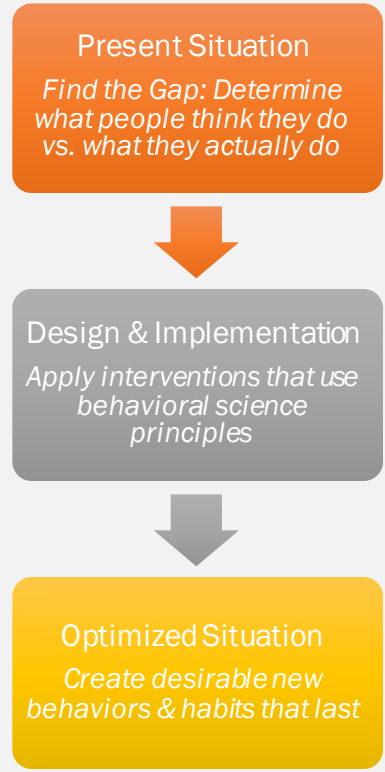


Behavior Audits & Employee Engagement Campaigns

Solutions to Motivate Energy Savings Through Behavior Change



The Power of Behavior Science

- Build habits that won't fade over time
- High-Effect Principles: 60-99% conversion
- Nudge Principles: 20-60% conversion
- Quantifiable – people, planet, profit

Barriers to Energy Efficiency

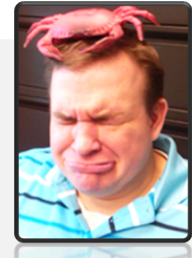
Everything is automatic, so I have little control.

Our building is already very efficient, so there is no opportunity.

Comfort is personal; if I change something my colleagues will be unhappy.

Social, Emotional, Decisions, Values

- **Social Proof** – we look to others for clues about how to behave, and we desire to conform, be liked, and be accepted by the group
- **Loss Aversion** – pain of losing is psychologically twice as powerful as the pleasure of gaining; losses loom larger than gains
- **Anchoring** – people stick to initial information; they are likely to make energy efficient choices that are aligned with preset goals
- **Choice Overload** – too many choices results in no choice or taking the default



Behavior Audits

A systematic tool for uncovering everyday habits that lead to wasted energy. We identify and quantify the impacts of operational and behavioral energy efficiency actions.

Behavior Audit process includes:

- In-person interviews and small group discussion sessions with management, senior staff, IT experts, and office personnel
- Facility walk-through to identify gaps between what people think they are doing, and what they actually do
- Review of building schedule and standard operations procedures

Engagement Campaigns

Employee Engagement campaigns include:

- Turn-key engagement solutions
- Toolkit with step-by-step instructions
- Baked-in behavioral science
- Measured baselines and results
- Optional support from Campaign Facilitator

Campaign Communications	E-mails	Triggers	Signage
Information Feedback	•		
Energy Literacy	•		•
Actionable Tips	•	•	•
Meaningful Metrics	•	•	•
Comparisons	•		
Testimonials	•		•
Recognition	•	•	•

Questions or comments?
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