

Getting Going with “Green” *in Multifamily Residences*



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Getting Going

- Learn from national campaign
- Leverage community, forge partnerships
- Activate vs. inform
- 5 tools to change behavior
- Plan to start

It's Time for the (Hard) Work

Challenges:

- Not one size fits all
- Data collection tough
- System approach more effective, 1 by 1 easier
- Motivational issues

Opportunities:

- Lots of savings potential for multiple audiences
- Spotlight on multifamily sector and energy

What it Took to Get Millions to 'Change a Light'



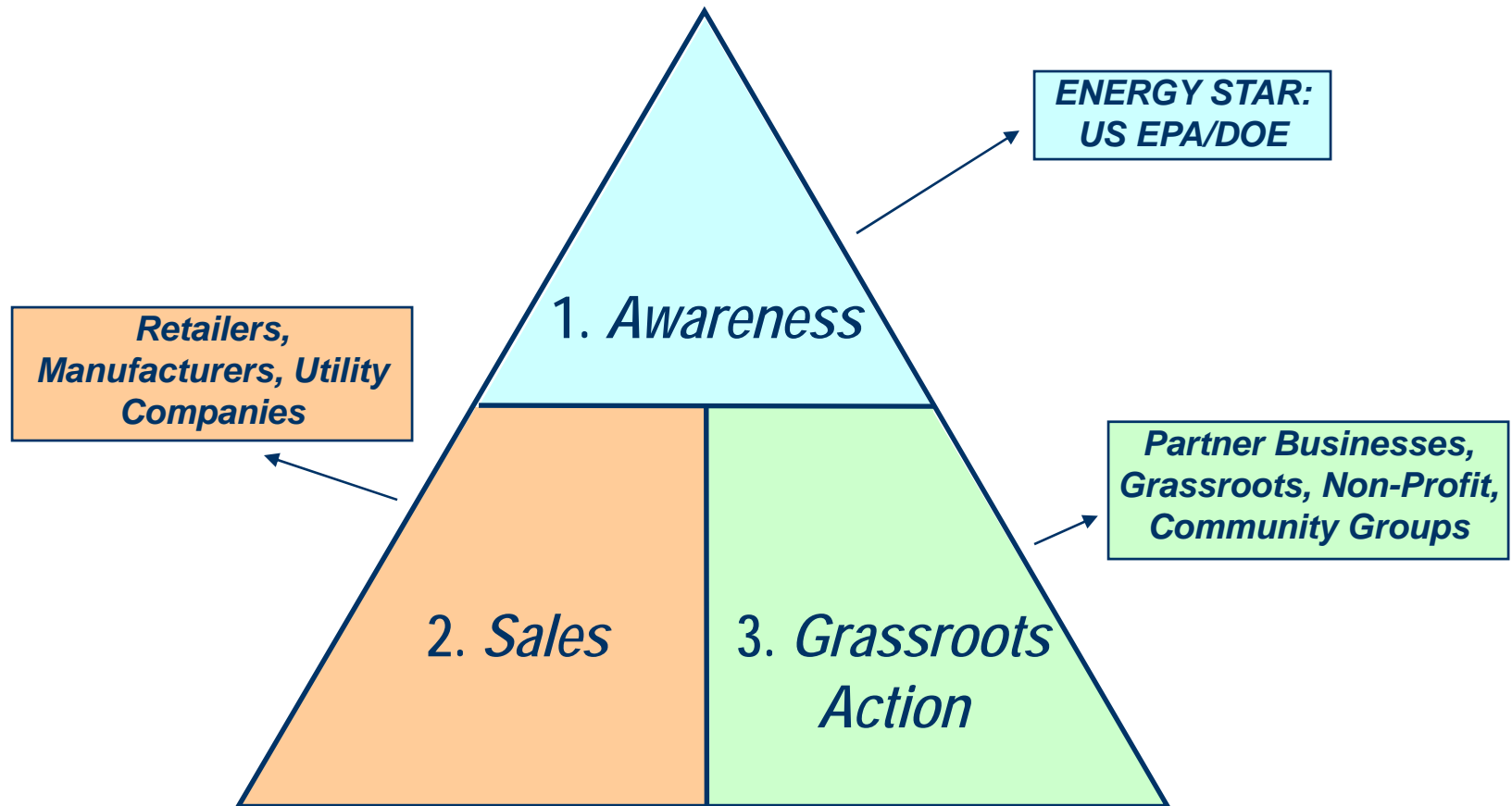
Not Just “Go Change a Light”

