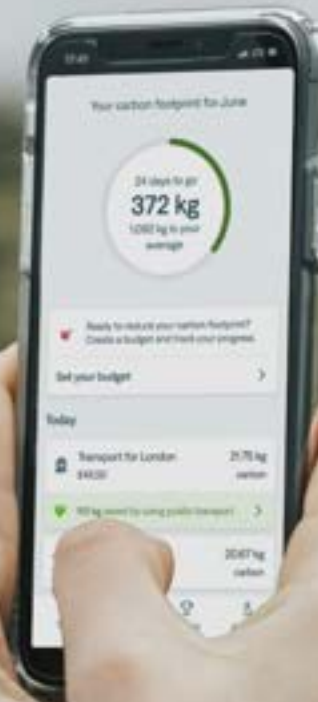


How our product drives climate action



Cogo's Personal Carbon Manager

/ A note from Cogo's founder

Kia ora from Aotearoa, New Zealand.

My name is Ben Gleisner. I am an economist, environmentalist and social entrepreneur. I co-founded Conscious Consumers in 2011, a charitable organisation with the vision of mitigating the effects of climate change by changing consumer spending and business operations. In 2016, that charity became Cogo.

Cogo offers world-leading carbon management solutions that allow financial institutions to integrate our personal and business products seamlessly into their existing platforms.

So far, we've delivered Cogo's Personal Carbon Manager to millions of customers worldwide, thanks to partnerships with innovative banks such as NatWest, Commonwealth Bank and ING.

And we're only getting started! We're on a mission to empower hundreds of millions of consumers globally to understand the effect their spending has on their emissions and take action to reduce their impact.

Together, we can create a fairer and more sustainable world. So let's go and change the world together. Let's Cogo!

Ben Gleisner



Ben Gleisner
Founder & Global CEO
at Cogo

We need everyone to take action. Now.

Climate change is happening. The earth is warming and sea levels are rising. These changes are causing more extreme heatwaves, floods, droughts and fires. Consequently, millions of people are being displaced, and certain species are at risk of extinction.

We need everyone—individuals, businesses and governments—to take action to protect the future of our planet.

It is a common misconception that individuals can't meaningfully contribute to solving the climate crisis. All of our actions have a significant impact on the environment.

But encouraging people to take climate action is no mean feat.

/ The barriers to climate action

Globally, 72% of people are concerned about climate change. Many want to live more sustainably, and 80% are willing to change how they live to combat the effects of global warming.

However, the number of people actually taking climate action is much lower. In the UK, only 4% of the population is vegan, beef production is not slowing down, and less than 1% of houses have heat pumps.

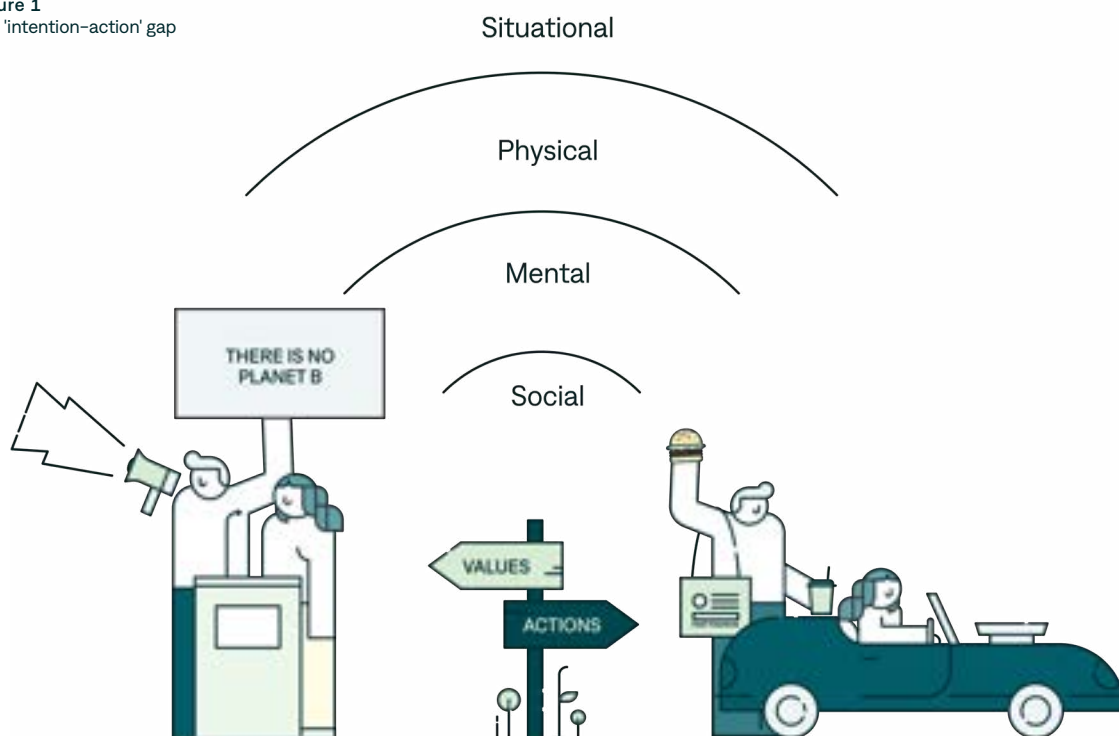
The difference between what people say they are going to do (intention) and what they actually do (action) is what we call the 'intention-action gap' (see figure 1).

