

Tips for Encouraging Environmental Behavior Change

greenfestivalexpo

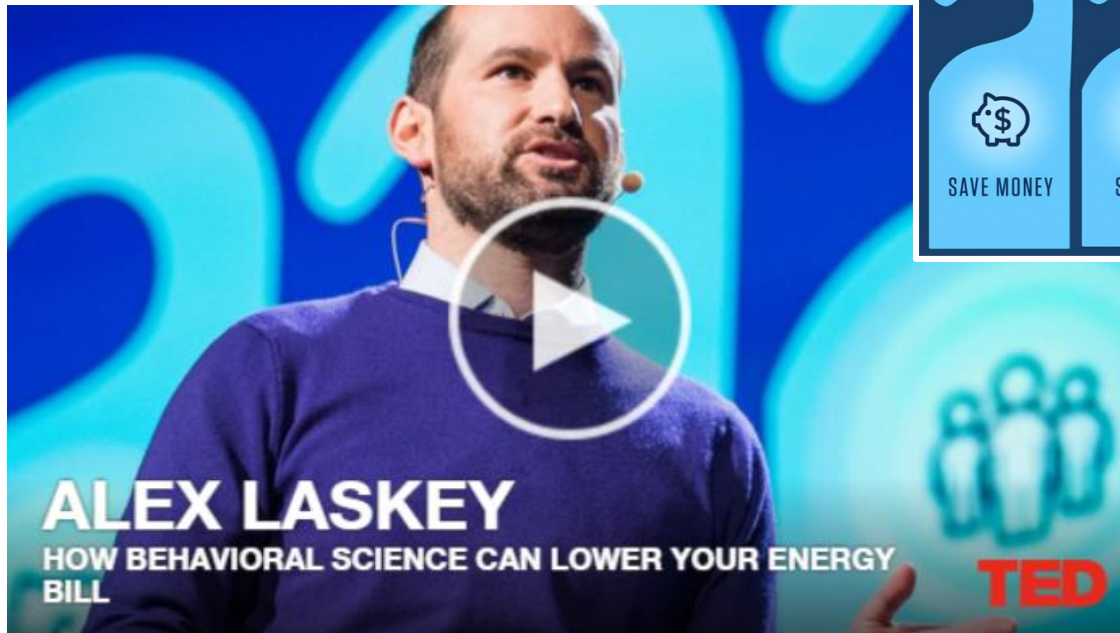
Portland, Oregon

Dec 11, 2016

Ways to influence and encourage employees,
co-workers, friends and family



Behavior Change



How behavioral science can lower your energy bill

http://www.ted.com/talks/alex_laskey_how_behavioral_science_can_lower_your_energy_bill.html



Hotel Towel Reuse Study

- Over a 53-day span, 1,595 instances of potential towel reuse
- Guests were not aware that they were participants in a study
- Messages were printed on signs positioned on washroom towel racks

What type of message would work best?

A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels

<http://www.jstor.org/stable/10.1086/586910>



Hotel Towel Reuse Experiment

38%

HELP SAVE THE ENVIRONMENT.

You can show your **respect for nature** and help save the environment by reusing your towels during your stay.

44%

JOIN YOUR **FELLOW GUESTS** IN HELPING TO SAVE THE ENVIRONMENT.

In a study conducted in Fall 2003, 75% of the guests participated in our new resource savings program by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay.

48%

JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT.

In a study conducted in Fall 2003, 75% of the guests **who stayed in this room (#101)** participated in our new resource savings program by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay.



43%

JOIN YOUR **FELLOW CITIZENS** IN HELPING TO SAVE THE ENVIRONMENT.

In a study conducted in Fall 2003, 75% of the guests participated in our new resource savings program by using their towels more than once. You can join your fellow citizens in this program to help save the environment by reusing your towels during your stay.

41%

JOIN THE **MEN AND WOMEN** WHO ARE HELPING TO SAVE THE ENVIRONMENT.

