

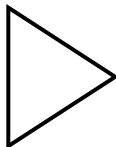
GREEN TIPPING

The background of the slide is filled with a complex, abstract pattern of thin, overlapping green lines. These lines form a series of fluid, undulating waves that flow from left to right across the entire frame. The color of the lines varies from a vibrant, saturated green to a very light, almost white-green, creating a sense of depth and movement. The overall effect is reminiscent of a digital signal or a natural, organic process like water or wind.

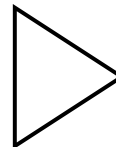
Scaling Up Green Choice From Niche to Norm

Alessandro Tavoni

August 2018: 1



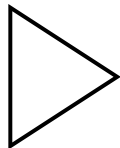
March 2019: 1.4 MLN



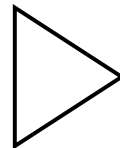
September 2019: 6 MLN



August 2018: 1



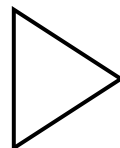
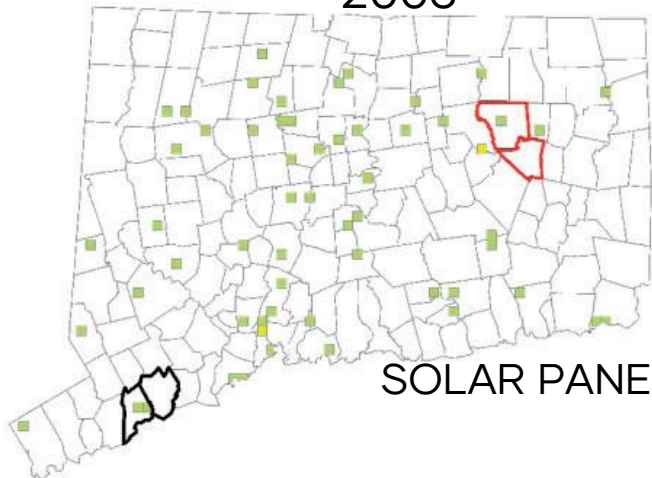
March 2019: 1.4MLN



