It Takes a Village: Using Community Engagement to Encourage Refrigerator Recycling

Energy Trust New Homes and Products
Nicole Casta, NW Marketing Accounts Manager, PECI
Challenge: Engage Outlying Areas

- Strong uptake in Portland metro area
- Lagging awareness and participation elsewhere
- Need to overcome skepticism and reach tipping point
Key Strategies for Engagement

1. Target individual communities
2. Speak specifically to them
3. Cluster promotional efforts
4. Rely on local messengers
5. Create behavioral push
Campaign Components

- Media outreach that resulted in extensive coverage
- Print, radio and web advertising
- Community outreach
- Contest
- Website
Result: Triple-Digit Increases

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Thank You

Questions?

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