



ASP

**Association of
Sustainability
Practitioners**

2025 Members Consultation Observations



Context



ASP has never been here before...

The Community has emerged, organically,
over the last 10 years (50 -->160+)

We need to figure out where we're
going...

And why...

The Members' input will shape
and guide this

That's what "ASP Evolution 2025"
is all about.

This is the first step of that journey



ASP Community Insights: Navigating Our Shared Path Forward

I. Executive Summary – What Matters Most

The ASP community is a richly experienced, deeply values-driven network, unified by shared commitments to systems thinking, sustainability, and societal transformation. Members bring decades of experience and a strong appetite for collaboration, but are constrained by limited time, financial instability, and a lack of robust infrastructure to connect meaningfully.

While the community feels welcoming and aligned in purpose, its mer impact is underutilised. Strategic focus on member wellbeing, collabo digital enablement will unlock ASP members' full potential and increa:

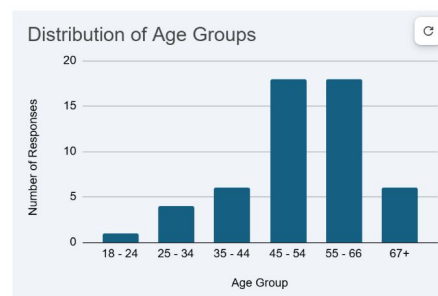
Key Takeaways:

- ASP's core strength is its highly experienced, values-align membership.
- A lack of financial and digital infrastructure is blocking de and impact.
- Members want more actionable, practical content - not ab soft sales.
- Time and bandwidth constraints are real - engagement m flexibility.
- Wellbeing, mentorship, and community identity evolution that require consideration.

ASP 2025 Member Consultation - Full Data Results

Total Number of Respondents = 53

What Age Bracket do you belong to? (Question 1)



Age Group	%
18 - 24	2%
25 - 34	8%
35 - 44	11%
45 - 54	34%
55 - 66	34%
67+	11%

• What Led Us Here

• Observations

• Next Steps

The Role of ASP

Raising Awareness

Positive Action

Supporting the Practitioner*

Your Values



Circular values system

Every word within the word wall belongs to one of the 9 categories, shown here.

Each category belongs to a quadrant [outer circle].

However, Pleasure is the exception as it belongs to both Innovators and Champions.

Because the system is circular, there are opposites. As examples: Tradition sits opposite Adventure and Success sits opposite Community.



	Tradition	Safety	Authority	Success	Pleasure	Adventure	Independence	Selflessness	Community
Personal	6%	6%	3%	12%	9%	8%	17%	17%	23%
Workplace	10%	5%	2%	7%	8%	5%	14%	20%	28%
Desired	2%	7%	8%	12%	4%	14%	14%	18%	22%
Guardians			Champions			Innovators		Citizens	

Overview

Highest alignment:

Community, Selflessness and Independence are shown in high alignment across the piece.

Adventure goes from low in the workplace to being a top desire

There are 4 Values that [highlighted in blue].

Lowest themes:

Safety and Authority remain low across the board, revealing a reluctance to embrace structure and the status quo.

Interpretation:

The organisation sits in a high-community, low authority and Tradition space.

Insight:

Members see much of what they wish ASP to be already in the organisation.

