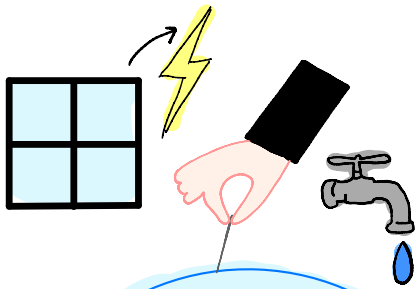


Three Myths of BEHAVIOUR CHANGE

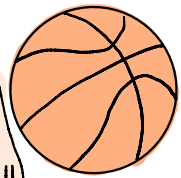


MYTH 1

Education will change behaviour.

there's 20 cracks in your windows!!! → **20%** get weatherstrip

Putting those cracks together = size of basketball

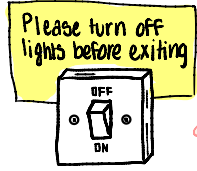


→ **60%** get weatherstrip

Leaking faucet = 1 gallon of water/month



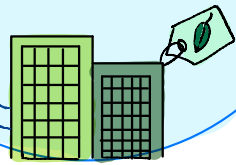
How you present information triples the effectiveness of your effort.



MYTH 2

You need to change attitudes to change people's behaviour.

set behavioural expectations



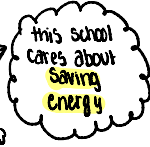
appeal to values

Left

green buildings save the planet!

Right

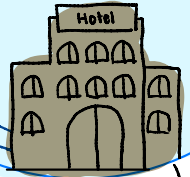
green builds save time & money!



Social norms → influence behaviour

MYTH 3

People know what motivates them to act.

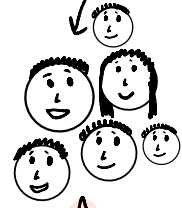


Reuse towels = save [globe icon]

→ **38%** reuse

Join other hotel guests & reuse your towel.

→ **58%** reuse



we care most about saving the environment. We don't care what others are doing