

Community-Based Social Marketing



**Fostering Energy
Conservation Behavior**

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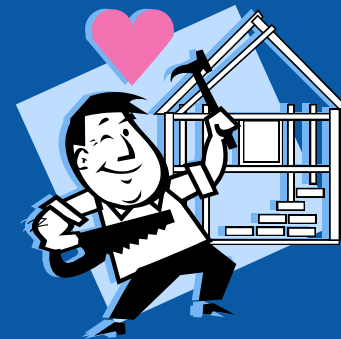
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CBSM

Creating effective
community
programs to
foster sustainable
behavior

...Doug
McKenzie-Mohr



Challenges for SERC Client Education

Client education is the most challenging, yet most neglected part of weatherization

- Clients can greatly benefit from energy education
- Very difficult to measure success
- Difficult to break through when low-income populations are facing more serious challenges



SERC Grant Goals within CBSM

The CBSM activity should be attempting to change clients' behavior to save energy. This activity is analogous to a new “technology” allowed in SERC for the first time: it needs to be saving energy in-and-of-itself, not marketing for other services.

Examples of behavior change:

- Program for turning off lights
- Setting thermostats
- Saving water (esp. where hot water)
- Learning about CFLs, debunking the myths about CFLs
- Energy coaching

SERC Grant Goals within CBSM

- 1. SERC dollars must not be used for items funded by regular weatherization grants**
- 2. SERC dollars can be used congruently on units receiving weatherization services**
- 3. SERC dollars can be used on units that received weatherization in the past**
- 4. SERC dollars can be combined with utility dollars or other sources**

Program Design

“The failure of mass media campaigns to foster sustainable behavior is due in part to the poor design of the messages, but more importantly to an underestimation of the difficulty of changing behavior....Information campaigns alone will rarely bring about behavior change.”



Promoting Client Education



- Conventional methods to promote behavior change are often ineffective

Four Marketing Styles

1. One-on-one conversation

2. Television

3. Radio

**4. The printed word (flyers,
brochures, junk mail)**

**Community-based social marketing expands on the
person-to-person social interaction.**

Program Design

- 1. Identify Barriers and Benefits**
- 2. Commitment: Move good intentions to ACTION**
- 3. Prompts: Reminders to conserve energy**
- 4. Build Social Norms –How did greening America get so popular?**
- 5. Marketing Your Message**
- 6. Incentives-Enhancing Motivation to Act**
- 7. Removing External Barriers**
- 8. Evaluate**

Uncovering Barriers and Benefits

A VARIETY of barriers exist for most energy-saving behaviors, and the barriers differ for each behavior. To change a behavior, you need to figure out those barriers!

1. Literature Search

- Identify your mandate (target behaviors)
- Review articles and reports



Uncovering Barriers and Benefits

2. Qualitative Research

- Observational Studies
 - Reliable information
 - Offers an understanding of people's performance that is uncaptured (stress of participant, ease of behavior, effective outcome)
 - E.g.: Have energy auditors observe clients ability to change behavior
- Focus Groups
 - Opportunity to discuss in-depth perceptions
 - 6-8 individuals paid to discuss what the literature review has identified as important
 - Clearly defined questions to randomly chosen community members
 - E.g.: Conduct with low-income to discover their attitudes towards conserving energy
 - E.g.: Conduct focus group on how low-income may respond to energy counseling



Uncovering Barriers and Benefits

3. Survey

- Less expensive
- Mailed survey's (05% to 20% response rate) result in responses from already interested participants
- Phone surveys provide more random samples and result in more accurate assessment of current community attitudes and behaviors
- E.g.: Survey low-income clients to measure what they already do to save energy



Build Commitment

Written Pledge

- People have a strong desire to be seen as consistent
- Keep it simple
- Non-authoritarian
- E.g.: I pledge to use the clothes line every four loads of laundry
- E.g.: I pledge to lower my thermostat at night and when I leave the house
- Offer a pledge card after energy coaching

