CLIMATE ACTION FOR THE COMMONS

PLANNING FOR BEHAVIOR CHANGE

IU CAP Committee Meeting

January 27, 2023

FOR IU CAP COMMITTEE USE ONLY

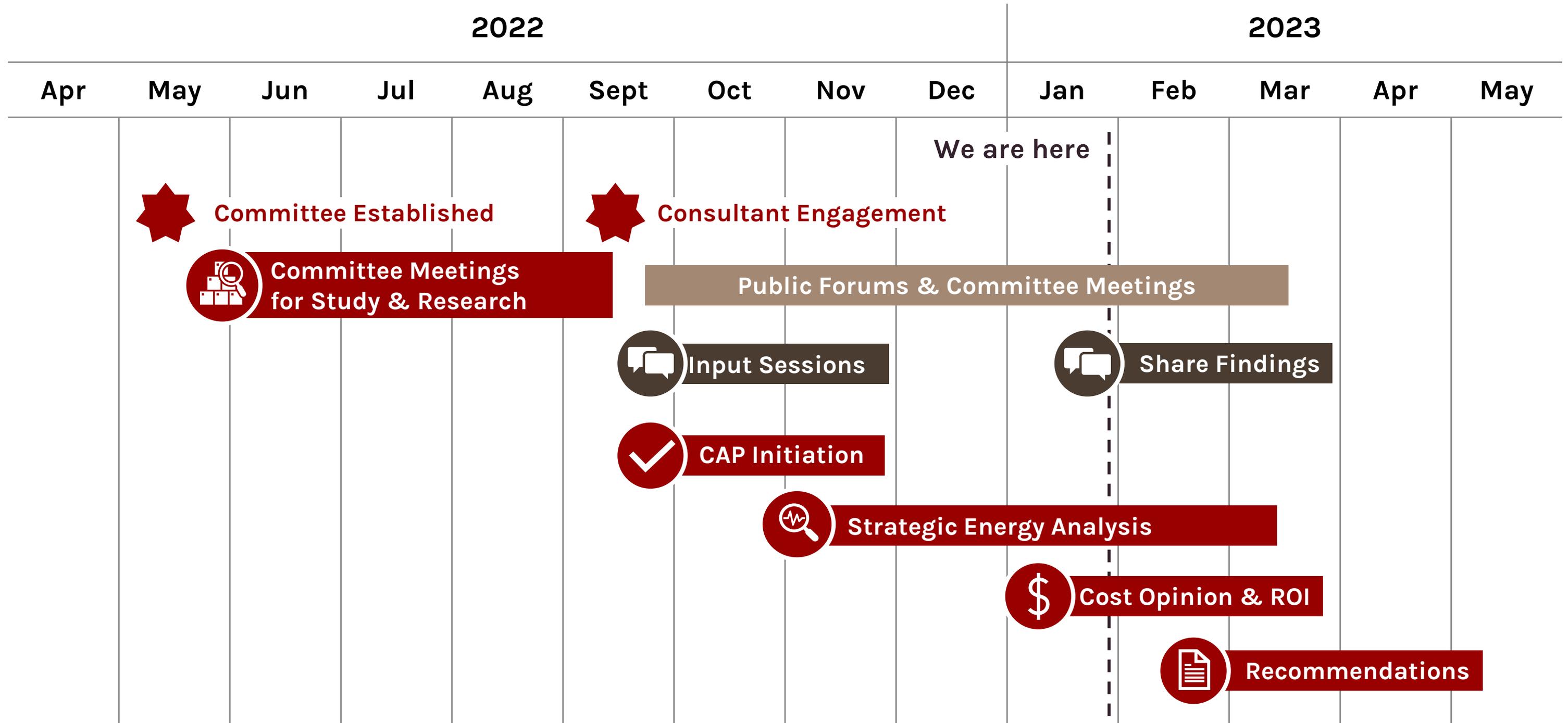SMITHGROUP

AGENDA

Planning for Behavior Change

- Outcomes

- Groups

- Behaviors

- Determinants
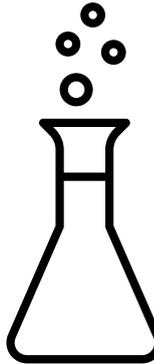
- Strategies & Activities