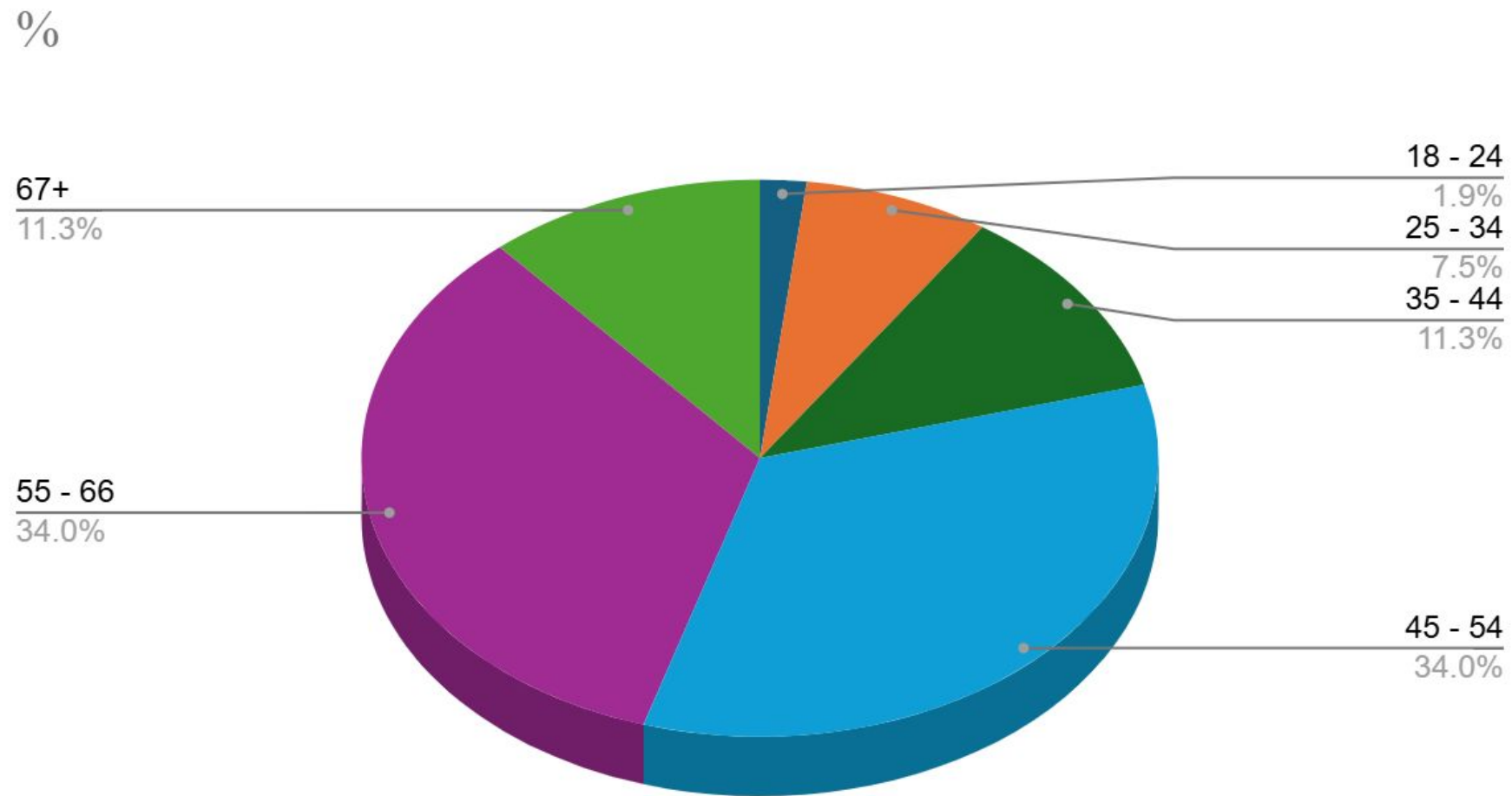
Is there an opportunity to lean into more disruption and challenging type values?

Personal Values		Workplace Values		Desired Values	
Category		Category		Category	
Collaborative	Community	Socially responsible	Selflessness	Collaborative	Community
Friendly	Community	Friendly	Community	Relationship-centric	Community
Ethical	Selflessness	Collaborative	Community	Sustainable	Selflessness
Imaginative	Independence	Ethical	Selflessness	Human	Community
Intelligent	Success	Human	Community	Socially responsible	Selflessness
Creative	Independence	Informal	Independence	Imaginative	Independence
Innovative	Independence	Respectful	Tradition	Disruptive	Adventure
Socially responsible	Selflessness	Helpful	Community	Ethical	Selflessness
Honest	Community	Relationship-centric	Community	Creative	Independence
Human	Community	Sustainable	Selflessness	Challenging	Adventure