The intention-action gap highlights that people don't necessarily struggle with understanding the scale and urgency of the climate crisis, they struggle with taking action.

There are numerous barriers that prevent people from being more sustainable. These factors are personal, often subconscious and rooted in cultural and political identities and experiences.

Carbon literacy is another barrier to climate action. Many people struggle to understand the environmental impact of their actions. This is because carbon emissions are abstract, the language is confusing and the information is often inconsistent. Consequently, people prioritise the wrong behaviours or take no action at all.

Figure 1
The 'intention-action' gap



/Bridging the gap

We aim to close the intention-action gap by helping individuals and businesses measure their carbon footprint and by encouraging them to adopt new behaviours and habits that reduce their environmental impact.

We apply behavioural science best practices to increase the effectiveness and impact of people taking action. And our multidisciplinary research team, consisting of data scientists, user researchers, designers and behavioural scientists, run cutting-edge research into personal carbon management to ensure our products are behaviourally informed and planet-centric.

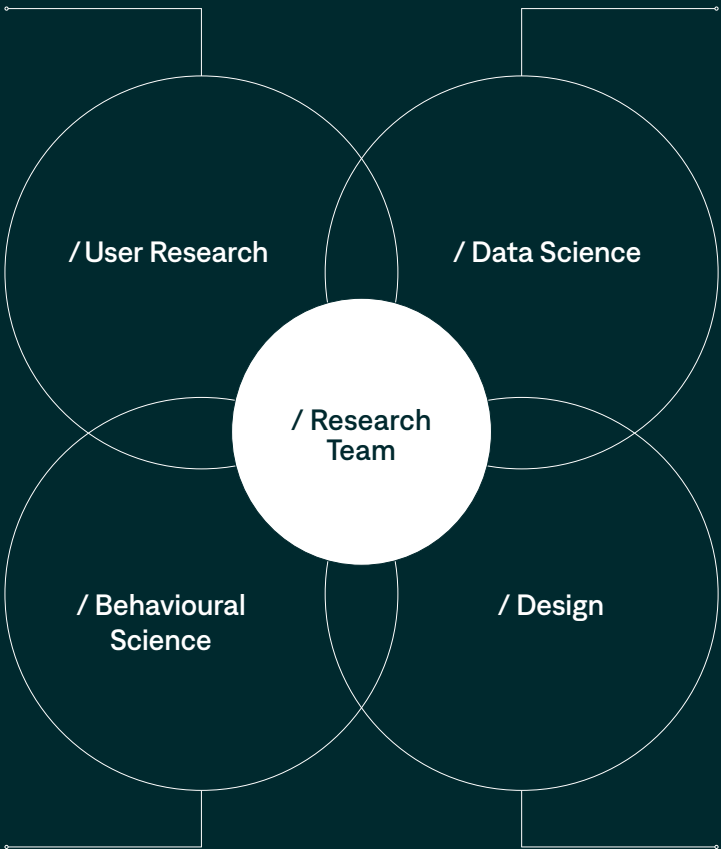
The team also researches our users' needs, motivations and experiences to make sure the product meets individual requirements. So that everyone, no matter what challenges they face, can reduce their impact on the environment.

1 — User Research

Focuses on uncovering users' needs and motivations through qualitative methods like interviewing and assessing users' experience through testing.

2 — Data Science

Takes the lead on quantitative understanding, looking at users' behaviour through data insights.