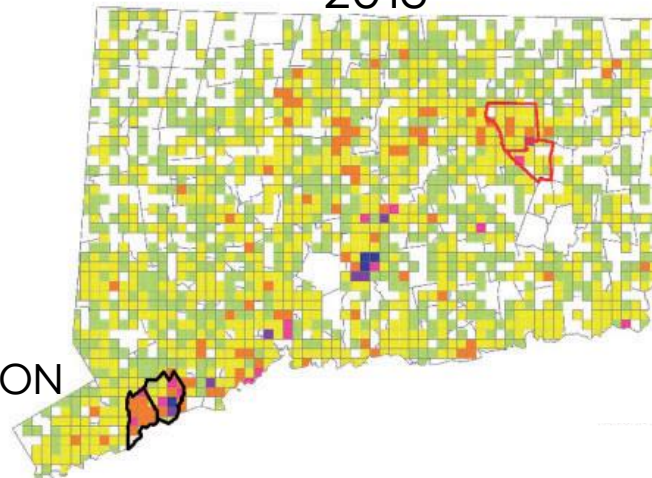
September 2019: 6M MLN



2005

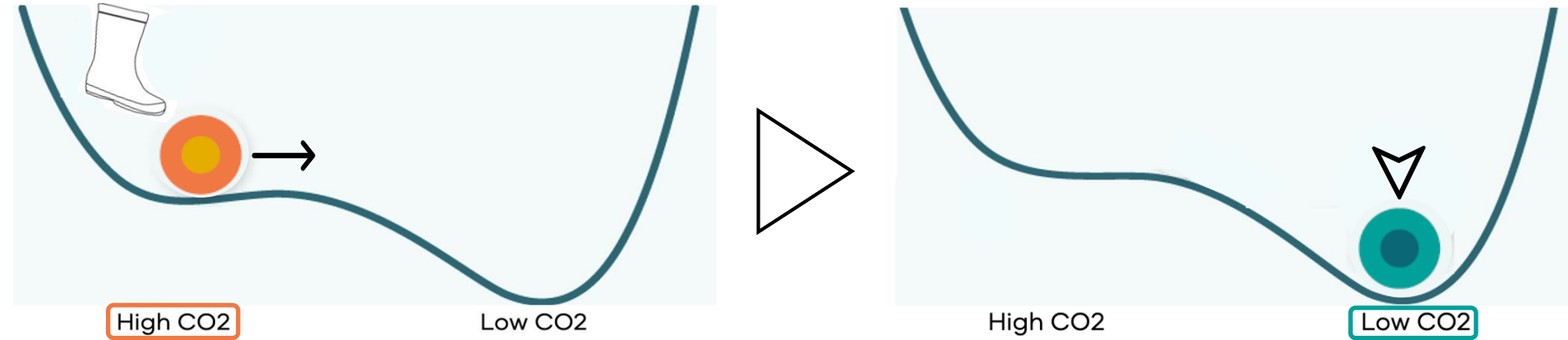


2013



SOLAR PANELS CONTAGION

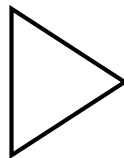
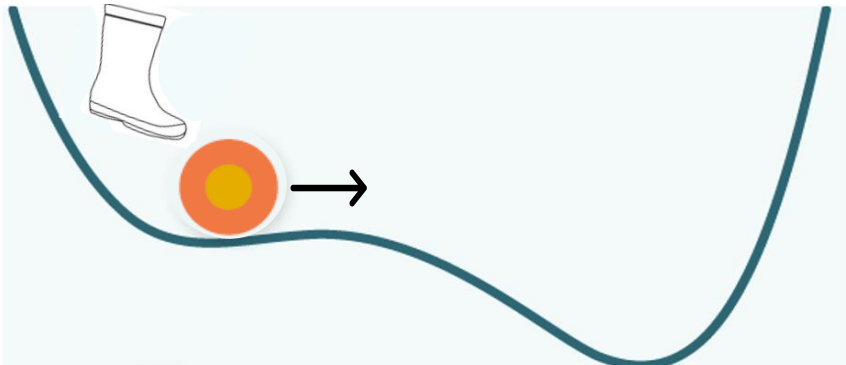
SOCIAL TIPPING INTERVENTION



