From Eco-Driving to Furnace Fan Operations: Sustainable Behaviors Real People Will Adopt

Kathy Kuntz
Kayla Dix
Cool Choices partners with entities to implement an employee engagement game. A reality-based game where people get credit for doing the right things.
Make Cool Choices, claim points for yourself and your team.
Designed for Results – and Data

• Daily play for 8 weeks with multiple actions/day
  – Lots of player data

• Nudge toward high impact actions
  – Scheduling and points
5 PTS STEP

Turn off the water when you brush your teeth.

25 PTS LEAP

Maintain the correct tire pressure for your vehicle.

REPLAY WATER

ONE TIME TRAVEL

cool choices
act today, preserve tomorrow
Transparency Spurs Action...and Honesty
Way to Go!

Were you already making this Cool Choice?

Yes
No
Cancel
Not Just the Usual Suspects

• Packaging manufacturer
  – 950 of 4,000 staff at 45 US sites
• University Extension
  – 333 of 700 staff across Wisconsin
• Law firm
  – 76 of 120 staff; mostly in Madison area
• Milwaukee fire department
  – 130 of 980 staff

• Average participation rate 37%
- Remove or unplug your 2nd refrigerator: 32% new
- Switch your furnace fan setting: 19% new

Categories:
- Manuf Already
- Manuf New
- Ext Already
- Ext New
- Law Already
- Law New
- Fire Already
- Fire New
Avoid "jack rabbit" driving
Combine errand trips
Reduce idling by 5 minutes today
Slow from 75 to 65

- 15% new
- 7% new
- 27% new
- 30% new
<table>
<thead>
<tr>
<th>Household Habits</th>
<th>15% new</th>
<th>17.8%</th>
<th>13% new</th>
<th>17% new</th>
<th>27% new</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water off when brushing</td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>Cold wash/Rinse Laundry</td>
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- Water off when brushing: 15% new
- Cold wash/Rinse Laundry: 17.8%
- Turn off unwatched TV: 13% new
- Prepare meatless meals: 17% new
- Overall: 27% new
Use reusable shopping bags
Recycle an item today
Turn off lights today
Use the stairs

Low Impact Actions
Prepare meatless meals

Set AC 3 degrees F higher.

cold wash/cold rinse laundry

Insulate hot water pipes

Install low-flow faucet aerator

Turn off the game console

<table>
<thead>
<tr>
<th>Action</th>
<th>Women Did Already</th>
<th>Women Did New</th>
<th>Men Did Already</th>
<th>Men Did New</th>
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What’s the Potential?

• Identify high energy users
• Engage them in game
• Learn more about their household practices
• Drive the high energy users to high impact actions
Unpacking the Behavior Category

- Behavior-specific savings
- Existing practices
- Adoption rates for new practices
- Persistence
Thanks!

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