Promoting Energy Efficiency in Your Community: Communications and Social Marketing

Getting Residents and Businesses Engaged in Energy (when they really just want to go to Starbucks)

Bill LeBlanc,
President, Boulder Energy Group
Senior Advisor, E Source
Efficiency Goals Are Rising!

• Delaware: 2.5% energy savings/year til 2015
• Massachusetts: 2.4% savings/year
• New York: Approximately 1.9% savings/year
• Illinois: Ramping electric savings to 2%/year in 2015
• Maryland: 15% per capita reduction total by 2015
Energy: A Low Involvement Product
At Least It Made the List

“What do you think is the most important problem facing this country today?”

- Unemployment/jobs 42%
- Govt. Spending 17%
- Deficit 13%
- Health Care 10%
- War in Afghanistan 5%
- Gas Prices 4%
- Immigration 3%

Where Are We Going to Get Effects?

- New Technologies
- New Programs

Marketing

Social Marketing/Behavior Change

Source: LeBlanc, based on prediction of future opportunities for energy efficiency
Highest Efficiency Potential

Operations & Maintenance

Behavioral Change

Equipment Upgrades
How Do We Know This Stuff Works?

www.dasani.com

www.flickr.com
And They Turn Water Into….
Definition of Social Marketing

“Social marketing is the application of commercial marketing techniques to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society”

Alan Andreasen
Georgetown University
Executive Director, Social Marketing Institute
We All Know of Famous Campaigns

Richard Earle

The Art of Cause Marketing

How to Use Advertising to Change Personal Behavior and Public Policy

Smokey Bear

ONLY YOU
YOUR LAST BREAK UP WAS UGLY.
TEXAS DOESN’T HAVE TO BE.

Litter ain’t pretty

Dontmesswithtexas.org
“Save the Crabs! Then eat them with melted butter.”
Social Marketing: Influencing Customers to Support Energy Efficiency Programs
# Standard vs. Social Marketing

<table>
<thead>
<tr>
<th></th>
<th>Standard Marketing</th>
<th>Social Marketing</th>
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<tbody>
<tr>
<td><strong>Differences</strong></td>
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<tr>
<td>“Selling” goods and</td>
<td>“Selling” changes</td>
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<td>services</td>
<td>in personal (or</td>
<td>(or corporate or governmental) behaviors</td>
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<td></td>
<td>governmental) behaviors</td>
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<tr>
<td>Promotes features and</td>
<td>Promotes benefits to society and may lack direct benefits to individuals</td>
<td></td>
</tr>
<tr>
<td>benefits for the</td>
<td></td>
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<td>individual</td>
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<td><strong>Similarities</strong></td>
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<tr>
<td>Use market research in</td>
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<tr>
<td>planning stages</td>
<td></td>
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<tr>
<td>Use standard marketing</td>
<td></td>
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<tr>
<td>channels: mass media,</td>
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<tr>
<td>direct mail, selling</td>
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<tr>
<td>through communities</td>
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</tbody>
</table>
Who Are We Selling To?

**Upstream:** “Selling to highly influential people”
- Leaders, policymakers
- “Mavens, Connectors, Salesmen” (Tipping Point)

**Midstream:** “Selling to the network enablers”
- Trade allies, manufacturers

**Downstream:** “Selling to end-users”
- Segments, communities, etc.
Key Success Factors in Behavior Change Program Design

1. **Target** markets most **ready** for **action**.
2. Promote **single**, simple **doable** behaviors.
3. Understand audience **barriers** to behavior changes.
4. Bring **benefits** closer to the **present**.
5. Include **tangible** objects and services that **support** behavior change.
6. Provide **incentives**.
7. Try to make messages **concrete**, clear and **fun**.
8. Try for **popular**, entertainment **media**.
9. Be **customer–centric**.
Some of the Authors of Interest
Community-Based Social Marketing

- Determine which behaviors to promote; learn about audiences/barriers through surveys/focus groups
- Use combination of following tools to create behavior change:
  - Commitment
  - Prompts
  - Norms
  - Effective messages
  - Incentives/Remove external barriers
  - Diffusion Tools

McKenzie-Mohr, et al
What’s a Community?

