



BERKELEY LAB

Bringing Science Solutions to the World

Giving Voice to Sustainability:

How you say it
matters as much as
what you say

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Berkeley Lab Research Into Sustainability Messaging

Who we're trying to engage:



Procurement professionals



Building / facility managers



Data center practitioners

Research to help us engage them:



Literature review on behavioral science-based messaging



Testing message effectiveness through newsletters and emails



Tailoring outreach to roles / agencies based on priorities

Five Tips for Effective Messaging

- 1 Tailor messages to different audiences
- 2 Combine framing strategies
- 3 Appeal to normative social influence
- 4 Interact with your audience
- 5 Close the feedback loop

1. Tailor messages to different audiences



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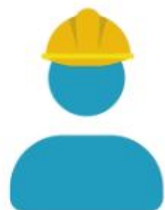
Strategy: Tailor messaging to appeal to different reasons for sustainable action based on the role

Examples



Contracting Officer:

Compliance with sustainable purchasing requirements



Energy / Facility Managers:

Energy savings and improved performance of energy efficient products

1. Tailor messages to different audiences

Strategy: Tailor messaging to appeal to different reasons for sustainable action based on the role

Other reasons for sustainable action:

- Public health (for example, better air quality, lower exposure to hazardous chemicals)
- Cost savings
- National security
- Resilience to emergency events
- Performance capabilities relevant to mission

1. Tailor messages to different audiences

Strategy: Tailor messaging to appeal to different reasons for sustainable action based on the role

Instead of: Check out Berkeley Lab's latest Take Five video on sustainable procurement

Try: Make your next solicitation a compliant one with the latest Take Five video on sustainable procurement

Try: Save money on your facility's energy bill with the latest Take Five video on sustainable procurement

Try: Minimize energy needs during a power outage with the latest Take Five video on sustainable procurement



2. Combine framing strategies

Strategy: Appeal to multiple reasons for sustainable action in the same message



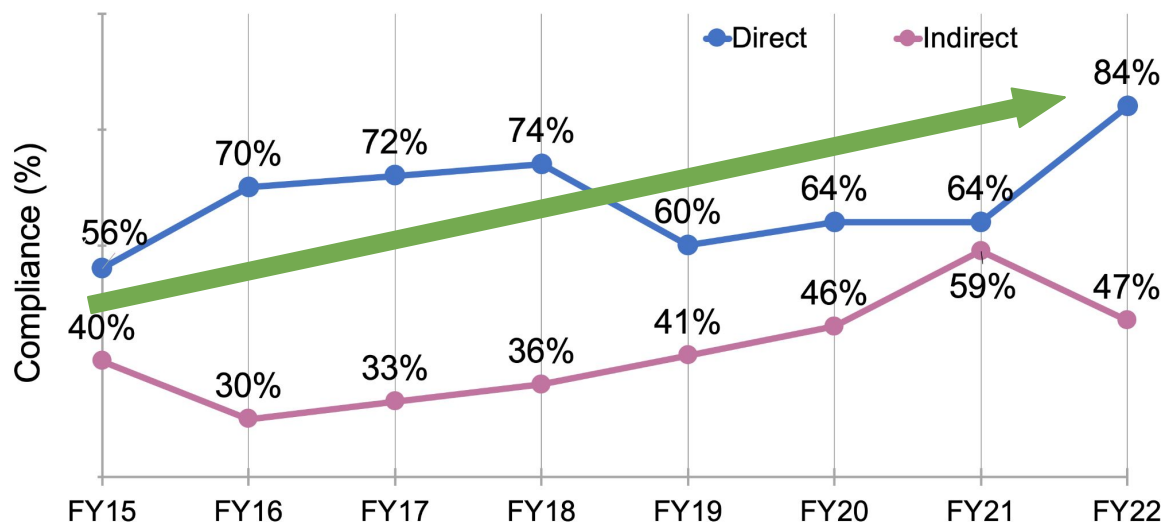
Instead of: Check out Berkeley Lab's New Short Training Series on sustainable procurement

Try: Check out our latest Take Five training to save energy, costs and carbon for your facilities!



3. Appeal to normative social influence

Strategy: Highlight positive trend in frequency of sustainable behavior



Instead of: Join Berkeley Lab's Webinar on Energy-Efficient Product Procurement

Try: Federal buying of energy-saving products is on the rise. Sign up for Berkeley Lab's webinar series to learn more!

3. Appeal to normative social influence

Strategy: Rather than publicize high frequency of undesirable behavior, call out specific desired behaviors

Instead of:

Many past visitors have removed petrified wood from the park

Many people do not switch off the lights when leaving the room

Try:

Please do not remove petrified wood from the park

Please switch off the lights when leaving the room

3. Appeal to normative social influence

Strategy: Highlight an absolute number of individuals engaging in sustainable behavior, if there is a low percentage

Instead of:

This year, 33% of federal solicitations went beyond naming the requirements to including energy efficiency language and/or evaluation criteria

Try:

This year, over 100 federal solicitations went beyond naming the requirements to including energy efficiency language and/or evaluation criteria

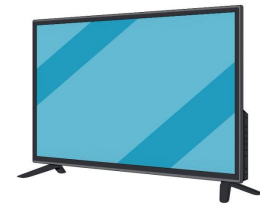
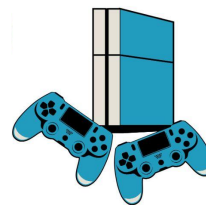
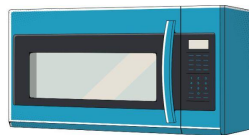
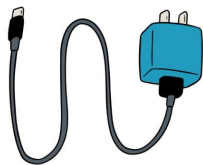


4. Interact with your audience

Strategy: Ask participants to make a private commitment

Instead of: You should unplug appliances at home to save energy and costs.

