenge we had was with media companies not wanting to show the work that could be seen as a critique of their other clients eg. Less Buying or Less Shopping Sprees. This however, was really interesting as it highlighted the tension that exists in our day to day roles.”

“...it was incredible to see the amount of free media support the campaign was given, especially given that the subject of the campaign was advertising itself.”

“I believe that the “good life” we’re trying to promote is something that citizens already want, which is a great place to start. With the help of the brilliant minds of our industry, we can remind people of the things that makes us happy and healthy – even if that starts with just small steps.”

“[the most powerful part of this experience has been] not only working with others from across the industry but becoming vulnerable with others from across the industry – realising that many of us are having similar thoughts and dreams.”

Leaders Roundtable Themes

The Leaders Roundtable unlocked significant and timely insights that represent a shift in how we view leadership and embrace responsibility. The discussion explores how the industry can transform both itself, and society, to support Ireland’s climate action plan.

It featured leaders from across the Irish marketing and advertising industry (Ciaran Reilly, Managing Director, Custodian; Aidan Greene, CEO, CORE, Charley Stoney, CEO, I.A.P.I. (Irish Advertising Practitioners of Ireland); Geraldine Jones, Managing Director, Publicis Dublin; Peter McPartlin, Co-Founder, The Indie List; John McGee, Publisher and Editor, Irish Marketing Journal and Adworld.ie; Jane McDaid, Founder, THINKHOUSE), the Roundtable took place on 11th of October at MOLI on Dublin’s Stephen’s Green, and is documented in a 77 minute film as well as a short highlights film.

Having C-Suite leaders engage with this effort was acknowledged as a major first step in lending their knowledge and weight to the discussion around the marketing, media and advertising industry’s ability to drive positive change at scale. The major themes that emerged from the Leaders Roundtable discussion included:

- Responsibility:** The responsibility of the industry and its leaders to take action, and the desire for the industry to make a positive impact through its work.
- Less Harm, More Good:** There’s a desire for the industry to do less harm, more good.
- Collaboration:** The scale change required, demands radical collaboration-between agencies, industry bodies, media and government.
- Values:** Alignment around a set of values for the industry is needed.
- Policy:** Policy support will drive focus and enable more rapid transformation eg. CSRD.

“The roundtable provided the opportunity for key leaders within the Irish advertising community to come together and discuss, with candid honesty, how they felt about our climate emergency and what actions they could take to help address it. To reveal our humanity and complicity is in of itself an act of leadership. The group then arrived at clear action - how could they bring together their peers and co-create a clear ask to the Irish government. One that supports the Irish advertising industry’s output to promote a different sort of Good Life in society. One that Irish citizens have said they want: where they are more connected to self, each other and the beauty of the Irish landscape. This is a wonderful, world-leading example of leadership, in any industry.”

Jonathan Wise,
Co-Founder of Purpose Disruptors,
Host of the Roundtable.

Leaders Soundbites

- “We need to take responsibility.”
- “We need to be more thoughtful about the actual clients that we take, and as well as thinking about the creative output of those clients.”
- “What surprised me was how philosophical my peers, across the agency landscape, can be when given the opportunity and encouragement to have a conversation about climate.”



- “It’s very difficult to finance the amount of communication that is needed to almost counter the negative communication.”
- “It’s very difficult to finance the amount of communication that is needed to almost counter the negative communication.”



Watch the Leaders Roundtable highlights [here](#).

Watch the full ‘Leaders Roundtable’ discussion [here](#).

