|  |  |
| --- | --- |
| Financial penalty (e.g., fines) | 3,46 |
| See people I know taking action | 3,40 |
| People I know encourage me to take action | 3,06 |
| Financial incentive/reward | 3,00 |
| I hear someone promoting the benefits of taking action | 2,93 |
| I hear someone talking about the dangers of not taking action | 2,66 |
| I see advertisements or public notices encouraging me to take action | 2,43 |
| Government officials encourage me to take action | 2,26 |
| I see news media coverage encouraging me to take action | 2,20 |
| A non-profit organization encourages me to take action | 2,13 |
| A celebrity I respect encourages me to take action | 2,00 |

According to the weekly task I’ve done short survey for 15 people using the list of possible reasons for the sustainable behavior in the relationship to the environment. There is popularity ranking based on the collected responses below.

Actually I wasn’t surprised by results. The main reason for sustainability behavior is the likelihood of financial loss. We can see that the possibility of financial benefits takes one of the highest positions too.

Personal example and motivation from known us people is the second meaningful reason to be better with our environment. So, the idea of careful relation to the environment will be developed as were shown by The Classic Diffusion Model (Everett Rogers, 1962). The number people involve will increase significantly as soon as stage of innovators will progress to early adaptors and early majority then.

The latest ranking position or least popular causes for promoting eco-friendly relations are celebrities, non-profit organizations, government officials and mass media. This is expectedly. These institutions are not sources of trust information any more. Unfortunately there is no any reliable environmental cooperation with them in our society at the moment.