
TETRA PAK #RENEWABLELIVING SOCIAL EXPERIMENT



CONTENTS

Executive summary	3
Tetra Pak & renewability	4
About this paper	5
Consumer context	5
The world's first social experiment on renewability	6
For full details of the experiment see Annex 1: experiment protocol	7
Our method	7
Our academic panel	8
The scientific context for our hypotheses	9
Results	11
Discussion	13
What our results mean	14
Conclusion	15

EXECUTIVE SUMMARY

The Tetra Pak brand is founded on a promise: PROTECTS WHAT'S GOOD. Our packaging and processing solutions are making the food consumed by hundreds of millions of people in more than 170 countries safe, available and affordable.

Tetra Pak is an industry leader in sustainability but we don't believe it is enough to just work within our industry and with our business partners. We feel we have an important role to play in educating and empowering consumers.

As a packaging manufacturer the best area for us to engage consumers is around packaging. End of life considerations, like recycling, are now fairly common among consumers which is great, but beginning of life considerations like what the packaging is made of or how the materials were sourced are alien to most people.

We want to change that by ensuring consumers are equally conscious of the material used to create the packaging they buy as they are about recycling it. Although it is only a small lifestyle change, The World needs mainstream consumers to embrace small lifestyle changes to help reduce our environmental impacts.

In this white paper we explore consumer awareness of renewability in packaging, the potential impact that small habitual behaviour changes have on the environment and how consumers can adopt these new behaviours. The cumulative impact of small behaviour changes adopted by large numbers of people is potentially vast, but despite efforts to encourage them, many pro-environmental behaviours remain unusual.

We set about exploring this by examining the existing academic research and through running our own social experiment in partnership with a panel of leading academics and thinkers.

The #RenewableLiving Social Experiment aims to achieve three things:

1. Raise awareness of renewability by bringing renewability to life across a selection of actions. Give people a reason to want to engage with renewability by demonstrating that performing small environmentally responsible actions can make you happier.
2. Identify replicable tips and behavioural cues to make environmentally responsible actions a habit.

In the experiment we aimed to show that a new behaviour could become more habitual in 28 days, and importantly make people happier.

10 bloggers were recruited to undertake a daily 'renewability challenge' over 28 days. To demonstrate the benefits of environmentally responsible activities, we selected five varied 'challenge behaviours' for our bloggers based on their functionality both in terms of the RenewableLiving Social Experiment and from a behavioural standpoint.

All behaviours were designed to show how even a small change in lifestyle can create beneficial habits.

The results indicate that the environmentally responsible behaviours had become significantly more habitual over the 28 day period and that the habit formation process began as early as the first week of the experiment. The results also showed that the environmentally responsible behaviours made participants feel much happier over the 28 day period, as bloggers reported marked increases in happiness between week 0 and week 4 of engaging in their behaviours.

We were encouraged and surprised to see that 10 motivated mothers with very busy lives were able to apply the concept of renewability to their lives and increase their happiness. The results of the experiment suggest that the barriers impeding widespread adoption of environmentally responsible habits can be overcome.

Our work shows that the gap between the way people feel about the environment and how they actually act can be bridged by providing an incentive for them to practice what they preach as increasing happiness is an enticing prospect for anyone. The findings of this white paper give people a reason to be optimistic for the future and renew their faith in themselves and in each other.

TETRA PAK & RENEWABILITY

The Tetra Pak brand is founded on a promise: PROTECT WHAT'S GOOD. Our packaging and processing solutions are making the food consumed by hundreds of millions of people in more than 170 countries safe, available and affordable.

Environmentally responsible thinking is nothing new for us, but part of a long tradition. Ruben Rausing, the founder of Tetra Pak famously said that "a Tetra Pak package should save more than it costs", meaning in social as well as environmental terms.

Since our beginnings in 1951, we have worked hard at being more sustainable and are recognised as environmental leaders within our industry. Tetra Pak have been proud to be an industry leader in the recycling movement. But our efforts do not stop there. The fact is, recycling, which addresses the back end of packaging life cycle, has gone beyond 'the accepted' to 'the expected' across the world.

