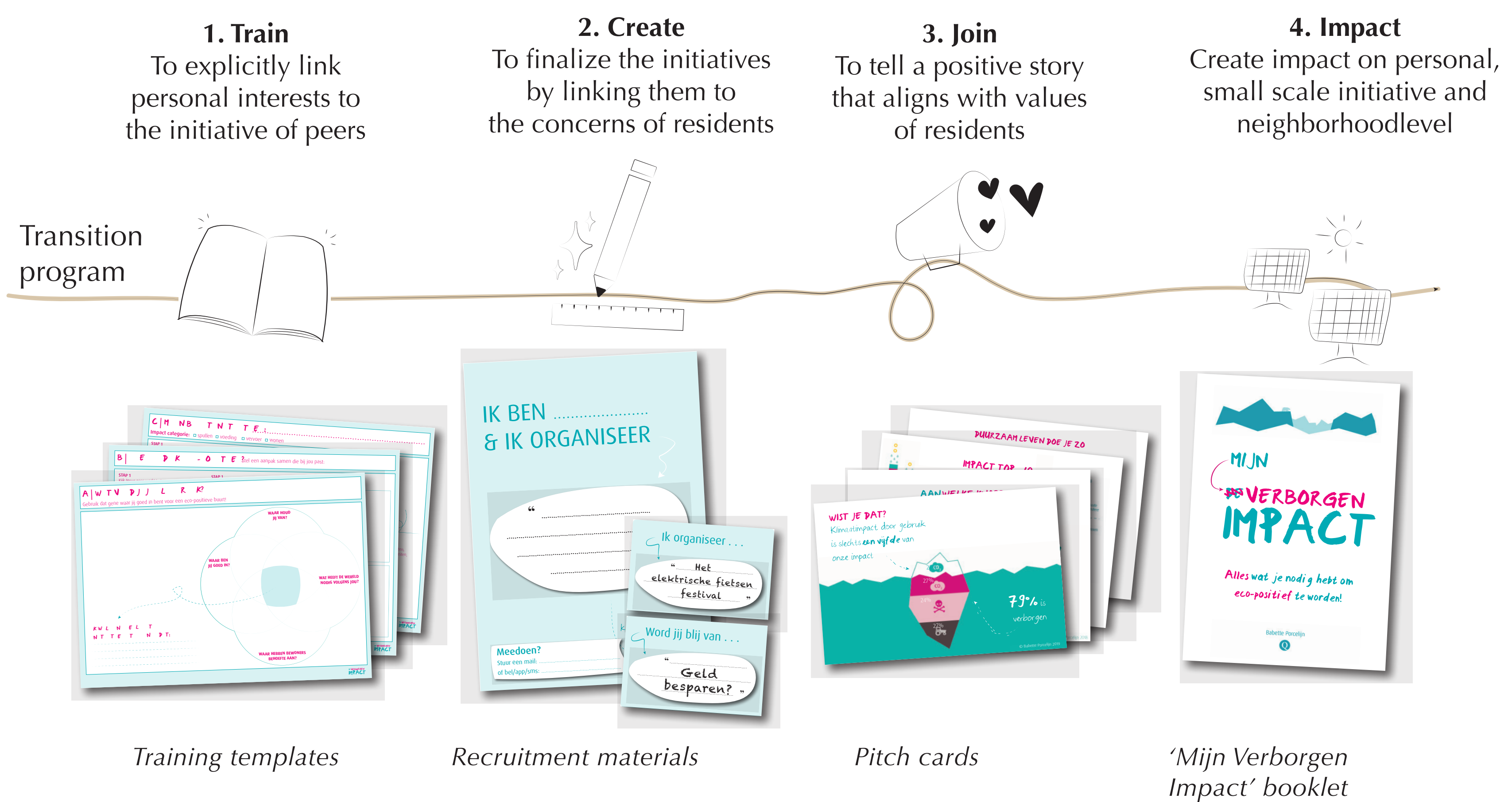
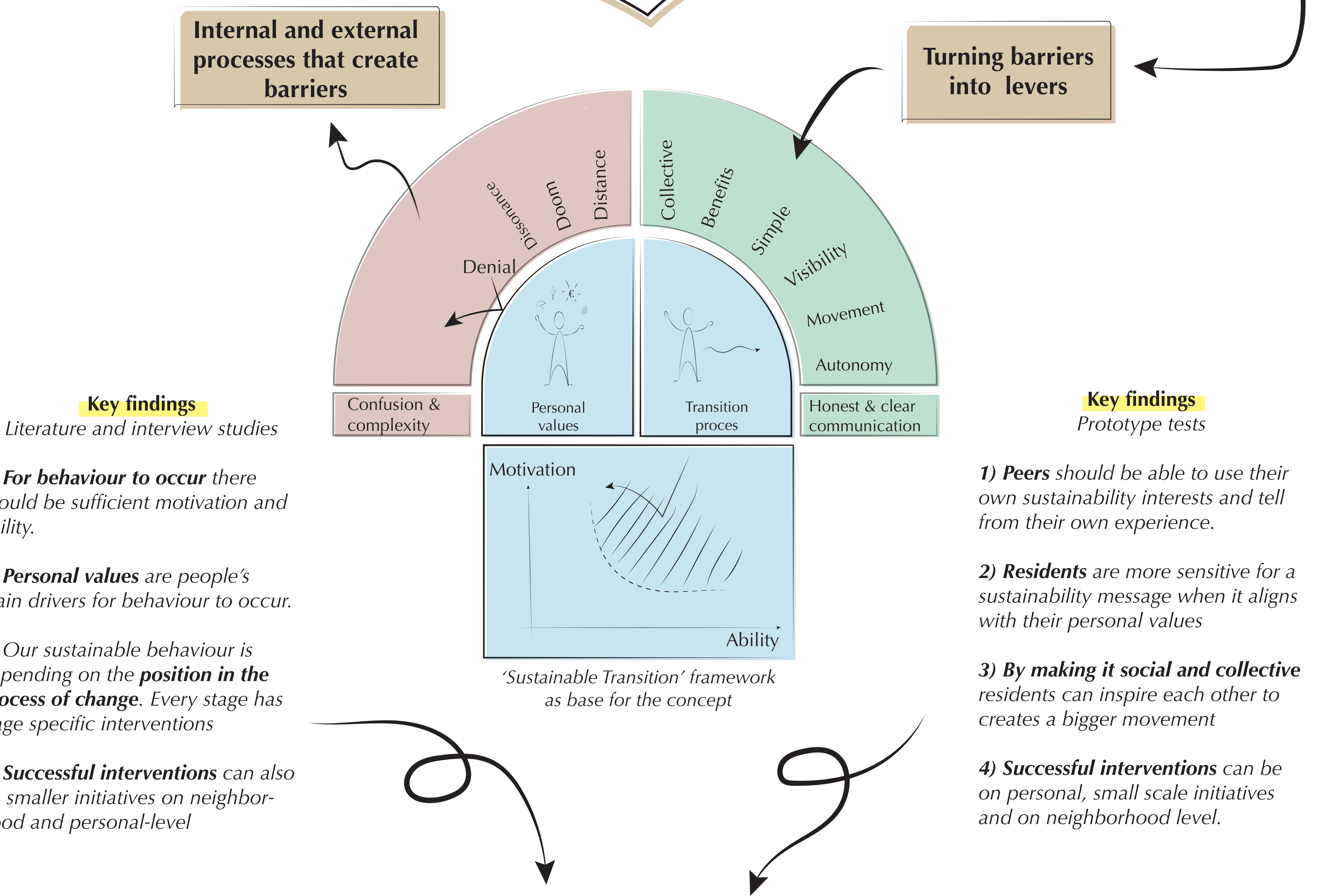


Intrinsic transitions: Motivate residents towards a (more) sustainable lifestyle

Consumers are confused about the concept of sustainability. Caused by **lack of objectivity** and **conflicting messages** (Hoekstra, 2013).

Resistance towards sustainability is caused by the **way our brain works** (Griskevicius, Cantú, & van Vugt, 2012)

A shift in paradigms is considered to be the most powerful effect to drive change towards transitioned lifestyles (Meadows, 1999).



Transition Toolkit for peers based on the method of "De Verborgen Impact"

Eline van Terwisga
Intrinsic Transitions: A strategy for housing corporations to facilitate sustainability in neighborhoods
11-04-2019
Design for Interaction

Committee Ruth Mugge
Ehsan Baha
Company Babette Porcelijn
(Think Big, Act Now)

