



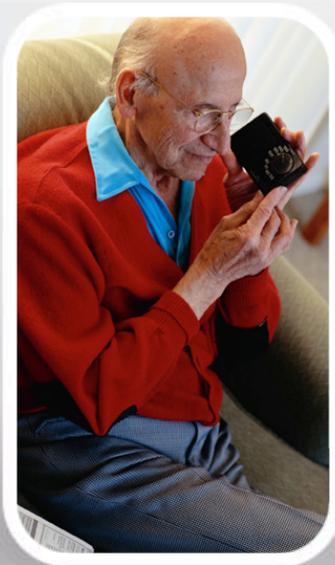
# Fostering Sustainable Behavior

Doug McKenzie-Mohr, Ph.D.  
Environmental Psychologist

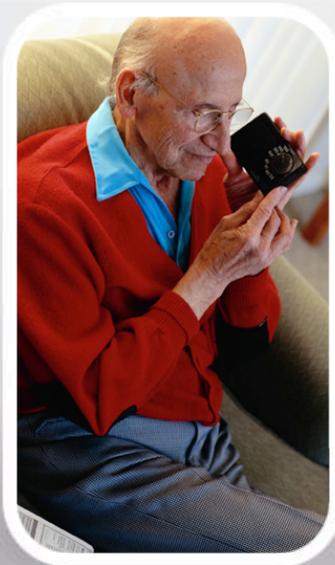
Environmental Psychologist  
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BEHAVIOR

