



The Premier Energy Training Workshop
and Trade Show for Federal Agencies

A River of Energy Solutions

Change Through Engagement

Brian Gilligan, PE, LEED-AP
GSA, Center for Workplace Strategy

Green Is An Attitude

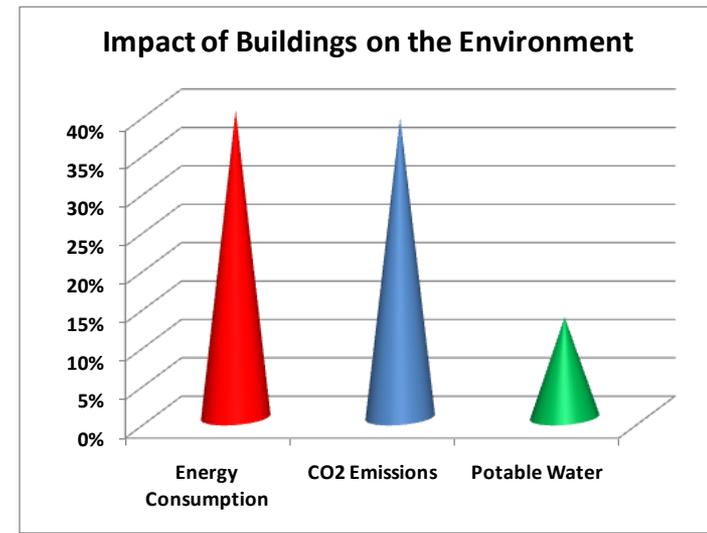
Engage the individual and help change the culture that influences the individual

- Engage tenants and motivate individual action
- Develop compelling and consistent messaging
- Involve senior leadership and networks from multiple agencies
- Encourage all to lead by example



Why is individual behavior critical?

- Everyday behaviors impact the environment
 - Energy and water use
 - Indoor environmental quality (IEQ)
 - Waste generation
 - Use of space



How do you change behavior?

Behavior Change = **Motivation** + **Ability** + **Context**

***Do you want
to change the
behavior?***

***Are you able to,
do you have
control?***

***Does the office
culture aid or
inhibit change?***

We need to change the behaviors of many people in many roles
(*occupant, property manager, senior leadership*)

What are the main challenges?

Behavior Change = **Motivation** + **Ability** + **Context**

People not aware of their impact;

People not aware of benefits

Limited authority;

Split incentives;

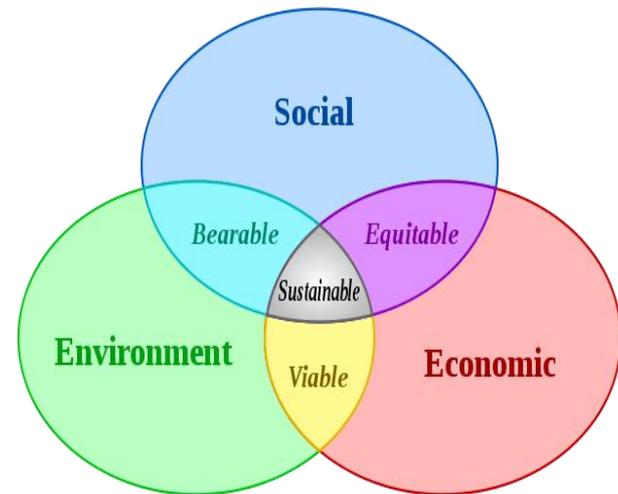
Perceived higher cost of being green

Office culture does not support;

Perceived conflict with comfort or status

How do you change behavior?

- Make people aware of their environmental impact...
 - Most people want to be part of the solution 
- and widen the perspective – social and economic benefits



The Triple Bottom Line

What's in it for me?

