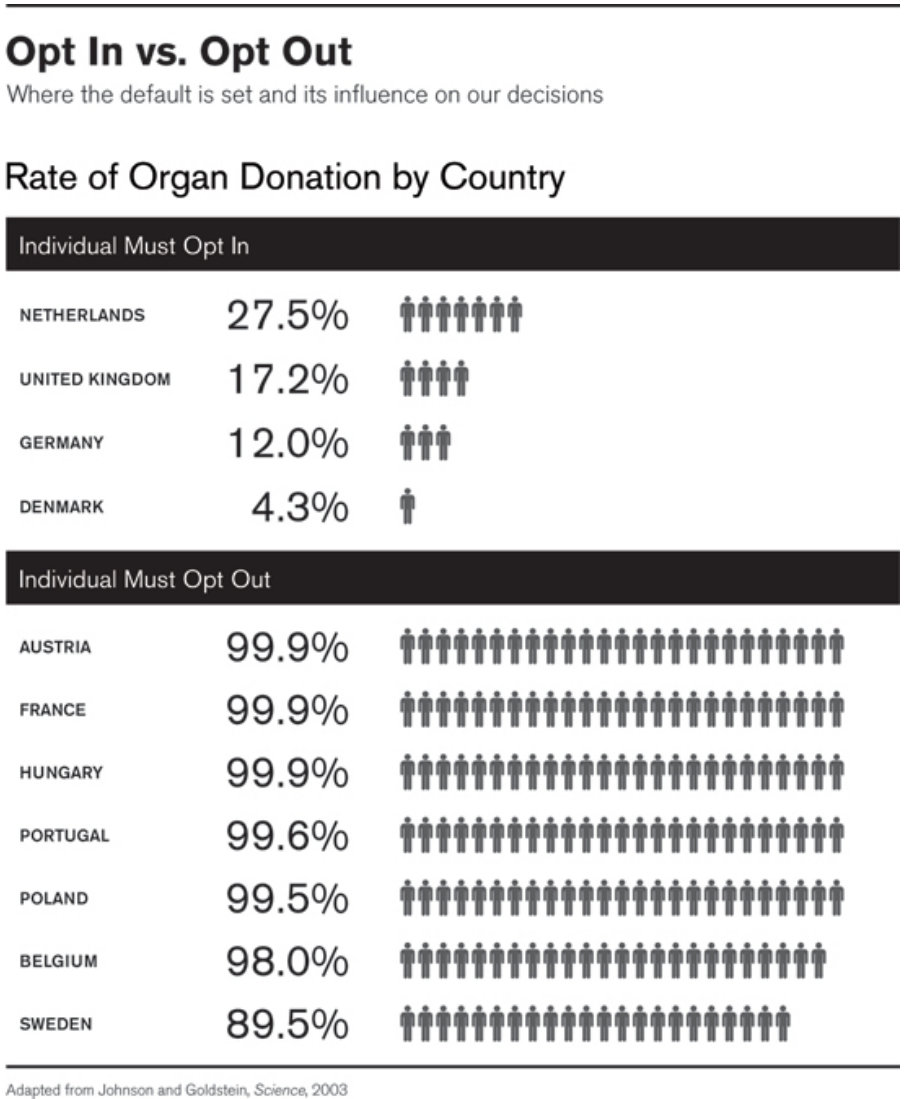
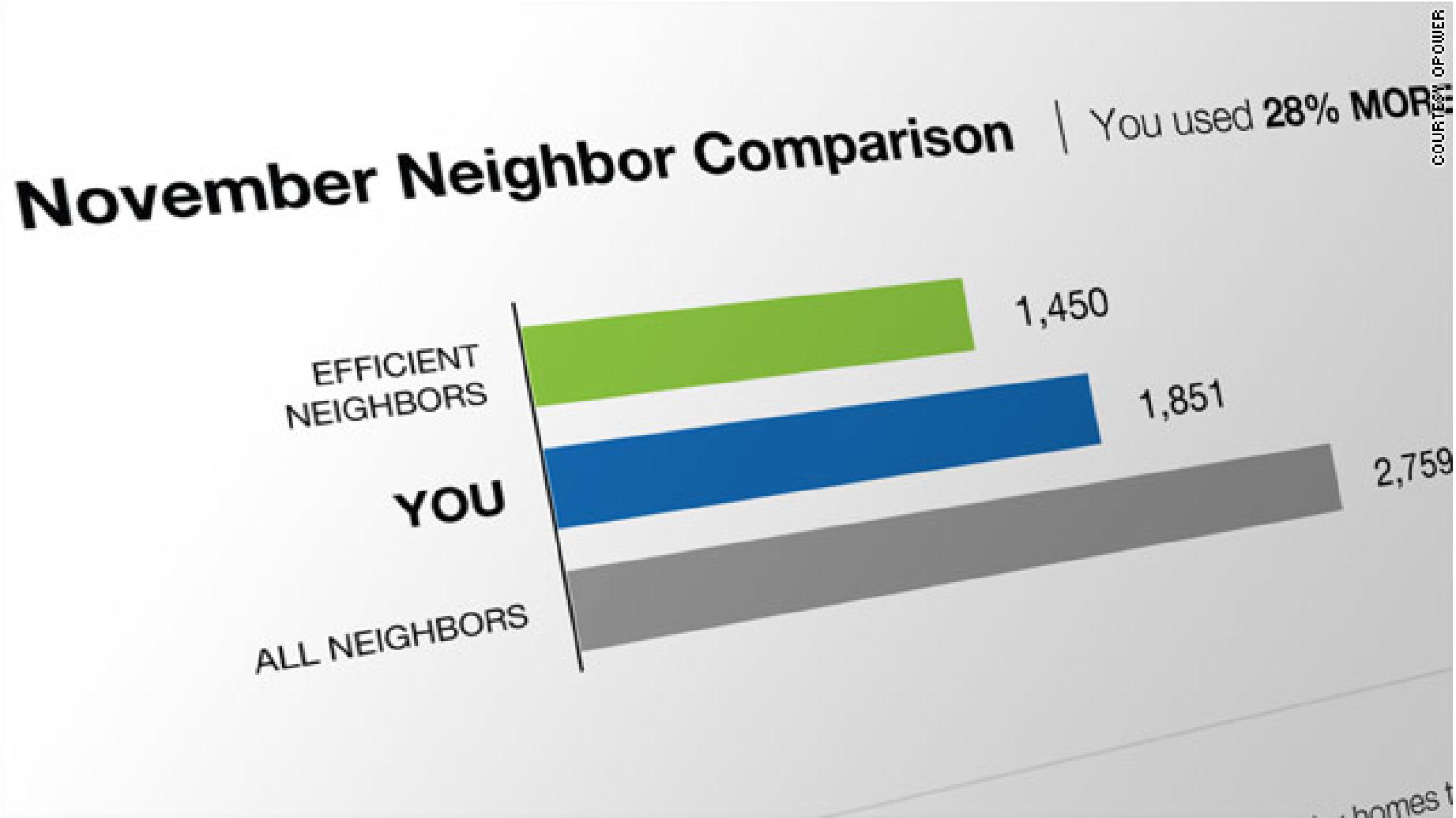
Choice architecture and professional decision-making with energy and environmental outcomes

