



VECAN Conference 2020

Dr. Michael Shank





CNCA

MENU

GLOBAL CITIES ACHIEVING CARBON NEUTRALITY BEFORE 2050

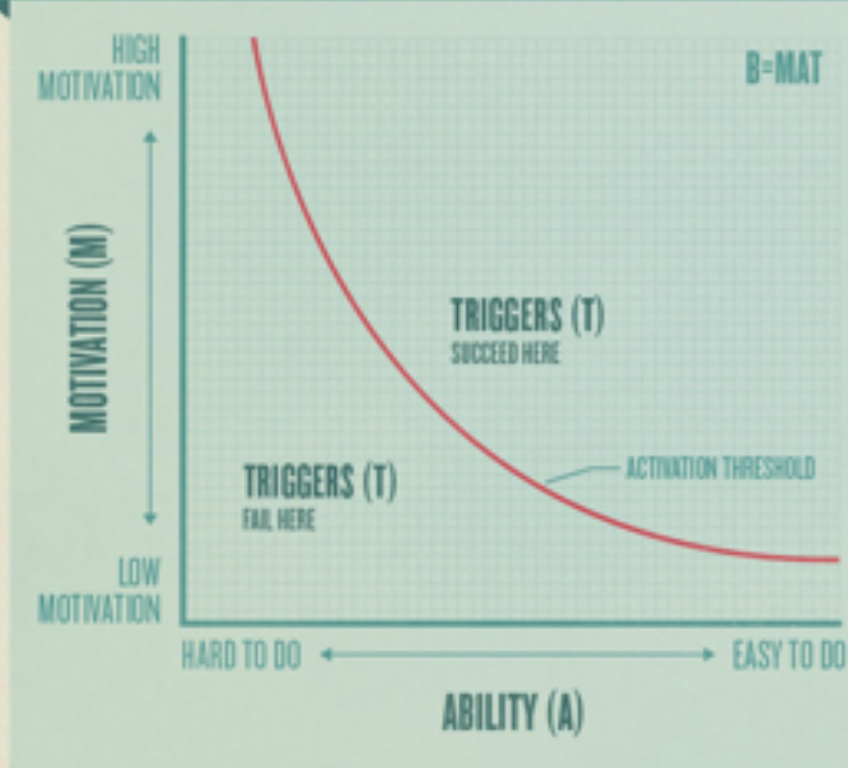
Amsterdam Amsterdam's goal is to achieve a 95% reduction in emissions by 2030, and a 99% reduction by 2050.



WHAT CAUSES BEHAVIOR CHANGE?

THE FOGG BEHAVIOR MODEL (FBM) SHOWS THAT THREE ELEMENTS MUST CONVERGE AT THE SAME MOMENT FOR A BEHAVIOR TO OCCUR: MOTIVATION, ABILITY, AND TRIGGER (MAT). WHEN A BEHAVIOR DOES NOT OCCUR, AT LEAST ONE OF THE THREE ELEMENTS IS MISSING.

THE FOGG BEHAVIOR MODEL



CORE MOTIVATORS



MOTIVATION



ABILITY



TRIGGER

SIMPLICITY FACTORS



TIME



MONEY



EFFORT



CYCLES



DEVIANCE



ROUTINE

TRIGGERS



FACILITATOR



SPARK

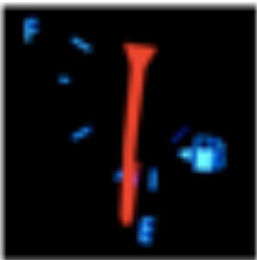


SIGNAL

BEHAVIOR CHANGE COMMUNICATIONS



CHOICE OVERLOAD



**COGNITIVE DEPLETION &
DECISION FATIGUE**



HASSLE FACTORS



IDENTITY



LIMITED ATTENTION



LOSS AVERSION



PRIMACY BIAS



PROCRASTINATION



SOCIAL NORMS



STATUS QUO BIAS



**THE AVAILABILITY
HEURISTIC**



THE PLANNING FALLACY

BEHAVIOR CHANGE COMMUNICATIONS



Improve Energy Efficiency



Electrify Heating and Cooling

Four Actions with Impact



Get Solar Power



Drive Electric



Vermont Replace Your Ride Program

Statewide, State-Funded Fare-Free Transit


Vermont's Clean Heat Strategy: the Renewable Heat Standard

Healthy Homes, Happy Planet: Low- and Moderate-Income Weatherization at Scale


Renew Vermont: Building a Movement for a Just and Equitable Future




ENERGY ACTION NETWORK




Identify the means to accurately measure:
the existing resilience of the State's
communities, infrastructure, and economy
and progress towards improving resilience
to adapt to the current and anticipated
effects of climate change.



Develop a municipal vulnerability index to include factors measuring a municipality's population, average age, employment, and grand list trends; active public and civic organizations; and distance from emergency services and shelter.



