

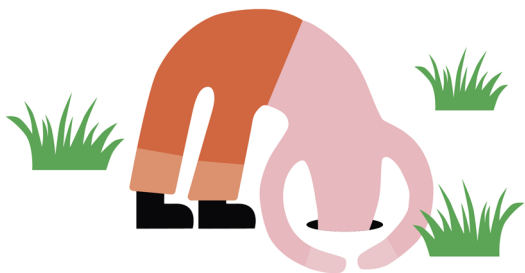
Consistency

Behavioral consistency refers to people's tendency to behave in a manner that matches their past decisions or behaviors.



Goal gradient

People will work harder to achieve a goal as the goals get closer.



Ostrich effect

People who are worried they have fallen off track, don't want to know how they are doing.



Reward substitution

Immediate rewards, which appeal to people's impulsive nature can be used to motivate behaviors that are beneficial in the long run.

Positive example

Starbucks has a rewards program where customers earn “stars” for each purchase they make. When customers earn enough stars, they can redeem them for a free drink. Starbucks has subsequently adjusted the program so that customers receive two stars for using their reusable cups instead of one for a disposable cup increasing the motivation to bring a reusable cup.

Negative example

Some brands provide stamp cards to save up for a voucher or something free of charge. This can lead to increased consumption as it appeals to our urge to reach the goal (in this case; a completed stamp card). Some even give out stamp cards that have two pre-given stamps to make it seem like you're closer to the goal from the beginning, creating an even greater incentive to collect the stamps.

Positive example

Take a refund system for (single use) beverages. In Denmark, this system started being able to take back mainly aluminium cans. Having this system established and when the citizens have gotten used to it, consistency is taking place when expanding the system to also include returns of glass and plastic.

Negative example

We claim that consistency is also taking place when companies keep insisting upon encouraging users to buy new products instead of working on how to foster different behaviors by providing or offering services that can help extend the lifetime of products and materials like caring, maintaining, repairing, upgrading, remanufacturing etc.

Positive examples

1) Refund systems - e.g. packaging - provide (small) financial rewards which create incentives to spend time collecting and delivering back the materials to the right spots.

2) Dear Denier has created a physical concept where the user(s) can give back their old tights (from their own or another brand) by placing them in a bin specifically for this purpose. It provides a sense of reward feeling when delivering the product back.

Negative example

Reward substitution is badly used when e.g. providing discount vouchers to enhance consumption and more-sale - e.g. after you bought something. This makes us stay hooked and creates incentives to buy more.

Positive example

Communities may avoid detailed planning for sustainable practices due to concerns about the complexity or costs involved. However, if they focus on simple, community-wide initiatives like composting programs or community gardens that don't require constant oversight, this avoidance could lead to increased positive impact without burdensome monitoring. Same tendency could count for e.g. companies' sustainability efforts and monitoring.

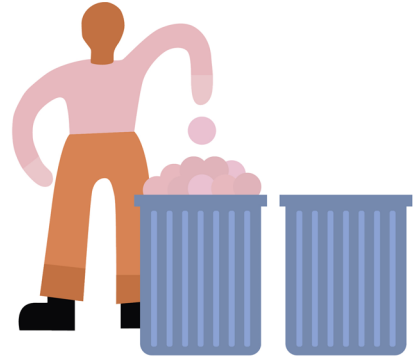
Negative example

When companies avoid sharing e.g. (both good and bad) results, collected data about their environmental footprint and/or suppliers' practices because certain goals weren't achieved, they're afraid of greenwashing or are afraid of unethical sourcing methods. This avoidance can perpetuate harmful practices.



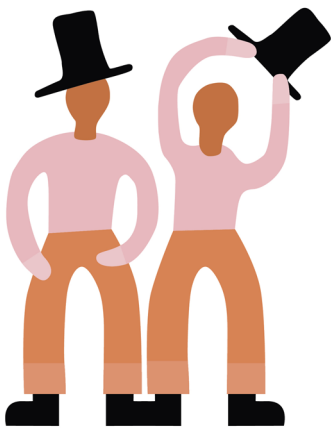
Pre-commitment

When people actively commit to a goal, they are more likely to achieve it.