Small intervention ("kick") that drives the system into a new stable equilibrium

Leading to disproportionate and irreversible changes

SOCIAL TIPPING INTERVENTION

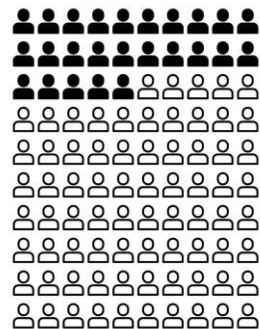


High CO2

Low CO2

High CO2

Low CO2

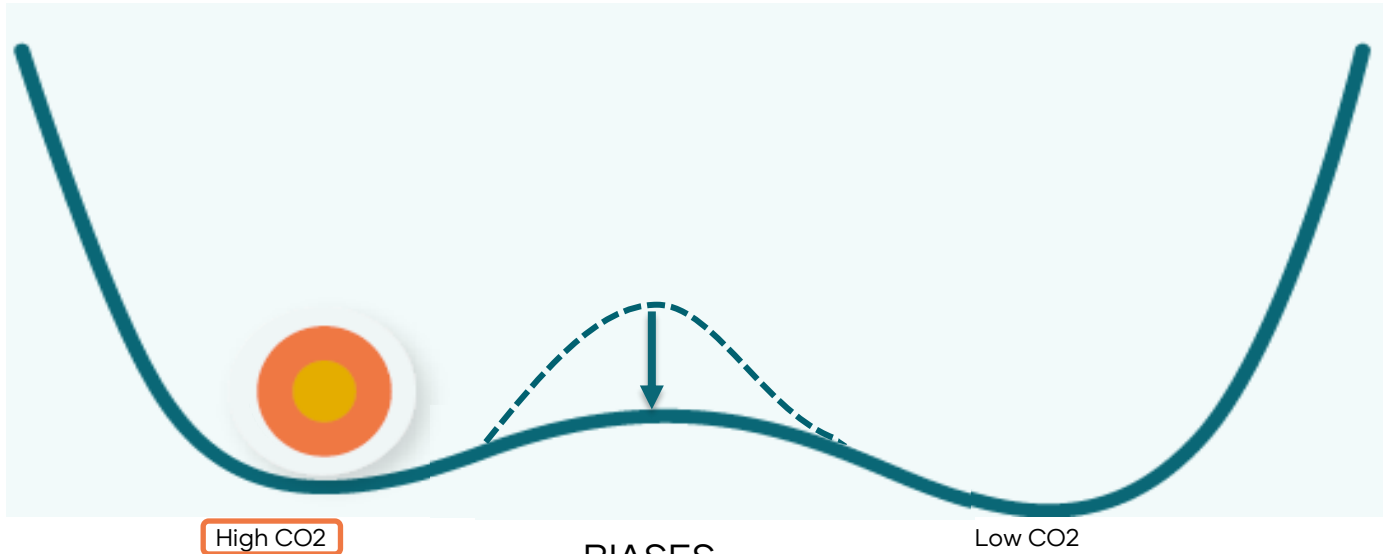


25%

Small intervention ("kick") that drives the system into a new stable equilibrium

Leading to disproportionate and irreversible changes

