

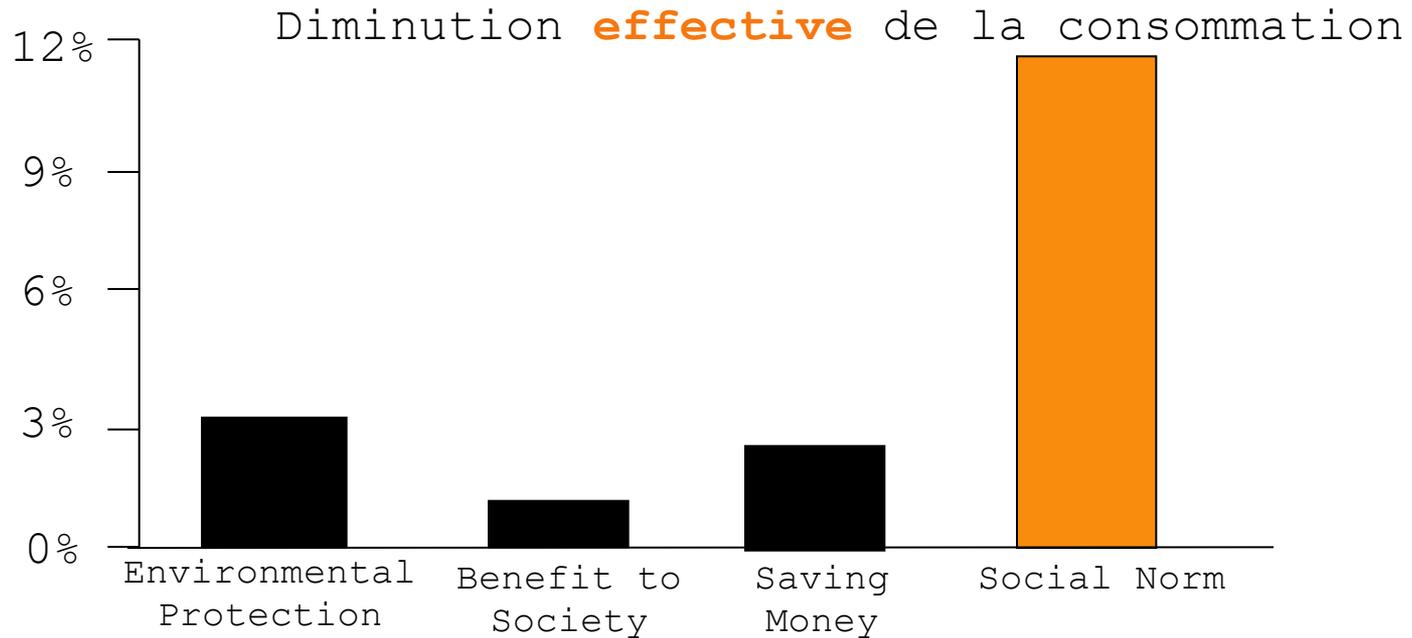
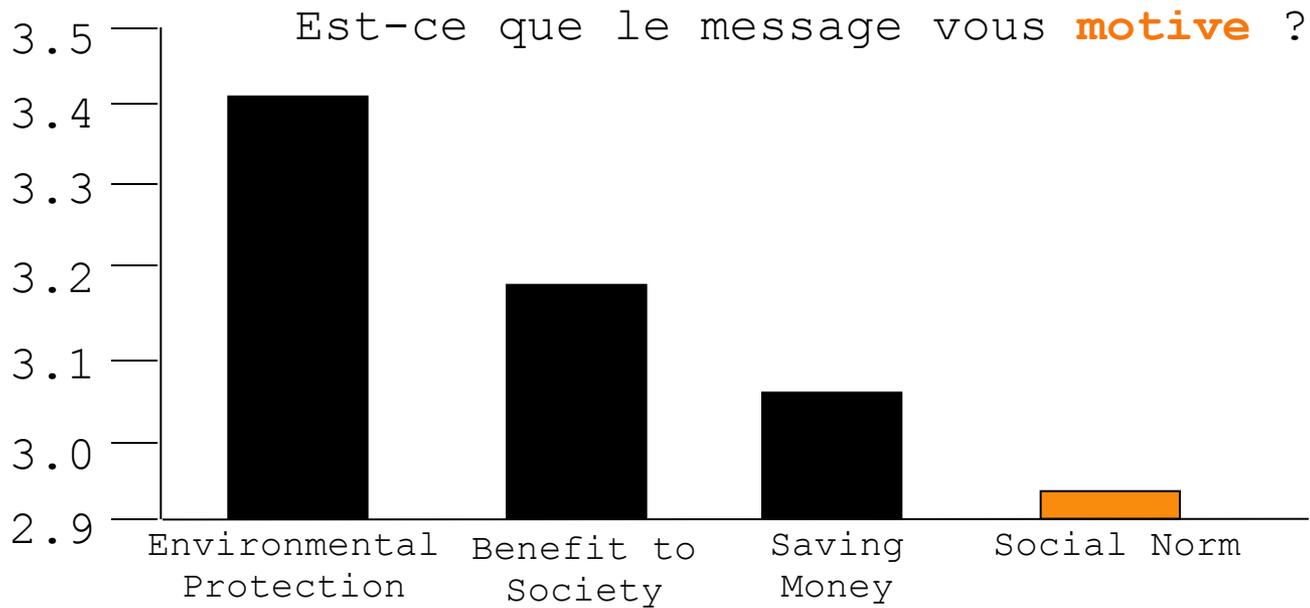
STRATEGIES DE CHANGEMENT DE COMPORTEMENT