In a study conducted in Fall 2003, **76% of the women and 74% of the men** participated in our new resource savings program by using their towels more than once. You can join the other men and women in this program to help save the environment by reusing your towels during your stay.

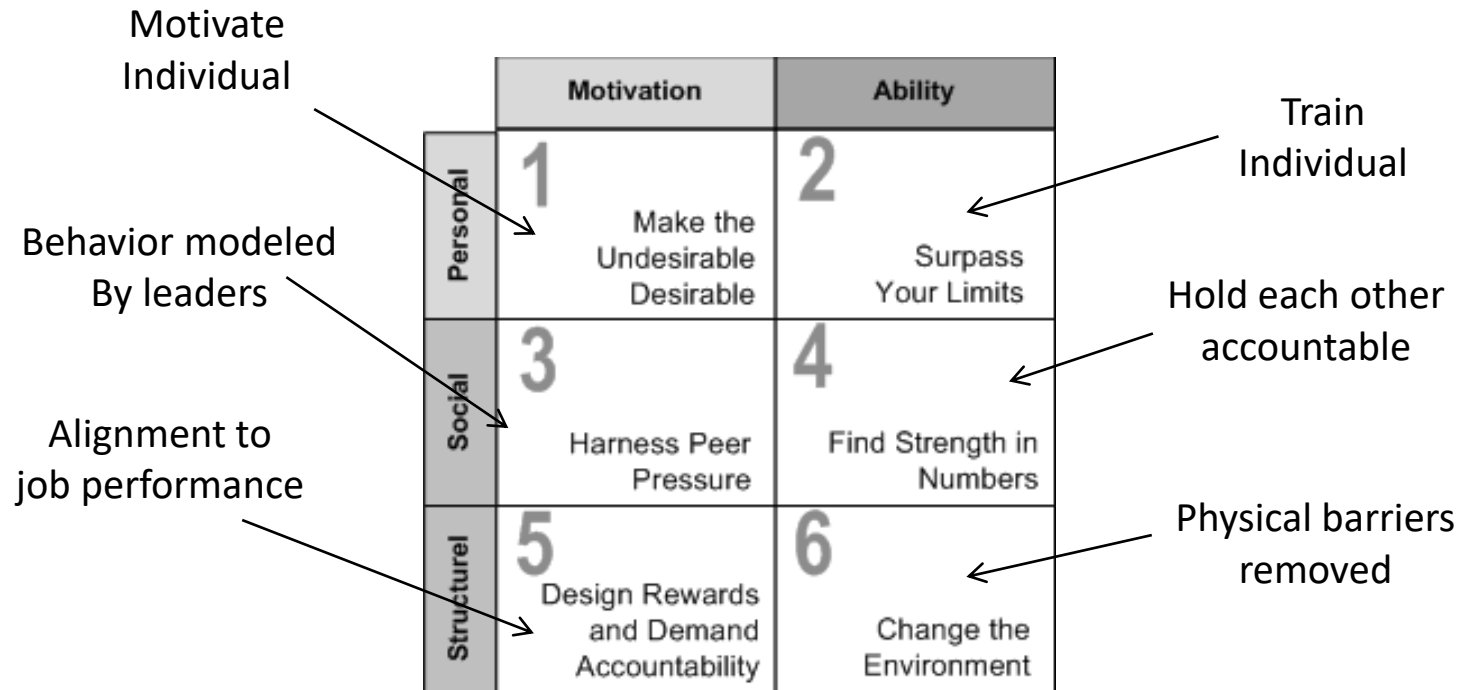
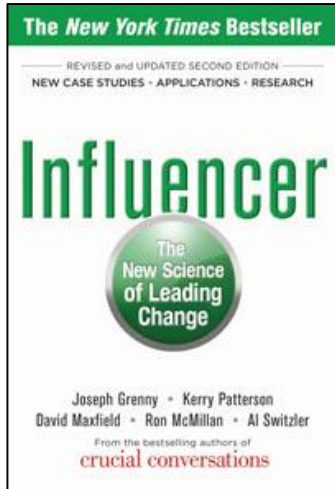
Behavior Change



