



SmartPower
Let's Get Energy Smart.

A New Generation for Energy Efficiency

**Industrial Assessment Centers
Student Meeting
February 6, 2009**



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Background on SmartPower

- ✓ SmartPower is a non-profit marketing organization dedicated to promoting *clean, renewable energy and energy efficiency*.
- ✓ We use consumer market research in order to create campaigns and messages for clean energy and energy efficiency.
- ✓ Ultimately we seek to create large scale and small scale clean energy installations and a generation of energy savers!



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Created in 2002 by Connecticut Clean Energy Fund, Pew Charitable Trust, Rockefeller Brothers, John Merck

work to get 'regular people' to want to buy renewable energy and to become energy efficient

Path to sustainability – change a light bulb today; turn off electronics; buy energy star appliances; purchase renewable energy

Collaboration is key – stakeholders all at same table



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New England Climate Protection Coalition

- ✓ NECPP was formed to create more robust energy efficiency campaign (NE DEPs, EPA, CCEF, SmartPower)
- ✓ Our goal was to determine whether we could successfully broaden the target to younger people
- ✓ SmartPower invested \$150,000 to research Teen market and energy efficiency approach



A good example of the collaboration between stakeholders is NECPP.

Wanted to create a more robust EE campaign

Could we target Echo boomers?



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*Create a New Generation
Smart About Energy*

- ✓ Engage teens and young adults about impact of current energy use and motivate them to change one or two things
- ✓ As teens and young adults learn more, they'll do more, and engage their entire family
- ✓ An engaged, informed consumer is more likely to purchase clean energy



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The pathway to sustainability!

Take a simple action today, and over time, person becomes more efficient and more likely to purchase renewable energy



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Our Goals for Marketing Energy Efficiency

- ✓ Make energy efficiency more than simply turning off the lights -- but just as easy. We don't want to require a purchase
- ✓ Remove "deprivation" stigma of Carter administration
- ✓ Broaden from Adults to focus on Echo-Boomers
- ✓ Our goal: Make Energy Efficiency "cool"
- ✓ Motivate our audience to do more and more, including clean energy purchases



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Don't ask people to do too many things. If you ask them to do 5 things, they will do none.

If you ask them to do 1, they most likely will. Once they find out how easy it was, they are more likely to continue.

Carter – turn down the heat and put on a sweater

Again – recurring theme – pathway to sustainability



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Target Echo-Boomers: The Energy Wasteland

- ✓ Heavy users of energy
- ✓ Life time value of the customer (We're changing a generation of consumer behavior)
- ✓ Influence older *and* younger members of family
- ✓ Other demographics are already being effectively marketed



Echo Boomer – children of the baby boomer generation (16-24)

Started our initial research and found that:

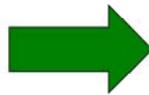


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*The Echo-Boomer Challenge:
Start with Just 3 Actions*

- ✓ Take Shorter Showers
- ✓ Turn Off/Unplug
- ✓ Reduce Car Idling



The most
energy waste
by young
adults



Started our online research by asking participants to do 3 actions

Average Echo Boomer takes a 45 minute shower every day!

Cutting shower by 5 minutes/day can reduce CO₂ by up to 1,191 pounds/year. That's equal to driving 1,265 miles.

Letting your car idle for 10 minutes/day wastes 30 gallons of gas/year. That's about \$90 and 586 pounds of CO₂.



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The Living Diary™

- ✓ 81 on-line panelists recruited from all six New England states
- ✓ Two weeks of real EE actions, attitudes, behaviors, not just theoretical. Can they do all three actions? Two? One?
- ✓ A mix of 17-59 year old opinion leaders – roughly half were 17-21 and half 21-59.
- ✓ We cultivated Over 1000 diary entries from a list of posed questions.



Participants had to log on everyday and write what they were doing to be energy efficient.

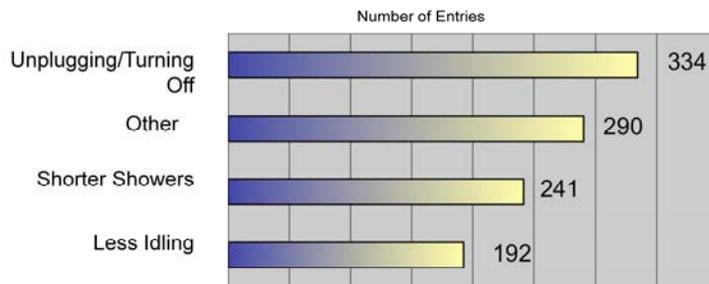
We would offer suggestions on what to do



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Unplugging/Turning Off Won!