[Images of various scenes and logos related to communities and social networking, including Springfield Township Chamber of Commerce and Facebook.]
## Social Marketing v. Community-Based Social Marketing

<table>
<thead>
<tr>
<th>Social Marketing</th>
<th>Community-Based Social Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Differences</strong></td>
<td></td>
</tr>
<tr>
<td>Uses standard marketing channels: mass media, direct mail</td>
<td>Campaigns delivered at the community level</td>
</tr>
<tr>
<td>Emphasis on broad dissemination of information</td>
<td>Emphasis on direct personal contact</td>
</tr>
<tr>
<td><strong>Similarities</strong></td>
<td></td>
</tr>
<tr>
<td>Use market research in planning stages</td>
<td></td>
</tr>
<tr>
<td>See education as just one of several tools necessary to create behavior change</td>
<td></td>
</tr>
</tbody>
</table>
Creating a Social Marketing Approach

Strategy and Tactics
Getting to the Awareness “Tipping Point”
Getting to the **Action/Behavior**

“Tipping Point”

This Is Our Job
Social Marketing Provides the Bridge to Action and Behavior Change

**Attitude**

“I believe that we need to do something about global warming. Oh, I’ve got to take this call….”

**Action**

“I called my utility to sign up for their audit. I told my neighbor and she’s doing it too.”
Success in Social Marketing

Let’s Look at Factors Again

1. Target markets most ready for action.
2. Promote single, simple doable behaviors.
3. Understand audience barriers to behavior changes.
4. Bring benefits closer to the present.
5. Include tangible objects and services that support behavior change.
6. Provide incentives.
7. Try to make messages concrete, clear and fun.
8. Try for popular, entertainment media.
Energy Efficiency has the Fundamental Properties for Social Marketing Success

- **Social Benefits**
  - Environmental improvement
  - Less reliance on foreign supplies
  - More local jobs, improved economic efficiency

- **Market Characteristics**
  - Ubiquitous (everyone uses energy)
  - Few people oppose the notion of energy and resource efficiency
  - Infrastructure for action is largely in place

- *We are very fortunate that with Energy Efficiency, the mechanism for saving energy already exists (utility/local programs, etc.)*
Do we “just need to give consumers the right price signals”?

$2.10/gal in Jan ’07

$3.25/gal in Mar ’08

Up 55%

Driving is down 1%

Short-term elasticity = -.018

Prices from:
www.eia.doe.gov/oil_gas/petroleum/data_publications/wrgp/mogas_history.html
The Trouble with Rebates

- Rebates may not drive changes in attitude about future energy efficiency purchases
- Rebates may train buyers to require subsidies to purchase EE goods/services
- Rebates attempt to overcome multiple barriers with one tool: $money$
- Money is not the most efficient way to overcome a variety of barriers
- Social Marketing helps by using appropriate marketing approaches for long-term and low-cost behavior change
“Yes, I look ridiculous to you, but in my milieu, I would be an outcast if I didn’t wear skin tight fluorescent lycra bikewear.”

http://www.procyclegear.com/2008_half_zip_pro_cycling_jerseys.htm
The Incredible Power of Social Norms

The yellow top is a “prompt”

“I recycle because my neighbors do, so it must not be that hard.”

The Influence of Business Norms

Offering health care is a Business Norm in the U.S. today

www.barkerforsenate.com/issues.html

Partners for a Clean Environment (Boulder)

www.ci.boulder.co.us/www/pace/index.html
Montana Seatbelt/Social Norms Experiment and Campaign

- Surveys showed that 84.9% of respondents used a seatbelt, but the perception was that only 59.8% of other Montana adults did so.
- Radio/print/billboard ads: “Most Montanans Wear Seatbelts!”
- Results showed statistically significant changes with the normative message, but no change with other messages (non-normative)

Source: http://www.socialnorms.org/index.php
Tax Payments/Social Norms Experiment

- Minnesota Dept. of Revenue experiment
- 20,000 letters sent to each group, (also a control group)

- Letter #1: “Your taxes go to valuable services such as education, fire and police, health care, and the elderly. When people don’t pay their taxes, these services suffer.

- Letter #2: “Many Minnesotans think that others people commonly cheat on their taxes. This is not true. Almost everyone pays what they owe, on time, except for a few people who cost the rest of us a lot of money.”

- Which letter worked??? Why?

Source: http://www.socialnorms.org/index.php
Evanston High School Norms Campaign

I only kiss people whose breath doesn’t stink
I exercise to keep in shape
I take a deep breath when I’m nervous
I only eat in the non-smoking section at restaurants
I DON’T SMOKE
Just like 88% of ETHS students

Source: http://www.socialnorms.org/index.php
Evanston High School Norms Campaign

most ETHS students choose not to drink alcohol.

72% choose other healthy options when they're hanging out with their friends.

