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Title: Sustainable consumer finance decisions: a first look at behavioral drivers and design options

Abstract: Americans are increasingly aware of and concerned about climate change. Amongst the many behaviors that individuals and families can undertake to align their actions with their concern, their choice of checking or savings account is rarely the most salient, but may have the potential to deliver meaningful, systemic impacts. The recent report, *Banking on Climate Change 2019*, showed that "33 global banks have financed fossil fuels with \$1.9 trillion since the Paris Agreement was adopted (2016-2018), with financing on the rise each year." Through ceasing to do business with these banks, who are party to financial fuel extraction and the climate change it causes, consumers can both directly influence the amount of reserves available to be leveraged into fossil fuel investments and can signal demand for sustainable alternatives to the market, potentially shifting the behavior of large banks away from financing the continued destruction of a habitable climate. Behavioral designers at ideas42 are partnering with values-based financial institutions in the United States to understand how their customers and prospective customers choose where to bank, the heuristics and barriers that may affect their choices, and what interventions may be effective to encourage more Americans to move their money into fossil-free financial institutions. In this presentation, we will describe our target markets, qualitative and quantitative methods, key insights, design concepts, and next steps.