



For Immediate Release  
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## **EcoAlign Releases Report, “Cultural Stumbling Blocks to Greater Household Energy Efficiency,” Available At No Charge**

*EcoAlign launches Project Energy Code,  
New Energy and Environmental Research Effort to be Supported by  
Leading Social Scientists*

**Washington, D.C.** – EcoAlign, a strategic marketing agency focused on energy and the environment, today launched Project Energy Code by releasing the first report, “Visibility, Ambivalence and Trust: Cultural Stumbling Blocks To Greater Household Energy Efficiency,” written by renowned cultural anthropologist Dr. Pippa Chenevix Trench.

The report provides critical thinking on why consumers who may “talk the talk” in relation to understanding global warming and the need for energy conservation do not “walk the walk.” The report examines consumption from an anthropological standpoint and suggests that the moral stance taken by many environmentalists against consumption and materialism runs counter to societal realities and creates ambiguity, guilt and ambivalence among consumers. One logical conclusion of this effect is to shift the emphasis towards changing the *nature* and *quality* of consumption rather than the just the *quantity*.

“Information and education alone are not enough – energy efficiency must be visible and consumable,” states Dr. Trench. “Utilities, manufacturers and retailers, as well as consumers, have a role to play in developing innovations that effectively allow people to consume, display and exchange energy efficiency in a way that is visible and valued within society on a day-to-day basis.”

The release of the report marks the launch of Project Energy Code, a new research program developed by EcoAlign, which will provide an ongoing analysis of consumer behavior with regard to energy consumption and the environment from an approach grounded in social sciences.

“For the ‘green gap’ to be addressed effectively, a massive societal behavioral change is required, one that will be driven by more than just selling green products,” stated Andrea Fabbri, EcoAlign’s COO and chief marketing officer. “EcoAlign launched Project Energy Code to close the gap.”

A copy of the full report is available **at no charge** by visiting EcoAlign's website at [www.ecoalign.com](http://www.ecoalign.com).

### **About Dr. Pippa Chenevix Trench**

Dr. P. Chenevix Trench is a natural scientist from Oxford University, with a PhD in biological anthropology.

### **About EcoAlign**

EcoAlign ([www.ecoalign.com](http://www.ecoalign.com)) is the foremost energy and environment marketing agency that aligns corporate and consumer behavior with the future of energy and environment via innovative marketing and communications strategies.