

Hello, On the way, my name's Sophie Pappas. I'm a psychotherapist and a psychologist. My professional background is in psychology, which I studied in the 1980s. And then, when I graduated, I didn't really feel ready for that profession. So I spent about twenty years, over twenty years, in business, in recruitment, and then as HR director for SMEs.

And in 2014 I left to set up my own practice, where I'm now a psychologist and a psychotherapist. I've also been doing business coaching for the last ten years. And I've rediscovered why I studied psychology in the first place. My ecological awakening actually happened some time ago. And it's been gradually growing.

I think it's something that's progressive for me. It's not something that suddenly just happened overnight. My habits started changing. Over the years I noticed that I was getting more and more concerned about ecology. But what I also noticed was that my actions don't always live up to the same level as my commitment to the environment.

I mean that I'm very concerned, but at the same time I notice that I'm not doing everything that I should do, or everything I'd like to do. And that the changes in my life that should happen, happen very, very gradually, actually too slowly, in my opinion. So I can think of various examples, but let's take plastic, avoiding having plastic in my home as much as I can.

It started with looking at my fridge, and thinking, hmm, I should stop buying vacuum-packed ham. Well, it still took me a full year of going to the supermarket before I was no longer tempted to go for that easy purchase. It's the same in the bathroom: avoiding all products containing plastics, and it's a bit more complicated there, because even now it's rather tricky for me.

So I'm a work in progress. But that relationship between my level of concern about the environment, compared to my own actions in terms of doing something about it, that sort of imbalance, made me ask myself a lot of questions. So I thought. In the end, how can I... ..well I can't be the only one, for a start! When I talked to my friends, I realised that I wasn't alone.

And that maybe the fact of putting things into action slowly might have something to do with how people respond to their deep psychological needs.

So, deep psychological needs were first conceptualised by an approach called transactional analysis, and in particular the communication process that was developed in the 1970s by Taibi Kahler. One of the key concepts in the communication process is the idea of deep psychological needs. He made a list of eight.

And that it's very important, and even essential, to our emotional balance and our inner energy, that we positively nourish them. So I came to the conclusion that there were probably different ways of consuming sustainably, and that these ways of consuming sustainably are levers of action for moving towards individual actions, that might better correspond to our levels of engagement.

Over the course of our lives, our psychological needs can change. Sometimes we are facing difficult periods in our lives, that make us suddenly shift into different cycles of life. What was essential yesterday is no longer essential today. It's also a shift in your deep psychological needs. What's important is to identify what your deep psychological needs are.

On the other hand, if you don't identify your deep psychological needs, then you're not aware of them. If you satisfy them negatively, well, you'll be wasting your energy.

So your actions will be more or less ineffective. And if you're someone who's concerned by the environment, for example, then you're going to have a lot of difficulty putting energy into changing your behaviour. In the end, by positively nourishing your deep psychological needs, you put yourself into a state of inner security and inner energy, so it's a good preparation for action. So there are eight of these.

The need for excitement, the need for sensory satisfaction and unconditional recognition, the need for structuring time, and the need for recognition of work. The need for recognition of opinions, the need for solitude, and the need for contact. We often recognise ourselves when these different needs are described. People normally recognise themselves in one or two of these needs. So let's start with the need for excitement. Really, it's a quest for intensity. Someone with this need, deeply anchored in them, is someone who often seeks very intense stimulation over a short period of time.

They need challenges. So these people need and appreciate challenges, they need risks. In the end what they're looking for in life is that intensity, to feel alive, and that comes through this excitement.

And I realised that, ultimately, if I had that need, which isn't actually one of my needs, but if I had that need for excitement, how could I envisage that in terms of sustainable consumption? It's something that's always presented in a slightly bland way, very seriously, somewhat austerely, well, that's how I feel it is... it's about restriction, it's about consuming less, or consuming in a certain way, a certain sort of consumption.

And in the end, if you've got that need for excitement, then it can be a bit off-putting. This sustainable, but routine consumption. And so it's not at all something that would satisfy, or positively nourish your need for excitement. So you'd see that sustainable consumption means spending your time restricting yourself, but if you have that need, you need to see life from the viewpoint of excitement, of intensity, of diversity.

So it's about understanding that when you have that need, you need life to be exciting. And so I thought, why not consider sustainable consumption from the perspective of a challenge to be met! For example, starting a competition with some friends, with something you can win. Looking for adrenaline in a sustainable consumption format might mean setting the challenge of running from your home to your office, timing it, and so on. Anything that can spice up your environmental awakening, and put things into action.

So that's the psychological need for excitement. Then there's the need for sensory satisfaction, and the need for unconditional recognition, which work in pairs. The need for

sensory satisfaction has an underlying quest for harmony. These are people who need harmonious things around them, at home, in their houses, in the way they decorate their houses, in their relationships with people.

