

For immediate Release:

Call for Nominations: 2021

***Landmark* Behavior Change Case Studies (Energy and Transportation)**

Tools of Change is soliciting nominations for its 2021 *Landmark* behavior change case studies in two topic areas – (1) building energy conservation and (2) sustainable transportation.

If you know of anyone working on a particularly effective or innovative approach for changing building energy or transportation behaviours, please consider nominating them – or yourself. All nominations must include measured impact results.

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.

Nominations are screened by Tools of Change staff and then the most promising are rated by peer selection panels based on a standard scoring grid. Designated programs are highlighted in our written case studies and videos. 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.

The nomination form, which can be downloaded from www.toolsofchange.com/en/landmark/, must be submitted by June 4, 2021. Designations will be announced by October 2021.

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 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 Tools of Change website, sections of which are based on a workbook co-authored by Jay Kassirer and Doug McKenzie-Mohr, currently hosts 180 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.

Energy Conservation

- *Medicine Hat* Alberta conducted a Randomized Controlled Trial to test the impacts of providing consumers, on their monthly utility bills, with high-resolution infrared images of their houses, information about their heat loss relative to their neighbors, and estimated savings from improving their home's insulation and air tightness. This treatment was twice as effective as a traditional Home Energy Report (HER) treatment. This demonstrates the power of visual cues that help make the intangible more vivid, concrete, and actionable. This case study also illustrates how norm appeals can backfire when descriptive norms are provided to those who are already doing "better" than most, without also providing an affirming injunctive norm. Designated a *Landmark* case study in 2020.
- Participants in *California's Energy Conservation Competition* work to change energy conservation behaviors in their schools relating to lighting, plug-loads, and mechanical systems. They also develop campaigns to encourage fellow students to communicate with teachers, peers, and administrators about energy conservation practices. This comprehensive program cuts school energy bills by 5% to 15%, and integrates climate education and energy efficiency, with linkages to hands-on job training and career development. Designated a *Landmark* case study in 2020.
- *Europe's Energy Neighbourhoods* program engaged neighbourhoods to 'bet' with their municipalities that they could reduce energy use by at least 9% over a four-month period, with no investments in technology allowed. Each neighbourhood was supported by an "Energy Master", an enthusiastic

individual who acted as coordinator for the group and who received specific training to help their group make its energy savings. Those groups that made savings of 9% or more were rewarded with certificates and prizes and received local media attention for their efforts. Designated a *Landmark* case study in 2019.

- RE100 is a global, collaborative initiative that is accelerating a shift in corporate energy purchasing to reduce global carbon emissions and buy energy from renewable sources. Members commit to public disclosure of progress, with third-party verification providing social proof and accountability. Participation also involves inter-company comparisons and norming to a common goal of 100% renewable electricity. High-profile external public relations events enhance value for membership and sustain pressure for member companies to keep commitments, thereby ensuring persistence of campaign impacts. Designated a *Landmark* case study in 2019.
- *Energy Connect* demonstrates how even inherently risk-adverse and cash-strapped facilities can adopt a culture of conservation without adding any new resources. A package of five interventions, developed using a Design Thinking approach, were tested in healthcare living labs across six diverse healthcare facilities at the second largest health network in North America. Verified first year results show annual energy savings at three facilities from 3% to 12% attributable to Energy Connect. Preliminary unverified results in the other three facilities also show energy savings. Designated in 2018.
- *ENERGY STAR* is one of the most effective public sector voluntary behavior change programs in U.S. history. The program was designed with the goal of decreasing greenhouse gas emissions by increasing the energy efficiency of products. ENERGY STAR sets national specifications for energy efficient products that are in the top 20% of efficiency for the product category. As efficiency in each product category improves, the specification moves up, encouraging continual improvement. Manufacturers that meet the specifications can use the ENERGY STAR label on products and in their marketing. Utilities can set rebate dollars based on a nationally accepted specification which makes it easy for manufacturers and retailers to participate in their rebate programs. Ultimately, consumers can easily identify products that are energy efficient when shopping. Designated in 2017.
- *Fort Collins Efficiency Works (Neighborhoods)*. In a pilot from the fall of 2015 to the fall of 2016, Fort Collins Utilities tested a new hybrid model of comprehensive home performance (HP) contracting to increase participation and energy savings. It offered a streamlined, turn-key service for homeowner that overcame key barriers to participation such as lack of time to select and meet with contractors, too many complex technical scope of work decisions, homeowner distrust of contractor proposals, and concerns about paying for improvements. The campaign also used a propensity model to target the neighborhoods with the highest potential for saving, and then direct mail marketing to neighborhoods with the highest propensity to participate. The pilot doubled enrollment rates, converted 44% of energy efficiency assessments to upgrades, and doubled average project energy savings. In 2017, this pilot received the American Public Power Association Energy Innovator award. Designated in 2017.

- *Ohm Connect's #OhmHour Program* pays program participants to reduce their energy at peak times. On average, participants save 100-200 kWh at peak times per year per household. While there have been a number of episodic energy efficiency programs in the past, this case study adds three innovative elements: a focus on peak demand with remarkable frequency, flexibility and precision; rich gamification features that encourage user participation; and an optional level of automation that was not available until the recent installation of smart meters and widespread availability of smart devices. Implementation requires no hardware to purchase or install. Designated in 2017.
- The Bonneville Power Administration's *Energy Smart Industrial (ESI)* energy management program has changed how large industrial facilities prioritize and manage energy. Through participation in ESI's High Performance Energy Management (HPEM—now called Strategic Energy Management) program component, corporate leaders are encouraged to establish and communicate energy policies and goals, conduct regular reviews of energy performance metrics, and actively support energy efficiency improvement efforts. At the shop-floor level, HPEM/SEM impacts a broad range of behaviors and practices. Common improvements include the shutdown of idling equipment during non-production hours, implementing more energy efficient set points, and adopting enhanced preventative maintenance practices. Designated a Landmark case study in 2016.
- *Shower Feedback in Switzerland*. This pilot program provided Swiss households with real-time feedback on one specific, energy-intensive behavior: showering. Participants received smart shower meters that displayed feedback on the individual's energy and water consumption in the shower in real time. A randomized controlled trial with 697 households in Zurich found that the treatment group who received feedback in real time reduced their energy and water consumption, as well as time spent in the shower by 20-22% over the control group. The effects were stable throughout the two-month study, resulting in average savings of 1.2 kWh per day and household. This program was designated a Tools of Change Landmark case study in 2016.