# Information-Intensive



# Information-Intensive



- Attitude-Behavior
- Economic Self-Interest



- Economic Self-Interest
- Attitude-Behavior

# 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

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



# Community-Based Social Marketing



# Community-Based Social Marketing

1  
Select  
Behavior

2  
Uncover  
Barriers  
&  
Benefits

3  
Develop  
Strategy

4  
Pilot  
Strategy

5  
Implement  
Broadly  
&  
Evaluate

Behavior  
Select

Benefits  
&  
Barriers

Strategy  
Develop

Strategy  
Pilot

Evaluate  
&  
Broadly

# Community-Based Social Marketing

Select  
Behavior

2

3

4

5

Behavior  
Select

2

3

4

5

# Selecting Behaviors

## List Behaviors

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

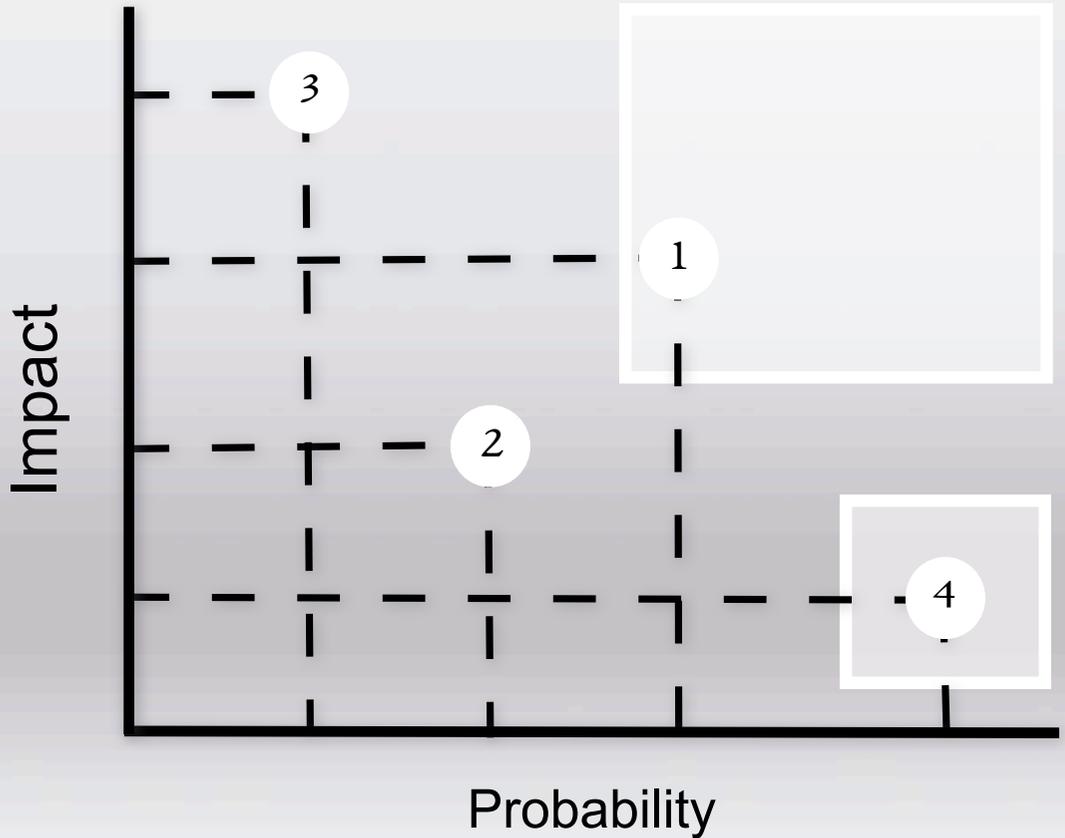
4 \_\_\_\_\_



1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_



# Community-Based Social Marketing

Select  
Behavior

Uncover  
Barriers  
&  
Benefits

3

4

5

Behavior  
Select

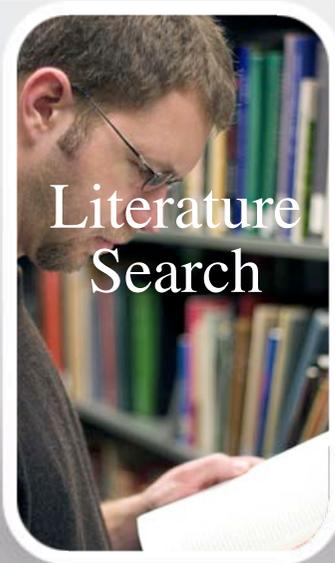
Benefits  
&  
Barriers

3

4

5

# Uncovering Barriers



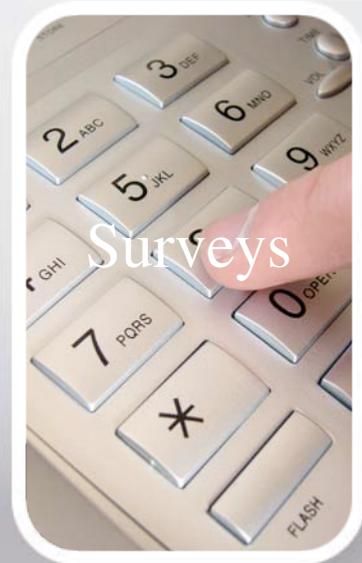
Literature  
Search



Observation



Focus  
Groups



Surveys



Search  
Literature



Observation

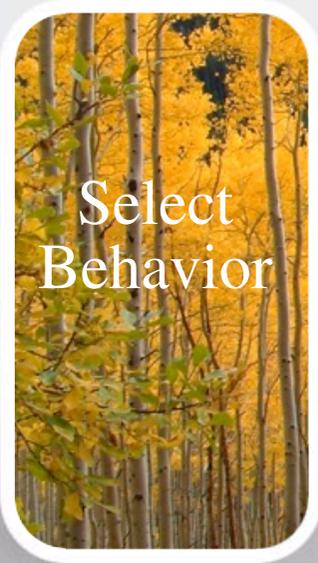


Groups  
Focus

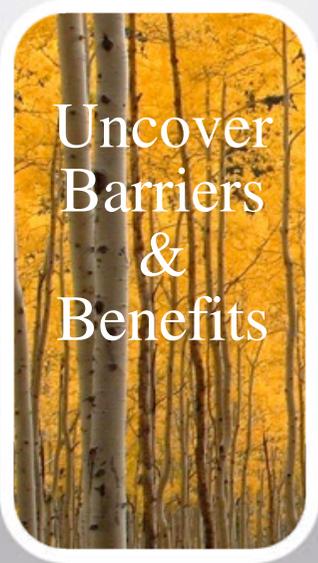


Surveys

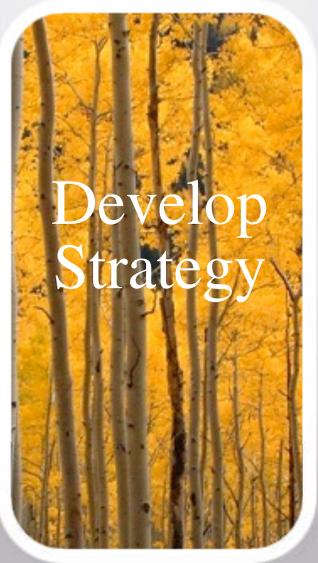
# Community-Based Social Marketing



Select  