3 — Behavioural Science

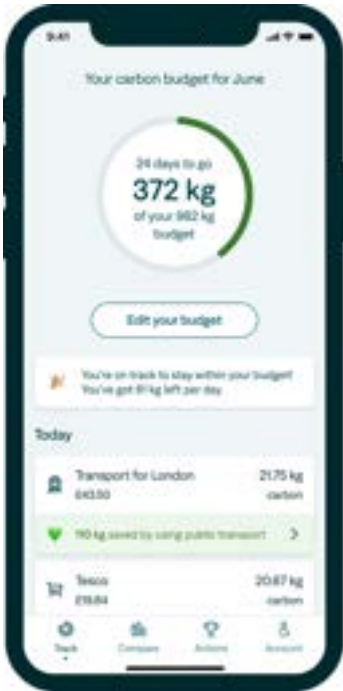
Incorporates knowledge of BSci principles, behavioural design, and experimentation into our product.

4 — Design

Experiments with new product design features and tests changes 'in the field' with Cogo's app users.

/Cogo's Personal Carbon Manager

Figure 2
Cogo app



Cogo uses best-in-class carbon models to provide accurate ways to measure carbon emissions specific to local markets and cutting-edge behavioural science techniques to nudge customers to make more sustainable choices.

We offer the Personal Carbon Manager direct to users via our own app.

And we partner with some of the world's largest banks to integrate leading carbon-tracking functionality into their banking apps via open-banking technology.

Figure 3
NatWest Carbon Tracker



Embedding our product into banking apps helps us reach millions of customers and people who don't yet proactively manage their carbon footprint via a dedicated app.

Banks can also provide incentives and rewards that help motivate and enable users to adopt climate action. So, it is a perfect partnership. And it helps us move closer to our goal of creating a fairer and more sustainable world.

Keep reading to learn more about the Personal Carbon Manager product and how we have created an experience that helps users overcome the complex barriers to adopting climate action.

/ Our five guiding principles

The following five principles of personal carbon management guide our thinking, help us prioritise our research and product development, and help us support our clients in building cutting-edge behavioural change features in their own apps.

/ 1

Increasing Retention

Behaviour change takes time and consistent effort. So, to help people make sustainable lifestyle changes, we need to engage our users and ensure they regularly return to their Personal Carbon Manager.

“Our vision is a world where knowing your carbon footprint is as typical as knowing your calorie intake or your daily step count.” Emma Kisby, CEO EMEA at Cogo

But unlike an exercise or nutrition app, our goal is not daily retention. Personal carbon management works best on a monthly cadence due to monthly spending patterns.

We, therefore, want users to check the app monthly, with the ideal being a handful of touch points throughout the month.

It is not easy to encourage people to monitor something that is both personal and abstract, especially when there are no immediate, tangible benefits for the users.

The goals, however worthy, are not enough on their own. So our team focuses on creating an engaging, sticky experience for our users, which adds value and carbon context to their lives.

/ 2

Improving carbon literacy

The single biggest cause of the intention–action gap is low carbon literacy.

We define carbon literacy as a person’s knowledge about carbon footprints, confidence in making sustainable decisions, and motivation to take action.

Our research revealed that the higher someone’s carbon literacy, the greater the likelihood of them taking climate action.

For this reason, Cogo’s Personal Carbon Manager is carefully designed to develop people’s carbon literacy. We focus on educating people about the impact of their spend and we communicate the carbon footprint on a spectrum which uses scale and colour to help visually compare the impact of different actions.

We aim to shift people’s understanding of how food, fashion, finance, transport and energy systems work. This takes time, and it requires an educational approach that is personal, timely, visual and compelling.



Figure 4
Carbon spectrum display

/ 3

Delivering a personal experience

No two sustainability journeys look the same. Sometimes this is for practical reasons. Rural vs urban, homeowner vs renter, worker vs retiree, parent vs childless—all of these circumstances affect how easy it is to use more public transport, retrofit our homes, or change our diets.

Intangible factors, like cultural influences, also play a significant role. Some people may feel like global travel is intrinsic to their life while some may see their clothes as part of their identity.

In navigating this complexity, it is easy to leave a user feeling judged, ashamed, frustrated or simply disengaged. Our challenge is to make the experience relatable—to engage users where they are and build trust before taking them forward on their sustainability journey.

We are privileged to have access to our users' spending data via open banking technology. We can use this data to offer users a bespoke experience. One that speaks to them about the issues they care about; one that they can relate to.

