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urban innovation
Inspiring Private & Public Entrepreneurship, Getting Projects Done, and Having Fun

START-UP CITY

Gabe Klein with David Vega-Barachowitz
Foreword by Robin Chase
urban innovation
Behavior change
Networks
Social networks

Takeaways

• Identify formal/informal social and organizational networks
• Use these networks like media or social media
Competition
Starbucks to Pit Stores Against Each Other to Save Energy

by Paula Forbes  Aug 1, 2012, 12:20p  |  1 COMMENT
Competition

TIME TO THROW DOWN.

BIKE COMMUTE CHALLENGE

SEPTEMBER 2011: We invite YOU to take up the challenge at BIKECOMMUTECHALLENGE.COM
Competition

Takeaways

• Use competition to spur behavior change
• Reward people along the way
• Make progress visible to individuals and groups
Feedback
## Energy History

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<th>Duration</th>
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Feedback

Takeaways

• Feedback needs to be transparent to individuals & workgroups
• Provided on a regular, timely basis
• Relevant to the behavior you want
Barriers
Barriers

Takeaways

• Understand the barriers
• If you can’t address them, acknowledge them
• Work over the long-term to remove them
• Align your campaign to the removal of barriers
• Align your campaign to new incentives
Incentives
Incentives

Takeaways

• Create short-term and long-term incentive strategies
• Give incentives time to work
Disincentives
Disincentives

probabilities for commuter mode based on benefit package

- no benefit
- free parking
- transit only

Disincentives

probabilities for commuter mode based on benefit package

- no benefit
- free parking
- transit only
- parking + transit

Disincentives

Takeaways

• Pricing works
• Align your organization’s pricing disincentives with your campaign
Case Study: Panasonic
Recap

- Identify your networks
- Spur competition
- Share feedback
- Remove barriers
- Introduce incentives (and disincentives)
- Create a plan for implementation
Discussion