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- Education** Master of Arts in Energy and Resources, 1987
University Of California, Berkeley, CA
- Bachelor of Science in Chemistry (cum laude), 1984
Allegheny College, Meadville, PA
- Distinctions** Co-Founder, Massachusetts Social Marketing Association, 2005
- City of Cambridge Outstanding Employee Award, 2000
- Massachusetts Recycling Coalition’s Municipal Recycling Coordinator of the Year Award, 2000
- Cambridge Dept. of Public Works Commissioners’ Award for Outstanding Performance, 1994
- President, Board of Directors of the Massachusetts Recycling Coalition, 1994
- Work** Project Manager, December 2008 – February 2009
Nexus Market Research, Cambridge, MA
- President; 2001 – present
Aceti Associates, Brookline, MA
- Lecturer in Social Marketing; 2004 - 2007
Tufts University, Medford, MA
- Director of Recycling; 1991-2001
City of Cambridge, Cambridge, MA
- Recycling Program Planner; 1987-1991
Rhode Island Department of Environmental Management, Providence, RI
- Articles** Aceti, J. (2005, November). Targeting Participants: Increasing recycling rates through social marketing. *Resource Recycling*, 24(11) 26-30.
- Aceti, J. (2002). Curbside recycling collection: Why people participate; why they don’t. *Resource Recycling*, 21(5) 20-25.
- Aceti, J. (2001). Understanding Psychological Barriers to Recycling. *Business Recycle-Link*, 7(1) p1.
- Projects** Aceti, J. (2008, August). Organics: Collection Basics. Report prepared for Abt Associates, Cambridge, MA.
- Aceti, J. (2008, August). Evaluation of greenGoat’s Grant Solicitation Practices. A marketing practices evaluation prepared for greenGoat, a non-profit resource efficiency consultancy based in Somerville, MA.

Aceti Associates and Industrial Economics, Inc. (2008, June). Waterless Urinals Report and Evaluation. Report prepared for the Massachusetts Executive Office of Energy and Environmental Affairs, Boston, MA.

Staples Marketing Communications, Mosaic Communications & Aceti Associates. (2008, February). Recycling Focus Groups Report. Report prepared for the City of Milwaukee Department of Public Works, Milwaukee, WI.

Aceti, J. (2008, February). Recommendations for Enhancing the Effectiveness of the Greenscapes Program. Report prepared for the Ipswich River Watershed Association, Ipswich, MA.

Aceti, J. (2008, February). Understanding the Greenscapes Audience: Focus Group Research Results. Report prepared for the Ipswich River Watershed Association, Ipswich, MA.

Aceti, J. (2008, January). Evaluating the Effectiveness of the Greenscapes Program: Phone Survey Research Results. Report prepared for the Ipswich River Watershed Association, Ipswich, MA.

Aceti, J. (2007, November). Evaluating Usage and Impact: The “Towards Zero Energy Homes Workshop” and Other Professional Development Opportunities in High Performance Building on Cape Cod. Report Prepared for the Cape and Islands Renewable Energy Collaborative, North Falmouth, MA.

Aceti Associates & Industrial Economics, Inc. (2007, June). The Massachusetts Bioheat Fuel Pilot Program. Report prepared for the Massachusetts Executive Office of Energy and Environmental Affairs, Boston, MA.

Aceti, J. (2007, January). Strategies for Promoting Radon Mitigation: A Literature Review. Report prepared for the Office of Continuing Professional Education, Cook College at Rutgers University.

Aceti, J. (2006, December). The Radon Mitigation Decision: Factors Influencing Homeowners. Report prepared for the Office of Continuing Professional Education, Cook College at Rutgers University.

Aceti, J. (2006, June). Building Sustainable Communities. Report prepared for New Ecology, Inc., Cambridge, MA.

Aceti, J. (2006, May). Looking for Win-Win Solutions to Grow Sustainable Residential Landscapes in the Town of Concord: Landscape and Irrigation Industry Interview Findings. Report prepared for the Water and Sewer Department, Town of Concord, MA.

Aceti, J. (2006, May). Market Research Results and Recommendations for Improving Recycling Efforts in the Tunxis Region. Report prepared for the Tunxis Recycling Operating Committee, Bristol, CT.

