

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

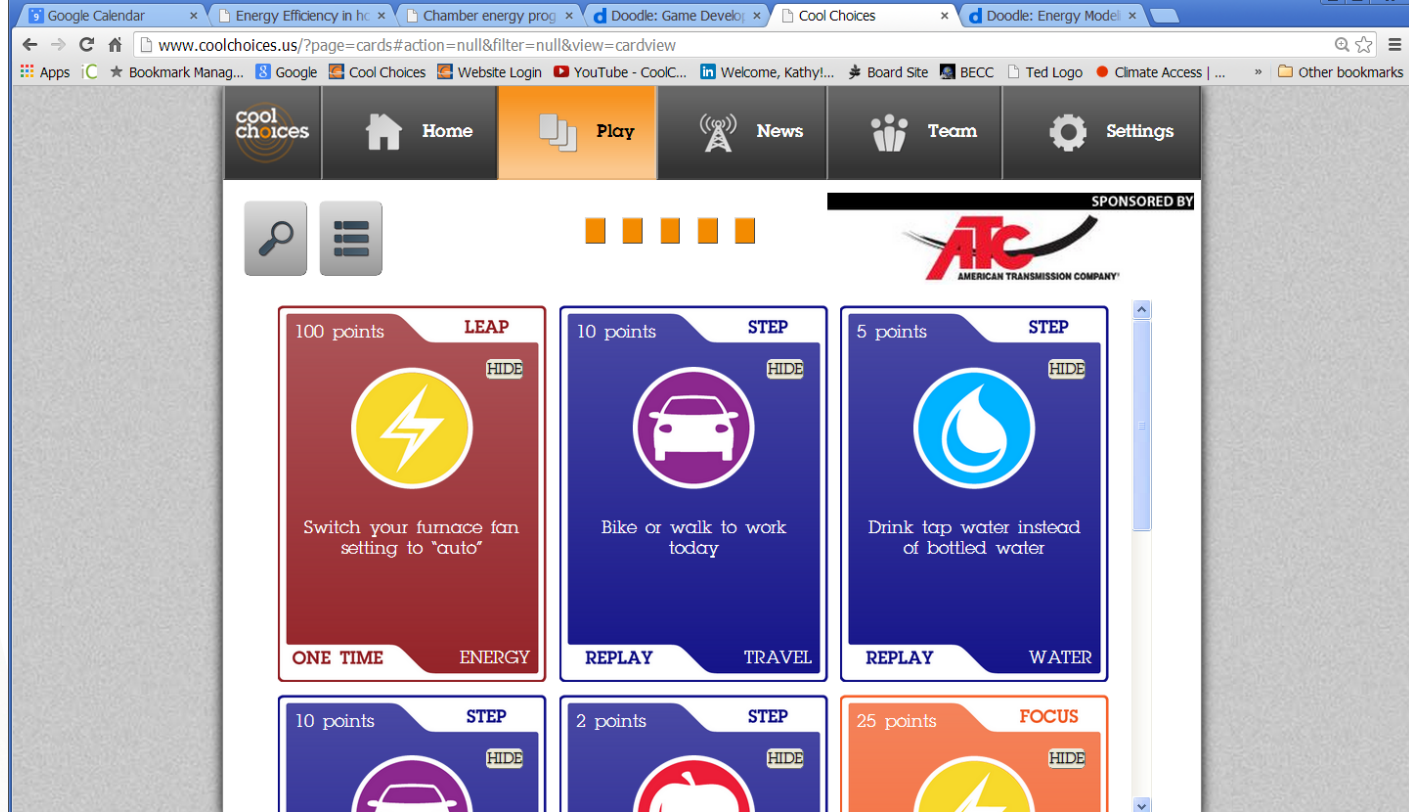
Kathy Kuntz

Kayla Dix



Cool Choices partners with entities to implement an employee engagement game.

