



Developing a Regional Climate and Energy Outreach Program

Social Marketing : concepts and practices

Presentation to
ACPAC

March 15, 2010



Metropolitan Washington
Council of Governments



Goal

- Use social marketing, challenge and competition to change individual behaviors
- Potential = 25% energy efficiency gain (ACEEE)



Examples within the region

- Online pledge and competition
 - [Cool Capital Challenge](#) – *Wash. Parks and People*
 - Repower at Home – *Alliance for Climate Protection*
- Media-covered contest to win a whole home energy retrofit
 - Home Energy Makeover Contest – *WJLA*
- Web-based tools to track energy consumption with financial rewards for demonstrated savings
 - [Earth Aid](#)



Examples outside the region

- [Baltimore Neighborhood Energy Challenge](#)
 - Goal: foster home energy retrofits
- [Denver Energy Challenge](#)
 - Goal: increase green Power Purchase
- [Retrofit Philly “Coolest Block” Contest](#)
 - Goal: install cool roofs and energy-efficient product in a whole block (partnership with Dow Building)



Key components of these programs

1. Clear / effective message
2. Commitment, pledge
3. Measurable results
4. Incentives to participate
5. Marketing strategy
6. Partners
7. Funding strategy



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Next steps – CEEPC March mtg

- **Appointment of small workgroup to:**
 - Define the goals of the regional outreach campaign
 - Develop a detailed proposal
 - Develop implementation and funding strategy



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