

Does corporate social and environmental responsibility create value for customers?

It depends on
the Green
Bundle!

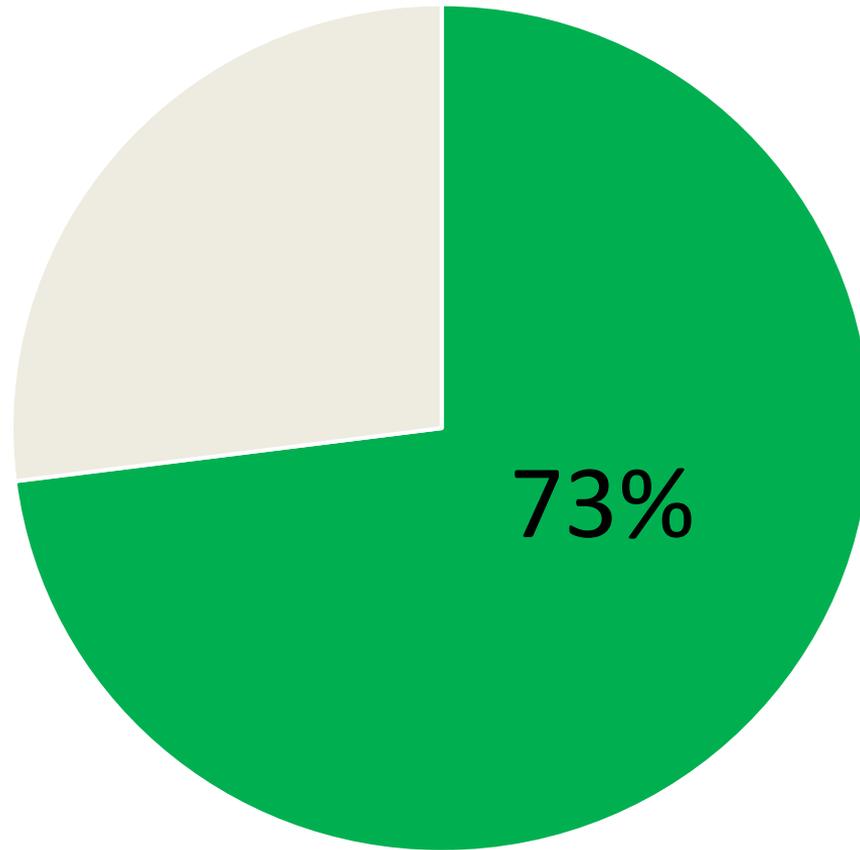
THE
GREEN
BUNDLE

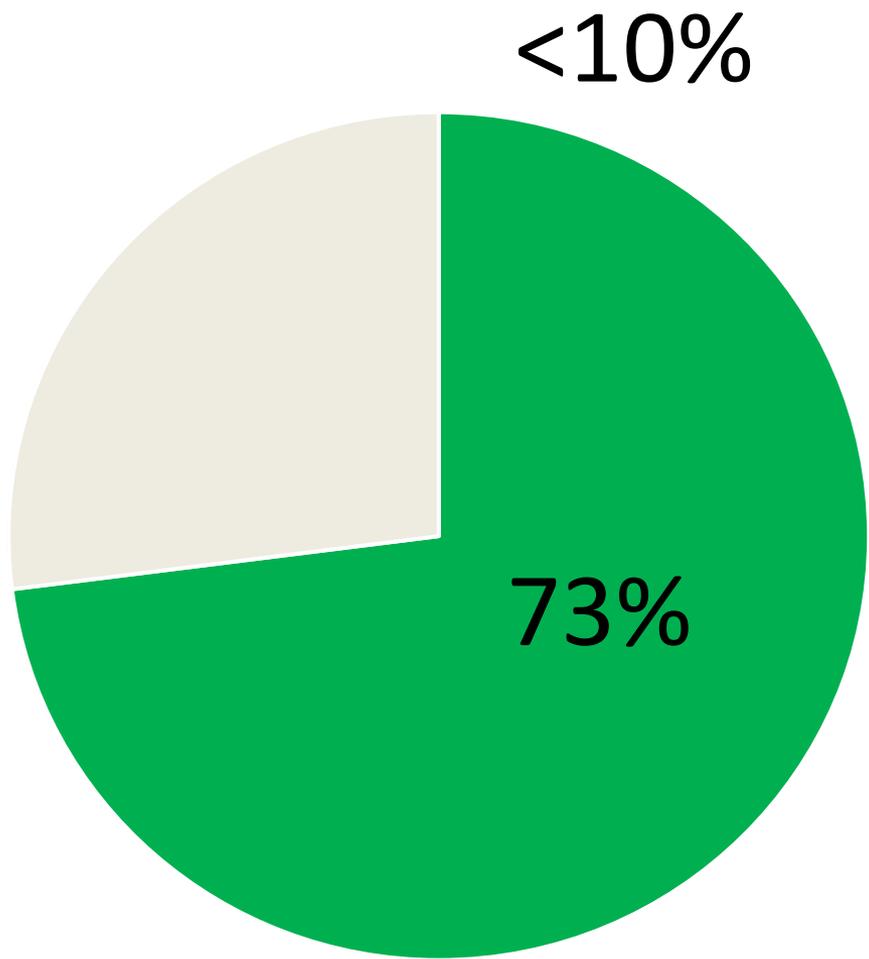


PAIRING THE MARKET
WITH THE PLANET

MAGALI A. DELMAS
WITH DAVID COLGAN

If things continue on their present course, we will soon experience a major catastrophe....