Recommend tools for municipalities to
assess their climate emergency
preparedness, evaluate their financial
capacity to address infrastructure
resilience, and prioritize investment in
that infrastructure.



Develop best practice recommendations specific to rural communities for reducing municipal, school district, and residential fossil fuel consumption; fortifying critical transportation, electricity, and community infrastructure; and creating a distributed, redundant, storage-supported local electrical system.

CHOICE OVERLOAD



THE CAMPAIGN

THE PROBLEM

THE SOLUTION

THE PLEDGE

#BRINGITNYC

BRING IT

New York

When NYC Brings It, we can put an end to our single-use plastic problem. That's why we need to bring our reusables wherever we go, so we're doing whatever we can to clean up our city, and our planet, once and for all.

Bring It NYC.



THE ROAD AHEAD.

Increase your potential for adventure when you drive electric.

[INTRO TO EVs](#)



Explore Electric Cars

Want to purchase an electric vehicle but not sure where to start? Try our comparison tool of all electric car models currently available in Vermont.

[See available models](#)

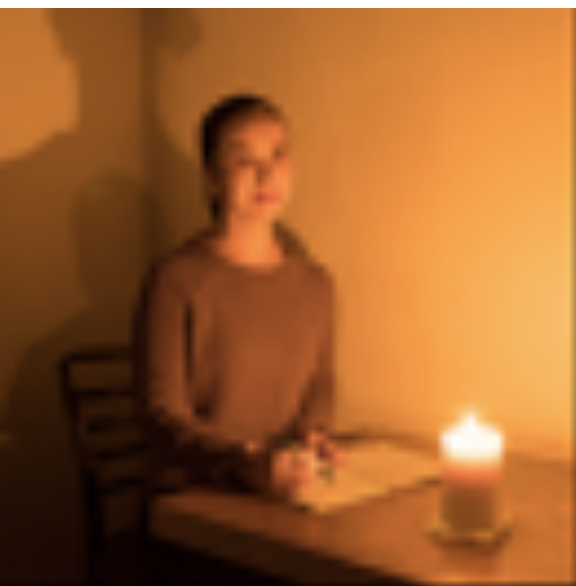


Incentives are available on electric vehicles

[Learn More](#)

