



Engaging People In Sustainable Behaviours

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Buildings that perform better...

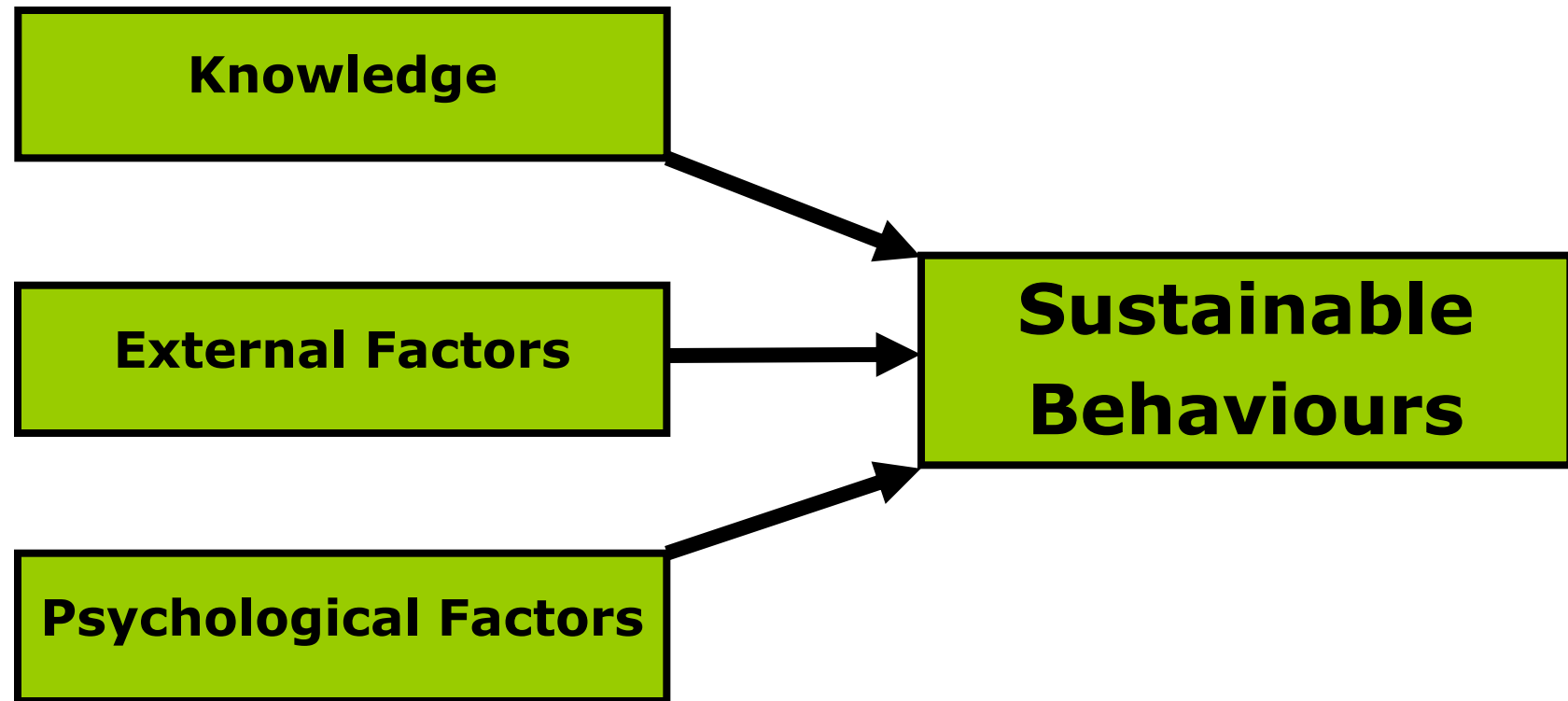
- Measure and report NABERS performance to your tenants and the wider public
- **Provide operators and maintenance staff/contractors with reason to care about the performance of the building**
- **Have strong management leadership with regards efficiency**
- **Share common objectives and agendas efficiently throughout the management chain**
- Retain efficiency savings in budgets

What Really Makes Buildings Efficient?

