

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



education consulting design community



[www.greengardensgroup.com](http://www.greengardensgroup.com)



October 3, 2012

**EPA Watersmart Innovations**

**PROMISES & PLEDGES --  
ARE WE REALLY CHANGING BEHAVIOR?**

# A Disclaimer

Views expressed by the presenter are solely her own.

Identification of brand name products is neither an endorsement nor an indictment of those brands.

This Is Me Every Night For The Last Couple Weeks



# I'm Worried That The Masses Do Not Identify With “Water Conservation”



# Can We Cost-Effectively Affect Profound Behavior Change In Our Landscapes?



# How Do We Motivate And Sustain Desired Behavior?

By Providing  
Incentives...



Or Imposing  
Penalties...



# Steps to Successful Behavior Change

- ① Select A Behavior That Can Be Changed
- ② Create Standards That Inspire
- ③ Communicate A Simple Message
- ④ Measure Performance Accurately
- ⑤ Provide Feedback
- ⑥ Tie Reward to Performance
- ⑦ Repeat!





# First We Have To Determine Our “Desired Behavior”




Changeable  
Behaviors Are:

- ① Discrete and Identifiable
- ② Measurable
- ③ Reinforceable

# We Gather 100K Pledge Cards

**Revolution!**

**EARN A COOL PRIZE\***  
Take the Blue Thumb pledge and complete the form to receive:  
  
**Blue Thumb garden gloves**

All fields marked with a ( \* ) are required for pledge to be sent.

**\* My Pledge**

- ☐ Reduce each irrigation cycle by 2 minutes (five stations - watering three times weekly) / Save 80 gallons per day
- ☐ Plant low-water use trees and plants / Save 30 to 90 gallons per day - per 1000 square feet
- ☐ Water your yard early in the morning or later at night / Save 50 gallons each time you water
- ☐ Add 2-3 inches of mulch around trees and plants to reduce evaporation / Save 20 gallons each time you water per 1000 square feet
- ☐ Quickly repair leaks and broken sprinkler heads / Save 20 gallons per day per leak
- ☐ Install a water-efficient drip irrigation system for your shrubs and flowers / Save 15 gallons each time you water
- ☐ Use a broom instead of a hose to clean driveways - sidewalks and patios / Save 5 gallons per minute
- ☐ Use an auto shut-off nozzle on your hose / Save 5 gallons per minute
- ☐ Adjust sprinklers to prevent overspray and runoff (this also prevents washing fertilizers and pesticides into the storm drain - which leads directly to our creeks, streams and rivers) / Save 40 gallons

[Pledge Now](#)