We fully understand that there are finite physical materials and natural resources available to produce our products. We need to ensure the stability and sustainability of these natural resources in order to help secure business growth. Without losing any ground on recycling or other commitments, we want to lead a new industry commitment to what we call renewability — protecting natural resources and focusing on the front end of a packaging lifecycle.

Our recent industry white paper in partnership with the WWF® 'Moving To The Front' highlights the need for broader embrace and acceptance of industry practices that focus on the importance of material sourcing in protecting our world's limited natural resources and how these practices can create long-term shared value for businesses and society.

But we don't believe it is enough to just work within our industry and with our business partners. We feel we have an important role to play in educating and empowering consumers. It is particularly important to us to reach beyond environmentally conscious consumers to mainstream consumers.

As a packaging manufacturer the best area for us to engage consumers is around packaging. End of life considerations, like recycling, are now fairly common among consumers which is great, but beginning of life considerations like what the packaging is made of or how the materials were sourced are alien to most people.

We want to change that by ensuring consumers are equally conscious of the material used to create the packaging they buy as they are about recycling it. To inspire consumers to actively seek out packaging made from renewable materials, we must make the concept of renewability just as attractive and familiar as recycling.

We set out to explore how we could go beyond simply raising awareness of renewability but also drive consumer support for renewable packaging solutions.

ABOUT THIS PAPER

In this white paper we explore consumer awareness of renewability in packaging, the potential impact that small habitual behaviour changes have on the environment and how consumers can adopt these new behaviours.

We detail the findings from our research – the world's first social experiment on renewability and what our findings imply for creating consumer engagement and behaviour change.

"I think it is necessary to raise awareness about the importance of using renewable and not only recyclable packaging. The planet's resources are not unlimited and it is easy to change our habits to benefit our environment" – Lucia, blogger

CONSUMER CONTEXT

The World needs mainstream consumers to embrace small lifestyle changes to help reduce our environmental impacts.

Despite global data persistently reminding us that the sustainability movement has lost momentum, the huge support for the recent People's Climate March; 570,000 people marching in 161 countries, from Upper West Side mothers pushing expensive strollers to protesters carrying signs reading "angry pacifists" - shows people are willing and interested, we just need to provide a little help to turn engagement into action.

The cumulative impact of small behaviour changes adopted by large numbers of people is potentially vast, but despite efforts to encourage them, many pro-environmental behaviours remain unusual.

Many people have adopted conservation practices such as switching off lights and appliances when not in use and reducing water usage but the rationale for these practices is to save money rather than to save the planet.

Recycling is gradually becoming more commonplace globally, but there has been no real incentive for people to change their wasteful ways – hopefully increased happiness is sufficient motivation to be a little greener.

These miniscule but effective efforts have received the most communication support which has contributed to them becoming more widely spread. Although progress has been made, there are still many opportunities for small changes to people's behaviours to have a big cumulative impact on the environment.

Given the abundant effort that has been put into promoting these pro-environmental behaviours, there are clearly some barriers impeding their adoption becoming widespread.

The first of these barriers is the disconnect, sometimes known as the 'green gap' that exists between people's environmental attitudes, knowledge, intentions and actual actions.

This green gap is greatly affected by direct experiences and normative influences. People who have not directly witnessed environmental degradation will have a weaker correlation between the attitude they claim to hold and their behaviour than those who experience impacts first hand.¹

Influences such as social norms, cultural traditions, and family customs shape people's attitudes towards environmental behaviour. If the dominant culture promotes a lifestyle that is unsustainable, pro-environmental behaviour is less likely to occur and the gap between attitude and action will widen.¹

The second barrier is that people view adopting a new behaviour as a difficult undertaking that will have little impact in their lives. This pessimism is misled though as numerous studies show that small changes in habits and behaviours can be surprisingly easy to adopt. As with many aspects of 'green' living, we are faced with a negative perception from the outset.

The final barrier is that people believe that adopting a new behaviour will not be rewarding, so in our work we have set out to show that sustainability is not just sacrifice and hard work but that adopting new behaviour can be rewarding.

This is largely due to the fact that a lot of sustainability has been communicated in a way that does not appeal to, and sometimes puts off, mainstream consumers.

THE WORLD'S FIRST SOCIAL EXPERIMENT ON RENEWABILITY

Initial social listening and research confirmed our suspicions that consumers were not familiar with the term 'renewability' and that there was very low awareness for beginning of life in packaging.

