



**Empowering Citizens to Adopt Low
Carbon Lifestyles**

**Strategies and Tools for Behavior Change,
Community Engagement and the
Reinvention of our Cities**

**David Gershon
Empowerment Institute**

**"IN MY DREAM THE ANGEL SHRUGGED AND
SAID, IF WE FAIL THIS TIME, IT WILL BE A**



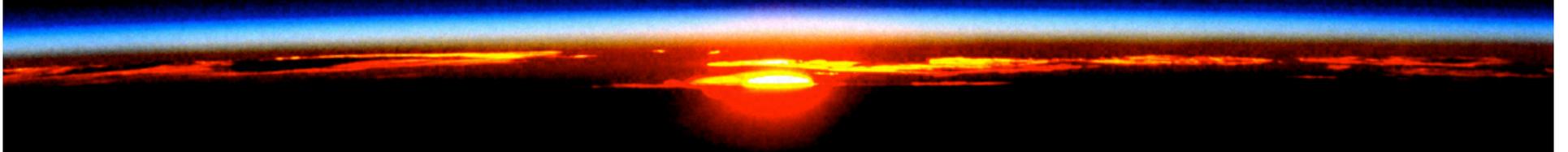
**FAILURE OF IMAGINATION.
AND THEN SHE PLACED THE WORLD GENTLY
IN THE PALM OF MY HAND."**

– BRYAN ANDREAS

Why bother getting people to lower their carbon footprint? Is there not an easier way?



OK, but how do we do it?



Traditional Approaches to Behavior Change



A natural systems clue...



A social systems clue...



One of every ten people on the planet is on Facebook

An anthropologist's clue...

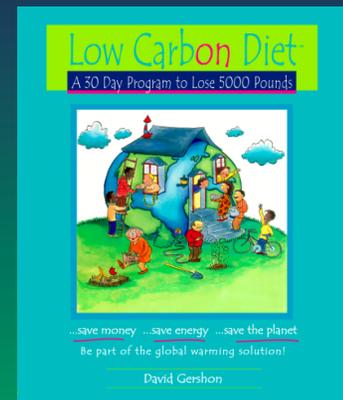
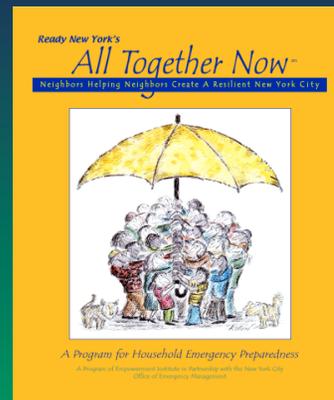
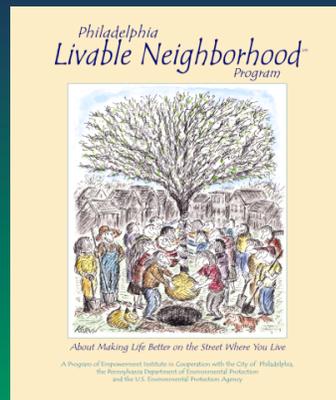
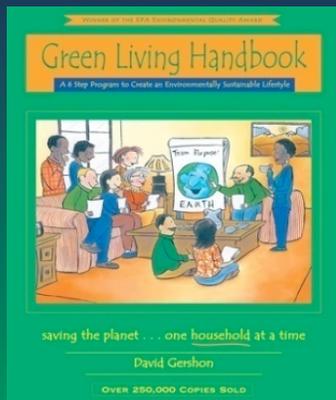


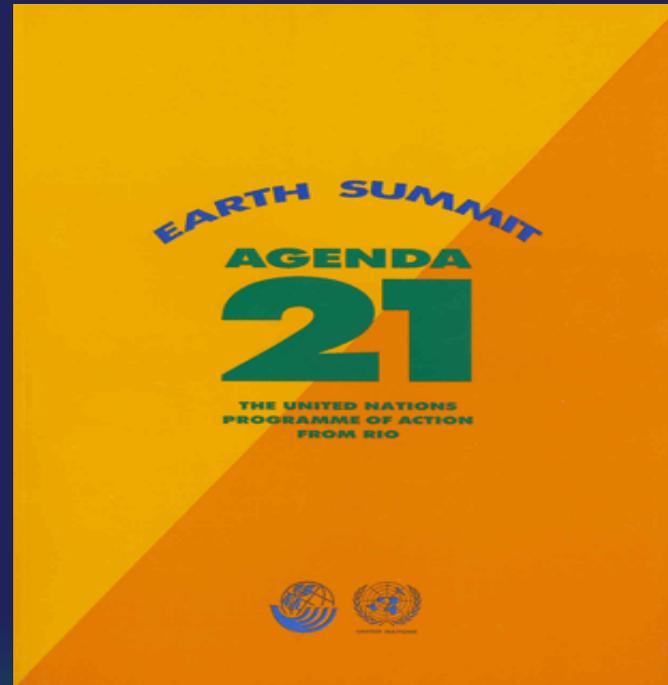
“Never doubt that a small group of committed individuals can change the world – indeed it is the only thing that ever has.”

–Margaret Mead

How can we harness the evolutionary impulse for greater social connection and the power of small groups to address the climate change crisis?

A two decade journey of the possible...





“The greatest cause of the deterioration of the global ecosystem is the unsustainable patterns of consumption and production of industrialized countries.”

How do we get people to adopt environmentally sustainable lifestyles?

