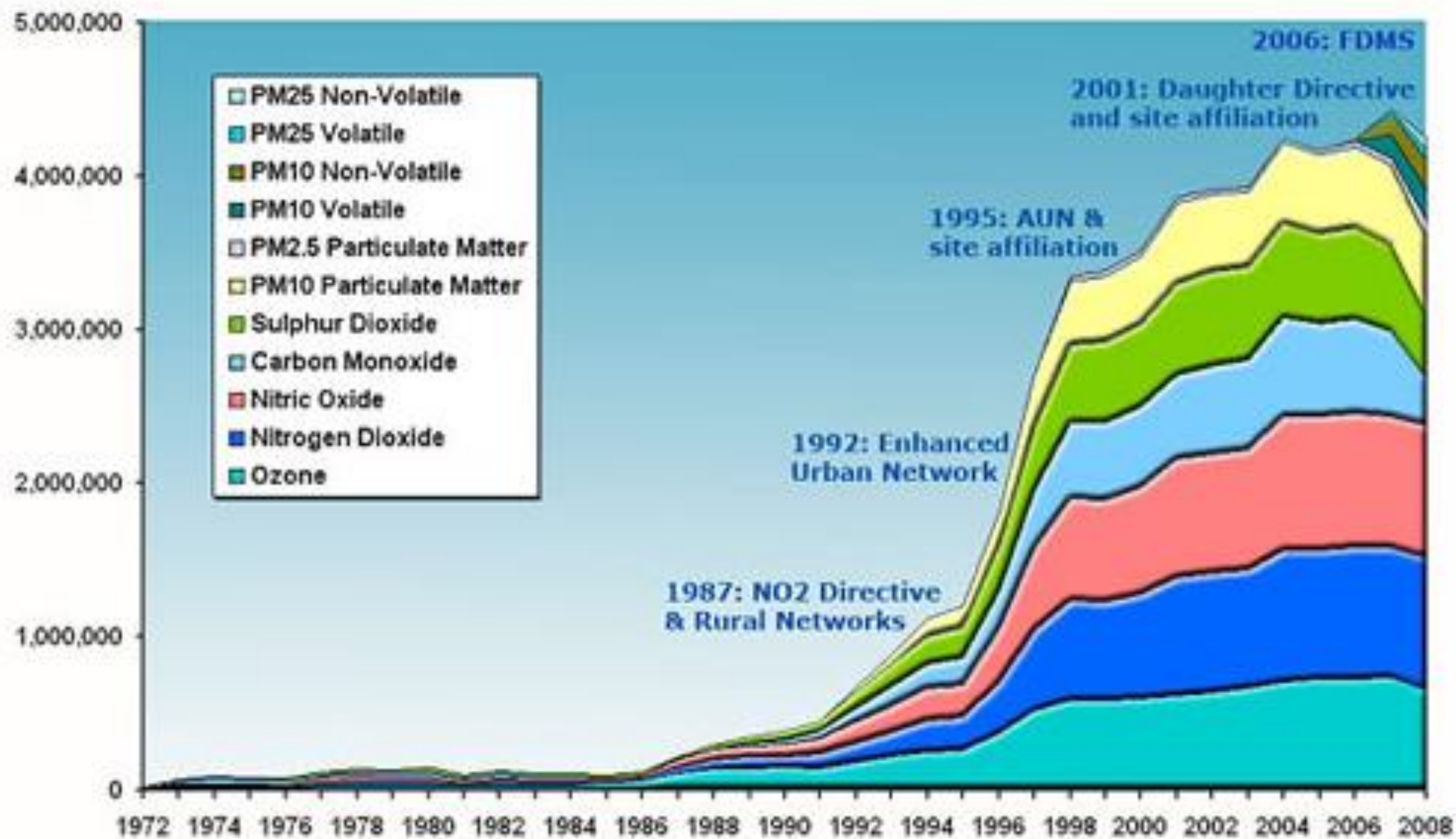




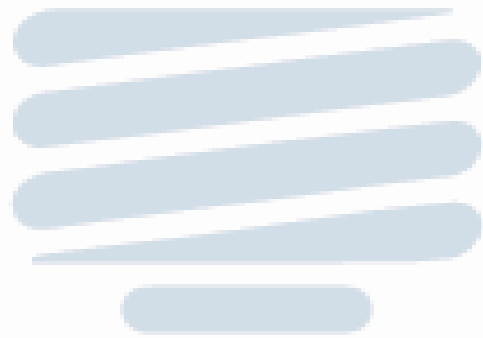
EconoMind

Save your energy | Minimize your bills



The Objective

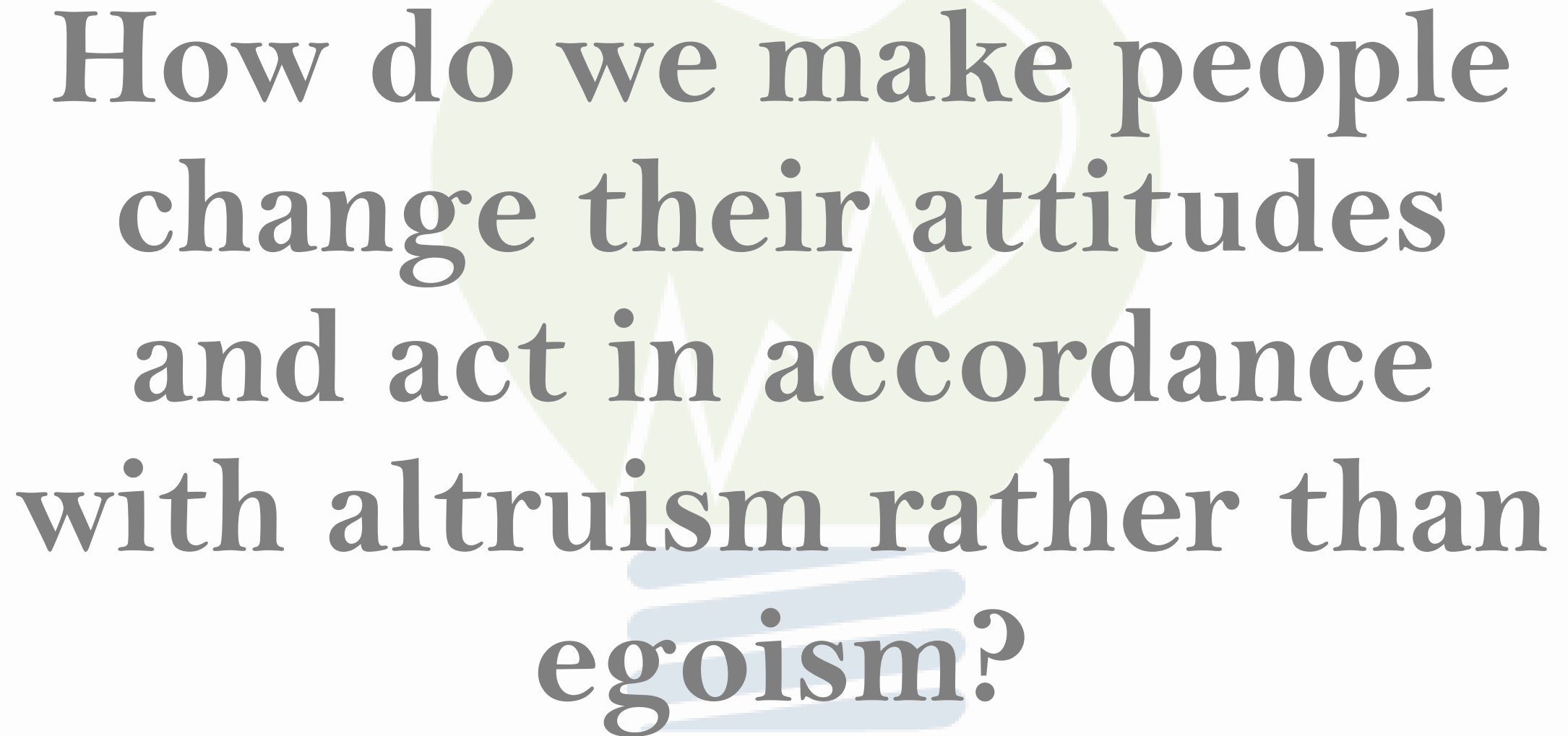
Getting people to behave according to what we believe is a considerate and environmentally friendly way of life



The Problem

The majority of people is either unaware, inconsiderate, or selfish regarding the “sustainability approach”

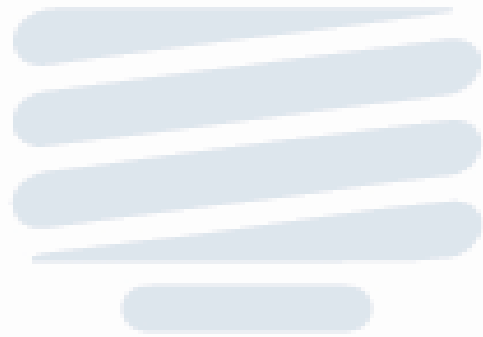




How do we make people
change their attitudes
and act in accordance
with altruism rather than
egoism?

EconoMind: What I Do

Consult clients on **ways to reduce monthly bills** by introducing **energy saving** products and estimating their financial savings





almost

Everybody
cares about
money

The Financial Focus

“It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their own self-interest. We address ourselves not to their humanity but to their self-love, and never talk to them of our own necessities, but of their advantages”

— Adam Smith, Father of modern economics/ 1776

The Method



Introducing financial benefits rather than emphasizing values will provide people with an incentive to internalize sustainable behavior



Plans For The Future

- Consult on law incentives to create clean self generated energy
 - Work with green oriented architects /contractors
 - Expand to business sector
- More ideas? Relevant products, companies, people or customers?

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