To address this, we needed to communicate renewability in terms mainstream consumers could understand, and to make it relatable to their day-to-day lives rather than describing it in lofty hypothetical terms or scientific jargon. We also needed to give consumers a reason to want to engage with renewability – and in order to

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2. Give people a reason to want to engage with renewability by demonstrating that performing small environmentally responsible actions can make you happier.
3. Identify replicable tips and behavioural cues to make environmentally responsible actions a habit.

The #RenewableLiving Social Experiment involved tasking 10 bloggers with a daily renewability challenge, tracking their mood across the 28 days of the challenge, and capturing their experiences and the barriers to habit adoption they faced.

Each of these bloggers has a substantial social media following so by having them blog about their environmentally responsible experiences and having them create video content, we started to create awareness of renewability.

appeal to a mainstream audience, this benefit needed to appeal to mainstream aspirations and motivations rather than green ones.

We set about solving this by examining the existing academic research and through running our own social experiment in partnership with a panel of leading academics and thinkers.

In order for their followers to engage with renewability, we created '#RenewableLiving' as a way for people to share stories and get involved. The principle behind #RenewableLiving is a simple one: by picking the right pack people can contribute a small action to help the environment.

We hope that by working with bloggers, and by building a communications campaign around the social experiment we can begin to change consumer awareness, and behaviour, around renewability and packaging.

In combination with #RenewableLiving, the content generated by the bloggers, the findings from the social experiment and the resulting white paper – we hope to 'consumerise' the concept of renewability, making it more understandable and easy to engage with.

For full details of the experiment see Annex 1: Experiment Protocol

¹Social listening conducted using Radien 6 summer 2014 found low to zero use by consumers of the use of the term renewability and indicated very low familiarity with the concept. Desk research supported these findings

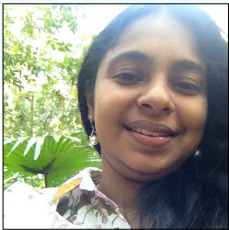
OUR METHOD

For this experiment, we teamed up with ten bloggers from around the world, with two bloggers each from France, Spain, Brazil, India and the USA.

The bloggers were selected to be representative of Tetra Pak's target audience. As such, we recruited lifestyle

bloggers who were mothers and who had a significant following on social media. They also remain the primary purchaser of supermarket goods for their families, frequently making purchase decisions.

The 10 bloggers were recruited to undertake a daily 'renewability challenge' over 28 days



Vinitha, India
- RenewableLiving



Smriti, India
- Transport



Mariana, Brazil



Camila, Brazil



Marie, France



Celine, France



La Donna, USA
- Re -



Scarlet, USA
- Vitality



Lucia, Spain -
RenewableLiving



Maria Jose,
Spain

To demonstrate the benefits of environmentally responsible activities, we selected five varied 'challenge behaviours' for our based on their functionality both in terms the RenewableLiving Social Experiment and from a behavioural standpoint.

These five were chosen from a long original list of challenge behaviours, both to suit our bloggers lifestyles and for a wide variety of different kinds of behaviour to support our aim to show the many facets of renewability.

Each of the behaviours highlights the importance of conserving finite resources. The behaviours were mostly, but not all, directly focused on communicating the environmental benefit of renewability.

All behaviours were designed to show the benefit of making a small change to a lifestyle to adopt a small positive habit.

THE 5 BEHAVIOURS

A variety of behaviours were selected to show this approach can apply to a range of different activities, but all conceptually linked back to renewability and the renewal or preservation of something finite.

1. Cutting use of disposable drinks containers; switching from using disposable coffee cups and bottled water to carrying re-usable containers.
2. Renewing personal energy by incorporating regular exercise into a busy lifestyle.
3. Renewing finite mental energy by spending time outside every day, and switching one indoor habit to an outdoor one.
4. Switching one daily car journey that uses finite fossil fuels to a walk or bicycle journey.
5. Reducing the use of finite materials in packaging by; consciously choosing more renewable product packaging options when shopping.

To show that environmentally responsible behaviours can become habits, and can make people happier we had to prove two hypotheses:

1. A small environmentally responsible behaviour can become more habitual over 28 days.
2. Engaging in a small environmentally responsible behaviour increases your level of happiness.

