

## 12 EcoTypes Report [draft]

*Thank you for completing the draft 12 EcoTypes survey, to be deployed summer 2023. Please send Jim feedback on this report via the [form](#) or [email](#), as we explore the best way to structure the survey report for a wider audience—keeping in mind our broad goal of understanding, and learning to work with, environmental difference.*

**Questions? See the [report FAQ page](#).** *[not yet available for 12 ET survey]*

Survey date: February 17, 2023 at 2:58 pm ([GMT](#))

Thanks for taking our EcoTypes survey; your results are below. You can also calculate your EcoType yourself!: just [download this form](#) and fill in by hand or electronically.

Your data are stored anonymously, but you can [retrieve them in future](#) via this random entry key; make sure to save it now.

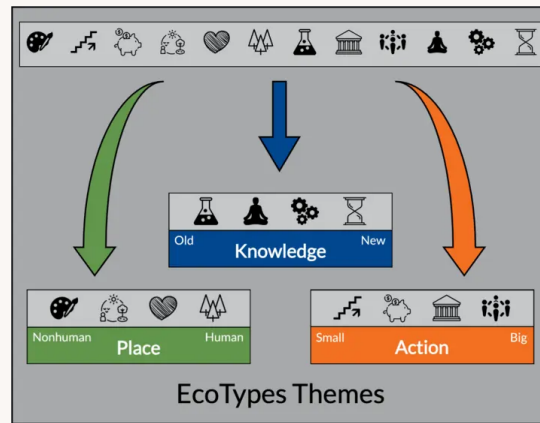
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[OVERVIEW](#) | [THEMES](#) | [ECOTYPE](#) | [AXES](#)

### Overview

You responded to 24 statements at the start of the EcoTypes survey—two statements for each of 12 [EcoTypes axes](#). Statistical analysis of thousands of completed surveys

suggest that these 12 axes belong to three [EcoTypes themes](#): Place, Knowledge, and Action. These three themes are key to EcoTypes!



*EcoTypes axes and themes*

Your EcoType is an environmental worldview you broadly share with others, derived from your two strongest theme scores—your theme pair. Full details on your theme pair, EcoType, and axis scores are below.

We recommend that you compare your results with friends who took the survey, or with [recent results](#) of many others. We believe that there are no right or wrong EcoTypes: our data suggest that many of us care, just differently.

EcoTypes is designed to help us work together by more deeply understanding our differences over Place, Knowledge, and Action. Once you study this report, you can consider some practical next steps [page to come].

## Your Themes

[Themes](#) statistically summarize our most common differences in [axis](#) scores. EcoTypes includes a spectrum of axes, but they all relate to three main themes: Place, Knowledge, and Action.

Each theme has two distinct [attractors](#) [easier resource to come], spanning the entire range of survey responses. These attractors inform a question at the heart of each theme, suggesting a key tension to consider if we wish to make progress together on environmental issues.

Your EcoType is based on your two strongest themes: those closest to a theme attractor. These are your *theme pair*. We'll explore both below. (Both themes matter equally in your EcoType.)

**Your theme pair is Action/Place.**

You may be interested in all three of your raw theme scores, on a range of -1 to +1. Here they are together for your reference, where negative scores lean toward the left theme attractor, and positive scores toward the right attractor.

EcoTypes Theme	Your Score
Place	<b>0.25</b>
Knowledge	<b>0.00</b>
Action	<b>-0.50</b>

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## Action

### Introduction

**“ WHAT ACTION AT SMALL AND BIG SCALES WILL HELP US BUILD THE WORLD WE WANT? ”**

This is the key question at the heart of the Action theme. There can be many answers! What is important to you as you consider this question? How might your answer be similar or different from others? What sorts of tensions may arise between these differing answers?



The Action theme is statistically comprised of four axes: incremental vs. radical [Change](#), market vs. planned [Economies](#), individual vs. institutional [Social Scale](#), and consensus vs. conflict [Society](#). It has two attractors: small and big Action, summarizing the poles of each contributing axis. Understanding these two attractors will help you situate your Action score.

