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Title: Making Behavior Change Meaningful, Accessible, and Appealing for a Diverse Campus

Abstract: Now in its second year, the My Cardinal Green program offers a single point of access for which a diverse campus community can engage with sustainability. Working with specific departments and buildings for competitions, or to showcase targeted opportunities for engagement, has spearheaded growth and involvement and fostered ownership among partners.

The program begins with a survey to generate suggested actions most pertinent for each individual based on their role on campus. Each suggested action includes details to help them complete the action and connect to the plethora of programs and resources available to the Stanford community. Users login to their custom dashboard to track progress, and receive points for each action that they successfully complete, earning a reward after a certain amount of points.

The platform includes:

- Nearly 300 actions across seven categories (energy, water, waste, transportation, purchasing, food, buildings, engagement) with calculated resource and cost savings (based on actual utility data)
- Customized action lists based on survey responses, so actions are relevant and personal
- Connections to existing campus programs and resources
- Flexible interface to accommodate new actions and evolve with campus programs and priorities
- Action contributions from more than ten partner groups

The platform incorporates opportunities to test social normalization among different groups with flexible and custom content, messaging, and actions. Individuals re-take the survey on a bi-annual basis to measure prolonged impacts and change over time. The program also allows OOS to segment messages to different user groups based on their level of participation, so that champions receive a different message than those who have minimal engagement. With limited promotion, the program has more than 3,700 active users and a cumulative savings of nearly \$112,000, and provides critical behavioral and opinion data on sustainability programming on campus to-date. Through streamlined programmatic efforts, individual savings is quantifiable, with flexibility for continual growth and engagement. This behavioral program went through extensive business case justification prior to approval, build-out, launch and success. Through My Cardinal Green, we can quantify the impacts of hundreds of individual actions, at both a resource and cost savings level. This is increasingly important in both motivating participation, and reporting to leadership.

- Estimated Savings To-Date: \$112,000
- Participation To-Date: 3,700 active users
- Total Actions Completed To-Date: 13,545

When communicating to the general campus population, My Cardinal Green has streamlined and popularized the ways that individuals can engage with sustainability.