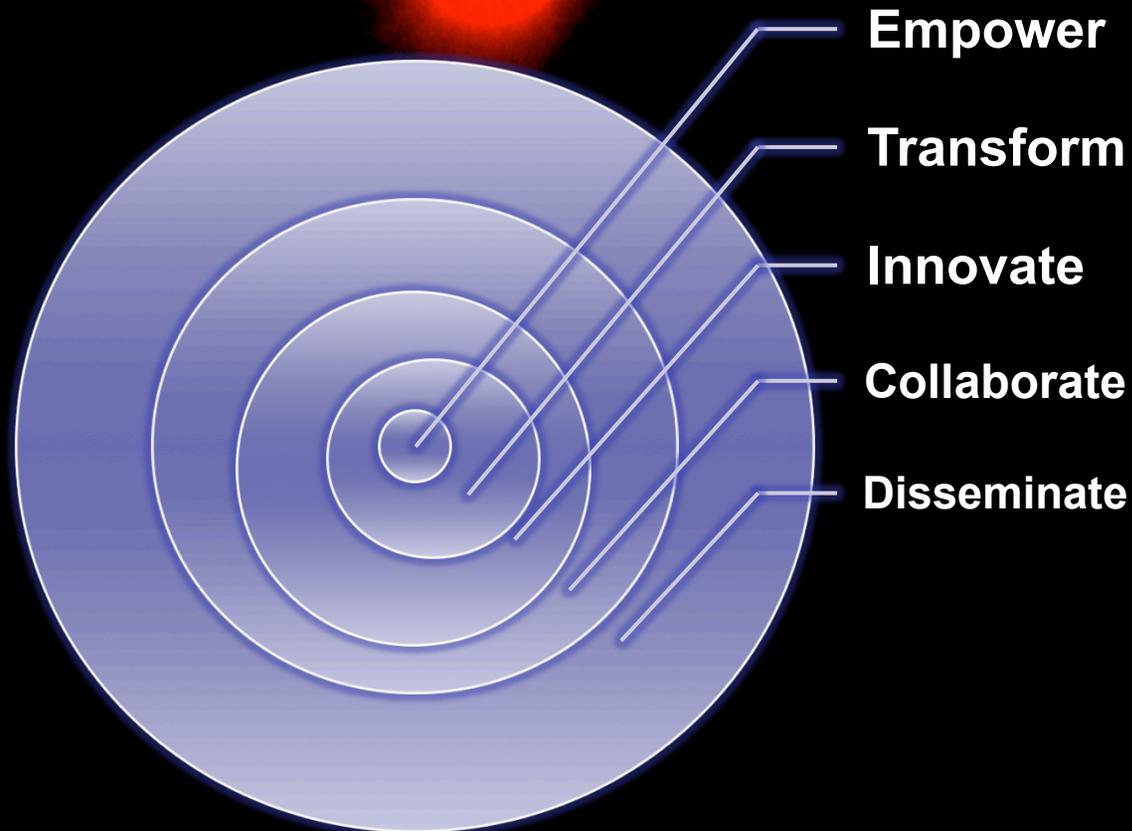
Will they sustain the behavior change over time?

How do we make the process scalable?



SOCIAL CHANGE 2.0 FRAMEWORK

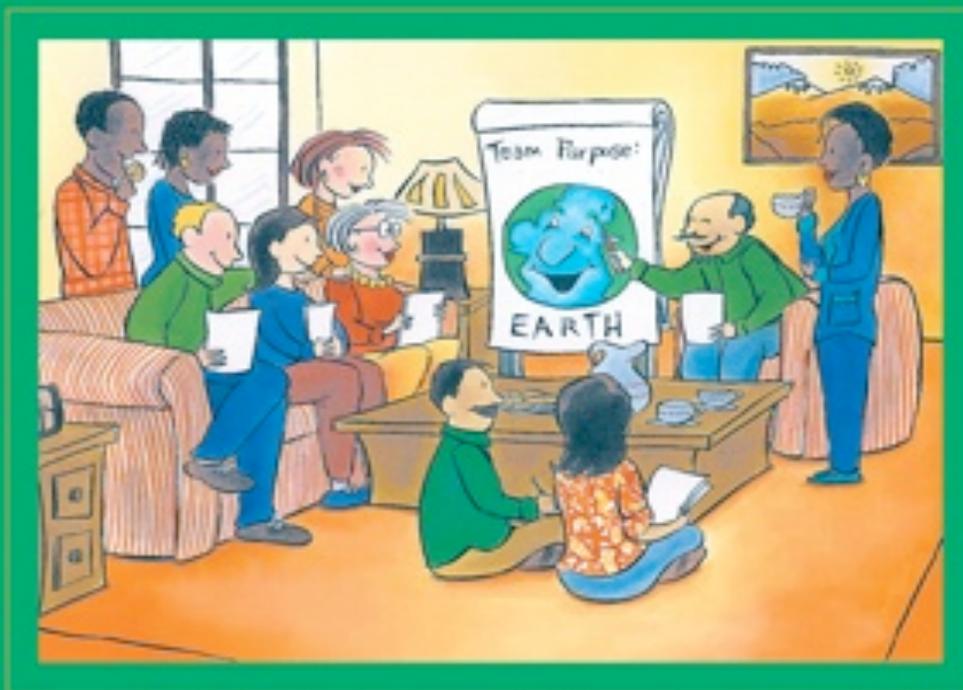
A STRATEGY FOR SECOND ORDER CHANGE



WINNER OF THE EPA ENVIRONMENTAL QUALITY AWARD

Green Living Handbook

A 6 Step Program to Create an Environmentally Sustainable Lifestyle



saving the planet . . . one household at a time

David Gershon

OVER 250,000 COPIES SOLD



Results

20,000 people achieved these annualized savings

40% -- SOLID WASTE

32% -- WATER

14% -- ENERGY

8% -- VEHICLE MILES TRAVELED

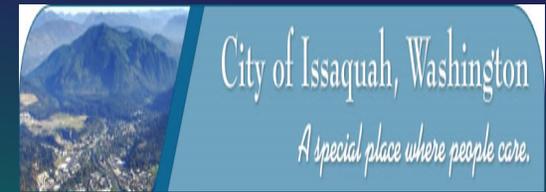
15% -- CO₂ EMISSIONS

\$255 savings PER HOUSEHOLD

Long-Term Behavior Change Sustained

“Unsurpassed in changing behavior”

“53% transferred behaviors to workplace.”





Innovation Diffusion Strategy

**Early Adopters – First 15%
(Tipping Point)**

Early Majority – Next 35%

Late Majority – Next 35%

Laggards – Last 15%



Diffusion Platform: The Neighborhood

Talking Points

- 1. Conserve Natural Resources For
Sake of our Children**
- 2. Get to Know Neighbors**
- 3. Safer, Healthier and More Livable
Neighborhood**

25% Block Participation

THE NEW YORKER



"Please help us reduce our garbage and improve our energy efficiency and our water quality. Help us to be eco-wise and...above all...to empower others."

Drawing by Koren; © 1994 The New Yorker Magazine, Inc.

Can this methodology help drive demand for household energy efficiency retrofits?



