



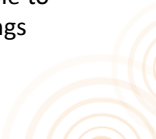

Playing to Win at Work:
*A Norms-Based Competition
to Prompt Behavior Change*

Kathy Kuntz
May 19, 2011



Cool Choices

- Wisconsin not-for-profit
- Aim to inspire and assist individuals, communities and small business to achieve meaningful reductions in greenhouse gas emissions through voluntary actions
- Priority #1: demonstrate it's possible to achieve significant, persistent savings



Change Happens When...

- ✓ There's consensus about the need for change
- ✓ Your family / friends are making similar changes
- ✓ Change is fun and easy



Why Change My Habits?



cool choices
act today, preserve tomorrow



Social Norms Matter – A Lot More Than We Like to Think

Leverage Community!



cool choices
act today, preserve tomorrow

What Community?




- ✓ Potential for emphasizing norms ✓
- ✓ Recognized, consistent leadership ✓
- ✓ Support for sustainability ✓✓
- Real time communication networks ✓
- Lots of informal interaction ✓

Our Ideal Corporate Partner

- Meaningful corporate commitment to sustainability
- See value in engaging their employees
- Leader that others will follow
- Open to participating in pilot program



Miron Construction – Neenah, WI



- **Real Commitment to Sustainability**
 - ✓ 89% of employees said Miron leadership prioritizes sustainability
 - ✓ Sustainable Business Forum Green Masters Award
- **Enthusiastic about Employee Engagement**
 - ✓ Recognize value to operations, recruitment
- **Recognized Leader in Region and Industry**
- **Value Innovation**
 - ✓ Excited to be part of pilot effort



Gundersen Lutheran – La Crosse, WI



- **On Track with Aggressive Sustainability Goals**
 - ✓ Energy independent by 2014
- **Their Next Priority: Employee Engagement**
 - ✓ Want employees to share vision
- **Recognized Leader in Region and Industry**
 - ✓ Multiple national awards
 - ✓ Major employer in SW Wisconsin
- **Value Innovation**
 - ✓ Envision team lives innovation
 - ✓ Expertise with behavior change



Both companies want their employees to experience the benefits of environmental sustainability in their personal lives.

Opportunities to Take Action at Home

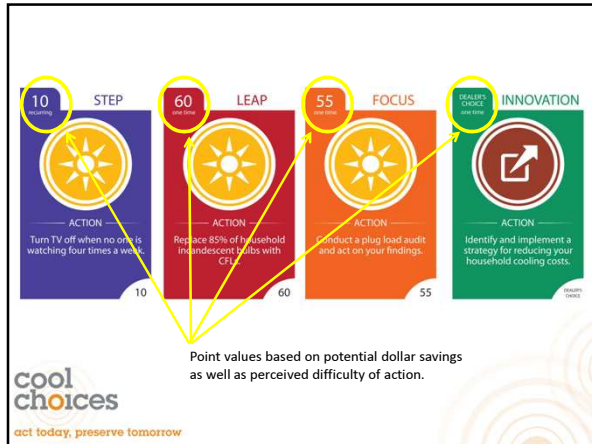


Specifics via an In House Action Team















Verifying Results

- Committed to Meaningful Impacts
 - Independent evaluation
- Energy Center of Wisconsin
 - Process evaluation
 - Estimated impacts across all actions
- UW Graduate Students / Navigant Consulting
 - Utility bill analysis to verify electric/gas savings



Early Buzz Is Encouraging...

I did the plug load audit at our house last night and learned that the dehumidifier in our rec room is going to make us go broke!

Joe, I can't believe you aren't more competitive... LET'S DO THIS THING.

Mark might be in the lead today but we're just getting started.

Questions?

Kathy Kuntz
Cool Choices
kkuntz@coolchoicesnetwork.org
www.coolchoicesnetwork.org
608-443-4270