Dark Green Consumers

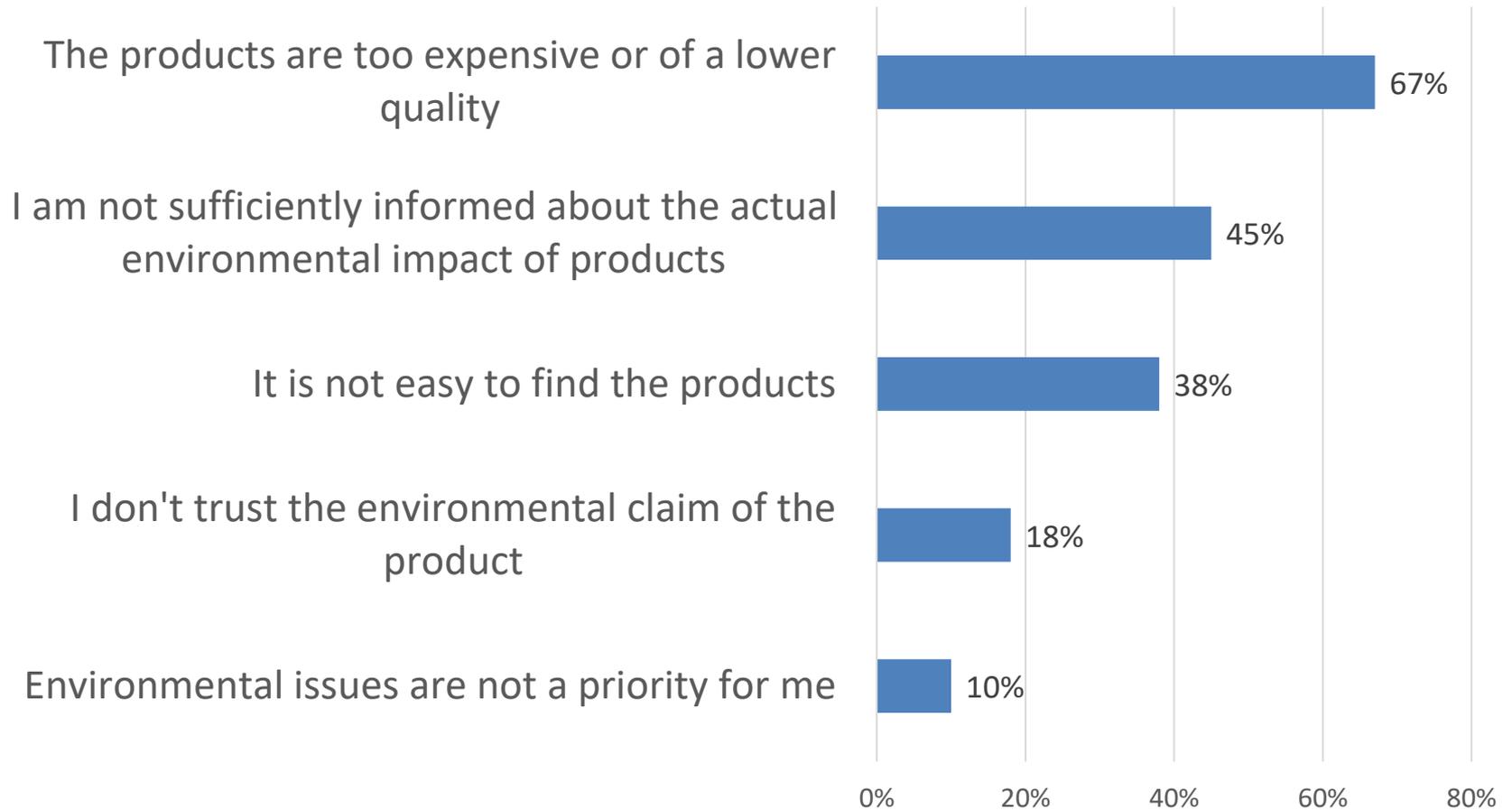


Brown Consumers

