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1. Sally Blackwell, *Energy Advice Translates into Action*
2. Jan S. Moore, *What Trust Has To Do With It: Six Simple Truths That Govern Behavioral Change Results*
3. Jane Hummer, *Making Efficiency & Sustainability Fun; Or, How I Learned to Stop Worrying and Love Location-Based Social Media*
5. Kira Ashby, *Working Together to Change Energy Use Behavior*
7. Tim Volk, *What Energy Efficiency Marketers Can Learn From Tobacco Counter Marketing*
8. Sue Berg, *A 2009 Green Success For APS!*

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5C.001

**Energy Advice Translates into Action, Sally Blackwell**

**Abstract:**
The Home Energy Advice Centre is a network of three not-for-profit services in New Zealand providing tailored, impartial, advice to householders to assist decision-making to improve household energy consumption. The service is delivered by community-based organisations with strong links into local communities and knowledge of local conditions and services. Advice is standardised across the three services and is predominantly delivered by freephone, but also email, web forum, home visits and outreach activities. A recent independent evaluation surveyed 400 users of the service. The findings showed that many clients are well-informed and motivated to change their behaviour but seek re-enforcement of intended action. Around half (51%) of respondents said they were ‘likely’ or ‘very likely’ to have taken action without the advice raising questions about why they sought it. It was found that 68% and 74% of all respondents, respectively, said they ‘more confident’ and ‘better informed’ as a result of the advice. Further, 94.2% of clients took at least 1 of 11 actions (with an average of 4.81 actions) following a consultation, and 67% of people attributed action directly to the advice they received. The findings suggest that consumers require re-assurance and tailored information to translate awareness into behaviour change. The lessons of a two year funded pilot, including the challenge of operating a free, independent service in a commercial environment and taking advantage of online delivery opportunities in a community-based approach are discussed.

**Biosketch:**
Sally is the Executive Officer of the Energy Efficiency Community Network (EECN). EECN supports and represents community enterprises in New Zealand working in the area of energy efficiency, it also co-ordinates the delivery of the Home Energy Advice Centre. Sally completed a Masters degree in Environmental Studies from Victoria University of Wellington in 2009. Her thesis examined household energy behaviour during an electricity supply shortage. Previously Sally worked as a Project Manager and Senior Policy Advisor at New Zealand’s Energy Efficiency and Conservation Authority where she focussed on residential programmes.

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5C.002

**What Trust Has To Do With It: Six Simple Truths That Govern Behavioral Change Results, Jan S. Moore**

**Abstract:**
There is ample evidence that unsolicited advice and/or pressure causes negative reactance in many customers because they appear to restrict freedom or create a “dominant/subordinate” context. Yet consumers who seek advice or otherwise indicate a willingness to trust another person or institution virtually always react in a positive and self-motivated way. When placed in the context of behavioral change and energy efficiency programs, results are significantly improved, often from below five percent to more than ten percent. A 2004 review found that unsolicited advice contradicting existing beliefs or impressions can lead to a behavioral backlash. This customer dissatisfaction not only causes consumers to ignore recommendations, but also to often intentionally contradict them. In administering surveys to millions of residential customers, then using that data to change usage behavior, we have identified six fundamental truths, that when deployed, typically double both participation rates and program sustainability. Along with learning the consequences associated with sending the wrong message to a customer, you’ll learn the impact on future communications with those customers. Utilities have the ability to acquire unprecedented levels of information about their customers, and to use that information to gain trust before attempting behavioral change lest they trigger a perception of superiority or even arrogance on the part of the utility. Utilities simply

5C.003
Making Efficiency & Sustainability Fun; Or, How I Learned to Stop Worrying and Love Location-Based Social Media, Jane Hummer
Abstract:
The next frontier of new media is location-based social media utilizing smartphones’ GPS capability. Location-based social media applications (e.g., Foursquare, Gowalla, and soon Facebook) allow users to “check in” at different venues such as coffee shops and restaurants, to let friends know their location, collect points and “badges”, read tips from other users, and access special deals. In essence, these networks turn everyday life into a game where you collect points and (optionally) broadcast your achievements on Facebook or Twitter. Foursquare, the most popular of these networks, has already gained one million users in its first year (a growth rate comparable to Facebook’s first year). This presentation will explore the potential of a Foursquare-style application as a vehicle for promoting an energy-efficient and sustainable lifestyle. A Foursquare-style game could incorporate many principles of social marketing and meet some challenges of promoting sustainable behaviors that are pervasive throughout the literature. First and foremost, efficiency needs to be fun and engaging; creating a game and allowing people to compare achievements with friends invokes social norms and encourages people to return to the website repeatedly. The website can ask people to make pledges to take specific actions, collect information about home characteristics and future intentions (e.g., planning a renovation), and track progress. The application can then give people targeted prompts at the appropriate time and place (e.g., when at Home Depot). Users can earn public recognition for achievements such as reducing their energy consumption for 3 consecutive months or frequenting the farmers market.

