



CLIMATE CULTURE



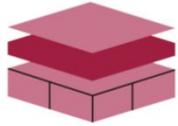
Achieving the IRA's Potential: The Role of NGOs



NGOs can address the gaps that government and market forces can't always cover along behavioral pathways.



The IRA ask new behaviors of Americans: 8 emissions-reducing behaviors the IRA incentivizes



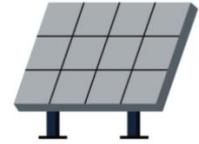
Insulate
the home



Energy retrofit
the home



Install solar
panels



Sign up for
community solar



Purchase a heat
pump water heater



Install a heat
pump AC



Purchase
an EV



Purchase a heat
pump dryer

We measured adoption...

Insulate the home

Do you currently do it?

46%

Energy retrofit the home

Do you currently do it?

31%

Install solar panels

Do you currently do it?

14%

Sign up for community solar

Do you currently do it?

11%

Purchase a HP water heater

Do you currently do it?

31%

Install a Heat Pump (HP) AC

Do you currently do it?

30%

Purchase an EV

Do you currently do it?

12%

Purchase a HP dryer

Do you currently do it?

16%

We measured adoption and the upstream predictors and levers of adoption.

Insulate the home

Do you currently do it?

46%

Do you intend to do it?

33%

Would you join a program?

51%

Have you considered it?

35%

Energy retrofit the home

Do you currently do it?

31%

Do you intend to do it?

34%

Would you join a program?

57%

Have you considered it?

53%

Install solar panels

Do you currently do it?

14%

Do you intend to do it?

26%

Would you join a program?

51%

Have you considered it?

42%

Sign up for community solar

Do you currently do it?

11%

Do you intend to do it?

27%

Would you join a program?

52%

Have you considered it?

26%

Purchase a HP water heater

Do you currently do it?

31%

Do you intend to do it?

32%

Would you join a program?

45%

Have you considered it?

27%

Install a Heat Pump (HP) AC

Do you currently do it?

30%

Do you intend to do it?

30%

Would you join a program?

43%

Have you considered it?

33%

Purchase an EV

Do you currently do it?

12%

Do you intend to do it?

37%

Would you join a program?

52%

Have you considered it?

47%

Purchase a HP dryer

Do you currently do it?

16%

Do you intend to do it?

25%

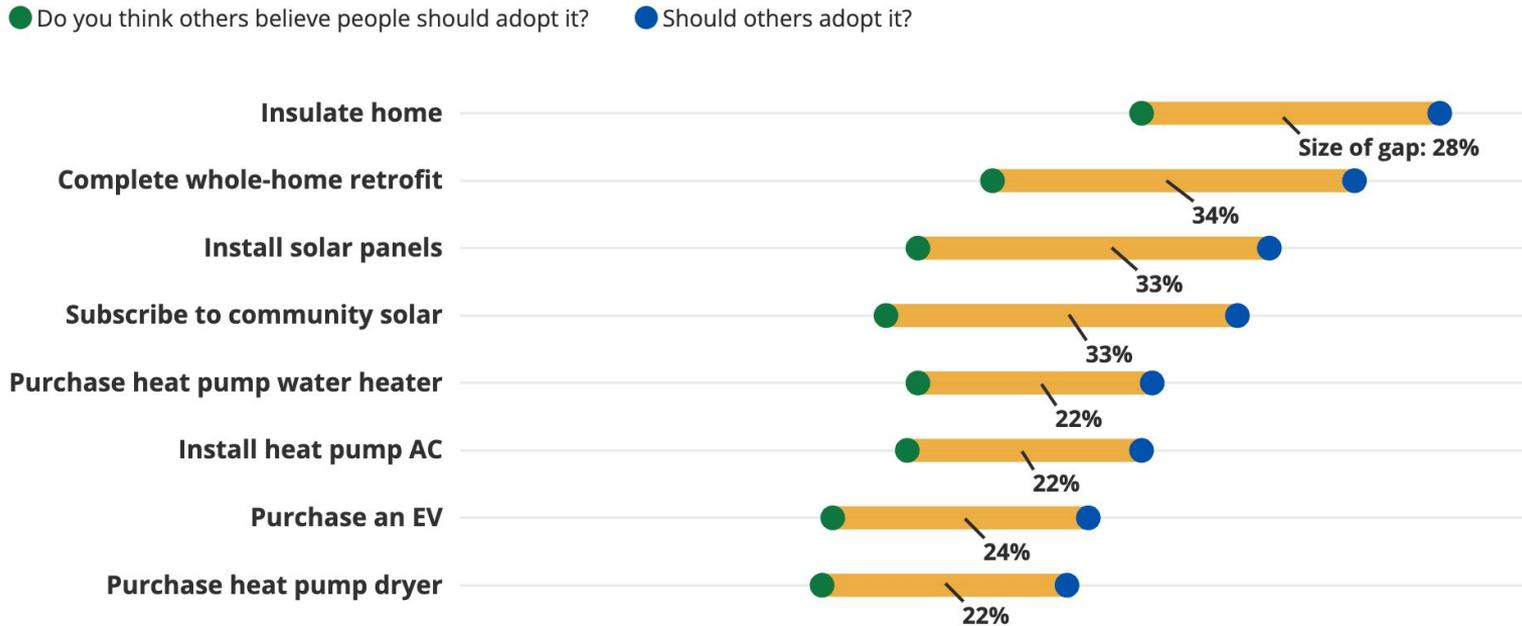
Would you join a program?