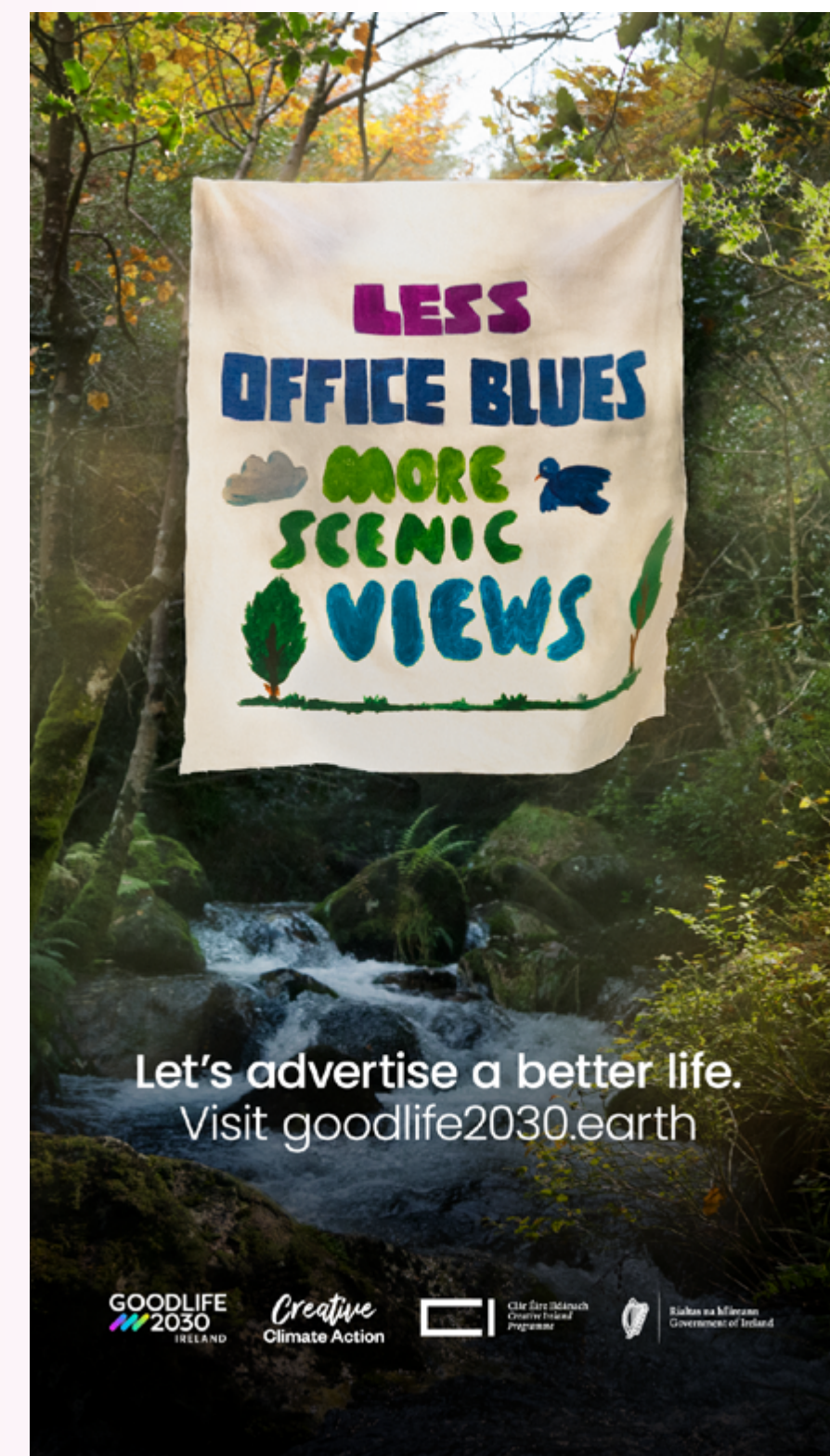
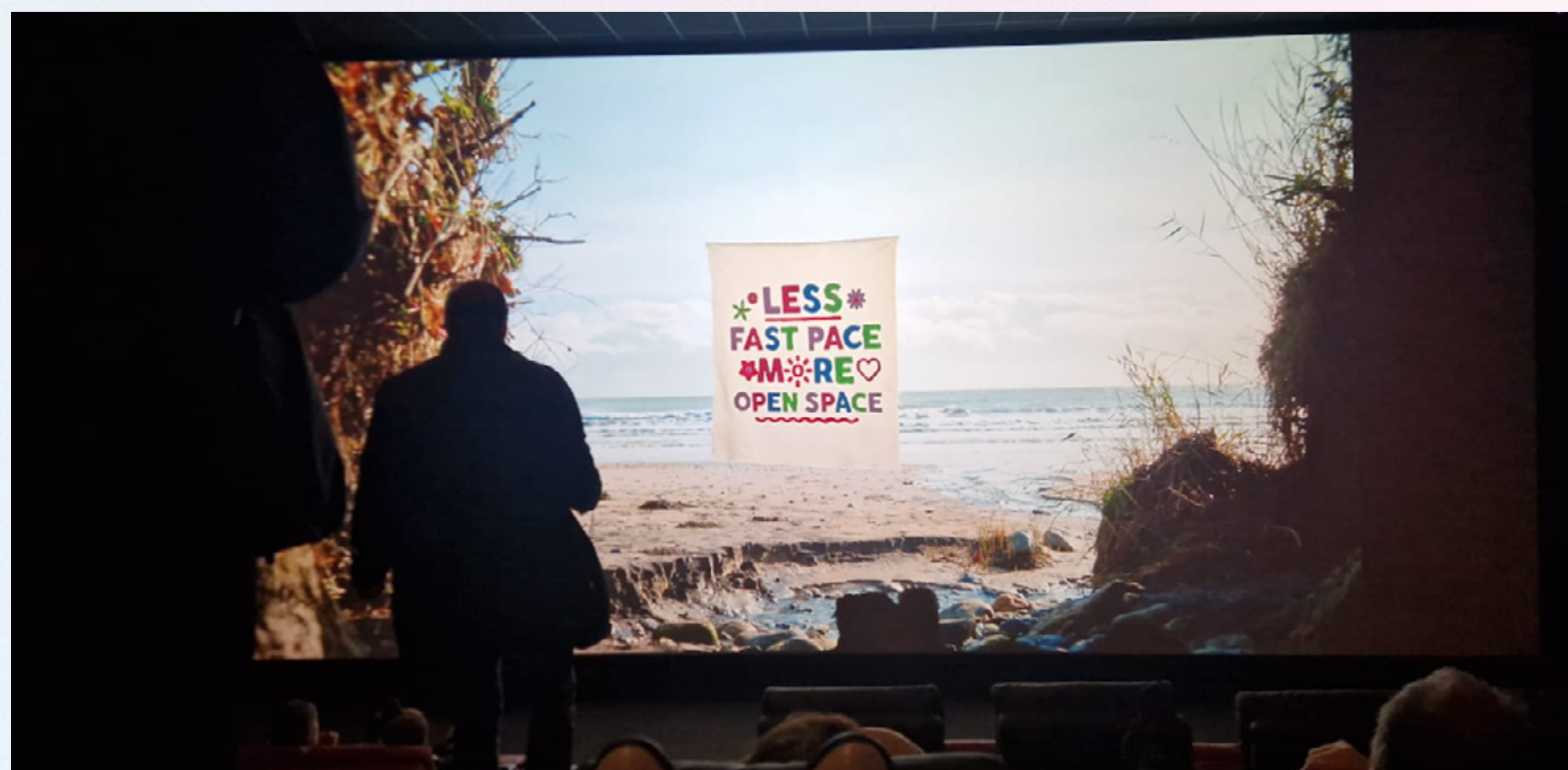


PHASE THREE CREATIVE CAMPAIGN





Block Friday.
Less Buying, More Being.
Campaign, 2024



Block Friday.

Less Buying, More Being.
Campaign, 2024

Connection over Consumption:
The Less Buying, More Being Campaign.

This phase was all about activating cutting-edge advertising, marketing and media to spark public and industry conversations around visions of a more sustainable future.

The campaign ran across print, cinema, radio, outdoor, and digital channels for three months, reaching an estimated **3.5 million people (80% of Ireland's population)**, thanks to the support of ten major media partners.

- Objectives
- Embed citizen visions into mainstream cultural consciousness through a multi-channel creative advertising campaign.
- Key Activities
- Development and launch of a large-scale national campaign.
 - Mobilising a range of media partners to distribute the campaign across Outdoor Advertising, Radio, Social and Newspapers.
 - Integration of PR and a social media campaign to amplify reach.
 - Reimagining Advertising - reflection event in 2025
- Outputs
- Overall, we reached an estimated **80% of the Irish population** with our campaign.

