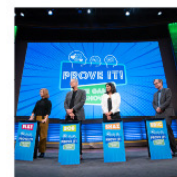
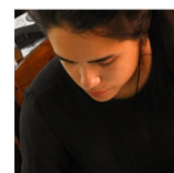
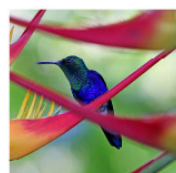


# Making a Case for Behavior Change

December 8, 2022



# Behavior Change & Climate Philanthropy Series

## December 7

- 10:00-11:30am ET: Behavior-Centered Design & climate philanthropy
- 2:00-3:30pm ET: Framing the challenge: Systems thinking & behavior change

## December 8

- 10:00-11:30am ET: Evaluating behavior change programs
- 2:00-3:00pm ET: Making the case for behavior change

## March 2023

- Funders' Roundtable

# Session Objectives

- Identify and discuss some of the main barriers to gaining support on behavior change programs
- Draft key points to share in your organization
- Connect with other funders on applying behavior change principles

# Agenda

1. Welcome and introduction
2. Common challenges to investing in behavior change
3. Make your case
4. Feedback & Questions
5. Closing

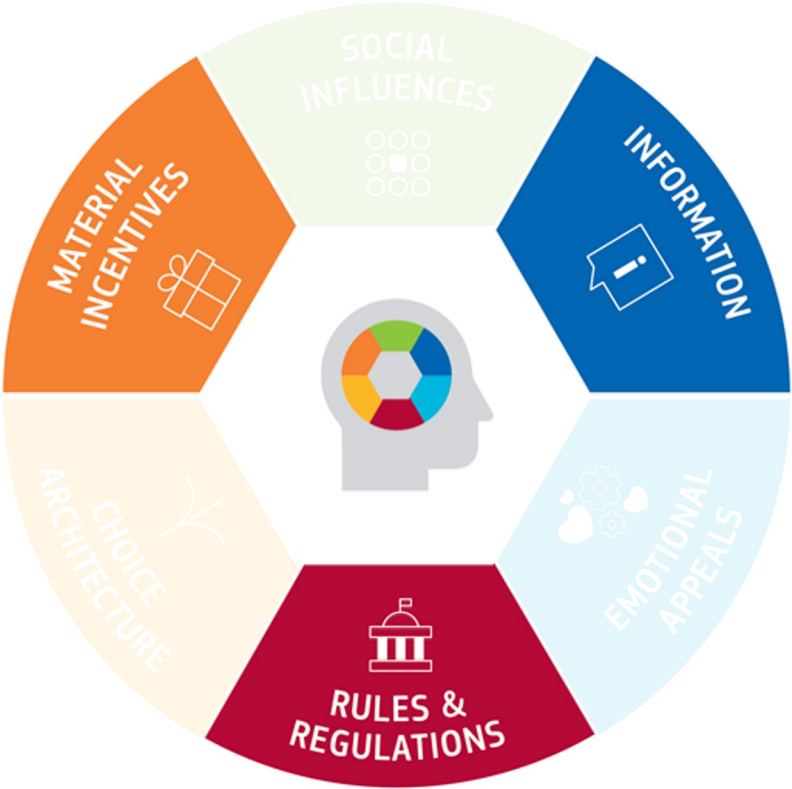
# Common challenges to investing in behavior change



1

**Strong beliefs in using information,  
incentives, and laws**

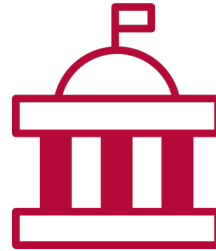
# The most common tactics for driving behavior change are designed for one kind of thinking.



# These levers tend not to work on their own.



- Financial incentives can backfire.
- Payments can crowd-out other motivators.
- Incentives can drain limited resources.
- Fines can be seen as just the 'cost' for behavior.



