

For immediate Release:



Call for Nominations: 2026
Suggest a Behavior Promotion Program for *Landmark* Designation
(Climate Change, Energy, Transportation)
Deadline: June 5, 2026

Suggest a program with proven success promoting one or more behaviors that contribute towards a sustainable future. The most promising will be (1) documented in open-access, full-length case studies, and (2) considered for *Landmark* designation. In 2026, we're looking for suggestions in two topic areas – (1) **climate change** mitigation and/or adaptation behaviors, and (2) sustainable **building energy** consumption behaviors. The deadline is June 5, 2026.

We are also accepting suggestions related to sustainable transportation behaviors, *to be reviewed and designated in 2027*.

If you know of a particularly effective or innovative program or approach for promoting behaviors that contribute towards a sustainable future - it can even be your program - please consider nominating it. **All you need to do is tell us the program name and focus, and why you are suggesting it. We will research and write the case studies** of the most promising programs with measured impacts. These case studies will then be rated by our peer selection panels based on a standard scoring grid.

Designation as a "*Landmark*" (best practice) case study through this peer selection process recognizes behavior change programs and approaches considered to be among the most successful, innovative, replicable and adaptable in the world. Designated programs gain exposure and credibility, and we prepare and post detailed on-line program case study materials, which may help them attract customers and investors, and maintain or increase program funding. Program organizers get a *Landmark* designation logo for use on websites and in electronic newsletters, providing click-through access to the program's case study materials. Tools of Change has been promoting best practices in such programs for over 25 years and began its peer-reviewed *Landmark* recognition program in 2008.

The nomination form, which can be downloaded from www.toolsofchange.com/en/landmark/, must be submitted by Friday, June 5, 2026.

To view *Landmark* case studies designated in past years, go to www.toolsofchange.com/en/landmark/

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BACKGROUND

ABOUT TOOLS OF CHANGE

Tools of Change was first published as a workbook in 1994, co-authored by Jay Kassirer and Doug McKenzie-Mohr. The website, sections of which are based on the workbook, was launched in January 2000 as a collaborative effort between Cullbridge™, the Federation of Canadian Municipalities, Health Canada, Natural Resources Canada, the International Institute for Sustainable Development, Environment Canada, and Canada's National Round Table on the Environment and the Economy. Founded on the principles of community-based social marketing, *Tools of Change* engages program planners and facilitators from around the world to share and learn from their collective experiences. Its mandate is to build the capacity for planning and implementing more successful health, safety, and environmental promotion programs.

The website currently hosts over 220 full-length case studies. An impact evaluation of site users found that most returned to the site many times, had improved their programs as a result, and had used the site to help explain and justify their ideas to colleagues and decision makers. Many had replicated ideas found on the site.

RECENT LANDMARK DESIGNATIONS

The following are some recent examples of programs that have been designated.

Climate Change

- *Flashfood*. Food waste is a major driver of climate change. It is responsible for 8-10% of global greenhouse gas emissions. And when it decomposes in landfills, it releases methane, which traps heat 25-80 times more strongly than carbon dioxide. This app informs users about local food in surplus or nearing its best before date, discounted by 50% or more. While some items should be consumed within a day or two, others can last for weeks – especially if frozen or cooked. Over a three-year period (2022, 2023, 2024) Flashfood reduced waste by 97.8 million pounds and saved consumers a total of US \$230 million. Designated a Landmark case study in 2025.
- *Community-Based Flood Early Warning System in Bihar, India*. Three out of four citizens in North Bihar, India, face recurring floods. Phone-based flood alerts were reaching less than half of the area's citizens and were missing the most vulnerable households. This intervention trained three (later reduced to two) android-phone-owning volunteers in each community to understand the alerts. The volunteers then spread the information to their communities using both traditional (e.g., loudspeakers and flag planting) and modern (e.g., WhatsApp groups) modes of communication. Designated a Landmark case study in 2025.
- *Better Cotton*. This program has changed farming techniques (behaviors) that in turn, among other social benefits, has decreased the amount of water used per hectare when cultivating cotton. Water use dropped by 10-14% at participating farms in China, India, and Pakistan. Annual water use dropped by 1.1 billion cubic meters of water in India alone. Better Cotton recently set a target for

also reducing greenhouse gas emissions per ton of Better Cotton produced. Designated a Landmark case study in 2024.

