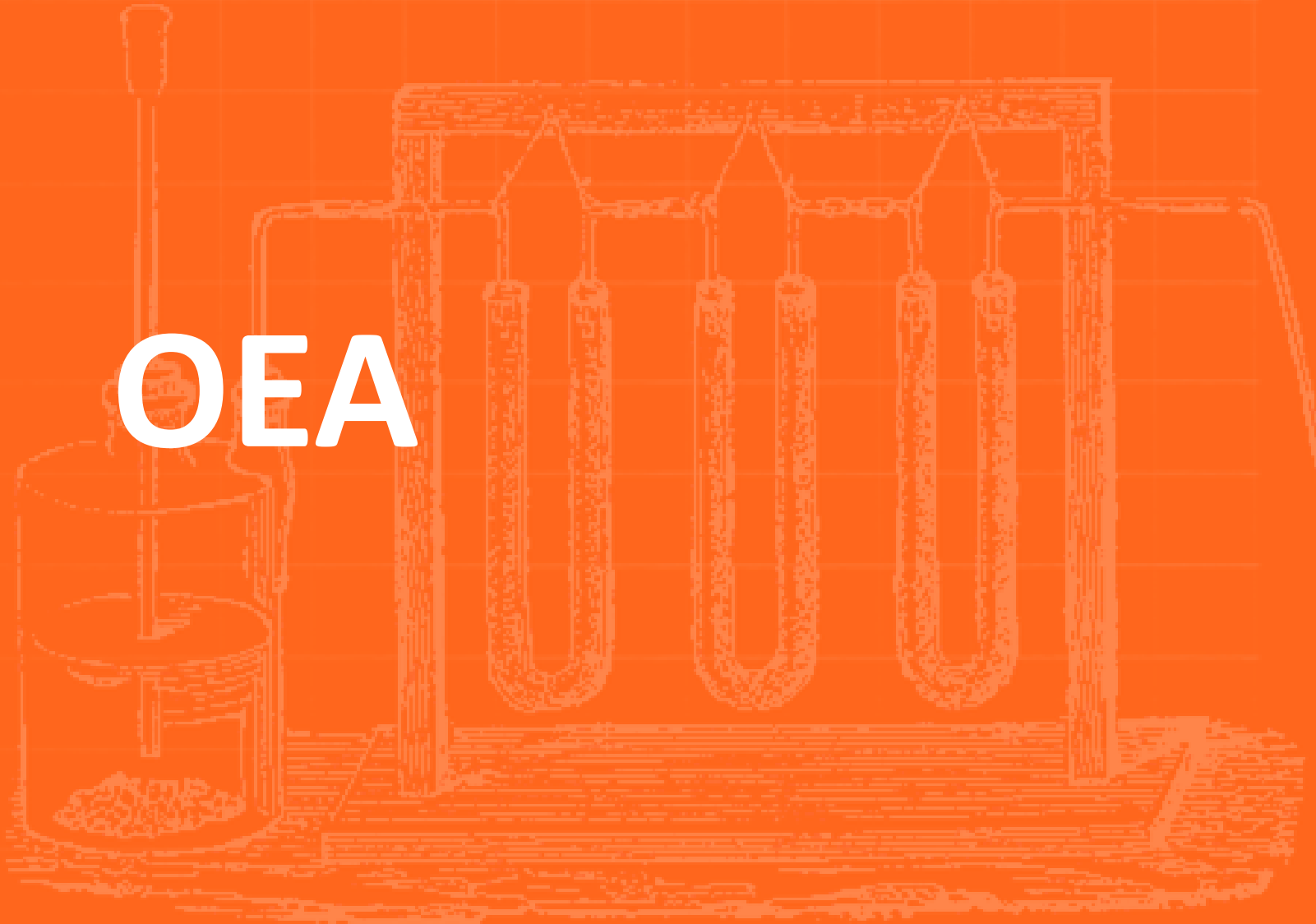


BE *works*

OEA



Our education and awareness campaigns have worked. People want to 'go green'.

They are aware of the importance of reducing their energy use, they want to reduce their carbon footprint and consume sustainable products.

In Canada, **94%** of consumers state that it is important to honour the environment by purchasing green products (Environics Research, 2009).

87% of American consumers said that they were concerned about the environment and would shop with that concern in mind (Environics Research, 2009).