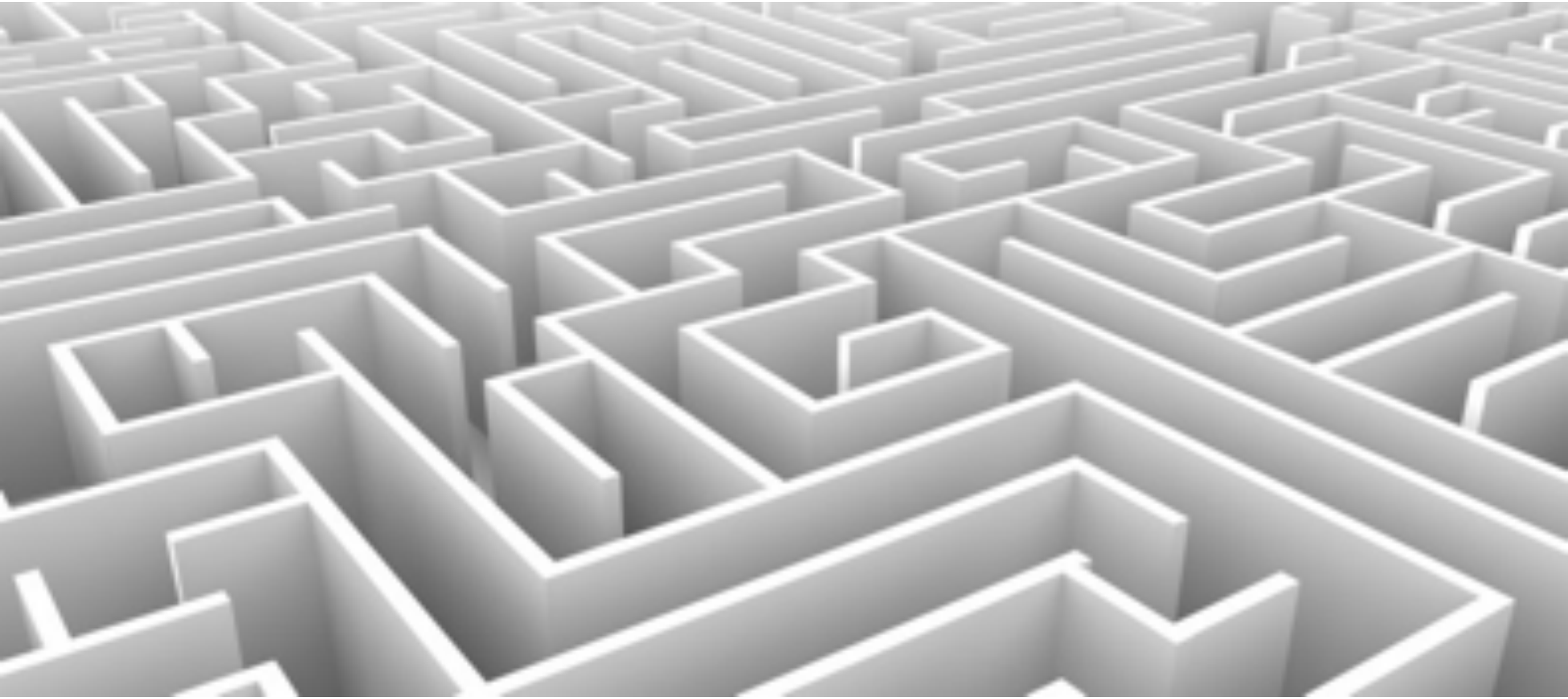
COGNITIVE DEPLETION



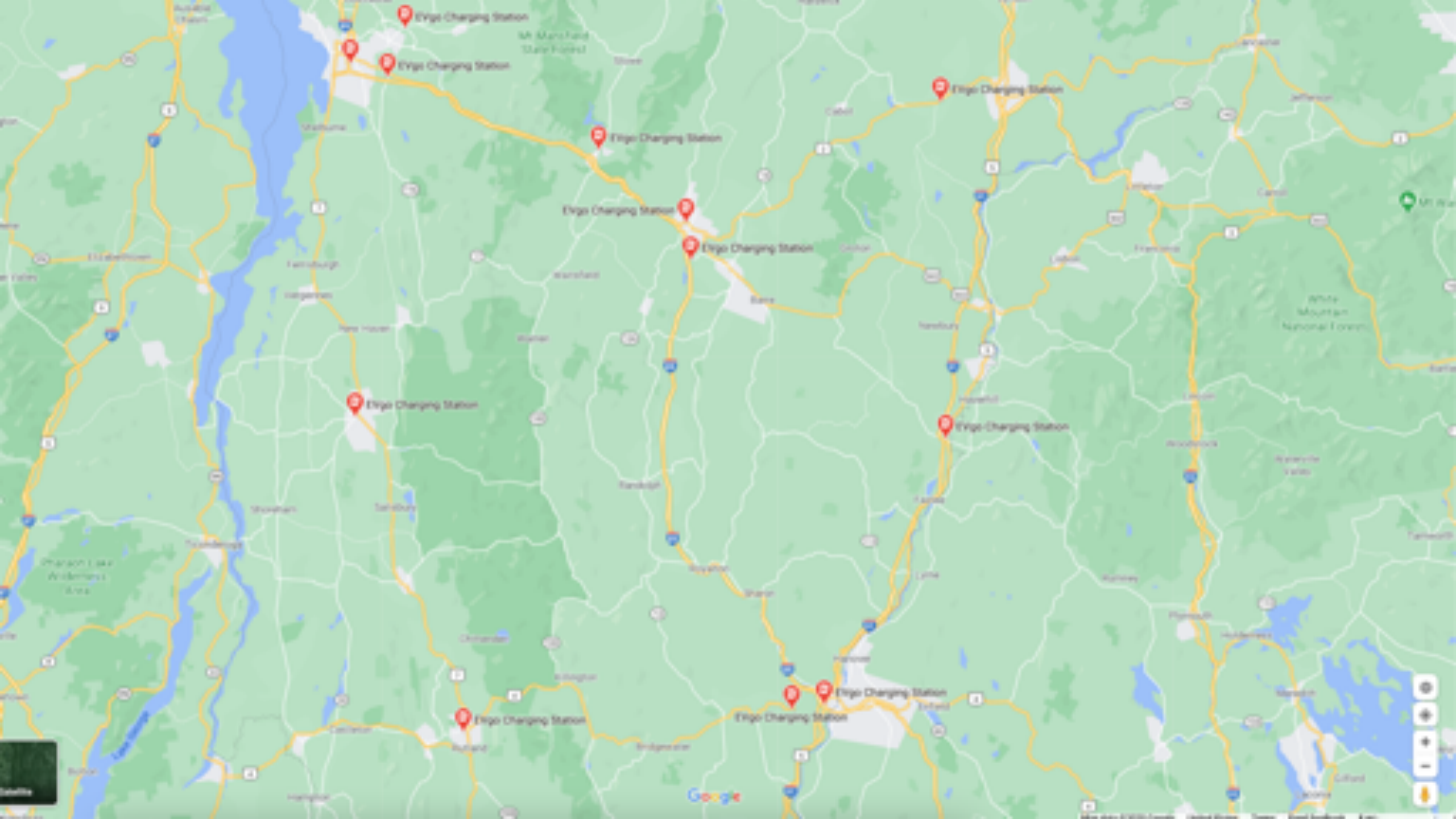


*"nothing"
is
"charming"*

HASSLE FACTORS







IDENTITY





GREENEST CITY

2020 ACTION PLAN



LIMITED ATTENTION





Recycle

- ◀ Recycle even more!
- ◀ Paper
- ◀ Cardboard
- ◀ Metal
- ◀ Plastic
- ◀ Glass
- ◀ Cartons
- ◀ Fabric

Compost

- Food scraps ▶
- Food containers ▶
- Dirty paper ▶
- Yard trimmings ▶
- Wood ▶
- Organic material ▶
- Compostable containers ▶





Efficient. Healthy. Safe. *Affordable.*

HEAT Squad offers **comprehensive low-cost energy audits** and **energy audit reports within 24 hours**, as well as objective advice, referrals to trusted contractors, financing options, and access to rebates from **Efficiency Vermont**.

