



NIKOLAOS DIMITRIADIS
NEUROSCIENCE AS A FORCE FOR SUSTAINABILITY

Neurologist Nikolaos Dimitriadis offered a new approach to sustainability. By understanding how the brain processes information, it is possible to encourage people to adopt sustainable behaviours and support sustainable initiatives. Neuroscience can be a tool to accelerate successful communication.

KEY TAKEAWAYS

- The unconscious does 95% of decision-making. Therefore, it is critical to design messages tailored to how the brain works.
- The main issue is that we want to teach people about sustainability, not convince them about sustainability. The current system of marketing sustainability fails to connect with people.

SOLUTIONS

Dr. Dimitriadis argues we need to make sustainability messages easier to understand with fewer messages and a clear goal. We need emotional, engaging, and science-based stories to improve how our brain responds to convince people about sustainability.

“WE TALK TO THE WRONG PARTS OF
THE BRAIN AND EXPECT CHANGE”

Nikolaos Dimitriadis