- Sustainable behaviors benefit individuals

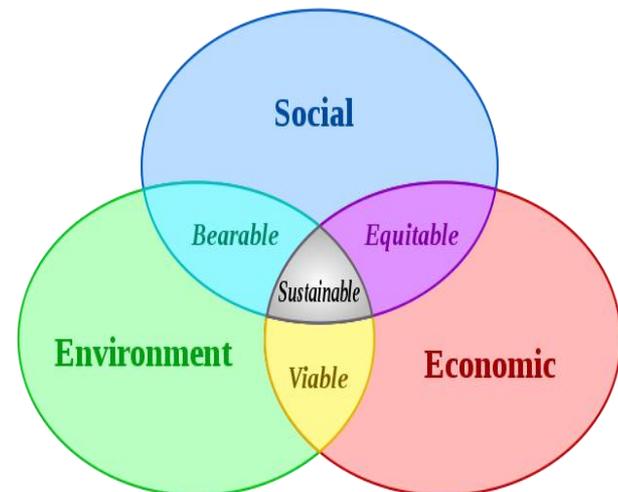
- Personal health and wellness



- Personal cost savings



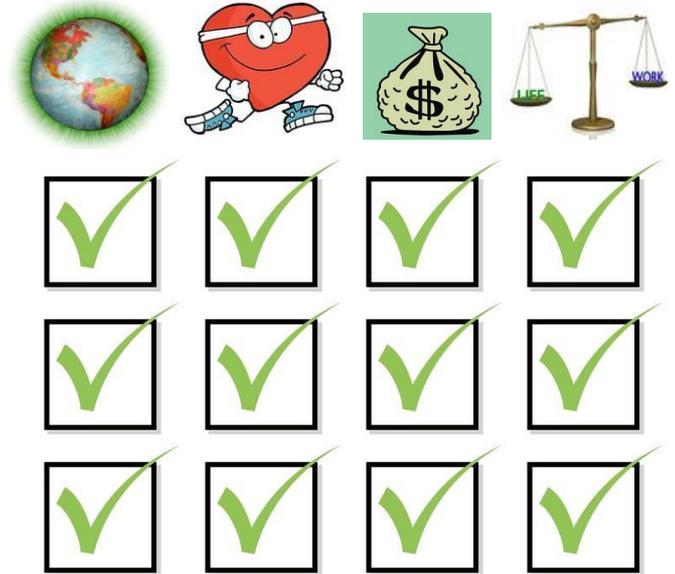
- Work / life balance



The Triple Bottom Line

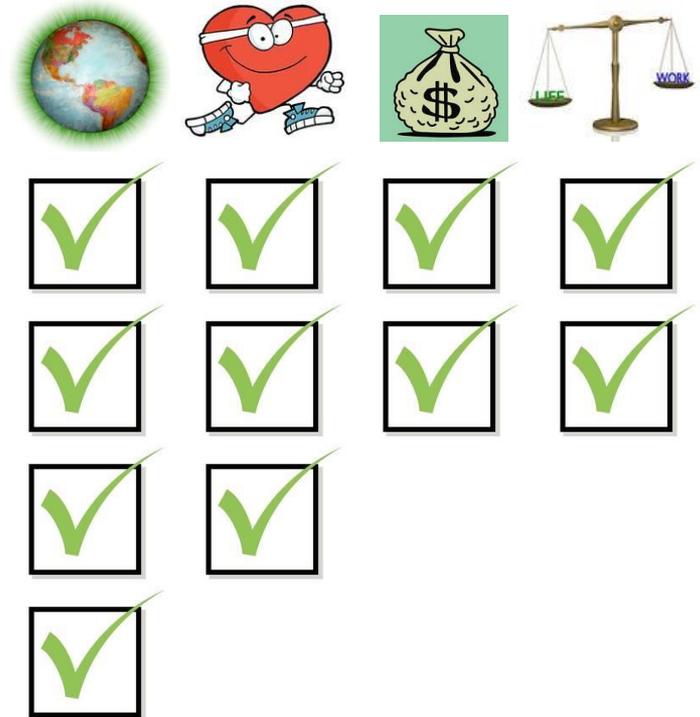
What can people do? - General

- **Support GSA list of green behaviors**
- Participate in a Green Team or Council
- Adopt alternative workplace strategies



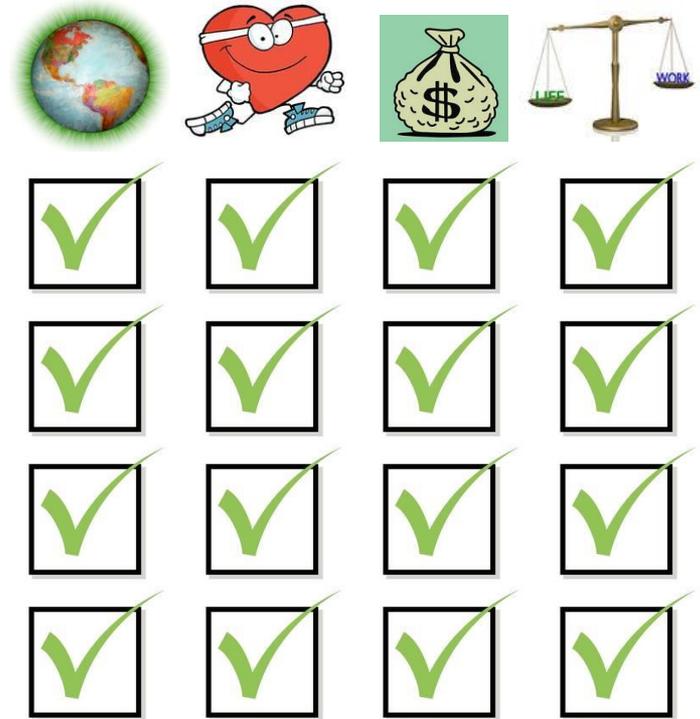
What can people do? – Energy / Water

- Participate in alternative workplace
- Dress for comfort
- Reduce personal appliances
- Turn off equipment and lights



