



Behavioural Insights for the Environment

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2020



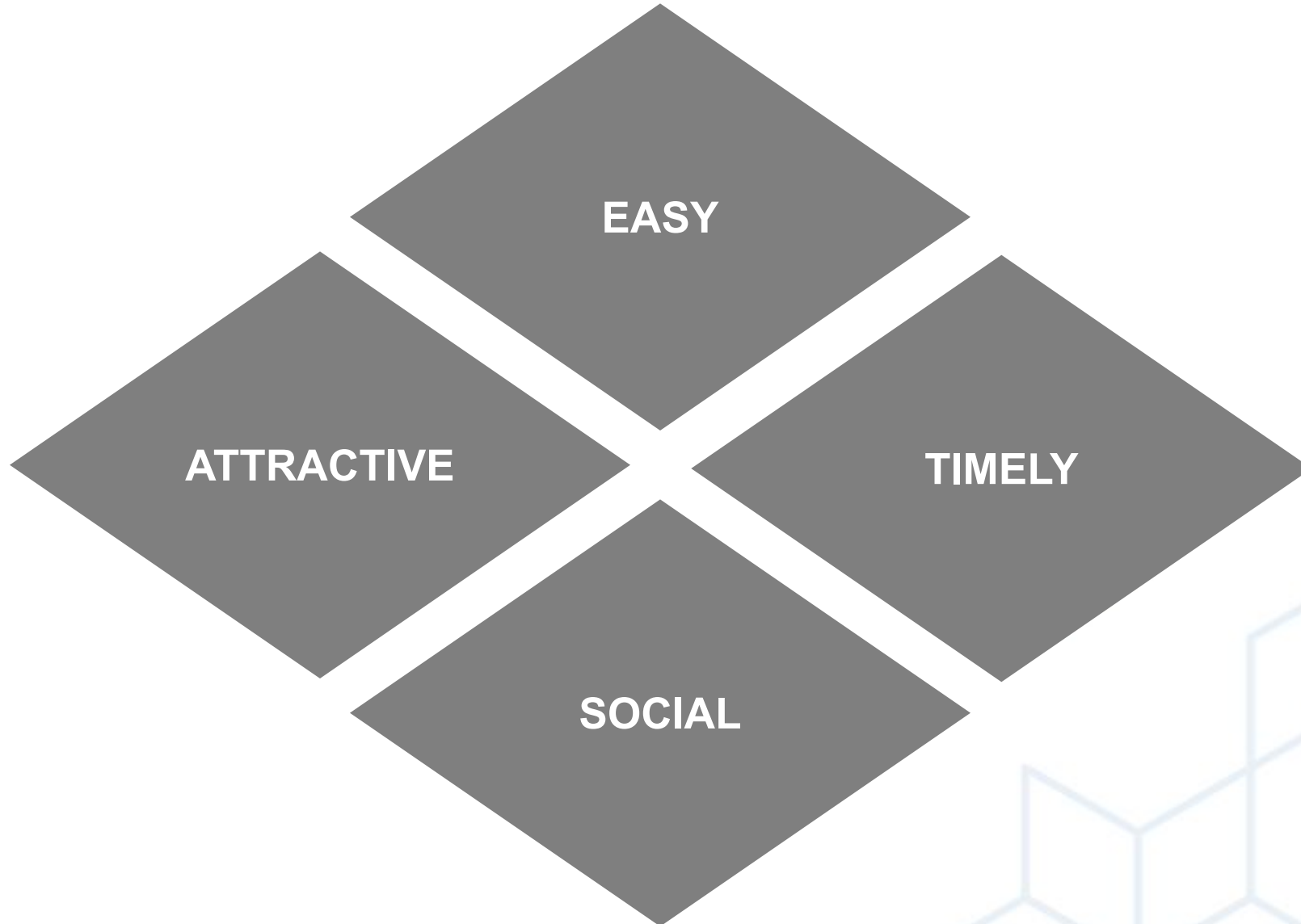
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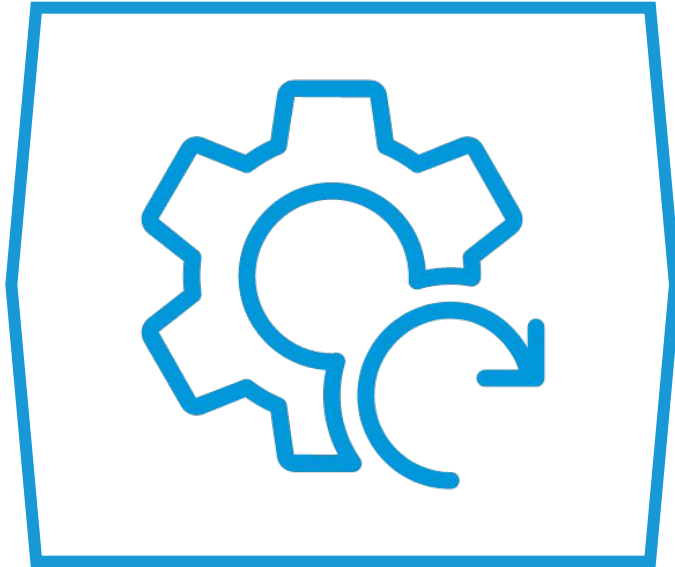
If you want to encourage a behaviour, make it...