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PROJECT SCHEDULE

2022   **2023**

Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May

We are here

★ **Committee Established**

★ **Consultant Engagement**

Committee Meetings for Study & Research

Public Forums & Committee Meetings

Input Sessions

Share Findings

CAP Initiation

Strategic Energy Analysis

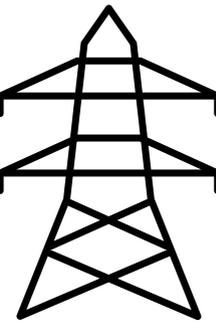**Cost Opinion & ROI**

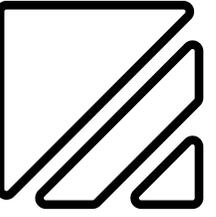**Recommendations**

IU CAP COMMITTEE DISCUSSIONS

BEHAVIORAL CHANGE

RESEARCH PROGRAMS

UTILITY & FACILITY PLANNING

MOBILITY SHIFTS

PROGRAM IMPACT ON EMISSIONS

SPACE CONSOLIDATION

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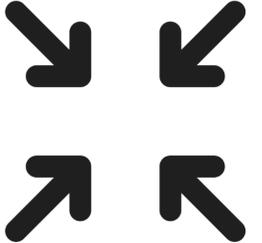
STEPS TO BEHAVIOR CHANGE

FSN BEHAVIOR CHANGE MODEL

STEP 1 Behaviour	STEP 2 Priority & Influencing Groups	STEP 3 Determinants	STEP 4 Bridges to Activities	STEP 5 Activities
What is the behaviour we want to promote?	Who needs to practice the behaviour and who is influencing the behaviour?	What are the main barriers and motivators to adoption of the promoted behaviour?	What do our behaviour change activities need to achieve to address the identified barriers?	Which activities will your team implement to motivate people and reduce the barriers?
Outcome Indicator: ….			Process Indicators: …	
(STEP 6 is Measure Changes in Behaviours, STEP 7 is Document and Share the Results)				

Source: Schmied, 2017. Behavior Change Toolkit. Food Security and Nutrition (FSN) Network.

STEPS TO BEHAVIOR CHANGE
ADAPTING THE FSN BEHAVIOR CHANGE MODEL

Switch

Combine

	STEP 1 Behaviour	STEP 2 Priority & Influencing Groups	STEP 3 Determinants	STEP 4 Bridges to Activities	STEP 5 Activities
What are we trying to accomplish through behavior change?	What is the behaviour we want to promote?	Who needs to practice the behaviour and who is influencing the behaviour?	What are the main barriers and motivators to adoption of the promoted behaviour?	What do our behaviour change activities need to achieve to address the identified barriers?	Which activities will your team implement to motivate people and reduce the barriers?

Outcome Indicator: ….   Process Indicators: …

(STEP 6 is Measure Changes in Behaviours, STEP 7 is Document and Share the Results)

Start the conversation with 1) desired outcomes and 2) participating groups – before diving into ideas for behavior change

End the conversation by discussing strategies and activities

Source: Schmied, 2017. Behavior Change Toolkit. Food Security and Nutrition (FSN) Network.