#### Small Action

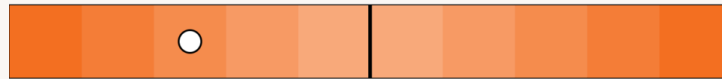
This attractor prioritizes small-scale environmental action by each of us to build the world we want, as the only practical alternative and one that will eventually make a difference. Joining *incremental Change, market Economies, individual Social Scale, and consensus Society* (thus we share equal responsibility to act), small Action is bottom-up, and attempts to be apolitical through and through.

#### Big Action

Big Action is based on the premise that big problems do indeed call for big solutions. Big Action weaves together *radical Change, planned Economies, institutional Social Scale, and conflict Society* (thus more powerful actors are more responsible), to focus on structural, often politicized change. Focusing on the little things we each can do, according to the big Action attractor, is not action but distraction.

Theme score

Small  
(-1.00)



Big  
(+1.00)

**Your Action score is -0.50.**

Your Action theme score is approximated via the simple diagram above. It is the average of your four contributing axis scores, which you can find [below](#). Possible theme scores range from the small Action to big Action attractor, or -1 to +1.

An important feature of your Action score is how it is positioned relative to these two attractors; where is yours? How does your score offer insight into your answer to the Action question above?

**Your Action score leans very strongly toward the small Action attractor.**

Finally, consider again your contributing Action axis scores below. Which of these four axes—[Change](#), [Economies](#), [Social Scale](#), or [Society](#)—best describe your approach to Action?

You may also notice that your contributing axis scores aren't the same: below is a comparison with other responses to the survey. Variability suggests whether your Action score is a good fit for you.

**Your Action axis scores are about as variable as other responses.**

## Place

### Introduction

“WHAT WORLD DO WE WANT?”

WHAT IS THE PLACE OF NONHUMANS AND HUMANS IN THIS WORLD?

This is the key question at the heart of the Place theme. There can be many answers! What is important to you as you consider this question? How might your answer be similar or different from others? What sorts of tensions may arise between these differing answers?



Place theme, contributing axes, and attractors

The Place theme is statistically comprised of four axes: wild vs. crafted [Aesthetics](#), static vs. dynamic [Ecosystems](#), biocentric vs. anthropocentric [Ethics](#), and pure vs. hybrid [Nature](#). It has two attractors: nonhuman and human Place, summarizing the poles of each contributing axis. Understanding these two attractors will help you situate your Place score.

#### Nonhuman Place

Bringing together the *wild* pole of [Aesthetics](#), the *static* pole of [Ecosystems](#), the *biocentric* pole of [Ethics](#), and the *pure* pole of [Nature](#), the nonhuman attractor sets aside and prioritizes the natural world,

#### Human Place

Human accomplishments and well-being are central to this attractor. Building on the *crafted* [Aesthetics](#) pole, the *dynamic* pole of [Ecosystems](#), the *anthropocentric* [Ethics](#) pole, and the *hybrid* [Nature](#)

and is not particularly impressed with human accomplishments, needs, and impacts. There can be a place in this world for humans, but only if it does not interfere with nonhuman flourishing.

pole, human Place sees this world as a good place for humans to flourish, a place where change happens. There can be a place in this world for nonhumans, but human flourishing is more important.

## Theme score

**Nonhuman**  
**(-1.00)**



**Human**  
**(+1.00)**

**Your Place score is 0.25.**

Your Place theme score is approximated via the simple diagram above. It is the average of your four contributing axis scores, which you can find [below](#). Possible theme scores range from the nonhuman Place to the human Place attractor, or -1 to +1.

An important feature of your Place score is how it is positioned relative to these two attractors; where is yours? How does your score offer insight into your answer to the Place question above?

**Your Place score leans somewhat toward the human attractor.**

Finally, consider again your contributing Place axis scores below. Which of these four axes—[Aesthetics](#), [Ecosystems](#), [Ethics](#), or [Nature](#)—best describe your approach to Place?

You may also notice that your contributing axis scores aren't the same: below is a comparison with other responses to the survey. Variability suggests whether your Place score is a good fit for you.