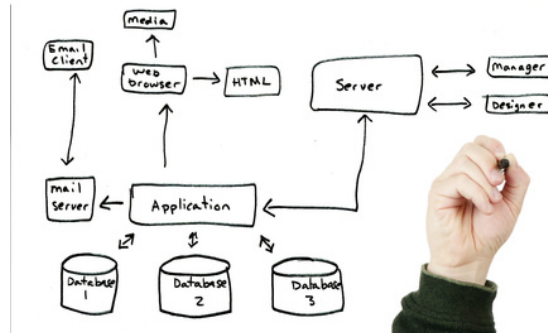
A reality-based game where people get credit for doing the right things.



*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.

REPLAY

WATER

25 PTS

LEAP



Maintain the correct tire
pressure for your
vehicle.

ONE TIME

TRAVEL

cool
choices

act today, preserve tomorrow



Transparency Spurs Action...and Honesty



Settings



100 point



Switch
set

ONE TIME

10 point



Slow from 75 mph to
65 mph

Feed your household
local food

Analyze how your
home uses electricity.

Way to Go!

Were you already making this Cool Choice?

Yes

No

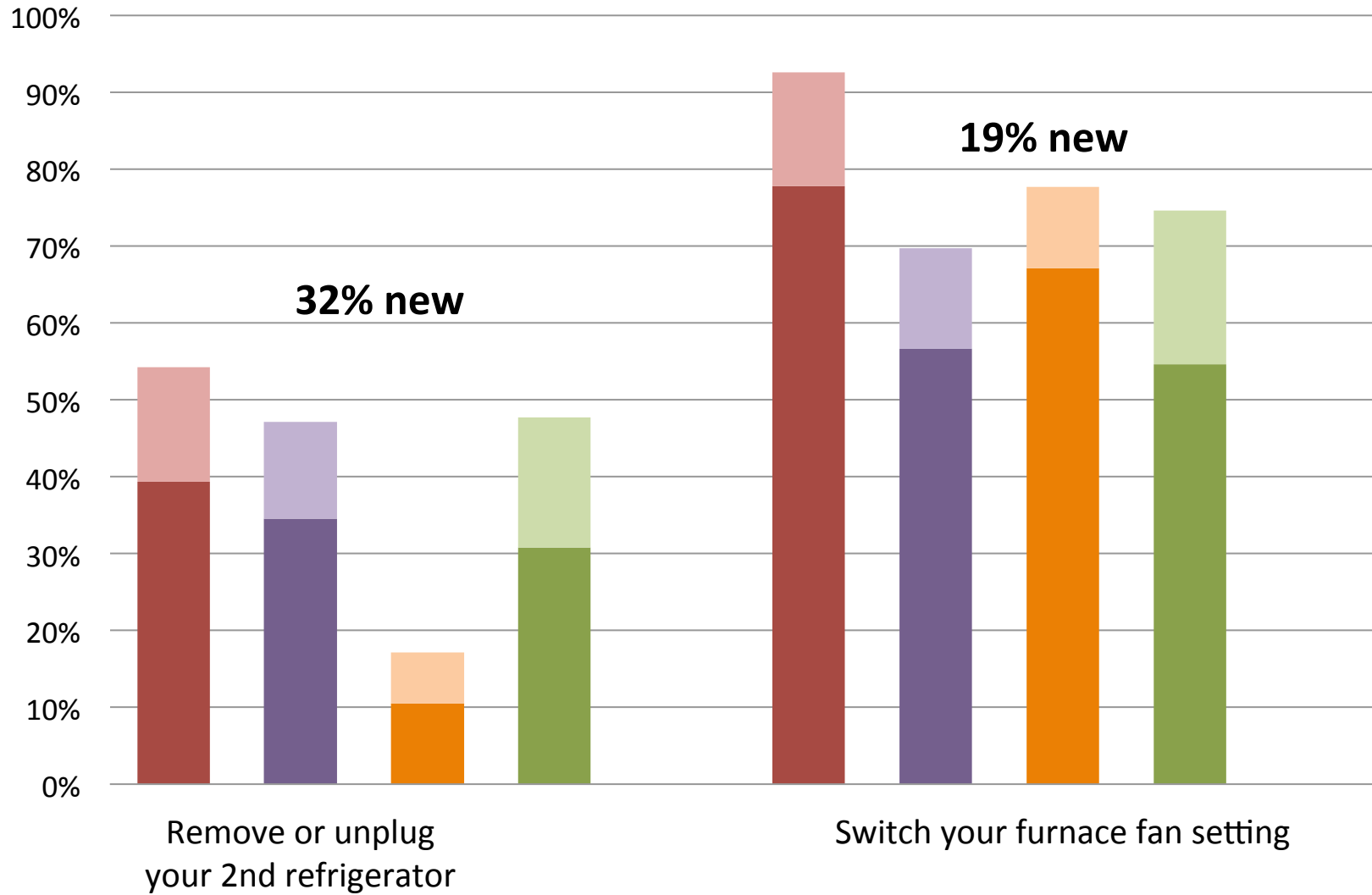