City of San Antonio Pilot Results



- 19** of **40** city departments participated
- 88%** of employees attending information meetings joined an EcoTeam
- 27** EcoTeams formed consisting of **204** households
- 16** actions per household
- 41%** took one or more home energy retrofit actions

Team Member Demonstrations and Technical Assistance



“The topic leader demonstrated how to retrofit his home. Those who did not feel they had the skills to do this action were offered help by team members. Most of the team did it.”

**-- Omar Jacobo, EcoTeam Program Manager,
Purchasing and General Services**

Sustainability Ethic as New Social Norm



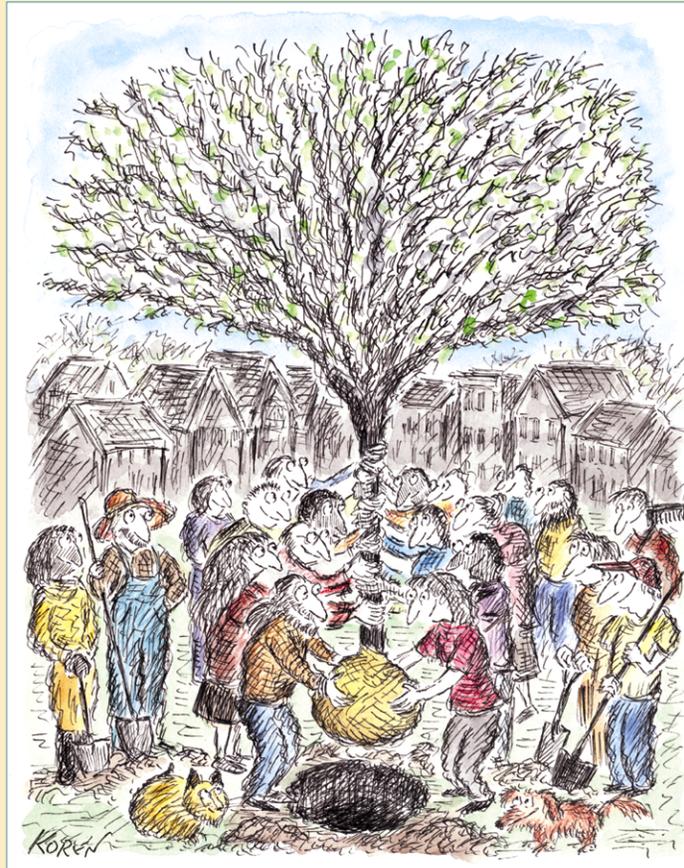
“Our utility, CPS, gave out free thermostats and most of us entered it to 78. The team was helpful to get people to do it. We also went to CPS as a team to take advantage of their retrofitting program around weather stripping our homes and putting in energy efficient windows. Most of our team took these actions.”

-- Frank Garcia, EcoTeam Program Manager,
Police Department

Can this methodology help our cities create more livable neighborhoods?

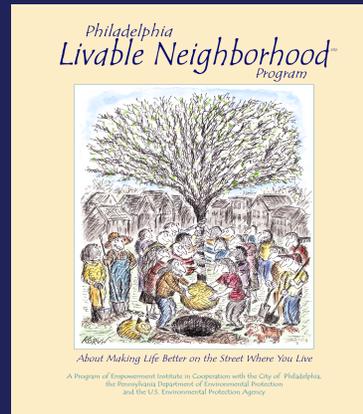


Philadelphia
*Livable Neighborhood*sm
Program



About Making Life Better on the Street Where You Live

A Program of Empowerment Institute in Cooperation with the City of Philadelphia,
the Pennsylvania Department of Environmental Protection
and the U.S. Environmental Protection Agency



Results

101 Block-based teams formed

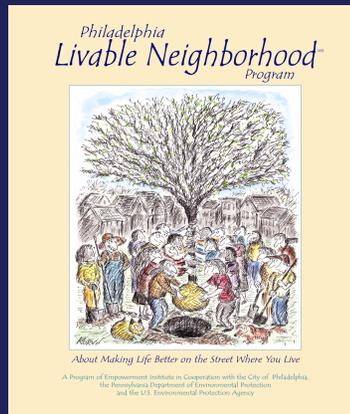
63% Household participation per block

3 neighborhood improvement actions per block

25 city or state services integrated into Program

\$4,500 volunteer time contributed per block

12% energy savings per Household



Partner Feedback

“THE LIVABLE NEIGHBORHOOD PROGRAM IS A WINNER!”
MAYOR JOHN STREET

**“REMARKABLY EFFECTIVE! IMMENSE POTENTIAL TO
TRANSFORM BEHAVIOR AND NEIGHBORHOODS.”**
CHRIS PATUSKY, DEPUTY DIRECTOR
FELS SCHOOL OF GOVERNMENT, UNIVERSITY OF PA

**“ONE OF THE TRUE SUCCESS STORIES IN
CITY GOVERNMENT.”**
JOHN HADALSKI, PROJECT DIRECTOR, CITY MANAGER’S OFFICE

Can this methodology help create more disaster resilient communities?



Ready New York's

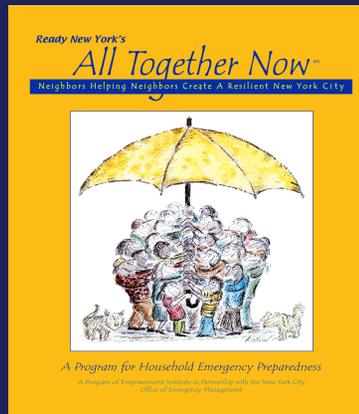
*All Together Now*sm

Neighbors Helping Neighbors Create A Resilient New York City



A Program for Household Emergency Preparedness

A Program of Empowerment Institute in Partnership with the New York City
Office of Emergency Management



Results

PARTICIPANTS – 1,500

ACTIONS TAKEN PER HOUSEHOLD – 11

INFORMATION MEETING RECRUITMENT RATE – 68%

**TOP ACTIONS TAKEN – FOOD AND WATER, GO BAG,
LIGHTING, TELEPHONE, ASSEMBLING WARM
CLOTHING, HOUSEHOLD SAFETY, RADIO, FIRST AID
KIT, FIRE PREVENTION**

Participant Feedback

“I FOUND THE PROGRAM EXCEPTIONAL AND INCREDIBLY IMPORTANT.”

“I WAS IMPRESSED WITH THE ORGANIZED LAYOUT, ACTIONS WERE TERRIFIC... EASY TO DO... VERY USER FRIENDLY.”