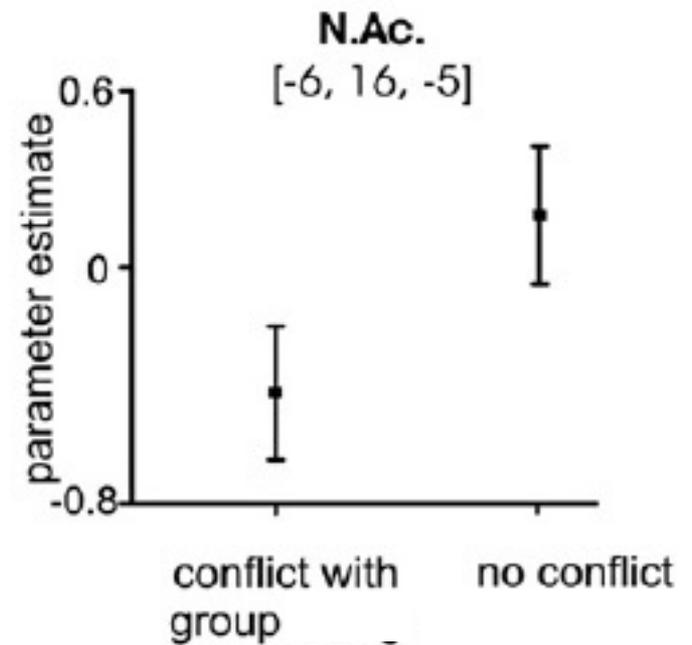
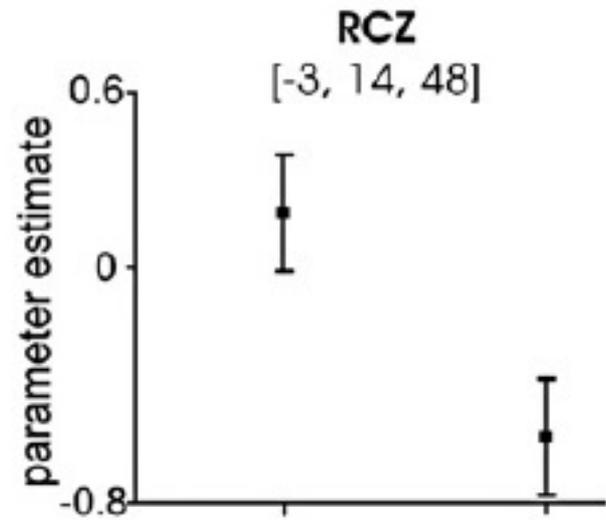
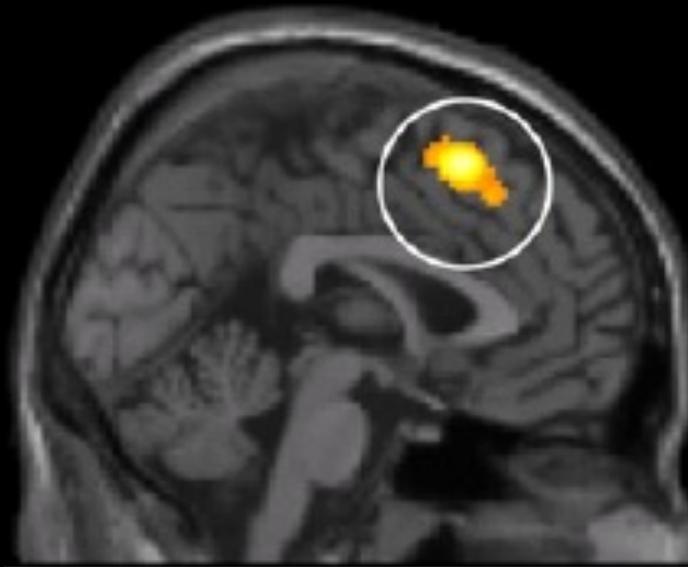


