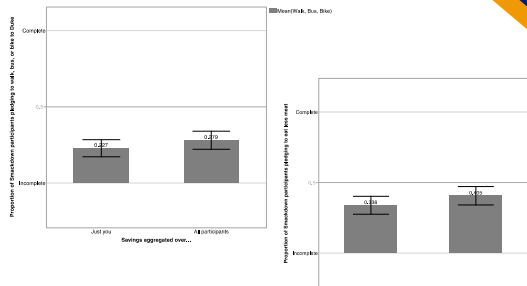


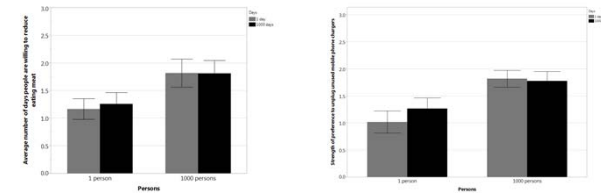


Goals and Collective Efficacy: Routes to Energy Saving

Dr. Adrian Camilleri, Management and Organizations
 Prof. Richard Larrick, Management and Organizations; EDGE
 Prof. Dalia Patino-Echeverri, Environmental Sciences and Policy
 Prof. Gavan Fitzsimons, Marketing and Psychology
 Gabriel Goffman, Master of Environmental Management
 Shajuti Hossain, Economics and Public Policy
 Marie Komori, Psychology

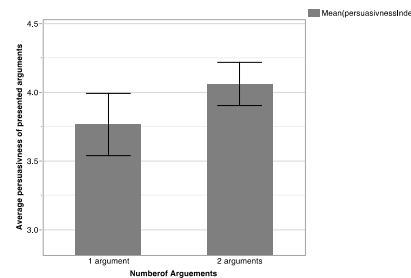
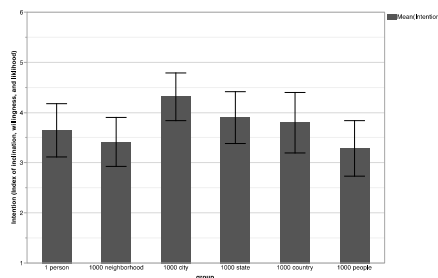


“People are more willing to engage in energy-saving action when the benefits of such actions are aggregated...”

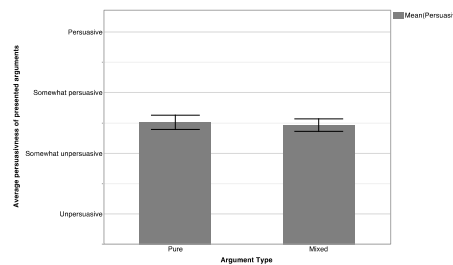


“... However, when aggregation occurs over a relatively small group, such as one’s neighborhood, willingness to engage in such action is reduced.”

- Gabriel Goffman

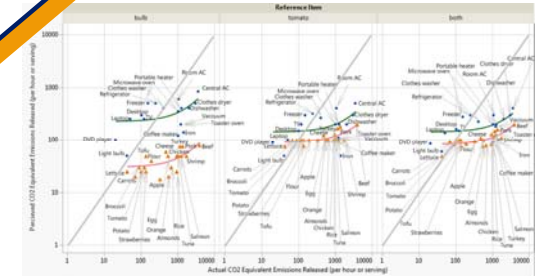


“People are persuaded to behave more energy efficiently when presented with multiple arguments...”

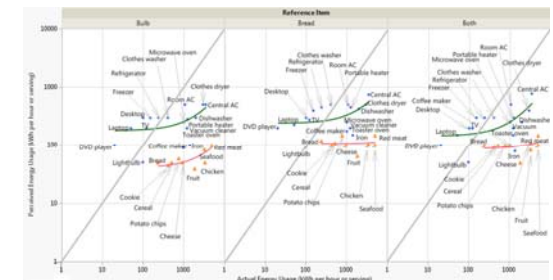


“... And there is no benefit to presenting people with diverse arguments versus related arguments.”

- Marie Komori



“People generally underestimate the energy used by appliances and especially underestimate the energy required to produce foods...”



“... This misperception can be reduced by labelling products with familiar energy information, such as light-bulb energy equivalencies.”

- Shajuti Hossain

