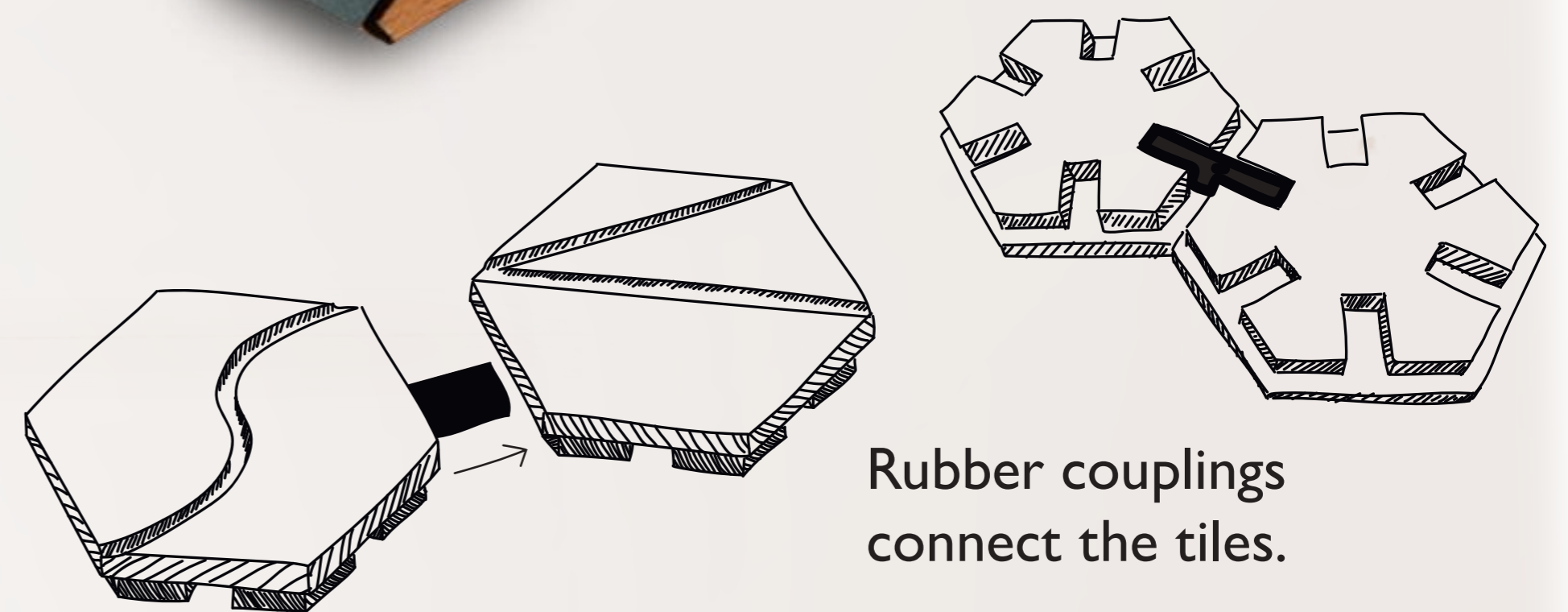
