

Abstract #: 250

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Abstract Title: Measure. Support & Repeat: the 8-year story of a +20% emissions reduction in employee households across four US states.

Abstract Text:

In contrast to the emissions reductions work of commercial and institutional buildings, fleets and operations, relatively little is known about the opportunities for workplace interventions that address the potential for impact in the rest of people's lives. Yet personal decisions around Food, Housing, and Transportation are often more meaningful and actionable opportunities for engagement than those found on the job. With years of measurable results, we will share the highs and lows of our organization's journey to support our employees in the "walk" of our mission-driven organizational "talk". We will cover some of the key challenges we've encountered such as; How do you measure performance on household emissions goals? What do we do in the face of staff growth, turnover, and regional and population diversity? What's the most effective way to address financial and cultural barriers? These problems will be paired with descriptions of key plot points when our approach shifted to test and incorporate behavioral design elements to improve effectiveness and reduce costs. Using both high and low tech techniques--social cues, choice architecture, and normative comparisons, just to name a few--we have redeveloped nearly every aspect of our "sustainability benefit" to better help reduce our employees household emissions. This story has insights to academic, public, and private interests alike with a warts-and-all approach to diagnosing past failures, and a promising model for future success in this new industry frontier.