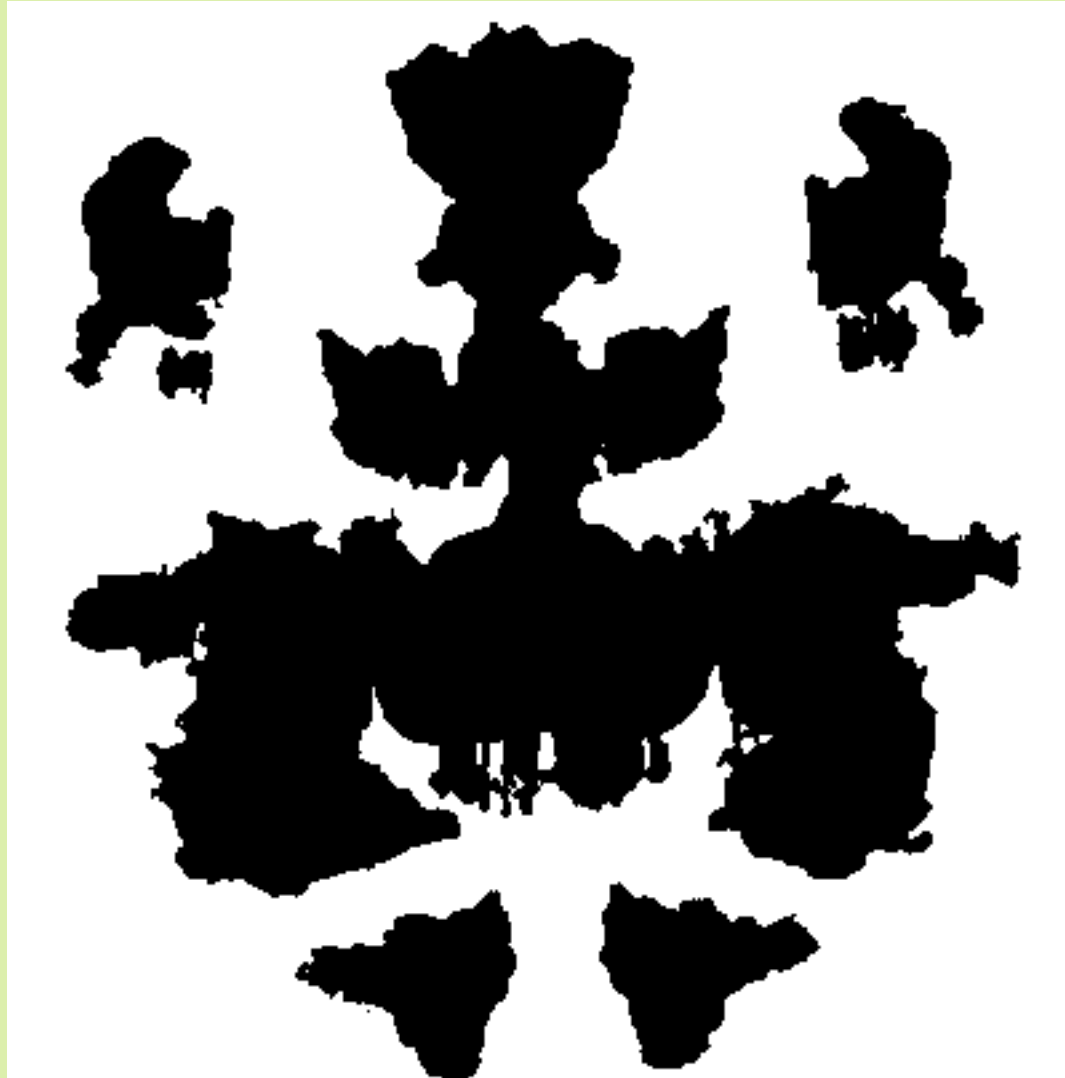
But Don't Have A Mechanism For Proving AND  
REINFORCING Results

# Create Standards That Inspire



We Must Understand Our Constituents' Motivators

Let's Conduct A Little Thought Experiment:





# What Is The Price Of Gasoline In Your Neighborhood?







What Is The Price Of 5 Gallons of Water?



If We Can't Relate To The Masses On This Level...



How Will We Ever Get Product Awareness And Behavior Shaping Like This?



Train People To Willingly Purchase An Inferior Product at 6.25¢ Per Oz.

# I Have A Degree In Psychology



And An M.B.A...



# Tool Of Choice Is “Mazlow’s Hierarchy of Needs”



# We Can't Rely on Fear For Sustained Change





We Must Seriously Consider Whether  
“Conserving Water” Is Inspirational Enough



Without A Holistic Context...



# We Might Get A Behavior Change

## **Paint It Green**



**With a lot of the country in drought or near drought conditions, lawns are turning brown. Landscape contractors can propose replacing dead turf with sod, switching to synthetic turf or a simpler solution: Paint the yard green. GrassBGreen offers a concentrated eco-friendly green lawn-paint that can be applied with an ordinary garden sprayer.**