40%

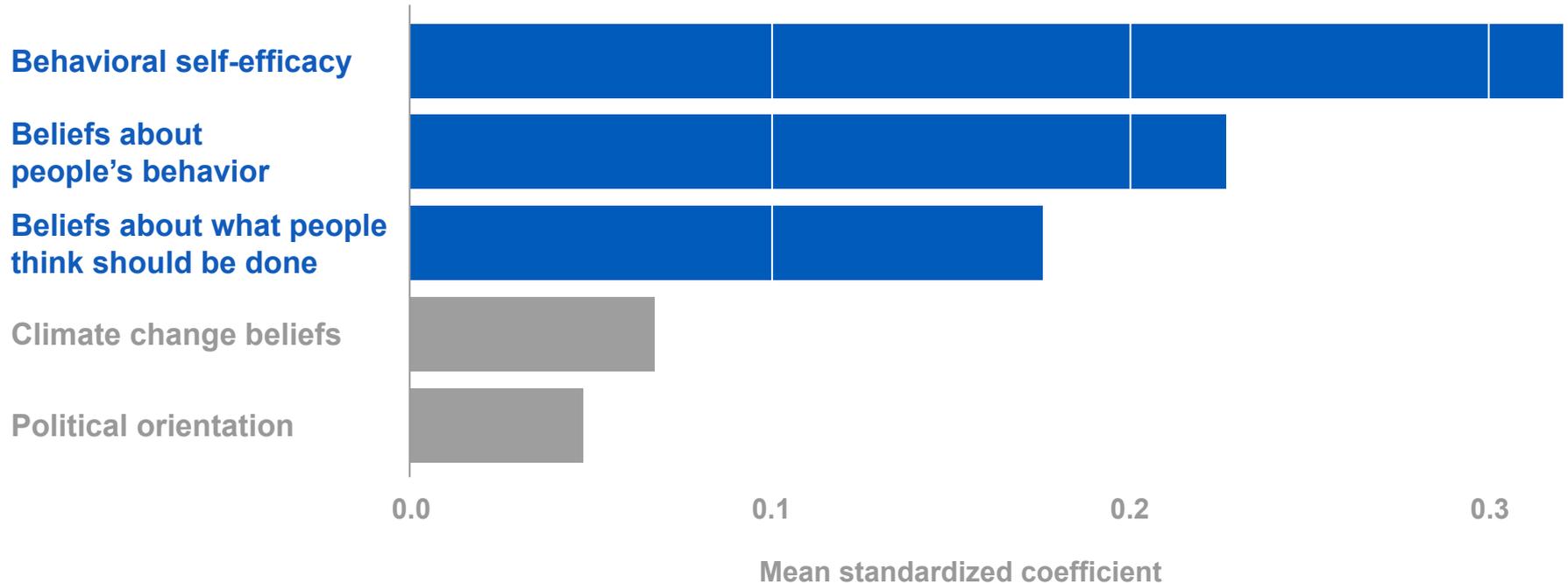
Have you considered it?

19%

There is a **normative bubble** waiting to be popped: Americans believe these behaviors are **important**, but they don't realize **others believe the same**.



Behavioral interventions that increase the **belief that others are engaging** and **boosting a person's self-efficacy** are more likely to increase an intention to adopt.



Just search for...

Climate Culture IRA Index

rare.org/climate-culture-ira-index



CLIMATE CULTURE IRA INDEX

New study shows Americans are more likely to adopt the new climate law's behaviors if they think their peers are doing it too.

In August 2022, the United States signed landmark climate change legislation into law. The Inflation Reduction Act is the most promising package of climate policy investments in U.S. history.

