

# The GreenHouse Program: Testing social marketing approaches to change the behaviour of high consuming households



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## Overview



- > Sustainability Victoria (SV) is trialling a number of program models designed to motivate high consuming households to improve their household sustainability.
- > 2009 - SV piloted 3 household programs within workplaces, schools and local government areas.
- > 2010 - SV is currently delivering revised versions of the 2009 workplace and schools programs, and a new concept within sporting club channels.
- > This presentation will outline the behaviour change strategies that have been applied in developing these programs, the successes, key challenges and the outcomes.

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## 2009 GreenHouse program



Three pilot programs:

- GreenHouse Games Schools Challenge
- GreenHouse Games Workplace Challenge
- GreenHouse Project within Local Government Authority's (LGA)

## Aims of 2009 pilots



- Engage 10,000 'high consuming' households
- Achieve a 1 tonne greenhouse gas household average reduction (annualised)
- Households complete energy, water & waste saving actions
- Identify which models are cost effective and scalable to achieve behaviour change outcomes for large numbers of the targeted households.
- Test combinations of home assessments with incentives/rewards.
- Test a pledge & report competition model via a website, with incentives/rewards.

## High consuming households

- 3 or more people living under the one roof
  - main decision maker medium to high (\$40-80K) income
  - school age children (6-15 year olds) within household
  - a willingness and ability to make change in behaviours and infrastructure
- The recruitment channels to reach high consuming households are Workplaces, Schools and LGAs.
- LGA segmentation data indicates the concentrations of high consuming households

## GreenHouse Project (Local Government)

- Target 6,000 households
- Households offered 15 minute phone coaching, 30, 60 or 120 minute home assessments, and simple installations
- 5 LGAs partnered with SV, and provided household contact details
- Two service providers (LESS, Energy Mad) contracted to manage household recruitment via direct marketing, email, council newsletters

### Results & evaluation

- 3,435 households engaged:
  - 2,142 home assessments & action plan advice,
  - 2,459 cfl & showerhead installations.
- 65% of target achieved
- 1.1 ghg abatement/household (assessments)
- 0.37 ghg abatement/household (cfl installations)
- Costly to implement and scale up

## GreenHouse Games - Workplace & Schools Challenges

8 week household challenge, actions pledged and reported on a weekly basis via the GreenHouse Games website:



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## GreenHouse Games - Workplace & schools challenges

- **Energy & water saving, and waste reduction actions (32)**
- **Households able to save on their energy & water bills**
- **Behavioural actions** eg. turning appliances off at the switch, one less red meat meal a week, using the car less, have 4 minute showers
- **Infrastructure actions** eg. changing the shower rose to low flow, installing CFLs, water tanks
- **Self reporting of actions**
- **Completed actions earned points** weighted according to cost to complete and the annualised savings of
  - Greenhouse gas (tonnes)
  - Water (litres)
  - Waste diverted from landfill (tonnes)

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### GreenHouse Games workplace challenge pilot

- 11 workplaces recruited
- 8 week challenge during June/July 2009
- Workplace Coordinator promoted GHG to employees
- Households given a welcome pack (shower timers, cfl, thermometers etc)
- 1,247 employee households signed up
- Employees participated in teams of 5
- Competition between teams, and between workplaces
- Spot prizes for participation, and overall winners prizes

#### Results & Evaluation:

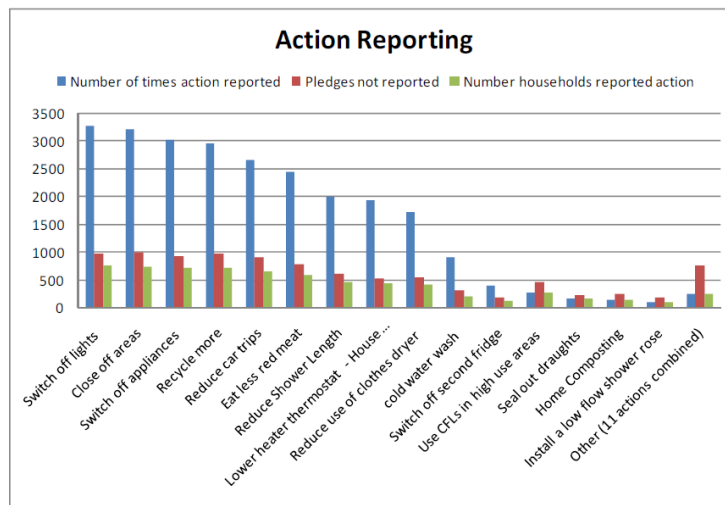
- 822 participated (target 2,000)
- 1.6 tonnes greenhouse gas abatement household average
- Website issues influenced recruitment & retention