When we started in 2000:

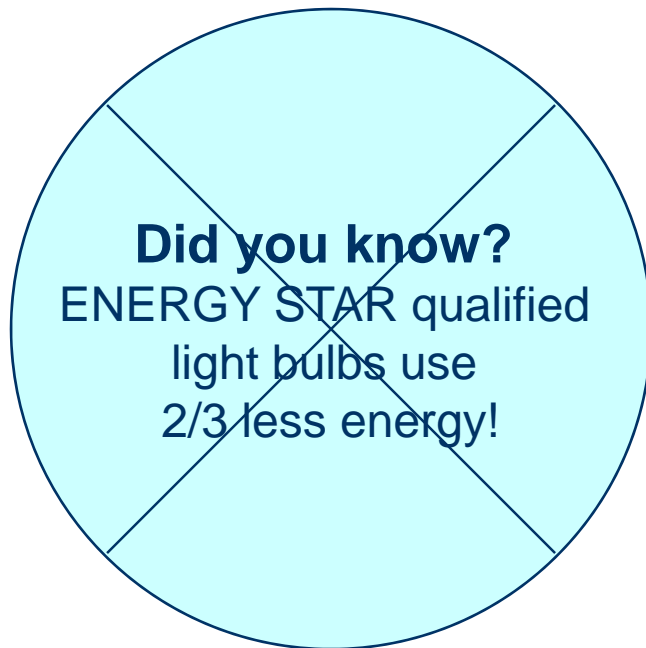
- Not 1 size fits all
- Expensive
- #1 sales source utilities
- Few successful programs
- Poor data access
- Fluorescent phobia




