

Myth 1

EDUCATION
WILL CHANGE
BEHAVIOR?



TANGIBLE
PERSONALISED
INTERACTION

3x
increase
in effect

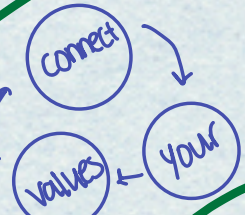
LOSS

not gain

Know your audience

Myth 2

You need to
change
attitudes to
change
behavior.



BEHAVIOR



Myth 3

Humans
don't know what
motivates them

save the
environment?

POWER OF Social
Norms



I WILL FOLLOW YOU ...