 - Media campaign initially launched & ran for 3 months from November 2024 - January 2025
 - **10-11** of the industry's major media owners got behind the project, displaying the campaign on national media channels (including out of home billboards, radio, cinema, print and digital) for no charge. These included **Pearl & Dean, Mediahuis, Global, Talon, News Ireland, Irish Times, Urban Media, Bauer Media Audio Ireland** and many others.
 - We secured media to the value of over **€450,000** (nearly double the value of the investment in the project)
 - Media reach - **3.6 million**
 - PR reach - **8,233,888**
 - PR hits - **30**
 - PR Global reach (outside of Ireland) - **381,710**
 - **10+** talks / event contributions and student lectures to cascade the work conversations, including keynotes at the *Mary Robinson Climate and Nature Conference*, *Climate Cocktail Club* and *EARTH RISING* festival at *IMMA*.

- Highlights in mainstream news/culture press
- Irish Times
 - The Sunday Times
 - Radio stations (480+ spots): 98FM, Beat, Classic Hits, iRadio NE, iRadio NW, Newstalk, Red FM, SPIN1038, Spin South West, Today FM.
- Highlights in marketing/advertising & sustainability focused press
- The Drum
 - Irish Times Marketing
 - Outrage + Optimism Podcast Mention
 - Inside Marketing Podcast Episode



Highlights
on digital
engagement
(social media &
website)

588,770

Social media reach

2,778

Social media engagements

21,000

Website visits

14,800↑

Viewed the Imagination Toolkit



Adland unites for sustainability drive



Ten agencies have come together to devise Ireland's first national alternative Black Friday campaign challenging high-consumption culture. Titled 'Less Buying, More Being', the ads encourage Irish consumers to support sustainability. The creative campaign was developed through the Good Life 2030 Ireland project by over 40 professionals in Bonfire, Core, Droga5, Folk VML, Havas, Publicis, The Public House, Thinkhouse, TBWA and Verve.



Ad Industry Unites to Challenge Consumption Culture With New Campaign

November 22, 2024



The Irish advertising industry has united to launch its first national large-scale alternative Black Friday campaign challenging high-consumption culture.



The Brief

Informed by the Good Life 2030 citizen vision research, the campaign responded to a clear challenge: while people in Ireland are highly aware of and concerned about the climate and nature crisis, this concern is not translating into meaningful lifestyle change. The research revealed a strong desire for a future *good life* centred on connection, wellbeing and balance, alongside a sense that everyday life is dominated by distraction and consumption. The creative opportunity was to help bridge this gap by shifting attention towards the more connected, sustainable lives people aspire to. The brief invited the creative team to use advertising platforms in a different way – not to tell people what to do, but to gently help them reimagine their lives into the future by redirecting attention away from distraction and consumption towards moments of connection in everyday life. By creating work that paused, interrupted and reframed rather than persuaded, the campaign demonstrated how advertising can create space for reflection and help people reconnect with what matters most, including nature, community and wellbeing.

The Idea

Black Friday x *Less Buying, More Being*

In November 2024, amid the peak of Black Friday and the Christmas advertising season, the campaign intentionally disrupted the constant stream of consumption-led messaging. Instead of competing for attention, it replaced typical advertising distractions with calm, visionary and nature-inspired interventions that invited people to pause and reflect, challenging the dominance of shopping narratives and encouraging citizens to reconnect with what they truly value. Campaign messages like “Less shopping sprees, more native trees” and “Less fast pace, more open space” challenge the noise traditionally created by adland and coincide with Black Friday and COP29, urging people to rethink harmful cultures of overconsumption and imagine a brighter, nature-connected future. The tagline is a unifying call: “Let’s advertise a better life.” By reframing advertising as a prompt for reflection, the campaign demonstrated how creativity can redirect attention and open up more sustainable, fulfilling ways of living.

Media Channels

The campaign adopted an unconventional media strategy, inviting media partners to donate space in support of a shared public-interest goal rather than purchasing traditional placements. This open call was met with a generous response, with a number of partners offering free media space across print, outdoor and digital platforms. The level of support demonstrated both strong industry alignment with the campaign’s purpose and a growing willingness within media organisations to support climate-positive narratives beyond commercial imperatives.

- Digital OOH
- Cinema
- Print
- Online Display
- Social media
- Audio (radio & digital)

As of time of writing, the cinema ad is still being screened regularly.

Imagination Guide

The Good Life 2030 Ireland Imagination Guide was developed as a practical follow-on resource to support people who wanted to take action after engaging with the campaign. Through simple prompts and reflections, the guide helps individuals explore what a sustainable *good life* could look like in practice and signposts pathways to further action, including community, nature and learning initiatives. By linking imagination to real-world opportunities, the guide extended the campaign from inspiration to participation, supporting ongoing engagement and behaviour change beyond the initial campaign moment.





Campaign Impact

Post-campaign public awareness and changes in beliefs/attitudes

In order to examine the impact of the creative campaign, we ran a study in the IPSOS B&A online barometer between 6th – 17th February 2025 achieving a national representative sample of n=1,042 adults 16+. Respondents were shown two of our print images and one of our 20 second ads (*Less Buying, More Being*).

Notably, the campaign was most impactful among young adults aged under 25, who were more likely to have been exposed to it. Just over one in ten adults are aware of the campaign, but awareness is up to 29% among under-25-year-olds. There were no statistically significant differences in the impact of the campaign by gender, social class, region and area.

↑25

Most impactful among under-25 year olds.

29%

Awareness among under-25 year olds.



1/10

Just over one in ten adults are aware of the campaign

Ad awareness results

11%

of adults recall having seen the campaign.



Ad impact results

58%

of adults agree it gives me more confidence that I don't need to buy things to feel happy.

57%

of adults agree it inspires me to see sustainable behaviours as desirable.