Social proof

People want to be like everyone else and are heavily influenced by what they perceive everyone else is doing.



Herding

People tend to do what others are doing



Default bias

People pick the easiest option to avoid complex decisions. Defaults provide a cognitive shortcut.

Positive example

An energy provider allows their customers to be compared to their neighbours when it comes to energy usage, which appeal to social proof principle. This is carried out by providing a sentence along with supporting statistics like: "You're using 33% less energy than your efficient neighbours".

Negative example

Fast fashion brands use social proof to encourage overconsumption. Often, they use social media, advertising, and influencers to create a sense of social proof around their products. They do this by e.g. showcasing popular styles, new trends, "musthaves", having influencers wear their clothes, provide limited time offers. They tend to create a collective feeling of a fear of missing out on the newest fashion trends.

Positive example

Refillable containers for care products (like shampoos, creams, deodorant etc.) can create a pre-commitment feeling when choosing brands that provide such refillable options. Implicitly, you commit to refill the content when purchasing a refillable bottle/container.

Negative example

Companies that are designing for planned obsolescence - i.e. when goods are deliberately made so that they don't last for long and become obsolete over time and thereby are contributing to increase consumption and resource extraction). By choosing this strategy (and when supporting products that are designed with this strategy in mind) we claim that a pre-commitment to make materials and products obsolete over time is happening.

Positive example

In supermarkets, it is possible to influence customers via herding - positively and negatively. If a hand sanitiser is in the beginning of supermarket and the people in front of us are disinfecting, we are more likely to subconsciously follow their behavior. In the same way, if the more green and organics choices are more accessible to us, more people will be likely to choose these options and we follow each others behaviors. Also remember that *eye-level is buy level*.

Negative example

A classic example of how herding with negative consequences can be seen are the overfilled bins that typically can be found in (bigger) cities. Even though they are overfilled, people tend to still use them. Because subconsciously, we might think that if the others put something in, what's the difference if I do it too?

Positive examples

- 1) Provision of spare buttons in textiles placed on a label on the inside, enabling the user to replace missing/broken button(s) if necessary.
- 2) Choosing vegetarian option as the default for e.g. events, conferences etc. Making sure that the meat option is an active choice and not the passive default.

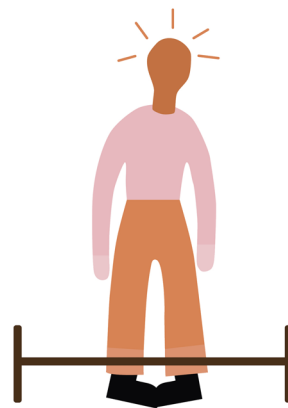
Negative example

Many easy and default options when it comes to consumption patterns are around us every day: We leave our (unused or not frequently enough used) clothes in the closet as it's easier to leave it or throw it out than to sell it. We tend to make the same recipes as we've done before - it requires more to e.g. find and get used to a vegetarian option. In general all habits we have can be regarded as defaults.



Loss aversion

People tend to react to losses more strongly than they do to gains and they try to prevent losses more than they try to make gains.



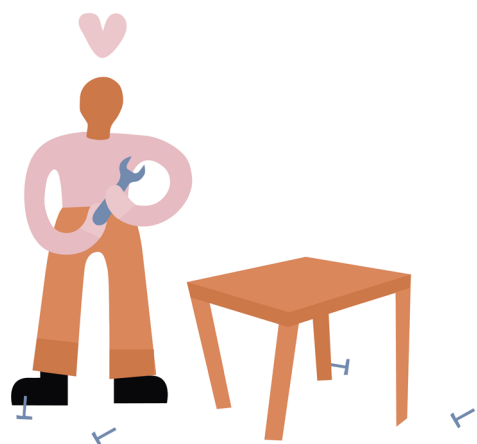
Frictions costs

People can be deterred from taking action by seemingly small barriers.



Here and now

Involves deciding between smaller, sooner and larger, later rewards. People tend to prefer smaller rewards that are available earlier to larger rewards available later.



