



Activity 46: Effects of publicity, stereotypes and reward systems

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

1

If you make your eco-friendly commitments public, will you influence others?

EXAMPLES

- asking hotel guests to signal that they agree to reuse towels by hanging a card on their room door;
- asking hotel guests to wear a pin symbolizing their commitment to participating in an energy-conservation program;
- reducing vehicle idle time when children were being picked up at school by asking their parents to display a window sticker reading "For Our Air: I Turn My Engine Off When Parked";
- prompts such as text messages reminding people to engage in desired behaviors, such as cycling, jogging, or commuting in some other eco-friendly way to work;
- Feedback telling people how they performed and comparing their performance to that of others – i.e., household energy bills that show how consumers' usage compares with that of neighbors to encourage energy saving.

2

What would encourage you to commit to a more eco-friendly behaviour?

Imagine if you were publicly praised each week for your energy-efficiency efforts. Would that affect the way you behave?

What if you are given a small sum of money (up to €5), if you manage to keep your consumption below a certain level?

Which of the two would motivate you more?





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3

Do you associate an eco-friendly attitude with any political ideology?

Do you think some people who lean right on the political spectrum are less open to engaging in eco-friendly behaviours because they associate them with a liberal / leftist political ideology?

Do you think people who rather belong to the politically right spectrum believe in individual, consumer solutions, while leftist people insist on an organised, political action. Do you think one is more important than the other?

4

Are eco-friendly products inferior?

Consumers often have negative associations with sustainable product options, viewing them as being:

- of lower quality,
- less aesthetically pleasing,
- and more expensive

Do you find yourself thinking the quality of a product is inherently reduced when it is adapted to being ecologically friendly and sustainable?

Can you provide examples?