# But It Might Not Be What We Really Want

## Being Inspirational Takes Courage...

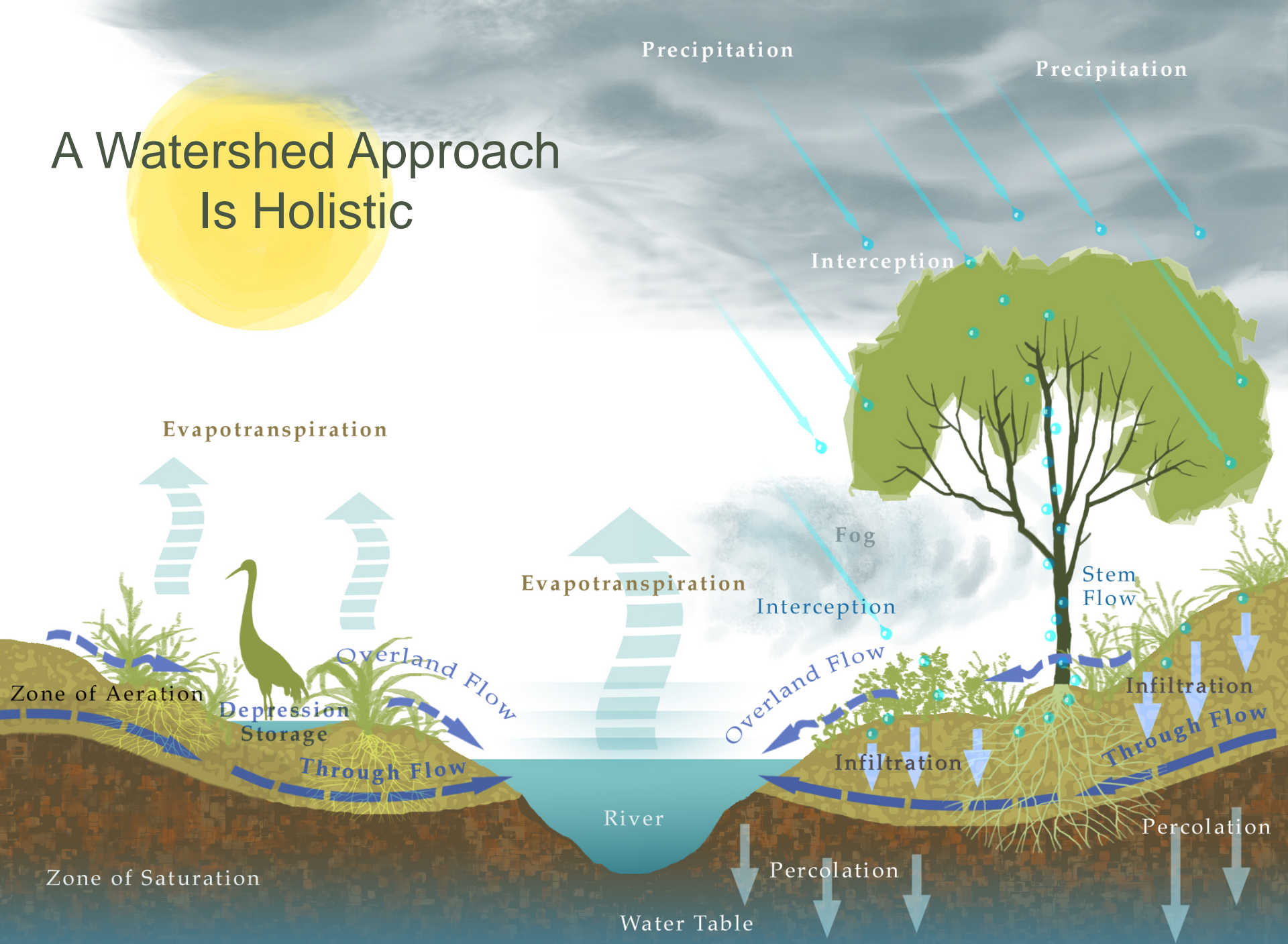


When one tugs on a thing in  
Nature, he finds it attached to the  
entire world. John Muir

And Requires Holistic  
Thinking



# A Watershed Approach Is Holistic



# With A Cash For Grass Program Would We Rather See This?





Or This?