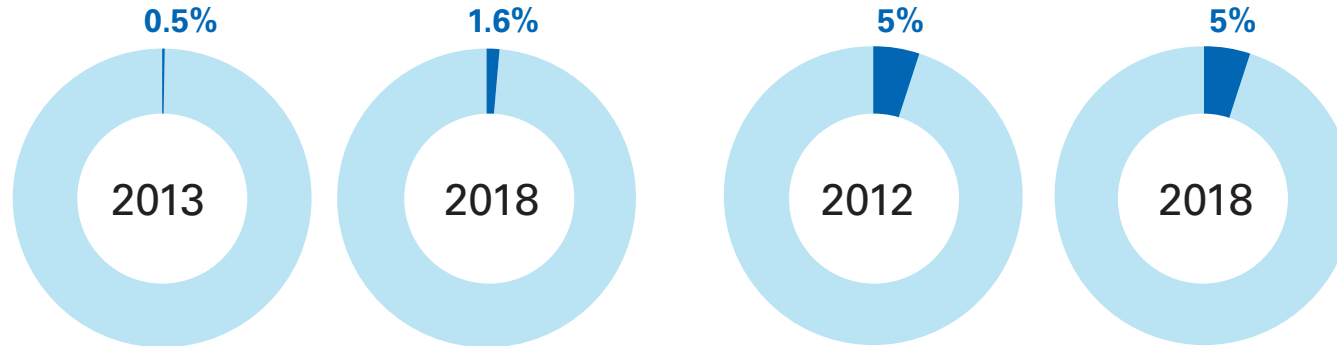
- Rules often need enforcement.
- Rules do not work if norms are misaligned.



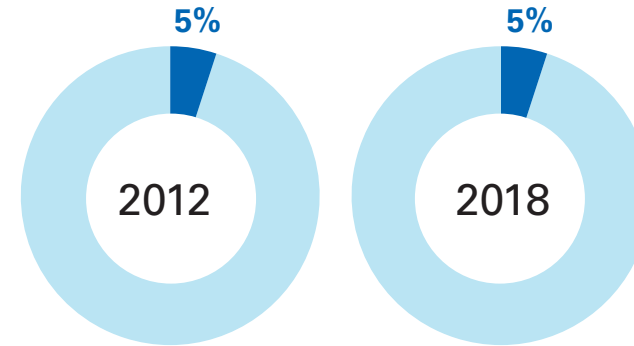
- Correcting an information-deficit rarely leads to lasting behavior change.
- Caring/knowing is not a pre-requisite to change.



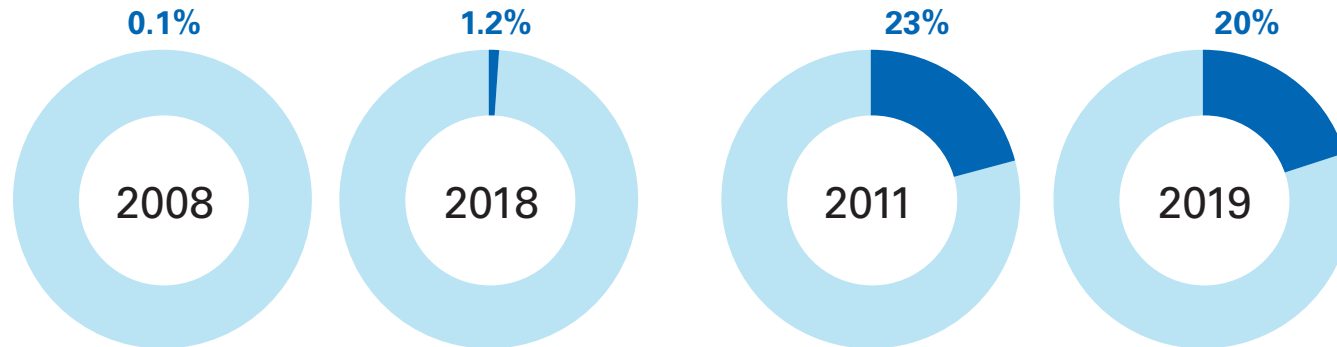
# Despite technology and policy advances, change has been slow on key climate behaviors in the US.



Electric vehicle sales as a fraction of all new car sales in the U.S.