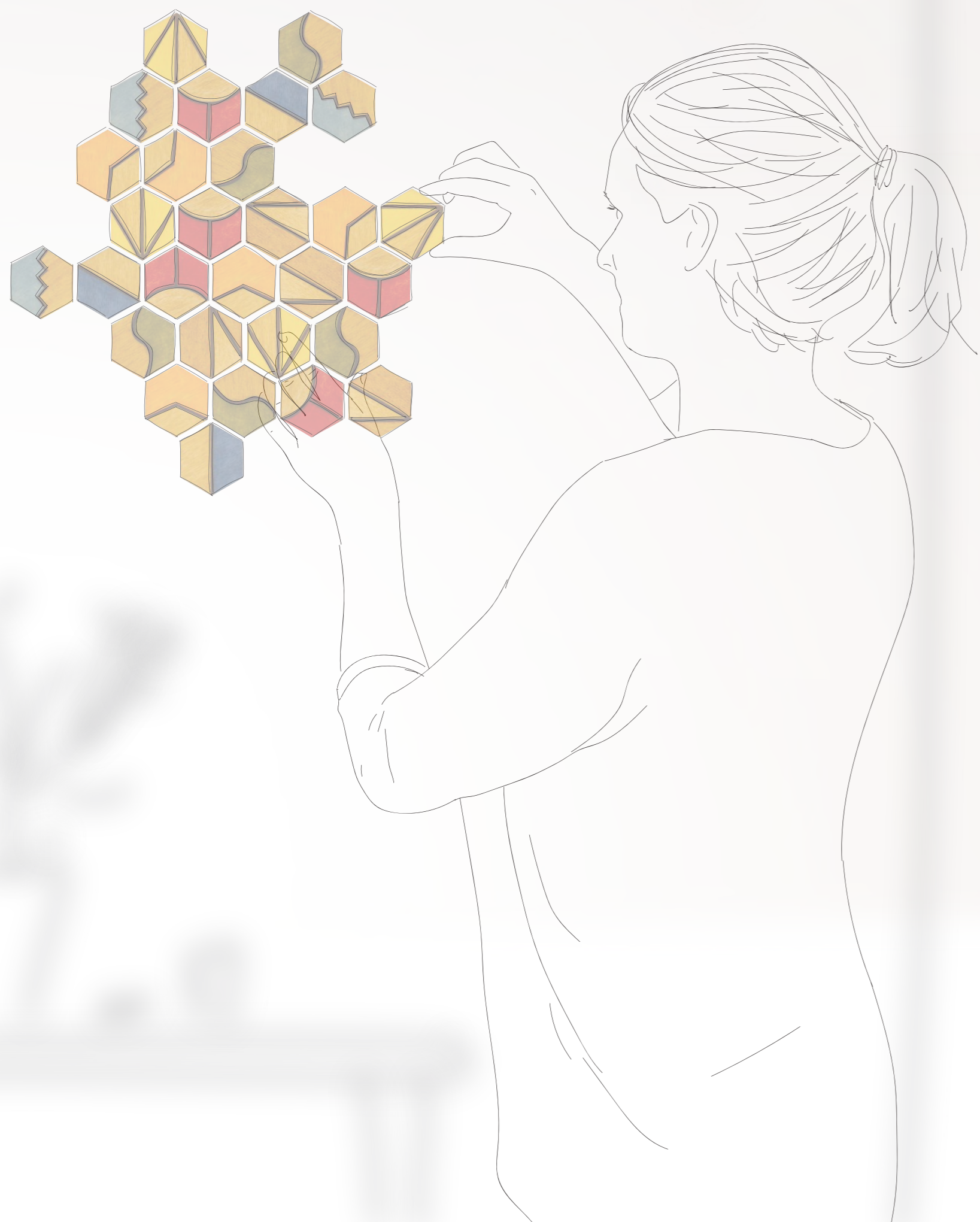


