



**SmartPower**

Let's Get Energy Smart.

**Western Mass Saves:  
Working with Western Massachusetts Electric  
Company to Create an EnergySmart Food Chain**

**Renewable Energy Markets Conference**

**Atlanta, GA**

**15 September 2009**



**Western Mass Saves**



# SmartPower

Let's Get Energy Smart.

## Background on SmartPower

- ✓ SmartPower is a non-profit marketing organization dedicated to promoting *clean, renewable energy and energy efficiency*.
- ✓ We are the “Got Milk” organization for clean energy and energy efficiency.
- ✓ We use consumer market research in order to create campaigns and messages for clean energy and energy efficiency.
- ✓ Ultimately we seek to create large scale and small scale clean energy installations and a generation of energy savers!



# SmartPower

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## The SmartPower Approach

# 84%

- *Percentage of the American people who say they will purchase clean energy or be energy efficient*



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## The SmartPower Approach

< 3%

- *The amount of American people who actually do!*



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## The SmartPower Approach

- So Why Are the American People Lying?

80%

<3%



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## The Four Barriers

*Our 7 years of consumer research has shown us that there are Four Barriers the consumer faces when they think of clean energy:*

- 1. Reliability:** “I don't think it actually works!”
- 2. Availability:** “I don't know where to buy it.”
- 3. Cost:** “Buying into the ‘lifestyle’ is too expensive!”
- 4. Inertia:** “It's easier to do nothing.”



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And When it Comes to Energy Efficiency:  
So Many Ways....Too Many Ways!

*Literally  
thousands*

*of ways to be  
energy efficient*





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## Target Teens/Young Adults: The Energy Wasteland

- ✓ Heavy users of energy
- ✓ Life time value of the customer (We're changing a generation of consumer behavior)
- ✓ Influence older *and* younger members of family
- ✓ Other demographics are already being effectively marketed



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## The Food Chain To Sustainability

We need to get teens to take one simple action today!

If we can get them to turn off a light today...it's easier to get them to change a light bulb tomorrow!

It's then easier to get them to turn off the computers...

It's easier to get them to turn off the TV...

It's easier to get them to buy clean energy



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## Facts About Phantom Load

- ✓ Typical Home has 20 Phantom Load Draws
- ✓ Phantom Load Increases Average Home Electricity Bill by \$200
- ✓ Phantom Load is the equivalent of 17 Medium Sized Coal-Fired Power Plants
- ✓ 75% of Electricity used in Home Electronics is Consumed when Products are Off



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## Annual Household Phantom Load

<u>Phantom Load Devices</u>	<u>Homes</u>
Televisions	100%
DVD Player	84%
Cell Phone Charger	76%
MP3 Player	25%
Game Console	50%
Computer	77%
Printer	42%
Cable Box	75%
Modem	49%

**Over \$200 Wasted per year = 6 to 12 Months of RECs depending upon where you live!**



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## The College Dorm Room

50% of energy use in college dorms results from lifestyle choice. College Students are the plugged-in generation with their use of:

- ✓ Laptops
- ✓ Refrigerators
- ✓ Printers
- ✓ Flat Screen Televisions
- ✓ Ipods, cell phones, Play stations, etc.



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## Summary of Key Findings

### *What do your customers want?*

- ✓ They want clear personal benefits communicated to them – not “industry speak”;
- ✓ a message of responsibility and empowerment, but with no preaching!
- ✓ They want **to be in control** of their own energy destiny – but they don't want to be alone!
- ✓ They want to have efficiency situated in an engaging social/community context
- ✓ They want to “keep up with the Joneses”



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## EFFICIENCY2.0

## Western Mass Saves Approach: Sophisticated Online Software + Community Marketing

### Personal Energy Advisor<sup>SM</sup>

- ✓ Advanced energy mapping software that creates granular, personalized default values for over 60 home energy use variables
- ✓ Leverages hundreds of energy end-use databases with tens of millions of individual data points
- ✓ Over 400 unique actions and purchases that reduce electricity, natural gas, fuel oil, carbon, paper, water, and dollars spent
- ✓ Individualized calculations for all 400 actions with the option to sort and rank actions by over a dozen criteria



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## EFFICIENCY2.0

### Introducing... WesternMassSaves.com!

- ✓ A State-of-the-art on-line platform customized for the local utility – and focused on key demographics;
- ✓ A comprehensive campaign that utilizes on-the-ground community-based marketing, and on-line viral marketing to reach customers throughout the service area;
- ✓ The Weight Watchers.com – Facebook – Amazon.com all wrapped up in one for the utility industry
- ✓ [www.westernmasssaves.com](http://www.westernmasssaves.com)



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# EFFICIENCY 2.0

## WesternMassSaves.com



### Western Mass Saves

[Login](#) | [Signup](#)



**WMECO Customers,  
start reducing energy  
and save money now!**

Email:

Password:

Remember me [Lost Password?](#)

**LOGIN**

**Sign up now**—It's free and easy! Click the button that best describes you to get started.

**WMECO Customers**

**In High School**

**In College**

**Western Mass Saves** is a new way to help you save money, manage your energy use, and help the environment.

#### Learn how much you would save if you...



Install CFLs



Install solar panel



Use a drying rack



Buy an efficient refrigerator



Take shorter showers



Turn down your thermostat

Click an action to see how to save!