- *Carbon Cure*. To meet global greenhouse gas targets, we will need to remove carbon dioxide from the atmosphere, not just slow down emissions. *Carbon Cure* has promoted the rapid adoption by concrete plants of a new type of concrete – one that in its manufacturing process, removes and permanently stores significant amounts of carbon from the atmosphere. By 2021, over 300 concrete plants around the world supplied 10 million cubic yards of Carbon Cure concrete that captured 142,046,000 lb. of CO₂ over nine years, an average of 15,782,889 lb. / year. Designated a Landmark case study in 2024.
- *Coolfood*. World Resources Institute’s (WRI) initiative for curbing diet-related emissions – provides the food service industry with the tools and expertise to reduce emissions by 25% by 2030, in line with the goals of the Paris Agreement. By 2023, food providers serving two billion meals annually had committed to the Coolfood Pledge, and those that had joined prior to 2022 had reduced per-plate emissions by 10%. Designated a Landmark case study in 2023.
- *Liftshare and Mobilityways, U.K.* *Liftshare* is a social enterprise that has worked with over 700 of the UK’s largest employers to reduce the number of single occupancy vehicle trips using carsharing, active transportation and public transit when commuting for work. With an online community of over one million members, it is estimated that *Liftshare* members have avoided the release of 300 million kg / 300,000 tonnes of commuter carbon emissions (averaging 50 million kg / 50,000 tonnes per year). In 2020, *Liftshare* launched *Mobilityways*, a sister platform that enables employers to evidence, track, plan and change their commuter emissions via a set of tools / modules that work seamlessly together. Designated a Landmark case study in 2023.

Energy Conservation

- *Chicago’s Building Energy Rating System*. Chicago was the first U.S. city to require building owners to prominently post a building’s energy performance rating, and to share that that rating with potential buyers and/or renters. From 2017 to 2020, the program saved 7,293.6 million Btu (2.1 million kWh) per year. Designated a Landmark case study in 2024.
- *Home Energy Labels in Oregon*. This is one of the first and best evaluated implementations of the U.S. Department of Energy’s Home Energy Score™. The Score was developed to provide homeowners, buyers and renters with credible and directly comparable details about a home’s energy consumption. The ultimate goal was for homeowners to implement energy efficiency renovations. In all, 464 households saved 840,973 kWh per year, due to upgrades conducted over six months. Households that received a Home Energy Report were 11 times more likely on average than non-participating homes to have undertaken energy efficiency upgrades. Designated a Landmark case study in 2024.
- *Co-Ownership of Wind Farms*. What if you want to move away from gas and oil, but rent, are about to move, or can’t afford solar panels? If your energy supplier has not already pledged to go green, you have few options. The co-ownership of wind farms engages and makes it practical for more homeowners and renters to buy wind-generated power. Designated a Landmark case study in 2023.

- *Reduce Your Juice: Meaningful Gamification Motivates and Empowers a Challenging Consumer Segment to Save Money and Energy.* This innovative social marketing approach changed the energy use behaviours of low-income renters in Brisbane, Australia, through meaningful gamification. The gamified experience promoted desired behaviours and reduced undesired ones, all carefully chosen using McKenzie-Mohr's cbsm guidelines for selecting behaviors. The Reduce Your Juice program was designed to be fun, easy and impactful. On the exterior, it appears as a simple, fun and easy experience of games and gamified activities, communications, community, and rewards. However, below the surface lies a sophisticated intervention developed through the application of formative research and theory and implemented by a team of multi-disciplinary experts from the energy, social marketing, behaviour change, digital insights & technology, research, and social sectors. Designated in 2022.
- *Opting Out in Germany for Non-Renewable Energy.* While many people in Germany say they would use green energy if presented with a choice, very few consumers do so. In contrast, most people have been using green energy in a few German municipalities where citizens have had to opt out for non-renewable energy supplies rather than having to opt-in to get renewable ones. This case study also illustrates the connection between green power choices and clean air / environmental health, and the value of randomized control trials (RCTs) for measuring program impacts. Designated in 2022.

