

## Presenters:

- Greg Searle, BioRegional/ecoConcierge program
- Molly King, Lifestyles Program Director, Tower Companies

## **“Persuasion Design”, EcoConcierges, and Operating Tactics to Reduce Occupant Carbon Footprint in Multifamily Buildings**

Exploring real-world experiences from projects like BedZED and the Blairs Apartments, the presenter will explore “persuasion design” and operating solutions for behavior change. The role of EcoConcierges in building operations will be examined: learn how 42% of household carbon savings at BedZED derived from behavior change, and how household empowerment coaching plays a role at the Blairs Apartments. Meet Molly, the Lifestyles Program Director at the Blairs who runs the innovative occupant engagement program there in collaboration with BioRegional.

Learn how to implement cost-effective measures that will increase livability and well-being, shrink household GHG footprints by 25%, and save in operational and maintenance costs. Explore how to:

- Undertake place-making to build social capital and support social diffusion.
- Embed behavior change choice architecture in ecodistricts to create new sustainable defaults.
- Make behavior change convenient and compelling for building occupants through ecoConcierges – professional sustainable lifestyle coaches.
- Employ occupant *empowerment* and household coaching using the Empowerment Institute’s ecoteams and low carbon diets approach.
- Enable collaborative consumption.

Investigates 4 case studies: BedZED (UK), One Brighton (UK), Grow Community (Washington State) and The Blairs (Maryland).