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Presentation Title: : SHIFTing to Sustainable Behaviors: Local Lessons in Behavior Change Marketing Campaigns

Abstract: The City of Fort Collins partnered with Michael Shank, Communication Director for Carbon Neutral Cities Alliance, to create SHIFT, a sustainable behavior change marketing brand. SHIFT launched on Earth Day 2019 and has been encouraging people to SHIFT to what matters most to save time, energy, and money. How do you do this? By taking simple, easy climate actions in your daily life. This past year SHIFT has incentivized people to SHIFT their mail, SHIFT their ride, and make other easy sustainable behavior changes all while having fun. SHIFT partnered with Community Climate Solutions to create a gamified platform at shiftfoco.com where community members can compete with their friends to reduce emissions, win prizes and save money along the way. Using the platform, Fort Collins ran a successful Earth Day Challenge in early 2020 guided by Community Climate Solutions that doubled their household signup goal and exceeded the community greenhouse gas reductions goal before the challenge was even finished.