STEPS TO BEHAVIOR CHANGE

EXAMPLE BEHAVIOR CHANGE MODEL

Step 1 **Desired Outcomes**	Step 2 **Groups**	Step 3 **Behavior**	Step 4 **Barriers & Motivators**	Step 5 **Bridges, activities, and strategies**
50% reduction in emissions from commuting at New Albany's campus	• Undergrad students • Students living with parents • Visitors unfamiliar with campus • Faculty • Staff • People with disabilities	Decrease student, staff, and faculty driving of single-occupancy vehicles at New Albany campus by 50% by 2030.[1]	• **Convenience:** Driving and parking is easier or faster than other options • **Cost:** Relationship of driving and parking costs to other options • **Awareness:** Don't know about other options • **Experience:** Feeling unsafe or uncomfortable with other options • **Feasibility:** Physical distance or ability • **Health:** Choosing active, healthy alternatives	• Work with TARC to analyze student, staff, and faculty ridership and expand service areas and times as needed • Provide incentives to alternative transportation • Limit parking supply to encourage other choices • Expand availability of bike racks and other supporting amenities • Student-led campaign to increase awareness of alternative modes

1. Note that this may not be the only behavior needed to achieve the desired outcome. Wider adoption of electric vehicles, for example, may also reduce commuting emissions.

Source: Schmied, 2017. Behavior Change Toolkit. Food Security and Nutrition (FSN) Network.

ACTIVITY 1

What are the **desired outcomes** of behavior change?

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ELINOR OSTROM'S EIGHT PRINCIPLES FOR MANAGING A COMMONS

Commons need to have clearly defined boundaries

Who is entitled to access what?

Rules should fit local circumstances

No one-size-fits all. Rules should respond to local needs of local populations

Participatory decision-making is vital

People more likely to follow rules if involved writing them

Commons must be monitored

Commons operate on accountability (not good will). Community-led tracking and monitoring progress.

Graduated/tiered sanctions for rule violators

Establish tiered sanctions with systems of warnings and fines, as well as informal reputational consequences in the community.

Accessible and fair conflict resolution

Conflict resolution should be informal, cheap and straightforward so that problems are solved (rather than ignored). Anyone can bring problems for mediation, and nobody is shut out.

Commons need the right to organize

The commons – and campus communities – must be recognized as legitimate by higher authority.

For groups that are part of larger social systems, there must be appropriate coordination among relevant groups

Some things can be managed locally, but some might need wider regional cooperation

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Some things can be managed locally, but some might need wider regional cooperation

Source: Adapted from Robert et all, "Applying Elinor Ostrom's Design Principles to Guide Co-design in Health(care) Improvement," 2021

Who is making behavior change?

ACTIVITY 3

What behaviors need to change – and what new behaviors should be created?