Make it EASY



Make it EASY



Set intelligent defaults

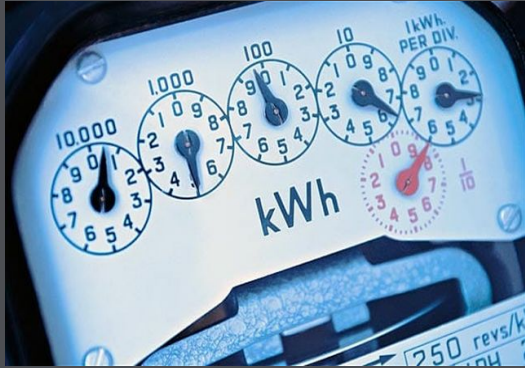


Reduce the hassle



Simplify messages

Make it **EASY**



Defaults: 10x increase in customers using renewable electricity ¹



Frictions: up to 40% reduction in food waste, by *introducing* a friction ²

Put it into action:

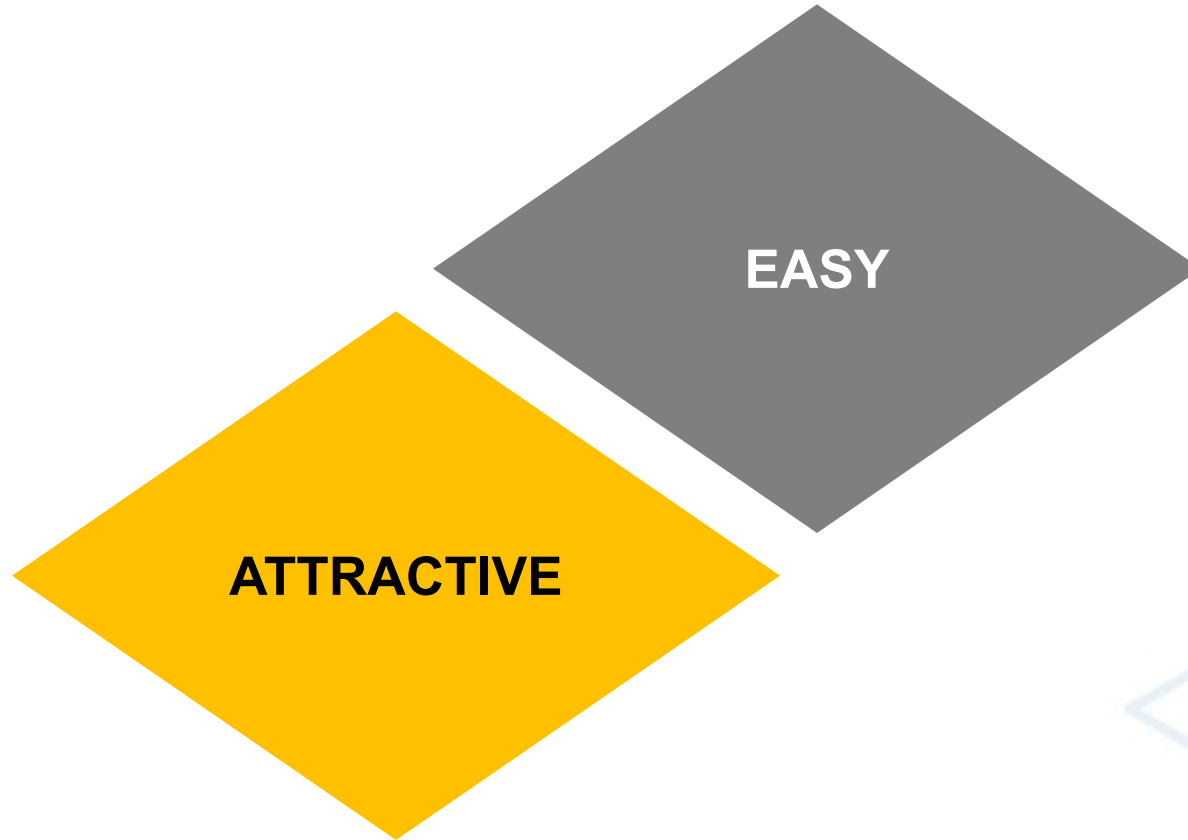
How can we make it easier to commute sustainably?

