



BehaviorShift

EcoShift's Employee Engagement Services



Behavior and Carbon Reduction Strategies

Behavior change and employee engagement are some of the first places to look for low- or no-cost approaches to achieve cost savings and reductions in environmental impact. In addition, a BehaviorShift approach brings other important co-benefits, such as boosting employee morale, increasing job retention, and enhancing your company's brand.

In many cases, investment in energy saving technologies or sustainability measures does not reach its full potential due to incomplete employee engagement. Similar to the rule of thumb that says implement energy efficiency projects before renewable energy to reduce overall energy demand, the behavior change rule of thumb suggests looking at how employees use resources and equipment before spending money on technology upgrades.

Moving Forward with EcoShift

In implementing a BehaviorShift strategy, we will work with you to define your goals and the types of actions most appropriate for your organization. Establishing a baseline energy and/or GHG inventory is critical for planning the most effective reduction strategies. Combining an inventory with BehaviorShift ensures broad employee participation and subsequent success of the sustainability strategies. Some examples of types of behavior change programs that EcoShift can help you implement include:

- Employee commuting
- Energy consumption
- Waste and recycling
- Business travel and teleconferencing
- Purchasing and procurement strategies
- Other tailor-made solutions

The BehaviorShift Approach

The conventional approach to behavior change relies on simply communicating a vision for change and then creating a new process or program to achieve that vision. What's missing in this approach is a strategy to engage employees effectively, as well as a process to measure and build on successes. Our process involves five critical steps:

1. Examine current condition and define successful outcomes. We work with you to examine your organization's situation and develop a clear vision of desired outcomes.
2. Build Awareness. We design a strategy to communicate project goals to employees, articulating the gap between current and future conditions
3. Create the Strategy. Using information gathered in the prior stages, we design a participatory approach of individual goal setting to match the company vision, as well as define metrics to judge success. Emphasis on positive emotional experiences and inspiration through personal involvement is critical in this stage.
4. Take Action. During this stage we will implement targeted strategies, such as contests, tracking systems or green teams, that are appropriate for your goals.
5. Monitor and Maintain. It is very important to continue to celebrate your achievements, monitor real changes in impact based on your criteria, and adapt your strategy to maintain and achieve further changes. This step ensures that your strategy becomes the new standard in your organization.

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