“What one does it what counts, not what one intends to do.”

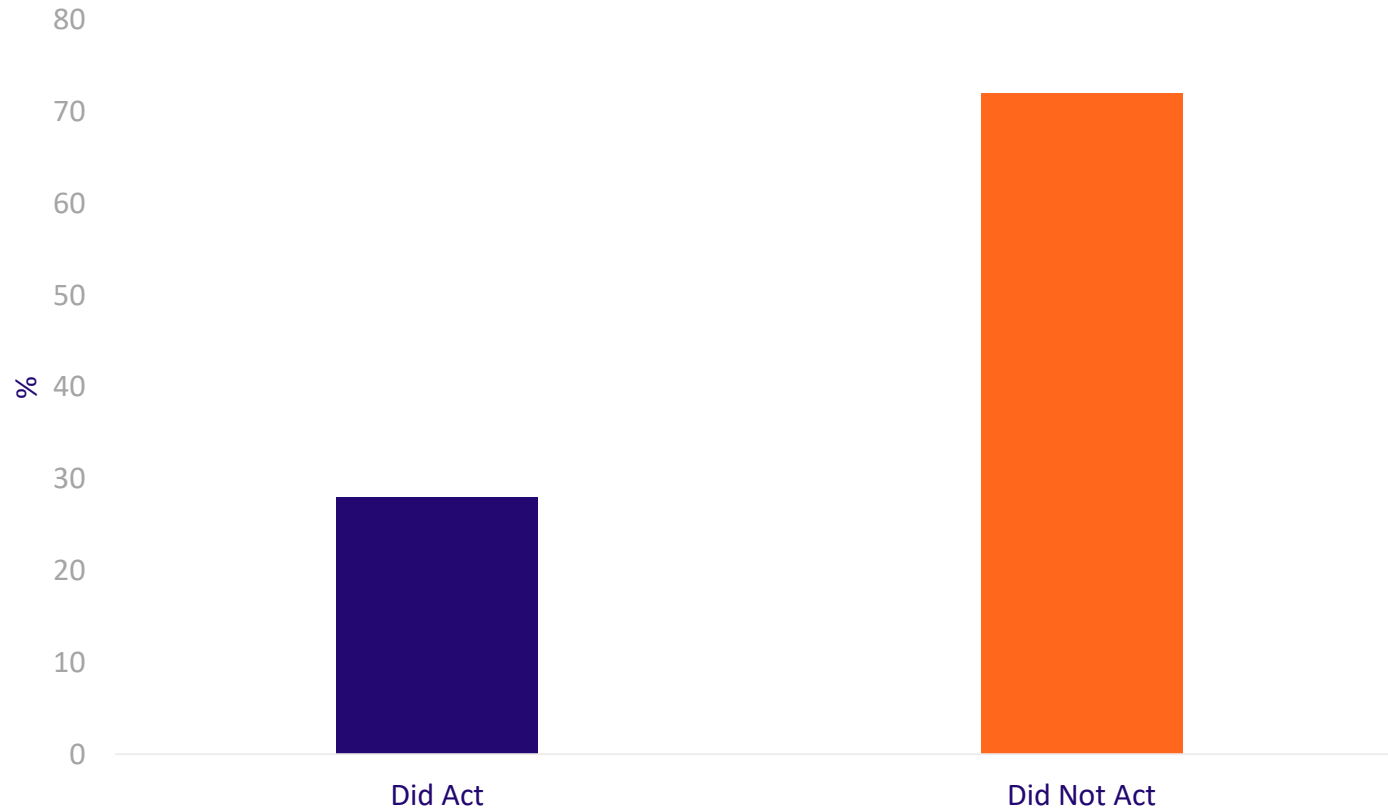
- Pablo Picasso

Intentions **vs.** Behaviour

Even when people express strong motivations, there are barriers that prevent people from achieving their intended behaviour goals.

Intention vs. Behaviour: *The Say-Do Gap*

Proportion of People with Intentions who Actually Acted toward their Stated Goal



A meta-analysis of 422 studies concluded that intentions only predict behaviour **28%** of the time.

*By understanding our Psychology,
BE Can Help Overcome the Gap*

1

Breaking Habits

2

Pre-commitment

3

Defaults

THANK YOU

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