



Changing Habits

Alongside core work in supporting both individuals and businesses live, work and operate sustainably, Eco Concierge also seek to push the change towards sustainable living and working further and faster. This is the essence of the 'Learn and Share' section of our business. We seek to systematically test, learn and then promote the most effective methods of change available to the rest of the field.

With this in mind, Eco Concierge are delighted to again be at the final stage of the Defra led Action Based Research Fund, with another exciting intervention that seeks to help businesses support their employees and customers alike in changing their habits.

Why habits; because they are an area of great potential. From consumer product use like the way we use products and technology to wash our clothes, ourselves and our homes to workplace behaviour like the way we dispose of our rubbish, travel for business or use our business gadgets. Supporting change towards more pro-environmental habits in a way that works for both business and people and that can be scaled up will unlock potential for huge change.

We'll be focusing on the use of implementation interventions this time. A technique that utilises intrinsic motivation combined with trigger driven IF – THEN intentional statements tailored to individual lifestyles. The statements help elicit different habitual responses to key everyday trigger points, replacing habitual actions frequently enough for new pro environmental habits to be formed.

We're delighted to be here again. With fierce competition in the early tendering stages and strong interest already coming from some of the largest businesses in the UK in testing this with us, we have high hopes and can't wait to get started on learning and sharing another great method for supporting change.