Saves Water, Builds Soil, Reduces Pollution



# Same Cash For Grass Program





# Different Standards



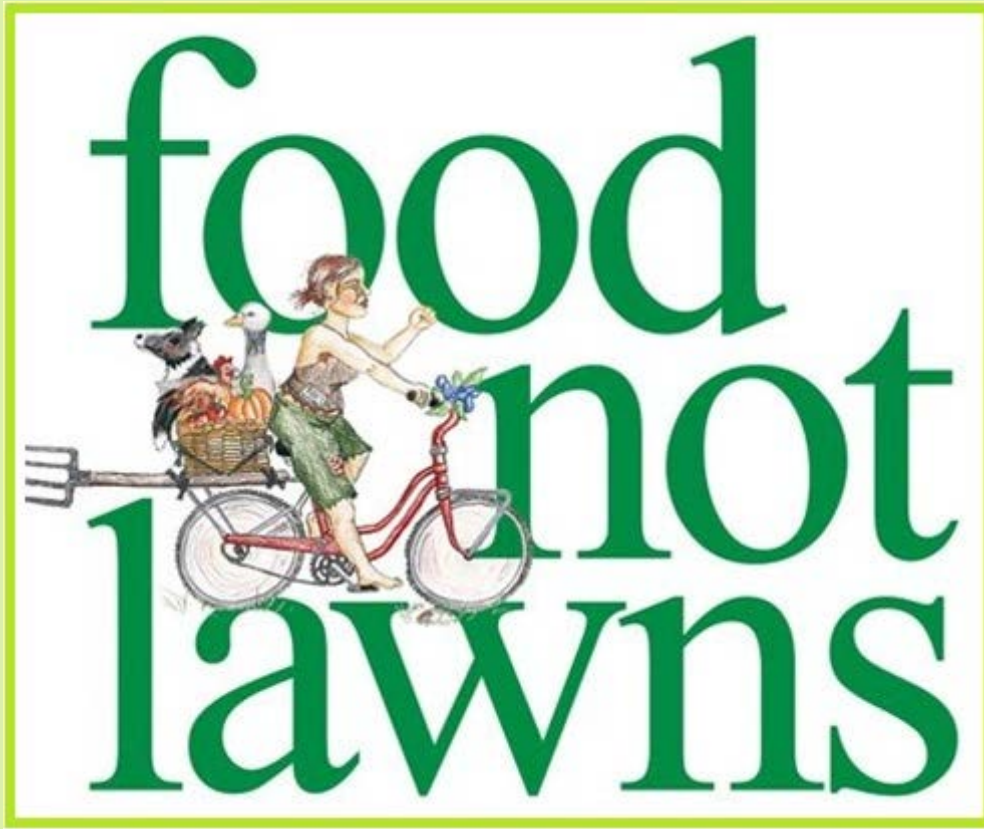
# Without Inspirational Watershed Wise Standards



You May Not Achieve The  
Long-Term Conservation Results You Desire



Keep The Message Simple And Unambiguous





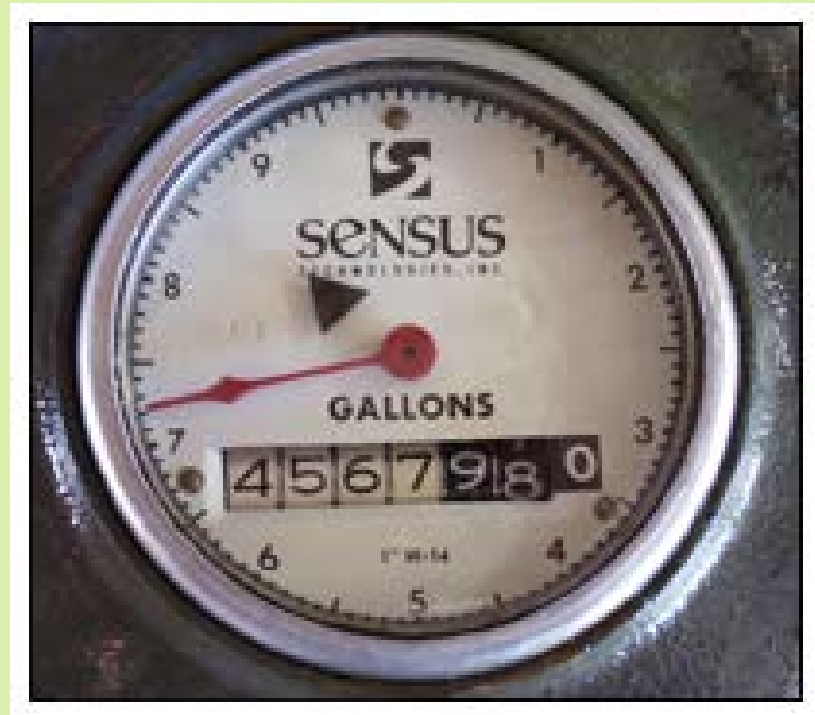
# Measure Your Results



# Measurable Results Close Feedback Loop



Which Device  
Discourages  
Irrigation?





## Provide Feedback

# The Numbers Speak for Themselves

### Traditional Landscape



57,000 Gallons

**WATER**



670 Pounds

**YARD WASTE**



80 Hours

**MAINTENANCE  
HOURS**

Consumption for one year based on 2005-2006 data.

### Sustainable Landscape



6,000 Gallons

**WATER**



250 Pounds

**YARD WASTE**



15 Hours

**MAINTENANCE  
HOURS**

## Tie Rewards To Performance



And You Have  
Successfully Shaped  
The Behavior





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