↑50%

of adults agree the ad makes them feel more capable of making sustainable lifestyle changes.

Public engagement

30↑

Pieces of earned media

1,000↑

People reached directly through talks and events.

Public
Feedback

“Love the ads, thank you for that. It feels good to breathe and see nature when we didn’t know we needed to see it. As we would be given ads about stuff we didn’t know we needed and then we want to buy it. I love the idea of just making people breathe out between a stressful and never stopping ad-filled world.” *Female, 31*

“It made me realise how much advertising can shape culture and emissions.” *Male, 20*

“It’s so good to know that what makes a good life is being researched and documented. I feel sometimes Ireland is losing sight of what is most important.” *Female, 50*

Industry
Sentiment for
Campaign

From a media and industry perspective, the campaign generated a notably high level of appetite and goodwill, reflected in both the volume of collaborators involved and the overwhelmingly positive sentiment it received. The project brought together a broad cross-section of the Irish advertising, media and communications sector - representing a meaningful proportion of agencies, creative leaders and media owners - in an unprecedented act of collaboration around a shared public-interest goal. Feedback consistently highlighted the campaign’s non-judgmental, values-led approach, which was described as inspiring, energising and rare within climate communications. Importantly, industry leaders emphasised the significance of sustaining visibility and cultural relevance for climate issues within an increasingly crowded media landscape, noting that the campaign demonstrated how advertising can create moments of calm, reflection and connection - even at peak commercial moments such as Black Friday. Collectively, this response indicates strong industry readiness and enthusiasm for continued collaboration and points to the potential for greater impact through a sustained, long-term approach.



Industry Soundbites

“Good Life 2030 was such an encouraging, non-judgmental project that invited open conversation and reflection around personal/ community contribution towards climate change. It made me feel inspired rather than pessimistic or worried about the future, and gave me actionable tools to help do my bit for our shared world. It’s so important to have these projects, to give people something to positively contribute towards. I can’t wait to take part again soon!”

“It’s worrying in this era of multiple crises and geopolitical carnage that the significance of climate change could lose saliency in the media and in culture, and ‘fall down’ the ‘list’ of the broad range of issues facing us as humans. It’s important that groups like **Purpose Disruptors** remain steadfast in the fight against climate change, even on the tough days.”

“The creation of this campaign was an industry first, seeing agencies normally in competition with each other collaborating with a united aim. Finding yourself in a room with brand new creative partners, not to mention the time pressure to come up with the goods, was an exciting challenge. It was a really enjoyable experience and I think the fresh approach shows in the work. We’ve created a moment of calm on the noisiest day of the year, Black Friday. And, coming from the people who are primarily responsible for creating that noise (the advertising industry), I think it’s even more surprising.”

“This sounds absolutely fascinating!”

Laura Wall,
CEO, PRII

Gary Boylan,
Creative
Director,
Havas Dublin.

Outrage &
Optimism
Podcast

Reimagining
Advertising
Event

We celebrated the impact of the Good Life 2030 Ireland project with our first Reimagining Advertising event in Ireland. It brought together **50+** strategists, creatives, leaders, and world-builders to reimagine what advertising could become. Our guest speaker, Jon Alexander, author of Citizens, challenged participants to move beyond the “consumer story” towards one of participation, agency, empathy, and belonging. It was a morning of connection, complexity, and shared imagination. We invited workshop participants to reflect on the project and explore what might need to change going forward to progress this work, based on what we learned.

Five key themes that emerged were:



1. **More Creative Experiments**

Expand on the Good Life 2030 campaign and explore how to make it an annual project.
“Give companies the tools to make changes. Sell less, care more. Responsible marketing is not just transactional”
2. **Co-Creation & Collaboration**

Keep coming together and finding more ways to collaborate and include clients.
“Thoughtless consumption and disposability is a cheap mindset. We know too much about the world to feign ignorance about where our things come from.”
“We are all part of the solution”.
3. **Institutional & Policy Support**

Change should also be supported from the top down.
“Facilitate bringing people together.”
“We need bravery.”
4. **Embed into the Everyday**

Find ways for sustainability to be amplified in existing processes and make space for purpose.
“Make sustainability a normal part of the brief and strategy process.”
5. **Support for Emerging Talent**

We need to inspire people while also building the talent pool with skills for the future.
“We need to welcome in more independent, local talent and champion them.”
“[I’d like to see] people who work in advertising be less commercially obsessed and more motivated by a sense of meaning.”



Key takeaways

Broad
Relevance &
Wide-Reach:
Raising
attention on
industry role
and solutions
in Ireland and
beyond

The project drove significant attention in Ireland and on an European level, positioning Good Life 2030 as a credible example of how advertising can do less harm and more good. It has received recognition from a broad range of groups including academics, media owners, policy groups and sustainability leaders - indicating the broad relevance and wide-reach of the work.

In Ireland, the work was shared at significant events such as keynotes at the Mary Robinson Climate and Nature Conference, Climate Cocktail Club, Radio Days Ireland Conference, Changing Landscapes Conference, REALISE conference, the Connacht Youth Assembly on Climate and the EARTH RISING festival at IMMA. Next gen marketing professionals were also reached through a series of student talks and lectures at key institutions such as UCD, Trinity, TU Dublin and Griffith College.

Elsewhere, the work has been shared and discussed across key strategic global forums - from the Blue Earth Summit in the UK to a [Hot or Cool Institute policy workshop](#) in Brussels focused on fashion overconsumption - demonstrating how the Good Life 2030 framework can translate into vertical, industry-specific workstreams. These discussions highlighted the potential for the approach to be applied across different sectors, addressing specific climate action behaviours - such as consumption, mobility or food - through tailored narratives and creative interventions aligned to the realities of each industry. Coverage and interviews in key national and international trade media, including IAPI and The Drum, further extended the project's reach, showcasing the opportunity for the advertising industry to play a proactive role in advancing more responsible, future-focused sustainability narratives.

"This is such powerful work."

