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**Efficiency 101 on the Doorstep:
Measuring the Impact of a Community-
Driven CFL Campaign**

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Community Based Social Marketing

- Academy for Educational Development
 - <http://www.aed.org/Topics/EnvironmentAndEnergy/index.cfm>
- Doug Mackenzie-Mohr
 - Fostering Sustainable Behavior <http://www.cbsm.com>
- Behavior Energy and Climate Change
 - Precourt Energy Efficiency Center, Stanford University, California
 - 2010 conference <http://peec.stanford.edu/events/2010/becc/>

Note: CBSM may or may not involve social media



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The Rationale for CBSM in EE

CFL Promotion Programs as a Case Study

- CFL programs are the most common and cost effective energy efficiency approach with the longest history in US
- The energy efficiency industry has become dependent for CFL savings on one program approach: retail upstream incentives
- Evaluations are showing that this approach is no longer so effective
- However, many sockets in the US still have incandescent bulbs



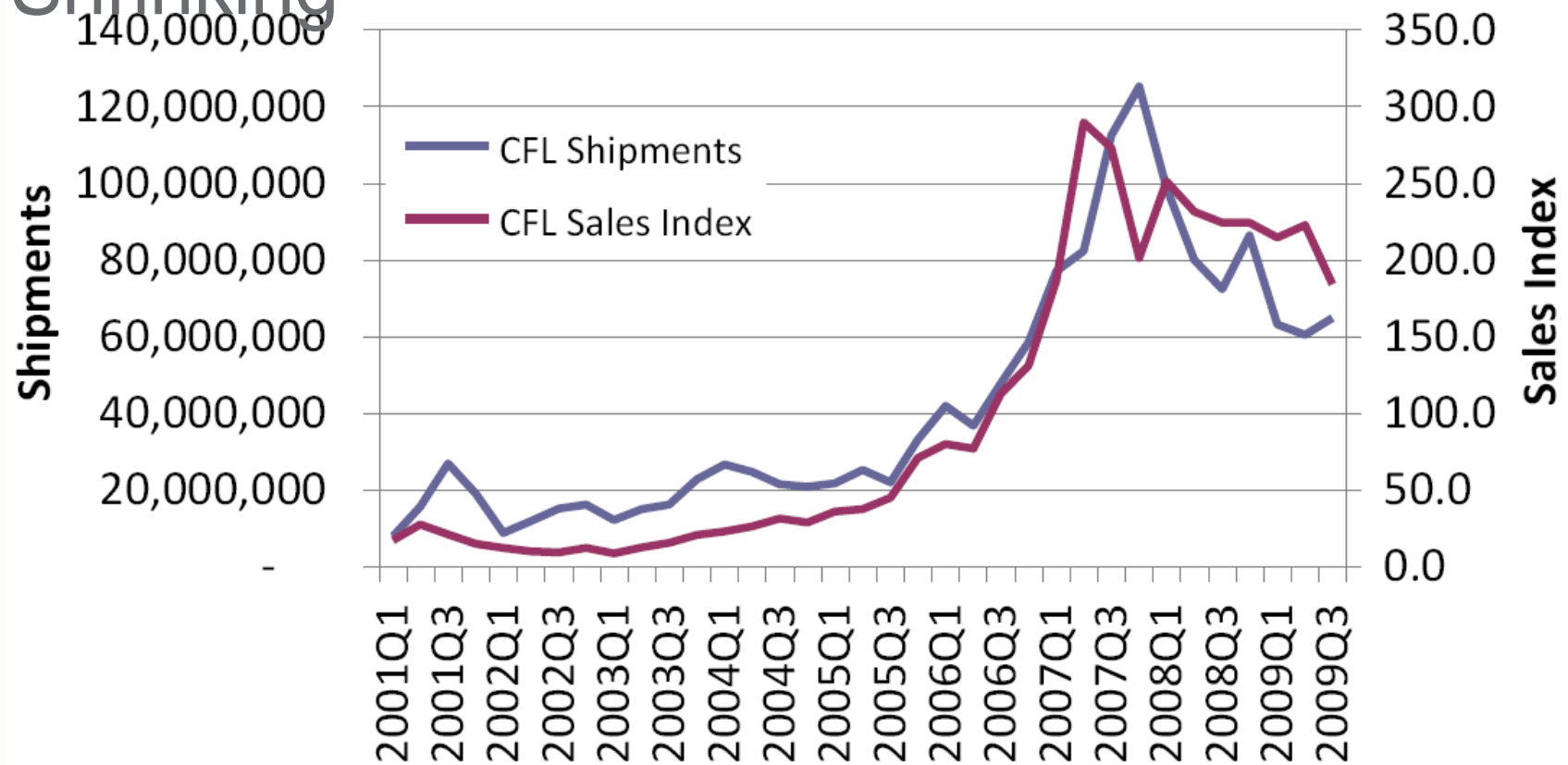
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US CFL Shipments and Sales are Shrinking



