

Developing a Regional Climate and Energy Outreach Program

Social Marketing: concepts and practices

Presentation to ACPAC

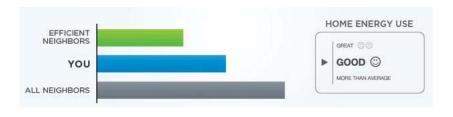


March 15, 2010



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

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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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