What can people do? – IEQ

- Keep HVAC system unobstructed
- Keep harmful chemicals out
- Encourage plants in the workplace
- Report moisture immediately



What can people do? - Waste

- Support recycling and other diversion of solid waste



Sustainability Communication Plan

- Demonstrate clear support from senior leadership
- Promote through technical and regional networks
- Develop ties to extra-governmental organizations
- Disseminate messaging through channels
 - Identify and communicate individual success stories
- Create opportunities to engage tenants

Tailored Monthly Newsletters

- Increase awareness
 - Disseminate GSA's list of green behaviors
 - Highlight benefits to tenants
- Regional focus at first
- Transition to a local focus
 - Performance feedback
 - Building-specific needs

WHY SUSTAINABILITY MATTERS

Sound Matters 

For the Office: 

Quiet office spaces can help reduce stress and increase productivity.

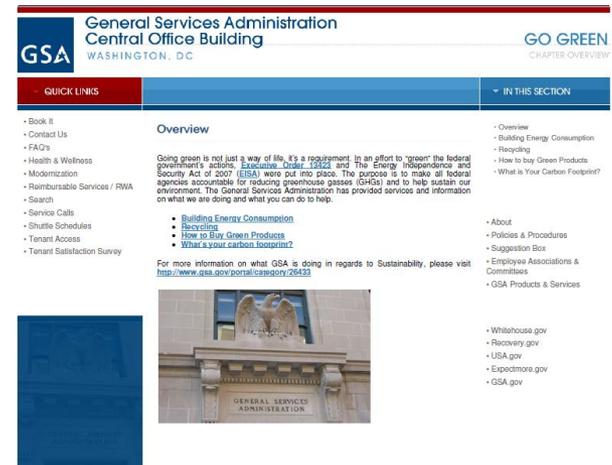
- Use a quiet voice in open and common areas.
- Limit exchanges with others in open environments not designated for teaming or meeting activities.
- Limit speakerphone use in open office settings.
- Limit pre / post meeting conversations in open areas.
- Close meeting room doors.
- Limit cell phone conversations in open areas.
- Avoid calling out to coworkers. Instead, walk over to someone if you need to speak with them.

A quiet mind cureth all. – Robert Burton



Tenant Electronic Communities Handbook

- Links sustainability to a tenant's specific interest in the building
- High-level information, links to richer sources
- Sends active messages
 - Actual building performance
 - What to do on high impact days
 - Links to additional information
- Analytics track effectiveness



The screenshot displays the GSA website's 'GO GREEN' chapter overview page. The header includes the GSA logo, 'General Services Administration Central Office Building WASHINGTON, D.C.', and the 'GO GREEN CHAPTER OVERVIEW' title. A navigation bar contains 'QUICK LINKS' and 'IN THIS SECTION'. The main content area features an 'Overview' section with a paragraph about the federal government's commitment to green buildings under the Energy Independence and Security Act of 2007 (EISA). Below this, there are three bullet points: 'Building Energy Consumption', 'Recycling', and 'How to Buy Green Products'. A link to 'What's your carbon footprint?' is also present. To the right, a sidebar lists various links such as 'Overview', 'Building Energy Consumption', 'Recycling', 'How to Buy Green Products', 'What is Your Carbon Footprint?', 'About', 'Policies & Procedures', 'Suggestion Box', 'Employee Associations & Committees', 'GSA Products & Services', 'Whitehouse.gov', 'Recovery.gov', 'USA.gov', 'Expectmore.gov', and 'GSA.gov'. At the bottom, there is a photograph of the General Services Administration building entrance.

Collaboration At The Local Level

Green Teams / Tenant Councils

- Senior leadership launch
- Multi-tenant representation
- GSA conducts green training
- Goals set at local level
- Measure and reward progress
- Celebrate successes



A Focus on Friendly Competitions

- Align with appropriate benchmarks
- Local competition with neighbors
- Accepting a personal challenge
- Future challenge at agency level?



Buy-In For The Alternative Workplace

- Make the workspace support the mission
- Personal vs. collaborative space
- Gauge mobility readiness and appetite
- Address middle-management support
- Set workplace-related sustainability goals
 - The greenest square foot is the one we cut
 - Quantity does not equal quality



The Path Forward

- Move from plan to implementation
- GSA walks the walk then engages clients
- See you on TECH, a Green Team or an Agency Challenge!



Contact Me

Brian Gilligan, PE, LEED-AP

(202) 208-0660

brian.gilligan@gsa.gov