“FAVORITE PART WAS THE MEETINGS... GOT A LOT OF IDEAS AND FELT VERY SUPPORTED BY THE GROUP.”

“I AM A SENIOR AND LIVE ALONE. IF AN EMERGENCY HAPPENS I NOW KNOW WHAT TO DO. IT IS VERY COMFORTING!”

Social DNA Source Code



RIGHT SIZE GROUP – 5 to 8 households

EASE OF USE – modular topics and action recipes

GROUP TO TEAM – team purpose statement, team leader and shared leadership responsibilities

GROUP PROCESS PROTOCOL – peer support system, accountability and feedback

PERFORMANCE – structured meeting agendas and expectation

**95% COMPLETION RATE, SUBSTANTIVE
BEHAVIOR CHANGE AND TEAM
REPLICATION**

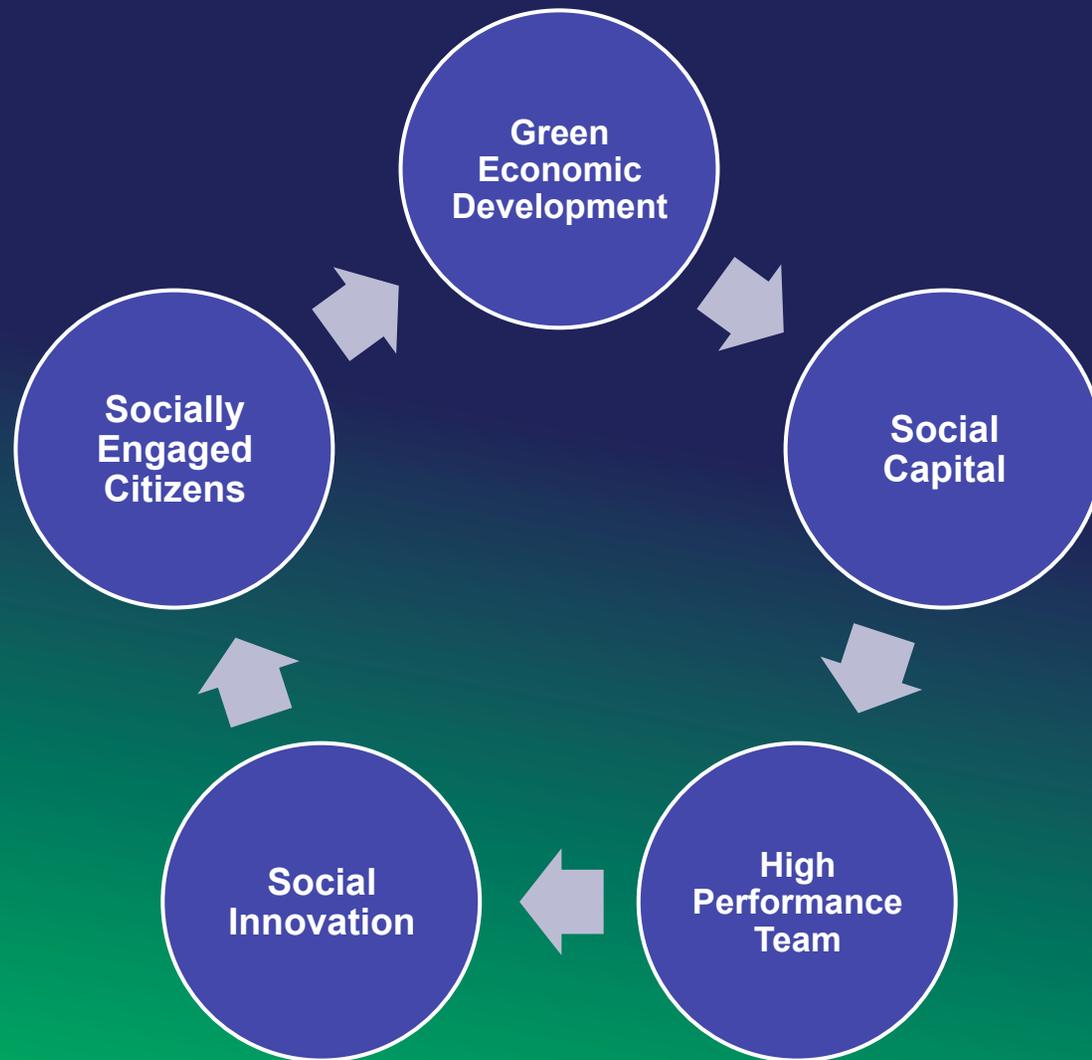
The Adjacent Possible: The Pattern of Innovation in Natural and Social Systems

“Think of a house that magically expands with each door you open. You begin in a room with four doors, each leading to a new door you haven’t visited yet. These rooms are the adjacent possible. The path of evolution is a consistent exploration of the adjacent possible.”

