

The CRed System: a behaviour change tool for carbon reduction



The CRed system was launched in May 2003 to communicate the issue of climate change, provide solutions to individuals in order to reduce their carbon dioxide emissions and record the results. CRed's ambition; to create visible community of individuals whose energy saving actions would lead to a 60% reduction in carbon dioxide emissions by 2025, providing a road map for others to follow.

Over the past seven years the CRed system has developed and grown. In 2003, seven simple pledges were the original starting point, now CRed has over 70 pledges and has developed a unique system of pathways to provide the individual with guidance along their low carbon journey. Then we were working on our own. Now we have many partners; individuals, businesses, local authorities, local and national government and educational organisations.

This document provides an overview of a user journey through the CRed System. From the welcome page to making and completing a carbon reduction pledge it aims to demonstrate how an organisations low carbon ambition can be communicated to its community, engaging and encouraging individuals to take visible action.



For more information please contact matt.taylor@uea.ac.uk 01603 592 838

Welcome page and getting started

The CRed system has one key objective; to give an individual the opportunity to record their energy saving actions. The welcome page highlights an organisation's ambition, presenting in a graphic form all of the pledge pathways that individuals are able to participate in. With emphasis placed on getting people to pledge to take action as soon as possible 'Make a pledge' is highlighted as a key activity and leads directly into the login page.



Welcome to your organisation: Stating your ambition

Welcome to CRed

Example

The link between energy use and climate change is well known but did you know that each of us in the UK produces about 10 tonnes of carbon dioxide (CO2) each year through energy consumption at home, work and through transport? CRed has been developed by the Low Carbon Innovation Centre at UEA to help you understand the environmental impact of your behaviour, to commit to and track pledges to change it, and to make you aware of initiatives which might help you in meeting your pledges.

MAKE A PLEDGE

MY PLEDGES

Emphasis on getting people to start pledging to make carbon reducing actions.

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LEIC wins low carbon first bid



Additional information bar enables members of your community to find out more about what's going on.

Graphic representation of all of the pledge pathways. In this instance for 'Domestic' energy pledges.

COMMUNITY

TOTAL MEMBERS: 41

TOTAL PLEDGES: 25 (6.772 tonnes)

Example
Login

Communicating your community or organisations current membership; total pledges and estimated tonnes of CO₂ saved

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Pledge pathway page

Once a user has logged in they are able to see all of the possible pledge pathways. Each pathway has its own separate graphic icon highlighting the different realms of an individuals 'energy environment', in this case, those in a domestic environment. Clicking on the icon will take the user directly to that pathway and its associated pledges e.g. Heating and comfort.



Personal and Community tabs: PERSONAL enables the individual to see their own pledge total; pledges made (and total estimated CO₂ that could be reduced and completed pledges). COMMUNITY pledge totals (and the estimated CO₂ saving that is achievable /has been achieved)

Tabs separate different realms of an individuals energy environment

Click on icon to go to that pathway e.g. Heating and comfort

Clicking on 'User name' enables user to edit and amend their contact details
Logout button



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Pledge pathway page: pledges available

Emphasising the need for users to be able to pledge easily the pathway page provides an account of all the pledges available and their pledge status - the actions that have already been undertaken and those that are available. Using RAG colour coding; actions that have not been pledged to are coloured red, actions that have been pledged by the user but not completed are coloured amber and the actions that have been completed are green starred. In the below example four pledges have been made, one of which has been completed with four pledges remaining unmade.



Shows pledge pathway, the pledges available and their status; not made (red), have been made (orange) and completed (green)

Clicking on the pledge title takes the user to that particular pledge.

Enables the user to go back to the pledge pathways

The screenshot shows a web interface for 'Pledges'. At the top, there is a navigation bar with links: HOME / INFO / NEWS / EVENTS / CASE STUDIES / CRed DEMYSTIFIED / LCIC launches CRed 2. The main content is divided into three sections: 'Pledges', 'MY PLEDGES', and 'MORE PLEDGES'. The 'Pledges' section is titled 'Heating and comfort' and lists eight items with status icons: 'Take the heating and comfort challenge' (orange), 'Check your heating controls' (green), 'Draft proof your home' (red), 'Install radiator panels' (orange), 'Increase your loft insulation' (orange), 'install full loft insulation' (red), 'Install cavity wall insulation' (red), and 'Replace boiler' (red). The 'MY PLEDGES' section shows 'PERSONAL' and 'COMMUNITY' tabs. The 'PERSONAL' tab displays 'TOTAL PLEDGES: 20 (4.825 tonnes)' and 'COMPLETED PLEDGES: 9 (967.0 kg)'. The 'COMMUNITY' tab shows 'Mr Firstname Surname' and a 'Logout' link. The 'MORE PLEDGES' section is a simple button. A large graphic on the right shows a person in red pants standing next to a radiator, with the title 'Heating and comfort' and a summary text: 'We all feel better in a warm and comfortable home. The pledges on the left are here to help you find out if there are any actions you can undertake to keep your home snug.'

Text provides a summary of the pathway.

