Rory Sutherland
Vice Chairman – OgilvyOne

The Bob Dylan guide to Retail Sustainability

Adam Smith on Sustainability

"People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices."

Wealth of Nations

Bob Dylan on Sustainability

"People don't do what
they say they believe; they do
what's convenient
and then they repent"

Brownsville Girl.

Richard H. Thaler
Cass R. Sunstein

Nudge

Improving Decisions About Health, Wealth, and Happiness

http://nudges.wordpress.com/2008/07/30/smile-youre-driving-the-speed-limit/

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Smile - you're driving the ... ✕   When a technological nudge ...   18th century monarchs can ...   Safety ▾   Tools ▾

Luboš Motl The Reference Frame
http://motls.blogspot.com/

« What's my motivation?   The behavioral economics behind free gas »

Smile - you're driving the speed limit

Here in the U.S., road signs that flash the driving speed of approaching cars are a common sight, in part because they operate at two percent of the cost of traffic cameras. The clunky acronym for these things are VAS (Vehicle Activated Speed) signs. In the U.K., however, these signs don't just tell drivers their speed. They smile at cars under the limit, and frown at cars over the limit.

Hat tip to Rory Sutherland for pointing this out in a post on the Spectator blog. You can also read Rory's earlier piece on why politicians shouldn't be afraid to learn from marketers, who are, after all, masters of persuasion.
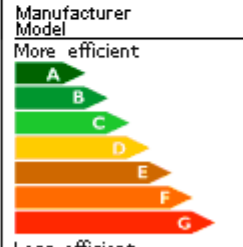
No, the happy chap in the picture above is not Rory. It's Councillor Michael McCann, the depute (British spelling) leader of South Lanarkshire Council, and member of the Scottish Labour Party.

Tags: traffic, smiley face

http://www.sei.ie/app_washingmachine.asp

google images

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W A Guide for the Perplexed - ...   SEI - Washing Machine   ✕

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- Energy Saving Tips
- Home Energy Survey
- **Appliance Labelling**
  - Washing Machine
  - Dishwasher
  - Washer / Dryer
  - Tumble Dryer
  - Fridge / Freezer
  - Legislation
- Personal Transport
- How Clean is Your Car?
- Fuel Cost Comparisons
- FAQ
- Energy Star
- U Value Calculator
- Your Home Publications
- Pilot Home Energy Saving Scheme

Washing Machine

Energy	Washing Mashine
Manufacturer	
Model	
More efficient	A
A	
B	
C	
D	
E	
F	
G	
Less efficient	
Energy Consumption kWh cycle	0.95
Washing Performance	A BCDEFG
Spin Drying Performance	A BCDEFG
Spin speed (rpm)	1500
Capacity (cotton) kg	5.0
Water Consumption	50
Noise Washing	10
(d B(A) re pw) Spinning	12

1. Model/Manufacturer
This shows the manufacturers name/brand and the specific model name/number.

2. Energy Efficiency
The A to G scale shows the energy efficiency of this product, where "A" is the most efficient and "G" the least efficient. Consumers are advised to purchase the most efficient model possible e.g. "A" or "B" which may cost more to buy but will cost less to run than an "F" or "G".

3. Energy Consumption
This is the machines actual energy consumption expressed in kWh or kilowatt hours for a standard 60C cotton cycle. Note the kWh is the standard unit of electricity reported on electricity bills. Actual consumption will depend on how they use the appliance.

4. Washing Performance
Indicates the cleanliness of wash based on standard tests for a 60C cotton cycle where "A" is higher and "G" lower performance.

5. Spin Drying
Indicates the machines water extraction performance from "A" (higher) and "G" (lower) for a standard 60C cycle. It takes much less energy to spin dry clothes than tumble dry them in a dryer. If you use a tumble dryer, choosing a washing machine with A-rated spin will halve your tumble drying costs.

