

Encouraging Sustainable Energy Use in the Workplace

Research-in-Progress

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Faced with growing pressures to be more environmentally sustainable, some companies are exploring innovative ways to incorporate “green” information systems into their business processes. But, is Green IS a fad whose time has past? And, was it merely used as ‘greenwashing’ in organizations, rather than as an authentic organizational change?

In this presentation, we will argue that Green IS should not represent a fad nor be used for greenwashing: instead it should represent a meaningful issue for both organizations and academics. Thus, we call on our fellow researchers to address this significant topic. We will demonstrate how we are doing so with our studies focusing on employees’ pro-environmental behaviours.

We will report on current progress with multi-year studies targeting the use of mobile media to encourage pro-environmental behaviours in the workplace. In this research, we draw on social-psychological theories to provide employees with feedback on their computer-based energy usage using a persuasive mobile application.

We will discuss our combined design science and experimental approach to developing our system, provide initial results, and discuss lessons learned. We will conclude by outlining our current and future interventions that will build on our persuasive media platform.