

Want Change? Make It a Game!

Kathy Kuntz and Raj Shukla, Cool Choices

Wednesday, October 21

12:30 pm – 3:30 pm

Offered at no charge (includes 1 break | no lunch)

Workshop is not limited

There has been a lot of attention recently on gamified strategies for reducing consumption; both ACEEE and CIEE have published papers that profile initiatives to make behavior change fun, social and easy through games or competitions. In this workshop attendees will learn the principles of gamification from Cool Choices—a nonprofit that has generated verified energy savings via a game. Attendees will also have an opportunity to practice using the strategies described in the workshop.

As part of the workshop Cool Choices staff will:

- Provide an overview of the theory behind games as a change agent
- Review the advantages of using games as a behavior change strategy
- Identify potential pitfalls associated with games and competitions
- Share previously unpublished data about behavior trends in Cool Choices' games
- Facilitate small group game development where attendees get practice using gamification strategies to promote specific sustainable behaviors

Workshop format: Lecture and some group activities with interactive group tasks

Who should attend: Participants in all behavior changer sectors, from researchers to policymakers to practitioners. We are using a Collective Impact approach to bring people together and find a common language (by using narratives) to design better behavior change interventions.

About the instructors:

Both speakers are part of the leadership team at Cool Choices, a Wisconsin-based nonprofit that inspires individuals, communities and businesses to adopt sustainable practices that reduce greenhouse gas emissions. Cool Choices collaborates with private businesses and public entities to engage employees around sustainability, promoting changes at work and at home via a fun and social game format.



Kathy Kuntz, the Executive Director at Cool Choices since 2010, has more than two decades of experience with energy efficiency and renewable energy. She previously led Focus on Energy, Wisconsin's energy efficiency and renewable energy program. The author of numerous presentations and papers on behavior change and energy efficiency, Kathy is a recognized leader in applying behavioral science principles to real-world challenges.



Raj Shukla, the Director of Programs at Cool Choices, has been central to the design and deployment of Cool Choices' programs since 2011. With a strong community engagement orientation and a passion for making sustainability accessible and appealing to everyone, Raj is a dynamic and engaging speaker. Prior to joining Cool Choices Raj operated his own consulting firm, assisted in developing residential energy efficiency programs for the Tennessee Valley Authority, led an initiative to encourage business re-investment in inner city neighborhoods and consulted with sports figures on strategies for promoting sustainability.