HABIT FORMATION

We aimed to initiate a gradual change from existing behaviours to the challenge behaviours, rather than establishing entirely new ones.

Based on advice from our academic panel and insights from past research we worked to help each of our bloggers build their new behaviour into their existing lives.

We found a 'cue' in their existing routines to trigger their new behaviour. We also supported them in writing an exact plan for how they would perform their new

behaviour once triggered that followed the below format:

"When I encounter situation X I will perform behaviour Y"

This is termed an implementation intention as had been shown to improve the chances that a planned behaviour will be performed and increase the automaticity with which it is performed.²

Participants were also asked to capture weekly video diaries detailing how they were getting on, their positive experiences the difficulties relating to adopting their renewability challenge.

HAPPINESS

Every evening participants were emailed to ask if they had engaged in the behaviour that day. On the first day of the experiment and once a week for the following 3 weeks they were emailed a link to a longer survey to complete to gather information both on how frequently

they had performed their new behaviour, how easy or difficult it had been, and how it made them feel.

Once the 28 days were over, we worked with our academic panel to analyse these results.

OUR ACADEMIC PANEL

In our research we have partnered with an academic panel consisting of Dr. Phillippa Lally a researcher at University College London noted for her work on habit formation, Prof. Marcel Zeelenberg of Tilburg University, an expert in behaviour decision, emotion and consumer behaviour and Rory Sutherland a leading mind in

advertising known for his role in bringing the behavioural sciences to communications.

They have shaped our experimental protocol and provided valuable insight into our results and understanding consumer behaviour.

THE SCIENTIFIC CONTEXT FOR OUR HYPOTHESES

Fortunately there is scientific evidence to support the idea that changing your behaviour can make you happier. In fact the expert consensus is that a person's level of happiness is largely determined by their "intentional activities".³

These are defined as "a very broad category of actions that includes the wide variety of things that people do and think in their daily lives".⁴ According to several studies, roughly 40% of a person's happiness is determined by these activities.³ So what a person chooses to do, how they do it, and their motivation for doing it, greatly affects how happy they are. Hopefully adopting a new environmentally responsible behaviour will make our participants happier.

Of course if someone is having to consciously choose to do something every day it will be tiring for them. Conscious decisions require far more effort than unconscious ones.⁵

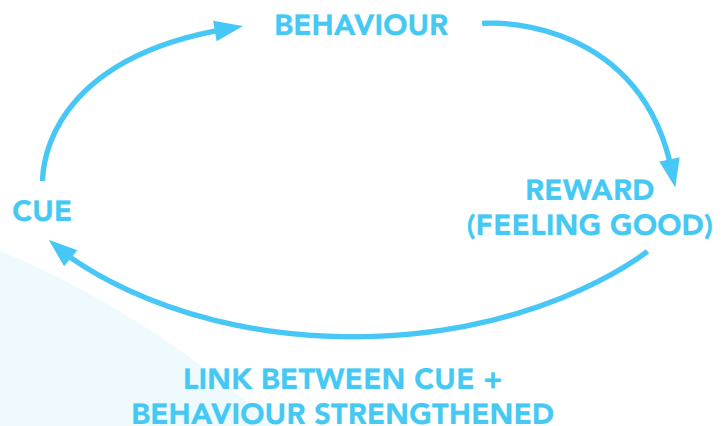
The science of habit formation shows a clear way to make our bloggers new behaviours unconscious so long as they are committed to mustering the time and motivation necessary to make the desired change.⁴

Once a behaviour change has been initiated and performed regularly, it will quickly become a habit. Research has shown that habits are acquired by incrementally strengthening the connection between a situational cue (a signal or prompt that occurs regularly) and an action.⁶

This means that the most effective way of making a change is to start immediately – finding something small and simple that can be applied right away and begin.⁷

When a daily cue such as leaving the house for work and an action like shutting off lights and appliances become connected, the behaviour will become more automatic, especially if repeated in the same context.

This was shown in a study conducted by Phillippa Lally, where participants selected an inherently beneficial behaviour that they had not previously engaged in, to be performed in response to a daily event that occurred once every day.



