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Abstract Text:

The UK Department of Energy and Climate Change (DECC) is leading a cross-government research project to create a toolkit for business-facing policy makers. The toolkit will contain non-regulatory approaches and techniques designed to help influence organizational behaviour and decision-making. At the heart of the project lie two assumptions: that organizational behaviour and decision-making are different to that of individual actors (and therefore organizations are unlikely to be respond to 'nudge' in the same way as individuals); and that organizations do not make decisions solely based on financial incentives. The first phase of the project has sought to test these assumptions, drawing on existing evidence from a wide range of fields including behavioural economics, management sciences, social and organizational psychology from across the OECD. Initial findings suggest that the two assumptions hold true and, furthermore, that they support DECC's understanding of what drives energy efficiency behaviours. The second phase of the project involves refining the initial findings, and then socializing, testing, and translating them with a broad range of public policy makers, academics, and businesses. The findings will then be repackaged as a set of approaches that should be considered when developing policies and interventions that touch businesses and organizations of all types. The project is due to complete in September 2015. BECC therefore provides a timely opportunity to present the impactful and engaging outputs and to encourage debate on how these can be applied to energy efficiency for businesses and other organizations.