Supporting Behavior Change in K-12, Higher Education & Government Environments

Connecting the Dots in Higher Performing Buildings

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On the Front Lines Every Day

Driving High Performance Buildings

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“Our teachers are overloaded. We can’t add in another thing for them to worry about.”

“The biggest hurdle is that institutions don’t have a vision for what they want people to change, going beyond turning off the lights.”

“People underestimate the importance of behavior change consistently. You can put a lot of controls in place but if people don’t pay attention to them, then you’re losing a lot.”

Seven C’s that Block Progress

Cost
Seven C’s that Block Progress

- Cost
- Commitment

Seven C’s that Block Progress

- Cost
- Commitment
- Connection

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- Cost
- Commitment
- Connection
- Champion

Seven C’s that Block Progress

- Cost
- Commitment
- Connection
- Champion
- Confusion
Seven C’s that Block Progress

Cost  Commitment  Connection  Champion  Clarity

Seven C’s that Block Progress

Cost  Commitment  Connection  Champion  Confusion  Clarity  Caring

Finding the Way In: Human Connection

We can find success by focusing on what's most important to people, which helps minimize the institutional and social gaps that exist within diverse environments.

Appeal to What Everyone Cares About

Mastery
- Be known as a leader
- To succeed, learn, be more effective or relevant

Autonomy
- Do the right thing
- Be different or be like others

Purpose
- Make a difference, win awards
- Be challenged or be like others

What Everyone Cares About
- Do the right thing
- Be known as a leader
- Be different or be like others
- Get recognition, win awards
- Be challenged or be like others
- Make a difference, win awards
Appeal to What Everyone Cares About

Mastery
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- Get recognition, win awards

Autonomy
- Be different, or be like others
- Do the right thing

Purpose
- Make a difference, give back

Limit What Shuts Individuals and Groups Down

- Being too prescriptive
- Making operators feel threatened or "exposed"
- Iron-fisted approaches
- Negative reinforcement
- Lack of consistent application or longevity
- Vendors that take credit
- Negative cultures that lead to backlash
- Measuring behavior change like equipment

Bake Behavior Change In: What Works Well

- Integrate EE in culture, values and everyday conversations
- Give people a say in how it’s implemented
- Educate and communicate visually (traffic stoppers)
- Track and report performance results
- Take a holistic approach to all locations/district/campuses
- Make it easy to maintain
- Foster peer to peer engagement to inspire ideas
- Give permission to learn from mistakes
- Demonstrate leadership support
- Frame it as their own initiative to increase pride and ownership

Getting Back to Basics

It’s really as simple as what we learned in grade school.
1. **Engage Visually: Seeing is Believing**
   - Ideas:
     - Dumpster dive/trash analysis
     - Performance dashboard/results
     - New technology to play with (e.g., watt meter tool)

2. **Make it Fun**
   - Ideas:
     - Contests/challenges
     - Social events
     - Experience rewards
     - Eye-catching messaging

3. **Allow People to Explore What Works Best**
   - Ideas:
     - Shared savings
     - Student-driven projects
     - Idea contests
     - Project grants

4. **Reinforce Engagement: “Learning by Teaching”**
   - Ideas:
     - Building operator tour
     - Guest speakers
     - Energy audits
     - Tools (watt meter tool, smart power strips)
Show and Tell to Inspire

Ideas:
- Staff presentations
- Visible participation indicators (e.g., buttons)
- Certificates
- Boards with high achievers

Connecting the Dots.

Everybody wants to do good, make a difference, and be recognized and appreciated. People are motivated by seeing the impact of their actions — and energy efficiency can be a rallying point to make changes and see the direct result of that change.

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