Fostering Sustainable Behavior

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Information-Intensive
Information-Intensive

• Attitude-Behavior
• Economic Self-Interest

Attitude-Behavior

• Attitudes = Behavior
• Little Connection
Attitude-Behavior

- Energy Efficiency Workshop
- Attitudes & Knowledge
- Evaluation
  - 1 of 40 Lowered HWH
  - 2 of 40 Installed Wrap
  - 8 of 40 Showerhead

Economic Self-Interest

- Systematically Evaluate
- Act in Self-Interest
- Enlightenment = Change
Economic Self-Interest

- Residential Conservation Service
- Gas and Electric Utilities
  - Audits, Loans, Contractors & Suppliers
- Evaluation
  - 6% Request Audit
  - 50% Acted, 2-3%
  - 30% of Waiting List Control, < 1%

Community-Based Social Marketing
Selecting Behaviors

- One-Time
- Repetitive

Charting

- Less Rigorous
  - Survey Experts (Y) & Audience (X)

- Rigorous
  - Survey Experts (Y), Review Cases (X)
Community-Based Social Marketing

Uncovering Barriers

- Literature Search
- Observation
- Focus Groups
- Surveys
Community-Based Social Marketing

Select Behavior

Uncover Barriers & Benefits

Develop Strategy
Develop Strategy

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<th>Specific Behavior</th>
<th>Barriers</th>
<th>Benefits</th>
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<td>Encourage</td>
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Commitment

- Barriers Research
- Developed Barrier-based Strategy
- Implemented with Schools and TTC “Kiss and Ride” sites
• Barriers Research
• Developed Barrier-based Strategy
• Implemented with Schools and TTC “Kiss and Ride” sites
Commitment

- NRCan Turnkey Toolkit
- 200 Canadian Communities
- 50 Municipalities are Idle-Free
- Module used Internationally
  - US, India, Australia, Japan

Recommendations

- Select Behaviors (Tier)
- Identify Barriers & Benefits
- Pilot Test Strategies
- Provide Turnkey Solutions
- Hire Social Marketers
- Develop “Umbrella”