

6th Annual Sustainable Perspect Symposium

IMPACTING BEHAVIOR FOR A SUSTAINABLE SOCIETY

APRIL 7TH, 2017 | 11:30 AM - 5:00 PM





Student-Led Interactive Workshop

MANAGING FOR BEHAVIOR CHANGE

11:45 AM - 12:45 PM



WHAT DO YOU THINK IS MORE
EFFECTIVE...

CHANGING ATTITUDE
OR BEHAVIOR?



Attitude- Behavior Gap

30-50% of consumers say they intend to buy sustainable products...

But average market share for these products is **<5%**...

Mainstream Green, 2011, Graceann Bennett & Freya Williams

40

Participants

3

hour intensive energy-
efficiency workshop

8

Individuals installed a low-
flow shower head **GIVEN**
AWAY at the workshop

Behavior is more
complex than just
providing the right
information

Be Intentional. Do Your Research. Plan It Out.

1. SELECT YOUR SUSTAINABILITY GOAL
2. SELECT AUDIENCE AND BEHAVIOR
3. IDENTIFY THE BARRIERS AND SOLUTIONS
4. DEVELOP A STRATEGY & UTILIZE BEHAVIOR CHANGE “TOOLS”
5. PILOT YOUR STRATEGY
6. BASELINE AND EVALUATING SUCCESS

1. Select Your Sustainability Goal

IDENTIFY YOUR "I"

FOCUS ON A MEGATREND

HAVE AN ACTION

Worksheet 1: 5 minutes

2. Select Audience and Behavior

DETERMINE YOUR AUDIENCE

LIST BEHAVIOR CHANGE CATEGORIES

IDENTIFY INDIVIDUAL BEHAVIORS

Aim for high-impact, high probability and/or low penetration rate

Worksheet 2: 10 minutes

3. Identify the Barriers and Solutions

Do Not Assume. Do The Research.

- LITERATURE REVIEWS
- OBSERVATIONS
- INTERCEPT INTERVIEWS
- FOCUS GROUPS
- SURVEY RESEARCH

Worksheet 3: 5 minutes

Worksheet 4: 10 minutes

4. Develop a Strategy and Utilize Behavior Change Tools

One tool may not be enough. Build a multi-layer strategy.

- MAKE IT EASY
- CHANGE THE DEFAULT
- FIND CHAMPIONS
- BUILD BUY-IN
- PROMPTS
- COMMITMENT
- SOCIAL NORMS
- SOCIAL DIFFUSION
- INCENTIVES

Worksheet 5: 10 minutes

5. Pilot Your Strategy + 6. Baseline and Evaluating Success

You cannot manage what you cannot measure.

PILOT WITH SUB-SECTION OF AUDIENCE

BASELINE CURRENT BEHAVIOR AND IMPACTS

TRACK CHANGES TO BEHAVIOR AND IMPACT



WHAT ELSE DO YOU WISH YOU KNEW?

MANAGING FOR BEHAVIOR CHANGE

Conclusion + Additional Resources

Summer Reading List

- FOSTERING BEHAVIOR CHANGE, DOUG MCKENZIE-MOHR
- NEW RULES OF GREEN MARKETING, JACQUELYN OTTMAN
- NUDGE, CASS SUNSTEIN AND RICHARD THALER

Companies to Watch

- ACTION RESEARCH
- IDEAS42
- BEHAVIOURAL INSIGHTS TEAM

Your Next Class

- CONSUMERISM AND SUSTAINABILITY, SUSTAINABILITY MANAGEMENT PROGRAM
- CONSUMER INSIGHTS, COLUMBIA BUSINESS SCHOOL
- **SPS:** NEGOTIATION & CONFLICT MANAGEMENT PROGRAM
- **SPS:** INFORMATION AND KNOWLEDGE STRATEGY

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