

Practical Applications of Social Science to Drive Sustainable Behavior



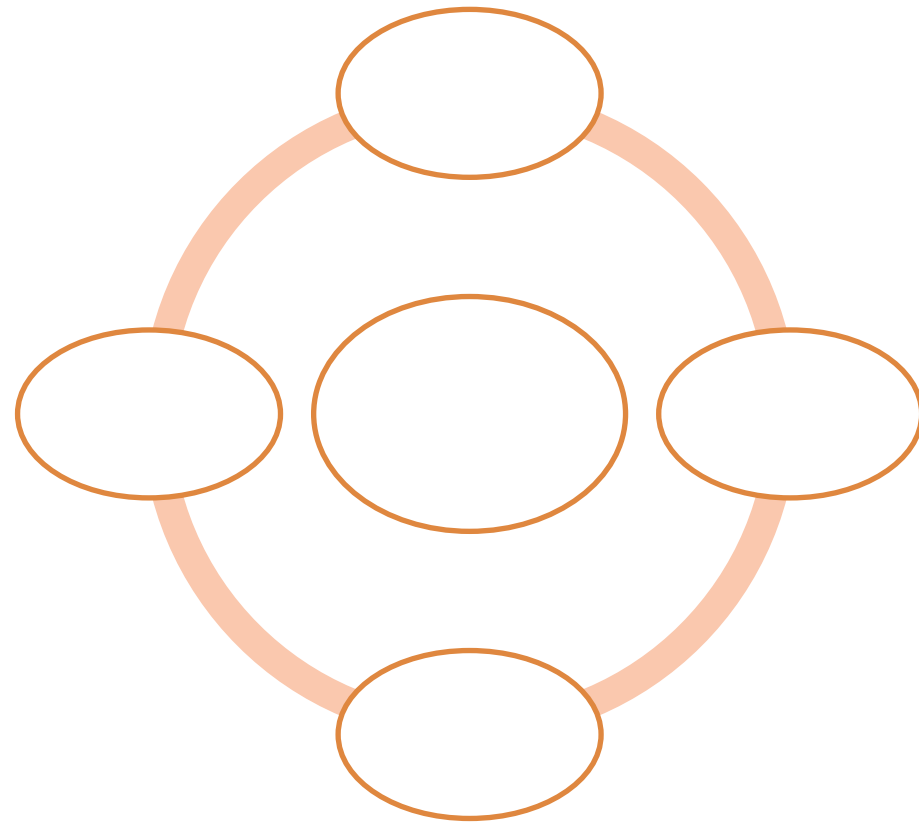
Kat A. Donnelly, PhD, P.E.
CEO

SPSP Pre-Conference
January 28, 2016, 10:00am

Community-Based Energy Efficiency Programs

Advancing energy efficiency

- Close partnerships: cities, contractors, community organizations
- Leverage existing social frameworks
- Use behavioral messaging and community-based social marketing combined with enhanced data tracking



Leveraging Our Past Successes

CT Neighbor to Neighbor Energy Challenge (Residential)

- 14 diverse towns Across Connecticut
- \$4.2M, 3-year demonstration funded by DOE
- Goal: Home upgrades!



***CT Gov. Malloy
announces kickoff***

Leveraging Our Past Successes

Smart Energy Now[®] / Envision Charlotte (Commercial)

- \$4.1 million dollar, 5-year Uptown Charlotte, NC
- Goal: Office building behavioral and cross-sell utility programs



The success of any program starts and ends with the **people** that are involved, so...

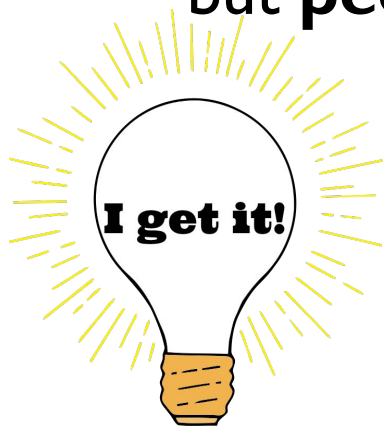


1. Use Individual and Social Behavior Sciences

2. Remember: Technology supports programs;
but **people** make engagements successful

It's not what
the software
does...

it's what the
user does



3. Data enhances results when it is translated
into **people-friendly** information

Pitch Perfect??

- Behavior science gives us tools & techniques
- Continuous improvement moves us closer



Psychology of the Pitch

Social
Pressure

Loss
Aversion

Reciprocity

F.A.C.S. &
Mimicry

Pitch Perfection

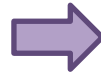
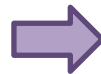
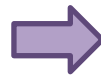
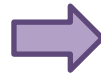
Pitch A

We want to educate and empower you about your energy use and help you save money.

Do you know about [Program Name]?

LED light bulbs will last for more than 11 years.

Running a second refrigerator may be wasting energy in your home.



Pitch B (stronger)

We want to help you stop energy waste in your home. Let's make your energy work for you!

Have your friends told you about [Program Name]?


If you install LEDs you won't replace another bulb until your kid turns 25!

If you take your old fridge to the dump, they will charge you \$10; if you have us recycle it for you, we will PAY YOU \$50!

Tips for “Perfecting” the Pitch

1. Assess the person before you engage
2. Break down barriers & boost motivation
3. Get them to take a first step on the spot





I'm not telling you it's going to be easy, I'm telling you it's going to be worth it.

Contact me to discuss further:
Kdonnelly@EmpowerEfficiency.com