- Hand washing video (7 mins)
 - <http://www.youtube.com/watch?v=osUwukXSd0k>

Influencer Model

- Need at least 4 of the elements covered



<https://www.vitalsmarts.com/influencer/>



Coffee Cup Reduction Campaign

#1 - Personal Motivation

- Education and impact of cups on environment and carbon
- Be proud about bringing your own cup
- Bringing cup conveys values to others
- Visit landfill or see actual waste (Dumpster Dive)
- Personal pledge to bring cup and take baby steps (do it once)
- Share success stories and journey

Do you own your own reusable cup?

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment



Coffee Cup Reduction Campaign

#2 - Personal Ability

- Know what cup to bring
- Which locations will accept it
- How to ask the questions
- Know the answers to what questions could come up (size of cup, clean or not, will they wash, etc)
- Videos showing step by step what to do (real life video)
- Don't beat them up if they forget their cup a couple times

What's the size of your reusable cup?

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment



Coffee Cup Reduction Campaign

#3 – Social Motivation

- Calling out those who don't bring their cups
- Recognizing those that bring their own cups
- Remind and highlight to others that you bring your own cup
- Celebrity and other influential people with photos and videos of those with and w/o cups

Do you think most people bring their own cups?

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment



Celebrities



Coffee Cup Reduction Campaign

4 – Social Ability

- Meet a friend at a shop and go with them with cups
- Mentor or guide to ask questions
 - Recycling Advocates website for FAQs
- Friends share cups with others if they don't have one

Where do you turn for questions about coffee cups?

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment



Coffee Cup Reduction Campaign

#5 – Structural Motivation

- Reusable Cup discount or charge (10-25 cents)
- Punch cards for bringing own cup (2 punches free?)
- Thanking from coffee shop
- Free stuff
- Design your own cup

What would incentivize you to bring your own cup?

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment



Coffee Cup Reduction Campaign

#6 – Structural Ability

- Coffee shops ask if they brought cup, or ask if coffee is for here or to go
- Offer cups for sale, or offer reusable cups in-house
- Take different routes to visit coffee shops that promote reusable cups
- Cup reminder signs or table tents
- Move paper cups, lids and sleeves further away for employees
- Make sinks accessible for customers to clean cups
- Change coffee making so it's not based on paper cup sizes
- Change goals of store to achieve higher cup use (Starbucks)
- “Fast lane” at shop for those with cups


What are reasons why you don't bring your own cup?

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
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Tufts University: Discount vs Charge

Period	% Brought Cup
Baseline	0.34%
10 cent discount	3.08%
17 cent charge	8.09% ★



Our hot beverage prices have changed!

We have separated the price of the cup from the price of the drinks:

Drinks	12 oz	16 oz	20 oz
Speeder & Earl's Fair Trade Coffee	1.37	1.57	1.87
Mighty Leaf Tea	1.32	1.42	1.52
Hot Chocolate	1.33		
Hot Chai	1.33		

Cup Options			
Disposable cup, lid, and holder	0.17	0.17	0.17
Bring your own mug	--	no cost	--

http://www.recyclingadvocates.org/wp-content/uploads/2016/03/Fisher2008_DisposableCupThesis.pdf

Fees and taxes, not discounts

- 1-2% of Starbucks customers bring their own cup and receive a 10 cent discount. They also sell cups in the store, but don't mention their reusable mugs or remind customers to bring their own cups.
- Irish government imposed a €0.15 (US\$0.13) tax on plastic bags to be paid by shoppers at the point-of-sale. Within 2 years, there was a 94% reduction in plastic bag consumption
- San Jose realized a 47% decrease in waste sent to landfill and a 158% increase in recyclables after instituting its pay-per-throw program
- £5 (US\$8) charge to motorists entering central London reduced congestion by 30% and overall traffic levels by 16%



Timing is Everything!