Across all

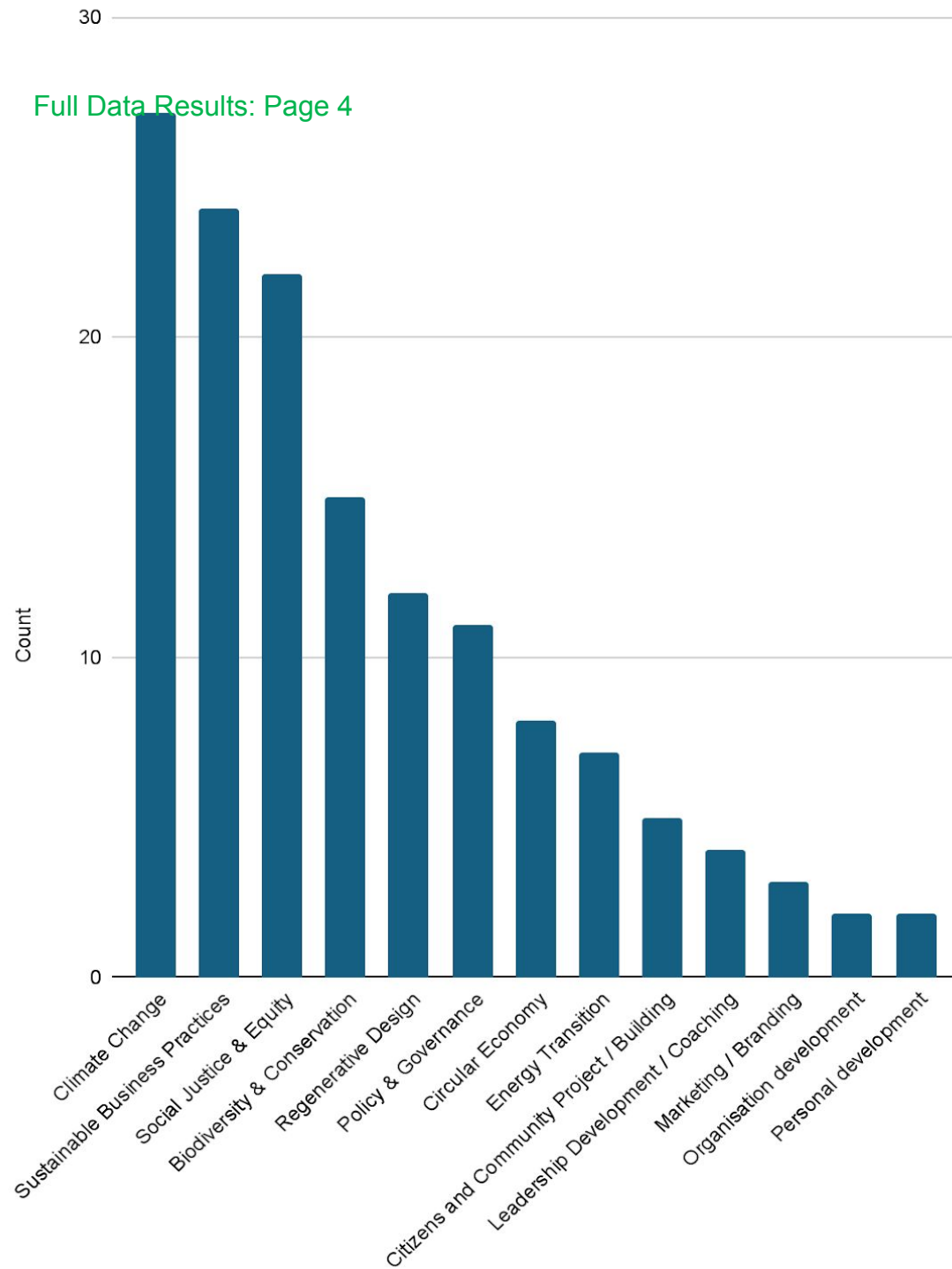


Professional Background

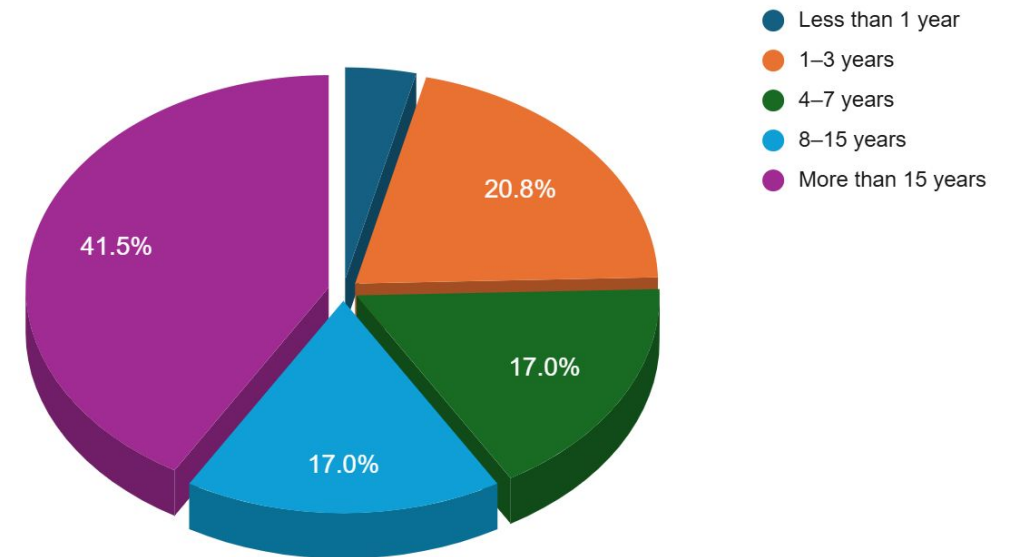


Age Profile

Full Data Results: Page 4



Full Data Results: Page 5



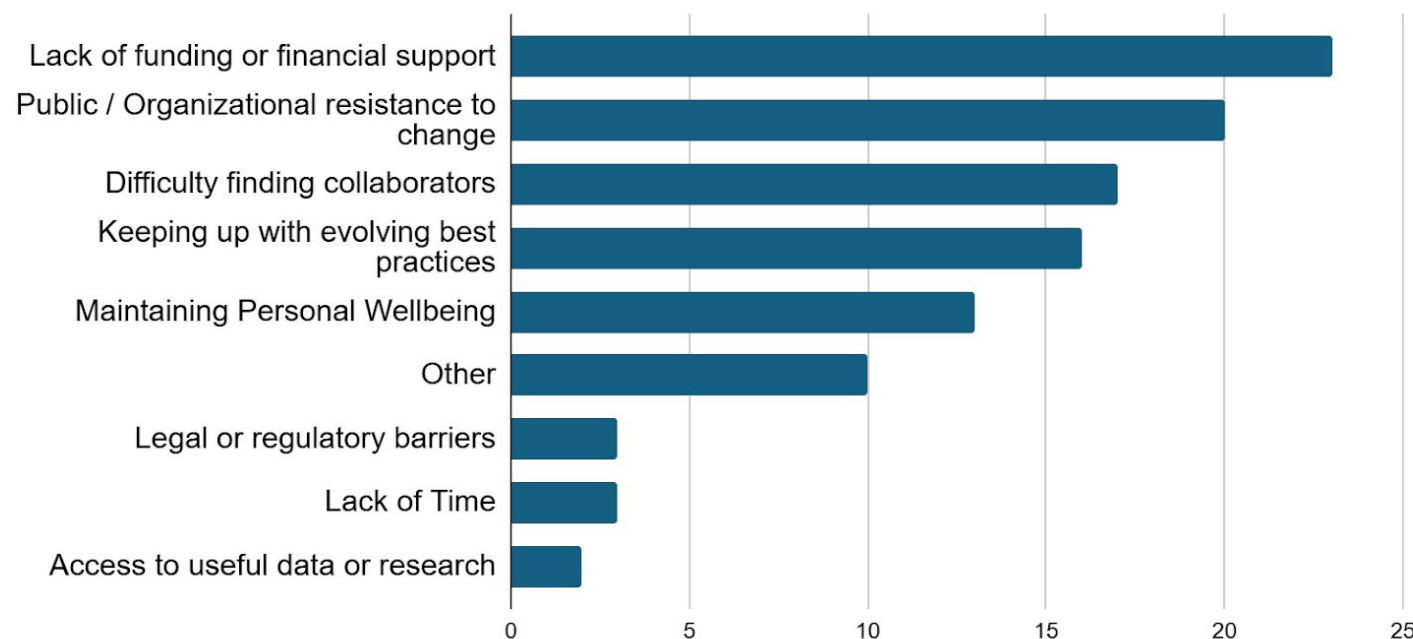
Member practice

