

## Behavior-Centered Design Challenge: Green Residential Energy

Katie Williamson and Kate Heller, Center for Behavior & the Environment, Rare

Sunday November 17

8:30 am – 4:30

Offered at \$145 (includes lunch and 2 breaks)

Studies show that individual and household behavior is a significant contributor to greenhouse gas emissions; behavioral solutions are therefore a necessary part of a suite of efforts to mitigate climate change. Shifting to green residential energy has been shown to be one of the behaviors that has a high emissions-reduction potential and is most feasible to change.

To help practitioners address human behavior at the core of such environmental challenges, Rare's Center for Behavior & the Environment developed Behavior-Centered Design (BCD), a process that blends the best insights from behavioral science with the user-focused strengths of design thinking, to identify the most effective behavior change intervention for a given target audience. Our BCD process has eight steps: Frame, Empathize, Map, Ideate, Prototype, Test, Launch, and Assess. Throughout this process, we employ a toolkit of behavioral strategies that expand and enhance common tools of material incentives, rules and regulations, and awareness-raising with the tools of emotional appeals, social influences, and choice architecture. After completing a BCD process, practitioners come away with an experience of researching, designing, and piloting an intervention for a behavior that is relevant to their environmental work.

We propose a workshop that consists of a condensed, 4-hour BCD challenge on the topic of green residential energy. Our challenge question would be: Without strictly using regulations or material incentives, design a solution that results in an additional 10% of households purchasing green energy in 2020. Participants will gain hands-on experience with the first six steps of the BCD process, including: identifying the problem, target behavior, and target audience; understanding motivations and challenges for adopting green energy adoption; explaining those motivations and challenges in terms of behavioral insights; brainstorming solutions and strategies; and designing and pitching a prototype that could serve as a potential component of green residential energy program design.

**Workshop format:** Lecture, discussion, hands-on activities and worksheets

**Who should attend:** Novice to Intermediate learners (1-2 years of experience)

**About the instructors:**



**Katie Williamson, Center for Behavior & the Environment, Rare**

Katie is an Associate at Rare's Center for Behavior & the Environment. She develops tools, products, and trainings on behavior-centered design and is the editor of the BE.Center's monthly newsletter, the Behavior Beat. Prior to Rare, Katie helped to design and teach undergraduate and graduate courses, worked with the Aspen Institute and the Donella Meadows Institute, and served as a research consultant for the Connecticut chapter of The Nature Conservancy. She earned a M.S. degree from the University of Michigan's School for Environment and Sustainability, with concentrations in behavior, education, and

communication as well as environmental justice and a B.A. in Anthropology and Environmental Studies from Dartmouth College.



**Kate Heller, Center for Behavior & the Environment, Rare**

Kate Heller is a Fellow at Rare's Center for Behavior & the Environment, where she furthers the organization's climate change work with research, strategy, and facilitation. Previous roles include running the communications department at Verra and science-forward environmental education with the Oregon Museum of Science and Industry. Kate has her Master of Environmental Management from Yale's School of Forestry and Environmental Studies, where she studied climate change science and communication, as well as international conservation and development. She holds a BA in Biology from Wesleyan

University.