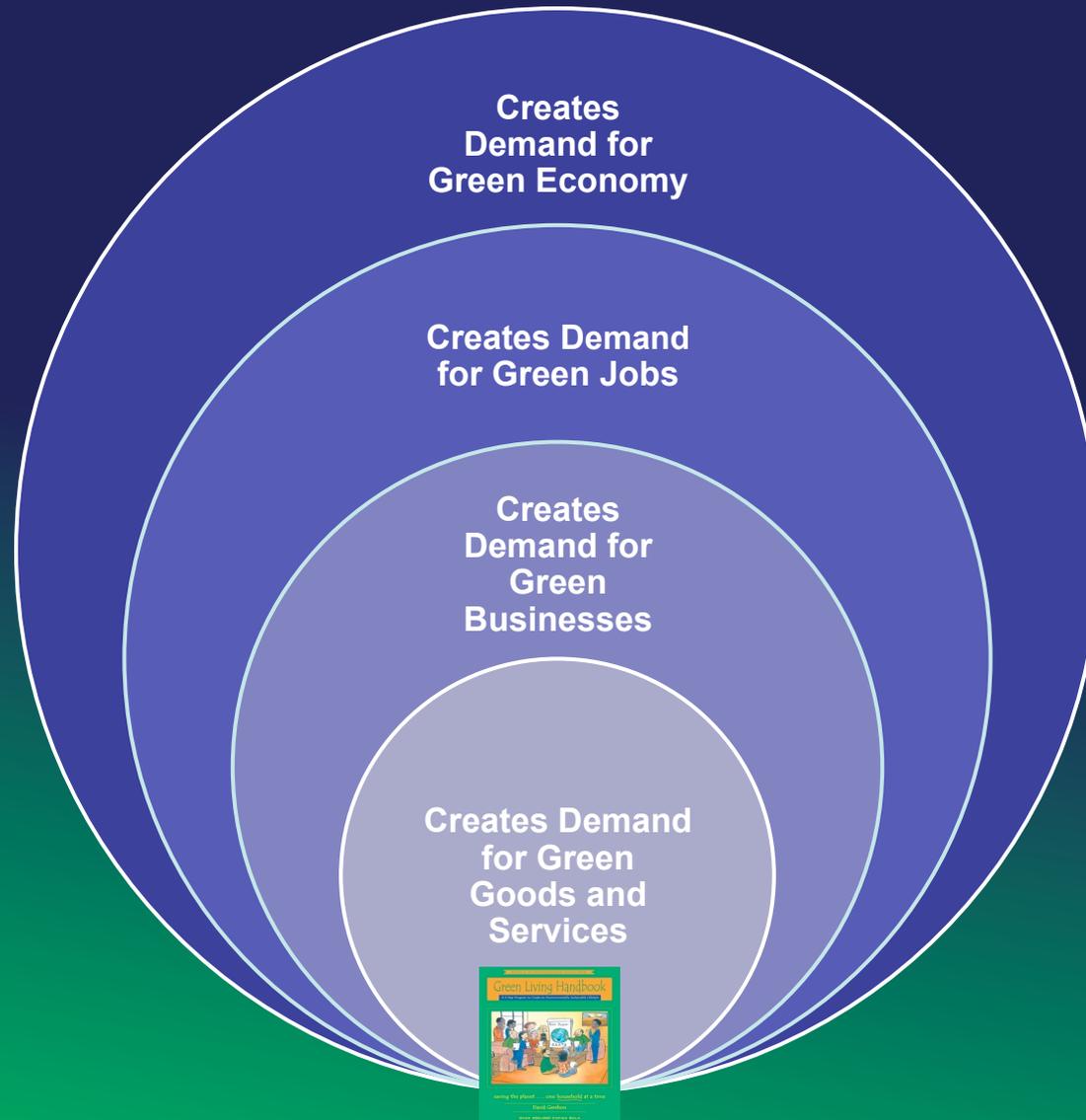
WHERE GOOD IDEAS COME FROM: THE NATURAL HISTORY
OF INNOVATION – STEVEN JOHNSON



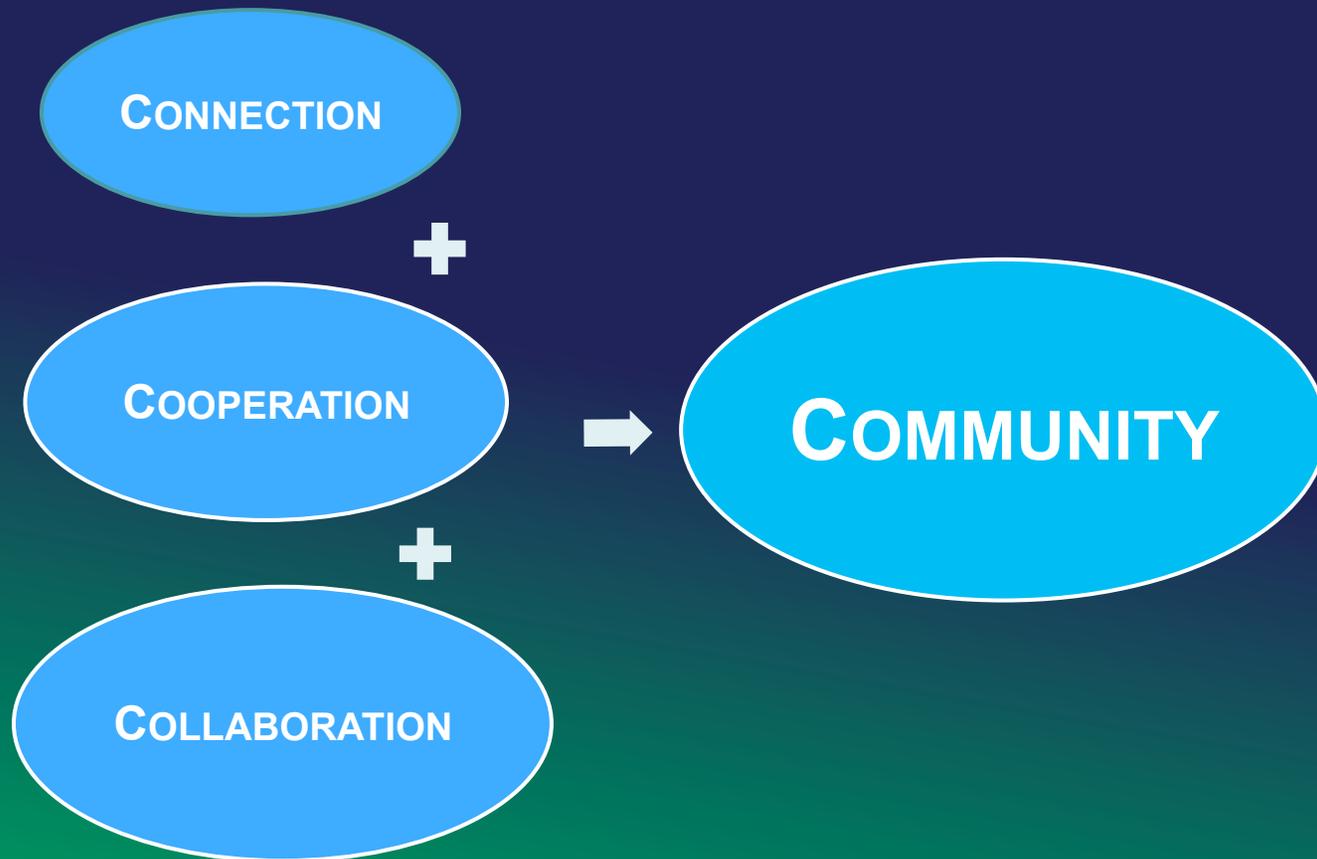
AN EXPLORATION OF THE ADJACENT POSSIBLE



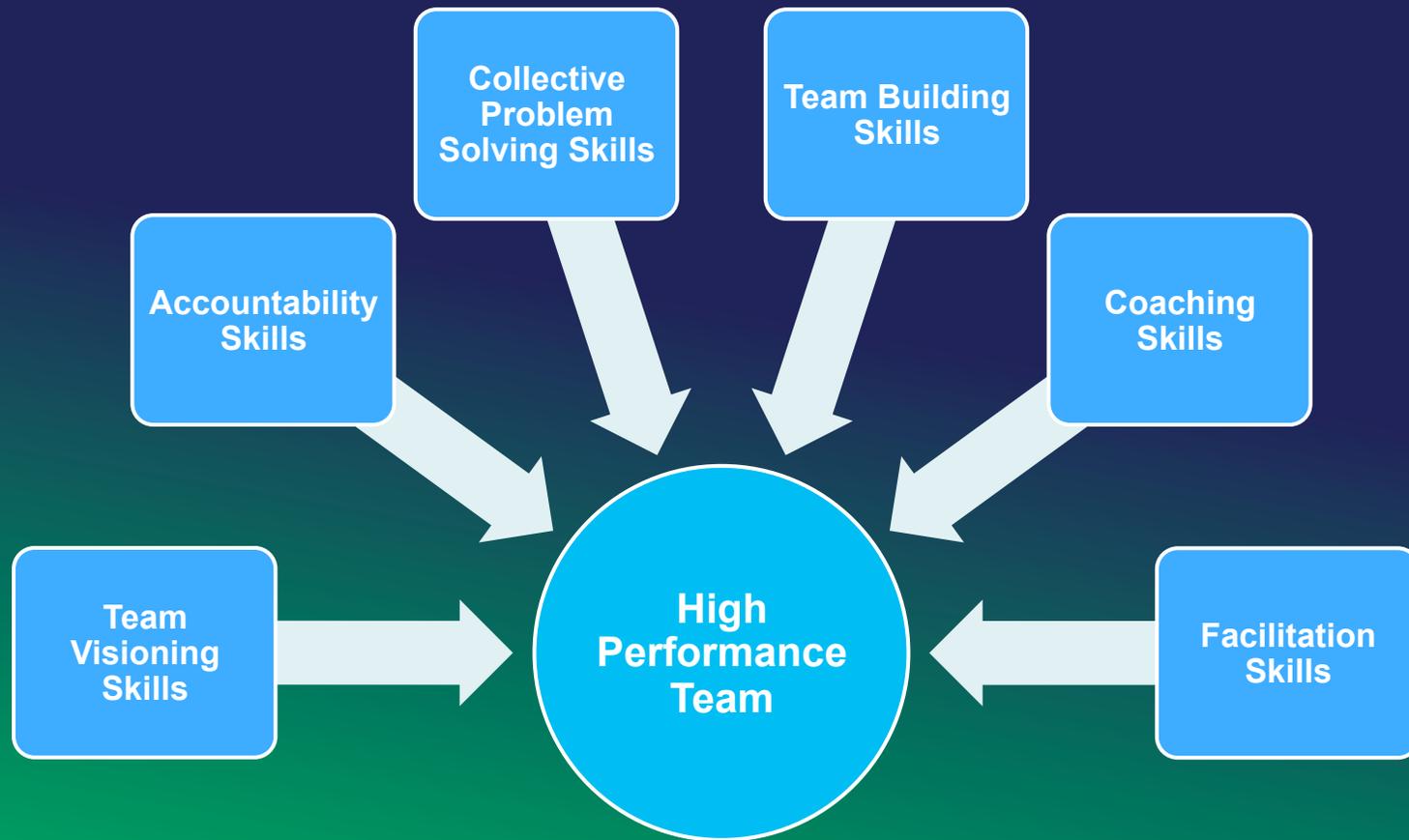
GREEN ECONOMIC DEVELOPMENT



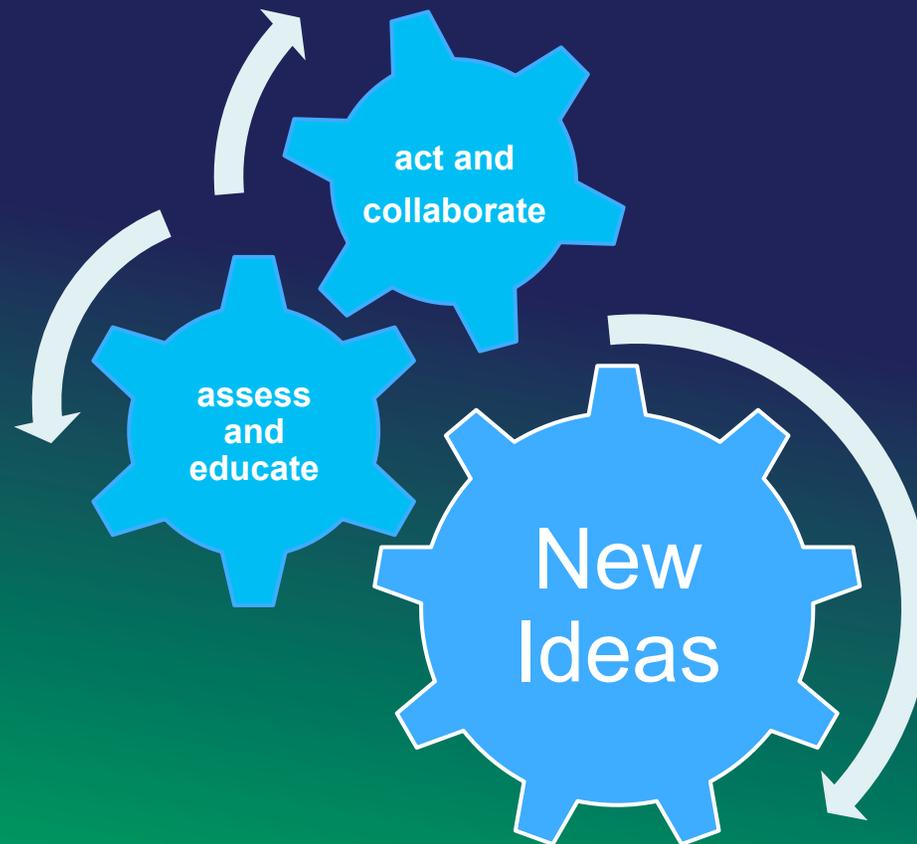
SOCIAL CAPITAL



HIGH PERFORMANCE TEAM



SOCIAL INNOVATION



SOCIALLY ENGAGED CITIZENS

Block Leader

Program Coach

Political Advocate

Social Entrepreneur

Civic Leader



System Conditions for Scaling a Community-Based Behavior Change Program

Assess Impact, Model Process, Behavior and Design Strategy

Assess Impact, Model Process, Behavior and Design Strategy

RIGHT ISSUE: moral imperative with economic and social benefits

RIGHT TIME: solution vacuum