The vast majority of participants quickly saw steady increases in their automatic responses, even if they occasionally forgot to engage in their chosen behaviour, or missed the daily cue.⁶ This supports the consensus that repeating a behaviour in a consistent setting increases 'automaticity' – meaning behaviour becomes efficient and unintentional.⁸

The study concluded that when repeated over time, a small change in behaviour can be performed with increasing automaticity until it reaches a plateau. Participants varied in how long it took them to reach this limit, with the shortest modelled time being 18 days.⁸

Beyond the scope of the positive impacts of the individual changing their behaviour there is a chance that their behaviour could have a positive effect on the behaviour of others.

The theory of aggregate influence states that lone individuals have significant influence over those around them as well as those living in similar circumstances.⁸ This is largely due to people's deeply ingrained subconscious inclination to imitate behaviours observed in others - similar to the contagiousness of yawning or laughing in that it influences those in the immediate vicinity.⁷

Although sometimes resulting in the spread of negative behaviours, social influence has the potential to positively affect communities around the world.

Making a life change can have unexpected benefits; inspiring friends, family and peers to adopt positive habits that spark a chain reaction and shift the social norm.

If a environmentally responsible behaviour was made habitual by an individual and then adopted by people in their community, it could have significant positive impact on the state of the environment. This is especially evident in people's daily household consumption habits, which have significant implications for the environment.⁹

These implications are especially evident in regards to home energy use (heating, cooking, lighting, and appliances), food purchases, and transportation.⁹

Studies have shown that while many people who adopt a pro-environmental behaviour might attribute the change out of a desire to help the planet, they are far more likely to do so because of a similar change made by one or more of their peers.¹⁰

If people make an effort to initiate small changes in their consumption habits, like making renewably-sourced purchases, the ripples of responsibility will slowly cause a shift in the social norm. Studies have shown time and time again the power of social norms to shape our behaviour.

For example in a study, it was shown that if environmental responsibility was depicted as the norm among hotel guests using signage, they were significantly more likely to make environmental efforts such as reusing towels and shutting off lights.¹¹

All of the evidence suggests that adopting a new pro-environmental behaviour is not as difficult as people think, and the potential pay offs are huge as others begin to join in and the benefits aggregate.

Every day people have the power to make changes in their lives, the nature of their communities and the condition of the planet. Even the smallest changes in habit can help to renew the earth's resources.

RESULTS

To prove our hypotheses that a new environmentally responsible behaviour can become more habitual and that these behaviours can make people feel good we had to show that over time the behaviour our bloggers adopted had become more habitual and they were happier.

Fortunately our results clearly showed that a new behaviour can become more habitual in the real world in only a month.

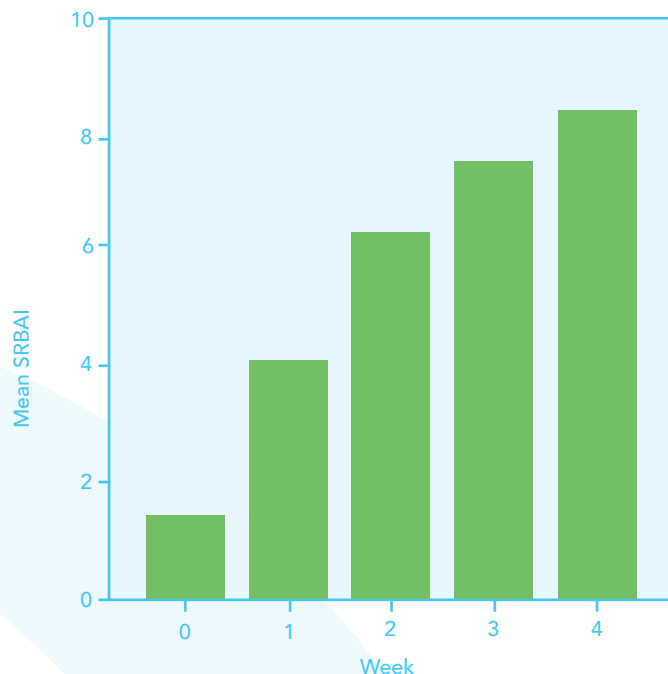
Over the 28 days our bloggers carried out their behaviour we asked them to complete weekly 4 item Self-Report Behavioural Automaticity Index (SRBAI) surveys.¹² These show how automatic, or habitual, a behaviour has become.