Sustainable Transportation

- The *City of Austin's Leave Time Reward (LTR)* reduced employee commute travel by one million vehicle miles within six months. During this period, the percentage of drive-alone trips fell from 53% to 41%. Attribution of these impacts to the City's time off incentive policy is strengthened because that policy was introduced in the pilot study, then withdrawn after the pilot, then later reintroduced for the permanent program (Reversal Design.)
- *Seattle's Just One Trip Phase II* illustrates the use of Propensity Modelling / Predictive Analysis, Street Ambassadors, Quality Online User Experience (UX), and trip planning to reduce the proportion of single-occupant car trips in Seattle WA, USA. It engaged over 21,000 people and on average participants reduced four drive-alone trips per week per person.
- *Bologna's Bella Mossa* program awarded participants points for walking, cycling or using public transport. Points could be redeemed for discounts or payment towards merchandise and services from 85 retailers, including supermarkets, sports retailers, bike stores, opticians, bookshops, cinemas, restaurants, and bars. In 2018, 10,000 people reported taking 995,000 trips by alternative transportation methods, totalling 3.7 million kilometres, and saving 711 tonnes of CO₂. The program

won CIVITAS's "Bold Measure" award in 2017 and was designated a *Landmark* case study in 2019.

- By the end of 2017, *Brisbane's Active Schools Travel Program* had engaged over 157 primary schools to reduce single car trips by up to 35% and increase walking trips correspondingly. Half of the students at participating schools travel to school by active means, twice the state average. This program illustrates good use of safety instruction and practice, stamped student passports, norm appeals, competitions, and three levels of recognition and incentives. Designated a Landmark Case Study in 2018.
- *Capitol Hill In Motion* is a recent evolution of the individualized marketing approach used by King County, Washington. It illustrates how to further engage communities where most trips are already not drive-alone. With remarkably high signup rates, this campaign also delivered a solid 16% average reduction in drive-alone trips (surpassing the campaign goal and King County's overall goal of a 10% reduction). Designated in 2017.
- *Chicago's Go Program* is an Individualized Marketing program that helps residents walk, bike, ride transit, and share bikes more frequently, while driving alone less often. Participants have access to free personal support, group activities, and personalized Go Kits full of walking, biking, transit, and bike share information. Local outreach ambassadors help people explore their travel options by engaging residents in dialogue and fostering community partnerships. The program also organizes and leads group events where staff and ambassadors answer questions and provide personal support to help reduce barriers to accessing transportation options. Each program has continued on afterwards as a community-based initiative, independent of the original grant funding. Designated in 2017.
- *Bikeability Safety Training in the U.K.* This large-scale bicycle safety training program from the UK has been particularly well evaluated and shows impressive results, adding to the evidence of the value of such trainings. Designated a Landmark case study in 2016.
- *Playa Vista Ability2Change* Playa Vista's Ability2Change program is a great example of a targeted, strategic approach to transport behavior change. It features careful market segmentation and barrier removal, with different initiatives for different people. In just seven months it yielded a 4.9% decrease in peak time drive alone mode share across the entire community (a decrease of 3.5 percentage points from 71.4% to 67.9%), with corresponding increases in carpool, cycling and transit trips. Designated in 2016.
- Since creating *In Motion* in 2004, King County Metro Transit has applied a growing toolkit of community-based social marketing techniques to persuade nearly 20,000 Seattle-area travelers to drive less. *In Motion* employs motivational messaging, commitments, rewards, engaging materials and norming tailored to the target community. Participants pledge to shift two drive-alone trips per week to transit, ridesharing, biking, or walking. The program has been called into action during or in anticipation of major construction, transit restructures or new tolls. Designated in 2015.

LANDMARK PANEL MEMBERS 2021

Energy Conservation Panel, 2021

This panel includes members from on-the-ground programs (including Arien Korteland from BC Hydro and Brian Smith and Lester Sapitula from the Pacific Gas and Electric Company) as well as some of North America's most proactive consulting, NGO and government organizations supporting energy conservation professionals (including Kathy Kuntz from Kanndo Consulting, Doug McKenzie-Mohr from McKenzie-Mohr Associates, Sea Rotmann from Sustainable Energy Advice Ltd., Reuven Sussman from the American Council for an Energy-Efficient Economy, and Marsha Walton from the New York Energy Research and Development Authority.)

Transportation Panel, 2021

This panel includes members from on-the-ground programs (including Wallace Beaton from Green Communities Canada and Michele Smith from Brisbane, Australia's City Council) as well as some of North America's most proactive consulting, NGO, and government organizations supporting sustainable transportation professionals (including Aaron Gaul from UrbanTrans, Lisa Kay Schweyer from Traffic21 Institute and Mobility21 National University Transportation Center, Nathalie Lapointe from the Federation of Canadian Municipalities, David Levinger from the Mobility Education Foundation, and Phil Winters from CUTR and the University of South Florida.)