**At Checkout
GOOD**



**In Parking Lot
BETTER**



**In Car or At Home
EVEN BETTER**

More Examples



HUMOR



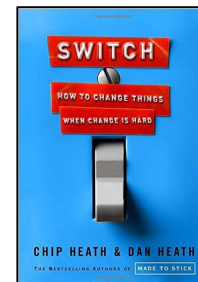
COMPETITION

Practical Behavior Change Tips

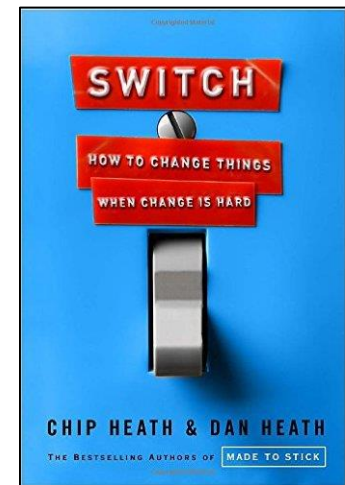
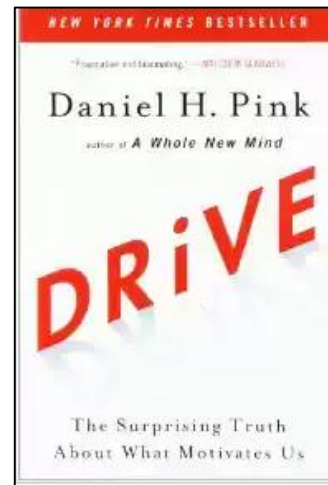
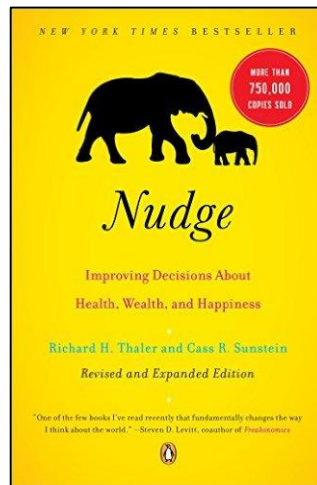
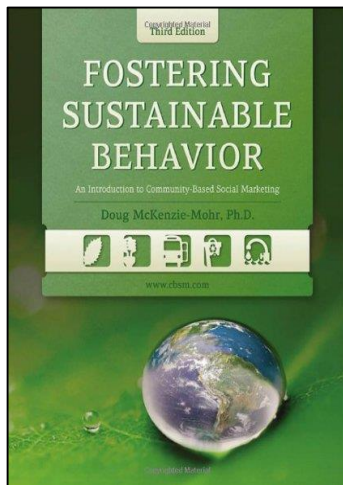
- Reduce the number of choices (single stream recycling)
- Mistake proof the change you want (one button power switch, override button)
- Appeal to the emotional side, not just technical (waste audit)
- Give them a head start (coffee cup punch card)
- Focus on first behavior change step (put coffee cup in bin)
- Look for success stories or times when individual has done the right behavior (meals without meat)
- Encourage people as they progress, not only when they finish (attending meetings, achieving milestones)
- Checklists to remind people what to do (items to turn off)
- Provide very detailed instructions on what to do (can donation)
- Make it simple (Ecosia search engine)
- Practice the new behavior (turn off equipment)
- Be the change (eating vegan, bring your own cup/plate)

What other tips do you have?

Source: Switch by Dan and Chip Heath



Books



Summary

- Education and appealing to the environment is not enough!
 - Learn and study what actually works
- Leverage Influencer model with at least 4 sources
- Don't fall in love with the solution, only the problem

What idea are you going
to try?



Questions?

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Follow my environmental work at:

<http://www.LeanSixSigmaEnvironment.org>

Make the **pledge** to reduce your disposable
coffee cup usage at:

<http://www.RecyclingAdvocates.org>

Connect with me on

