

# Changing Researcher Behavior one Pizza at a Time

## The Problem

- While research lab fume hoods need to be raised when in use, most of the time research hoods are not active.
- Each inch a fume hood is raised costs \$71/year in energy costs.
- Walking through Research North on 5/13/11 only one fume hood was closed. The average height was 6.9 inches, ranging from 1-17 inches.
- Leaving hoods open was simply a learned behavior. An intervention was needed to create a new habit.
- This was a sustaining change problem. Intellectually, researchers understood the impact of leaving the hood open and occasionally remember to keep them closed, but with lots of issues competing for their time and attention, knowledge alone wasn't a strong enough motivator to permanently change a habit for most researchers.

## Aim/Goal

Our goal was to making lowering inactive fume hoods a permanent habit. It would be reached when all of the inactive fume hoods were found closed during a random audit.

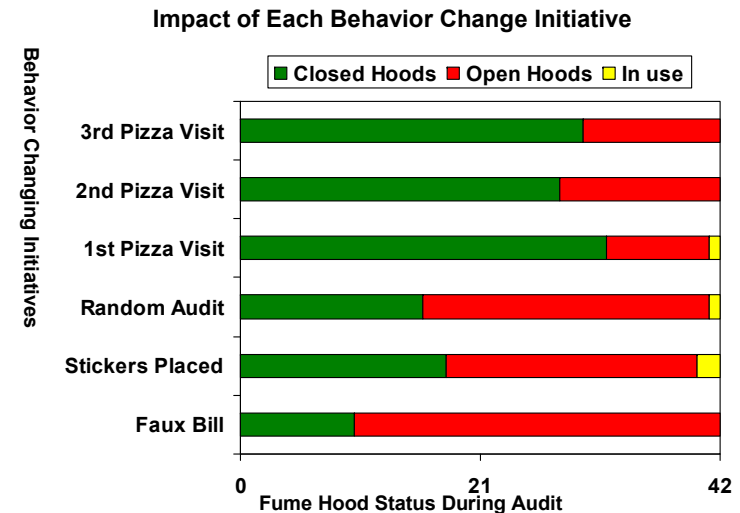
## The Team

Nina Lasser, Summer Intern, Facilities  
 Amy Lipman, Environmental Sustainability Coordinator, Facilities  
 Mark Lukitsch, Energy Manager, Facilities  
 Thomas Pagani, Student Intern, Facilities

## The Interventions

- We began by measuring the height of open fume hoods in each lab.
- To educate researchers, we sent mock energy bills to PIs documenting how much energy and money their specific open fume hoods used.
- To remind researchers, we placed researcher-designed neon stickers on each fume hood prompting them to "Close the \$ash" when done.
- During audits, we alerted researchers that we would be back to check the heights again.
- We ran a contest that resulted in a free pizza to any lab whose fume hood was found closed 3 times in a row.

## The Results/Progress to Date



**Lasting Impact:** How many of the 24 Pizza Winners Continued to Close their Hoods When the Contest Was Over?

Audit Date	Closed hoods	% of winners
23-Sep	20	83%
31-Oct	22	92%
21-Nov	21	88%
20-Dec	23	96%

## Lessons Learned

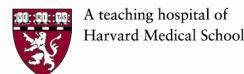
- Personal incentives are more effective than information, prompts or monitoring.
- Changed habits last after the incentive disappears.

## Next Steps/What Should Happen Next

- Research North labs that did not win the first time are going to play until they win.
- The contest is being rolled out at CLS.



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