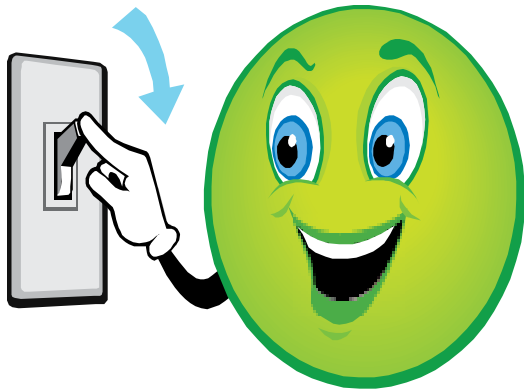
Block Leaders

- Neighbor to neighbor
- Community Leaders
- E.g.: Identify community IT experts who can assist with Google power meters



Prompts: Effective Reminders

- Yard signs are much more effective than mailings if able to target neighborhoods or multifamily units
- Stickers on light switches
- Notes of praise for achieved energy savings and reminders after retrofits are performed



Build Social Norms

• Inner-community modeling

- Neighborhoods organizing to save energy inspires
- Peer-to-Peer challenges or competitions are successful
- E.g.: 1930s farmers received brochures to encouraged topsoil mitigation. Brochures failed, but working directly with farmers was successful. Within their own group, some modeled, and others followed.



Social Norms

•Community Norms

- Energy conservation gives low-income residents a way to contribute to the greater good.
- Low-income residents will respond well when their own leaders are setting examples.
- Low-income residents enjoy helping and becoming block leaders or community organizers. CBSM can offer this sense of pride.

Marketing Your Message

“The major influence on our attitudes and behavior is not the media, but rather our contact with other people.”

- Know your audience
- Use nonpolitical language (improve air quality, help asthma sufferers, reduce pollution)
- Make your message easy to remember
- Make your message specific
- Provide feedback about the impact of saving energy
 - 1 CFL will save 300 lbs of carbon dioxide and \$60/life of bulb
 - 1 incandescent bulb will consume 82 pounds of coal over its life span, 100x more than a CFL
 - 1 CFL saves 75% in electricity compared to an incandescent bulb

Offer Selected Information

- Listen to client's interests
- Use neutral language (pollution, air quality, energy reduction)
- Only give paper or DVD information on what they relate to (carry accordion files)
- Suggest they tell their friends and family about resources and retrofits
- Thank them for contributing to the nation's efforts to reduce energy consumption
- Always stay positive and avoid fear arousing messages

Incentives

Incentives, financial or not, can provide the motivation.

Goal: create incentives, and remove disincentives

• **Examples applicable for SERC:**

- Prizes for high energy savings
- Competition amongst neighborhoods
- Public recognition (i.e., name in the paper)
- Fiesta or block party
- Energy reports with “smiley” faces 😊 where progress has been made
- Note: avoid junk giveaways (key chains, pens, magnets)