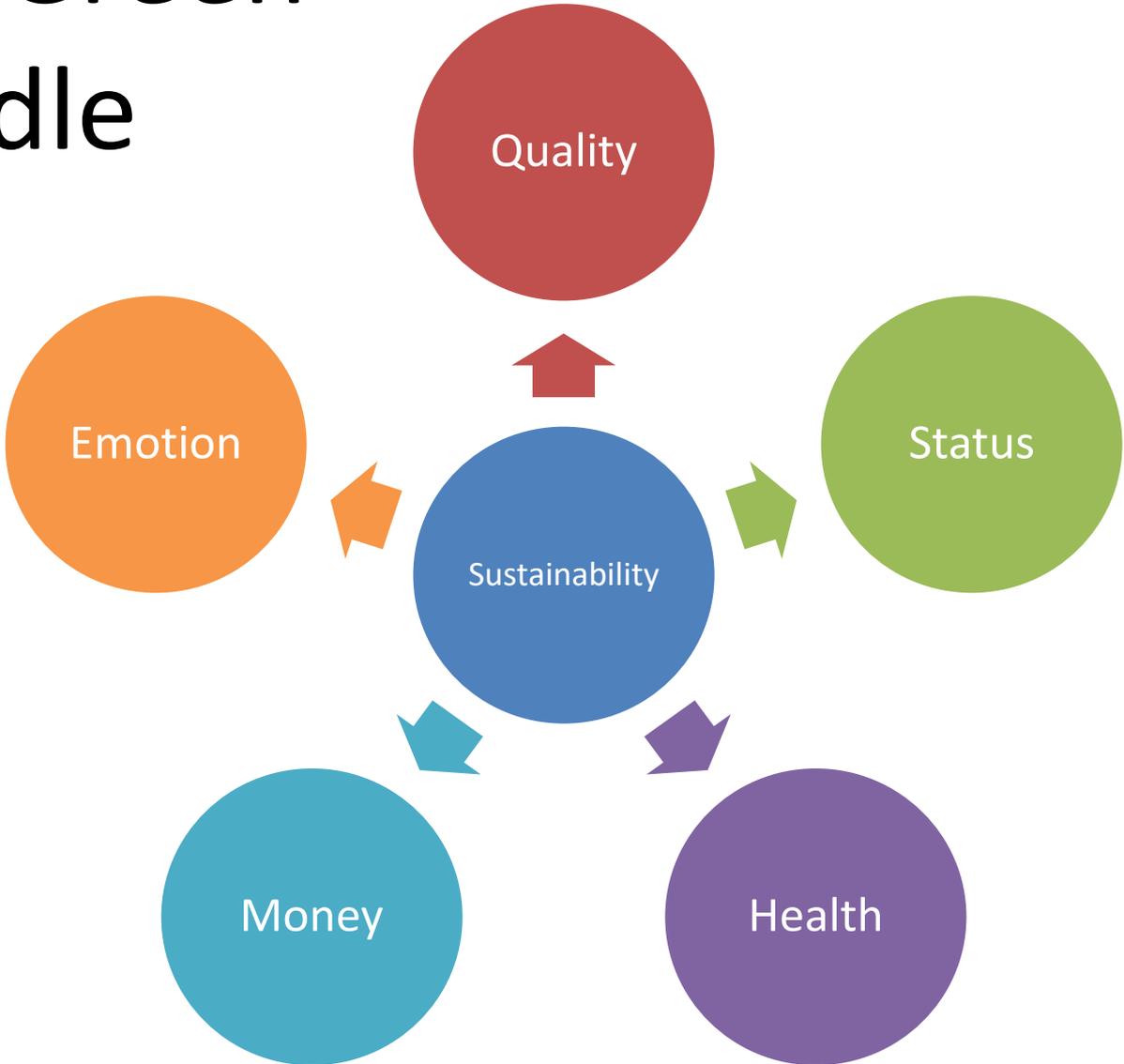


Convenient Environmentalists

The excuses...