- **\$150 Comprehensive Energy Audits** (additional fee over 3,500 square feet)
- **Affordable, Unsecured Energy Loans**
- **Rebates cover 50% of Weatherization Cost up to \$1,000 or \$4,000 in incentives**

Schedule Your Energy Audit TODAY!

We are committed to helping Vermonters identify energy improvements that will save the maximum amount on their energy costs and map out an affordable financing plan that will immediately enable them to pay less on their energy bills each month.

Our clients save an average 32% on their energy costs (and hundreds of gallons of fuel) – over \$900 dollars – each year!

In addition, improvements made through our program improve air quality, decrease pest infestations, reduce mold levels, and allow

Featured Residential Rebates



FOR RESIDENTIAL & BUSINESS

Heat Pump Heating & Cooling System

Up to

\$500

off

[Details](#)



FOR RESIDENTIAL

Home Performance with ENERGY STAR

Up to

50%

off
custom incentive

[Details](#)



FOR RESIDENTIAL & BUSINESS

Heat Pump Water Heaters

Up to

\$800

cash back

[Details](#)

[View All Residential Rebates](#)



Energy Assessments

Find out where your home or business is losing energy—and discover the most cost-effective ways to fix it. Access objective, over-the-phone guidance, including tips for performing your own assessment. For a professional, on-site energy assessment, we can connect you with our network of certified contractors trained in building science.

- Business Energy Assessments
- Home Energy Assessments



Financing

Take advantage of flexible, low-interest financing to pay for energy improvements; enjoy lower energy costs right away and for years to come. We can project your future savings, connect you to relevant rebates, and guide you to the right financing solution or lender, should you need one.

- Financing for Agricultural Operations
- Financing for Businesses
- Financing for Homeowners



Renovation & Construction

Get start-to-finish support from a personal energy consultant to help you construct a building that meets your energy goals and stays within your budget. We can help you optimize your design, select efficient technologies, and access financial incentives. Our post-construction performance testing ensures that your new building meets your expectations for comfort, efficiency, and durability.

- Weatherization
- Commercial New Construction
- Residential New Construction
- Multifamily Renovation & New Construction



Project Support

Get objective advice and support, so you can tackle your next efficiency project with confidence. Our services are matched to the scope and size of your project. Call us with questions as they come up, work with us from start to finish—or, if you are a large commercial client, engage with us over the long term.

- Technical Support
- Continuous Energy Improvement
- Lighting Design
- Deep Retrofit



Education & Events

Vermonters turn to us to help them make informed decisions about energy use. We work across the state with schools, business associations, nonprofits, community groups, and others to help Vermonters gain a deeper understanding of energy efficiency. Learn about our upcoming events, access our online resources, or connect with a member of our team.

- Events
- Workshops & Consumer Education
- Community & Economic Partnerships



Income-Based Assistance

Income-qualified Vermonters can get energy-related assistance from many state-wide organizations. Qualified Vermonters can receive special offers on products and appliances, weatherization, help paying utility bills, low-interest loans, and more. Learn more about income-based assistance and find out if you are eligible for these no-cost services.