Efficiency Moments (1,057 Entries)



Unplugging was the most frequent efficiency experienced. This seemed to be because it was easiest, required the least sacrifice, was the most universally relevant to all panelists.

Other came in second – clothes hung outside, conserving water, walking instead of driving, going into fast food place instead of drive through

Showers were a reward



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Facts about Phantom Load

- ✓ Typical home has approximately 20 phantom load draws
- ✓ Phantom load adds about \$200 to annual electric bill
- ✓ 10% of a HH's electric bill comes from phantom load
- ✓ Phantom load is the equivalent of 17 electrical power plants
- ✓ 75% of electricity used in home electronics is consumed when products are turned off.



So, there was an opportunity to address phantom load

PHANTOM LOAD – the electricity used by electronics even when they are turned off



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Annual Household Phantom Load

Devices that Draw Phantom Load	Estimated Annual Phantom Load (kWh)	Estimated Economic Loss from Phantom Load Waste (\$0.17/kWh)	Pounds of CO ₂ Emissions	Percent of Households with Device
TV	31.39	\$5.34	27	92%
DVD Player	36.04	\$6.13	32	84%
Cell Phone Charger	8.03	\$1.37	7	76%
MP3 Player	24.89	\$4.23	22	25%
Game Console	9.49	\$1.61	8	50%
Computer	13.87	\$2.36	12	47%
Printer	40.15	\$6.83	35	42%
Modem	9.71	\$1.65	9	49%
Cable Box	87.60	\$14.89	77	57%
Total Phantom Waste	261.17	\$44.40	229	



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Some examples



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The College Dorm Room

- 50% of energy use in dorms is lifestyle choices
- Laptops, desktop lamps, printer, refrigerator, TV, DVD/VCR, iPod, cell phone, curling iron, hair dryer, electric clock, hot pot, microwave, decorative lamps, floor lamps, stereo, overhead lights



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And I'm sure your rooms back on campus look similar to this



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Lesson 1: Echo-Boomers Want to be Inspired!

Being more Energy Efficient isn't always the easiest thing to do but people are inspired when they become aware of the small things they can do that have a big impact.

It is more effective to **inspire them with what they can do** versus tell them what they *should* do.



Through the research, we came away with 6 main lessons learned.

Inspire – Participants spoke about how BUSY they are, but once we got their attention, they wanted to know how easy it was to incorporate EE into their daily lives.



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Lesson 2: Make Me Powerful!

People wanted to feel that practicing Energy Efficiency made them more **powerful in terms of their influence and impact on family, friends and society**. In short, the less power one uses, the more powerful they will feel!



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Magnify the Power of ME!

Participants were impressed when they saw how their action – when multiplied over time and coupled with the actions of others, could make a REAL difference.



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Lesson 3: Smarter is Cool

Being more Energy Efficient makes people **feel smarter about themselves** on a number of levels. They feel more **creative, responsible and connected** with contemporary culture.



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An emotional benefit of being more EE is that people felt smarter

Being smart is cool



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Lesson 4: Efficiency Has Social Currency

Efficiency seems to have a **social currency that can make it cool**. It's something that people feel they can "use" to enhance how they feel about themselves and how others see them.



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Being EE made people feel better about themselves.



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Lesson 5: I Want Recognition

Teens want to know more than how much they're saving. They would like to be able to **measure** the impact of their efficiency in some broader way. There's **power in knowing** how they're doing. And they want the world at large – or their community – to know that they are doing something.
(The blogging Phenomenon)



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Want to be part of a Movement



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Lesson 6: Generational Differences

There seemed to be a distinction in the fundamental approach to Energy Efficiency based on age, life stage and **generational influences**. We simply can not talk to older adults and teens in the same voice.



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Old School – don't be wasteful; reduce, reuse and conserve

New School – 'Saving my World'

Both are positive, but very different message approach for each



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"I felt empowered to do something positive."

"I'm definitely more aware than I ever have been before."

"When I'm being energy efficient, I feel smart. I feel smart because I've thought of a way to do more with less, a way to do things better and maximize performance."