Biosketch:
Jane Hummer has years of experience in the energy consulting field. Ms. Hummer recently completed a comprehensive review of the existing academic and industry research on residential energy behavior change and marketing efforts, including mass media, social media, community-based social marketing, feedback, and competition strategies. Ms. Hummer has participated in a wide variety of energy program evaluations and market assessments for clients across North America, including process evaluations, impact estimation, and assessments of long-term market transformation effects. Many of these projects have focused on assessing social marketing and educational efforts to encourage voluntary adoption of energy-efficient behaviors, products, and policies.

5C.004
Environmental Education, Lacking Energy, Merrilee Harrigan
Abstract:
While new energy efficiency technologies and the production of renewable energy are essential strategies for meeting the challenge of climate change, we know that we must also change our energy consumption patterns and behaviors. Young people need to be part of the solution, since they are both inheritors of the problem and potentially key actors in achieving a transformation of our culture. Existing environmental and climate education programs touch the lives of many young people, both in classrooms and informal settings, and have the potential to change the culture in the same way that children helped persuade their parent to use seatbelts and quit smoking. However, a survey of environmental and climate change education programs globally show that energy efficiency is strongly under-represented in their activities. For example, at the 2009 conference of the North American Association of Environmental Education, only one of 57 exhibitors focused on energy; of the conference’s 541 presentations, only seven focused on energy, and only one on energy efficiency. Given that environmental educators know that energy is a critical environmental problem, why do they not include energy and especially energy efficiency? There are unique barriers to educating about energy efficiency. This presentation describes the gap in
environmental education program regarding energy efficiency, the barriers to including energy efficiency in these programs, and potential solutions.

**Biosketch:**
Merrilee Harrigan has directed the Alliances’ educational programs for 21 years. Her accomplishments include developing the Alliance’s successful Green Schools and Green Campus Programs and directing their implementation in nine states and India, Ghana and Serbia. She designs and conducts research on innovative approaches to energy education and designs pilot projects that help established the effectiveness of energy education in reducing energy consumption in the short and long term. Prior to her tenure at the Alliance, Ms. Harrigan educated consumers and students through the Tennessee Valley Authority, Edison Electric Institute, and the University of Massachusetts Energy Office.

**5C.005**
**Working Together to Change Energy Use Behavior, Kira Ashby**

**Abstract:**
This presentation will detail how energy efficiency program administrators have come together at the Consortium for Energy Efficiency (CEE) to work together on applying behavior change to the efficiency context. Through the CEE forum, program administrators have compiled a summary of recent behavior-based efficiency programs and a collection of behavior insights from various social science disciplines that have been (or have the potential to be) incorporated into efficiency programs. CEE members are currently drafting an overview of the regulatory treatment of behavior-based programs in various U.S. states and Canadian provinces. We’ll describe the aspects of this work that are publicly available and our plans for the post-conference Behavior in Action workshop.

**Biosketch:**
Kira Ashby is a Program Manager in Evaluation, Research and Behavior at the Consortium for Energy Efficiency (CEE), where she oversees the CEE behavior program. Kira holds a Master’s degree from the Harvard School of Public Health with a focus on health behavior change interventions. Her public health-related work has included collaborations with the Centers for Disease Control & Prevention (CDC), Mississippi State Department of Health, the Harvard Prevention Research Center and the Boston Children's Museum. Kira is a graduate of Middlebury College, where she received her Bachelor’s degree in Spanish, along with minors in Psychology and Environmental Studies.

**5C.006**
**The Little Envelope That Could: Boosting Participation in Hard-to-Reach Markets, Rachel Friesen**

**Abstract:**
Challenge  Rebate redemptions started slowly for two new energy-efficient appliance programs in Wyoming: the ThermWise Appliance Rebates Programs from Questar Gas and The Rocky Mountain Power Home Energy Savings Program. In 2010, PECI decided to energize the programs with a co-branded retail-based promotion designed to motivate sales associates and consumers to take action.