MOST ETHS STUDENTS:

decide ahead of time not to drink

drink non-alcoholic drinks instead

say "no, thanks"

leave parties where there's drinking

don't go places where there's drinking

SFPF 905 P. 480

Funded by the Office of Community Funding. The Evanston Open Space & Greenways Trust and the Evanston Housing Authority.
Some Examples of Energy and Environmental Campaigns
America’s Greenest Campus
- Launched Earth Day 2009, ended October 2009
- 20,000 students on 465 college campuses
- Saved nearly 6,000 MWh & 186,700 therms
- Winners of America's Greenest Campus 2009:
  - The University of Maryland - 2,257 participants
  - Rio Salado College - 4.4% reduced CO₂ per person
# Online Energy Conservation Contest for Colleges

<table>
<thead>
<tr>
<th>Rank</th>
<th>University</th>
<th>Score</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University of Maryland - College Park</td>
<td>2257</td>
<td>1.29%</td>
</tr>
<tr>
<td>2</td>
<td>George Mason University</td>
<td>1930</td>
<td>1.44%</td>
</tr>
<tr>
<td>3</td>
<td>University of Massachusetts - Amherst</td>
<td>1018</td>
<td>0.06%</td>
</tr>
<tr>
<td>4</td>
<td>Lone Star College</td>
<td>782</td>
<td>1.53%</td>
</tr>
<tr>
<td>5</td>
<td>University of California - Davis</td>
<td>566</td>
<td>1.12%</td>
</tr>
<tr>
<td>6</td>
<td>Rio Salado College</td>
<td>524</td>
<td>4.40%</td>
</tr>
<tr>
<td>7</td>
<td>University of California - San Diego</td>
<td>507</td>
<td>1.13%</td>
</tr>
<tr>
<td>8</td>
<td>New York University</td>
<td>418</td>
<td>0.60%</td>
</tr>
<tr>
<td>9</td>
<td>American University</td>
<td>305</td>
<td>1.32%</td>
</tr>
</tbody>
</table>
Big Names Joined to Promote America’s Greenest Campus

Russell Simmons

500,000+ Hits on YouTube

Source: obamagirl.com

Source: starpulse.com

Source: obamagirl.com
BC Hydro’s Team Power Smart
How Team Power Smart Works

1. Join the Team
   - Help reduce B.C.’s energy use and move toward self-sufficiency by 2016
   - Learn how to save energy and money with online tips & tools
   - Receive a members-only version of our popular Connected e-newsletter
   - Get in on exclusive contests, including a chance to win prizes in conjunction with select Team Power Smart leaders
   - Qualify for members-only offers that can save you money

Learn how to join the team

2. Add Account
   - View your bill online, track savings and go paperless
   - Compare your energy usage to homes like yours

Learn how to add your account

3. Track Progress
   - Set 10% Goal
   - Track Progress
   - Compare your year-over-year energy consumption
   - Win exclusive rewards
   - Learn how to conserve with easy-to-use conservation tools

Get more info about tracking your progress

http://www.bchydro.com/powersmart/team_power_smart/how_it_works.html downloaded 11/19/10
Team Power Smart Contests

JOIN THE TEAM, ENTER TO WIN

Each month, our Team Power Smart member-exclusive contest offers a chance to win some very cool prizes.

Join Team Power Smart and you'll be eligible to win this month's grand prize of an Apple iPad and a Lui Passaglia-autographed No. 5 BC Lions jersey.

Winner: Best Buy LED TV

Winner: Refrigerator & Range

Winner: iPad

Bchydro.com

Bestbuy.com

Store.apple.com

42
Make saving energy fun!

Reduce your footprint

Ways to Reduce

<table>
<thead>
<tr>
<th>Ways to Reduce</th>
<th>Carbon Saved</th>
<th>Dollars Saved</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use a programmable thermostat</td>
<td>411</td>
<td>$28</td>
<td>663</td>
</tr>
<tr>
<td>Install a tankless water heater</td>
<td>347</td>
<td>$23</td>
<td>559</td>
</tr>
<tr>
<td>Microwave your food</td>
<td>345</td>
<td>$68</td>
<td>556</td>
</tr>
<tr>
<td>Cook with a crockpot</td>
<td>305</td>
<td>$15</td>
<td>493</td>
</tr>
<tr>
<td>Turn off coffee maker after brewing</td>
<td>264</td>
<td>$56</td>
<td>458</td>
</tr>
<tr>
<td>Hand clean your oven</td>
<td>261</td>
<td>$52</td>
<td>421</td>
</tr>
<tr>
<td>Use a low flow showerhead</td>
<td>261</td>
<td>$29</td>
<td>421</td>
</tr>
<tr>
<td>Reusable food containers</td>
<td>5</td>
<td>-$1</td>
<td>7</td>
</tr>
<tr>
<td>Watch movies in the dark</td>
<td>10</td>
<td>$2</td>
<td>16</td>
</tr>
</tbody>
</table>