- Bill Payment Assistance
- Energy Bill Reduction

LOSS AVERSION





ENGLISH

**Here are Oslo's hidden
wild-swimming gems**

Visualize Vermont Winners

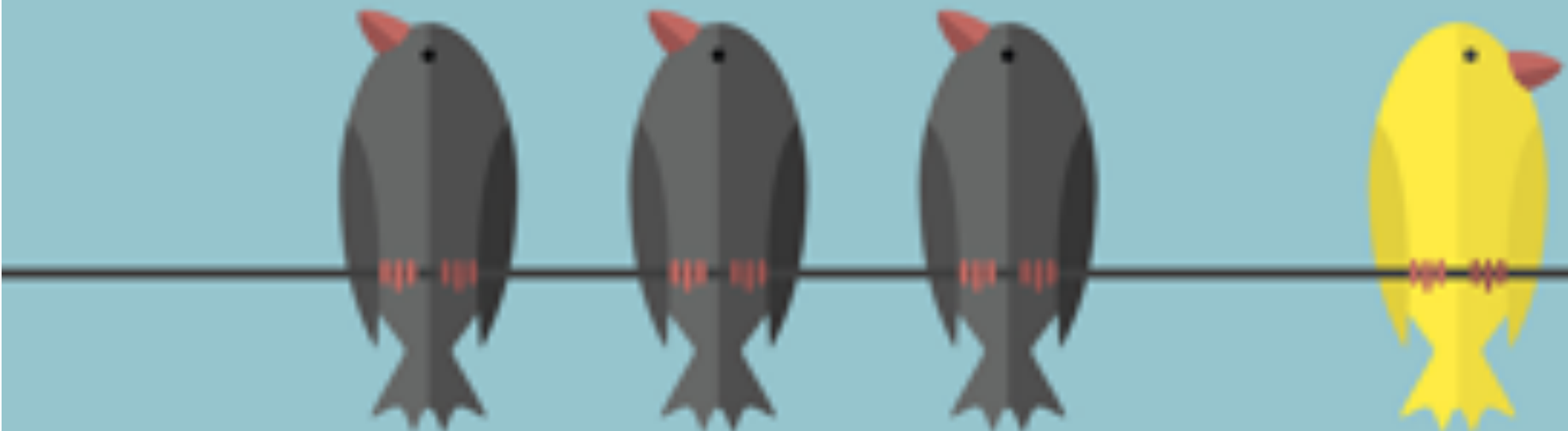
Visualize Vermont Art Contest

In Summer 2020, the [Vermont Natural Resources Council](#) (VNRC) invited Vermont youth to enter our [Visualize Vermont Art Contest](#). We wanted to see what kids and teens love most about Vermont. We also wanted to get a sense of how they are envisioning our future in these uncertain times.

We were blown away by the submissions we received, from kids aged 4 through 15, from Swanton to Bloomfield and in between. In addition to appearing in VNRC's 2020 year-end brochure or materials, one winner and one runner-up in each age category won a gift certificate to an art supply store, bookstore, or bakery of their choice. Enjoy all artists' work below!



PRIMACY BIAS

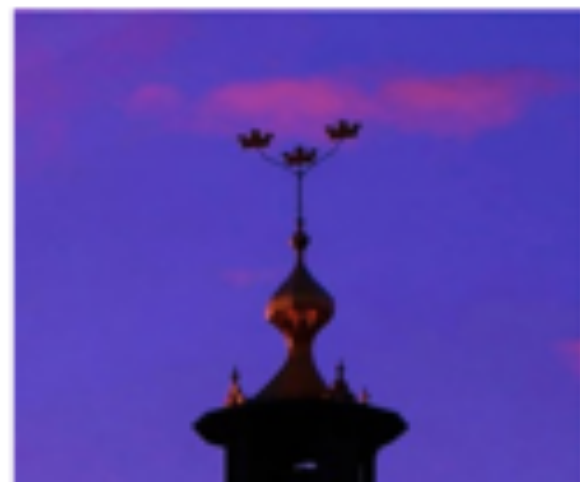




900 000
inhabitants



One of the
most connected
cities in the world



The first
European
Green Capital
2010



**One of the five
fastest growing
cities in Europe**

COVID-19 RESPONSE

[About the Governor](#)[The Administration](#)[Press Releases](#)[Governor Scott's Priority Initiatives](#)[The Governor's Blog](#)[Boards and Commissions](#)[Proclamations](#)[Executive Orders](#)[Events](#)[Contact Us](#)[Municipal Assistance](#)

PRESERVING THE ENVIRONMENT

**Climate Change Mitigation: Supporting the transition to clean energy, energy efficiency and emissions reduction****• Electric Vehicles**

- Governor Scott proposed, and Administration established, an EV purchasing incentive program in late 2019 with \$2 million available to help low and moderate income Vermonters purchase an electric vehicle. An additional \$1 million was proposed and is expected for FY21.
- Updated Multi-state ZEV Action Plan - The goals of these plans are to propel the rapid adoption of the cleanest passenger cars on the road, including battery-electric, plug-in/hybrid electric and fuel cell electric vehicles. Vermont has committed to coordinated action to support the successful implementation of state ZEV programs.
- Proposed and passed \$500,000 in funding to expand the State's fleet of EVs.
- Proposed a tax holiday on EVs and energy efficient products [not passed by the Legislature]

• Electric Vehicle Infrastructure

- Charging station build out - With \$2.8 million in Volkswagen (VW) mitigation funds; \$500,000 in State funds, and \$750,000 in funding authorized in the State's Capital Program, the Administration is poised to invest about \$4 million to expand our EV charging infrastructure. We're adding 85 level 2 electrical vehicle charging stations and 36 electrical vehicle fast charge stations. Every Vermonter will be within