You can also often see this harmony in the clothes and the colours they wear. You can see it almost everywhere. And this sensory satisfaction can come in different forms for different people. You might need to go to a museum. You might need things to smell good, at home, for example ... So it's all about tastes, smells, sounds, all these are really important.

Taking care of yourself, going to the gym. But it manifests itself differently in different people. In terms of the need for unconditional recognition, what's really very important for you is that other people accept just who you are and the way you are, unconditionally. Being surrounded by people who demonstrate their affection to you without asking you for anything is something that's strongly linked to the need for unconditional recognition.

It's also particularly about enjoying harmonious, peaceful exchanges, which is the link with sustainable consumption when you have these two needs, Thinking about going all-in on sustainable consumption can be something of a bit of a shock when it comes to satisfying our five senses. So going back to my earlier example of bathroom products, where you need to get rid of all plastics, and replace them all with solid versions: solid shampoos, dispensers, shampoos, and so on. It's all about getting rid of all the pretty containers that we're used to having in our bathrooms, and so on. So it can be a bit tricky when you've got both those needs, for

unconditional sensory satisfaction and recognition. Well, I realised that it's important to organise ourselves according to those things, to ensure that we can still have that sensory satisfaction by trying different products, and also by reading about zero plastics, and what they can be replaced by? So that still requires us to look more deeply into this question of sustainable consumption.

Another way of looking at sustainable consumption is by looking at it from another perspective: when you consume sustainably, you're taking care of yourself, you're taking care of your family, and you're taking care of the planet. So from this perspective, health is something you can bring to others and to the planet through sustainable consumption. The need for structured time,

goes hand in hand with the need for recognition of work. And this need is very strongly linked to a quest for coherence. These are people who need to have coherence in their lives. This need manifests itself in needing to know what has to be done in your life and when you need to do it. Organising your time, planning your time in advance, planning your days, planning your weeks, not having any uncertainty, that's really very important.

In general, if you have that need, then you like things to be tidy. You like there to be almost nothing on your desk, and for everything to be in the right place. This need is linked to a need for recognition of work through skills. So skills play an important role in this. When people have this need, it's because they need their skills to be recognised by themselves and by others.

That's really very important. And this leads people to be engaged in their work. Very serious, very logical. You view things in a very Cartesian way when you have this sort of need. So the way you'd look at sustainable consumption when you have these two needs, is that first of all you'll probably ask yourself questions.

Because what drives you, when you have these sorts of needs, is logic. That's the factual, Cartesian side of things. So you're going to find out, for example, your going to wonder whether it's absolutely necessary for us individually to practice sustainable consumption, and what its real impact is. So you're going to question yourself, you're going to ask yourself questions.

Is doing all that truly useful? Will it really have an impact? Won't be a big waste of time, for example, to go shopping with your own jars so as to avoid using packaging? So my advice for positively nourishing these two needs in terms of sustainable consumption is, for example, organising yourself, to have fun by arranging your fridge in a different way.

Also, embarking on sustainable consumption means acquiring new skills. So not everyone has their own garden. But getting started with permaculture, you can't just play it by ear. It means reading a lot, it means acquiring skills, and for someone who has that sort of need, it's really a way of positively nourishing yourself and saying ok, there, I've acquired a very specific skillset, and one that I can rely on.

It's really about acquiring skills, and then also about measurement. You can also measure your carbon footprint, because you have these two needs, the idea of measuring, analysing, and knowing all the facts is very important to you. So there are lots of indications that allow you to measure your carbon footprint. And this can be something that's highly positive for people who have these two needs for structuring time and recognising work via skills.

So now we have the need for recognition of opinions, which is also coupled with the same need for recognition of work, through the notion of engagement and loyalty. In general, when you have these two needs, you need your values, your beliefs, to be recognised or at least to be listened to, to have your values heard. So people who have these two needs are very observant people in general, who engage in work in a very conscientious way, and who have a vision of the world that's viewed through the prism of their opinions and their values.

Generally, when you go to the cinema with someone who has these types of needs, when you leave the cinema there will be a never-ending debate. I thought about the question of how you would look at sustainable consumption if you had these two needs. Probably, if you have environmental convictions, and you have these two needs, then it's likely that your actions will happen quite naturally. Because then what drives you is really your values and your beliefs about the environment.

So the advice that I'd give, is, for example, to take a deeper interest, a deeper interest in environmental issues, reading, discussing it with specialists, debating with specialists, writing about the subject, writing articles, for example. Anything that lets you communicate your

values, your commitment to the environments, that's something that will help boost sustainable consumption actions in people who have these two types of needs.