Climate Action
Co-Ordinator,
Waterford
City & County
Council



Nature
Connection As
Key Vehicle

Nature connection acts as a crucial driver of climate action by fostering an emotional bond with the environment, which increases awareness and motivates pro-environmental behaviors. The creative process was informed by the desire to connect with nature - expressed in the citizen research and deeply appreciated by the industry participants. The artwork was created in an outdoor painting workshop, the film and stills were captured in County Wicklow, and the radio was produced in collaboration with ornithologist and wildlife sound recordist Seán Ronayne aka [Irish Wildlife Sounds](#). All audio clips used in the campaign are originals by Seán, captured in a variety of locations across Ireland. This approach proved inspiring for the participants, who, after experiencing working in nature, expressed an appreciation for it and a longing to do so more frequently.



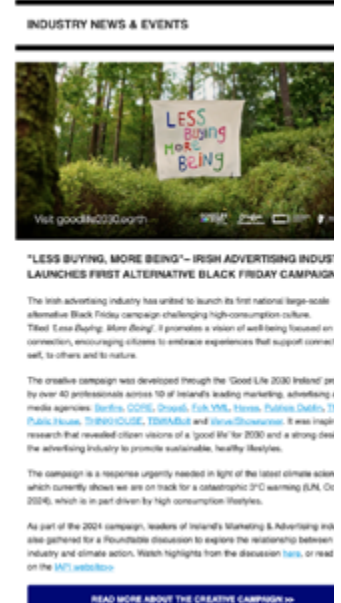
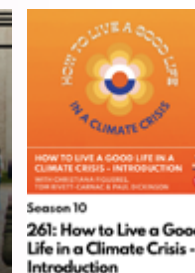


Ad Industry Unites to Challenge Consumption Culture With New Campaign



The Irish advertising industry has united to launch its first national large-scale alternative Black Friday campaign challenging high-consumption culture.

[Read more »](#)



Advertising feature

Can advertising really deliver the good life?



Dave Winterlich

Thinksu's Dave Winterlich asks Thinkhouse head of sustainability Laura Costello what constitutes a good life for Irish individuals – and what advertisers can do to deliver it

What would the future look like in a world where sustainability and wellbeing take centre stage? That is the question addressed in a major new project, Good Life 2030 Ireland.

eration," she says. Ireland has legally binding emissions targets it needs to hit by 2030, which it is not on track to meet. There is, moreover, all sorts of problems with current communications around sustainability, including greenwashing, which distorts our view of the future. "The idea with Good Life 2030 was how can we connect more with the future. In order to achieve our longer-term visions we need to be able to imagine a sustainable future that is really irresistible," she says. Unfortunately, we're currently stuck with a view of sustainability as being about "loss and less", while "good is about more", she points out.

How do we change the narrative, she asks. "How do we actually reimagine the components of an enjoyable life that just happens to be sustainable? This project doesn't lead with sustainability at the forefront, it just asks people: what do you want from life? What is your vision for the future?"

As part of its qualitative and quantitative research, it crafted a number of exercises to help respondents imagine what a good



Overall Project Learnings & Reflections

Industry Shift in Motion

Overall, Good Life 2030 Ireland delivered clear, measurable gains in the creative sector’s capability, confidence and readiness to support national climate objectives. It moved practitioners from intent to action by increasing confidence to deliver climate-positive work, strengthening cross-industry collaboration, and legitimising sustainability as a core professional practice. Crucially, it reinforced the sector’s belief in its unique power to influence public attitudes and behaviours, positioning creative practitioners as active delivery partners in long-term climate action. This was done through awakening imaginations around different ways of working and people shifting from feeling siloed and alone in their efforts to a taste of effective, collaborative transformation. The project built the infrastructure to allow this work to spread, for trust to build and for new perspectives, skills and support to emerge. These outcomes point to a strong case for further targeted investment, enabling this initial capacity-building to scale into sustained industry-wide practice, deeper collaboration and more ambitious, impact-driven communications aligned with government climate priorities.

“What surprised me was how philosophical my peers, across the agency landscape, can be when given the opportunity and encouragement to have a conversation about climate.”

Agency Leader

“There’s a growing understanding that we need to move beyond harmful consumerism-driving narratives and help imagine a sustainable future that feels irresistible.”

“What surprised me most about working on this project was the depth of its message and the emotional resonance it carried. It wasn’t just another campaign. It challenged societal norms and encouraged people to rethink their relationship with consumerism. That, for me, was incredibly refreshing and rewarding to be a part of.”

Agency Participants

“This work gives insights and a positive way of framing the future for us brands, agencies and marketers. There is growing momentum and I feel like this work could really help people...”

Industry Insider

Cultural and Public Impact

Good Life 2030 has demonstrated the significant opportunity for creative communications to drive deeper and more lasting forms of climate action. Rather than focusing on isolated individual behaviours, the project showed how values-led storytelling – centred on wellbeing, connection and what people consider a *good life* – can shift mindsets and social norms at scale. The concept was well received across industries, from advertising and media to policy and sustainability forums, reflecting a shared appetite for approaches that move beyond awareness into cultural change. Early results indicate that, if sustained over time, this narrative-led approach has the potential to deliver greater impact – embedding new norms, supporting behaviour change, and positioning creative communications as a long-term lever for climate and societal transformation.

Revealed a tension with ‘business as usual’

The project also surfaced a clear tension with ‘business as usual’ practices within the media and advertising ecosystem. Some media partners were reluctant to use campaign lines that directly challenged shopping and overconsumption, while being more comfortable with alternative, less disruptive messaging. Similarly, industry participants noted a stark contrast between the project’s values-led approach and the commercial client briefs they were simultaneously working on – particularly in the lead-up to Black Friday – highlighting the structural challenges involved in shifting dominant consumption-driven narratives. A particularly striking moment occurred when a Good Life 2030 print advertisement appeared in the Irish Times directly opposite an automotive fossil fuel advertisement. This juxtaposition powerfully illustrates the structural tension the project seeks to address: climate-positive narratives are still required to coexist within media environments shaped by high-carbon commercial interests. Rather than undermining the campaign, this moment underscored the scale of the challenge and reinforced the need for sustained efforts to rebalance the narratives that dominate public space and influence everyday choices.