The Green Bundle



The Green Bundle

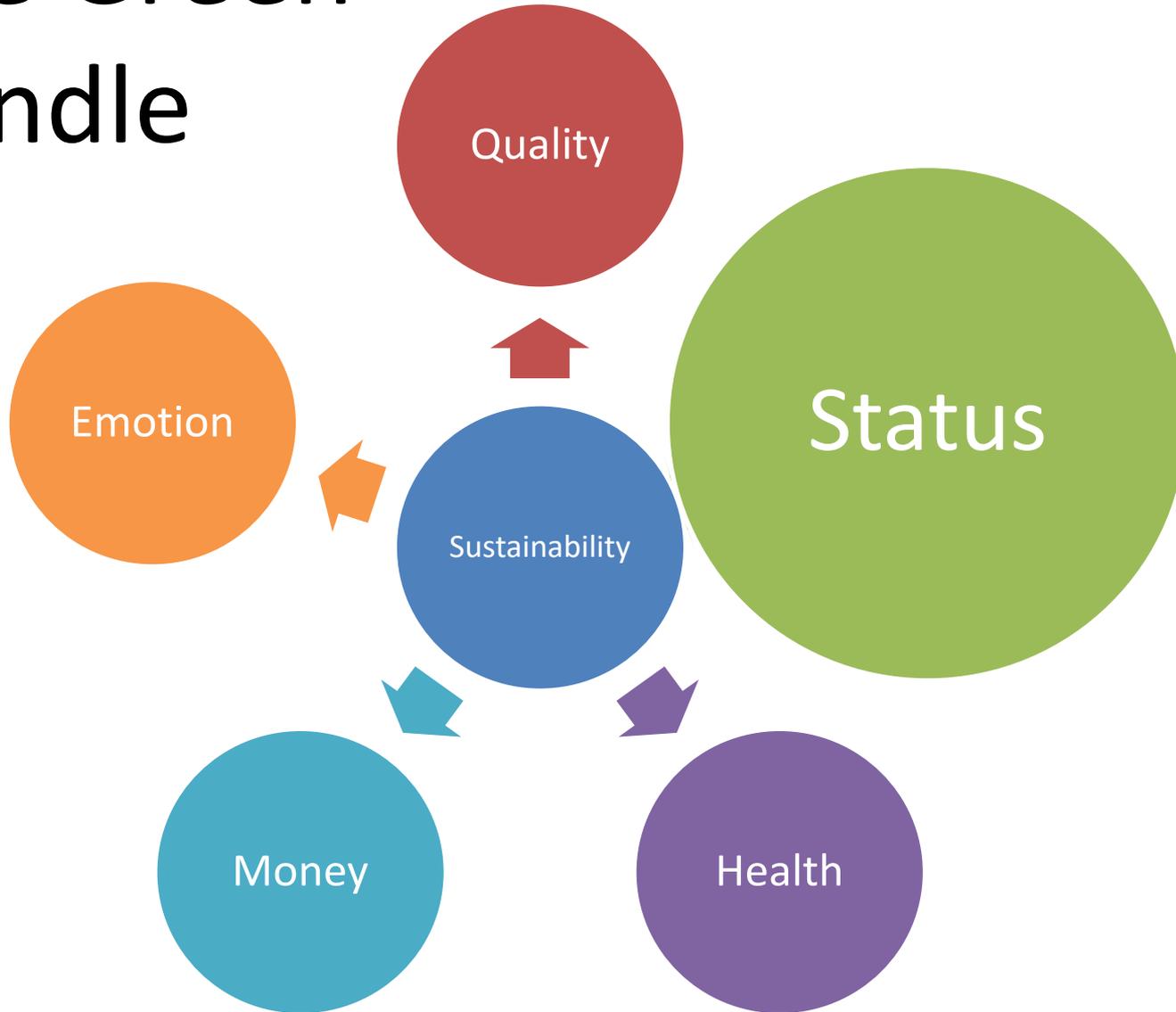


Wine



- Eco-certification associated with a ***price premium*** (13%) in the wine industry.
- Certified wines rated about 4 points higher than conventional wines by experts (Wine Spectator, Wine Enthusiast, Wine Advocate).

The Green Bundle

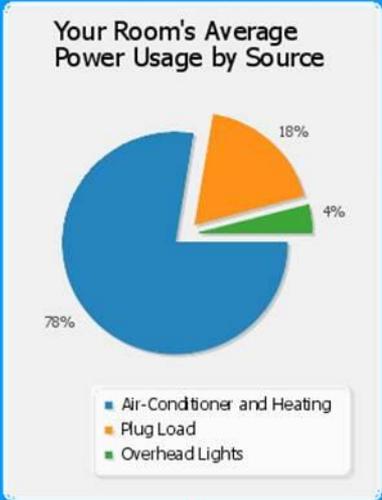
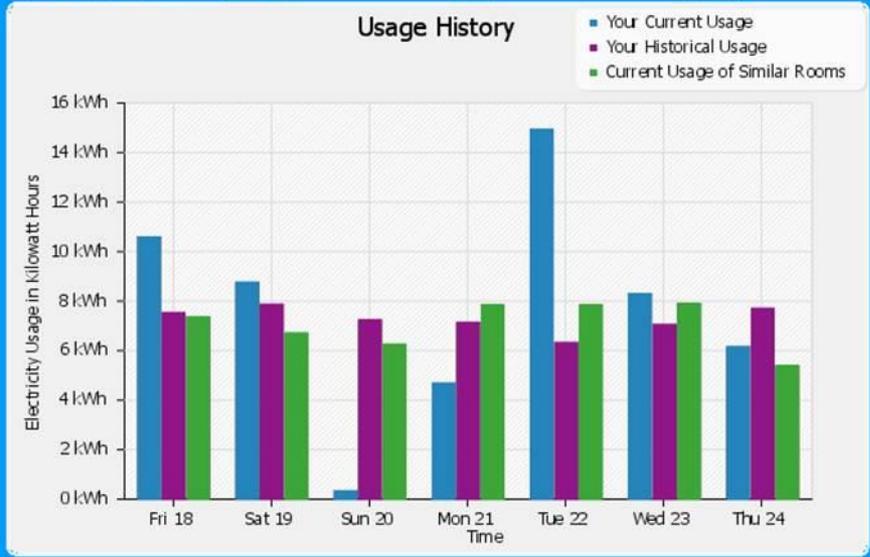


