

*Saving energy when others pay the bill: field experiments on energy conservation in firms, student housing and hotels.*

*Financial incentives are a popular tool for motivating people to reduce their energy consumption. However, in many situations, such financial incentives are irrelevant or impractical. In these instances, other approaches may offer promising alternatives for motivating individuals to act pro-environmentally. In this talk, I will discuss experimental field studies on such non-financial approaches and will dig more deeply into one specific project. In collaboration with a chain of hotels (the Student Hotel), we have installed detailed measurement equipment in 156 rooms, which measures electricity, hot water, and thermostat use on a minute to minute basis. The hotel allows us to run field experiments combined with surveys to test energy conservation interventions. I will discuss the results of experiments in which we manipulated feedback, reciprocity and level of construal of the energy conservation interventions. We study the effects of these variables on objective as well as self-reported energy use, spillover to other energy behaviors, and more. I will link our findings to self- and other-oriented motivations and construal level theory and will outline future directions of our 'living lab'.*