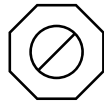
OVERCOMING OBSTACLES



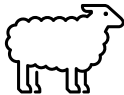
High CO2

Low CO2

BIASES



Inertia

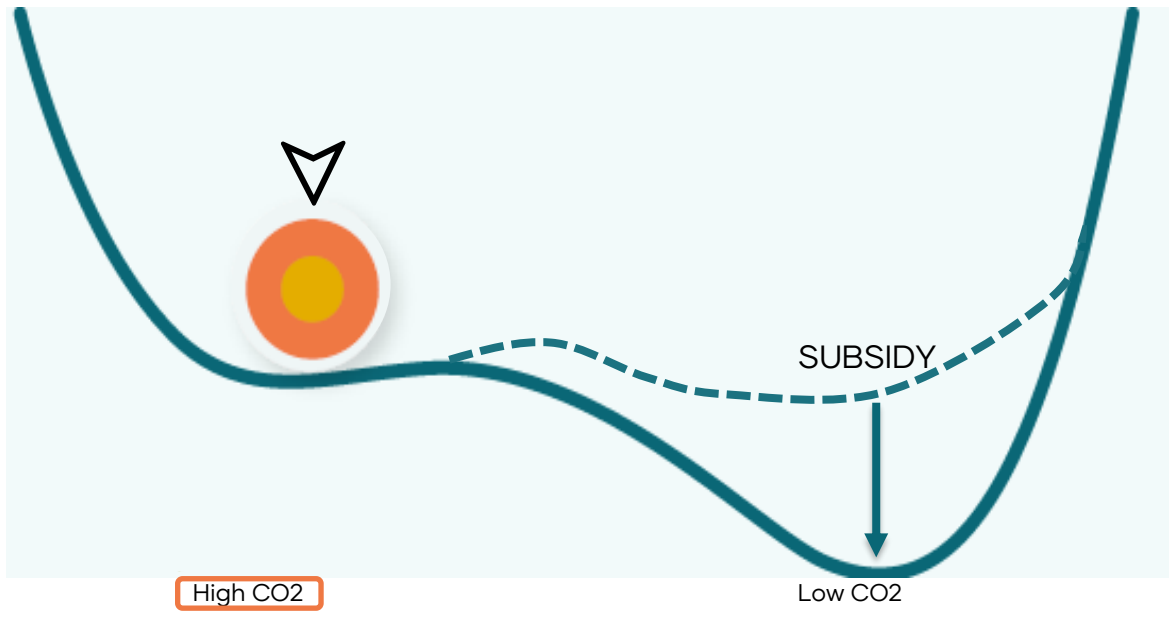


Conformism

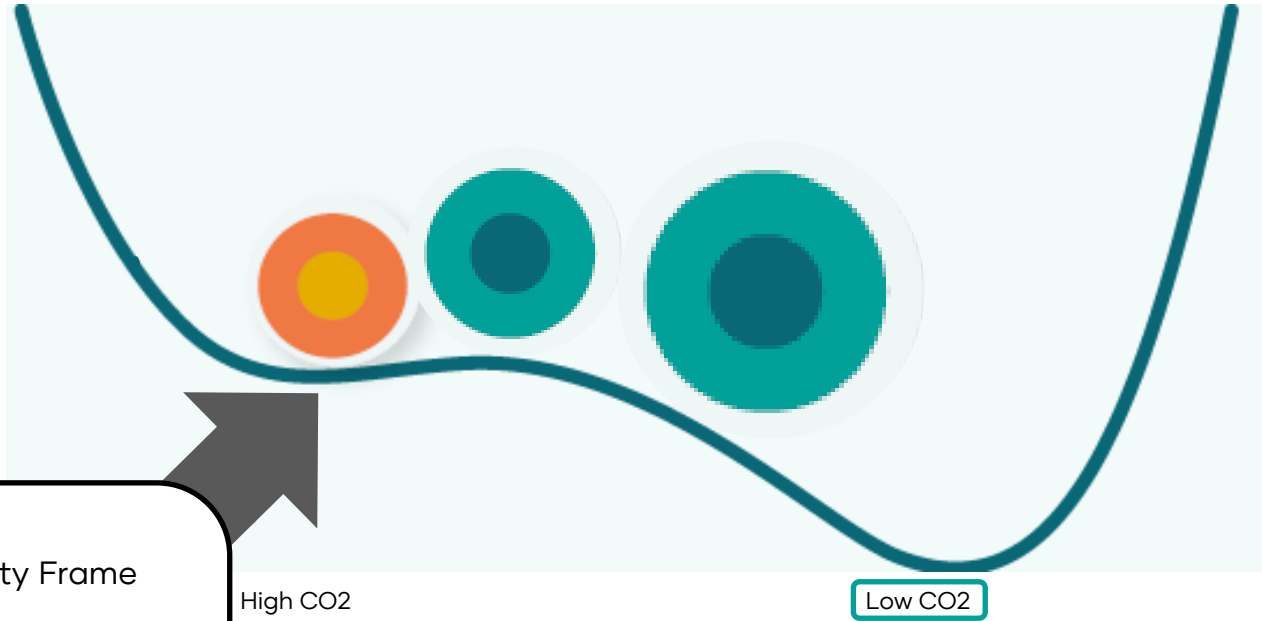


Misperceptions

SUPPLY-SIDE ENABLERS



DEMAND-SIDE ENABLERS



INTERVENTIONS



Responsibility Frame



Image Concerns



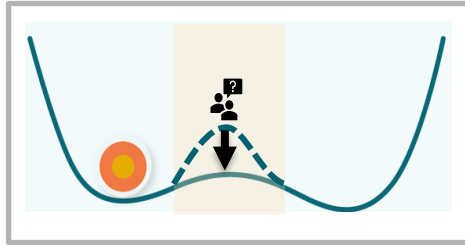
Agency



