

Engaging Employees in Greening Decentralized Purchasing

Using Community-Based Social Marketing (CBSM) Tools

APPLYING THE LESSONS TO YOUR WORK

A sustainable purchasing project that involves engaging others:

Audience:

Single behavior selected for this exercise:

BARRIERS AND BENEFITS

Might motivate your audience:

Might be a barrier for your audience:

How can you find out your audience's barriers & benefits?

SOCIAL NORMING

Who might your audience identify with (or look up to)?

What action might these role model(s) take?

How would you amplify and make their action visible?

SOCIAL DIFFUSION

Who could spread your message effectively?

How will you motivate and equip them?

FEEDBACK ON PROGRESS TOWARD A GOAL

What is a shared goal you could create for your audience?

How can you divide up and give feedback to your audience to show how their contribution makes a difference?

PLEDGES

What could your audience pledge to do?

How could you make their pledge public and long-lasting?

PROMPTS

Where are your employees when they're making the crucial decision? What are they looking at or doing?

What could an effective prompt look like?

MY NEXT STEPS

Most useful strategies include:

In the next two weeks, I will: