



Online Pledge

Sustainable Behavior Change through an Online Pledge

Our behavior change practice is based on research-validated principles and tools that have been proven to work effectively. They change behavior for the long term and build organizational excitement and engagement around sustainability campaigns.

Research shows that voluntary pledges are one of the most cost-effective and successful tools to influence behavior change. Our Online Pledge incorporates several key components that, when deployed together, help sustain behavior change.

The Online Pledge leverages the *consistency principle*, which is the innate desire of humans to act in a consistent manner. People generally prefer to act consistently with what they say they will do. When people participate in the Pledge and are recognized for and reminded of their commitment, they are more likely to act consistently and engage in the activities that they agreed to.

Key components that make the Pledge effective:

- Personalized emails arrive at regular intervals to remind and thank pledgees
- Activities people pledge to are very clear and relevant to their specific job function
- It is very simple to use and can be completed quickly via a computer or mobile device
- An appropriate number of behavior options are used - not too few and not too many
- Pledgee names are made visible and public on a digital wall, which provides recognition and increases accountability and follow-through
- Social norms are leveraged - people generally prefer to follow what the majority of their peers are doing
- Participation is tracked and feedback is provided



The Verdis team offered invaluable support and guidance as we moved forward with our green efforts. Their methods are backed by research, and they have strong knowledge how to enact behavior change on a large scale. Thanks to Verdis, we now have an initiative that benefits the environment, saves money, and increases employee satisfaction.

Melanie Stewart

Sustainability Director

University of Nebraska Medical Center

Benefits of the Online Pledge

Deploying the Online Pledge at your organization has many benefits, including but not limited to:

- Cost-effective way to drive behavior change
- Increased organizational engagement and excitement
- Easily measured progress
- Reductions in the use of energy, water & other resources

If your organization is looking for a cost-effective, proven means by which to engage your employees in your sustainability efforts, the Online Pledge is an excellent fit. Give us a call. We would be happy to set up a quick demo for you to test out.



We wanted to take an organized, well-thought-out approach to improving sustainability, and Verdis fit the bill perfectly. They brought multiple disciplines together to create our plan, implement action steps, and change the way our entire organization thinks on an individual level about the wise use of precious resources.

Dennis Pate

Executive Director & CEO

Omaha's Henry Doorly Zoo & Aquarium



The Anatomy of the Online Pledge

At right is a screenshot of UNMC's main Pledge page; UNMC's "wall of fame" is at bottom left.

UNMC LiveGreen

Pledge to Save Energy & Resources

A welcome message that speaks to the organization's desired outcomes sets the stage for users.

Congratulations! By taking this pledge and committing to simple actions that save energy and natural resources on campus, you will help UNMC reduce utility costs, improve the institution's environmental impact, and establish an overall better place to learn and work.

To take the pledge, complete the two quick steps noted below and then hit the submit button.

Please note that this site is dedicated to **UNMC staff, faculty, and students only**. If you are an employee of **The Nebraska Medical Center**, please go to <http://intranet.nebraskamed.com/employeesresources/eat/> to complete the pledge.

Users' names auto-populate, which makes it very easy for pledgees.

STEP 1: ENTER YOUR NAME

Melanie L Stewart

Unit

RESEARCH

Department

Vice Chancellor for Research

Based on the organization's structure, different classifications are created for users based on departments, units, buildings or another category.

Users are presented with a drop-down list of job types, which align with typical job types within the organization.

STEP 2: SELECT YOUR JOB TYPE and PREFERRED ACTIONS

Administrative Support / Office

Once a job type is selected, users are presented with a list of ways they can help the organization meet sustainability goals. These are unique to the job type. Typically, 3 - 5 options are provided (only 2 are shown here).

To help my department and UNMC save energy and natural resources, I personally pledge to do the following on a regular basis: (select one or more)

- Shut down the computer at the end of EVERY WORKDAY (except for Mondays & Wednesdays per the recommendation of the IT Department)
- Turn off the lights when enough natural light exists and when leaving an unoccupied room

Pledgees are given the option to opt-out of the *Recognition Wall* or *Wall of Fame*.

Submit Pledge

To recognize your commitment to save energy and natural resources at UNMC, we will place your name on the [UNMC LiveGreen Wall of Fame](#) web page. If you do not want to be recognized by having your name listed with other members of UNMC, please uncheck the box.

If you have any questions about this pledge, please email livegreen@unmc.edu

By submitting your pledge, you will be added to UNMC's internal sustainability listserv. You may unsubscribe from this email list at any time.

Once submitted, the pledgee's email can be added to an internal sustainability listserv.

UNMC LiveGreen

UNMC LiveGreen Wall of Fame

In order to recognize and express our gratitude to all UNMC staff, faculty, and students who completed *The Pledge to Save Energy & Resources*, we have listed their names below. Individual names are shown under the respective unit and department that the UNMC community member is affiliated with. To find a specific name, first click on the unit that the employee/student is connected to, and then click on his or her department. The search box shown below can also be used to locate a name.

Find your/someone's name:

UNMC

1773 total people have pledged

CHANCELLORS OFFICE

36 people have pledged | 88%

RESEARCH

61 people have pledged | 79%

Information Technology

78 people have pledged | 64%

Progress is tracked via a *Wall of Fame* or *Recognition Wall*

Users can search for their name, just in case they are unsure as to which department they work in.

Departments appear based on highest participation rates; statistics show participation rates for each department. When a user clicks on a department, all those that took the pledge are listed (not shown here).