Aceti, J. (2006, January). The Concord Outdoor Water Efficiency Strategy. Report prepared for McKenzie-Mohr & Associates.

Aceti, J. (2005, December). Door Hangers and Door-to-Door Visits. Report prepared for the Massachusetts Department of Environmental Protection and the Town of Randolph, MA.

Aceti, J. (2005, September). The Dunkin Donuts Strategy: Increasing Recycling Participation at Plymouth Town Hall. Report prepared for McKenzie-Mohr & Associates.

Aceti, J. (2005, May). Lawn Care Focus Group Findings. Report prepared for the Water and Sewer Department, Town of Concord, MA.

Aceti, J. (2004, December; 2005, January & April). Program Survey: Promoting Fluorescent Lamp Recycling in the Commercial Sector. Promoting Fluorescent Lamp Recycling in the Commercial Sector via Partnerships with Professional Organizations. Management Company Interviews: Promoting Fluorescent Lamp Recycling in the Commercial Sector. Results of Interviews with Energy Efficiency Organizations, Utilities and Energy Service Companies. Reports prepared for the Northeast Waste Management Officials Association, Boston, MA.

Aceti, J. (2005, March). The Oakdale Neighborhood Recycling Campaign: A Community Working Together to Promote Participation in Curbside Recycling. Report prepared for the Massachusetts Department of Environmental Protection.

Aceti, J. (2004, January). The School Recycling Incentive Program. Report prepared for the Department of Public Works, City of Cambridge, MA.

Aceti, J. (2003, June). Using Normative Feedback to Increase Recycling Participation in the Town of Dedham. Report prepared for the Massachusetts Department of Environmental Protection.

Aceti, J. (2003, June). Using Feedback to Increase Drop-off Recycling Participation. Report prepared for the Massachusetts Department of Environmental Protection.

Aceti, J. (2002, August, November & December). Why Consumers Buy Green; Why They Don't. Recycling: Why People Participate; Why They Don't. Reducing Pesticide Use in Lawn Care: Barriers and Opportunities. Multifamily Recycling: Barriers and Opportunities. Reports prepared for the Massachusetts Department of Environmental Protection.

Aceti, J. (2002, November & December). Focus Group Research: How to Conduct It & How to Contract for It. Model Bid Specification for Phone Survey Research. Model Bid Specification for Pilot Project Evaluation. Reports prepared for the Massachusetts Department of Environmental Protection.

Aceti, J. (2002, June, July & November). The Curbside Door Hanger Feedback Strategy: Increasing Recycling Participation Using Community Based Social Marketing. The Outreach Volunteer Strategy: Increasing Recycling Participation Using Community Based Social Marketing. The Commitment Strategy: Increasing Recycling Participation Using Community Based Social Marketing. The Feedback Sign Strategy: Increasing Recycling Participation Using Community Based Social Marketing. Reports prepared for the Massachusetts Department of Environmental Protection.

McKenzie-Mohr Associates & Aceti, J. (2002, October). Community-Based Social Marketing Recycling Pilot. Report prepared for the City of Waltham, MA.

Workshops

Aceti, J. (2008, December). *An Introduction to Social Marketing.* Conducted a 2 ½ hour workshop at the Vermont Strategic Prevention Framework Learning Community Training, sponsored by the Center for Health and Learning.

Aceti, J. (2008, July). *Green Office Initiatives: A Knowledge Base for Casey Family Services.* Conducted a half-day workshop for Administrative Service Coordinators from Casey Family Services' fourteen Northeast offices.

Aceti, J. (2007, November). *Community-Based Social Marketing: An Innovative Approach to Recycling Participation.* Conducted a three-hour workshop at the New York State Annual Recycling Conference, sponsored by the New York State Association of Reduction, Reuse and Recycling.

Aceti, J. (2007, October). *Marketing Active Transportation: Tools for Effective Communication.* Conducted a one-hour workshop at the Moving Together Conference, Boston, MA.

Aceti, J. (2007, May). *Beyond Brochures: An Innovative Approach to Promoting Sustainable Behavior.*

Conducted a one-day workshop on community-based social marketing for the New Hampshire Department of Environmental Services.