### GreenHouse Games schools challenge pilot

- 31 primary & secondary schools (metro & regional) recruited
- 8 week challenge held during Term 3
- School Coordinator promoted GHG to families using branded collateral
- Accreditation within AuSSI modules
- Households given a welcome pack
- 1,570 households recruited
- Competition between schools, prizes awarded

#### Results & Evaluation:

- 905 participated (target 2,000)
- 1.36 tonnes greenhouse gas abatement household average
- 80% of participants would recommend GHG to others
- Less website issues, however retention was an issue



## GreenHouse Games Evaluation

- Recruitment funnel needs to be wider to achieve targets
- Behavioural actions more frequently taken than purchases (90%)
- Data issues – untruthful reporting, some reported actions already being taken, actions not continued for 12 months
- Incentives are appreciated, but are costly to deliver
- Website improvements – greater capability of school and workplaces to manage their own households
- Communication during challenge needs to be targeted and engaging ie direct emails to participants, interactive website, sharing of household experiences, case studies
- Increase number of actions to satisfy all households
- Reward households for existing actions

## 2010 GreenHouse program

### Workplace Challenge (National)

- midway through 8 week challenge
- 39 workplaces registered
- ~1200 employees & building
- Sectors against sectors

### Schools Challenge (Victoria only)

- Term 4 2010
- 40 schools registered

### Features:

- New website with Superhero family branding for both
- 70 actions
- Improved website functionality, evidence for purchases required
- More incentives for participants
- Delivery partner for recruitment

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**THE GREENHOUSE GAMES**  
JOIN THE GREENHOUSE GAMES TO FIGHT CLIMATE CHANGE

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**Welcome to the GreenHouse Games**  
Be Sustainable, Earn Rewards and Support Your Workplace or School!  
Have you got what it takes to be a Superhero household? Join in the GreenHouse Games and take part in a fun 8 week challenge to fight climate change.

During the Games you'll plan and track your mission online, and earn points for every sustainable action you complete at home.

You could also become a 'One Tonne' GreenHouse Hero household if your mission is better than the average. Plus you can win prizes for yourself, and your workplace or school along the way.

Everyone wins by playing in the GreenHouse Games - households win by learning how to live sustainably and reduce their energy and water bills, schools and workplaces win by their great leadership, and best of all the environment wins!

To find out more, visit the [Schools](#) or [Workplace](#) event areas.

**Schools**  
Open for Registration: Monday 20th August 2010  
Event Starts: Monday 11th October 2010  
Lead the fight against climate change in your school community! GreenHouse Games is a great way to supercharge your school's sustainability programs. Register your school, and start recruiting superhero families into your school team, and work towards the big prize of \$2,000.

**Workplaces**  
Open for Registration: Monday 9th August 2010  
Event Starts: Monday 6th September 2010  
See teams of employees transform into GreenHouse Superheroes as they take on actions at home to fight climate change. Every action taken by employee households earns points for the workplace. The more points a workplace earns the closer it gets to being a superhero industry champion.

**JOIN US...**

[www.greenhousegames.vic.gov.au](http://www.greenhousegames.vic.gov.au)

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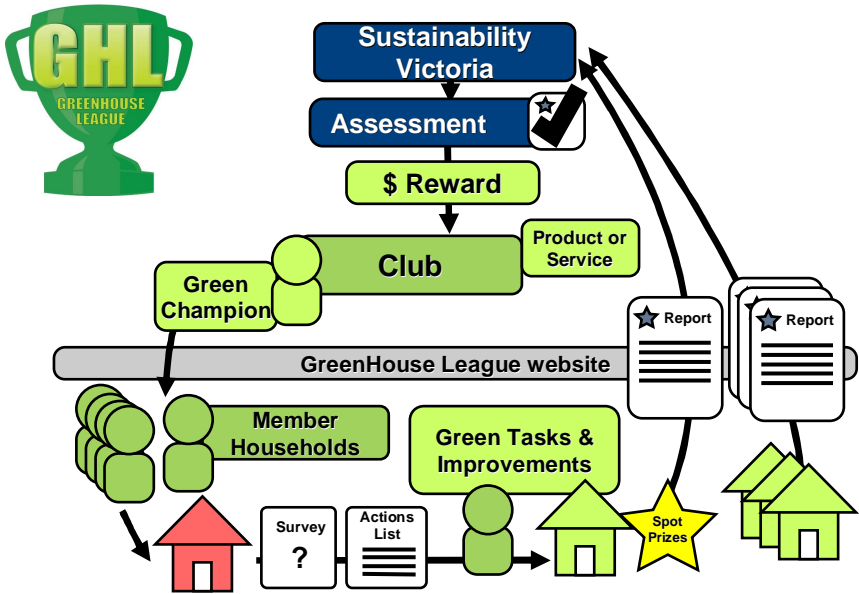