/ 4

Setting realistic goals

At the core of a habit-forming behavioural change experience is a 'game loop'. This is an experience where users can enjoy challenging themselves, being rewarded and engaging in the next level of the challenge.

A simple carbon tracker could easily imply that a zero carbon footprint is the goal. People know about "net zero", but many do not understand exactly what it means or how it applies to them. So being confronted by a 12+ tonne annual footprint with no realistic way to reduce it is extremely demotivating.

Our research also revealed that carbon footprints are stubbornly hard to shift, even in small amounts. Behavioural change is hard, savings are often incremental, and changes in people's circumstances can reduce the positive impact of actions.

We designed Cogo's Personal Carbon Manager with these challenges in mind. The user faces a winnable game, where feedback is simple and transparent, and progress is reliably captured.

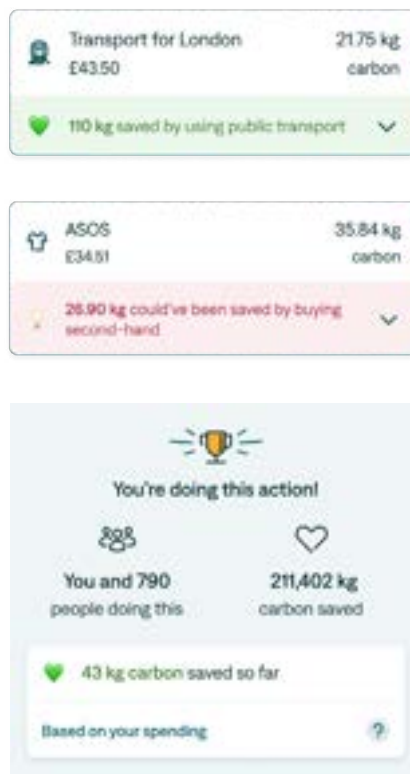


Figure 5
Carbon budget in the Cogo app

/ 5

Nudging users

Figure 6
Carbon nudges



Climate action adoption is not a linear journey. That's why we use behavioural science techniques, like nudges, to help people on their sustainability journey.

Nudges are interventions aimed at getting people to act in their own best interest. At Cogo, we use nudges to encourage people to take sustainable actions that align with their values.

There are specific user journeys in the app where we can effectively nudge users, for example, by sending a push notification at the end of each month encouraging users to check their carbon footprint. But when it comes to nudging users to adopt climate actions, it's not that simple.

The triggers we experience that prompt us to adopt new sustainable behaviours often come from external sources as well as the app itself. It might be an extreme weather event, a documentary, starting a family, etc. The final decision to take action is an accumulation of things, but in particular, it's about carbon literacy.

So, we must repeatedly nudge our users. And we need to know in advance what climate action the user is likely to adopt. Segmentation and predictive models can build up a profile of the user and identify the correct timing, wording and target action for each user.

We also use incentives and rewards to motivate users. One of the challenges of the climate crisis is that it is no one individual's fault, so it can be difficult to ask people to make sacrifices. Tangible benefits in the form of incentives and rewards can help take the edge off the feelings of injustice. Put simply, it's easier to feel motivated if there's something in it for you.

We love partnering with banks because there's so many opportunities to take existing and new banking products and services and use them as nudges. From the bank's point of view, this creates upsell opportunities—they can show they are genuinely supportive and aligned with sustainable goals. We can customise our product to fit in with the bank's existing products and advise on new products that are effective for climate action adoption.



Angus Sullivan
Commonwealth Bank
Group Executive

"By combining our rich customer data and Cogo's industry-leading capability in measuring carbon outputs, we will be able to provide greater transparency for customers so that they can take actionable steps to reduce their environmental footprint.

Our data capability will provide greater personalisation for customers over time, including more granular information about their carbon footprint with the option to offset individual transactions."

Want to be on the right side of history?

Our mission is to empower hundreds of millions of people worldwide to measure, reduce and offset their impact on the environment. We want to help people to live by their values and use their purchasing power for good.

Our Personal Carbon Manager enables people to make real meaningful changes at an individual level. And we believe that if we can mobilise enough people to put their money where their heart is, businesses and whole industries will follow suit.

We have partnered with some of the world's leading banks, including Commbank (Australia), NatWest (UK) and ING (Netherlands) and helped over a million customers around the world track their carbon footprint. But this is just the beginning. Help us empower millions more.

Join us in creating a fairer and more sustainable world.

 Get in touch today.