Win-Win Partnerships and Separate Parallel Strategies Key



Death of Awareness (Only) Campaign! Show, Not Tell

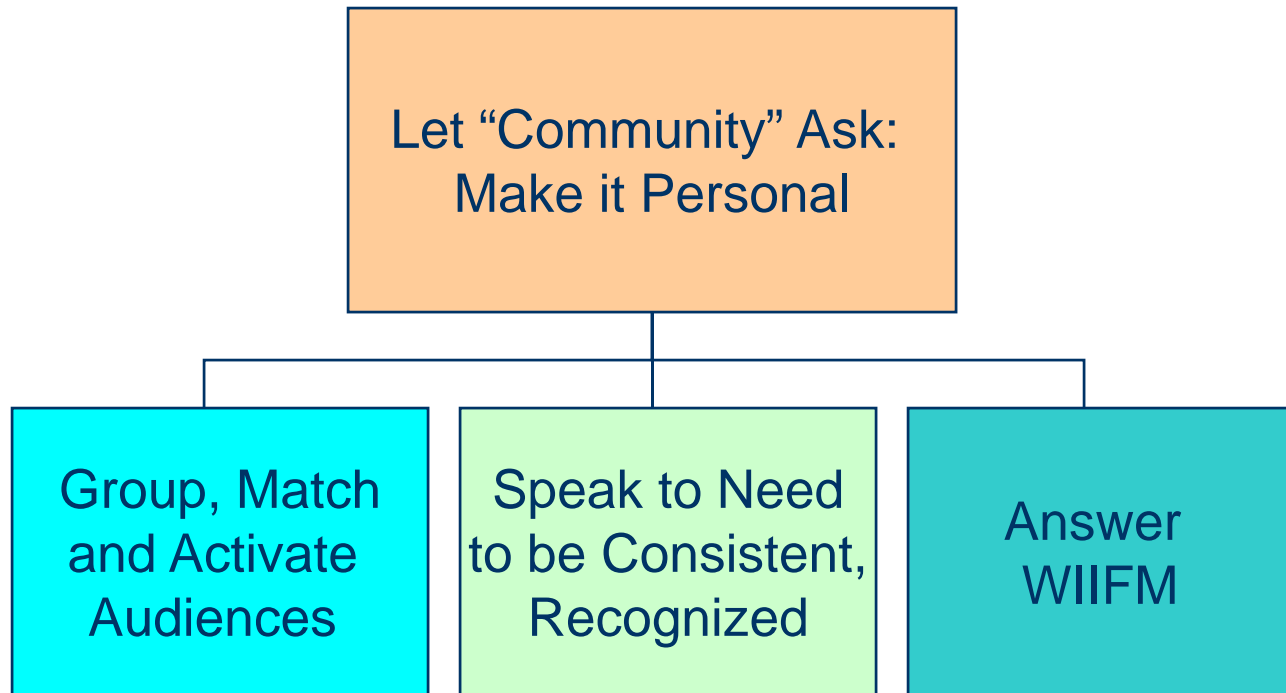


Hello Community-Based Social Marketing



Clear the Path:
Make Benefits
of Acting
Outweigh Barriers

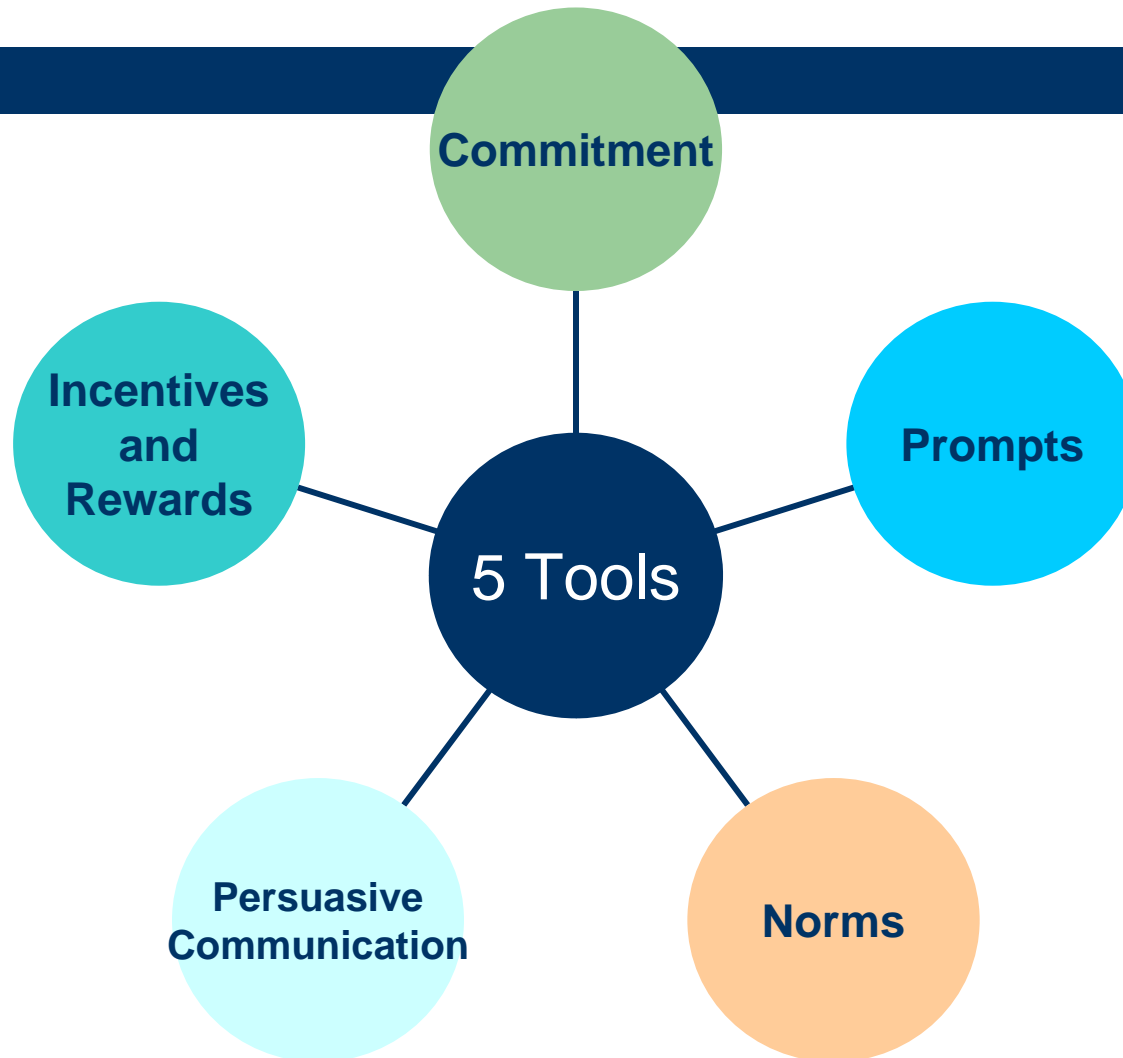
Get Close and Personal



Group Players, Resources, then Activate

- Where greatest savings?
- Who gains by acting or *getting others to*?
 - Saves energy? environment? money?
 - Makes profit?
 - Gets credit?
- With what resources match groups?
- What want each group to do?