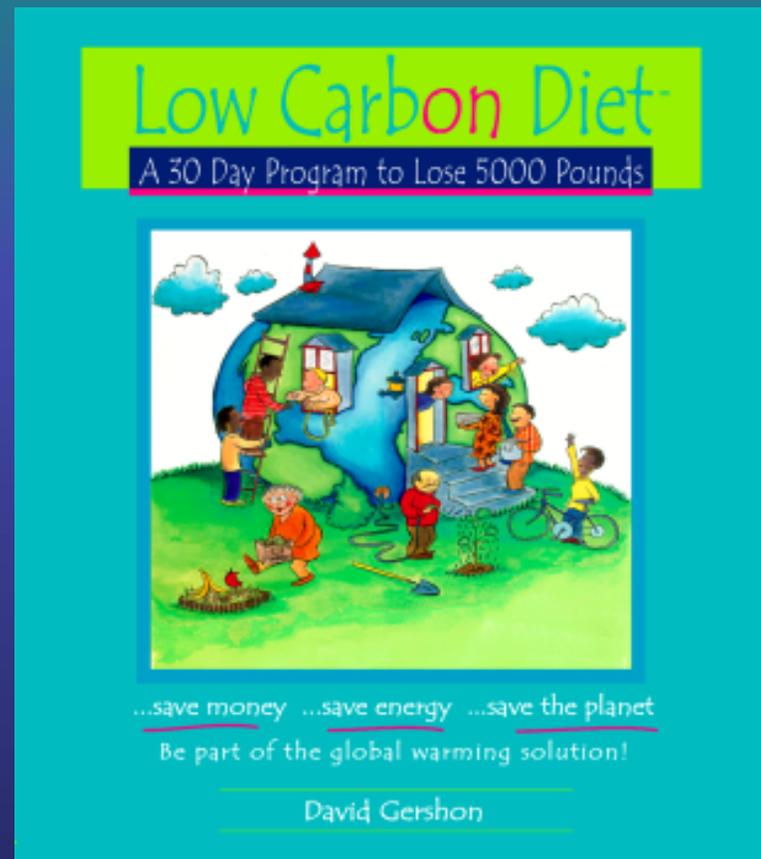
RIGHT PROGRAM: impact

RIGHT STRATEGY: scalable

RIGHT COMMUNITY: early adopter



Going to Scale: Low Carbon Diet and the Cool Community



LOW CARBON DIET FRAMEWORK

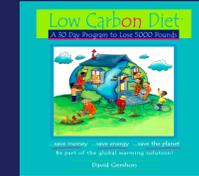
CALCULATE CO₂ FOOTPRINT

**CHOOSE FROM 24 ACTIONS TO LOSE 5,000 POUNDS
OR MORE AND ENGAGE OTHERS**

USE ECOTEAM FOR MOTIVATION AND SUPPORT



Program Structure



**Meeting 1
Team Building**

**Meeting 2
Cool Lifestyle Practices**

**Meeting 3
Cool Household Systems**

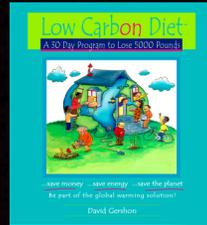
**Meeting 4
Helping Others Lose Unwanted
Pounds**

Community Engagement: The Global Warming Café





Results



Portland Pilot Averaged 22% CO₂ Reduction Per Household and 41% Block Participation

1,500 Households From MCAN and VT P&L Averaging 25% CO₂ Reduction

