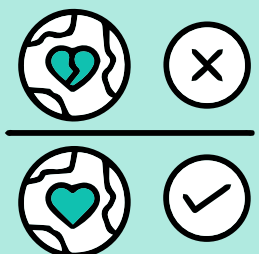

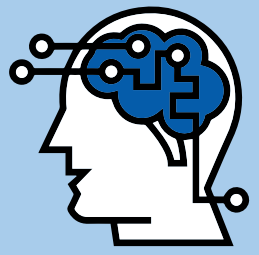


A framework to design pro-environmental behaviours

| DESIGN LEVEL | User | Customer | Consumer | Human |
|--|---|---|---|---|
|  <p>Adherence to sustainable alternatives</p> | <ul style="list-style-type: none"> • Reuse towels during hotel stays • Reduce littering on streets • Keep tires properly inflated • Turn thermostat down by 1C • Turn off the tap while brushing your teeth • Unplug electronics when you're not using them | <ul style="list-style-type: none"> • Reduce 'planned' & excessive returns of online orders • Make use of recycling drop off points (for batteries, light bulbs, etc) | <ul style="list-style-type: none"> • A farmer complies to government policies about circular agriculture | <ul style="list-style-type: none"> • Stop taking (long distance) flights due to flight shame |
|  <p>Adoption of new routines</p> | <ul style="list-style-type: none"> • Charging electric vehicle during non peak hours • Bring you own shopping bag or reusable coffee cup • Track you food stock shelf life • Low temperature washing • Reduce shower times | <ul style="list-style-type: none"> • Join a plastic-free grocery service • Join a car-sharing or bike-sharing service • Adopt (curbside) recycling • Start a carpool with colleagues | <ul style="list-style-type: none"> • Adopt sustainable mobility routines • Recycle old & buy 2nd hand clothing • Start composting organic waste | <ul style="list-style-type: none"> • Eat more (or only) plant-based • Adopt a waste-free or energy-low lifestyle |
|  <p>Activation of informed decision making</p> | <ul style="list-style-type: none"> • Recycle or repair (broken) appliances • Improved fuel decisions by Virgin Atlantic Captains • Retrofit water-efficient fixtures | <ul style="list-style-type: none"> • Purchasing or leasing energy efficient appliances • Choose for CO2 compensation for e.g. flights • Sign up for green energy • Join a peer-to-peer product sharing platform | <ul style="list-style-type: none"> • Switch to a sustainable bank account • Switch to sustainable heating (solar panels, heat pump) • Make sustainable holiday plans • Insulate measurements around the house • Turn 'grey' soil to urban garden | <ul style="list-style-type: none"> • Aiming for a more energy neutral way of living • Join a climate protest or sign a petition |

BEHAVIOUR CHANGE CHALLENGE