

3 myths

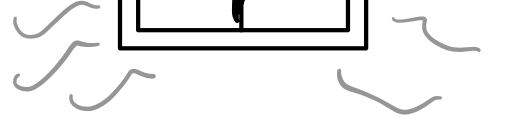
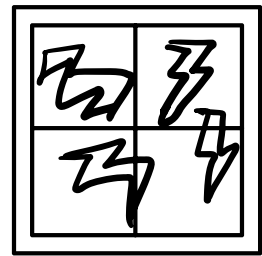
of behavior change

✗ Information is enough

"how you present information makes a difference!"

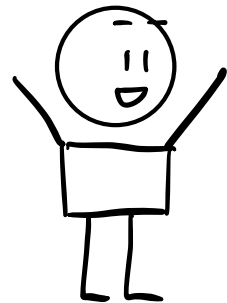
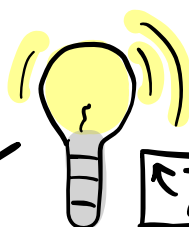
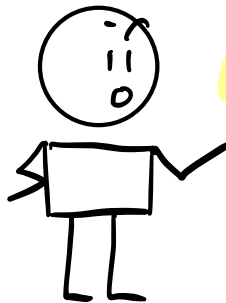
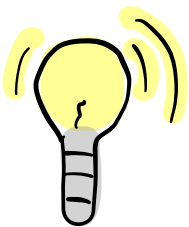
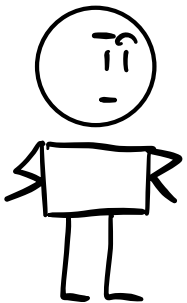


make it tangible
make it personalized
make it interactable



✗ You need to change attitudes to change behavior

"Attitudes follow behavior, they do not predict it"

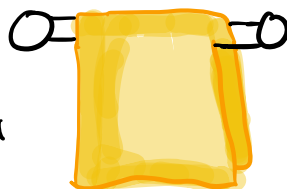


✗ People know what motivates them to take action

"When other people are doing something, others are more likely to follow"

58%

other guests reuse their towel



38%

protect the environment