Cancel

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%*



Big Impact One-Time Actions



Manuf Already Manuf New

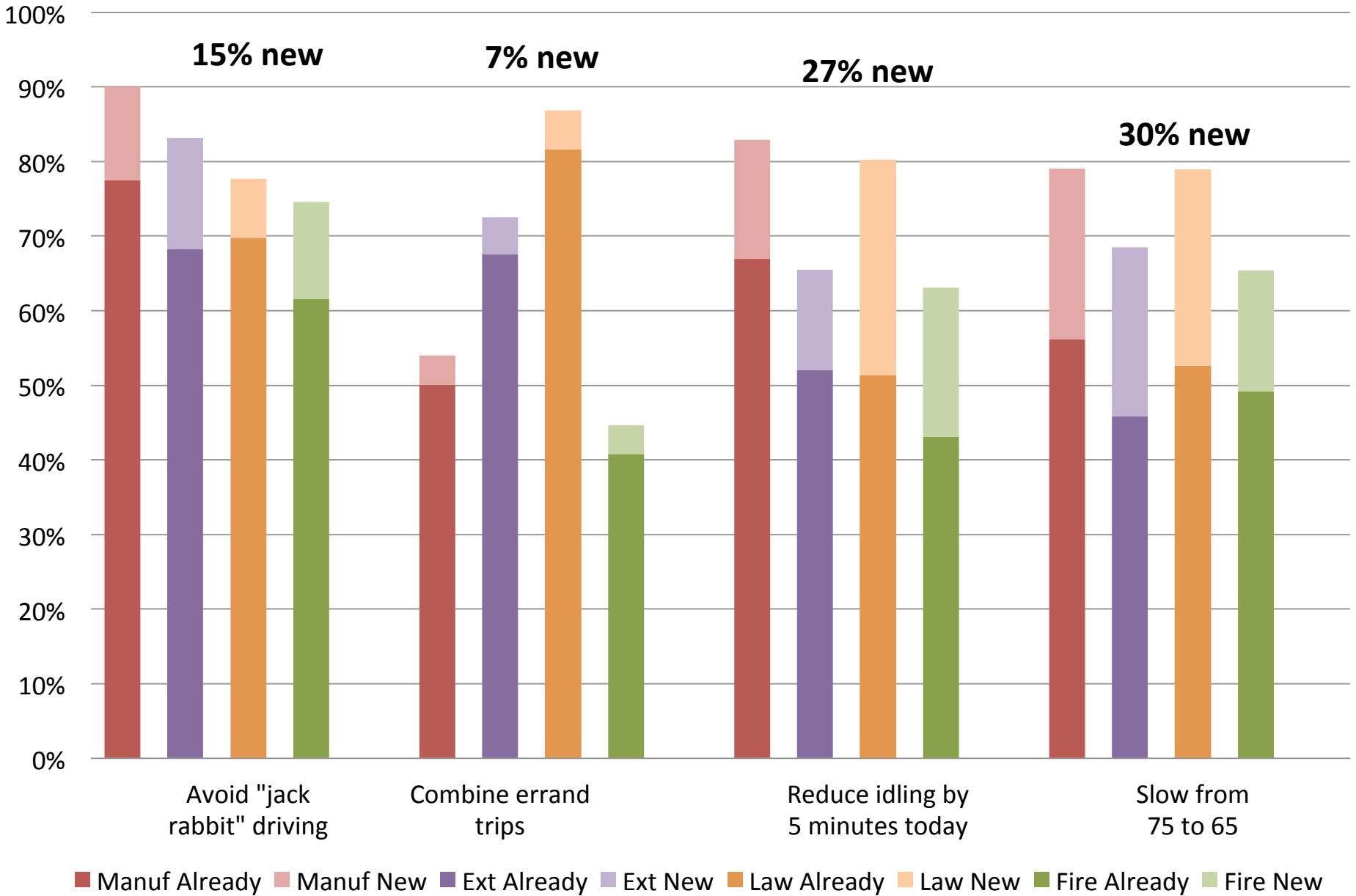
Ext Already Ext New

Law Already Law New