TOMORROW

TOMORROW

TOMORROW

TOMORROW

TOMORROW

TOMORROW



Improve Energy Efficiency



Electrify Heating and Cooling

Four Actions with Impact



Get Solar Power



Drive Electric

SOCIAL NORMS





The race to find Australia's most sustainable building

People

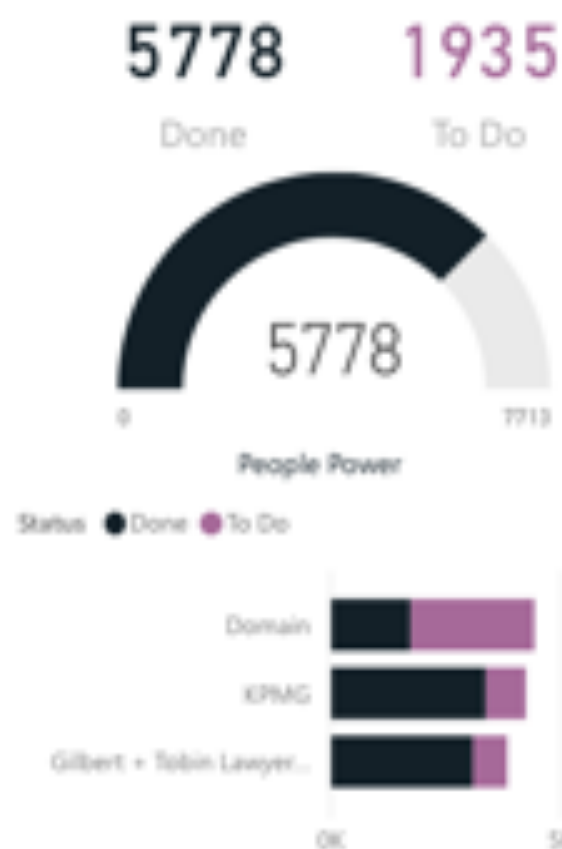
Overall Leaderboard

People Leaderboard - Current Points

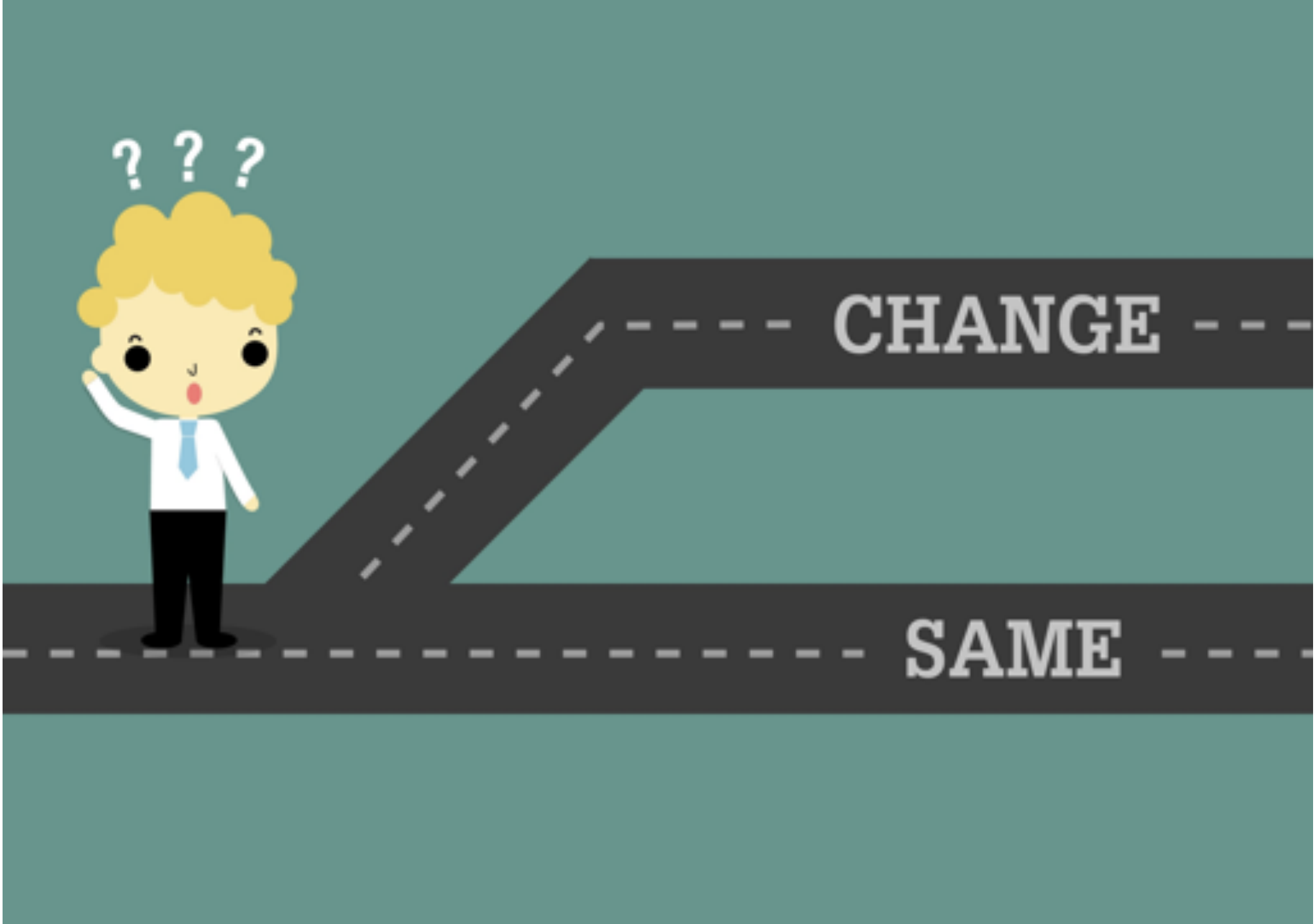
Name	Company	Points
Sarah H	KPMG	415
Derrick F	KPMG	140
Wahyu S	Domain	85
Malcolm N	JLL	82
Courtney S	Frasers Property	72
Kenneth L	KPMG	70
Alem H	HSBC	69
George R	*My company is not listed	69
Jacqui W	HSBC	69
Maja M	*I just want to compete on my own...	69
Merida L	Westpac	69
ANVESH S	Westpac	68
Josh M	Evolution	68
Total		1481

