



Activity 45: Domino effect and collective consumption

Think and discuss about each question before moving on to the next one. You can make notes of your discussions in the empty box.

Do you believe in the positive Domino Effect on a person's consumption habits?

1

WHAT IS THE DOMINO EFFECT?

Domino effect: starting small can lead to further, more meaningful actions.

Buying LED light bulbs might lead to

- wearing warmer clothing and turning down the thermostat
- changing curtains to decrease heat loss
- insulating doors/windows
- buying energy-efficient appliances
- installing a programmable thermostat

Do you believe there is a 'counter-Domino' effect?

2

WHAT IS THE COUNTER-DOMINO EFFECT?

The 'counter-Domino' effect: if a product is advertised as sustainable, people will simply consume more of it and negate its ecological advantages. Examples:

- Recycling --> using more paper
- A more efficient fuel --> driving more
- More efficient heating/cooling systems --> putting the temperature higher / lower





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If you are engaged in a public action to save the climate, will you do more or less in private?

3

Some people would say that when they have signed a petition on climate change, they have already done their part.

So does public engagement with climate make people more active in their day-to-day climate-friendly behavior, or less?

Do believe that people who are very public about their actions, such as climate activists, really commit to it in their personal actions?

Is it better to do what you can quietly or publicly?

4

Do you think private engagement with climate issues – doing you part away from the public's judgmental eyes – would make you more prone to continue your eco-friendly consumption behavior?

Is this a way that reflects more closely your true values?

Or is it the opposite – is lone climate action doomed to impotence? After all, a single person can achieve so little.