Leidy Klotz
School of Engineering & School of Architecture

"Choice architecture" refers to the way information is presented to a decision maker.



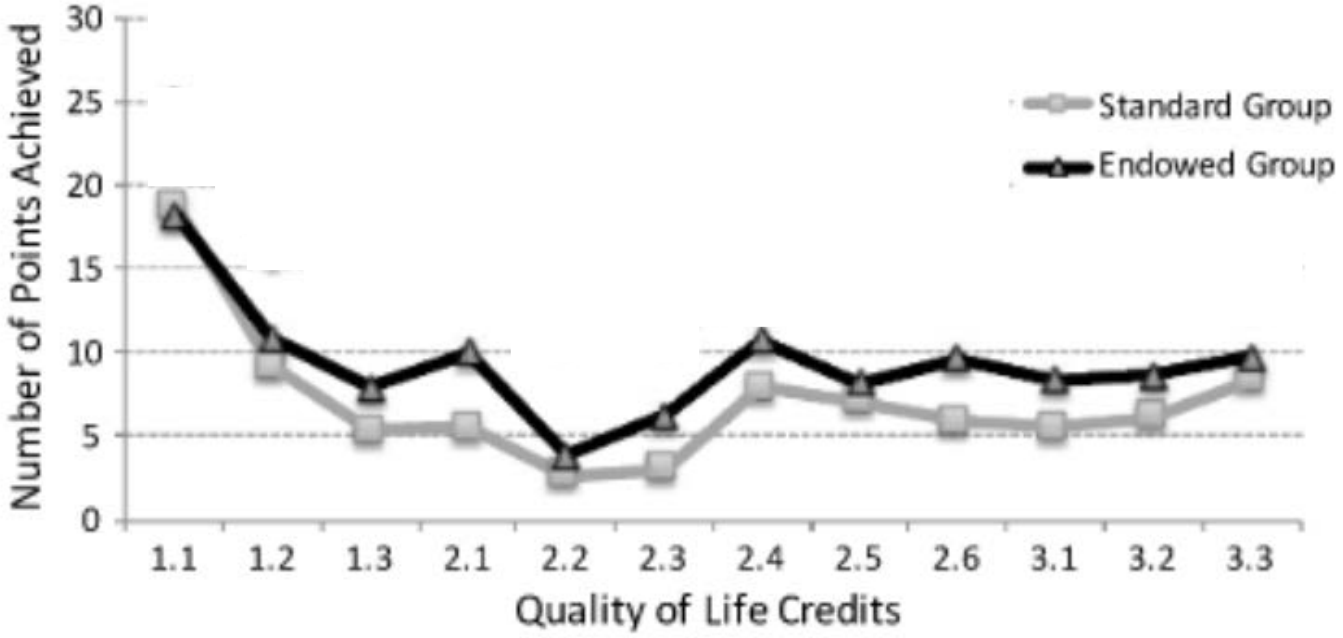
Choice architecture is being used for better energy outcomes, particularly in consumer-level decisions…



… and there are plenty of opportunities to do more.

Customers who choose not to shop for power will continue to purchase their electric commodity from PSE&G under regulated basic generation service.

Our research shows that choice architecture also shapes energy and environmental outcomes in professional decisions.



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Choice architecture in professional decisions has vast and untapped potential for environmental benefits.

- **Suppose different defaults led to just 10% better performance in "Reduce Greenhouse Gas Emissions."**
- **Applied to all U.S. infrastructure, this represents a reduction of over 1.5 *billion* tons of CO_2***
- **Compare this to the successful cash-for-clunkers program, which invested roughly $3 billion dollars to save an upward estimate of 30 *million* tons of CO_2**

*** estimate based on a per-capita carbon footprint of infrastructure of 53 tons and a U.S. population of 316 million).**

Please consider how you might use choice architecture for better energy and environmental outcomes.