5 Tools to Change Behavior



Commitment

Commitment

- **Direct appeal - *it works***
- **More public, the better**
- **Need to appear consistent**
 - Agree to small request, likely agree to 2nd
 - Agreeing to 1st alters self-perception...in enduring way

Prompts

Prompts

- **Gentle reminder for the *predisposed***
 - Close to time and place of choice / behavior



Norms

Norms

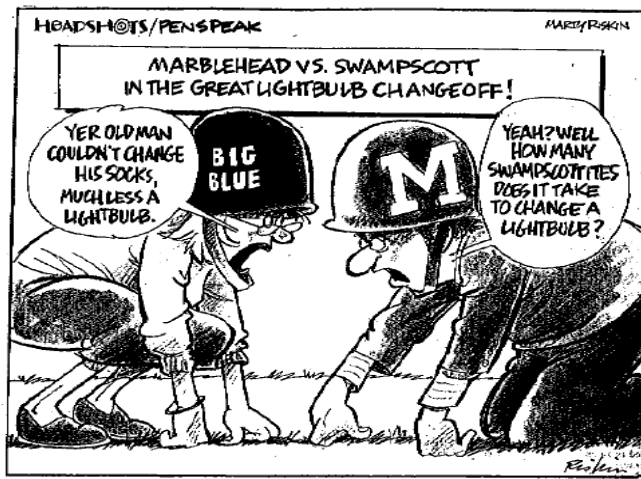
- **Everyone else doing**
 - Avoid norming *undesirable* behavior
- **Visibility-building tactics**
 - Identity tags
- **Model “right” behavior**
 - Conformity long-lasting



Norms

Norms

- Competition
- Social diffusion
 - Make easy to join and spread word



ENERGY STAR Change a Light, Change the World Campaign 2007–2008

The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action to encourage individuals to help change the world, one light — one energy-saving step — at a time. The Environmental Protection Agency, Department of Energy, and Department of Housing and Urban Development are pleased to partner to sponsor the Campaign this year. [Learn more about the Campaign.](#)



Get Involved: Join the Campaign!

Most of us want to save energy and are sensitive to the need to protect our environment, but not everyone knows where to start. You can help!

[Get Started as a Pledge Driver](#)

Take a leadership role — and make a difference in helping to save energy and fight global climate change — by inviting your community to take the pledge. ([View All Pledge Groups](#))

[Engage your Community or Organization](#)

Use these ideas and materials about how to share the campaign with your community.

[Educate Students](#)

Use these campaign ideas and materials about how to share the campaign with students

[Promote at Retail](#)

Encourage purchase of ENERGY STAR qualified lighting, train sales staff, and publicize your campaign involvement with free materials.

Download Materials for your Campaign Activities

[Pledge Driver Tool-Kit](#)

Registered pledge drivers, use these materials to promote the campaign and encourage pledges towards

[Support as a Government Leader](#)

Federal, state and local officials, find out how you can get involved and access turnkey materials.

[Register your Activity](#)

Post your activity online so people will know that you are participating and see when your activity will happen. ([Search for 2007–2008 Campaign Activities!](#))