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A couple of excerpts from the living diaries



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Research Phase 2: Focus Groups

- ✓ We used the insights from the Living Diaries to develop a range of creative concepts focusing on unplugging and phantom load
- ✓ Conducted Echo-Boomer focus groups across New England (Hartford, Boston, Portland) in January, 2008
- ✓ Asked our groups
 - What does this campaign need to do to engage you?
 - What are the equivalencies that are most motivating?
 - What concepts do you most connect with?



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Now we did focus groups with Echo Boomers



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Research Phase 2: Focus Groups

We found that:

1. Equivalencies are the key to success
2. People want to be inspired
3. Environmental message doesn't work



From the focus groups, we found that.



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Unplugging Equivalencies Example

If every person in New England States between the ages of 15-24 unplugged their **Cell Phone Charger**, it would avoid over **14 million pounds of CO2 per year**. This is equivalent to one of the following:

1. Conserving 725,046 gallons of gasoline
2. Removing 1,139 passenger cars and light trucks from the road
3. Saving 14,804 barrels of oil
4. 52 acres of forest preserved from deforestation



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An example of an equivalency



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Key Finding: Saving Money is Cool

Directly impacts them... There was actually some social currency to saving money as well. It was smart and cool.

Saving money is a mainstream issue, not just for those who "really care about the environment"... When putting the issue in this context they were less likely to see this as someone else's problem to solve.

Gasoline equivalency was most effective with this audience.



A key finding that we walked away with was saving \$ is cool



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Throwing Money Away

Several respondents came up with ideas equating keeping devices plugged in with throwing away money.



Here is an example –

During the focus groups, we asked participants to draw THEIR image of phantom load



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Inspire, Don't Preach

“Don't tell me what to do”... Inspiring them showed respect for their intelligence... preaching didn't.

Inform them of the possibilities... Most really wanted to be informed more than told. **They wanted to feel smarter.** An educational and informational tone – versus scaring them or making them feel guilty – seemed to be more effective.



We learned that any message had to inspire.

Many saw this as the most important aspect of any messaging campaign. They clearly didn't want to be scolded and genuinely wanted to know what they could do.



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Environmental Approach is Limited

This campaign was the most visually provocative of any of the stimulus concepts shown. However, it came across as somewhat preachy and out of context.



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Here is an image that we presented to the participants

From an environmentalist voice...

Preachy in tone... less practical, more about guilt.



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Successful Campaign Elements

- ✓ We have to keep it simple
- ✓ Environmental message alone is not effective
- ✓ Saving money is more important than we thought;
- ✓ Provide information that inspires action (equivalencies/gasoline)
- ✓ Proper tone of voice; no preaching
- ✓ Finding/reaching this audience is a challenge



So we learned..

Must be simple (no more than 3 actions)

Environmental message doesn't work

Saving \$ is good

Equivalencies are needed

No preaching – the Mac Guy

Challenge – how to reach the audience



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About Echo-Boomers

- ✓ Young people 13-24 spend **16.7** hours per week online excluding email

- ✓ 64% of online teens 12-17 are creating content
 - 35% of girls are blogging vs. 20% boys
 - 54% of wired girls are posting photos vs. 40% boys
 - 20% of boys are likely to post videos vs. 10% girls



It is a challenge because Echo Boomers are not watching TV – they are spending close to 17 hours per week online

Creating content – blogging, YouTube, Facebook, MySpace



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About Echo-Boomers

Top 5 websites among U.S. females Ages 17-25
2006 Q3 (% of respondents)

Website	
Facebook	52%
MySpace	49%
Google	14%
Yahoo!	10%
You Tube	9%

Top 5 websites among U.S. males Ages 17-25
2006 Q3 (% of respondents)

Website	
Facebook	35%
Google	26%
Yahoo!	22%
ESPN	20%
YouTube	18%



Source: Youth Trends, Oct'06

More specifically, you can see...



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New Media Approach

1. SmartTerns – Paid Internships
2. [Let's Get Energy Smart](#)
3. [Climate Culture](#)
4. [Americas Greenest Campus](#)
5. [Energy Smart Ad Challenge](#)



So how are we going to do this?

SmartTerns – needs to be peer to peer



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Campaign Goal

- ✓ Reduce HH electric bill by 2%
- ✓ Engage entire family in energy efficiency behavior, starting with reducing phantom load
- ✓ Create new habits that will last a lifetime
- ✓ Make energy efficiency “cool”



(home electronics represents 11% of total electric bill)



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