The One Change Story

- Started out with a few friends in one neighborhood in Ottawa and spread across the continent
- UNEP Partnership 2008
- Energy Star Award Winner (2006, 2009)
- US DOE Top Non-Profit Pledge Driver (Greenhouse gas saved)
- 3,305,000 CFLs; 12,000 Volunteers; 900 Communities
- New campaigns target petrol and potable water efficiency



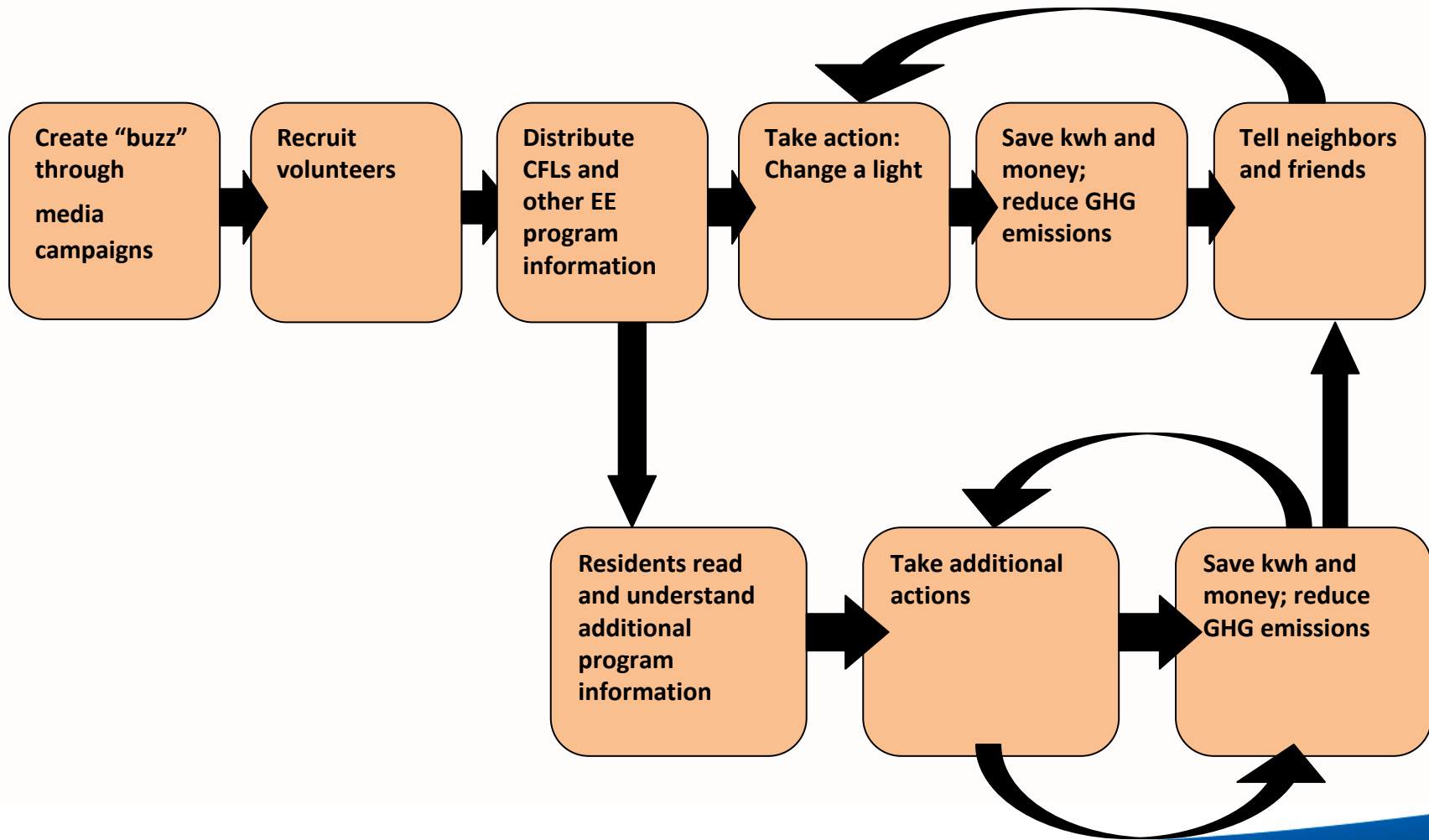
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Project Porchlight's theory of change