6. Spin Speed
This indicates the maximum spin speed achieved by the machine in a standard 60C cotton cycle.

7. Capacity (cotton) Kg
This is the dry weight capacity in kilogrammes of the machine for a standard 60C cotton cycle.

8. Water Consumption Lt.
This indicates the total water consumption per cycle based on a standard 60C cotton cycle. Energy efficient washing machines typically use significantly less water, meaning less heat is required and less water is drained.

http://www.ocado.com/webshop/createAdvice.do?login=rory@attglobal.net&range=1&addressId=452028 | ocado

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W A Guide for the Perplexed - ... | Ocado: Delivery: Choose... ✕

🏠 ▾ 🔊 ▾ 🖃 🖶 ▾ Page ▾ Safety ▾ Tools ▾

Book a delivery /

Choose an available time between 6:00am and 11:30pm

You're enjoying unlimited free delivery charges until Friday 20 February 2009 as a member of Ocado On Demand (6 months membership).

Key

🚚 - Available (green)
A van will already be in your area, booking it will help save fuel.

Jump to: Morning   Afternoon   Evening

Morning

	Today (21/9)	Tomorrow (22/9)	Tue (23/9)	Wed (24/9)	Thu (25/9)	Fri (26/9)	Sat (27/9)
6:00am-7:00am			🚚	🚚	🚚	🚚	🚚
6:30am-7:30am		🚚	🟢	🚚	🚚	🚚	🚚
7:00am-8:00am		🚚	🚚	🚚	🚚	🚚	🚚
7:30am-8:30am		🚚	🚚	🚚	🚚	🚚	🚚
8:00am-9:00am		🚚	🚚	🚚	🚚	🚚	🚚
8:30am-9:30am		🚚	🚚	🚚	🚚	🚚	🚚
9:00am-10:00am		🚚	🚚	🚚	🟢	🚚	🚚
10:00am-11:00am		🚚	🚚	🚚	🚚	🚚	🚚
11:00am-12:00pm		🟢	🚚	🟢	🚚	🚚	🚚

Back to top

Afternoon

	Today (21/9)	Tomorrow (22/9)	Tue (23/9)	Wed (24/9)	Thu (25/9)	Fri (26/9)	Sat (27/9)
12:00pm-1:00pm		🚚	🚚	🚚	🚚	🟢	🚚
1:00pm-2:00pm		🚚	🚚	🚚	🚚	🚚	🟢
2:00pm-3:00pm		🚚	🚚	🚚	🚚	🚚	🚚
3:00pm-4:00pm		🚚	🚚	🚚	🚚	🚚	🚚

