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Title: Climate change needs behavior change: Seven key behaviors to reduce U.S. household emissions

Abstract: Human behavior is at the core of many of the world's greatest environmental threats, and climate change is no exception. The United States is one of the highest-emitting countries of greenhouse gases, and studies show that individual and household behavior is a significant contributor to these emissions. Therefore behavioral solutions are a necessary part of a suite of national efforts to mitigate climate change. Our work focuses on individual and household behavior change in the U.S. and how it could impact current emissions-reduction targets. We systematically assessed individual behaviors to identify a list of seven behaviors that are U.S. relevant, have a high emissions-reduction potential, and are feasible to change. These behaviors are: eating a plant-rich diet, reducing food waste, purchasing an electric vehicle, shifting to green residential energy sources, reducing air travel, purchasing carbon offsets, and practicing no-till agriculture. In this presentation, we will describe how we selected and defined these seven behaviors, their prevalence and momentum in the U.S., and potential pathways towards increasing their adoption. We will also discuss our finding that if national adoption increases to just 10% for each of these behaviors, we can reduce our total emissions by 8% and therefore help to close the projected gap to achieve the 2025 Paris Agreement target. Our analysis represents novel findings about the specific actions that individuals can take to meaningfully curb carbon emissions and the opportunity to apply behavior insights to promote their adoption.