Each pledge pathway has its own graphic icon



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Pledge pathway page: choosing a pledge and information

When a user clicks on a pledge title e.g. 'Install cavity wall insulation' they are able to view information about the pledge. If a pledge has an estimated CO₂ saving this is also made visible. A call to action encouraging individuals to commit is highlighted by the 'MAKE THIS PLEDGE NOW' button.



To view pledge details user clicks on pledge title

The screenshot shows a web interface for CRed. On the left is a blue sidebar with a 'Pledges' section containing a list of items: 'Take the heating and comfort challenge', 'Check your heating controls', 'Draft proof your home', 'Install radiator panels', 'Increase your loft insulation', 'Install full loft insulation', 'Install cavity wall insulation' (highlighted), and 'Replace boiler'. Below this are 'MY PLEDGES' and 'MORE PLEDGES' sections. The main content area features a large banner for 'Install cavity wall insulation' with a 'MAKE THIS PLEDGE NOW' button, a warning icon, and a 'Potential Carbon Saving: 1120.0' value. Below the banner are links for 'Description' and 'Click here for more information'. At the bottom, there are tabs for 'PERSONAL' and 'COMMUNITY', and a summary table:

PERSONAL	COMMUNITY
TOTAL PLEDGES: 20 (4.825 tonnes)	Mr Firstname Surname
COMPLETED PLEDGES: 9 (967.0 kg)	Logout

Large 'MAKE THIS PLEDGE NOW' button is a call to action for the user to undertake this activity.

An estimated CO₂ total is generally provided.



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Pledge pathway page: pledge information

It is important to be able to provide the user with information about the pledge. Clicking on 'About this pledge' provides general information. However, in order to make the site as relevant as possible 'Further information' can be entered by the local administrator, making it specific to the local campaign and increasing the opportunity for an individual to complete their low carbon pledge.



Clicking on 'Description' displays more information.

Clicking on 'Click here for more information' displays site specific information.

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LCIC launches CRed 2

Pledges

Heating and comfort

- Take the heating and comfort challenge
- Check your heating controls
- Draft proof your home
- Install radiator panels
- Increase your loft insulation
- Install full loft insulation
- Install cavity wall insulation
- Replace boiler

MY PLEDGES

MORE PLEDGES

Description

Do you know whether your home has a cavity wall? If you do and it is currently uninsulated then you could save around 20-30% of your household energy by having it insulated?

Cavity wall insulation fills the gaps between the inner and outer walls of your house reducing the amount of heat that escapes. It is one of the most effective ways to reduce your CO₂ footprint whilst helping you keep you home warm and cosy.

Click here for more information

Any home built after the 1930's could have a cavity wall construction. Insulating this is one of the most effective ways to reduce your CO₂ footprint as it could save 20 – 30% of your household energy. How much you save will depend on what type of house you have (terrace, semi-detached, detached etc); how large it is; which fuel you use for heating; whether it was built before 1976 or after, and how efficient your boiler is. The less efficient your boiler, the more you will save.

The example used is for a semi-detached house with 87m² of floor space over two floors, built before 1976, using gas for heating. Insulating the cavity in this case will...

PERSONAL COMMUNITY

TOTAL PLEDGES: **20 (4.825 tonnes)** [Mr Firstname Surname](#)

COMPLETED PLEDGES: **9 (967.0 kg)** [Logout](#)

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Pledge pathway page: making a pledge

Once a user has decided upon an action they are able to do they click the 'MAKE THIS PLEDGE NOW' button. The status of the pledge is immediately updated (colour is changed to amber to demonstrate the activity has been pledged) and the TOTAL PLEDGES figure increases accordingly. Emphasis is then placed on getting an individual to complete this action.



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Welcome to CRed ... Getting latest news ...

Pledges

Heating and comfort

- Take the heating and comfort challenge
- Check your heating controls
- Draft proof your home
- Install radiator panels
- Increase your loft insulation
- Install full loft insulation
- Install cavity wall insulation**
- Replace boiler

MY PLEDGES

MORE PLEDGES

Install cavity wall insulation

COMPLETE THIS PLEDGE

Potential Carbon Saving: **1120.0**

[I can not complete this pledge](#)

► Description
► Click here for more information

PERSONAL COMMUNITY

TOTAL PLEDGES: **21 (5.945 tonnes)** [Mr Firstname Surname](#)
COMPLETED PLEDGES: **9 (967.0 kg)** [Logout](#)

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Icon changes to amber, demonstrating action has been taken. Emphasis now placed to 'complete' this pledge

'I cannot complete this pledge' enables the user to 'undo' any pledges that they are unable to achieve should a users circumstance change

Total pledges made and possible CO₂ saving immediately updated



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Pledge page: completing a pledge

If a user has achieved the pledge they can demonstrate this achievement by clicking on 'COMPLETE THIS PLEDGE' button. Once this is done it is recorded as 'ACHIEVED', immediately updating the pledge/carbon saved totaliser. The recording of completed pledges is important as it provides an organisation with an indication of achievement. Reminder e-mails are generated by the admin system to prompt users to return to the site to update their pledge status.

