



## BREN SEMINAR

# THE GREEN BUNDLE: PAIRING THE MARKET WITH THE PLANET



### MAGALI DELMAS

Professor of Management  
UCLA Institute of the Environment and  
the Anderson School of Management

Monday, November 6, 2017 11:00 – 12:00  
Bren Hall 1414

**Professor Delmas is a leading authority on corporate sustainability policy and practice. Her work spans multiple disciplines and is highly relevant for anyone studying business, economics, psychology, public policy, or conservation.**

— Patrick Callery, Bren PhD student

**ABSTRACT** Information is a powerful tool to move consumers towards sustainable behavior, and it is more readily available than ever before. With information about the environmental impacts of products at their fingertips, consumers can make informed choices, potentially driving a revolution of sustainability for whole corporate sectors. Indeed, the market for green products has expanded rapidly over the last decade, with ever more companies cultivating their environmental friendliness to nab a piece of the pie. But when it comes down to it, most consumers need something more to motivate their purchases. Eco-benefits alone are not enough. To help consumers cut through the noise, understand their options, and make their best decisions, we need new strategies. I look at some of the best and most effective information strategies for changing hearts and minds, nudging consumers in the right direction. Combining insights from sustainable business and behavioral economics, I describe how a “green bundle” that combines environmentalism with other benefits, such as savings and status, can lead consumers from information to action.

**BIO** Magali Delmas is a Professor of Management at the UCLA Institute of the Environment and the Anderson School of Management. She is the director of the UCLA Center for Corporate Environmental Performance. She conducts research on Corporate Sustainability, and has written more than 70 articles, book chapters, and case studies on the subject. She works on developing effective information strategies to promote conservation behavior and the development of green markets. She is the author of *The Green Bundle: Pairing the Market to the Planet*, forthcoming at Stanford University Press.

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