You are currently using **0.081 kilowatts** of electricity.
(updated 36 seconds ago)

This translates to **1.944 kilowatt-hours** a day.
Your historical average is **7.267 kilowatt-hours** a day.

Real-time energy use

Select Duration: 3 Hour Daily Weekly



[Refresh](#)

Social and historical comparisons

Energy usage by source

UCLA ENGAGE Energy Stars

- Above average energy saver: A green room used less energy than the average for all similar rooms *
- Below average energy saver: A red room used more energy than the average for all similar rooms *

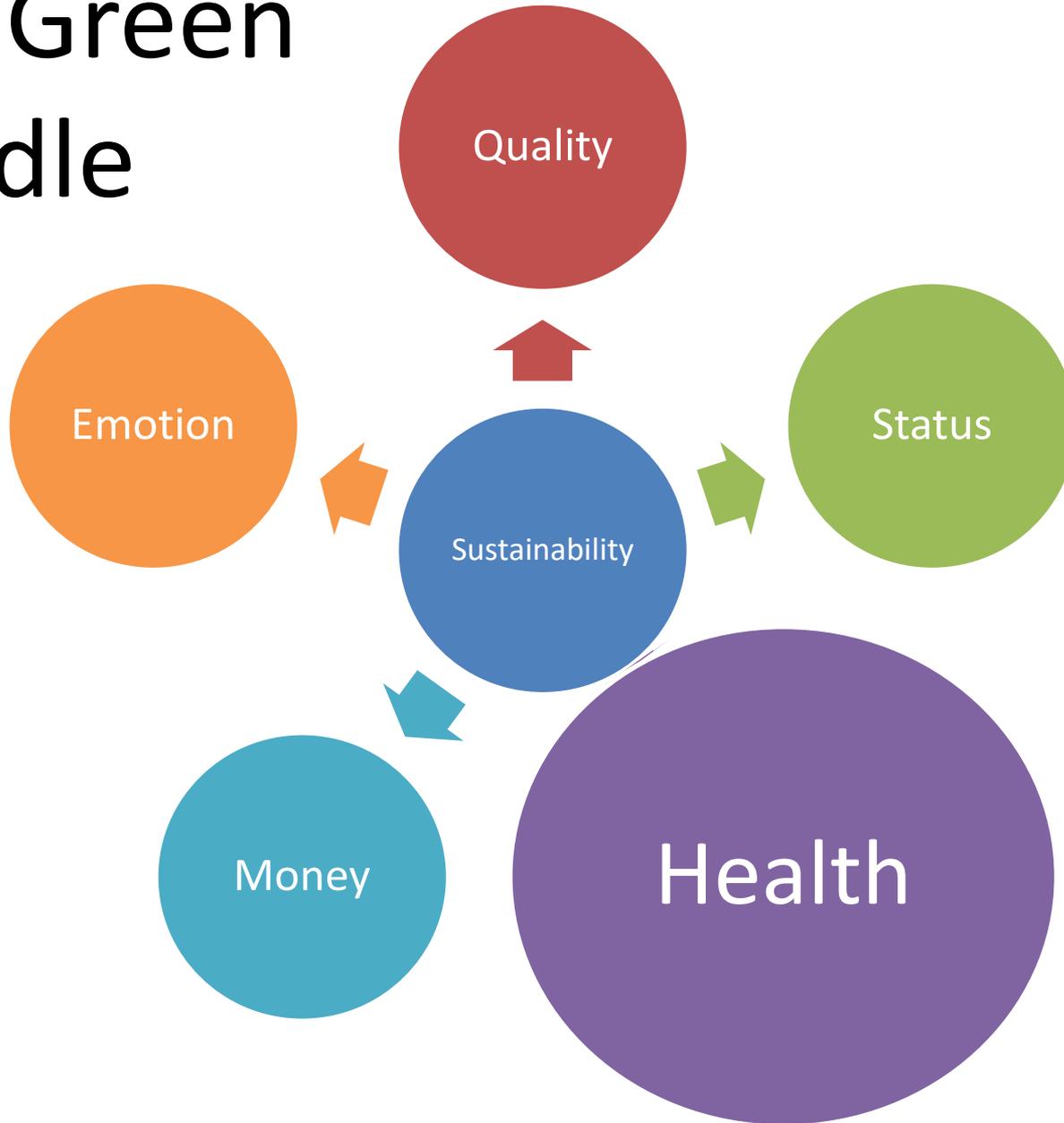
Residence Plaza	Room	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Rieber Terrace	662A	●	●	●	●					
Rieber Vista	559B	●	●	●	●					
Summit	170F	●	●	●	●					
Summit	200	●	●	●	●					
Summit	225C	●	●	●	●					
Summit	225D	●	●	●	●					
Summit	270A	●	●	●	●					
Summit	325A	●	●	●	●					
Summit	325F	●	●	●	●					
Summit	325K	●	●	●	●					
Summit	425H	●	●	●	●					
Summit	425J	●	●	●	●					
Summit	460A	●	●	●	●					
Summit	460B	●	●	●	●					
Summit	560A	●	●	●	●					
Summit	650A	●	●	●	●					
Summit	650E	●	●	●	●					
Summit	650J	●	●	●	●					
Summit	656A	●	●	●	●					
Summit	800	●	●	●	●					
Summit	850D	●	●	●	●					
Summit	870H	●	●	●	●					