edited by **Lorenzo Pecchi and Gustavo Piga**

Revisiting Keynes

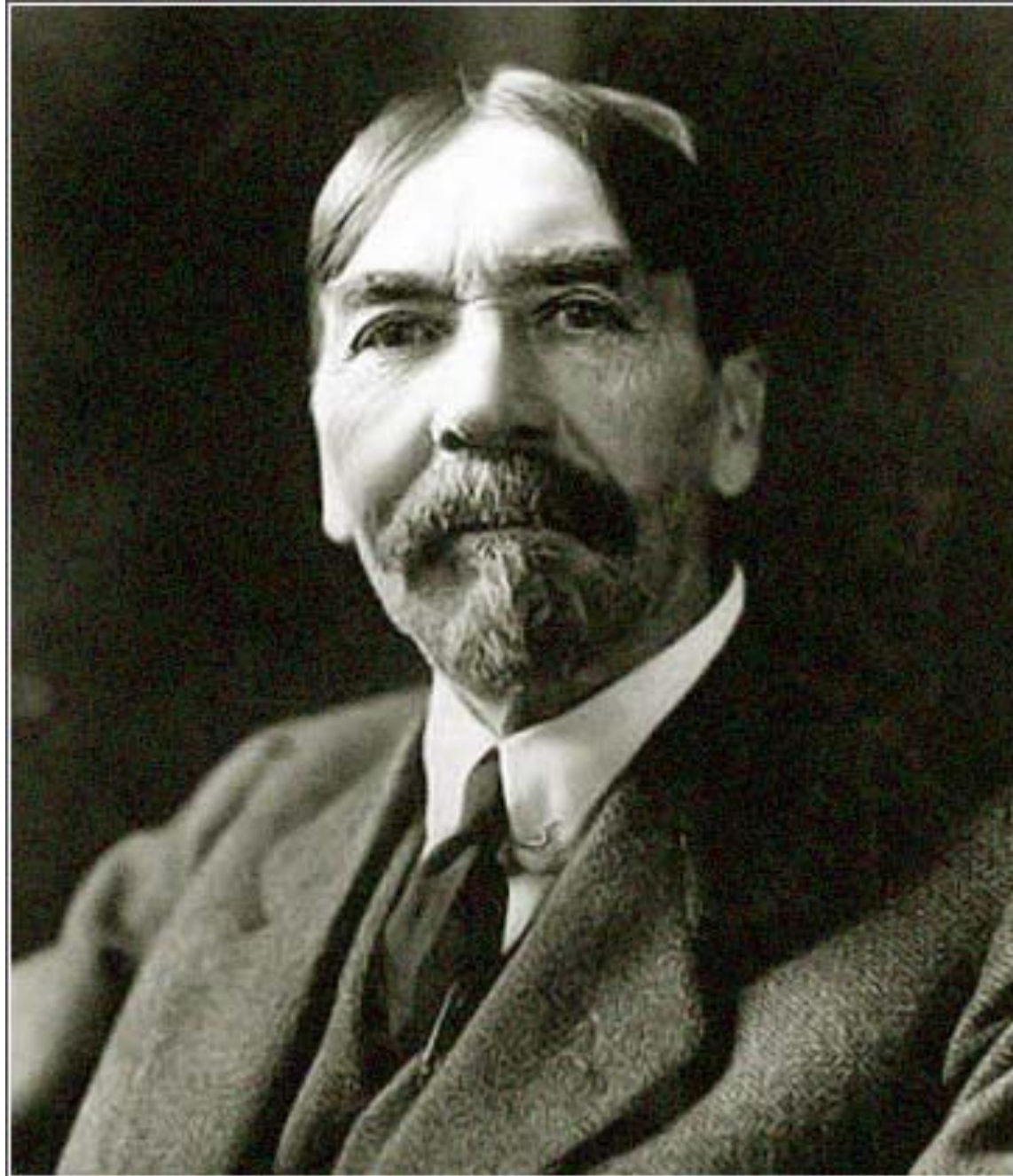Economic Possibilities for our Grandchildren

Two heuristics

1. Loads of people seem to do this, so it must be okay

2. Not many people do this so it must be posh, like.

Two more heuristics

1. I'll do this. It's cheap and easy.

2. This is expensive and difficult, so it must be worthwhile.

BBLIOA HABS MASS-723

From the 4 P's to the 4'E's

Product   ⟶   Experience

Place   ⟶   Everywhere

Price   ⟶   Exchange

Promotions   ⟶   Evangelism

Ogilvy

John Mackey – Whole Foods

In 1970 Milton Friedman wrote that "there is one and only one social responsibility of business–to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud." That's the orthodox view among free market economists: that the only social responsibility a law-abiding business has is to maximize profits for the shareholders.

I strongly disagree. I'm a businessman and a free market libertarian, but I believe that the enlightened corporation should try to create value for all of its constituencies. From an investor's perspective, the purpose of the business is to maximize profits. But that's not the purpose for other stakeholders–for customers, employees, suppliers, and the community. Each of those groups will define the purpose of the business in terms of its own needs and desires, and each perspective is valid and legitimate.

The arithmocracy

- The idea that all value created can be expressed in financial terms.

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