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Title: Gamification and Behavior Change Strategies to Fuel Energy Conservation and Efficiency

Abstract: Behavior change strategies are difficult to pursue, but necessary to successfully implement energy efficiency and conservation strategies within the workplace. This panel will showcase proven ways to engage employees through web-based platforms, photo upload technology, department competitions, paper gameboards, and fun and engaging marketing tactics. The Port of San Diego, along with The Energy Coalition and Center for Sustainable Energy, will present two recently implemented successful engagement campaigns: Energy Goals, an internal facing campaign, and Green Employee Engagement Campaign, a campaign focused on engaging various business sectors participating in the Port's Green Business Network. Panelists will highlight barriers, lessons learned, post campaign survey results, and the success stories of each of the campaigns, while providing panel attendees with best practices to implement an educational campaign at their organization. Get inspired to test out similar behavior change campaigns with your employees to help reach your sustainability goals! Results from the internal campaign included over 800 sustainability actions taken and over 30% participation rate. During the panel discussion, we will also be doing an interactive activity with all program participants to exercise some of the behavioral-based approaches and learning activities that were utilized in both campaigns to get participants thinking about ways that they can be more sustainable at work and at home.