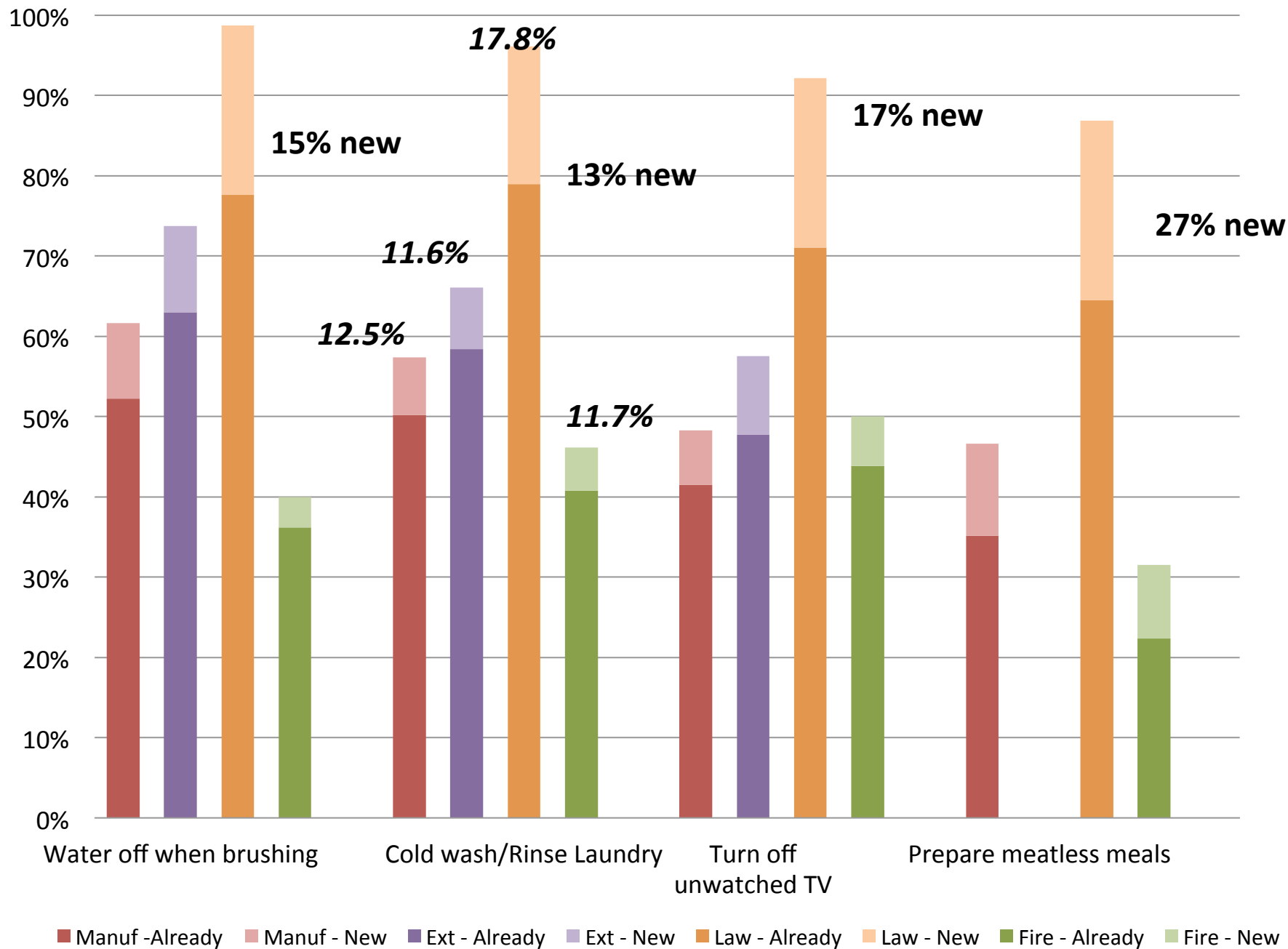
Fire Already

Fire New

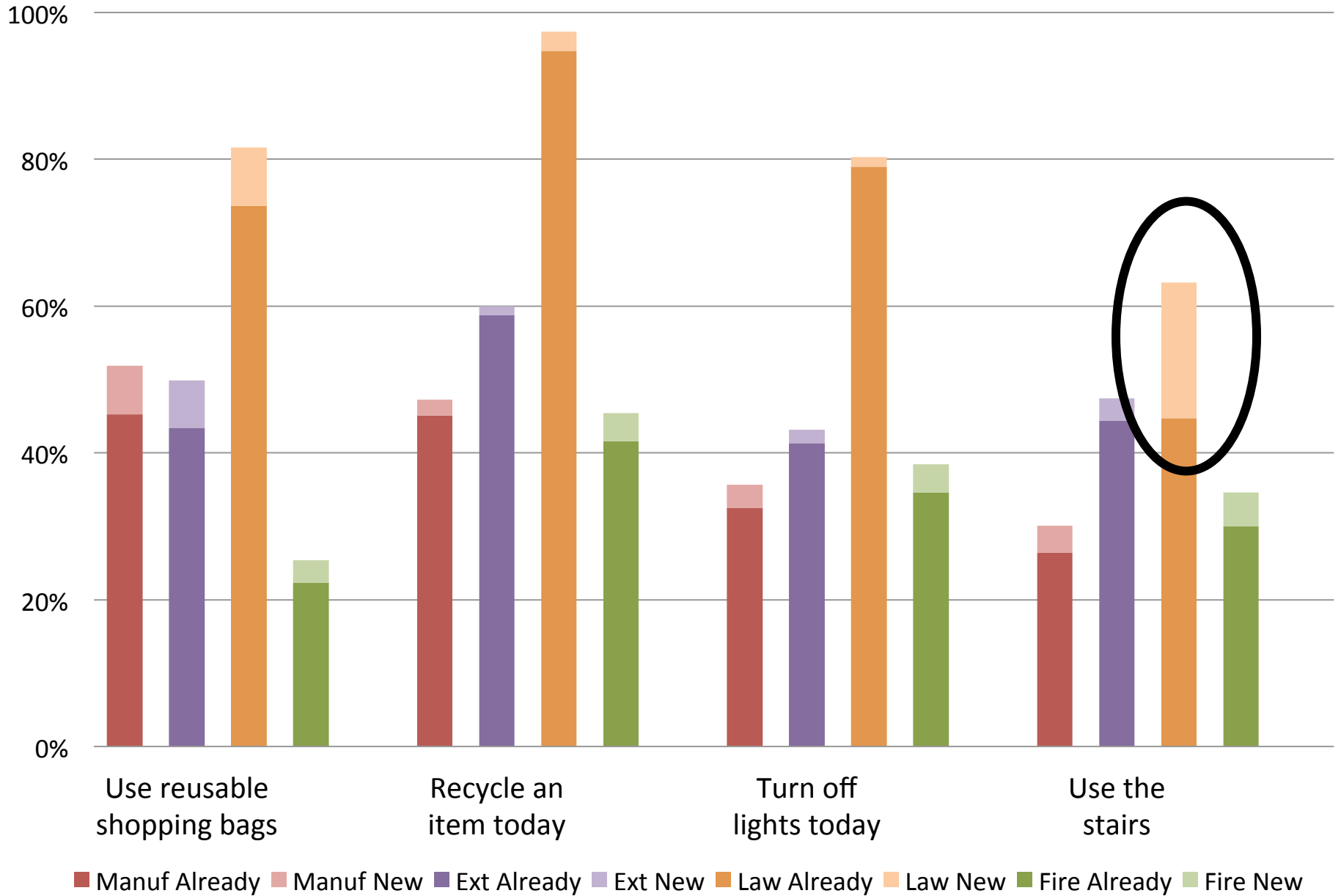
Driving Habits



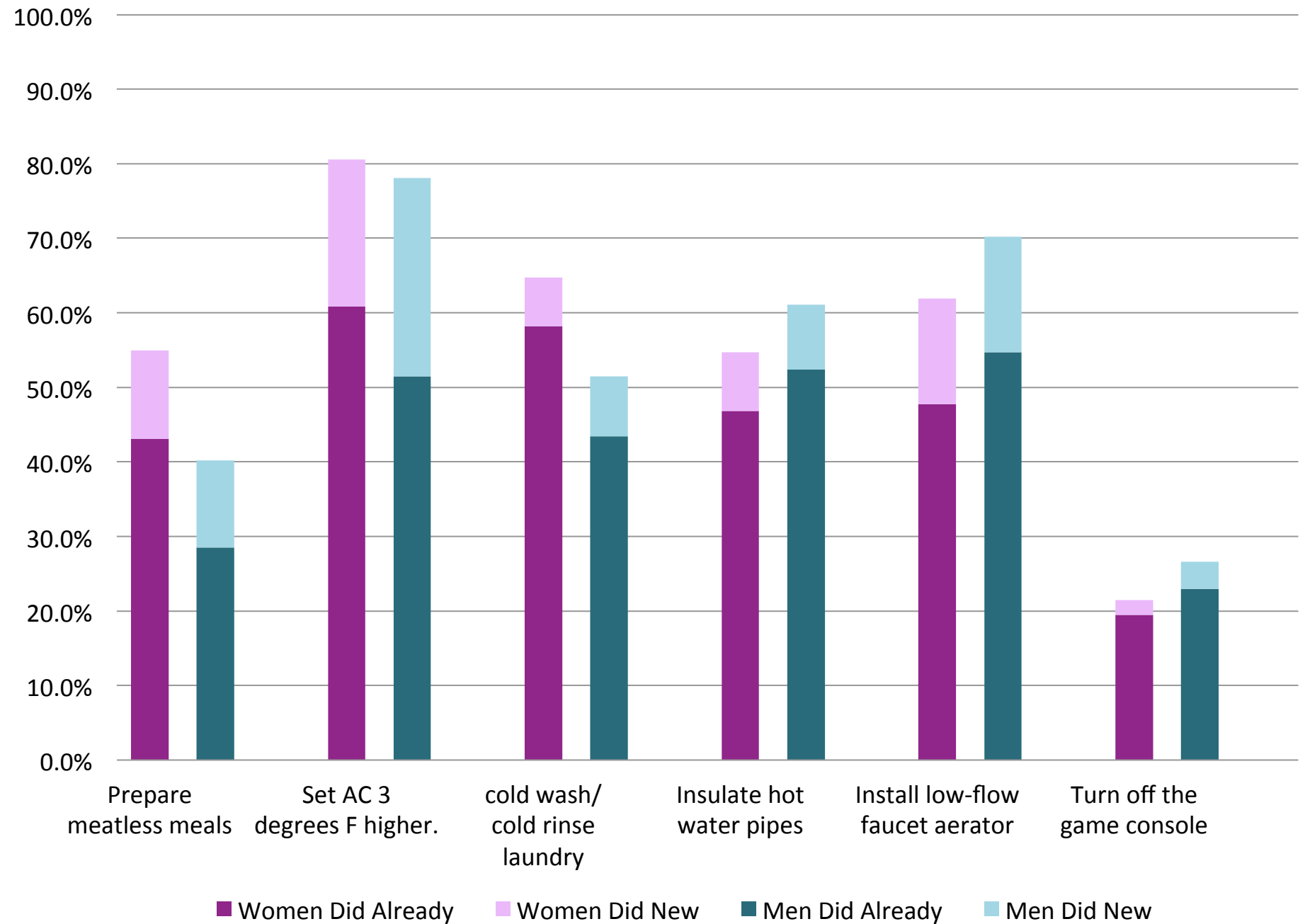
Household Habits