**Strategy**
We hypothesized that incenting retail sales associates to promote qualified appliances, and having those retail associates help customers complete their rebate application on the spot would increase program participation. We also expect it to have a longer-term “halo effect” due to retail associates’ increased knowledge. The “Save Green, Win Big” promotion tied into Earth Day and gave local retailers something to advertise in March and April. Retailers received branded green envelopes and posters for the kick-off. The “Save Green” references referred to both saving money and lowering the consumers’ environmental impact. Consumers needed to make a qualifying purchase, complete the rebate application and have it postmarked by April 30th to be qualified to win. Sales staff was required to write their name on the promotional envelope to be eligible to win, and that insured their investment in the promo’s success.

**Results**
The results were spectacular! Rocky Mountain Power Appliances rebates were up 221% year-over-year in the Wyoming promotion territory 23% in the Wyoming control group. ThermWise rebates increased 24% over the prior two months (no year-over-year data available because the program launched in June 2009). The “halo effect” will also be analyzed and documented.

**Biosketch:**
Rachel Friesen is a Strategic Marketing Coordinator at PECI. Ms. Friesen works with residential energy efficiency programs creating diverse and successful strategic marketing plans and projects that meet and exceed her utility clients’ needs. Ms. Friesen graduated from Goshen College with a B.A. in communications with an emphasis in multimedia, and a minor in graphic design. Prior to her employment at PECI her work focused on brand development, web site design, and merchandising within the residential construction industry. Ms. Friesen’s marketing work has been recognized by the Home Builders Association of Portland (Oregon) and the Marble Institute of America.
5C: LIGHTNING SESSION: MARKETING & COMMUNICATING
Moderator: Sharyn Barata Itron

5C.007
What Energy Efficiency Marketers Can Learn From Tobacco Counter Marketing, Tim Volk
Abstract:
Recently, I authored a blog post at www.energyefficiencymarketing.com, excerpted below: Is there something energy efficiency marketers can learn from tobacco counter marketers? I’ve been mulling this question and I think there is. Our company has been employing social marketing techniques to discourage young people from smoking and to encourage smokers to quit for a decade. Here in Vermont, where we do this work, we have helped to trim the smoking rate among teens to 16% from a high of 34% in 1999. So what might the lessons be? 1. Peer misperceptions abound. The single greatest insight we uncovered about why teens smoke has to do with their perception, or rather misperception, of how many of their peers smoke… 2. Persistency pays. Quitters (inside lingo for smokers who want to quit) have to try, try, try, and try again. One of the themes at last November’s Behavior, Energy & Climate Change (BECC)… 3. People want to do it their way. One key insight we’ve learned from talking with many smokers over the years is that most of them want to quit on their own. No counselor, no nicotine patch, no nothing. Cold turkey. I wonder if there isn’t some of that behavior in energy quitters…
I propose to craft a 15-minute formal presentation that illustrates these lessons and uses actual samples of creative work from both the anti-tobacco and energy efficiency marketing worlds to demonstrate—visually and intellectually—the lessons.
Biosketch:
Tim Volk is president of Kelliher Samets Volk, a marketing group with offices in New York, Boston and Burlington, Vt. He has provided marketing and communications counsel to small and large organizations, public and private, in energy, financial services, health care, higher education, and professional services. He sharpened his management skills at leading New York public relations firms, including Burson-Marstellar. Tim is an accredited member of the Public Relations Society of America.

5C.008
A 2009 Green Success For APS!, Sue Berg
Abstract:
Can a Utility in the U.S. still sell green in a challenging 2009 economy? Everybody knows choosing to be green is the right thing to do. But how do you convince people to actually get up off the couch and install solar panels, buy more expensive green power or make energy-efficient improvements to their home—especially as we face an economic downturn? An NBA basketball wake up call with a full court press to green success! The answer in Arizona was to knock a little green sense into our customer base with a hero. Step one in our campaign for APS (Arizona Public Service), the largest electric company in Arizona, was partnering with a local celebrity, Steve Nash. In addition to being a two-time NBA MVP, captain of the Phoenix Suns, and arguably the most popular man in Arizona; Steve was a committed green activist. It took a surprising mix of traditional and new social media for customers to jump into action. To take the campaign to the next level of the Phoenix Suns, and arguably the most popular man in Arizona; Steve was a committed green activist. It took a whole crowd chanting A-P-S. On February 24 we took the biggest leap with a text message in-game promotion at The Suns. Would the fans play along? They did! On March 10th, we expanded on the in-game promotion with TV and radio promos. The Fans were invited to “Text 2 Win” Life size cutouts of Steve Nash were placed in our customer offices to encourage our customers to go to aps.com and learn more about the many ways you could go green. YouTube also created a strong grass roots following and buzz with more than 7,200 views of the CFLs, Green Choice Rates, solar panels, solar water heater and “Bonked” (funny out-takes) videos. APS scores exceeded all goals: jumping to 55% for solar rebate awareness, 40% more solar system installations, 47% more Green Choice Rate customers, doubling the duct test/repair rebates, selling more than a million CFLs and encouraging more APS customers to take steps to reduce their energy use (90%)—the highest percentage in our history.
Biosketch:
Sue Berg is the consummate utility marketer and has been the lead executive for all communications marketing efforts at APS for the past 15 years. She has a deep understanding of the energy business, its impact on consumers and how to communicate effectively with diverse audiences.