The need for solitude is often associated with a search for vision. We can recognise ourselves in this need, if, pretty often, we need to withdraw from the world, and drift off into our daydreams. For example, if you're in meetings all day, and at lunchtime you're the only one who wants to be somewhere else instead of all having lunch together. It's not that you don't like people, you need to recharge your batteries, it's not about isolation, but rather solitude.

And this solitude lets you be introspective, to recharge your batteries, to spend that moment alone. Because these places of solitude allow you to remain in your upper brain for a while, to reflect, to imagine, to make connections between all the things that happened during your day. And so these are really important moments for reconnecting with yourself, for people who have this need, this need for solitude.

The upper brain: if we look at the nervous system in a very, very, very simplified way, you could say that we have an upper brain and a lower brain. So what's this upper brain? And what's the lower brain? The upper brain is your prefrontal cortex, it's the place where thought, reason, and so on, happen. It's the place where explicit memory occurs.

It's also a bit of amygdala, which means emotions. And then your lower brain is the place where implicit memory happens, where the impregnation of all your early interactions at an age when you haven't yet acquired speech are located, that's where implicit memory occurs. So you have that from the very first hours of being born. Meanwhile, explicit memory is in the upper brain, and you build that a little later.

Imagination, projecting yourself, visualising colors, visualising smells, visualising what this eco-friendly world might feel like. And so we notably do this with our prefrontal cortex, meaning the place where thought, visualisation, and so on, happen. So I think that when you have that sort of need, sustainable consumption is maybe something that's only experienced in your upper brain, and not necessarily put into action.

But there's very likely a desire to daydream or to project what a more eco-friendly world might look like. But that remains in the imagination. The advice that I might give, would be to above all not put pressure on yourself, because people who have this very deeply rooted need to escape, also need time to take action.

So it's more about authorising them to do nothing, but it's not about doing nothing, it's actually about doing it in your mind, before then taking action. And so then there's the final need. That's the need for contact, which is linked to a quest for liberty. People who have this need for contact are people who need a stimulating environment, and frequent interactions with lots of people.

For example, they need to be surrounded by music, surrounded by bright colours, intense lights, varied work, nothing routine, a bit like people who have a need for excitement. But it all takes a different turn. Here, there's no need for challenge, but rather a thirst for contact, a thirst for stimulation, and a thirst for diversity.

These are people who like to be in fun, spontaneous environments, where they can be creative. Everything that's routine, administrative, orderly, procedural, and so on, is really tricky for people with this need. So the idea of pleasure as a way of making progress is very important to them.

So obviously, when we think about sustainable consumption, it's rare that we think about it from the angle of pleasure. But it can be, and that's the big challenge, for people with this need for contact, they need a way of making sustainable consumption to be associated with a place of pleasure, something playful, creative, something that's not immediately obvious,

when you listen to people who are really very committed to a way of sustainable consumption, so there's a need to go beyond this austere image that we sometimes have about sustainable consumption, especially for people who have a need for contact. And when people have that need, they can have trouble getting things moving on their own.

They need a stimulating environment, there needs to be a specific framework. So my advice for taking action, is to start by not listening too much to other people's advice. Rather, it's about digging down into how you're going to be able to get yourself to take action in a fun and pleasant way. Avoid making plans over the long term, and let yourself be tempted by actions when they come up, when out of the blue a friend invites you to do this or that thing, then you go for it if you feel like it.

So that means allowing yourself to invent things, and testing, and allowing yourself to create. The idea of creating, of adding fun, of adding fantasy and creativity is very important when you have that psychological need.

My advice would be to start by identifying what your deep psychological needs are, connecting to them, and looking at your life to see whether you tend to satisfy them positively or negatively.

And then, more specifically, if you're looking at your actions in terms of sustainable consumption. Are the actions I'm taking satisfying my deep psychological needs positively or negatively? So, first of all, having a connection to that need. Understanding that it's not just a passing need. Understanding that it's necessary, it's essential to your life, to your emotional balance, to your energy, and to your motivation.

And that when you're not satisfying it positively, in a completely unconscious way, making sure to satisfy it negatively. So there are many ways, thousands of ways of taking action to consume more sustainably. I hope that, through my descriptions, everyone is able to identify their deep psychological needs, so as to be able to create their own ways of doing things, to invent their own means of action that make it possible to positively nourish their psychological needs, and give them the energy to start out on making a lasting change, or at least to trigger a change.

I'd like our major manufacturers to listen to this podcast, so that they can roll out or create products that correspond to these different needs. In other words, what I've done here is to look at things from the point of view of the individual, of each of us. But we could definitely

also consider what I've just been talking about from a collective viewpoint. What the collective is doing to provide each of us with avenues for reflection, and with ways of doing things, to get us a little more engaged in our individual actions, in terms of sustainable consumption.