Initial Footprint: 30,969 lb/year

Current Footprint: 28,442 lb/year

Reductions: -2,527 lb/year

Your Reductions: 2527, $230, 4264

Climate Culture is the first personal advisor for reducing your energy costs and combating climate change. Inside, you receive personalized recommendations based on your lifestyle choices and energy use. By comparing the dollar and resource usage from hundreds of actions and purchases, you can make smarter decisions that fit your lifestyle. In Culture a reduction center and discover ways to save energy and money while stuck at home on a snowy day.
Community Contests to Track Who Has the Most Enrollments in TPS

![Chart showing top communities with enrollments]

- Vancouver: 19,835
- Surrey: 10,016
- Burnaby: 6,202
- Richmond: 5,606
- Kamloops: 4,233

Is your community in the top 5? Spread the word and help your community rise to the challenge.

See all communities

https://www.bchydro.com/youraccount/teampowersmart/Join.do
BC Hydro Uses “Famous” People to Promote the Power Smart Program

Meet our Team Power Smart Leaders

Team Power Smart leaders are celebrities, athletes, business, community and government leaders who have committed to saving electricity and helping spread the word. All have committed to Team Power Smart and the new goal of cutting their electricity consumption by 10%.

Gordon Campbell (GM)
“We don’t have a lot of power anymore. We’re not even energy self sufficient anymore in British Columbia. So we’ve set a goal for ourselves as a government to get energy self sufficient by 2016.”
Gordon’s Bio

Bob Elton
“[People] used to ask me about their bill or their outages, but now they ask me about consumption and efficiency. I like the conversations – but I never assume that I am holier than them.”
Bob’s Bio

Sue Paish
“I think when you bring different perspectives to any situation, you can be taken in a different direction.”
Sue’s Bio

Martin Nash
“I want to make sure that my children inherit a planet cleaner and greener than the one I have inherited.”
Martin’s Bio

Steve Nash (Captain)
“I’m really excited about being part of this team. I know that together we’re going to make a huge difference getting people excited about conservation in B.C.”
Steve’s Bio

Vikram Vij
“When I met [my wife] 13, 14 years ago, she used to have a 20-minute shower. Now she actually times herself. She loves that hot shower when she wakes up in the morning, but she’s reduced it to almost two minutes.”
Vikram’s Bio
Really Famous Canadians BC Hydro Doesn’t Use

Source: Googleimages
Take Charge Challenge: Kansas
“Friendly” Competition among six Kansas towns to reduce energy use over one year

- Communities (large, small, rural, urban)
- Four utility partners (IOUs, coops, munis)
- Volunteer Town Leadership teams
- Quarterly initiatives and celebrations
- Big press push
- Prize for the winner!
Take Charge Challenge

Two Main Contests

CFL Challenge (Quinter 1st, Kinsley 2nd)

- www.takechargekansas.org
- CFL page courtesy of Phillips Lighting partnership
- 4,591 bulbs switched between the two towns

City Savings Challenge

- Net energy savings compared to a “control city”
- Winner saved 5%
Cumulative results:

- Measures taken in the six towns have saved over 1.75 million kWh so far
- More than 34,000 light switches have been recorded for more than $295,000 saved
- 130 air conditioners have been replaced and well over 100 programmable thermostats installed
- Nearly 100 appliance rebates redeemed
- At Q3, all towns appear to have reduced use by at least 1%
Puget Energy: Rock the Bulb
Three-Pronged Effort to Reach Different Target Groups

- Door to Door
- Competition
- Retail Events
511,543 CFLs distributed
- 224,922 CFLs exchanged for incandescent bulbs
- 286,621 CFLs distributed door to door

24,000 people attended a Rock the Bulb event
>1,100 volunteers distributed bulbs door to door

Saved more than 118 million kWh and $22 million on energy bills!

rockthebulb.com
Starting a Campaign at Home

Overcoming Barriers and Obstacles
Purchasing Continuum (simplified)

Awareness | Interest | Desire | Action
Social Marketing Provides Basis for Behavioral Changes towards Efficiency