% of U.S. adults identifying as vegetarian



% of U.S. households with solar panels

% of person-trips logged for business purposes by U.S. residents

# The Levers of Behavior Change

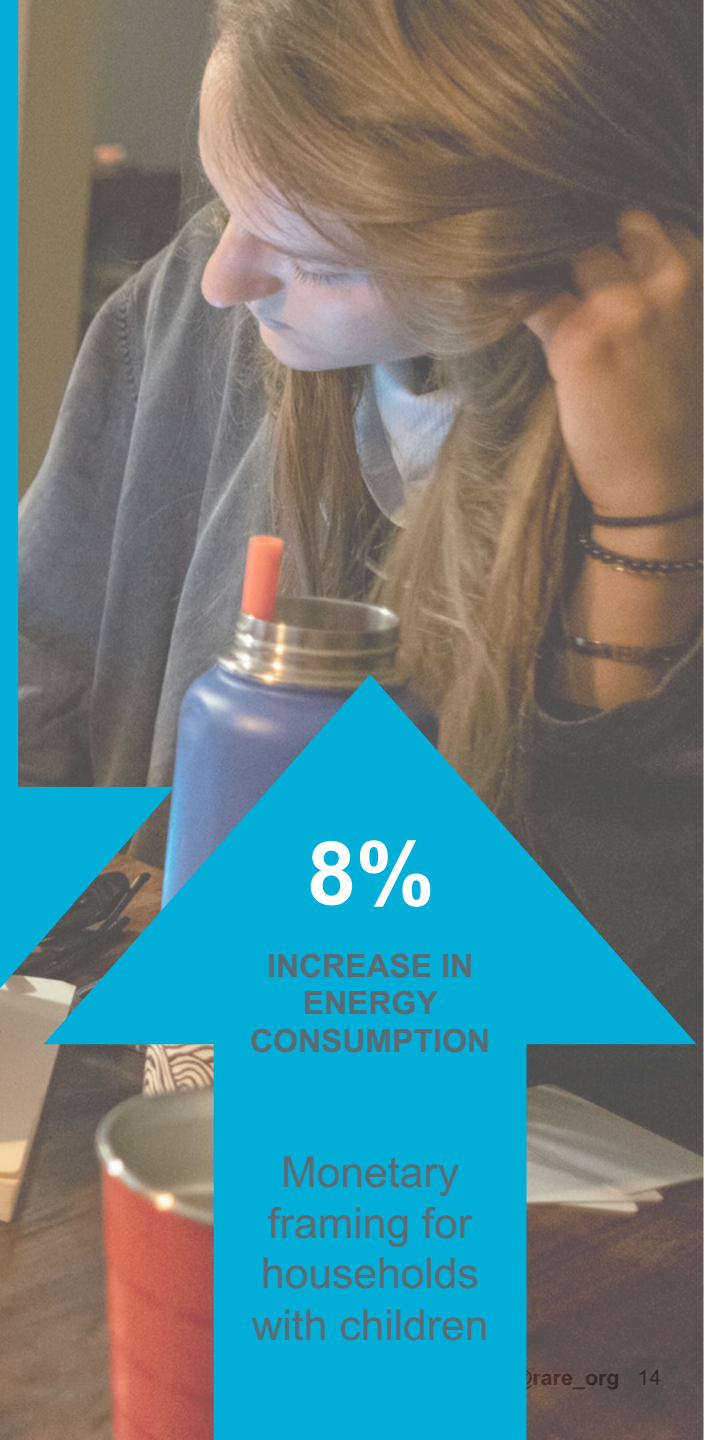




# Nonprice incentives and energy conservation

Omar I. Asensio<sup>a,1</sup> and Magali A. Delmas<sup>a,b,1,2</sup>

<sup>a</sup>Institute of the Environment and Sustainability and <sup>b</sup>Anderson School of Management, University of California, Los Angeles, CA 90095-1496



Health framing for households with children

**19%**

DECREASE IN ENERGY CONSUMPTION

**8%**

INCREASE IN ENERGY CONSUMPTION

Monetary framing for households with children





# 2

## Concerns about mandating how grantees do their work

# Ideas to try

- Share behavior change resources if grantees express interest or are looking to boost their impact
- Suggest trainings that are coming up
- Share case studies that align with their program objectives