People Leaderboard - Forecast Points

Name	Company	Points
Sarah H	KPMG	680
Derrick F	KPMG	140
Wahyu S	Domain	140
Luke S	Brookfield	84
Malcolm N	JLL	82
Courtney S	Frasers Property	72
Kim D	Lendlease	72
Mark W	JLL	72
Kenneth L	KPMG	70
Ajeet H	Marsh and McLennan Companies	69
Alem H	HSBC	69
George R	*My company is not listed	69
Harsh D	HSBC	69
Total		2240



STATUS QUO BIAS

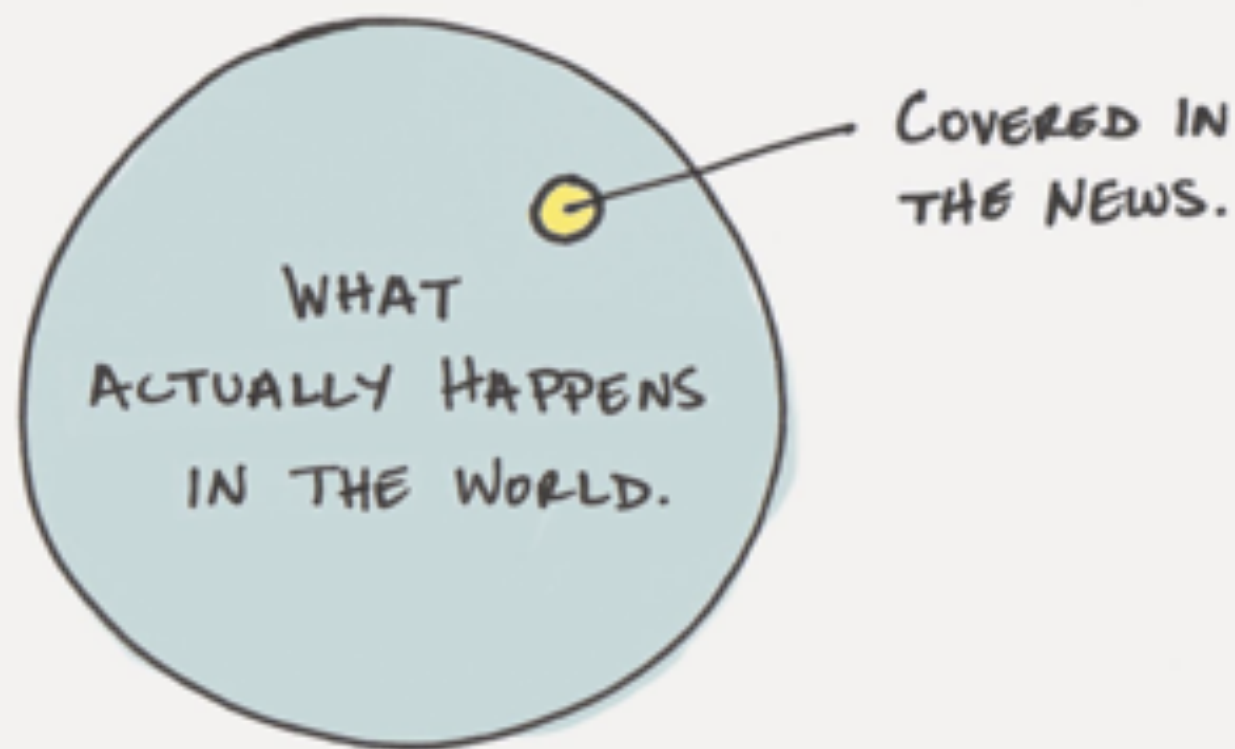




SAVE MORE. LIVE MORE.