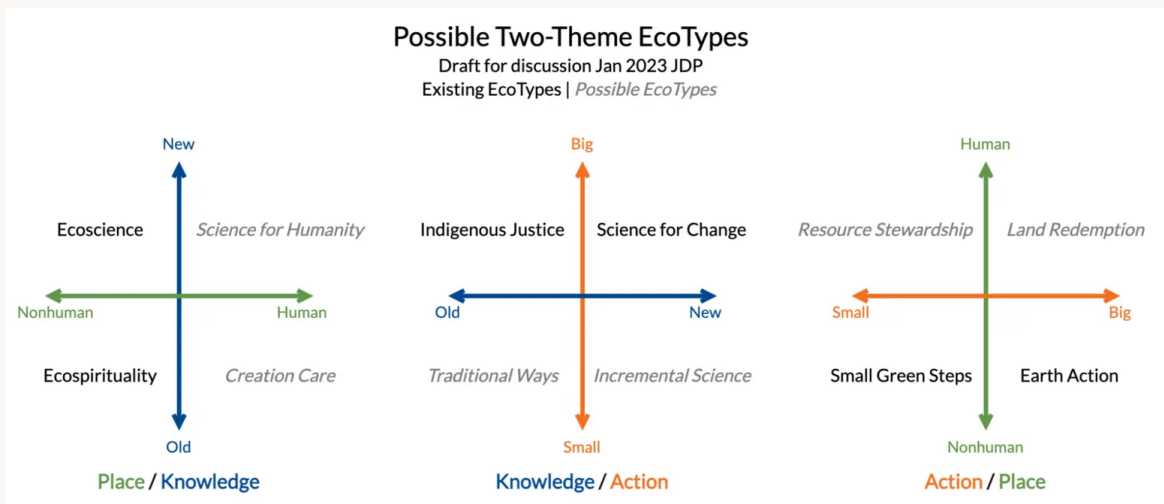
**Your Place axis scores are more variable than other responses.**

## Your EcoType

### What are EcoTypes?

Your EcoType is based on your two strongest theme scores, or theme pair. This [approach](#) follows analysis of thousands of EcoType survey responses, where most had strong scores for one or two themes, but not so much for all three themes.

There are [12 possible EcoTypes](#) [resource page with all 12 coming!]. Each occupies a particular sector of its theme pair, as in the diagram below. [Diagram will be finalized when tentative names figured out, etc.]



You can think of your EcoType as your environmental worldview: an environmental imaginary you actively weave from desired attractors. You can [read more](#) [easier resource coming] if you'd like to learn about EcoTypes.

EcoTypes data suggest that *many care, just differently*. There is no right or wrong EcoType: there are just differing worldviews or imaginaries by which we approach environmental issues.

To explore difference, you will be introduced below to your EcoType, and your *anti*-EcoType: the EcoType that differs from yours the most. How might you engage productively with someone whose EcoType differs from yours?

Recognition of, and engagement across, difference are important goals of EcoTypes. You'll be encouraged to reflect on these practical implications below, and further resources are available [to come] if you'd like to pursue these next steps.

## Your EcoType

As you learned above, your EcoType is derived from your two strongest themes—those closest to a theme attractor. We call these your theme pair.

**Your theme pair is Action/Place.**

Here are all four possible EcoTypes based on your theme pair.



*Possible Action/Place EcoTypes*

The signs of your Action/Place scores indicate the sector of this diagram that fits you. Can you find this sector above? What, then, is your EcoType?

**Based on your theme pair scores, your EcoType is Resource Stewardship.**



**TAKING CARE OF NATURAL RESOURCES**

Resource Stewardship (the opposite of Earth Action) embraces small Action and human Place. This EcoType may be found among people such as farmers and ranchers, who see themselves as stewards of natural resources for the benefit of humanity, alongside others who do likewise.



The strength of your two related theme scores, relative to other survey responses, offers an idea of how well you may fit this EcoType. Stronger scores suggest a possibly better fit.

**Your EcoType theme pair score is about the same strength as other responses.**

What do you feel this EcoType says about you?