Conditional Cooperation

OVERVIEW

1 POSIT



Theory



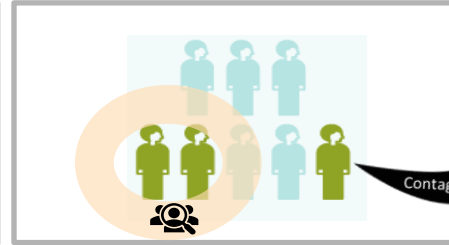
2 TEST



Online surveys



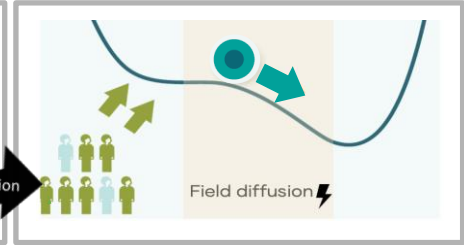
3 REFINE



Data & lab

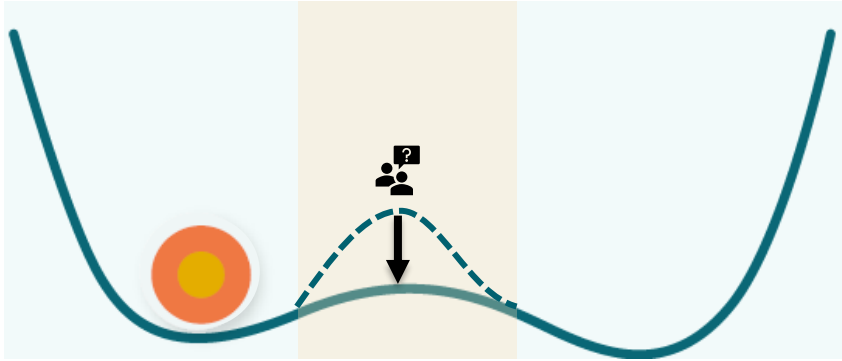


4 VALIDATE



Field experiment

1 POSIT

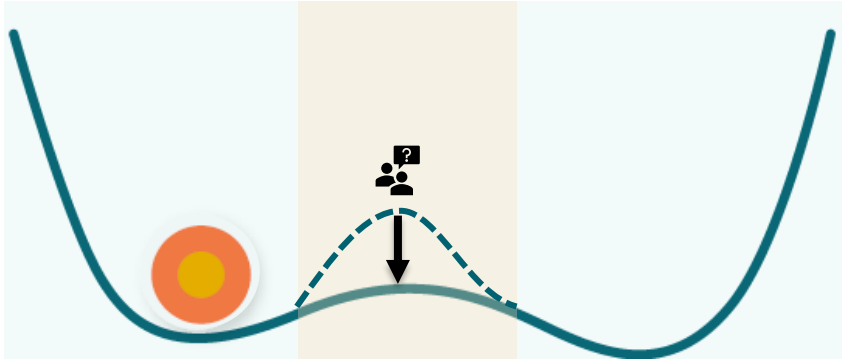


POTENTIAL TO OVERCOME RESISTANCE

When can we expect change?

What is the role of biases on propagation speed?