ASP is a *supportive, nurturing environment* with an *experienced, values-aligned* and *collaborative* membership

Age Range	Average Score	Respondents
18 - 24	7.00	1
25 - 34	7.25	4
35 - 44	7.00	6
45 - 54	7.29	17
55 - 66	8.17	18
67+	7.33	6
ALL	7.56	52

How represented and included do you feel in the ASP community?
(1= Not at all and 10 = Very much so)

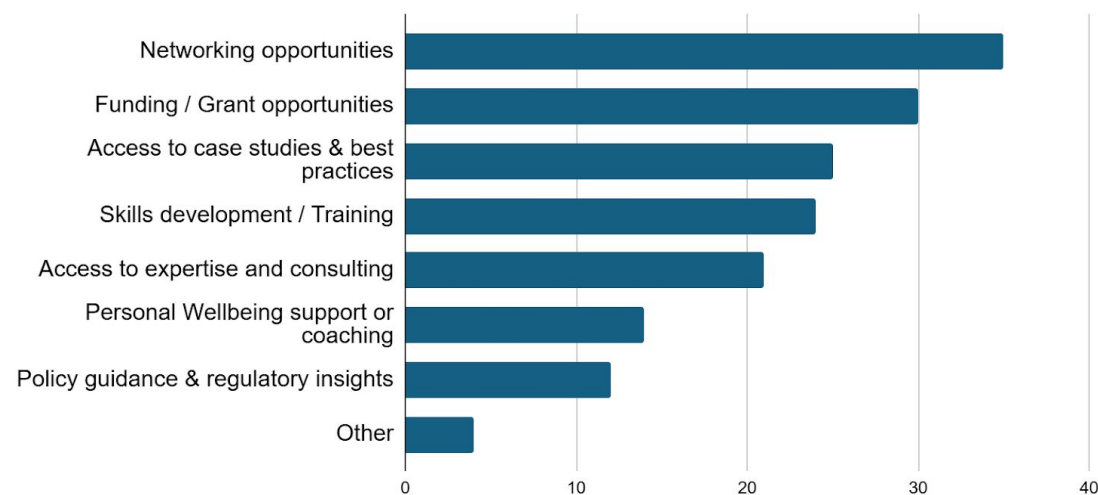
Members' time and bandwidth constraints are real, so members appreciate flexibility to enable them to engage.



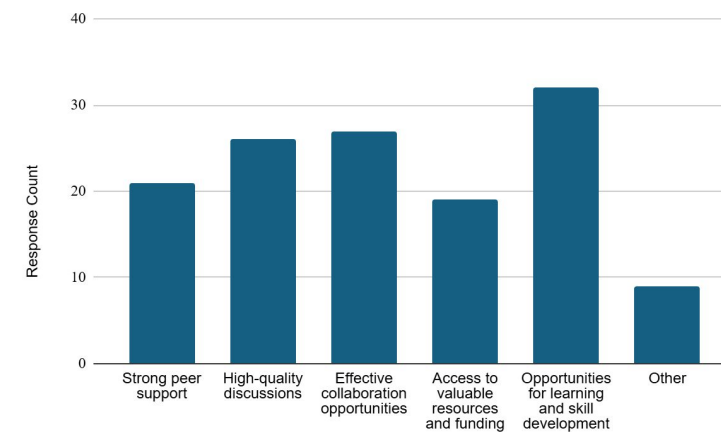
What are the biggest challenges you face in your
work/advocacy?