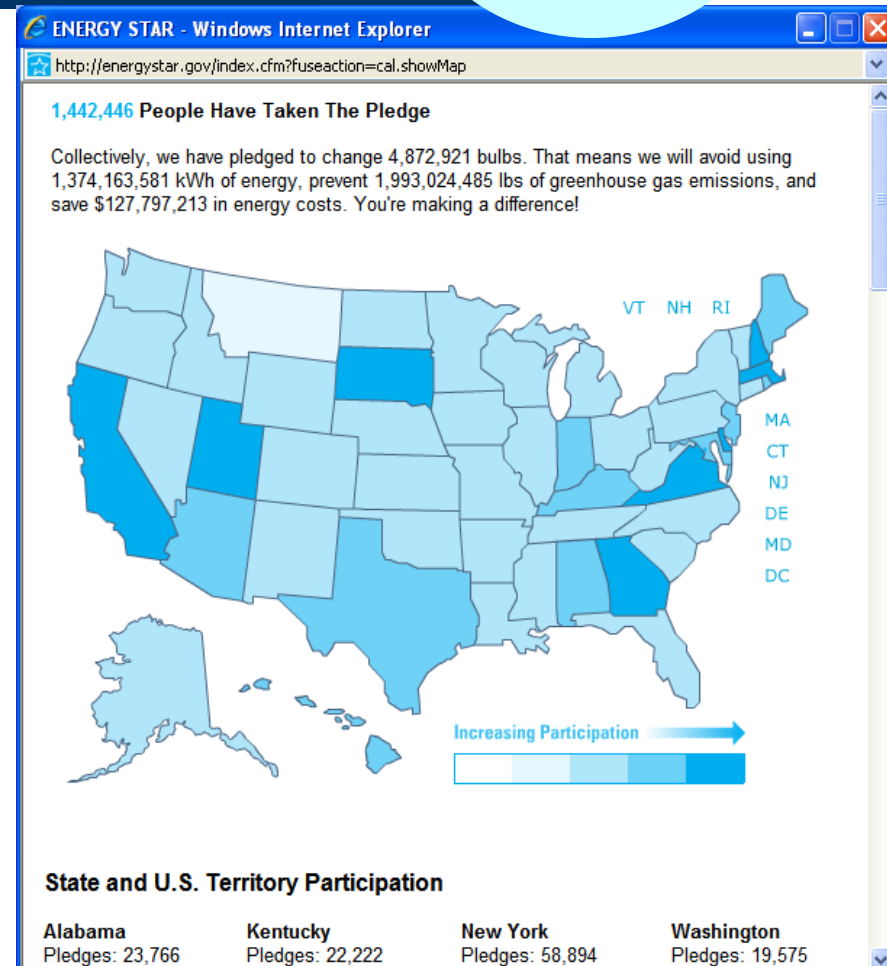
[Subscribe to Email Updates](#)

Keep updated with emails sent 1–2 times a month with the latest additions to online materials, media developments, and more.

Persuasive Communication

Persuasive Communication

- **Action, solution-oriented**
 - Knowledge-building secondary
- **Share real impact**
 - Immediate feedback



Persuasive Communication

Persuasive
Communication

- **Reel them in or lose them**
 - Vivid, personal language and imagery
 - Speak to known attitudes, behaviors, beliefs
 - Craft WIIFM language – results benefit you
- **Consider the source – “*says who?*”**
 - More credible, more sway
 - Avoid “altruistic” ask from profiting entity
 - Can’t avoid? Try **transparency**

Persuasive Communication

Persuasive Communication

- **Frame message**
 - For *big picture*, optimism
 - We can *do* this!
 - For *individual motivation*, emphasize negative
 - By *not* acting, you'll *lose* X



use it.*

or lose it.

If you're not using ENERGY STAR® lighting fixtures and bulbs in your home, you're losing money every day!

*Image is representative of a variety of compact fluorescent light bulbs that meet the ENERGY STAR standards.

Energy Star
CHANGE FOR THE BETTER WITH ENERGY STAR
www.GetEnergySmart.org

Courtesy of NYSERDA

Incentives and Rewards

Incentives
and
Rewards

*Even small incentives
can have a dramatic
impact on behavior*

Incentives and Rewards

Incentives and Rewards

- **Monetary incentives and disincentives:**
 - Rebates, tax credits, coupons
 - Special deal on rent
- **CAUTION:**
 - If temporary, behavior change may also be
 - May change how ask is weighed:
 - *Is my time worth \$30 energy savings? vs.*
 - *How can I say no to doing the right thing?*

The screenshot shows the ENERGY STAR website's 'Special Offers from Partners' page. The page features a navigation menu with categories like 'Products', 'Home Improvement', 'New Homes', 'Buildings & Plants', and 'Partner Resources'. A sidebar on the left lists various product categories under 'Lighting', including CFLs, Light Fixtures, and Exit Signs. The main content area displays several promotional offers from partners like 'THEbulb', 'Sylvania', 'GE', and 'Progress Lighting'. A map on the right shows the 'Pledge Count' by state, with a total of 1,442,301 pledges. Below the map is a table titled 'Who's Driving the Pledge?' listing the top 5 organizations and their pledge counts.

COMPANY	PLEDGES
Pacific Gas & Electric Company	110,234
Georgia Power Company	87,659
Southern California Edison	77,224
Virginia Commonwealth of	19,344
Alabama Power Co.	18,339

Incentives and Rewards

Incentives
and
Rewards

- **Non-monetary incentives and disincentives:**
 - Income loss avoided (to bills, rent, etc.)
 - Competition
 - Public recognition
 - Media attention
 - Best in class among peers
 - Only one *not* participating (and everyone knows it)



ENERGY STAR CHANGE A LIGHT, CHANGE THE WORLD

[About ENERGY STAR](#) - [News Room](#) - [FAQs](#)