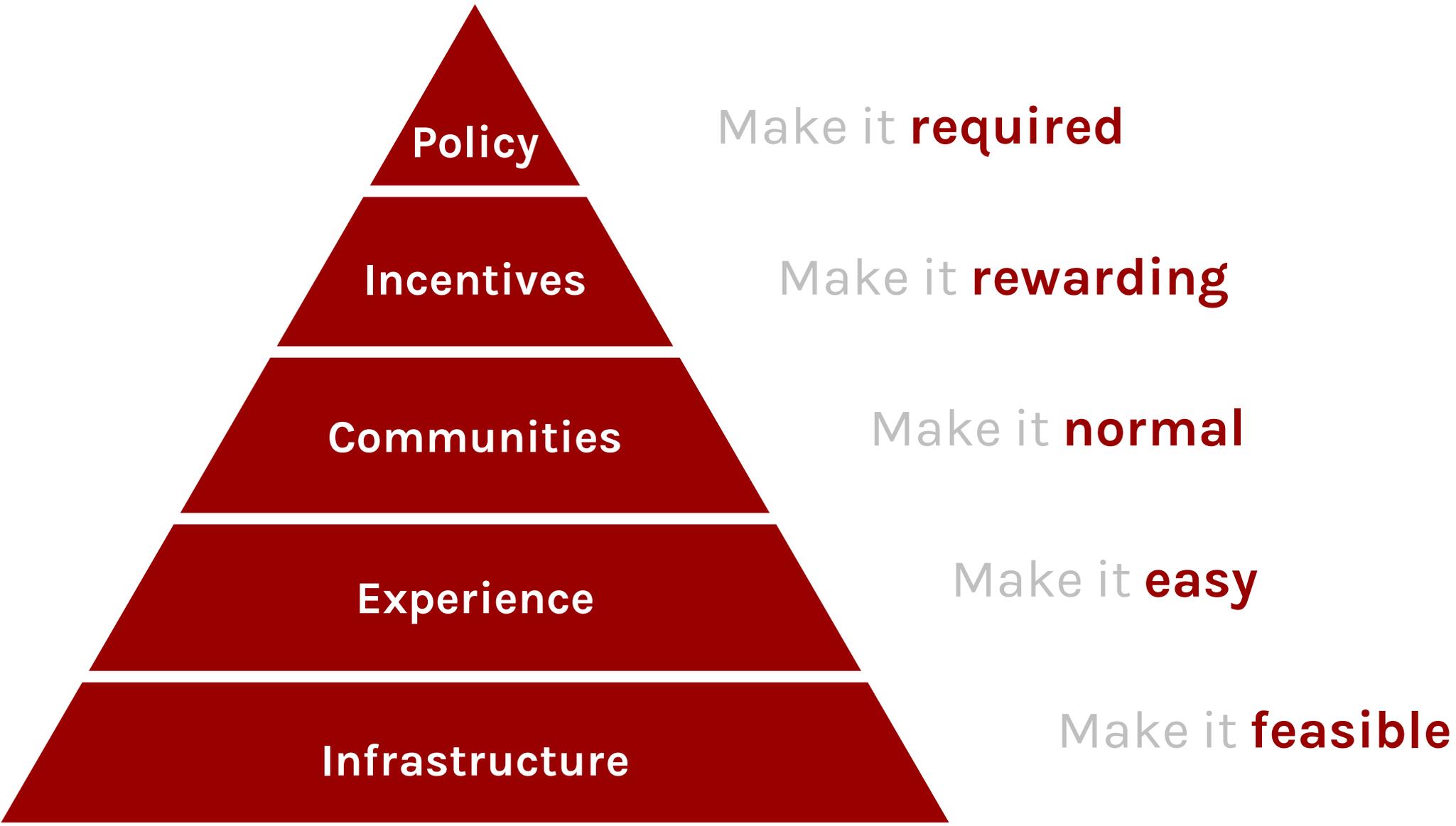smithgroup.com   2023 Indiana University Climate Action Plan   FOR IU CAP COMMITTEE USE ONLY   INDIANA UNIVERSITY   SMITHGROUP

ACTIVITY 4

What are the main **motivators and barriers** to achieving behavior change?

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STRATEGIES FOR CULTURE CHANGE

Policy — Make it **required**

Incentives — Make it **rewarding**

Communities — Make it **normal**

Experience — Make it **easy**

Infrastructure — Make it **feasible**

Source: Adapted from Brian Nosek, 2019

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ACTIVITY 5

What **tools, resources, supporting actions, and strategies** need to be in place to enable successful behavior change?

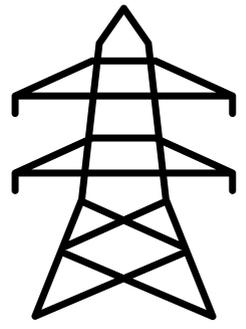2023 Indiana University Climate Action Plan   INDIANA UNIVERSITY   SMITHGROUP

NEXT STEPS
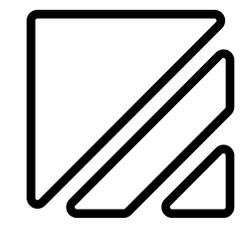

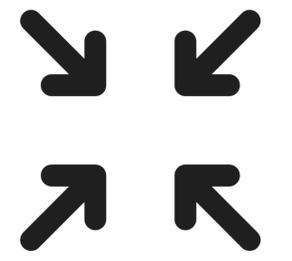**BEHAVIORAL CHANGE**

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