Try: From this list of home appliances, check off any appliances that you can commit to unplugging in your home.



5. Close the feedback loop

Strategy: Time messages to form habits

Example:



**Contracting officer
puts out solicitation**



**Solicitations reviewed
for relevant language**



**Solicitation feedback
emails sent**

5. Close the feedback loop

Strategy: Time messages to form habits

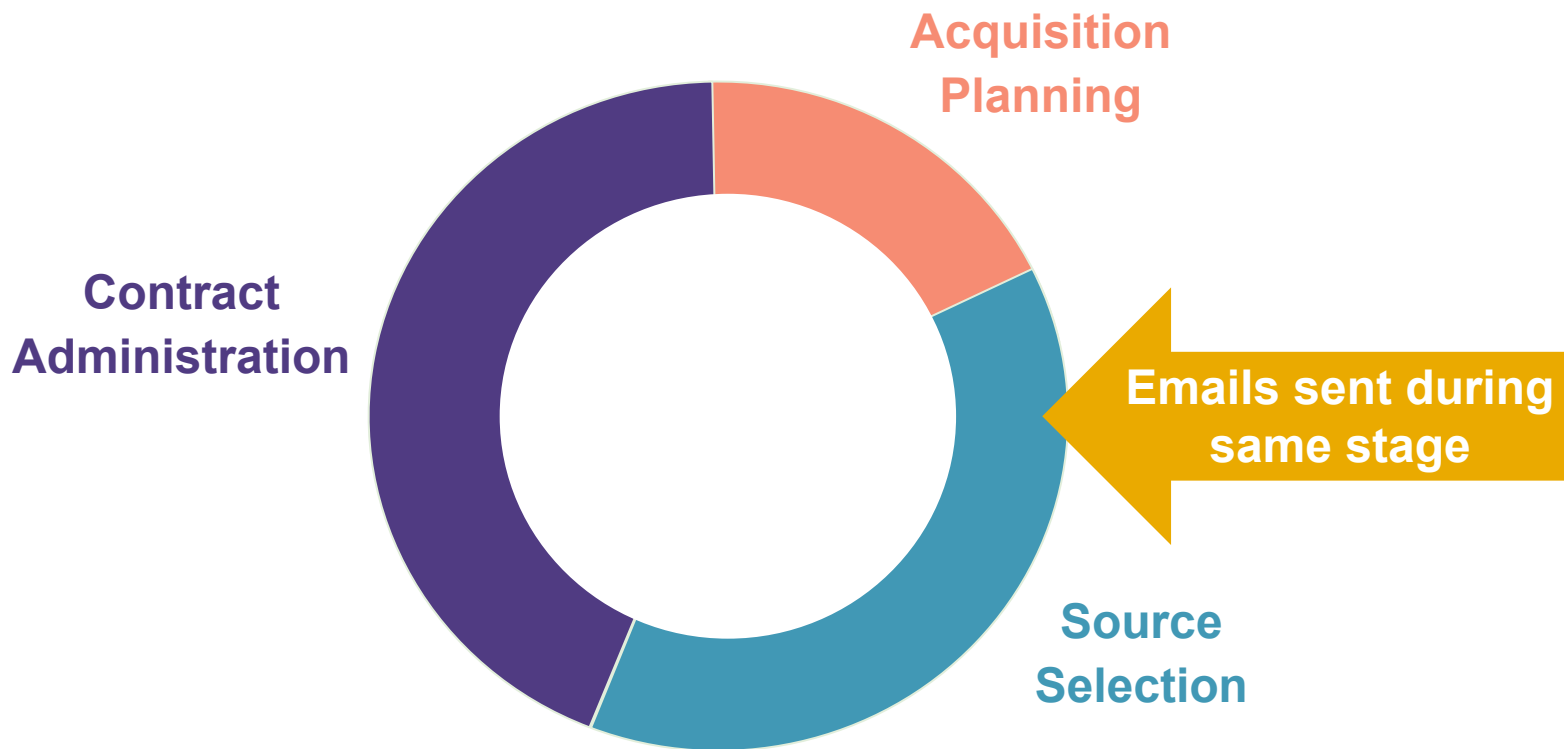
Example language from solicitation feedback email:

Non-compliant: I was unable to find the highlighted clause in [your] solicitation. Please let me know why it's not in the solicitation, and if omitted by mistake, just let me know if you are going to amend to include the clause.

Compliant: In reviewing recent solicitations, your solicitation represents best practices in including the purchasing requirements in the solicitation.

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Strategy: Time messages to form habits



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In terms of questions...

- 1 Why should people in this role care?
- 2 Why should people across many roles care?
- 3 How do I make sustainability seem like the norm?
- 4 How can I engage people beyond informing?
- 5 How will people know they are doing the right thing?

Thank You

Questions?

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For more information about Berkeley Lab's work on federal purchasing of energy efficient products, visit:

<https://so.lbl.gov/federal-energy-efficient-product-procurement>