- **Frictions:** Planning permission by default for front-of-house bike storage?
- **Frictions:** Bike repair assistance schemes?
- **Defaults:** Automatically offer new staff cycle to work scheme application? Or cycle training opportunities?

¹ Ebeling & Lotz (2015)

² Thiagarajah & Getty (2013) / Kim & Morawski (2012)

Make it ATTRACTIVE



Make it ATTRACTIVE



**Attract
attention**



**Personalise
experience &
Framing**



**Provide
incentives**

Make it **ATTRACTIVE**



Incentives: Can we build incentives that crowd-in other motivators?

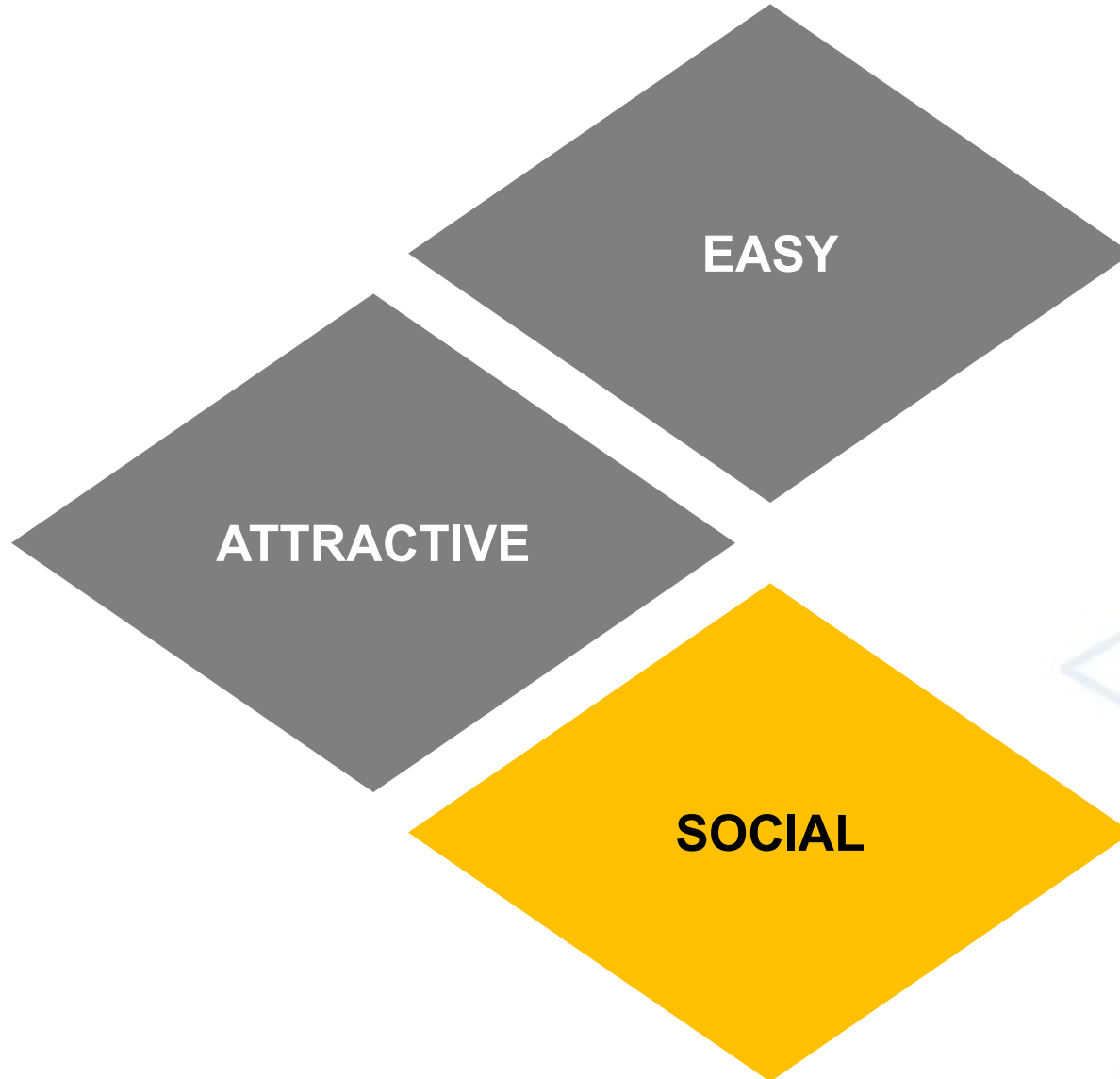


Framing: Decadence and enjoyment sells better than health and sustainability

Put it into action:

- **Incentives:** A lottery-based bottle deposit return scheme?
- **Salience:** Make sustainable options more salient - e.g. put them first in canteens, menus
- **Framing:** Highlight EV grants as 'free fuel for life' rather than a small discount on the car
- **De-shroud costs to shift market forces:** Mandate 'Warm rent' disclosure on property lettings