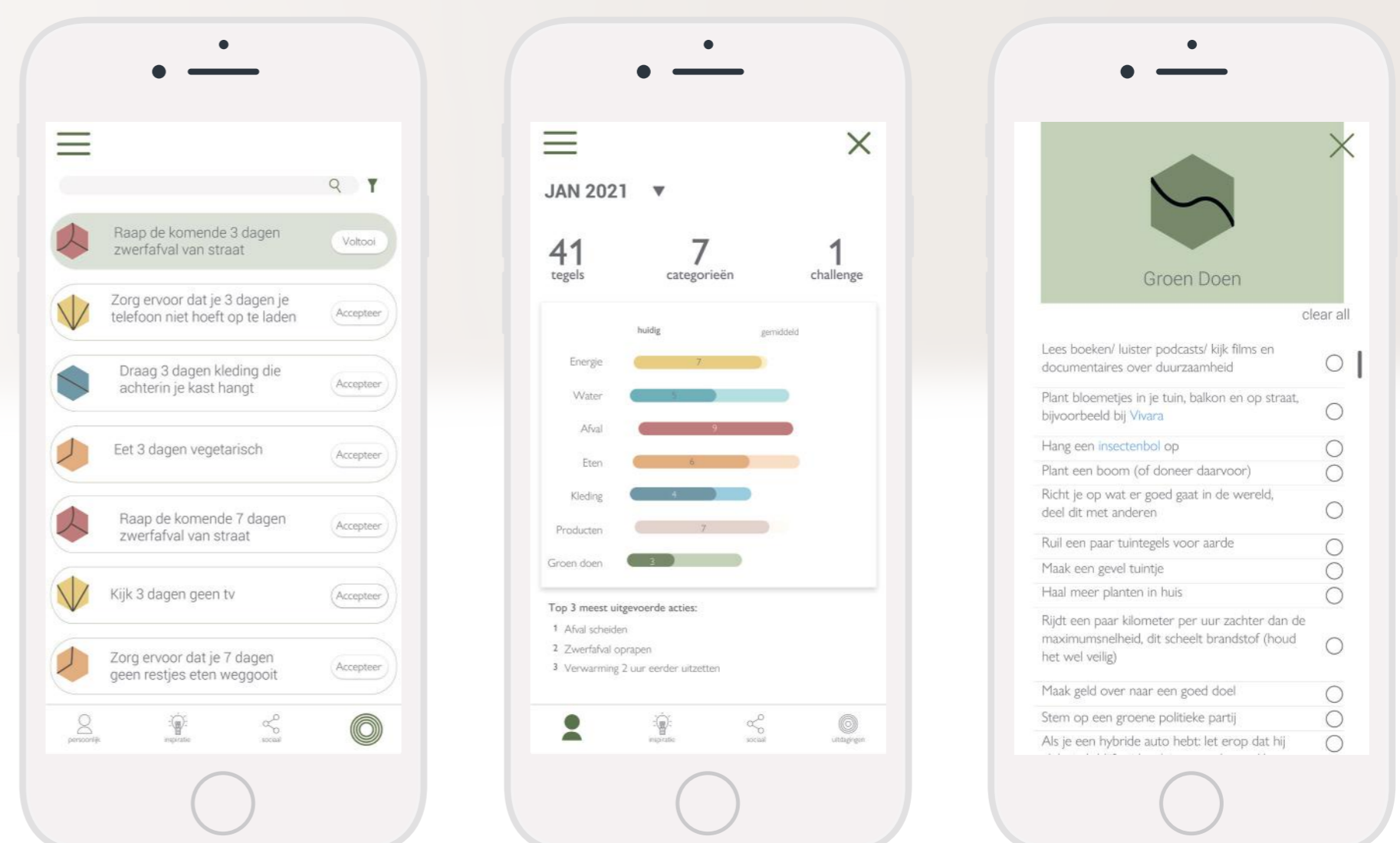
# An interactive artwork that stimulates sustainable behaviour

Susa stimulates sustainable behaviour and helps users to act more environmental friendly in a positive way. The product consists of hexagonal tiles with prints that represent different categories of sustainable behaviour: water, electricity, waste, clothes, products, food and green actions. By attaching a tile after every sustainable action, the user creates an artwork that represents his/her sustainable behaviour. As the artwork gets bigger and bigger, users give themselves positive feedback on their sustainable behaviour and become aware of how sustainable they already are.

Research shows that this positive feedback on sustainable behaviour enlarges the environmental self-identity: the extent to which someone sees him-/herself as a sustainable person (van der Werff, 2016). Since we want to act in line with how we see ourselves, this enlarged environmental self-identity leads to more sustainable behaviour in the future.



App to get tips and inspiration, see statistics and share pictures with friends.



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