Sustainable Transportation

- *Kingston's High School Transit Pass Program* is an exceptionally well evaluated program that provides high school students with training on and free passes for riding the bus, with the aim of instilling a lifelong habit of using public transit. It helped increase total bus ridership by 70% over six years. The approach illustrates the value of focusing on a time when habit formation occurs. Designated a Landmark case study in 2025.
- *London's Ultra-Low Emission Zone Drives Shift to Cleaner Vehicles and Boosts Active Travel to School.* This case study highlights how London England pairs charges for driving more polluting vehicles (the 'stick' or disincentive) with a series of vehicle scrappage schemes (the carrot) to entice drivers of more polluting vehicles to take them off the road. Consultations started in 2013, implementation started in 2019 in central London, and the program was continuing to expand in 2024. As a result, roughly 260,000 more elementary students (37%) used active modes to get to school and back. Vehicle traffic declined by 9% in London and didn't shift to neighboring areas. Designated a Landmark case study in 2025.
- *Portland's Transportation Wallet in Parking Districts Program.* This is a demand management strategy that encourages people to drive less and try alternative travel modes, while reducing the use of single-occupant vehicles, the demand for on-street parking, and the burdens of transportation costs for people with low-incomes. Users see it as a package of valuable travel options at a deep discount, or at no cost when trading in a parking permit or meeting income criteria. The program is funded by charging for choosing the 'competition' (i.e. making it more expensive to drive / park a car.) Designated a Landmark case study in 2024.

- *Norway's Promotion of Electric Vehicles.* Several policies / incentives, in place over an extended period, have made Norwegians more likely to purchase electric vehicles (EVs) than people in any other country. These incentives have included: exemption from vehicle registration and high purchase taxes, reduced road tolls, free parking, and access to some bus lanes. A similar long-term approach could be adapted for other big-ticket purchasing behaviors where the impact justifies the expense – for example energy-efficient home / building retrofits and appliances. Designated a Landmark case study in 2024.
- *Smart Trips Austin.* This program encourages residents of Austin Texas, USA to take multi-modal transportation options (walk, bike, ride transit, and share rides) more often, rather than drive alone. The program focuses on personal interactions — educating individuals on their options and overcoming barriers to multi-modal travel. It averaged a participation rate of 5-10% of households contacted, a 5-10% reduction in drive-alone trips among participants (about 41,000 vehicle trips per year), and a corresponding 5-10% increase in active and shared trips. Designated a Landmark case study in 2023.
- *Carpooling Promotion in Paris.* France provides financial incentives to local travel authorities (LTAs), employers and employees to promote carpooling. It also funds the development of carpooling infrastructure, ridesharing platforms that make it much easier to carpool, and fraud prevention mechanisms. This case study covers the formative research and early implementation in Paris of France's National Daily Carpooling Plan. Designated in 2023.

LANDMARK PANEL MEMBERS

Climate Change Panel, 2026

This panel includes members from on-the-ground programs as well as some of North America's most proactive consulting, NGO, and government organizations supporting climate change mitigation and adaptation professionals including Anna Kelly from Power TakeOff, Brooke Tully, Doug McKenzie-Mohr from McKenzie-Mohr Associates, Julianna Gwyszcz from GMU's Center for Climate Change Communication, Madeleine Lemaire (Water Conservation officer for the City of Coquitlam), Michele Smith (WasteSmart behavior change team leader for the City of Brisbane, Australia), and Susan Schneider.

Transportation Panel, 2027

This panel is now reviewing nominations every second year, with its next review in 2027. This panel includes members from on-the-ground programs as well as some of North America's most proactive consulting, NGO, and government organizations supporting sustainable transportation professionals including Aaron Gaul from Alta Planning and Design, Nathalie Lapointe from the Federation of Canadian Municipalities, David Levinger from the Mobility Education Foundation, Nicole Roach and Charlotte Estey from Green Communities Canada, Lisa Kay Schweyer from Foursquare ITP, and Sara Hendricks from CUTR and the University of South Florida.

Building Energy Conservation Panel, 2026

This panel is now reviewing nominations every second year, with its next review taking place this year in 2026. It includes members from on-the-ground programs as well as some of North America's most proactive consulting, NGO, and government organizations supporting energy conservation professionals including Arien Korteland from BC Hydro, Doug McKenzie-Mohr from McKenzie-Mohr Associates, Kady Cowan from Sustainability Studio, Lester Sapitula from the Pacific Gas and Electric Company, Reuven Sussman from the American Council for an Energy-Efficient Economy, and Sea Rotmann from Sustainable Energy Advice Limited.