Removing External Barriers

Identify your Barriers

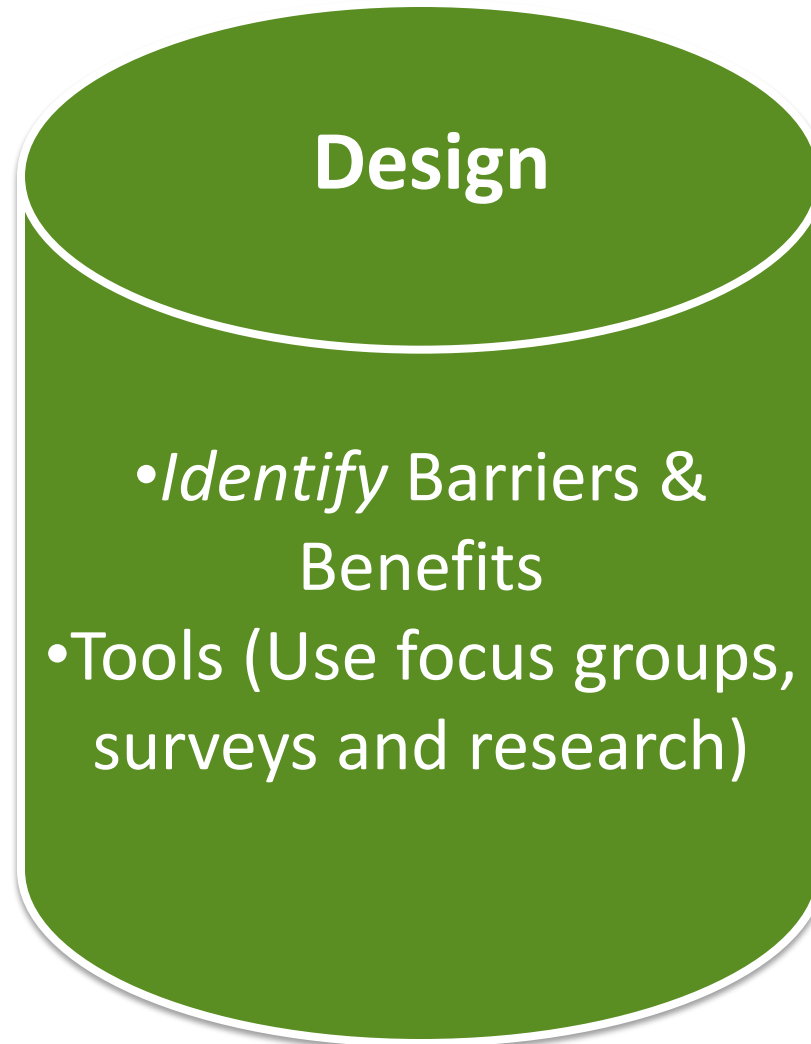
- Cost
- Inconvenience
- Unpleasant

Create solutions

- Utilities spend millions marketing energy conservation. Instead spend millions on retrofits and the good word will travel person to person, community to community.
- Schedule audits around your client's work/school schedule
- Train crews to leave home cleaner than before their arrival

1. Design and Evaluate

1. Design
2. Pilot
3. Implement
4. Evaluate



2. Pilot

**Your Pilot will provide more
information than the best
planning**

3. Implementation

Implement only after a pilot



4. Evaluation

**Evaluation is
priceless and at a
minimum should
include customer
feedback!**

Resources

- Fostering Sustainable Behavior
Community-Based Social Marketing

Free Membership on website:

<http://www.cbsm.com/public/world.lasso>

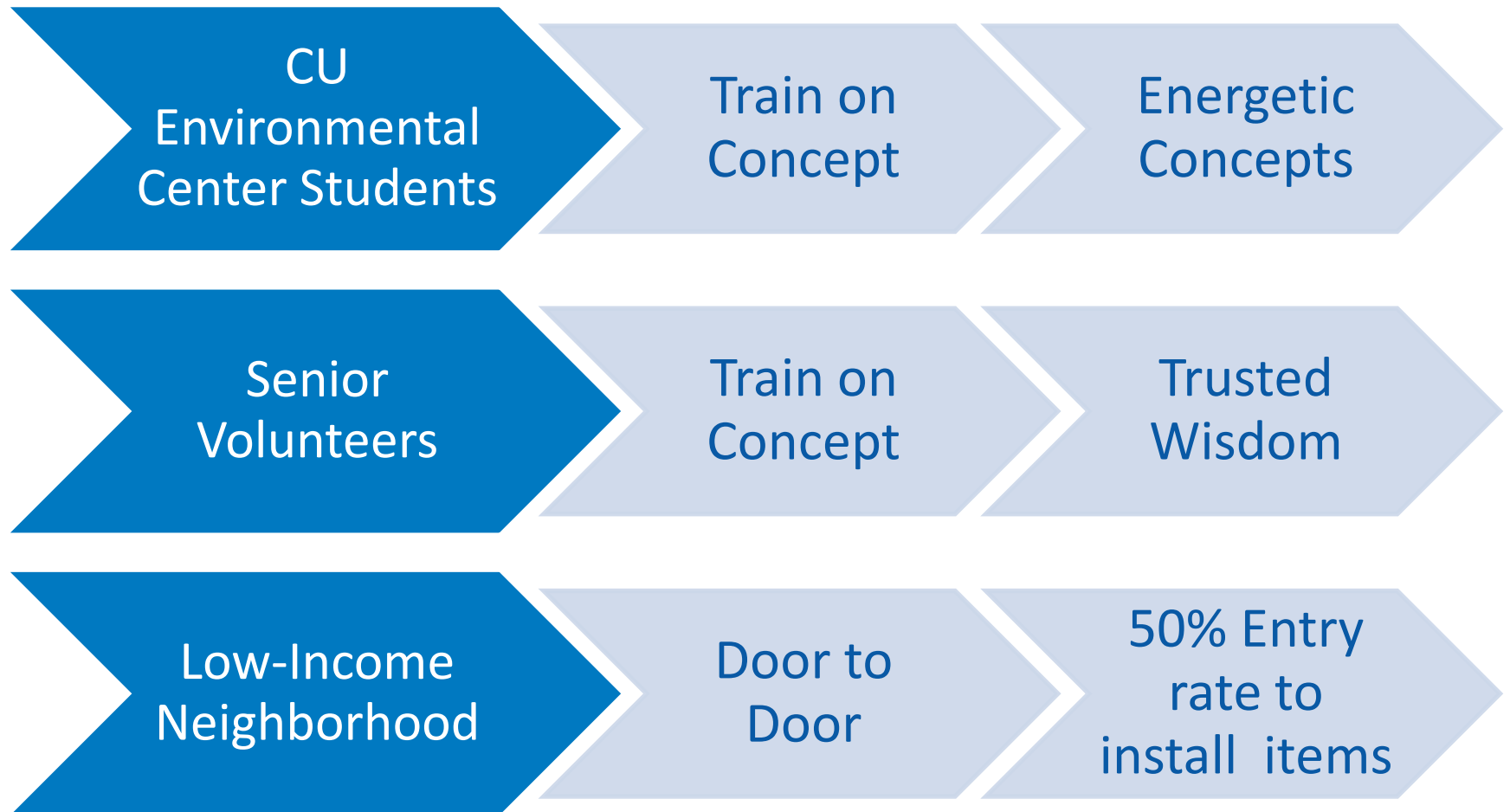
- Workbook: Tools of Change: Proven Methods for Promoting Environmental Citizenship
 - Offers specific tools and case studies
 - Best practices
 - 176 pages
- Doug McKenzie-Mohr –author and environmental psychologist

Example: Neighborhood Energy Sweeps

Can use weatherization funds for ECMs, utility dollars for non-eligible low-income ECMs and SERC dollars for energy education

- One-on-one engagement
- Identify their human interests and desires
- Offer resources that work (don't inundate with paper)
- Directly install the energy conservation measures
- Suggest behavior changes (nonauthoritarian)

Develop Program



Energy Sweep Results for 1 Saturday and \$10,000

Of the 327 homes swept:

- **180 received devices and/or education (55%)**
- **179,000 kWh/yr, 2,650 therms/yr saved**
- **162 mTons/yr of GHG emission reductions**
- **\$19,000 total annual utility savings to residents**

End of Presentation

- **Please send your questions by typing in the questions box on the screen.**
- **Networking Opportunity** - Please type notify us in the questions box if you want to be part of the CBSM conference call to share program ideas. Include your email.
- Amy Hollander can mail you a budget and planning examples of neighborhood energy sweep if interested.



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