Jeremy Grivel
Dr en Neurosciences

Yves François
Psychologue







30 millions

de piles vont à la
poubelle chaque année.

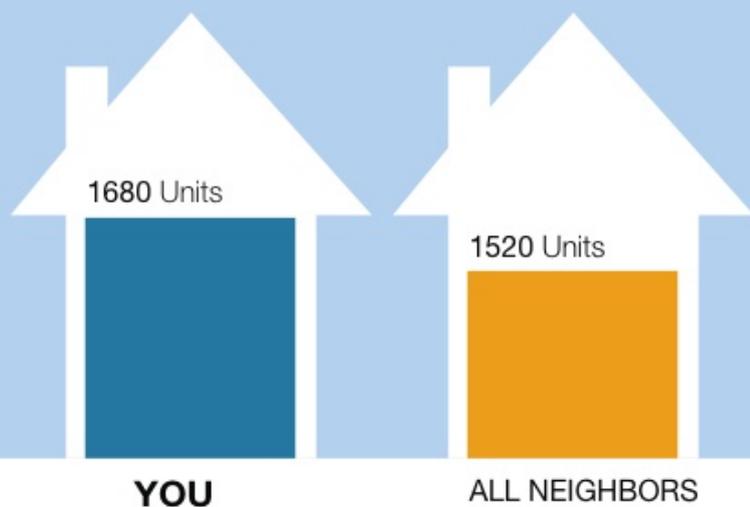
Rapportez les vôtres.



