


Myth #1: Education changes behaviour



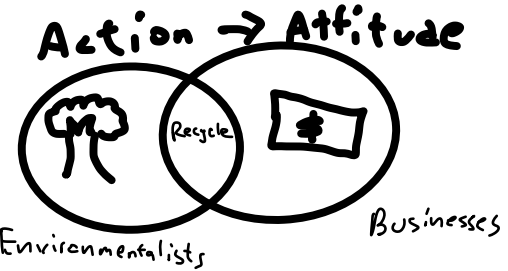
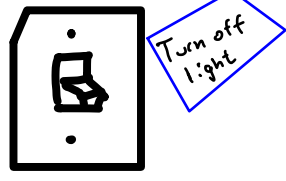
⊗ Info not enough
 ✓ Make Tangible & Personalize

 Common sense is the enemy

Myth #2: You need to change attitudes

♥ Attitude ⊗ Action

Attitudes follow behaviour



Myth #3: People know what motivates them



The Reality: Driven by Social Norms