The climate change legislation supports the case that [individual climate actions matter](#). But it's one thing to incentivize electric vehicles, solar panels, and energy conservation measures; it's another to get millions of Americans to act and adopt them. Rare's research on the state of our beliefs related to climate action shows that the [strongest unique predictor of climate action](#) is whether a person believes that other people are taking action.

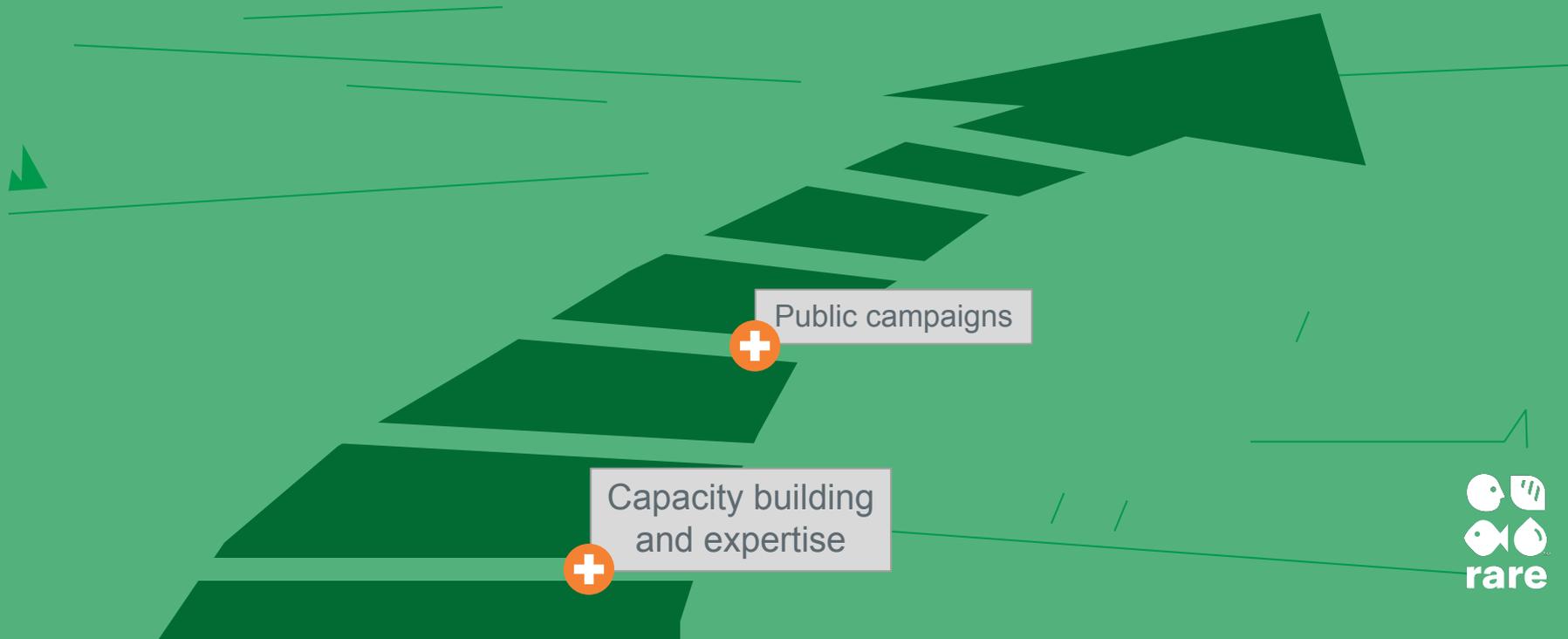
Rare's Climate Culture Index: A research initiative measuring the climate mindsets of ...

Climate change - Climate change refers to long-term shifts in temperatures and...

Climate Culture Index

Watch on YouTube

Next example...



In the past, entertainment influenced the public's beliefs and behaviors.

1988-1994: Cheers TV show featured "designated drivers" in the script



Behaviors changed

62%

of frequent drinkers served as a designated driver and/or been driven home by one in 1998

Outcomes changed

30%

Decline in alcohol-related driving fatalities by the end of the campaign



Now imagine the potential for behavioral pathways

Entertainment and social media can measurably normalize climate action.

'Down to Earth with Zac Efron' on Netflix



Campaign surfaced on social media



Viewers engage on climate action site



Measurable behavior change and emissions reduction

Last example...



On the ground
Implementation



Assistance to
increase access



SHINE Community Solar



*abc*d



While in early pilot phase in Boston, the SHINE vision is a model for replication.

Climate Benefits



Increased renewable, local energy production

Reduced fossil fuel transportation

Workforce for the electrification of everything

Community Benefits



Job training and employment

Household savings

Climate resilience

A model to spread



Metro Boston and beyond

Ready-made partner network

Influence on IRA deployment



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