There may be opportunities for **financial** and **digital facilities** to
enable deeper collaboration and impact.

Wellbeing, learning, mentorship, and community identity evolution are emergent needs worth our consideration



What kinds of support or resources would be most valuable to you?

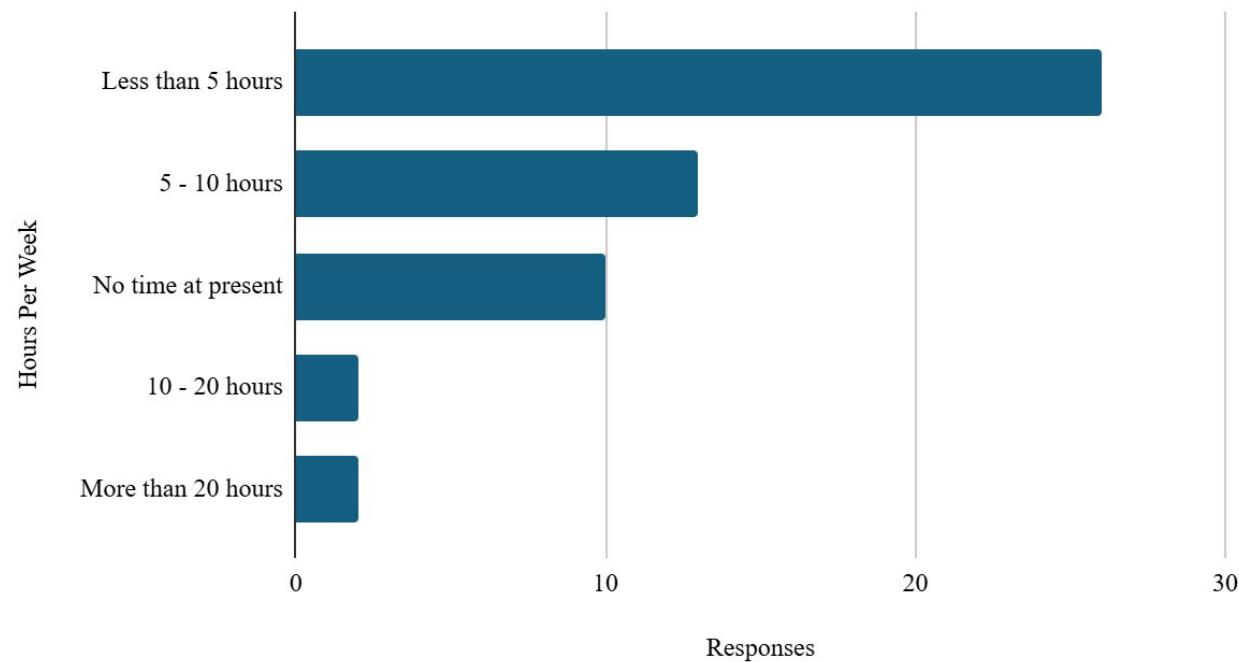


If you participate in other networks or communities, what do you consider strengths of these networks that ASP might benefit from?

Members desire more ***actionable, practical content***
- not abstract discussions or soft sales

ASP Member Commitment

Potential Available Time for Collaboration



Additional Impact
Potential

170 to 340
hours per week

Observation Suggestions

- A. Build Deeper, Facilitated Collaboration Channels
- B. Combine Wellbeing into Core Programming
- C. Lower Barriers to Entry for Engagement
- D. Facilitate Financial & Commercial Opportunities
- E. Raise Digital Confidence & Access
- F. Deepen Content Quality & Format Diversity
- G. Support Member Discovery & Identity



Tik Tok

ASP Members' Celebration – 20 YEARS!

15th September 16:30 – 1800 (UK)

A creative inquiry to ensure that ASP continues evolving emergently while retaining a form that supports us now and serves the future we hope for.

You'll hear from one of the founders, Mike Zeidler, what their “why” was for creating ASP;

You'll get to discover, use, feel and sense the power of 3 Horizons,

You're invited to use your creative streak to articulate and celebrate what aspects of ASP you hold dear

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