Over 300 US Communities Using the Program

Tens of Thousands of Program Participants throughout US, China, Japan, Korea, Canada, United Kingdom and Australia

Cool Community Organizing Model: A Whole System Approach



Taking the Cool Community Model to Scale: What?

Sample Population – 50,000

2.5 People Per Household – 20,000 households

Maximum Participation – 85% or 17,000 households

8 households Per EcoTeam – 2,125 EcoTeams

**Maximum Goal – approximately 43 partner groups
forming up to 50 EcoTeams in 3 years**



Taking The Cool Community Model to Scale: How?

Assess Impact, Model Process, Behavior and Design Strategy

Assess Impact, Model Process, Behavior and Design Strategy

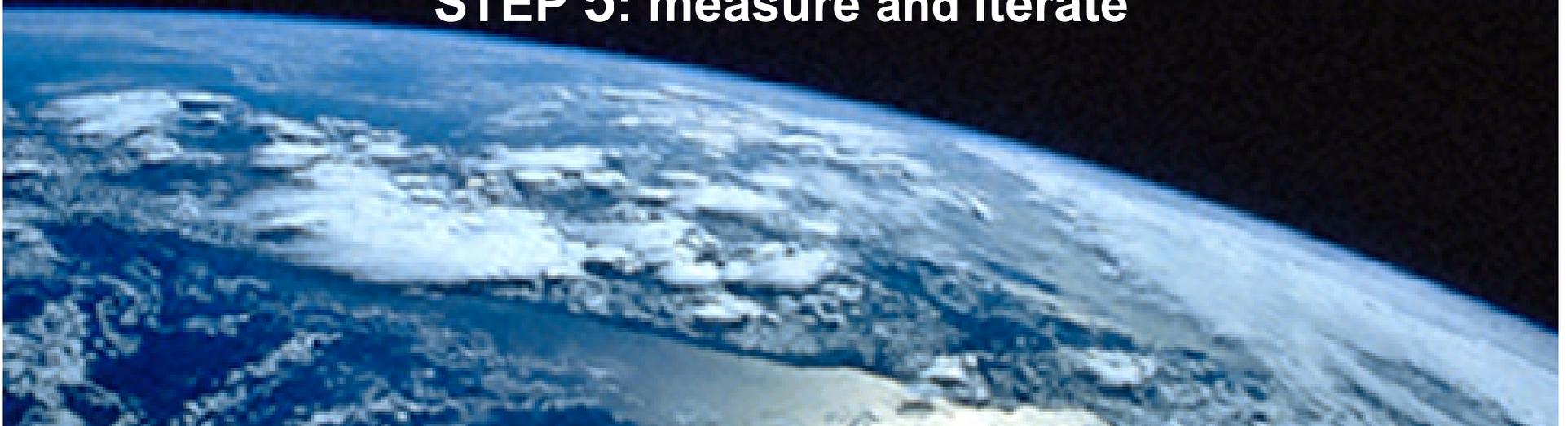
STEP 1: calculate residential carbon footprint