Implications for Sustainability Narratives & Public Engagement

In addition to highlighting how structurally influential and important the marketing and advertising is in its influence, the findings from Good Life 2030 point to clear opportunities to reshape how sustainability is communicated to the public, moving beyond awareness-raising towards narratives that actively enable and motivate behaviour change into the long term. We found that effective sustainability communication must combine aspiration, social permission and participation, positioning the public (and target communities of practice) not as observers of change, but as co-authors of a shared and sustainable future.



Comms Opportunity	Rationale	Implication
Shift sustainability narratives from sacrifice to possibility	People responded most strongly to narratives that framed sustainability as a positive, desirable and achievable way of living, rather than as a set of constraints or trade-offs. This suggests future public engagement should prioritise aspirational storytelling that connects climate action with quality of life, wellbeing and shared benefit.	Public-facing sustainability campaigns should focus on what people gain e.g. healthier lives, stronger communities and a more secure future, rather than what they must give up.
Normalise climate-positive behaviours through cultural signals	The programme increased practitioners' sense of permission to act, indicating the power of social and cultural cues in shaping behaviour. When climate-positive choices are presented as normal, supported and widely adopted, individuals feel more confident in following suit.	Public engagement strategies should emphasise social norms and collective momentum, showing climate-positive behaviours as mainstream, shared and socially endorsed.
Leverage the creative sector as a trusted intermediary	The strengthened belief in the creative industry's unique influence highlights its potential role as a bridge between policy objectives and public understanding. Creative practitioners are well positioned to translate complex climate goals into relatable, emotionally resonant narratives.	Government-supported sustainability communications should actively partner with the creative sector to co-develop narratives that are accessible, culturally relevant and emotionally compelling.
Move from information to invitation	The project demonstrated that people are more motivated when they are invited into participation or questioning rather than instructed or informed. Impact increases when audiences are treated as active contributors to a shared future, not passive recipients of messaging.	Sustainability campaigns should be designed as calls to participation, offering clear, achievable actions and pathways for involvement at individual and community levels.
Build long-term narrative consistency to support behaviour change	The results underline the importance of sustained narrative frameworks rather than one-off campaigns. Consistency builds trust, reinforces norms and allows behaviours to evolve over time.	Public engagement around sustainability should be approached as a long-term cultural project, with aligned messaging across policy, communications and creative outputs, rather than isolated interventions.

Goal One	Facilitating an enabling environment for a more sustainable marketing and advertising industry. Rationale: to drive more sustainable narratives through marketing and advertising, advancing cultural conversations for climate action.
Key Activities	Industry Engagement, Events, Publicity & Leaders Roundtable
Outputs	<ul style="list-style-type: none"> → Increased capabilities, opportunities and motivation levels amongst industry practitioners → New cross-agency relationships and collaborative networks → Shared language, tools and frameworks for climate-positive communications
Desired Outcomes	Increased capabilities, opportunities and motivation levels amongst industry practitioners.
Direct Impact	<ul style="list-style-type: none"> → Sustainability embedded as a legitimate and mainstream creative and strategic consideration → Increased willingness among practitioners to pursue and advocate for climate-positive work → Stronger collaboration across agencies and disciplines → Increased industry readiness to deliver climate-aligned communications.
Indirect Impact	<ul style="list-style-type: none"> → More consistent, ambitious and responsible sustainability narratives across advertising and media → Greater influence on clients, briefs and commissioning practices over time

Goal Two	A clearer national vision of what a sustainable 2030 could look like for citizens in Ireland.
Key Activities	<ul style="list-style-type: none"> → Citizen Vision Research & Report → National survey and qualitative exploration → Public reporting and storytelling of findings → Media engagement and public conversation
Outputs	<ul style="list-style-type: none"> → Citizen Vision Research & Report → Clear articulation of shared values, aspirations and barriers to a sustainable <i>good life</i> → Evidence base to inform policy, communications and creative development
Desired Outcomes	For the citizen visions research and conversation to reach over a million citizens, exploring alternative visions for a more sustainable good life.
Direct Impact	<ul style="list-style-type: none"> → Greater public and institutional understanding of what people value beyond consumption → A shared, positive narrative framework for sustainability and quality of life
Indirect Impact	<ul style="list-style-type: none"> → Policymakers, public bodies and creatives have access to citizen-led insights to inform decisions and communications → Sustainability reframed around wellbeing, connection and lived experience

Goal Three	Citizens reached by the campaign feel more capable to make sustainable lifestyle changes.
Key Activities	Creative Campaign Launch & Activation
Outputs	<div>→ High-reach national campaign</div> <div>→ Creative assets that model alternative, lower-carbon visions of a good life</div>
Desired Outcomes	Citizens report changes in attitudes or behaviour after seeing the campaign.
Direct Impact	<div>→ Citizens report changes in attitudes, perceptions or behaviours after seeing the campaign</div> <div>→ Increased sense of permission and possibility around sustainable choices.</div>
Indirect Impact	Contribution to longer-term cultural shifts away from consumerism



Project Legacy

Long-Term
Impact on
the Creative
Industries &
Sustainability
Communications

Good Life 2030 has the potential to deliver lasting impact across both the creative industries and Ireland’s wider sustainability communications landscape. Within advertising and marketing, the project has begun to embed sustainability as a shared creative and strategic responsibility, legitimising climate-positive practice and encouraging collaboration in a traditionally competitive sector. Over time, this creates the conditions for more consistent, ambitious and responsible communications to become industry standard.

Beyond the creative sector, the project offers a powerful, human-centred narrative framework for public engagement.

By framing sustainability through the lens of a “good life” – rooted in wellbeing, connection and shared benefit – it provides a model for future government communications that move beyond awareness towards participation and behaviour change. With continued support, Good Life 2030 Ireland can help shape a more coherent national sustainability narrative, positioning the creative industries as active and innovative long-term partners in delivering Ireland’s climate and nature ambitions.