# GreenHouse League - a club household challenge with a fundraising outcome



Season 1: Football and Netball clubs (~40) Term 3 2010  
Target: 2,000 households (~50 households/club)

Future GHL seasons: 2011-2012



# GreenHouse League



Home | About | Register | Success Stories | Help & Support

## Be Sustainable, Earn Rewards and Support Your Club!

The GreenHouse League is an 8 week challenge that earns fundraising money for your local football or netball club by reducing greenhouse gas emissions at home.

Everyone wins by playing in the GreenHouse League.

- Households win by learning how to keep the environment healthy, and reducing their energy and water bills.
- Football and netball clubs win by raising funds to put towards all those things they want, like new uniforms or installing water tanks.
- And the environment wins by having us reduce our households' impact.

### News Update

Chelsea Heights Football Club and Park Panthers Netball Club have won the exclusive training session for their members with Collingwood superstar Harry O'Brien and Melbourne Vixens champion, Bianca Chaifetz! Go to Success Stories and read all about each club's training session.

The GreenHouse League is open to all Victorian netball clubs and Australian Rules football clubs. Club registration is now open for the next GreenHouse League season in 2011.

Want to play big for your club and for the environment?

[Register now in the GreenHouse League.](#)

**Sign in to account**

Email:

Password:

[Sign in now >](#)

[Forgot your password](#)  
[Not a member yet? Register Now](#)

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**News & Information**

What is happening now?

**219**  
Days before Green House League starts

**Popular Actions**

- Have 4 minute or less showers (select weekly)
- Take reusable bags shopping (select weekly)

[www.greenhouseleague.vic.gov.au](http://www.greenhouseleague.vic.gov.au)

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# Household dashboard

### Step 1 Select week

Select the week by clicking on the graph or using the drop down menu.

You are currently viewing actions for:

**Week 8**



Week	Points selected	Points reported	Points to be reported within 48hrs
Week 1	280	290	
Week 2			
Week 3			
Week 4			
Week 5			
Week 6			
Week 7			234
Week 8			233

### Step 2 Select action

Select actions to complete this week from the list below.

You cannot add actions to the selected week.

### Step 3 Report action

To report your progress select the details in the form below. You can only report on the previous week for one week. For example you can only report on Week 1 in during Week 2.

Actions	Worth	Progress Report	Points
Limit one shower per person per day (select weekly)	5	50	3
Commit to putting the correct items in your recyclables bin (select weekly)	1	Yes No	0
Take reusable bags shopping (select weekly)	8	Yes No	0
Switch off lights in rooms that aren't being used (select weekly)	1	Yes No	0
Eat one less red meat meal a week (select weekly)	10	4	8
Reduce the thermostat by 2 degrees in winter (select weekly)	5	Yes No	0
Switch off appliances at	5	Yes No	0

**Amelia Spinks**

Top households in club

Household	pts
Frances household	716
Spinks household	300

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**Your event score**

You have: **Your club has**

**718** points

- 7,886 Kgs gas reduced
- 655 Litres saved
- 784 Kgs waste reduced

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**News & Information**

**Spot Prices**

Be sure to report early in the week to be in the draw to win spot prices.

[Find out more](#)

**Popular Actions**

- Have 4 minute or less showers (select weekly)
- Take reusable bags shopping (select weekly)
- Switch off appliances at the power point when they are not in use (select weekly)

Want to know more?

[Contact Us](#)  
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## Results of GHL Winter 2010 season

- > GHL model similar to GHG Schools Challenge, but with a fundraising outcome
- > Points earned convert to fundraising dollars for club
- > 41 Aussie Rules & Netball clubs registered (Target 40-50)
- > ~ 600 club members signed up to participate (Target 2,000)
- > GHL finished 19/9 and is currently being evaluated by NetBalance

SV research based on our early learnings from GHL:

- > Develop stronger partnerships with club associations, not just clubs, to reach households for 2012 events
- > Explore some direct marketing to households, mass media
- > Club recruitment funnel needs to be much wider – currently researching other sports
- > Fundraising model to be considered for schools, ELC and other community clubs within GreenHouse Games