IKEA effect

People place higher value on things they helped to build or create

Positive example

Several textile brands have started to offer repair kits that users can buy. Also, Rimage is an example of a more complex site where this platform helps remove barriers for users when it comes to second-hand shopping. With this platform, they don't need to search on several different secondhand shops, but can instead get an overview on one site.

Negative example

In general, online shopping is a good example of how friction costs have been applied to make online shopping easy, intuitive and enticing.

Some brands are even implementing gamification elements so it almost feels like a game or activity, whereas the consequence inevitably leads to increasing the negative environmental footprints for individuals even though it might not be their own intention or desire.

Positive example

A software company provides reports that highlight customers' energy usage compared to their neighbors. If a customer is using more energy than average, it is framed as a loss compared to their neighbors that use less. The reports emphasize potential "losses" such as higher energy bills or excess energy usage. This taps into the psychological tendency of people being more sensitive to losses than gains.

Negative examples

Several brands use promotion offers formulated with e.g. "limited time offer" or 'Deal of the day' having discounts available for a short period of time. Or in the hotel business, messages like "Only 1 room left at this price" or "25 people are looking at this property right now!", creating a sense of urgency and potential risk of loss. There are endless amounts of examples like this.

Positive example

A electronics brand making modular headphones is applying the IKEA effect by allowing the users to dis- and reassemble, repair and care for the headphones. This is aiming to appeal to people's tendency to attach themselves more to the product by applying DIY effects on an ongoing basis. This has become an active part of the company's business model.

Negative example

Brands that are enticing users with DIY aspects yet having the root in linear business models patterns. E.g. can some examples we found for children's toys where users can build their own creations stimulating creativity skills while new products, universes and themes are still being launched on an on-going basis and thereby encouraging to expand their collections at home. This can also be regarded as a *two-coin paradox*.

Positive example

Take for example a reusable packaging system. Instead of tiresome sign-up procedures, a procedure has been introduced where the users simply can place their credit card and pay the deposit for a reusable packaging on the go. The deposit will be refunded when the packaging is returned to the right spot. The monetary incentive increases the motivation to bring it back.

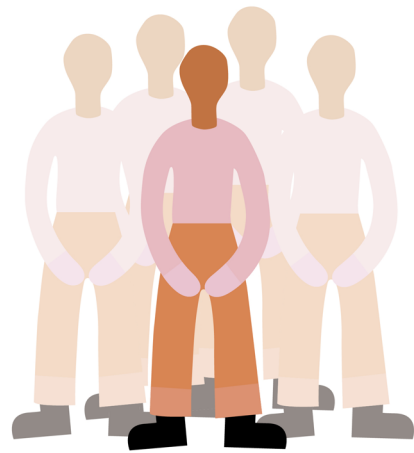
Negative example

A classic example is when brands apply the 'buy now - pay later' function on consumables that we don't need. This is contributing to lower the barriers and increase the likelihood of people buying and consuming more than they need.



Scarcity mindset

People who lack a resource, such as money, time or calories, tend to tunnel in on the scarce resource and carry a larger cognitive load.



Identifiable victim effect

One identifiable individual, who is described in great detail, evokes deeper emotions and sympathy than a large group of anonymous individuals.

Positive example

Using personalised stories to highlight a message can be powerful. An obvious example is Greta Thunberg who has become a symbol of climate action worldwide. Another example is Apple who used 'Mother Nature' to tell about their sustainability-related commitments (even though this plan and the messages are heavily discussed and accused of greenwashing, the storytelling approach on its own is worth highlighting)

Negative example

This is a tricky one and easy trap to fall into! Brands have been applying this principle by e.g. having famous people advertise for them. This could be a famous singer advertising on social media channels by being in a very low-key video in their home. This makes them seem more relatable and identifiable and we'd therefore be more likely to buy a product (that we probably don't need).

Positive example

Focusing on operating with unique pieces and experiences. Many people like and appreciate unique things and knowing there's only one or few of a certain thing or that an experience can be adjusted and tailored to a specific person, context or need. Using this actively can be beneficial for a business as well as the environment if applied correctly.

Negative example

Most of you have probably seen how e.g. several clothing brands are using a sentence like "last chance to buy" in their stores. This appeals to our loss aversion and scarcity mindset and make us more likely to consume more due to the fear of missing out.