Search

Go

ENERGY STAR

Products

Home Improvement

New Homes

Buildings & Plants

Partner Resources

[Home](#) > [Products](#) > [Lighting](#) > [Change a Light](#) > [Take the Pledge](#)

Products

Appliances

Heating & Cooling

Home Electronics

Lighting

CFLs

Light Fixtures

Advanced Lighting Package

Ceiling Fans

Exit Signs

Traffic Signals

Decorative Light Strings

Commercial Food Service

Office Equipment

- [Purchasing & Procurement](#)
- [Interested in Partnering?](#)

[Join ENERGY STAR](#)

Take the Pledge

"I Pledge to do my part to save energy and help reduce the risks of global climate change by replacing at least one light in my home with an ENERGY STAR qualified one."

First Name*:

Email:

[Don't have an email address?](#)
[Why do we need your email?](#)

Zip Code:

Which organization referred you here, if any?

No organization selected

[Sign up your group](#)

How many lights do you plan to replace with an ENERGY STAR?

 (You may insert up to 50)

Would you like to receive quarterly emails from ENERGY STAR with energy-saving tips?

Yes No

[SUBMIT PLEDGE!](#)

* Children under 13 are required to take the pledge with a parent. View our [Privacy and Security Notice](#).

Pledge Count: 1,442,298

Who's Driving the Pledge?

All Categories

Top 5 Organizations

COMPANY	PLEDGES
Pacific Gas & Electric Company	110,234
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[View all Pledge Drivers >](#)

[BECOME A PLEDGE DRIVER!](#)

Spread the Word

[Tell a friend](#) about the Change a Light Community!



Competition Beat Coupons

Pledge Count: 1,442,301



State by State Results!
[Click to Enlarge Map >](#)

Who's Driving the Pledge?

All Categories ▼

Top 5 Organizations

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GET YOUR ORGANIZATION INVOLVED!





ENERGY STAR
CHANGE A LIGHT, CHANGE THE WORLD

[About ENERGY STAR](#) •
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ENERGY STAR

[Products](#) |
 [Home Improvement](#) |
 [New Homes](#) |
 [Buildings & Plants](#) |
 [Partner Resources](#)

Home > Products > Lighting > Change a Light > Special Offers from Partners


Special Offers from Partners

Fulfill your pledge with the help of special offers from our partners. [[about special offers](#)]

Lighting

- Appliances
- Heating & Cooling
- Home Electronics
- Lighting
 - CFLs
 - Light Fixtures
 - Advanced Lighting Package
 - Ceiling Fans
 - Exit Signs
 - Traffic Signals
 - Decorative Light Strings
- Commercial Food Service
- Office Equipment
 - [Purchasing & Procurement](#)
 - [Interested in Partnering?](#)

[Join ENERGY STAR](#)



Instant 10% savings on all ENERGY STAR qualified light bulbs from www.thebulb.com. [EXIT](#) ↕



Save \$1.00 on any SYLVANIA ENERGY STAR qualified compact fluorescent product. [EXIT](#) ↕



Download a GE Manufacturer's Coupon to save \$1.00 on a purchase of a GE Energy Smart (TM), ENERGY STAR qualified CFL. [EXIT](#) ↕



10% off the purchase price of a Progress Lighting ENERGY STAR qualified fixture. [EXIT](#) ↕

[Visit our Special Offers Finder!](#)
[Find a Store Near You](#)

Pledge Count: 1,442,301



State by State Results!
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All Categories ▼

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GET YOUR ORGANIZATION INVOLVED!

Choosing Your Tools

5 Tools

1. Start with desired action vs. top-line goal
 - *Simple, beneficial action*
2. Position close to behavior trying to change
 - *In time and space*
3. Use to make easy to recall and reinforce
 - *What, how, when*

Get Started!

Ready, Set, Go



Get Ready...

- **Assign one person**
- **Plan for whole-building/s efficiency**
 - Start simple
 - Minimize # of asks

Plan Around Action and Actors

- **Build plan around *prompting action***
 - All strategy, tactics, communications
 - Measurable actions, results
- **List “players,” resources, role, WIIFM**
 - How can multifamily community break down?
 - Who else cares?
 - Government, utilities, community organizations, vendors
 - Remember self!

Get Yourself Set First...

AVOID:
“Why Should I?
What Are
You Doing?”

Go...

- **Launch formally**
 - Prompt immediate action
- **Keep it going**
 - Regular communication
 - Feedback
- **Do more green building efforts**
 - Steadily share, publicize



Ask Yourself