Aceti, J. (2007, April). *How Customers Think: Practicing Strategic Market Development*. Conducted a one-hour workshop at the Rubber Manufacturer Association's "From Scrap to Profit" Conference.

Aceti, J. (2007, February). *Community-Based Social Marketing: Applications to Bird Conservation Campaigns*. Conducted a 1¼ hour workshop at the Council for Environmental Education's "Bird Conservation Through Education" Conference.

Aceti, J. (2006, December). *Social Marketing Workshop: Marketing Voluntary Programs*. Conducted a one-hour workshop for staff at the U.S. Environmental Protection Agency.

Aceti, J. (2006, November). *Social Marketing Workshop: Developing a Strategy to Prevent the Spread of Invasive Aquatic Species*. Conducted a one-day outcome-focused workshop for the Northeast Aquatic Nuisance Species Panel.

Aceti, J. (2005, November). *Adding Value to Your Business: Communicating Your EcoStar Successes*. Conducted a one-hour workshop for members of the Devens Enterprise Commission's EcoStar Program.

Aceti, J. (2005, January). *Tools for Communicating Your Recycling Message*. Conducted a one-hour workshop for the Massachusetts Institute of Technology's Working Group on Recycling.

Aceti, J. and Altman, S. (2004, November). *Fostering Sustainable Behavior: Protecting the Climate Using Community-Based Social Marketing*. Co-conducted a one-hour workshop at the Massachusetts Climate Action Network Conference.

Aceti, J. (2004, October). *From Knowledge to Action: Motivating Behavior Change Using Community Based Social Marketing*. Conducted a 1 ½ hour workshop at the National Estuarine Research Reserve System Conference.

Aceti, J. (2003, November). *Reducing Energy Use: Promoting Climate Protection Using Community-Based Social Marketing*. Conducted a one-hour workshop for the Climate Protection Advisory Committee of the City of Cambridge, MA.

Aceti, J. (2003, June). *Maintaining our Gains in Tight Budget Times*. Conducted a one-day working session for municipal recycling coordinators on increasing recycling participation using community-based social marketing tools and other innovative, low-cost outreach methods. Funded by the Massachusetts Department of Environmental Protection.

Aceti, J. (2003, May). *Beyond Brochures: An Innovative Approach to Increasing Community Participation*. Conducted two two-day workshops on community-based social marketing for the Association of New Jersey Recyclers.

Aceti, J. (2003, March). *Influencing Positive Behavior Change*. Conducted a three-hour workshop on community-based social marketing for Tufts University's College of Citizenship and Public Service.

Aceti, J. (2003, January). *From Knowledge to Action: Promoting Environmentally Friendly Behavior Using Community-Based Social Marketing*. Conducted a two-hour workshop for the New England Environmental Education Alliance.

Aceti, J. (2002, November). *From Knowledge to Action: Motivating Behavior Change Using Community-Based Social Marketing*. Conducted a one-hour workshop for the City of Newton, MA.

Aceti, J. (2002, November). *Changing Recycling Behavior: Promoting Waste Reduction Using Community-Based Social Marketing*. Conducted a two-hour workshop for the Northeast Recycling Council.

Aceti, J. (2002, October). *Influencing Positive Behavior Change: Promoting Green Purchasing Using*

Community-Based Social Marketing. Conducted a one-hour workshop at the Massachusetts Operational Services Division's Buy Recycled and Environmentally Preferable Products Vendor Fair and Conference.

Aceti, J. (2002, June). *Behavior Change Tools*. Conducted a two-hour workshop for recycling program managers in the Central Massachusetts Municipal Recycling Incentive Program District.

Aceti, J. (2002, January). *Knowledge to Action*. Conducted a one-hour workshop on behavior change tools at the Massachusetts Department of Environmental Protection's Household Hazardous Products Forum.

Talks

Aceti, J. (2008, October). *Waterless Urinals: Technology for Water Conservation*. Delivered a talk at the Environmentally Preferable Products Vendor Fair and Conference, sponsored by the Commonwealth of Massachusetts Operational Services Division.