Key challenges
and risk to
long-term
impact

Addressing these challenges will be critical to translating early success into sustained cultural and behavioural change, and reinforces the case for continued, coordinated investment

CHALLENGE	REQUIREMENT	IMPLICATION
Sustaining momentum beyond the initial intervention	While Good Life 2030 successfully increased confidence and motivation, there is a risk that momentum could diminish without ongoing structures, funding and opportunities for action. Behaviour and culture change require reinforcement over time.	Without follow-on activity, learnings and motivation may remain at an individual level rather than translating into sustained industry-wide practice.
Embedding sustainability within commercial realities	Advertising and creative work is ultimately shaped by client briefs, commercial pressures and timelines. Practitioners may face constraints when attempting to apply climate-positive approaches in environments where sustainability is not yet prioritised by leadership teams / boards, clients or procurement processes.	There is a need to align sustainability ambitions with commercial incentives, client education and public-sector commissioning standards.
Scaling impact beyond an engaged cohort	Participants in Good Life 2030 were largely early adopters who were willing to be part of a <i>creative climate</i> project. The challenge lies in extending impact to the wider industry – including those less engaged or more sceptical.	Future phases must focus on mainstreaming learnings and reaching beyond self-selecting audiences to achieve systemic change.
Maintaining narrative coherence across sectors and campaigns	For sustainability communications to be effective, narratives must be consistent, credible and sustained over time. Fragmented messaging across different campaigns or departments risks diluting impact and public trust.	Strong coordination across public bodies and partners would be required to maintain a coherent “good life” narrative.
Demonstrating long-term behavioural impact	While early indicators show strong shifts in attitudes, confidence and motivation, longer-term behaviour change at scale is more difficult to measure and attribute.	Continued evaluation and longitudinal research will be essential to track real-world impact and strengthen the evidence base.

Recommendations for Good Life 2030

Project Good Life will continue to be a core pillar of work at **Purpose Disruptors**. Building on its momentum in Ireland there is opportunity to:

→ Expand the *Citizen Vision* conversation and research

Build on our existing research to spark a wider national dialogue about the kind of good life people in Ireland want to create and live – and what’s stopping them. This expanded conversation on the ‘Good Life Gap’ could help inspire and inform policymakers, politicians and public bodies – supporting decisions that make life better for people and the planet, now and into the future.

→ Engage and inspire the next generation of creatives.

Collaborate with young talent across Ireland’s creative industries through an innovative Good Life 2.0 brief. Building on the initial success of this project, this would help embed pro-environmental values, creativity and collaboration more deeply into the culture and practice of advertising and marketing.

→ Expand the success of *Less Buying, More Being*.

Develop a follow-up campaign aimed at younger urban audiences – particularly affluent 18–30-year-olds in Dublin – who are most exposed to consumerist culture and values (and have the resources to act on them) at a formative moment in their lives. This campaign would aim to help them imagine and embrace their own vision of a lower-carbon good life, rooted in connection.

→ Create opportunities for continued partnerships & collaborations.

Build on the cross-sector relationships established through Good Life 2030 Ireland to develop sustained partnerships between government, the creative industries, academia, civil society and the private sector. By creating structured opportunities for ongoing collaboration – such as events, workshops, shared briefs or follow-on programmes – these partnerships can support the development, testing and scaling of sustainability narratives that resonate and drive change with diverse audiences. This approach would help ensure that public engagement efforts remain innovative, evidence-informed and closely aligned with evolving public attitudes, while maximising the long-term impact and value of public investment.

→ Launch Irish Agency For Nature

Building on the narrative and creative insights from Good Life 2030, there is a strong opportunity to establish an Irish chapter of the Agency for Nature – a creative platform by **Purpose Disruptors** that channels industry talent towards pro-nature, pro-climate communications. Agency for Nature demonstrates how cross-industry collaboration can reframe human connection with the natural world and drive cultural engagement through creativity, storytelling and campaign experimentation, rather than commercial messaging alone. Introducing this concept in Ireland would amplify our learnings on narrative shift, deepen public engagement with nature, and further position the creative sector as an active partner in national sustainability goals.

→ Recognise the Marketing & Advertising Sector more formally as a Strategic Creative Tool for Climate Action

The project highlights a clear opportunity to leverage creative advertising as a strategic instrument for climate action. By reframing sustainability through aspirational and wellbeing-focused narratives, creative communications can increase public engagement, strengthen social permission and support behaviour change at scale. The findings suggest that advertising can play a dual role: communicating climate objectives while also shaping the cultural norms and values that underpin long-term transitions. This positions the creative sector as a valuable partner in delivering effective, sustained public engagement on climate action.

Conclusion

Good Life 2030 Ireland reinforced how creativity can be a powerful force for transformation – capable of reconnecting us with ourselves, each other and the rest of the natural world. As an industry, advertising has enormous power and responsibility to redefine the story of the good life – away from overconsumption, towards connection. There is still lots of work to do to guide our civic imagination and cultural infrastructure in this direction, but this project has opened up a fertile path forward.

Appendices

Explore the Good Life 2030 campaign [here](#).
The full ‘Citizen Vision’ report is available to download and read [here](#).
Watch the video adverts [here](#) and the radio [here](#).
Watch reflections from the industry workshop [here](#).
Watch the full ‘Leaders Roundtable’ discussion [here](#).

Acknowledgments

Good Life 2030 Ireland was made possible with support from Creative Ireland through the Creative Climate Action fund. We are hugely grateful for this support and the support and involvement of the collaborators across the duration of the project.