Participants in UCLA Engage volunteered to have electricity metering equipment installed in their rooms. The UCLA Engage Energy Stars have personalised online dashboards that show real-time and historical electricity usage for their room. Not all volunteers for UCLA Engage have dashboards and not all are part of the Energy Star program. UCLA Engage thanks all of our volunteers for their effort and integrity.

For more information go to <http://eawins38.ee.ucla.edu/~energy/engage/>

* All comparisons are with rooms of similar size and number of occupants. The energy usage for the average room is calculated as the average across all Engage participants, not just the Engage Energy Stars. This means that everybody in the Engage Energy Star program can conserve electricity and become an above average energy saver. The measurement is for electricity usage only and excludes bathrooms. Heating/cooling, wall outlets and overhead lights are all monitored.

The Green Bundle



Money vs Health



Your Impact

Money

Last week you used **29% more** electricity than your efficient neighbors.
You spend **\$26 more** over one year.

VS

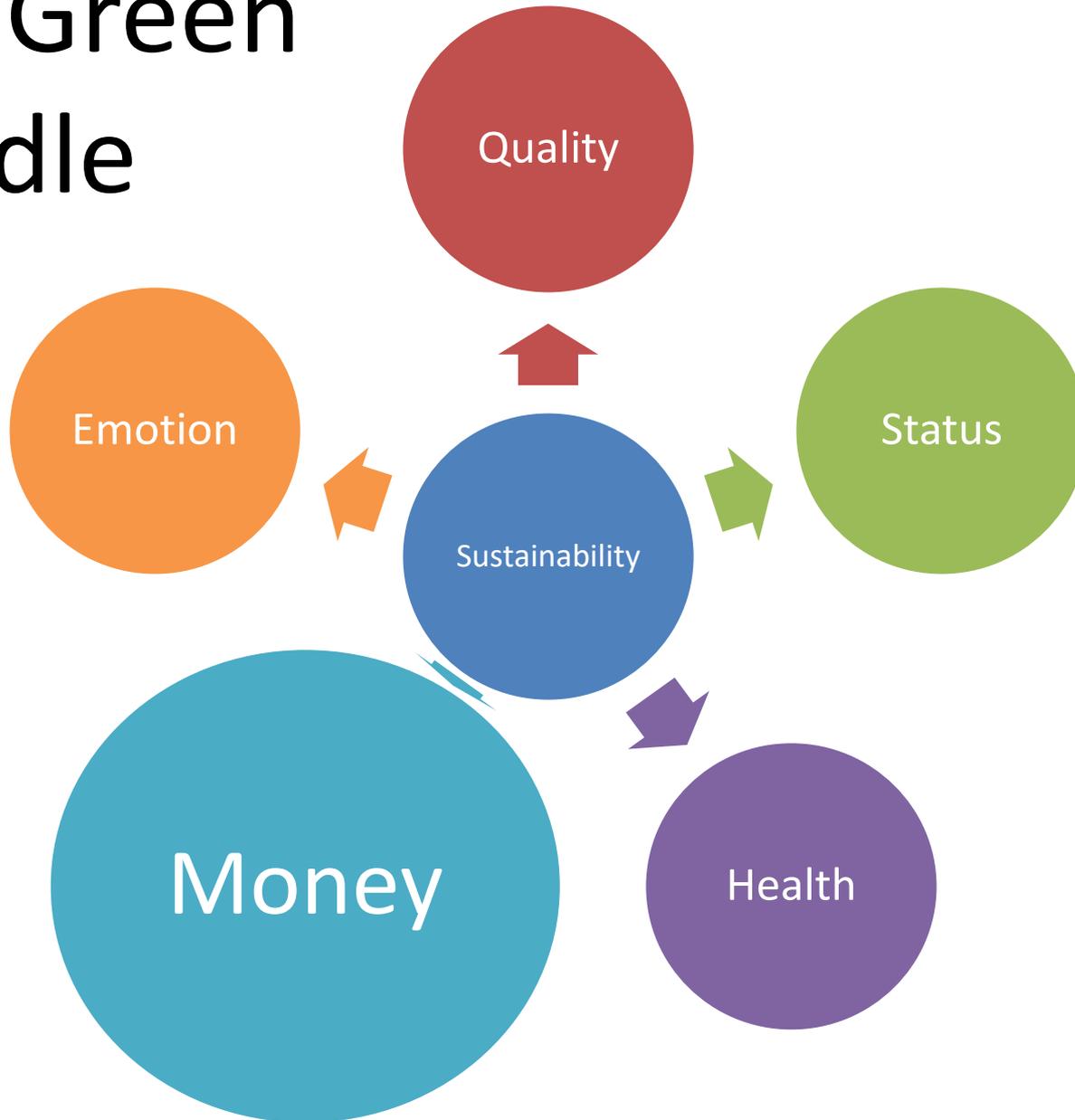


Your Impact

Health

Last week you used **29% more** electricity than your efficient neighbors.
Over one year, you are **adding 456** pounds of air pollutants which contribute to health impacts such as **childhood asthma and cancer**.