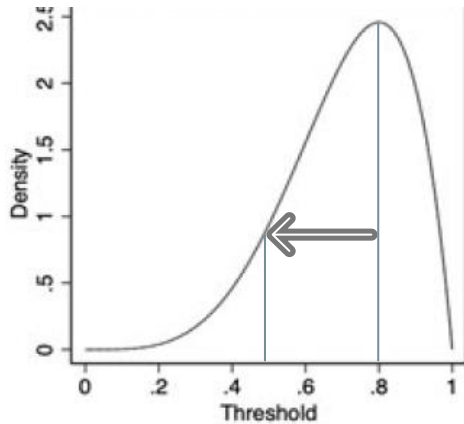
1 POSIT



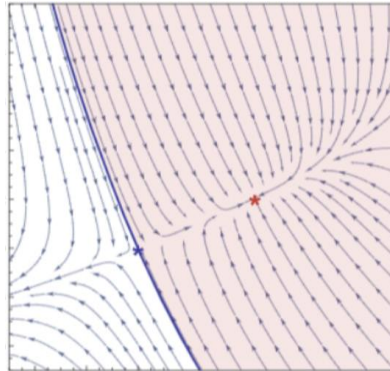
Theory

- Threshold Models
- Evolutionary Game Theory

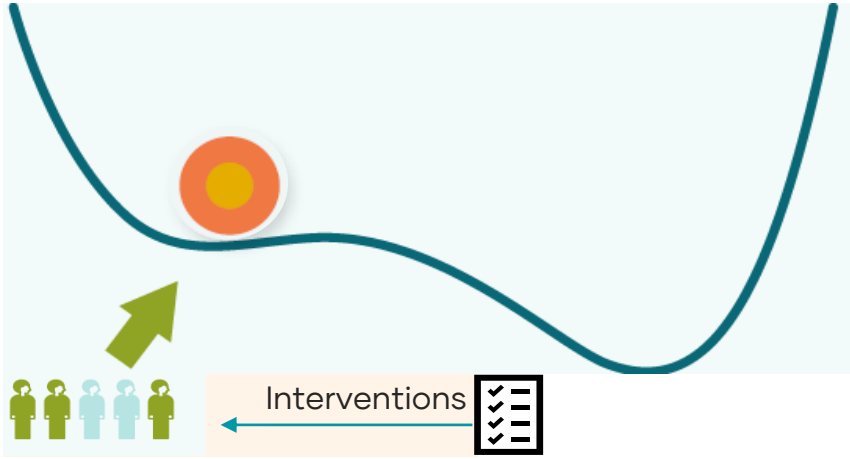
Adoption thresholds



Imitation dynamics



2 TEST

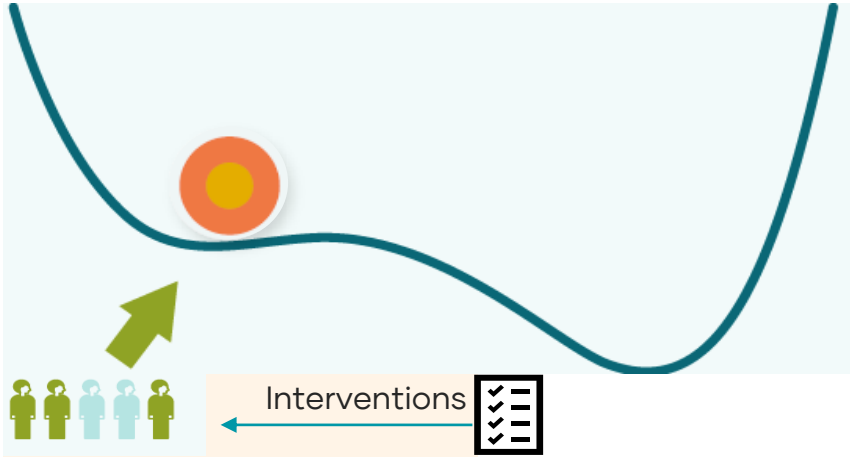


TIPPING ON 15K CITIZENS

What are the most effective interventions?



Can we replicate successful interventions?

2 TEST



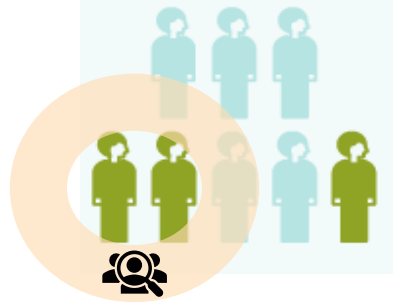
Survey elicitations

- Representative online experiments

Donations pre-intervention  

Donations post-intervention   

3 REFINE

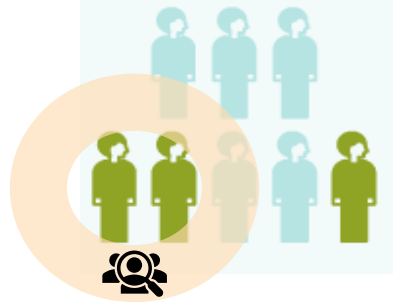


DETECTING TARGETS

Who are the instigators of change?

Under which conditions will coordinate with the others?