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- Practical application of CBSM program design
 - Works with existing community networks and creates new ones
 - Recruits local opinion leaders as campaign champions
 - Generates social momentum behind campaign activities and goals



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Summary Statistics from Project Porchlight Campaigns

Campaign	Funder	Funder Type	Number of CFLs	Number of Communities	Events	Volunteers Recruited	Community Groups Engaged
Ottawa	Hydro Ottawa	Local Distribution Company (LDCs)	270,000	1	--	400	207
Ontario	Ontario Power Authority, various local LDCs	Regulator, LDCs	640,000	120	150	2000	500
Vermont	Efficiency Vermont, Burlington Electric	Statewide energy efficiency utility	30,000	49	43	530	--
Alberta	EnCana, Province of Alberta	Oil&Gas corporation	800,000	467	272	4216	1811
Puget Sound	Puget Sound Energy	Utility	275,000	21	120	1179	127
New Jersey	New Jersey Board of Public Utilities	State	1,040,000	195	184	2500	100
All Campaigns To Date			3,305,000	997	1,302	12,657	3,203



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Why Evaluate Project Porchlight?

- Provide independent verification of program effects
- Get feedback on how effective the approach was
- Learn from experience



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Project Porchlight Evaluations Background



Ottawa Campaign



Ontario Campaign



Alberta Campaign

POLLARA 

Vermont Campaign



New Jersey Campaign



Puget Sound Campaign



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Project Porchlight Evaluations Background

- Questions we tried to answer:
 - Were CFLs distributed through Project Porchlight actually installed?
 - How did attitudes about energy, energy efficiency and the program's sponsors change after Participation?
- Questions we would like to answer:
 - Did household energy use changes after participation?
 - How long did the observed changes in attitudes and intentions last?



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Installation Rates

Project Porchlight Campaigns	Percent of Participants who had installed CFLs	Percent of Participants who had not installed CFLs, but said they would	Percent of Participants “waiting for their bulbs to burn out”
Ottawa	70%	17%	N/A
Alberta	63%	N/A	N/A
Saskatchewan	74%	N/A	N/A
Vermont	57%	27%	10%
New Jersey	44%	12%	36%
Puget Sound	39%	34%	25%



