**Behavior Change Campaigns** - Directory of sustainability behavior change campaigns to engage residents and businesses [www.rccmn.co/behavior-change-campaigns/](http://rccmn.co/behavior-change-campaigns/)

* **Currently available for MN Cities & communities** with resource links

(Please send us [sean@rccmn.co](mailto:sean@rccmn.co) ones we’ve missed so we can add them)

* **Focused, easy to use, measurable** campaigns, with sample messages
* **Topics** **covered**- Energy Efficiency, Renewable Energy Waste Reduction, Water quality/pollinators/landscaping, Active Living, Local Food, Electric Vehicles, Forestry

**Energy Efficiency**

- Partners in Energy,

- Energy Audits/Weatherization,

- Lighting/ LEDs

**Resources:** CERTs, MN CEE, Utilities, Community Action Agencies, EPA Energy Smart, MN PACE

**Renewable Energy**

- Buy Green Power – utility programs to purchase renewables

- Community Solar Gardens

- Rooftop PV Solar Bulk Buys

**Resources**: MPCA CERT, MN CEE, Utilities, MRES, MREA

**Waste Reduction**

-recycling block leaders,

-recycling guides,

- water refill stations,

-re-use events,

- fix it clinics,

- Rain Barrel/Compost Bin Sales

**Resources**: County grants & master recyclers, MPCA, Recycling Association of MN, MN Compost Council

**Water Quality, Pollinators & Landscaping**

- Adopt a Drain

- Earth Day Clean ups,

- rain barrels & gardens,

- mow high,

- native/pollinator/wildlife friendly yards.

Resources:

master gardeners, naturalists and water stewards, watershed and soil & water conservation districts, Extension, garden clubs, garden centers

**Active Living**

- Bike Month

- bike rodeos,

- bike/walk to school,

- open streets,

- bike friendly communities certification

Resources:

County MnSHIP grants, Bike MN, Bike Clubs, MnDOT safe routes to school

**Local Food**

-seed give aways,

-garden share,

- farmer’s markets,

- CSAs,

- community gardens,

- farm to school,

- food preservation,

- food waste reduction

Resources:

food shelves, congregations, schools, SHIP

**Electric Vehicles**

- E.V.s at events,

- Q & A discussions

- Residential incentives to add EV charging

- Public EV Charging Infrastructure

- Multifamily EV Charging

Resources:

EV Owners Groups, Utilities, GPI/CERTS

**Forestry**

- tree sales

- EAB awareness

- adopt a tree

Resources:

MnSTAC, Arbor Day Foundation

|  |  |
| --- | --- |
| **Example MN Based sample Behavior Change Campaigns**  And resource people ([Please add your examples and resources to our list](https://docs.google.com/document/d/1ecBZ6tYhMtg9wweYvjVG_PI27zBbFTAPHWkSYPiez8Y/edit?usp=sharing)) | |
| **Energy Efficiency**   * Partners in Energy, * Energy Audits/Weatherization, * Lighting/ LEDs   **Resources:**  CERT, MN CEE, Utilities, Community Action Agencies, EPA Energy Smart, MN PACE | **Renewable Energy**   * Buy Green Power – utility programs to purchase renewables * Community Solar Gardens * Rooftop PV Solar Bulk Buys   **Resources:**  MPCA CERT, MN CEE, Utilities, MRES, MREA |
| **Waste Reduction**   * recycling block leaders, * recycling guides, * water refill stations, * re-use events, * fix it clinics, * Rain Barrel/Compost Bin Sales   **Resources:** County grants & master recyclers, MPCA, Recycling Association of MN, MN Compost Council | **Water Quality & Landscaping** -.   * Adopt a Drain * Earth Day Clean ups, * rain barrels & gardens, * mow high, * native/pollinator/wildlife friendly yards.   **Resources**:  master gardeners, naturalists and water stewards, watershed and soil & water conservation districts, Extension, garden clubs, garden centers |
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| **Electric Vehicles**   * E.V.s at events, * Q & A discussions * Residential incentives to add EV charging * Public EV Charging Infrastructure * Multifamily EV Charging   **Resources:**  EV Owners Groups, Utilities, GPI/CERTS | **Forestry**   * tree sales * EAB awareness * adopt a tree   **Resources:**  MnSTAC, Arbor Day Foundation |