

OFF4FIRMS

Employer-led CO₂ and Energy Reductions by Employees



Climate-KIC Theme	Climate – assessment and identification of drivers
Project duration	01.04.2012 – 31.03.2014
Lead partner	ETH Zurich
Project lead	Renate Schubert
Project type	Innovation

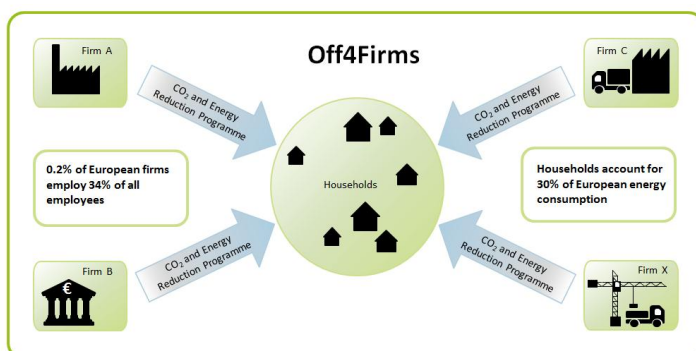
Concept

OFF4FIRMS – Reducing Emissions in Private Households: a Win-Win Situation for Employees and Firms... and the Environment!

Households are among the world's largest energy users and CO₂ emitters. An effective way of triggering change in households is through household members' employers - a great, yet unexploited lever. If designed and implemented effectively, subsidising and initiating programmes that offer a set of measures to reduce energy consumption and CO₂ emissions in households - such as insulation or solar panels - could be a "win-win" for both households and firms. Households will benefit financially, and firms will have reputational gains with respect to their (potential) employees as well as to their environmental performance. In addition, firms will be better prepared for any future carbon market policies. Off4Firms will develop a comprehensive toolkit for firms to use this great potential in an efficient way.

Off4Firms will compile and evaluate existing voluntary measures aimed at reductions in energy use and CO₂ emission in employees' private lives. Evaluation criteria will be the environmental impact, cost efficiency, and the measurability of emission reductions. Surveys among employees of several companies will reveal the attractiveness and uptake of different measures. Furthermore, the role of social networks - which strongly influence uptake decisions - will be investigated. Programmes consisting of effective measures will be tailored to company-specific contexts and needs. A company-specific programme ready for implementation will be the result. The toolkit for creating such programmes will be brought to scale by a dedicated business unit.

Overview



Deliverables

- Set of reduction measures that have reached implementation maturity
- Toolkit including a set of instruments needed to appropriately advise companies
- Business unit to operationalize and commercialise Off4Firms
- Scientific articles on key issues, like psychological mechanisms, data privacy, and standardisation of baseline methodologies

Partners

ETH Zurich
Wageningen University
South Pole Carbon
KIC Supporters

Role in project and competences

PI, project lead & coordination; leading research institution; expertise in institutional economics & climate policy, expertise in political consulting
Co-PI, science and education coordinator; expert in empirical studies in behavioural economics and environmental psychology
Carbon consultant, project and business developer; pioneer & thought-leader in the development of climate solutions, CDM methodologies, and monitoring instruments
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