www.facebook.com/inobat.batteryman

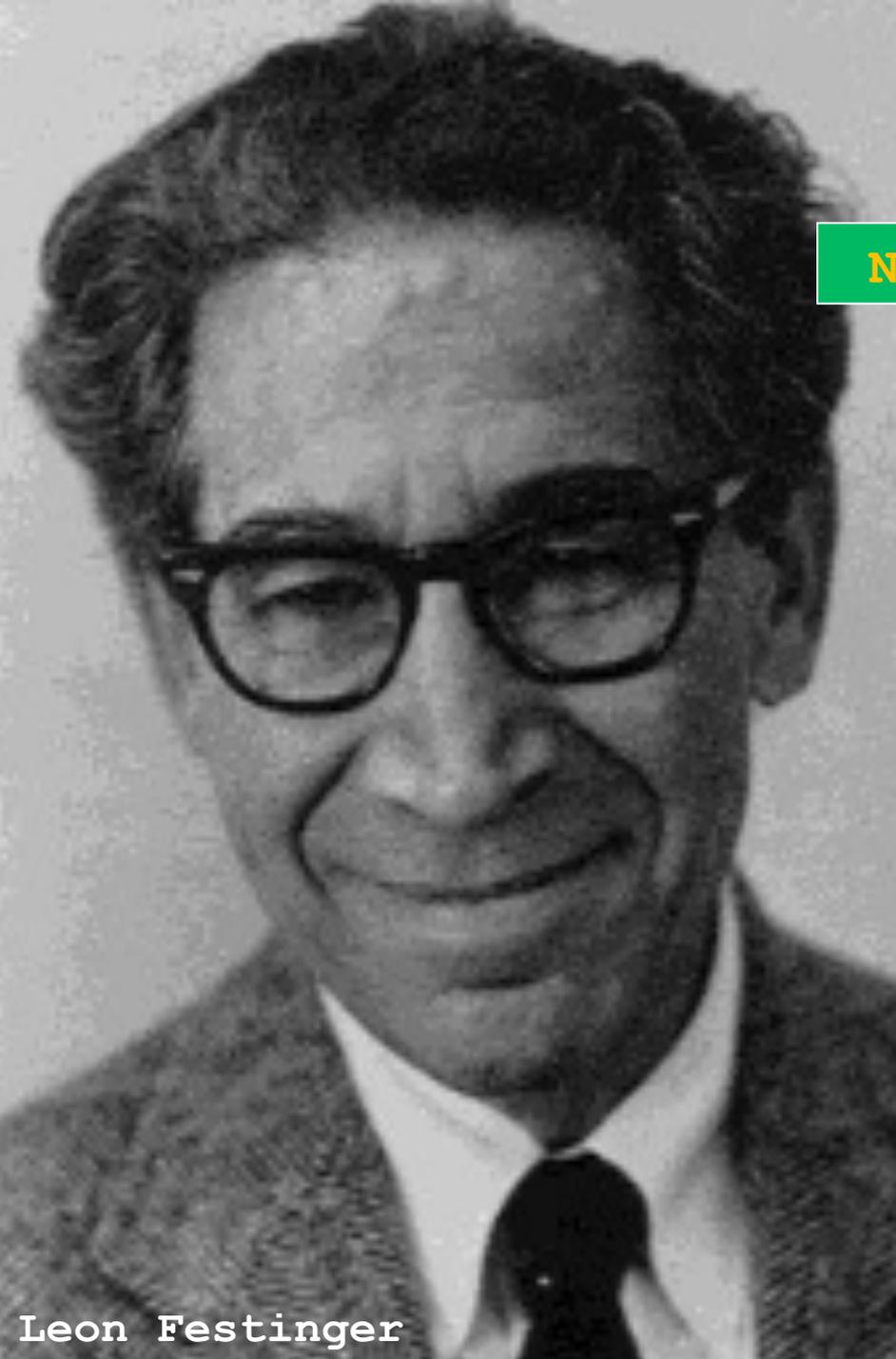
www.batteryman.ch

Your heating usage compared to your neighbors:



You used **14% more** energy on **heating** than your neighbors.

Your estimated heating usage is based on last winter's energy use and temperature. For more details, visit YourCompany.com/reports.

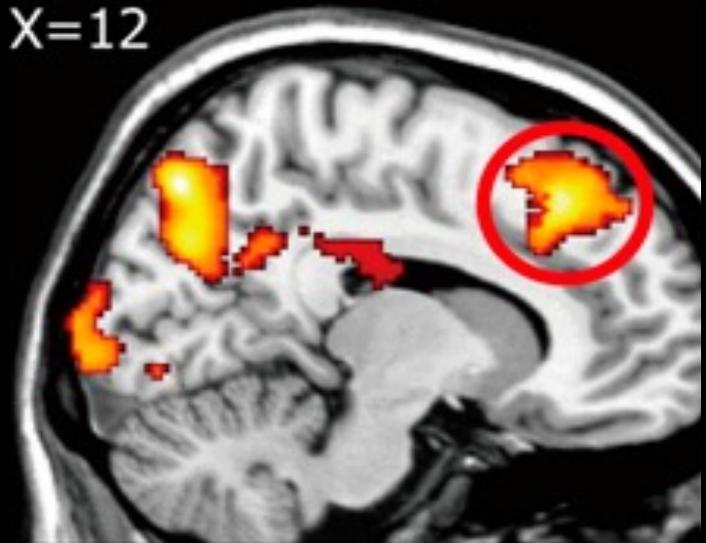


Nous ne sommes pas **rationnels**
mais **rationalisants**

Nous nous trouvons des raisons

Nous changeons nos **idées** pour
qu'elles soient en accord
avec nos **comportements** parce
que nous cherchons la
cohérence.

X=12



dACC

Leon Festinger