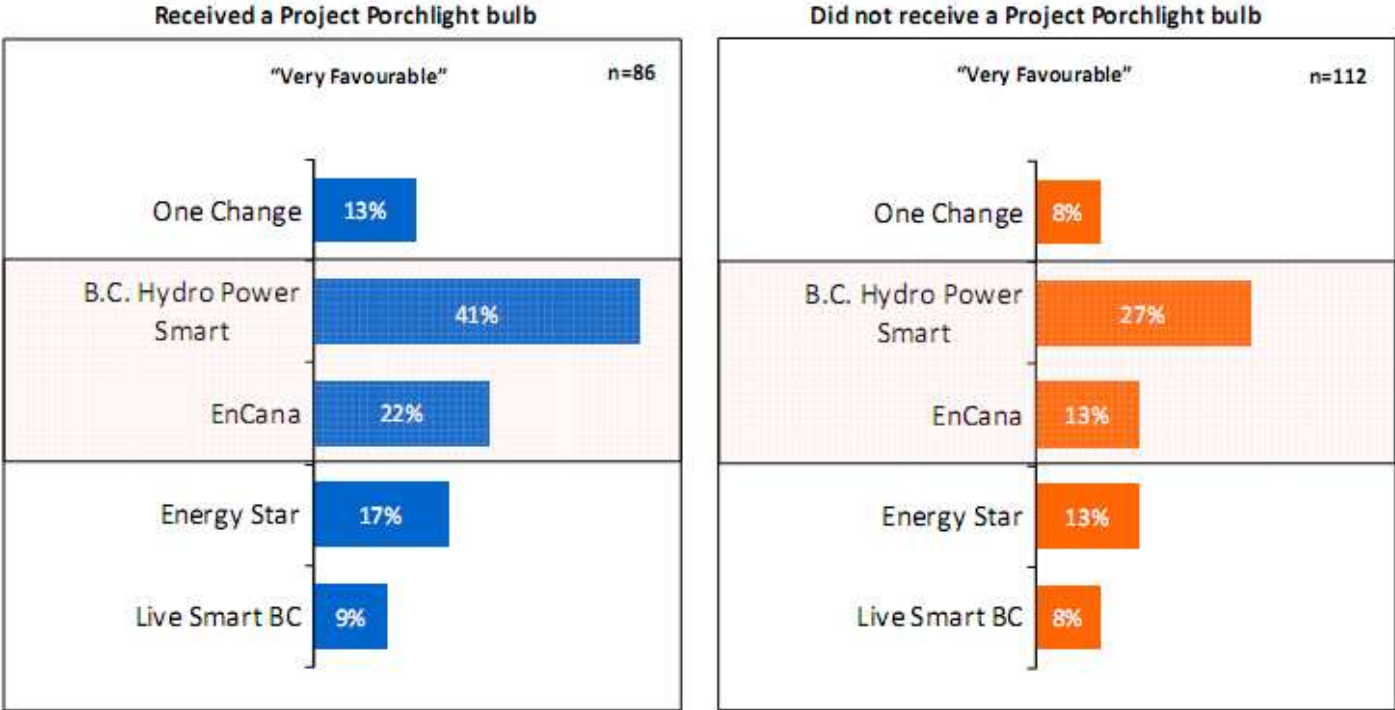
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Net Favorables

Perception of Sponsors in British Columbia



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Results show that Project Porchlight campaigns...

Promote market transformation to energy efficient residential lighting

Deliver conservation messages that stimulate further conversations about energy efficiency

Help funders to build positive relationships with communities and deliver their messages directly to customers.



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Evaluating CBSM is Important for Energy Efficiency

- One Changes believes the energy efficiency industry is just beginning to figure out how to apply CBSM
- We must be able to track and quantify program impacts on a wider range of customer behavior than purchases
- Need to mobilize public, and measure the future impacts on continuous behavior change



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Lessons Learned from One Change's Evaluations

- The long-term impact of CBSM on behavior and energy consumption remains unknown
- Need to develop ways to evaluate and further refine CBSM approaches for energy efficiency programs.
- Like any energy efficiency program, CBSM initiatives should also be planned for evaluation
- Evaluation of CBSM-based programs probably requires drawing more from public health experience



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One Change moving forward.....

- Now: Reach out to academia, program providers and other partners to develop effective evaluation techniques
- Soon: offer new CBSM-based energy efficiency programs paired with effective evaluation approaches



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