Aceti, J. (2008, June). *Greening Your Business: Building Support Among Executives and Co-Workers*. Delivered a talk at the "Tools for a Greener Office" Conference, sponsored by the Commonwealth of Massachusetts Operational Services Division, the Massachusetts Recycling Coalition, the Massachusetts Bar Association and others.

Aceti, J. (2006, February). *Diffusion of Innovations: How New Ideas, Behaviors and Products Spread in Society*. Delivered a 2 ½ hour lecture for the Developing Sustainable Communities class of the Department of Urban and Environmental Policy and Planning at Tufts University.

Aceti, J. (2006, January). *Barriers and Motivations for Reducing Lawn Watering: Perspectives from High Residential Water Users in Concord, MA*. Presented research results at the Massachusetts Municipal Association's Annual Conference.

Aceti, J. (2005, November). *Barriers and Motivations for Reducing Lawn Watering: Perspectives from High Residential Water Users in Concord, MA*. Presented research results and strategy ideas at the Ipswich River Restoration Conference.

Aceti, J. (2005, October). *Community POWER: Involving a Diverse Public in Waste and Toxicity Reduction Activities*. Presented a case study for the "Communicating Sustainable Development to Different Audiences" session at New Ecology's 6th Annual Regional Sustainability Forum.

Aceti, J. (2005, August). *The Oakdale Neighborhood Recycling Campaign: Promoting Recycling Using Social Marketing*. Presented a case study for the "Tried and Tested Social Marketing Campaigns" session at the National Recycling Congress.

Aceti, J. (2005, June). *Changing Transportation Behavior: Promoting Alternative Transportation Using Community-Based Social Marketing*. Presented a social marketing case study to the Green Decade Coalition/Newton.

Aceti, J. (2005, May). *Influences for Change: Promoting Lamp Recycling Among Commercial Property Managers*. Presented market research results at the "Achieving Mercury Reduction in Products & Waste: Coordinating National and Local Government Initiatives" conference.

Aceti, J. (2005, May). *Changing Transportation Behavior: Promoting Alternative Transportation Using Community-Based Social Marketing*. Presented a social marketing case study to the Neponset Valley Transportation Management Association.

Aceti, J. (2005, April). *The Oakdale Neighborhood Recycling Campaign: Promoting Recycling Using Community-Based Social Marketing*. Presented a social marketing case study at the Northeast Waste Management Association's Web Conference on Examples of Successful Applications of Social Marketing Methods for Environmental Assistance.

Aceti, J. (2005, March). *Changing Transportation Behavior: Promoting Alternative Transportation Using*

Community-Based Social Marketing. Presented a social marketing case study to the Metrowest/Route 495 Transportation Management Association.

Aceti, J. (2005, February). *From Knowledge to Action: Motivating Behavior Change Using Community Based Social Marketing*. Presented a social marketing case study to the Developing Sustainable Communities class of the Department of Urban and Environmental Policy and Planning at Tufts University.

Aceti, J. (2005, February). *Reducing Engine Idling Using Community Based Social Marketing*. Presented a social marketing case study to the Food and Food Additives class of the Department of Natural Sciences at Bentley College.

Aceti, J. (2005, February). *The Oakdale Neighborhood Recycling Campaign: Promoting Recycling Using Social Marketing*. Presented a social marketing case study to the Marketing for Social Change class of the Department of Communications & Media Studies, Experimental College, Tufts University.

Aceti, J. (2004, May). *Changing Transportation Behavior*. Presented social marketing case studies at the Association for Commuter Transportation Conference.

Aceti, J. (2003, November). *Changing Recycling Behavior in Dedham, Massachusetts*. Presented a social marketing case study to the Environmental Communication and Education class of the Department of Urban and Environmental Policy and Planning at Tufts University.

Aceti, J. (2002, January). *Action through Commitment*. Presented material on commitment techniques to the Massachusetts Recycling Coalition's Municipal Recycling Council.

Aceti, J. (2001, October). *Action through Commitment*. Presented material on commitment techniques at the Massachusetts Climate Action Network Conference.

Aceti, J. (2001, October). *Action through Commitment*. Presented material on commitment techniques at the Massachusetts Operational Services Division's Environmentally Preferable Products Vendor Fair.