Behavior



Uncover  
Barriers  
&  
Benefits



Develop  
Strategy



4



5



Behavior  
Select



Benefits  
&  
Barriers



Strategy  
Develop

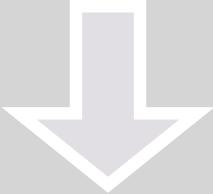


4



5

# Develop Strategy

Specific Behavior	Barriers	Benefits
Encourage		
Discourage		

# Community-Based Social Marketing

Select  
Behavior

Uncover  
Barriers  
&  
Benefits

Develop  
Strategy

Pilot  
Strategy

5

Behavior  
Select

Benefits  
&  
Barriers

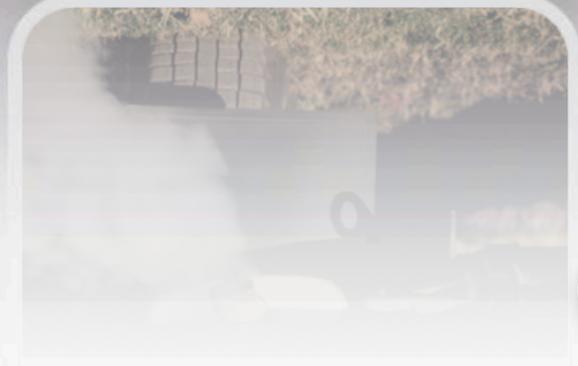
Strategy  
Develop

Strategy  
Pilot

5

# Turn it Off

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



# TURN YOUR ENGINE OFF



*For Our Health*

Toronto Atmospheric Fund



\* An official mark of the Province of Ontario used with permission

Canada

# For Our Air



**I Turn My Engine Off  
When Parked**

Toronto Atmospheric Fund



\* An official mark of the Province of Ontario used with permission

Canada

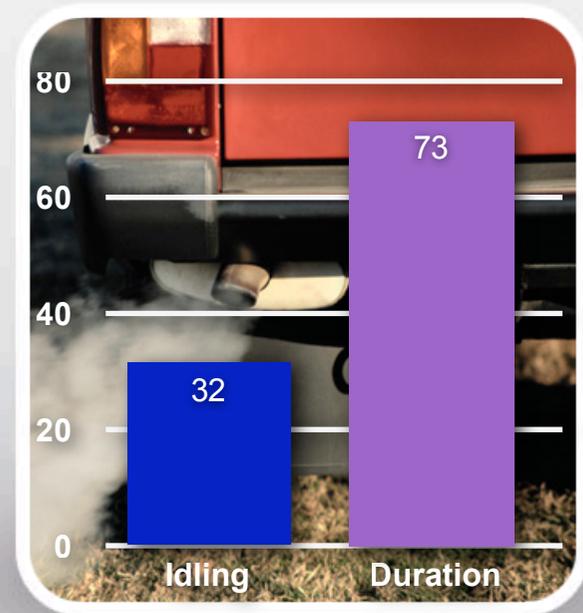
*For Our Health*

**I Turn My Engine Off  
When Parked**



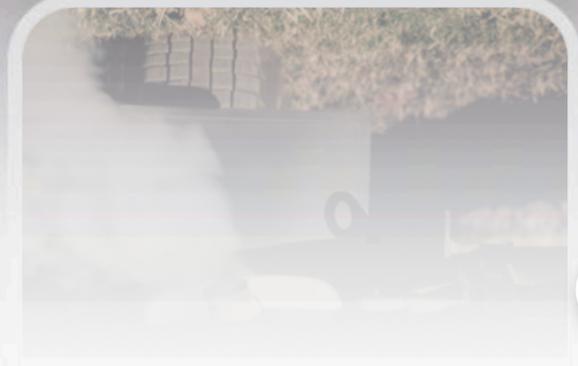
# Commitment

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



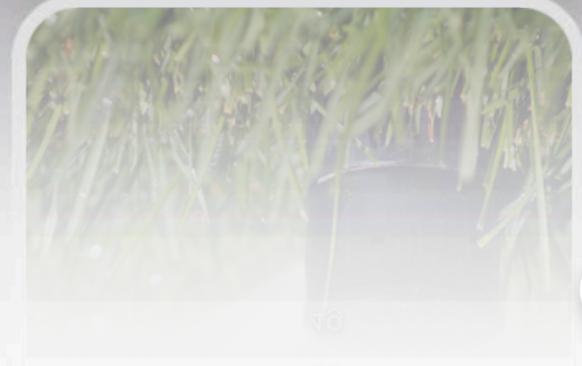
# Commitment

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



# Reducing Lawn Watering

- Three Communities
- 500 Homes in Each
- Compare Information vs CBSM
- Unobtrusive Evaluation

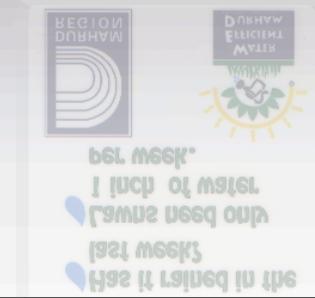
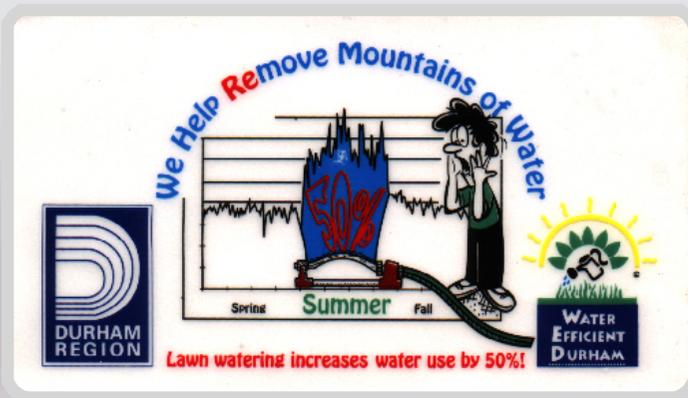