The Green Bundle



UP TO

\$6,000

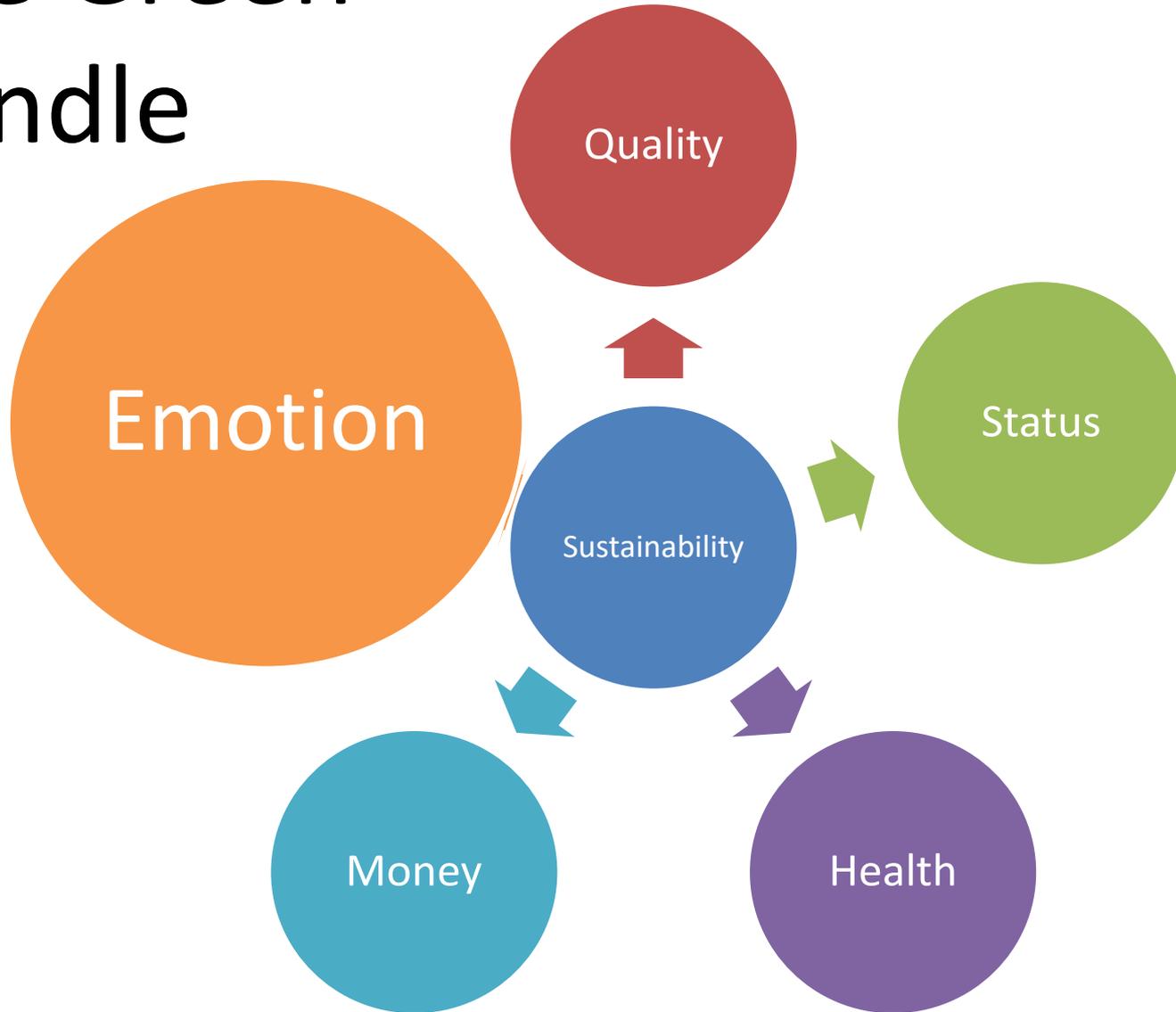
DUKE ENERGY
CUSTOMERS

CASH BACK

ON SOLAR PANELS FOR YOUR HOME



The Green Bundle

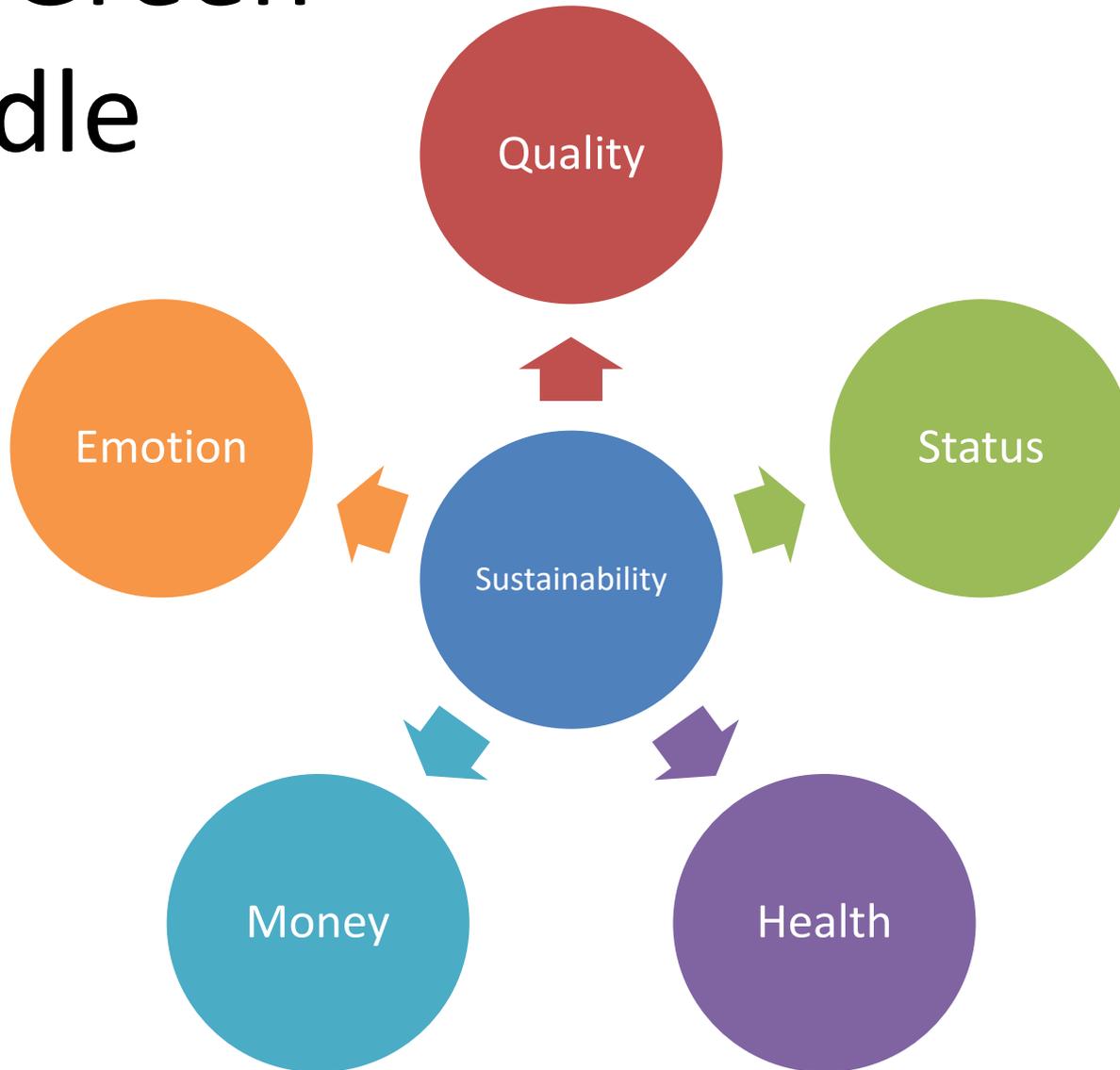


Empathy



WITH EVERY TOMS PRODUCT YOU PURCHASE,
TOMS WILL HELP A PERSON IN NEED. ONE FOR ONE®.

The Green Bundle



A Behavioral approach

What drives HUMAN behavior? How to promote conservation behavior?

References

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