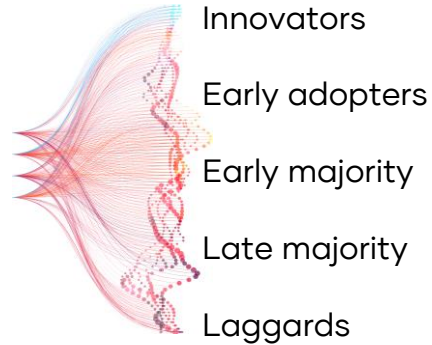
3 REFINE



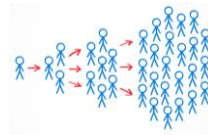
Data & Lab experiments

- Data-driven algorithms
- Controlled experiments

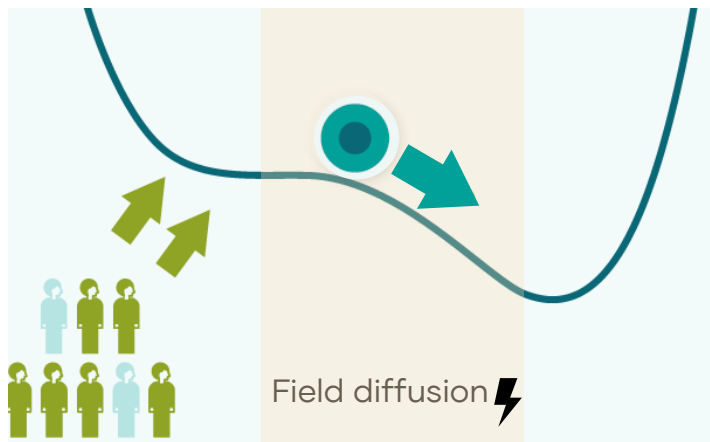
Behavioral profiling



Norm coordination



4 VALIDATE

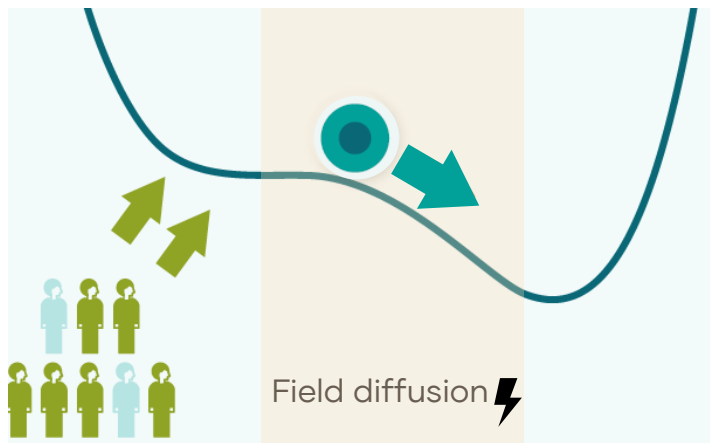


POWERING UP GREEN ENERGY USE

Do the findings hold in field and for another behavior?

Does contagion spread to the untreated?

