**CARBONRALLY:**

*Quest to gain new users and change behavior*

Carbonrally offers individuals and groups a fun, simple and social way to have an impact on energy consumption and climate change.

**Objective:**

Identify marketing strategies that Carbonrally can use to increase user base and user activity.

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**Facts about Consumers:**

- Climate change is considered a mainstream consumer issue.
- There is a wide gap between concern and action.
- Pro-environmental attitude alone is not a good predictor of pro-environmental behavior.
- Although few are completely unwilling to embrace a more climate conscious lifestyle, a large proportion of people who are concerned about climate change do not feel motivated or empowered to take action.
- People silently believe that the solution to the environmental tragedy of the commons requires a commons-type management approach, which shifts and shares the burden from individuals to industry and government.

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**Consumerism** is a significant obstacle in developed countries, because it leads to greenhouse gas emissions, particularly in an energy intensive society. Although reducing the global energy intensity of goods through energy efficiency and renewable energy technologies is important, the greater challenge is changing consumer behavior and the lifestyle of affluent communities. Large-scale behavior change will require a social movement, and Carbonrally has a unique opportunity to drive the social movement forward through its challenge based social platform. Challenges provide consumer empowerment and, if effective, lead to long-term behavior change. By increasing Carbonrally membership through awareness and attractiveness of the web-based platform, the social movement grows having a positive impact on behavior change. Left figure illustrates the dynamics of Carbonrally and the role of the S-lab team in helping Carbon Challenge Inc. grow the Carbonrally membership base.