Make it SOCIAL



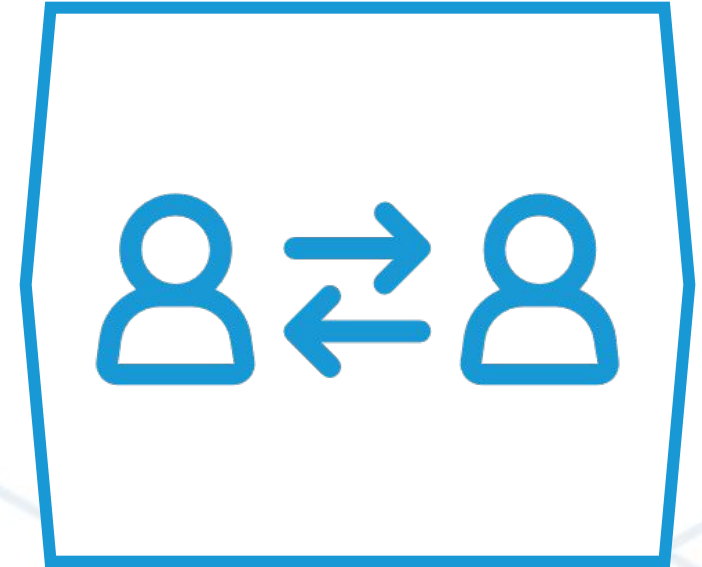
Make it SOCIAL



**Highlight helpful
social norms**

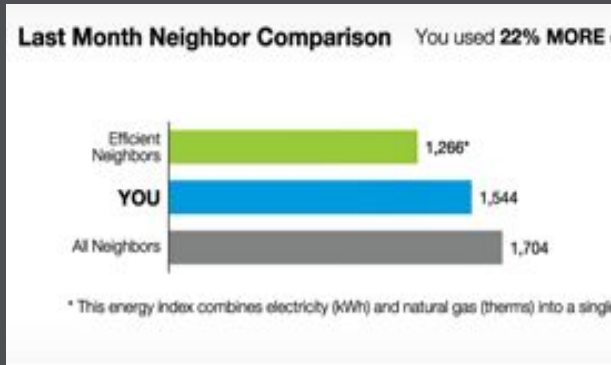


**Leverage
networks**



**Use reciprocity
effects**

Make it SOCIAL



Social norms and comparisons: We're influenced by the actions of others



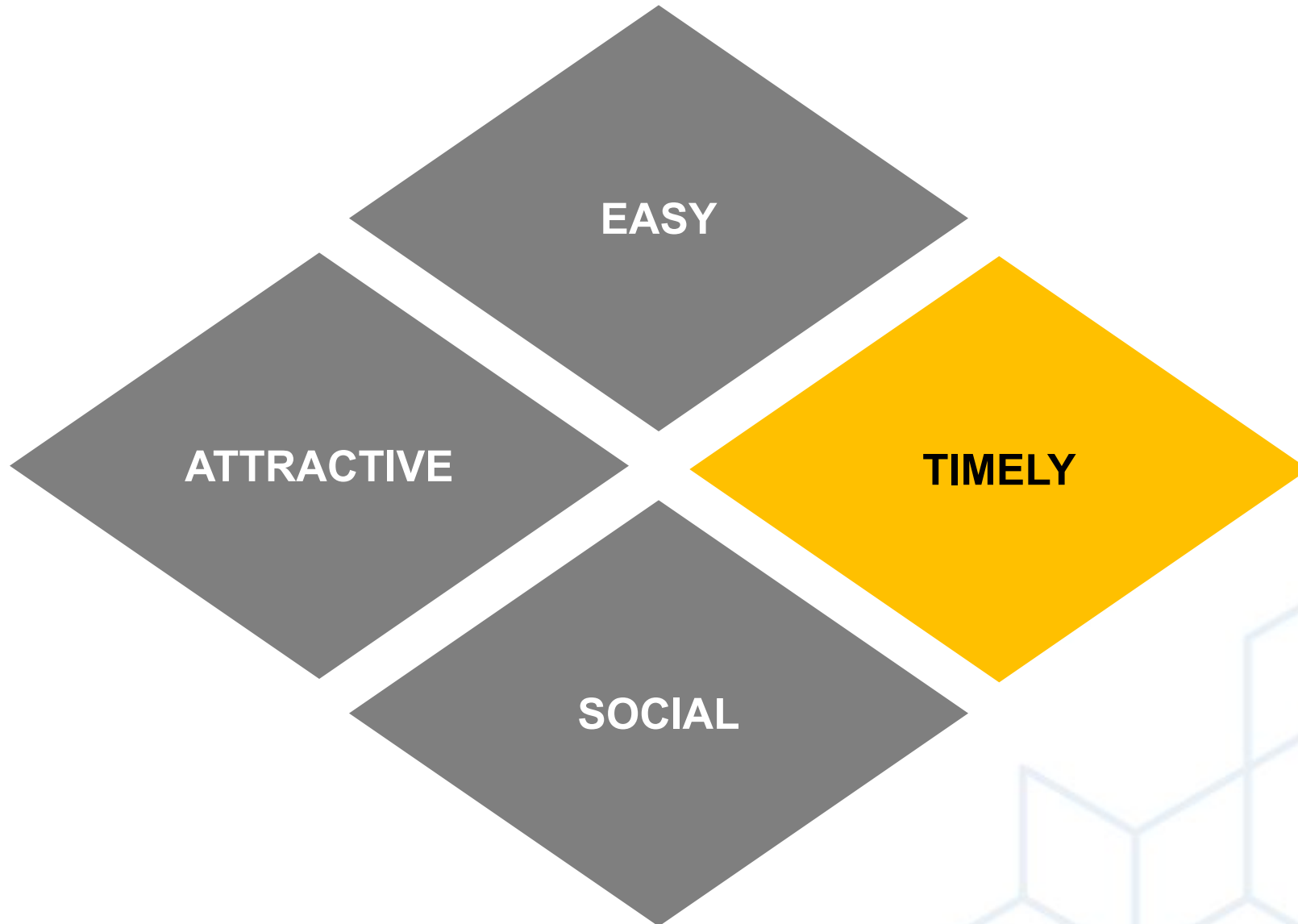
Observability increases the perception of normative behaviour

Put it into action:

- **Observability:** Green number plates?
- **Observability:** 'Estate agent' style signs on homes being retrofitted?
- **Social comparisons:** League tables, or star-ratings, for local businesses' environmental performance?



Make it **TIMELY**



Make it **TIMELY**



Consider the immediate costs and benefits



Help people plan their response to events



Prompt people when they are likely to be most receptive

Make it **TIMELY**



Targeting timely moments: 4x increase in uptake of cycling scheme



Help people make long-term judgements: increasing the purchase of energy-efficient appliances by highlighting lifetime running costs

Put it into action:

- **Highlight long-term benefits:** ‘Lifetime cost’ comparisons between EVs and ICE vehicles
- **Front-load benefits:** Pay-as-you-save schemes for household retrofits.
- **Timely moments:** Prompt retrofits among home movers. Likewise new travel habits. And COVID too!
- **Elicit pre-commitments and pledges:** e.g. from local businesses, or Local Government leaders!



Thank you
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