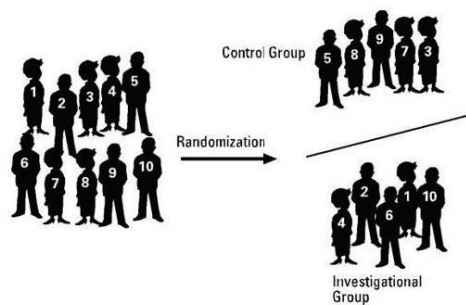
4 VALIDATE



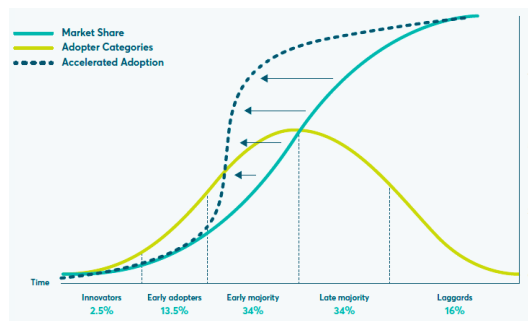
Field experiments

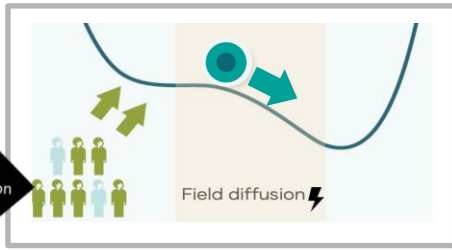
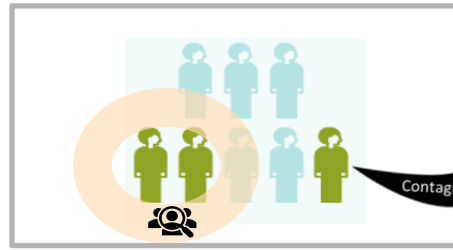
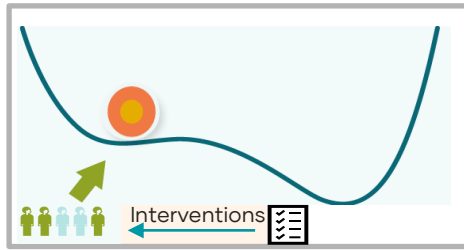
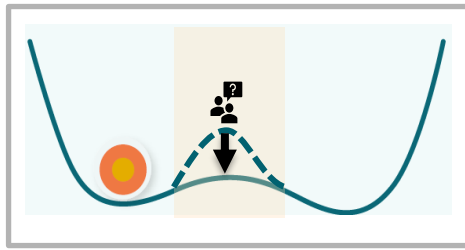
- Randomized controlled trials

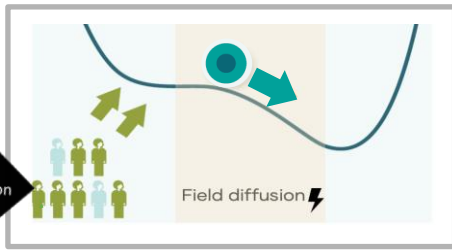
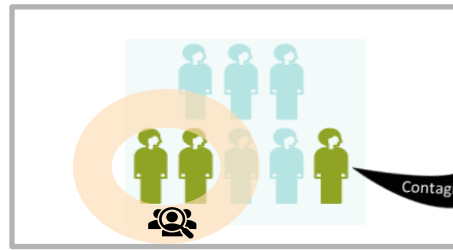
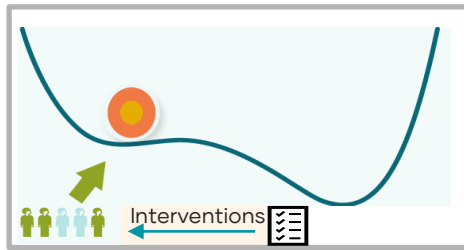
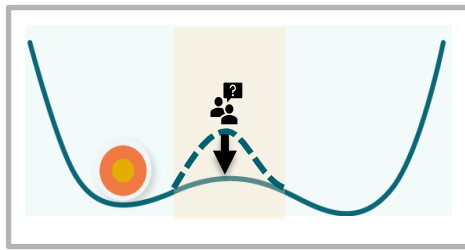
☐ Targeted interventions

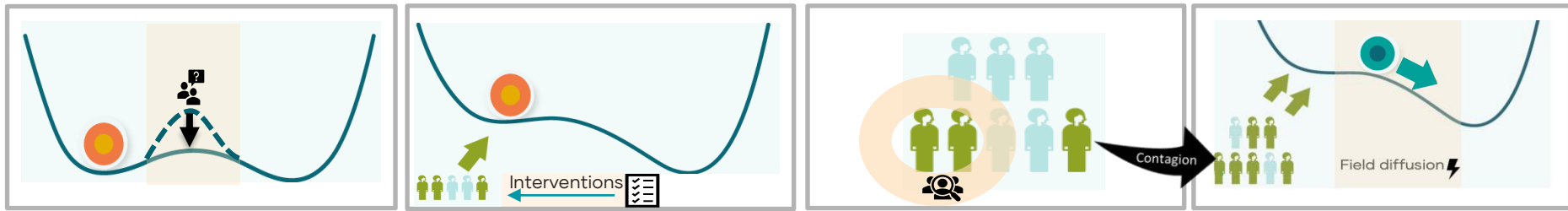


☐ Diffusion from 10K to followers









GREEN TIPPING

Scaling Up Green Choice From Niche to Norm



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