<table>
<thead>
<tr>
<th>Phase of Purchase Cycle</th>
<th>Social Marketing/ Behavior Change</th>
<th>DSM Programs</th>
<th>Codes and Standards</th>
<th>Energy Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>High</td>
<td>Low</td>
<td>None</td>
<td>Low</td>
</tr>
<tr>
<td>Knowledge</td>
<td>High</td>
<td>Medium</td>
<td>None</td>
<td>Low</td>
</tr>
<tr>
<td>Preference</td>
<td>Medium</td>
<td>Medium</td>
<td>None</td>
<td>Low</td>
</tr>
<tr>
<td>Action</td>
<td>Medium</td>
<td>High</td>
<td>High</td>
<td>Medium</td>
</tr>
</tbody>
</table>
Social Marketing is Designed to Permanently Eliminate Fundamental *Attitudinal* and *Normative* Barriers, then Move through Other Barriers

- Fundamental barriers
- Market-related barriers
- Purchase-specific barriers
Fundamental Barriers Prevent Understanding the Basic Benefits of EE

- Connections between…
  - Energy use and environmental quality
  - Energy efficiency and productivity
  - Energy efficiency and local economic prosperity

- Normative Barriers
  - “Nobody can see my energy efficient furnace, so I’ll buy a brass faucet”
  - “My neighbors drive an SUV and they can drive in the snow”
  - “It’s too complicated to change”

The notion that energy efficiency and environmental improvement costs more is a fallacy that is severely hampering progress.
Market-related Barriers Prevent Change to Better/Newer Applications

- Lack of capital/high first cost
- Fear of technology failure (risk)
- Lack of information (stick with the old)
- Unacceptable aesthetics (ugly light)
- Lack of better energy codes/standards
Purchase-related Barriers Prevent Actual Acquisition Even if EE Product is Desired

- Seller/contractor unaware of better products
- Limited or no availability of desired products
- Poor fit/difficult installation
- Slow delivery/bad timing
Social and Personal Barriers: Both Need to Be Addressed

- Social/Community Barriers
  - Lack of connection between:
    - Conservation and environment
    - Conservation and economy
    - Actions and results
    - DR and reliability
    - EE/DR and power plant deferral & retirement

- Personal/Business Barriers (sample):
  - Cost/lack of capital
  - Lack of information
  - Fear/risk
  - Bad aesthetics
  - Equipment not available
  - No prestige in conservation
Social and Personal Benefits: Integrated Marketing Approach

- **Social/Community Benefits:**
  - Local air/water quality
  - Global environment
  - Improve reliability
  - Defer power plant and transmission constr.
  - Improved economic conditions for community
  - Be a better neighbor
  - Be cool and sexy

- **Personal/Business Benefits:**
  - Lower energy bills
  - Better comfort
  - Less maintenance
  - Higher productivity
  - Resale value
  - Better lighting
The Evolution of Belief

- I like my SUV because it’s roomy and safe. General Motors told me this 38 times last month. I carry a lot of kids around.
- My SUV is less efficient than other models.
- My gasoline use causes local air pollution, so using more gas makes the air dirtier. My niece has asthma.
- Saving gas means more money in my pocket.
- Gasoline creates greenhouse gasses. We are paying money for oil to countries that don’t like us.
- I can use less gas, and I can buy domestically created biofuels that are nearly climate neutral.
- My gas station now carries E85. I just told 3 of my friends at the gym.
Empowering Messaging

- Only you can prevent forest fires
- *Give yourself a raise…adopt energy efficiency*
- *Energy efficiency creates American jobs*
- *Breathe Easier while Saving Energy*
Getting the Word Out: Big Time

[Images of various media tools and materials]
Segmentation is Critical to Successful Marketing

E Source EE Residential Segments

- EE Achievers (12% of Population)
- EE Anticipators (25%)
- EE Uncommitteds (27%)
- EE Indifferents (36%)
So What’s the Campaign??

- National/Regional/Local social marketing effort
  - National support would be great
  - Regional or Statewide more likely
  - Utility or Community based most likely

- Full, multi-phased effort similar to a campaign for introducing a new competitive product or service

- A sustained effort that requires patience and a long term vision

- A market research and marketing endeavor that requires planning and evaluation
The Stepping Stones for a Social Marketing Campaign

→ Identify the target audiences

→ Discover their beliefs, motivations, and barriers (research)

→ Develop approaches for test marketing and control groups

→ Recruit cooperative organizations for disseminating info

→ Develop steps for full campaign rollout (time series)

→ Get paid and free media for campaign

→ Measure effects, improve messaging
Our Challenge in Energy Efficiency

Make EE Compelling

Apply Best Marketing Techniques

Overcome Barriers

Share Responsibility and Credit
For More Information

- **Bill LeBlanc**
  - Senior Advisor, E Source
  - President, Boulder Energy Group
  - Tel: 303-668-2977
  - E-mail: billleblanc@comcast.net