# Prompts

Cases

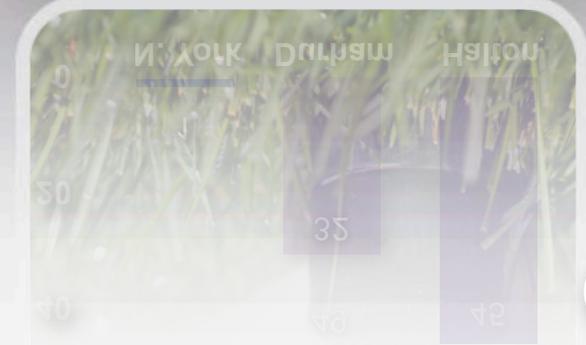
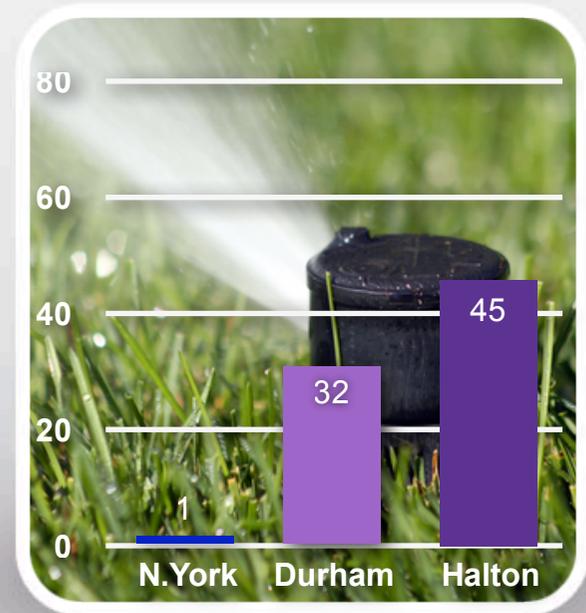
Graphics

Checklist



# Reducing Lawn Watering

- Three Communities
- 500 Homes in Each
- Compare Information vs CBSM
- Unobtrusive Evaluation



# Recommendations



- Select Behaviors & Tier
- Identify Barriers & Benefits
- Match Tools/Funding
- Pilot Programs
- Develop Turnkey Programs
- Hire Social Marketers



- Develop Turnkey Programs
- Pilot Programs
- Match Tools to Barriers
- Identify Barriers & Benefits
- Select Behaviors





## Site Resources

This site contains five resources for those working to foster sustainable behaviors, such as those involved in conservation, energy efficiency, transportation, waste reduction and water efficiency. The site includes the complete contents of the **book**, Fostering Sustainable Behavior, as well as searchable databases of **articles**, **case studies**, and turnkey **strategies**. Further, it includes **discussion forums** for sharing information and asking questions of others. If you take a moment to complete the free registration for this site resources added since your last visit will be highlighted in the table below and you will be able to post to the discussion forums and receive the daily discussion forum digest.



### Conservation

Articles	<b>1</b>	20
Cases	0	1
Forums	0	60
Strategies	0	2



### Energy

Articles	0	9
Cases	<b>17</b>	5
Forums	0	53
Strategies	0	1



### Transportation

Articles	0	7
Cases	0	10
Forums	0	180
Strategies	<b>6</b>	1



### Waste & Pollution

Articles	<b>20</b>	9
Cases	0	28
Forums	0	80
Strategies	0	2



### Water

Articles	0	14
Cases	6	46
Forums	0	80
Strategies	0	0

Items in bold represent new activity since your last login.

## News

We have recently added two new turnkey strategies to the site. The first strategy illustrates how to promote the installation of **low-flow showerheads**, while the second indicates how to reduce residential **pesticide use**. Enjoy!

## Welcome, John Doe

- [My Account \[ Logout \]](#)
- [My Forum Profile \[ Off \]](#)
- [My Threads - 100 \[10\]](#)
- [My RSS Feeds - 88 \[12\]](#)
- [My Comments - 935 \[27\]](#)
- [Help & Terms of Use](#)

## Search the Site



[Advanced Search](#)

## Learn How to Encourage...



households to **raise the height** of their lawnmower

[PREV](#)

[SHOW ALL](#)

[NEXT](#)

## Email a Link

Email a link of this page

Please note: You must log-in to send links to people.