[View more actions »](#)

#### **Western Mass Saves Blog: Energy Is Everyone's Concern**



We tend to think that electricity use and energy habits are just something our parents care about. After all, they pay the biggest bills. But everyone needs to better manage their energy use because this is the source of greenhouse

gases that accelerate climate change and threaten our planet. We should remember that high school and college students, whether living at home, in a dorm room or in an apartment, are America's biggest energy users! We are the plugged in generation! America's young adults can save a ton of money



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## Western Mass Saves

Site Administrator 

[Messages](#) | [Dashboard](#) | [Settings](#) | [Logout](#)

Dashboard
Profile
People
Groups
Events
My Energy Use
My Savings Plan
My Neighborhood

### My Savings Plan

I want to save \$

each

at  cost

of bill type

[Create new plan](#)

Show plan

### Ways to Save » home






Show: 
 Sort by:

Turn down your thermostat	<b>\$318</b>
Turn down thermostat at night	<b>\$118</b>
Use a programmable thermostat	<b>\$146</b>
Wash larger loads of dishes	<b>\$58</b>
Turn off coffee maker after brewing	<b>\$50</b>
Reduce water heater temperature	<b>\$46</b>

Click and customize actions. \$ per year

### How am I doing?

**Annual Dollar Savings**

\$466

**Annual Energy Savings**

217,482 hours

powering this lightbulb

**Current Actions:**

Click x to delete the action  
Click the name to edit the action

- ▶ (x) Install a tankless water heater
- ▶ (x) Shutoff water when shaving
- ▶ (x) Raise your AC thermostat
- ▶ (x) Reduce your shower length

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Messages | Dashboard | Settings | Logout

Dashboard Profile People Groups Events My Energy Use My Savings Plan My Neighborhood

0 New Messages  
0 Upcoming Events  
0 New Friend Requests  
0 New Group Invitations

The Western Mass Saves Community has saved:

- \$4,212
- 10 MWh
- 12 metric tons CO2
- 101 gal. gasoline
- 59,614 gal. water

### Site's Neighborhood

How do you stack up?

You use 😬 57% more energy than your neighbors

Category	Value
Neighbors	95,179 kBtu/year
You	149,766 kBtu/year

You save 😊 8.22 times more than your neighbors

Category	Value
Neighbors	56 \$/year
You	466 \$/year

0 of 13 neighbors are friends  
Find neighbors and make friends!

8% of your neighbors have already done this:

Save \$27



If you wash larger clothes loads

Next tip »



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# EFFICIENCY 2.0

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Dashboard
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---

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- \$4,212
- 10 MWh
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- 101 gal. gasoline
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↓ 0.1% \$ 8

AVERAGE 150 kBtu  
LAST MONTH 113 kBtu

[send message](#)

[add friend](#)

---

**Overview**

Age 45  
Location Shutesbury, Massachusetts  
Birthday December 02, 1963  
Gender Male

## Daniel Greenberg (edit)

Energy
Personal
Blog
Events
Friends
Activity

**Current Energy Use Better Than**

0%  
of friends

37%  
of the community

---

**Recent Actions**

HOME	WORK
• Unplug audio/visual appliances	

---

TRAVEL	SHOPPING

---

**Saved Each Year**

46  
lbs CO<sub>2</sub>

0  
gals water

0  
gals gas

0  
lbs paper



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# EFFICIENCY2.0

## Saving Energy is Fun on [climateculture.com](http://climateculture.com)



**500** for every 1% you reduce your footprint

Initial Footprint:	<b>50,311</b> lbs/yr
Reductions:	<b>- 4,683</b> lbs/yr
Offsets:	<b>- 450</b> lbs/yr
Current Footprint:	<b>45,178</b> lbs/yr
Badges earned: 4	

### Ways to Reduce

All Actions	-- Sort By --	Dollars Saved	Points
Don't use a treadmill	<b>218</b>	<b>\$44</b>	<b>216</b>
Solar powered holiday lights	<b>15</b>	<b>\$3</b>	<b>15</b>
Buy a low flush toilet	<b>24</b>	<b>\$14</b>	<b>23</b>
Use an eco kettle to boil water	<b>10</b>	<b>\$4</b>	<b>9</b>
Cook with your toaster oven	<b>23</b>	<b>\$8</b>	<b>23</b>
Use a rain barrel for your garden	<b>2</b>	<b>\$6</b>	<b>1</b>
Let it mellow when its yellow	<b>6</b>	<b>\$3</b>	<b>5</b>

### Your Reductions

<b>4683</b>	<b>\$741</b>	<b>4647</b>
See reductions since joining Climate Culture		
See actions you already were taking		



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## EFFICIENCY2.0

### Competitive and Collaborative Incentives

Rank	School	Members	% CO <sub>2</sub> Reduced
1	George Mason University	878	2.68%
2	University of Maryland - College Park	814	1.79%
3	Stanford University	128	1.33%
4	American University	121	2.00%
5	Carnegie Mellon University	99	1.67%
6	Penn State University	80	2.40%
7	Harvard University	78	0.70%
8	Ithaca College	62	2.09%
9	Georgia Tech	59	4.79%
10	Yale University	56	0.74%



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## EFFICIENCY2.0

## Breaking Through To Utility Customers:

*A Comprehensive Platform for WMECO  
to Engage It's Residential Customers*

Sophisticated energy reduction software combined with a community-based marketing approach supercharges your residential customer engagement

- ✓ Measure the impact of marketing and efficiency programs
- ✓ Develop a positive, long lasting relationship with customers by helping them develop positive, long lasting relationships with each other.



# SmartPower

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