As figure 1 shows during the experimental period of four weeks and the baseline week prior to the experiment, the average SRBAI scores of each participant increased steadily on a weekly basis (See Figure 1.).

Figure 1. Mean Self-Report Behavioural Automaticity Index (SRBAI) score of all the participants over a period of five weeks.

Statistical tests showed a highly significant increase in the blogger's average SRBAI scores which indicates that the environmentally responsible behaviour they chose has become more habitual over the 28 day experiment.

The tests also showed that the biggest change occurred in the first week of the experiment, with average SRBAI scores greatly increasing from week 0 to week 1. This suggests that daily cues and the commitments the bloggers had made were sufficient to encourage them to overcome perceived barriers to performing their target behaviour within the first week of making a change.



The second objective of our experiment was to determine if our environmentally responsible behaviours could increase a person's level of happiness. Our results indicate they can.

Comparing participant's happiness regarding their existing behaviour prior to the experiment (week 0) with that of the behaviour that they adopted over the course of the experiment (weeks 1-4), statistical tests revealed a significant increase in happiness levels. Regardless of the behaviour they engaged in prior to the experiment, all of the bloggers reported increases in happiness from week 0 to week 4 of the experiment (See Figure 2.).

Figure 2. Mean happiness (from engaging in current behaviour) over a period of four weeks.

Our experiment showed that engaging in an environmentally responsible behaviour made participants feel much happier over the 28 day period, as bloggers reported marked increases in happiness between week 0 and week 4 of engaging in their behaviours.

We also found that bloggers became increasingly aware of the value of engaging in environmentally responsible behaviours, as there was a significant increase in their reports that engaging in environmentally responsible behaviour was worthwhile from week 0 to week 4 of the experiment (See Figure 3).

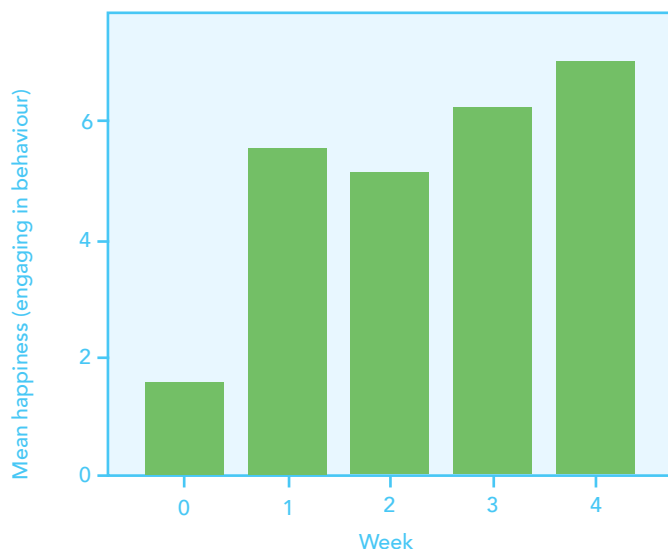
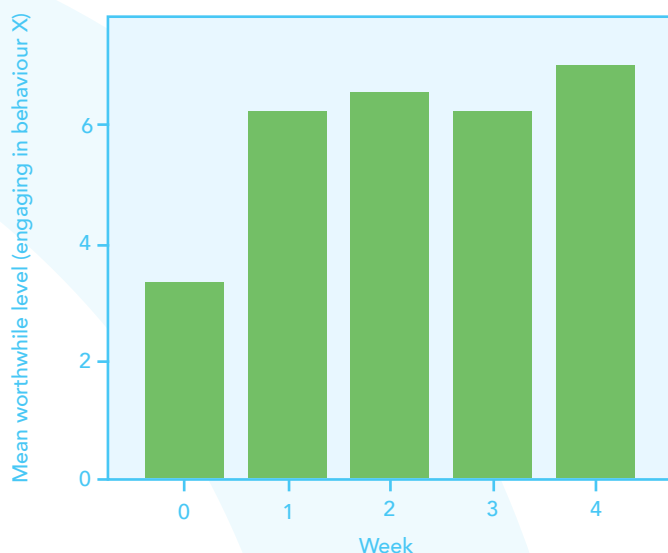


Figure 3. Shows average level of worthwhileness while engaging in behaviour over a period of four weeks.