When a user has finished making pledges in a particular pathway they click the 'MORE PLEDGES' button to return them back to all the available pledge pathways.



Once a user confirms that they have completed a pledge by clicking on 'complete this pledge' the pledge icon becomes green demonstrating that the action has been achieved

A user is able to click to view MORE PLEDGES or to view a summary of their pledges by clicking on 'MY PLEDGES'

I have not completed this pledge

Potential Carbon Saving: 1120.0

- ▶ Description
- ▶ Click here for more information

PERSONAL COMMUNITY

TOTAL PLEDGES: 21 (5.945 tonnes)

COMPLETED PLEDGES: 10 (2.087 tonnes)

Mr Firstname Surname

Logout

Total personal completed pledges made and estimated CO₂ saving are immediately updated



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My Pledges 1: Review of user pledges in the pathways



'MY PLEDGES' allows the user to quickly see the pathways in which they have made pledges in order to review and amend if necessary. In this case the user has made pledges in six of the seven pathways. By clicking on a pathway icon a summary is provided of the actions that have been undertaken, allowing an opportunity to pledge to take new actions and complete those that have been achieved.

Pledge pathways in which the user has made pledges. By clicking on one of the icons the user can view the list of pledges and status in that pathway

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My Pledges

Domestic Workplace

- Good deeds and action
- Heating and comfort
- Renewable Energies
- Travel
- Waste
- Water

PERSONAL COMMUNITY

TOTAL PLEDGES: 21 (5.945 tonnes) Mr Firstname Surname

COMPLETED PLEDGES: 10 (2.087 tonnes) Logout

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My Pledges 2: Pledges made in a specific pathway

Highlights the status of all pledges that have been undertaken by a user including those that have been 'achieved'. This enables the user to review their pledge status and amend their totals if they have been able to complete some of them.



Lists the pledges made by the user in this pathway and their status. In this case it is possible to see that the user has made five pledges of which they have completed three.

If the user wishes to update a pledge they simply click on the pledge title to amend its status in the same way they would normally pledge e.g. Increase your loft insulation

Clicking on the 'COMMUNITY' tab enables the user to view the total number of Community members pledges, and the estimated CO₂ saving that is achievable.



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Instant stats: a snapshot of community activity

A snapshot of current activity can be viewed by clicking on Personal or Community TOTAL PLEDGES. This allows a user to gauge what others in their community are doing and provides the system administrator with immediate information to help target a campaign.



'Sort by' provides a variety of ways by which the user can interrogate the data

User can view instant stats by clicking on Total Pledges and Completed pledges in both PERSONAL and COMMUNITY tabs

Break down on activity in each pathway.

Summary data displays how many pledges have been made for each action and the completion rate of those pledges.

The screenshot shows the CRed website interface. At the top, there is a navigation menu: HOME / INFO / NEWS / EVENTS / CASE STUDIES / CRed DEMYSTIFIED. Below the menu, a welcome message reads: 'Welcome to CRed... Getting latest news...'. The main content area is divided into several sections:

- Total Pledges Community:** A red sidebar with a 'Sort by' dropdown menu. The menu options are: Pathway (Ascending), Pathway (Descending), Total Pledged (Ascending), Total Pledged (Descending), Total Completed (Ascending), and Total Completed (Descending). Below the menu are two blue buttons: 'MAKE A PLEDGE' and 'MY PLEDGES'.
- Good deeds and action (Domestic):** A central section with a background image of a kitchen. It lists five actions with progress bars:
 - Take a carbon footprint:** Pledged 3, Completed 1.
 - Switch off unused appliances:** Pledged 5, Completed 3.
 - Only boil water required in kettle:** Pledged 4, Completed 1.
 - Put on a jumper:** Pledged 7, Completed 2.
 - Dry washing outside:** Pledged 3, Completed 1.
- PERSONAL / COMMUNITY:** A dark grey bar with two tabs. The 'COMMUNITY' tab is selected. It displays:
 - TOTAL PLEDGES: 27 (12.315 tonnes)
 - COMPLETED PLEDGES: 19 (11.307 tonnes)
- User Profile:** Located in the bottom right of the dark grey bar, showing 'Mr Firstname Surname' and a 'Logout' link.

At the bottom of the page, there is a footer: 'Copyright | Contact | Original design by Special Design Studio'.



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Contact



For more information about the CRed System and how it could help your organisation please contact

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CRed is part of the Low Carbon Innovation Centre (LCIC) based at the University of East Anglia. LCIC's goal is to use current knowledge, new technologies and innovative approaches to enable organisations to achieve success in a low carbon economy. With a consultancy portfolio including carbon footprinting, life cycle analysis, climate change adaptation and total carbon management and with specialisation in knowledge and technology transfer through the Carbon Connections Innovation Fund, the CRed system sits perfectly amongst a suite of products that LCIC is able to offer.

Carbon can be complicated. LCIC is here to help.

If you would like to find out more about the carbon services LCIC provides, please contact us at 01603 591 379 or visit www.uea.ac.uk/lcic



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