5C.009
Trials and Tribulations of Smart Grid Deployment: A Case Study of that Hits Home, Jessica Switzer
Abstract:
The Smart Grid has the potential to modernize our electricity system with stronger, smarter and more efficient energy management from traditional and renewable sources. With those benefits, how could anyone object? But some have objected loudly. In Spring of 2010, with PG&E speeding deployment of millions of Smart Meters, local elected officials and several customers threatened the entire program when they stirred controversy over their increased utility bills. A public outcry made thousands of Californians feel negatively impacted, and a lack information about the Smart Grid and a lack of communication with the utility only fueled the raising concerns. This behavior change case study hits home—to home Smart
Meters. The Smart Grid’s biggest hurdle has been cultural, not technological. Gaining Smart Grid adoption has become first and foremost a public education challenge. Public relations is the missing link that connects audiences and ushers behavior change. Two public relations agencies at the forefront of this educational campaign are Blue Practice and Ruder Finn, who jointly manage communications for Smart Grid infrastructure company Silver Spring Networks. In this panel, representatives from these Smart Grid communications teams will discuss the importance of customer feedback and interaction and how education campaigns launched in support of the Smart Grid have been designed to increase understanding, acceptance, and eventual behavior change. Other potential panelists include representatives from Silver Spring Networks, PG&E, and others.

Biosketch:
Jessica is a co-founder and Partner at Blue Practice, a public relations and marketing agency exclusively focused on sustainability and clean technology products and services. Previously, she was Vice President of Marketing for Tesla Motors. She was also Managing Director of Ruder Finn, the second-largest, independently owned PR agency in the world. Jessica specializes in product and company launches, integrated marketing campaigns, and public relations and crisis communications. She also serves on the board of the Switzer Foundation, a $20 million family foundation devoted to creating environmental leaders through academic and project leadership grants.

5C.010
ComEd SmartTools, How May I Help You? Creating a Customer Care Center that Encourages Adoption & Behavior Change, David Becker

Abstract:
Customer support is the catalyst for encouraging adoption of new rates and information technologies, as well as energy use behavior change. However, studies by NV Energy and Connecticut P&L suggest that the status quo of utility customer support is a significant barrier to adoption. This is echoed by PG&E’s response to the “smart meter revolt” in California: Creating more “Answer Centers” staffed with 165 additional CSRs. This presentation tells the story of creating the SmartTools customer care center (STCCC), which provides customer support for the ComEd Customer Applications Pilot (CAP). CAP is the first randomized controlled field trial in the nation that assesses the effects of default (opt-out) dynamic pricing on customer adoption, as well as on different energy use behaviors. CAP involves 8,522 customers randomly assigned to 27 treatments involving different rates, enabling technology, customer education, and bill protection. The STCCC is the first center designed with both reactive and proactive customer service in mind. The STCCC handles the routine, reactive inbound calls for education, technology activation, and other services using a unique service model. Additionally, its systems can predict when customers will experience a high bill due to a new dynamic rate, and thus enabling staff to proactively contact customers, increasing the opportunity for behavior change. The presentation will discuss and present empirical data related to staff selection, training and retention, systems development, and call center metrics and statistics, including call volume, types of calls, and handling times for customers assigned to different rates and technologies.

Biosketch:
Mr. Becker is an Operations Manager at CNT Energy, an affiliate of the Chicago-based Center for Neighborhood Technology. In his role as Operations Manager, Mr. Becker directs the customer care functions of Ameren’s PowerSmart Real-Time Pricing Program and ComEd’s Smart Meter Customer Applications Pilot. He has primary responsibility for recruiting, training, and retaining a staff of operations assistants, creating the customer support information systems, and serving as Level 2 support for certain types of customer issues.