Ideas for making simple changes in everyday choices

THE AVAILABILITY HEURISTIC



Explore global challenges sustainable solutions

Are you seeking inspiration and concrete solutions for a sustainable future? Join us to share
Danish expertise and let us accelerate the transition towards a greener future.



Energy



Water



Cities



Circular

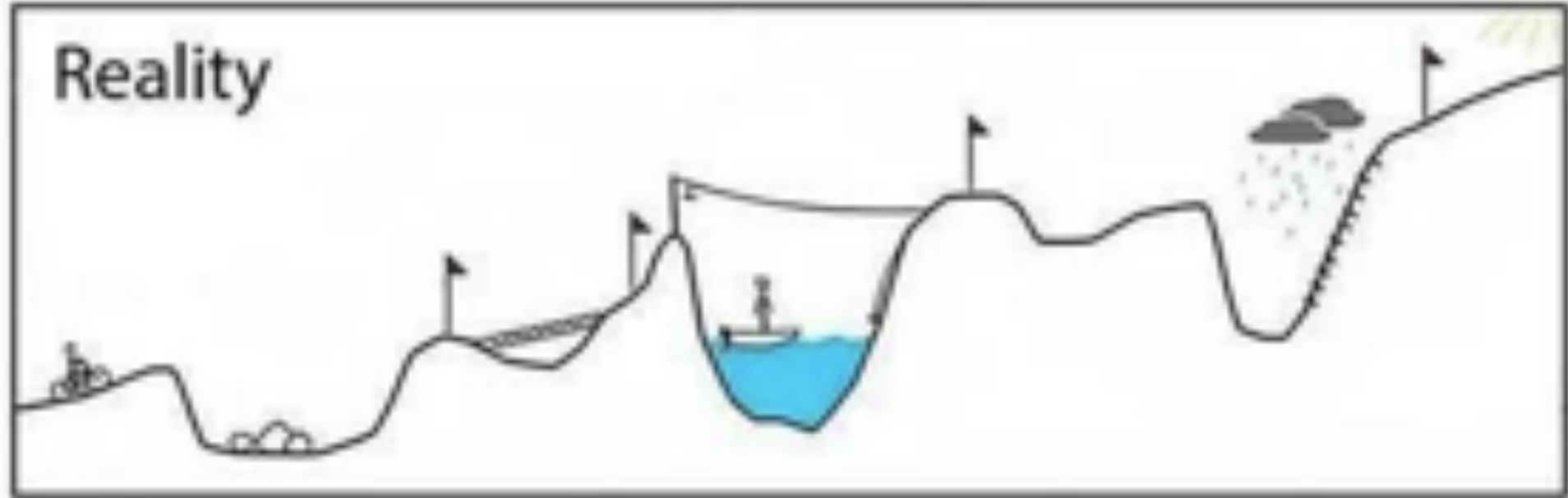


PLANNING FALLACY

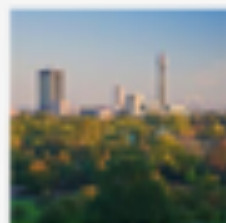
Your plan



Reality



Get involved



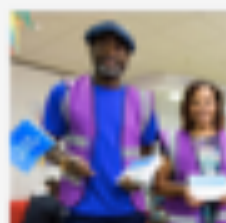
Have your say

Feedback on the issues affecting London: join Talk London, contribute to consultations, contact the London Assembly.



Public meetings

Dates for public meetings including Mayor's Question Time, Assembly Committees and meeting of the whole Assembly



Volunteer in London

We offer hundreds of high-quality volunteering roles from a wide range of approved organisations.



Come to our events

Celebrate London's culture and communities.



Keep up to date

Talk to us through social media and get newsletter updates about the work we're doing.



Partner with us

We offer organisations the chance to partner with us on campaigns and activities.



Visit us

Find out about visiting City Hall, Trafalgar Square and Parliament Square Garden.



Draft strategies

The Mayor, Sadiq Khan, is publishing draft strategies that set out his vision and ask for feedback from Londoners.



13 Ms



CAMPAIGN MODE

Messages
Messengers
Mainstream Majority
Mass Media
Multiples
Moments
Meet-Ups
Memes
Me
Magic
Mimicry
Mirroring
Movement Building

CAMPAIGN MODE

Six Storytelling Tips

- 1 Make It Visual 
- 2 Make It Emotional 
- 3 Make It Accessible 
- 4 Make It Human 
- 5 Make It Interactive 
- 6 Use a Call-to-Action 

10 INGREDIENTS FOR SUCCESSFUL STORYTELLING

RACHEL MILLER @ALLTHINGSIC



Real



Timely



Emotional



Memorable



Visual



Personalised



Powerful



Simple



Consistent



Relevant

Read 1000 articles of content advice at allthingsic.com

allthingsic

Storytelling Components



Storytelling Components

A large teal circle with a splatter effect on a white background. The circle is centered and has a rough, ink-like edge with some teal splatters extending into the white background. The text "Q&A" is centered within the circle.

Q&A



Thanks so much!

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