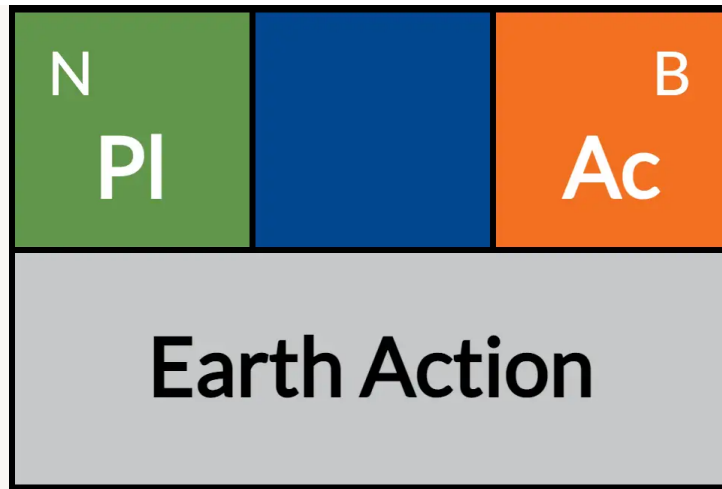
## Your Anti-EcoType

Take a look at the theme diagram again and locate your EcoType. Then find the EcoType in the opposite sector; which one is it? This EcoType is based on very different attractors than yours! We call it your *anti*-EcoType.



*Possible Action/Place EcoTypes*

**Your anti-EcoType is Earth Action.**



### FIGHTING THE OPPRESSION OF NATURE

Earth Action (the opposite of Resource Stewardship) embraces big Action and nonhuman Place. Earth Action advocates structural transformation to save an imperiled planet. This EcoType may be found among people for whom the dire condition of Earth is a fundamental political concern.

Can you imagine someone for whom this anti-EcoType is a good fit? (Try not to be judgmental.)

EcoTypes helps you understand not only your environmental worldview, but the worldview of someone who might be different from you. This practical benefit can be called [engagement across difference](#): working constructively toward environmental progress in a world of difference. Here [simpler links/resources to come] are some further resources you may consult if interested!

## Your Axes

Your theme scores and EcoType above were all calculated from your axis scores. [Axes](#) are the building blocks of EcoTypes, covering a wide range of fundamental considerations in how we approach environmental issues. You can calculate your EcoType yourself from your axis scores via [this form](#): simply fill in by hand or electronically.

You responded to two statements for each of [12 EcoTypes axes](#). Based on your responses, we have calculated a polarity score for you, from 0 to 1. Higher scores

suggest that you have strong opinions on the axis statements (i.e., tended to strongly agree/disagree); lower scores suggest you have a more mixed opinion. Neither is inherently better!...what might you imagine to be the strengths/weaknesses of each?

Polarity: **0.5**

Low



High

Like your other scores, your polarity score can be compared to recent responses for context. Based on this comparison, your score is **somewhat lower** than other responses.

Axis scores range from -1 (left axis pole) to +1 (right axis pole). Here are your scores below. The axes are arranged alphabetically, with colors based on their corresponding theme, as above. You'll see your score for each axis, and a graphical approximation relative to its left and right pole. Click on each axis name for more information.



### Aesthetics

Wild



Crafted

**-1.00**



### Change

Incremental



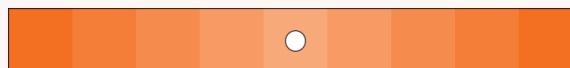
Radical

**-0.50**



### Economies

Market



Planned

**0.00**



### Ecosystems

Stable



Dynamic

**0.50**



### Ethics

Biocentric



Anthropocentric

**1.00**



**Nature**

Pure



Hybrid

0.50



**Science**

Heterodox



Orthodox

0.00



**Social Scale**

Individual



Institutional

-0.50



**Society**

Consensus



Conflict

-1.00



**Spirituality**

Sacred



Secular

-0.50



**Technology**

Phobic



Philic

0.00



**Time**

Past



Future

0.50

**NOTE: ADDITIONAL REPORT COMPONENTS (E.G., CLIMATE PRIORITIES) MISSING FROM THIS DRAFT.**