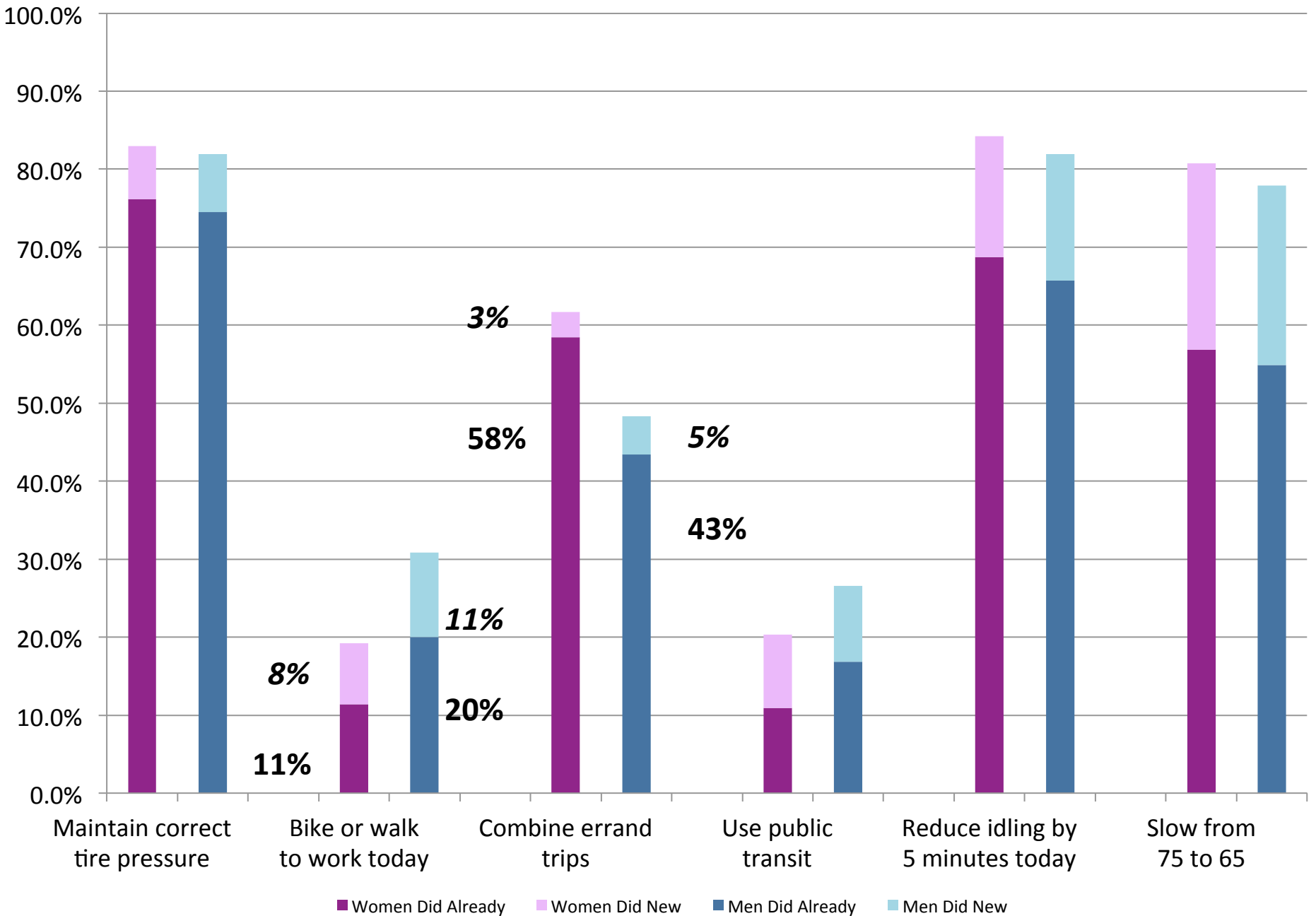
Low Impact Actions



Household Actions by Gender



Transportation Actions



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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