STEP 2: envision impact at scale

STEP 3: integrate into existing activities

STEP 4: master the form

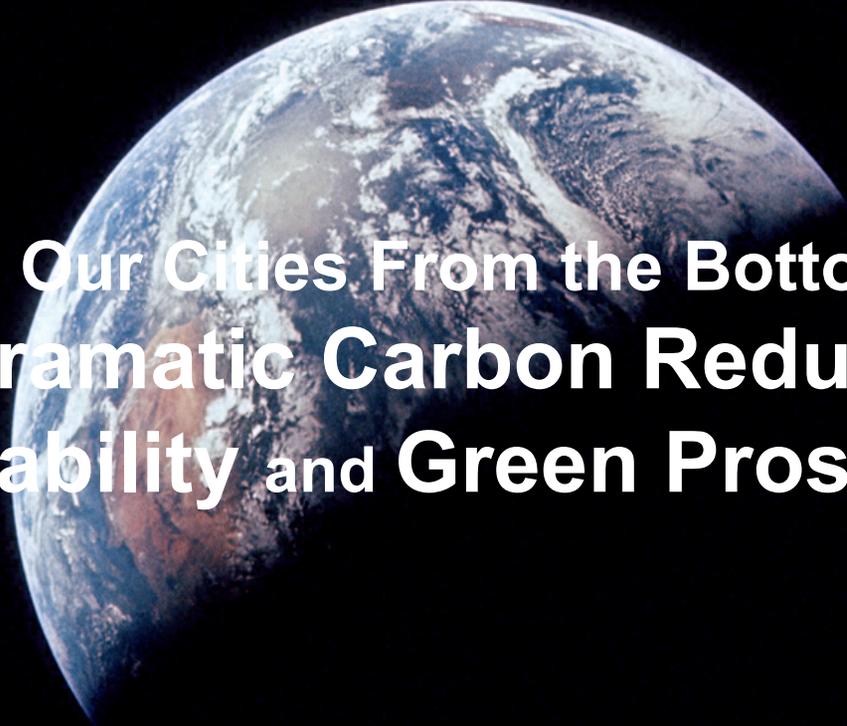
STEP 5: measure and iterate



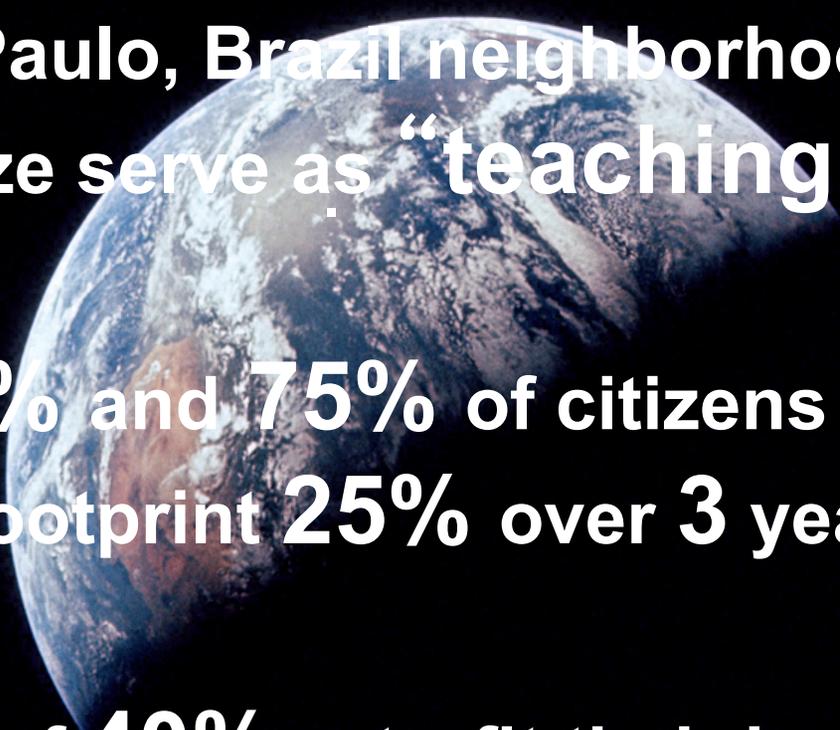
Cool City Challenge

A Platform for Scaling the Cool Community Model

**Reinventing Our Cities From the Bottom Up
to Achieve Dramatic Carbon Reduction,
Vibrant Livability and Green Prosperity**



**3 American cities (Davis, Palo Alto and Sonoma, CA)
and 3 Sao Paulo, Brazil neighborhoods of
comparable size serve as “teaching cities”**



**Between 25% and 75% of citizens reduce
carbon footprint 25% over 3 years**

Minimum of 40% retrofit their homes



**Green economic development around
heightened demand for green goods and services**

Social capital invested in creating **livable and
resilient neighborhoods**

**In collaboration with a local university develop a plan
to become **carbon neutral by 2025****



Design as a whole system solution and build community capacity in Social Change 2.0 skills

Create research study to assist in dissemination

Announce results at Rio Olympics in 2016 and seed blueprint along torch relay as Brazil's green legacy

**“AGAIN AND AGAIN IN HISTORY SOME PEOPLE
WAKE UP. THEY HAVE NO GROUND
IN THE CROWD AND THEY MOVE TO BROADER,
DEEPER LAWS.**



**THEY CARRY STRANGE CUSTOMS WITH THEM
AND DEMAND ROOM FOR BOLD AND AUDACIOUS
ACTION. THE FUTURE SPEAKS RUTHLESSLY
THROUGH THEM. THEY CHANGE THE
WORLD.”** RAINER MARIA RILKE



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