Credits

Core Project team
- THINKHOUSE & Purpose Disruptors
Emma Kate Butler, Designer, THINKHOUSE
Aimee Brewerton, Comms & Community Engagement Manager, Purpose Disruptors
David Coffey, Creative Director, THINKHOUSE
Laura Costello, Ireland Lead, Purpose Disruptors and Head of Sustainability & Planet Services, THINKHOUSE
Ceri Jones, Project Director, Good Life 2030, Purpose Disruptors
Ally Kingston, Creative Lead, Purpose Disruptors
Jane McDaid, Founder & Head of Creative Innovation, THINKHOUSE
Lisa Merrick-Lawless, Co-Founder, Purpose Disruptors

Citizen Vision Research & Report Contributors:
Tiffany Arntson, THINKHOUSE
Claire Hyland, THINKHOUSE
Ciaran Fogarty, THINKHOUSE

Creative Campaign Collaborators:
Agencies:
HAVAS, Publicis Dublin, Core, GroupM (now WPP Media), Verve/Showrunner, TBWA/Bolt, Droga5, Folk VML, Bonfire, THINKHOUSE, The Public House.
Media Owners (led by GroupM – now WPP Media):
Pearl & Dean, Mediahuis, Global, Talon, News Ireland, Irish Times, Urban Media, Bauer Media Audio Ireland and others (who did not wish to be named).

Contributors (Changemakers):
Leandro Arouca
Kathrin Baumbach
Gary Boylan
Darren Bracken
Emma Kate Butler
David Byrne
Matthieu Chardon
Steve Clifford
David Coffey
Ellen Corrigan
Laura Costello
Johnny Cullen
Júlia Gasparotto
Seamus Duffy
Emily Ermstrang
Will Farrell
Ciaran Fogerty
Caitriona Finnegan
Mikey Fleming
Naoise Kettle
Rudy Godfrey
Colin Hart
Isabel Harvey

Emmet Heneghan
Colette Henry
Seán Hynes
Ceri Jones
Roisin Jordan
Carolynne Kelly
Tony Kiernan
Ally Kingston
Shane Kenna
Jane McDaid
Lisa Merrick-Lawless
Sam Moorhead
Derwin Myers
Orla Neiland
Emma O’Doherty
Clare O’Reilly
Meghan O’Shaughnessy
Seán Ronayne
Kerrie Patten
Ivona Poljak
Ger Roe
Paula Roldán
Mark Sosiak
Clara Traynor
Laura Wall

Leaders Roundtable Film Credits
Roundtable Participants:
Aidan Greene, CEO, CORE
Geraldine Jones, Managing Director, Publicis Dublin
Jane McDaid, Founder, THINKHOUSE
John McGee, Editor, Irish Marketing Journal
Peter McPartlin, Co-Founder, The Indie List
Ciaran Reilly, Managing Director, Custodian
Charley Stoney, CEO, IAPI – The Institute Of Advertising Practitioners In Ireland

Roundtable host:
Jonathan Wise, Co-Founder, Purpose Disruptors

Film Production team:
Laura Costello, Project Lead, Good Life 2030 Ireland
Ceri Jones, Project Director, Good Life 2030
Johnny Cullen, Director
Matt Mantalvanos, Camera Operator
Keith Harrison, Camera Operator
Pablo Perez, Sound Recordist
Andy Mynes, Production

Special thanks (workshop venue):
Lisa Fitzsimons and the Irish Museum of Modern Art (IMMA).

About Purpose Disruptors

Purpose Disruptors is a non profit organisation founded by ex marketing, media and advertising ad-industry leaders, on a mission to catalyse the advertising industry's climate transition. We support a growing network of industry insiders to meaningfully tackle climate change. Our projects centre around upskilling the industry on climate through our flagship learning programme, #ChangeTheBrief Alliance, measuring the true impact of advertising's contribution to emissions via our Advertised Emissions framework, and harnessing the industry's superpower – creativity and imagination – to bring about alternative visions of the future through the Good Life 2030 project.

Recent achievements include our Advertised Emissions work adopted by the UN's Race To Zero campaign as best leadership practice. Premiering work at COP26 and COP27. Winning a Purpose award for our community creative campaign 'Create The Great Reset', and all 3 Co-founders recognised by Forbes as 43 people changing advertising for the climate and as Campaign Magazine's Trailblazers in 2021. Hosting the first-ever sell-out Climate Crisis Summit in 2019 and Earth Day Advertising Summit at the Tate Modern in 2023. Our work has featured in The Guardian, The BBC, Business Green, Reuters, It's Nice That and Mashable.

About THINKHOUSE

Named one of the world's leading independent agencies, THINKHOUSE is a full-service, digital-first marketing company for progressive brands that care about people and the planet. Founded in 2001, with company values rooted in respect, collaboration and innovation, its core specialty lies in helping brands, businesses and organisations be culturally relevant and drive cultural change at a national and international level. As a full-service independent marketing agency, THINKHOUSE works locally and internationally, offering services in PR, events, social media, digital innovation, creative services, insights, strategy, and sustainability consultancy, through its positioning of TRANSFORMATION, PLANET and FAME. THINKHOUSE is a B Corp certified company.

About Good Life 2030

Since early 2021, Good Life 2030 has brought together leaders and creatives from across the global advertising industry to explore what compelling visions of a new 'good life' in 2030 could look like, what these visions mean for their work and for the advertising industry itself. Following its inception, there have been various Citizen Vision reports, imagination workshops, briefs and creative campaigns activated in the UK and Ireland (visit goodlife2030.earth or [click here for inspiration](#)). Offshoot projects have also blossomed, such as [Agency for Nature](#).

About Creative Ireland

Good Life 2030 Ireland is a recipient of the Creative Climate Action fund, an initiative from the Creative Ireland Programme. The fund supports creative, cultural and artistic projects that build awareness around climate change and empower citizens to make meaningful behavioural transformations.

The projects:

- Encourage everyone to rethink their lifestyles.
- Connect with the biodiversity crisis.
- Enable a fair and just transition in making lifestyle changes.
- Assist citizens to understand the climate crisis.
- Adapt to the effects of climate change.

The Creative Ireland Programme

Creative Ireland is a five-year programme which connects people, creativity and wellbeing. We are an all-of-government culture and wellbeing programme that inspires and transforms people, places and communities through creativity. We are committed to the vision that every person in Ireland should have the opportunity to realise their full creative potential.

Further information on the Climate Action Fund is available at the following link: www.creativeireland.gov.ie



Creative
Climate Action



Clár Éire Ildánach
Creative Ireland
Programme



Rialtas na hÉireann
Government of Ireland



GOODLIFE
2030
IRELAND