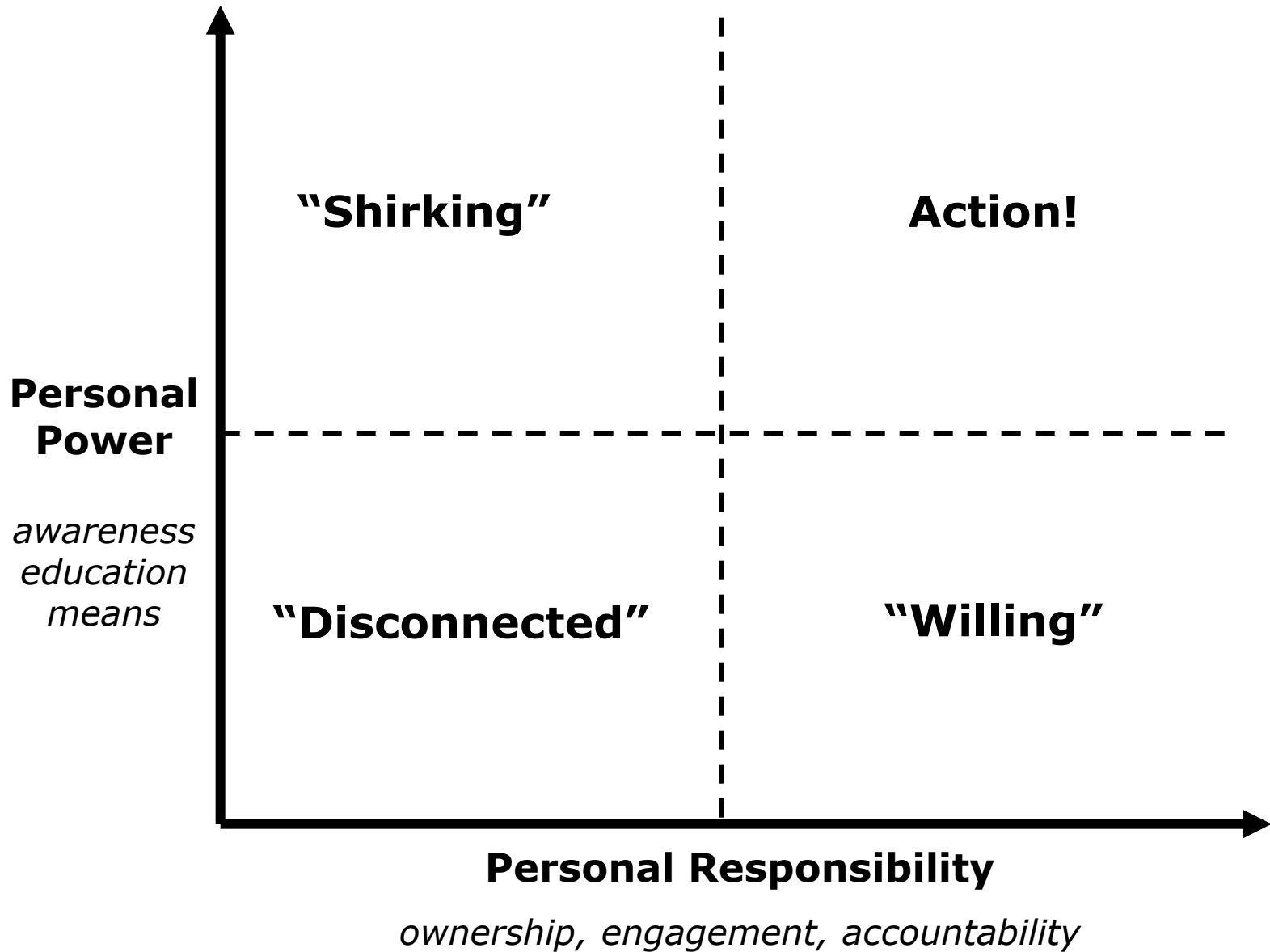
The Low Energy High Rise Project

www.thewarrencentre.com.au

What creates Sustainable Behaviour?



Responsibility & Power



Psychological Drivers Of Engagement In Sustainability

- Feeling A Sense Of Responsibility
- Acting With Awareness
- Feeling Like My Actions Make A Difference
- Feeling Supported

Some Approaches To Behaviour Change

- Demonstrating A Social Norm
- Make The Desired Action The Default
- Linking Sustainability To Values
- Habit Disruption

Behaviour Change Techniques - Social Norms



We want to be normal

Examples...

➤ Buskers – 8 x more likely to donate if seeing others do the same

➤ Energy saving – “saving energy will...”

Help the Environment

Benefit Society

Save Money

It's what others are doing

“d” Correlated most highly with actual energy saving

Behaviour Change Techniques - Social Norms



Behaviour Change Techniques - Making Green The Default



People will usually take the easiest option available to them

Example: Green Power

94% of customers chose to stay with green power, even though "grey" power was a cheaper option

Where else can the green option be presented as the default?

- Printing?
- Temperature control?



Behaviour Change Techniques - Engaging Through Values



- “Environmental benefits were dealt with elsewhere, but the billboards focused on the personal benefits of cycling”
- 60% increase in cycling to work

Behaviour Change Techniques - Habit Change



- Supported by recurring conditions - same people, place, time
- Often unconscious, rather than deliberate



Applying Habit Change

- Identify the supporting factors
- Change the conditions
- Provide a temporary incentive/trial so people will break routine
- Focus on times of change and transition

Engaging People - Where To Start



1. Engage, don't just educate
2. Invite personal responsibility & reflection – what can I do?
3. Make the green option easy
4. Change the conditions supporting unsustainable behaviour



Further Information



- Workshops –
 - Behaviour Change for Sustainability
 - Building a Culture Of Sustainability
- Assessment of sustainability attitudes and drivers
- Engagement programs and sustainability framework development
- Wake-Up Call E-zine – 50+ back issues at www.awake.com.au

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