

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%...

40

Participants

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3

hour intensive energy-  
efficiency workshop

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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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