3

**Preferences for doing what they've  
always done**



# Ideas to try



Create new defaults,  
make it easy



Emphasize research  
and evidence base



Emphasize  
alignment with  
program objectives



Frame new approach as an  
opportunity, not a past failing



# 4

**Lack of clarity about where to invest  
resources**





## Climate Change Funding Needs Behavior Change

A case for funding behavior-centered solutions



## CHANGING BEHAVIORS TO REDUCE U.S. EMISSIONS: Seven Pathways to Achieve Climate Impact



# Behavior Change and Climate Investment Opportunities

Driving consumer/end-user behavior change



Behavior Adoption Programs

Driving behaviorally informed technology



Innovation tournaments and platforms

Building evidence



Hypothesis testing

Building demand and capacity



Policy design support

Influencing environment



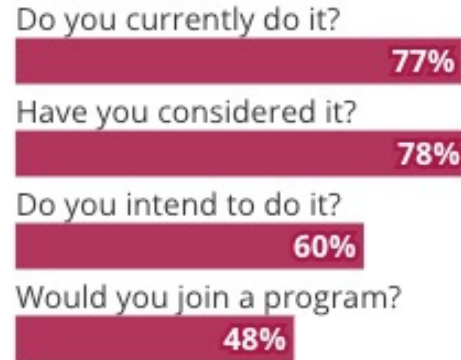
Corporate engagement

# Climate Culture Index

## Eat more Veggies



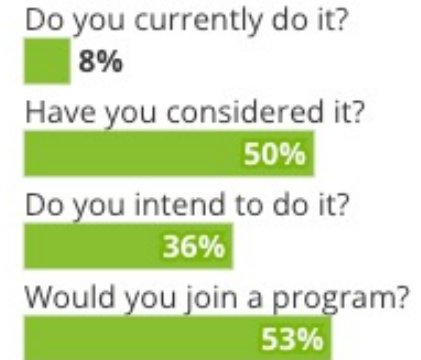
## Waste less food



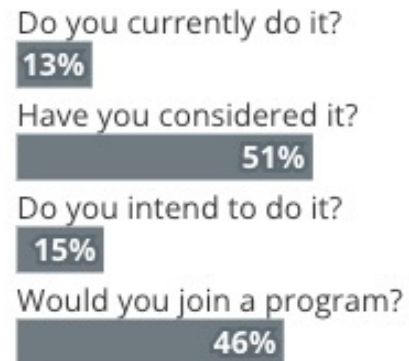
## Fly less



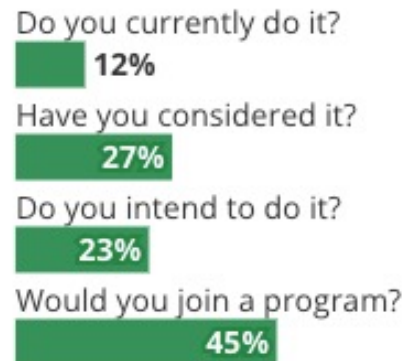
## Purchase an EV



## Install solar panels



## Purchase green energy



## Purchase carbon offsets





5

**Lack of awareness that other funders are already investing in behavior change**

THE  
KRESGE  
FOUNDATION



**THE  
GEORGE  
GUND  
FOUNDATION**



**Grantham Foundation**  
for the Protection of the Environment

GORDON AND BETTY  
**MOORE**  
FOUNDATION



DORIS DUKE  
CHARITABLE FOUNDATION

**AVD** The Arthur  
Vining Davis  
Foundations







**What other challenges have you  
faced?**

**Make Your Case**

# Activity: Make your case

**Step 1:** Identify which barrier is most relevant for your context.

**Step 2:** Select one of the solutions presented.

**Step 3:** Draft 3-5 bullet points that make the case for behavior change.



# Feedback & Questions

**Closing**

# Ideas for next steps

- Continue to work on the key points you drafted
- Get feedback from a colleague
- Identify key moments to share your case with your team
- Let us know if you need additional resources, examples, or tools

# Behavior Change & Climate Philanthropy Series

March 2023

- Funders' Roundtable

# Behavior Change for the Environment Starts Here



[behavior.rare.org](http://behavior.rare.org)



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