Thinking about renewability, whether regarding personal energy or something to do with the environment made all of the bloggers value renewability more highly.

“The feeling of doing the right thing even though it is a small one is great. I am just glad to play a small role in helping our planet” – Vinithia, blogger



DISCUSSION

The results of the experiment suggest that the barriers impeding widespread adoption of environmentally responsible habits can be overcome. Our work shows that the gap between the way people feel about the environment and how they actually act can be bridged by providing an incentive for people to practice what they preach as increasing happiness is an enticing prospect for anyone.

This experiment shows that, although people may perceive changing their habits to be challenging, in reality it is in fact easy to tweak an existing habit to be renewable. The misconception that turning over a new leaf is a waste of time can be rectified by connecting people to the benefits of going green. If making a small, effortless alteration to your life to increase happiness and reduce environmental impacts isn't worth your while - what is?

Beyond showing that these obstacles are surmountable, our work also aligns with much of the academic literature on the subject of habit development and the subsequent increases in happiness associated with intentional behaviour

The experiment results support the consensus that connecting a situational cue and an action results in a behaviour becoming automatic and habitual. Similar to the results seen in other studies, our participant's small changes in behaviour quickly became habitual even when situational cues were occasionally missed.

The experiment also supported the widely accepted notion that a person's behaviour plays a major role in their levels of happiness, as test results showed increases in happiness and satisfaction levels in participating bloggers throughout the 28 day period.

The behaviours selected were quite varied, some were not intrinsically rewarding and took time and effort to carry out, yet all of our bloggers felt happier as time went by and they carried out these behaviours more. This indicated that an external reward, like feeling they were helping preserve the planet by reducing their impact, was enough to make them feel rewarded and happier.

The wider implications of this experiment are that consumers have the power to change - not only their own lives, but also benefit the lives of those around them and spur on the creation of a generation of renewability literate citizens. They also imply that if people are reminded about it, and the behaviour is set in the right context, consumers will adopt pro-environmental behaviours and be happier doing so. Perhaps all that is missing is clarity on what behaviours to change and how to do it.

Getting the concept of renewability on the map will help to foster a better understanding of ethical consumption that goes beyond recycling and gives people a reason to put their environmental attitudes and intentions into action.

If people start acting and consuming renewably, businesses will take notice and incorporate renewability into their operations.

WHAT OUR RESULTS MEAN

These results have a number of important lessons for everyone looking to change their lives for the better:

Changing Your Behaviour for Good

1. Start small and start now. Don't over plan or procrastinate, choose a habit you can change today and begin. Immediate incremental changes can quickly become more automatic and result in increased happiness.
2. Cues are the key. Choose a behaviour associated with a situational cue and make it more renewable.
3. Make a pact with yourself. Like a New Year's resolution, commit to a goal and set out to achieve it. A personal contract may help to solidify the commitment, i.e. "When I encounter situation X I will perform behaviour Y".
4. Recycling isn't enough. Products made from non-renewable sources are inherently harmful to the environment, to be truly eco-friendly, we must consume resources that can replenish themselves.
5. Seek support from friends, family, peers, colleagues or even social media. This will provide gratification and motivation to keep it up - you may even inspire others to make a similar change in their lives.
6. Take your environmentally responsible habits wherever you go. Environmentally responsible behaviour doesn't have to be limited to the home, continuing your habits at work or with friends will further integrate them into your lifestyle and maintain the happiness generated.
7. Don't get discouraged if you miss a day or two. Life is hectic and unpredictable – you may miss an opportunity. Missing a couple days is shown to have little effect on habit development so just pick up where you left off.
8. Switch it up a little. Once a habit is established, choose another habit to change. Studies show that variation contributes to improved happiness.

CONCLUSION

The findings of this white paper give people a reason to be optimistic for the future and renew their faith in themselves and in each other. We were encouraged and surprised to see that 10 motivated mothers with very busy lives were able to apply the concept of renewability

to their lives and increase their happiness. If we can take these findings and apply them globally, we have the power to adapt and change to simultaneously make things better for ourselves and the environment.

ANNEX

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