



VERMONT ENERGY
INVESTMENT CORPORATION

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Behavior, Energy, and Climate Change

Employee Energy Challenge
Paul Markowitz



EMPLOYEE ENERGY CHALLENGE

Overview

- Premised on trusted messenger relationship between employer and employees
- 4-month pilot program
- Worked with 3 employers to help employees save energy in their homes



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Program Goals and Results

Goals

- Raise awareness among employees about the benefits and opportunities for saving energy
- Help employees achieve concrete energy savings in their homes

Results

- Employees saved 90,000 kWh—\$ 13,000 in annual savings
- 1/3 of all employees signed up; 1/3 of these employees took at least one action

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Value Proposition

For Employers

- Saving energy at home can lead to helping save energy in the workplace
- Employees reduce their energy bills
- Ties in with environmental / sustainability goals

For Efficiency Vermont Account Managers

- Another tool in the toolkit to offer businesses
- Cross-organizational savings

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Program Mechanics

- Employees earned points for taking actions
- Points correspond to energy-saving actions
- Employees had name entered into a drawing for every 5 points earned
- Weekly prizes and significant grand prize offered
- Employers tracked actions

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Program Options for Employers

- On-site efficient product sales
- Energy efficiency workshops
- Payroll deductions
- Bulk purchasing of efficient products
- Matching incentives



Step 1: Sign Up!

Turn in Participation Form and you will automatically receive 5 points, good for one ticket in the pool for the prize drawings!

You will also receive a sign-up kit that includes:

- One Free CFL
- Energy Saving Information
- Coupons and Special Promotions
- Reporting Forms (including point system information)

Energy Fact: Many modern products consume energy even after being turned off – and can account for 5-8% of your electric bill. This includes home entertainment systems and computer work stations, as well as products with transformers, such as phone chargers.

Step 2: Take Action to Save Energy and Money

Choose from a variety of recommended energy efficient actions like:

- Participating in an energy-related educational workshop.
- Replacing incandescent light bulbs with energy saving CFLs or LEDs
- Purchasing ENERGY STAR appliances
- Receiving an energy audit

The more points you earn, the more times your name will be entered in the pool for prize drawings.



Step 3: Enter Raffle for Chance to Win Prizes

- The Challenge Coordinator will track points and add one ticket for every 5 points earned into the pool for the prize drawings.
- Employees will be eligible for weekly and grand prize drawings.
- At the conclusion of the challenge, your business will hold a grand prize drawing with 1st, 2nd, and 3rd place prizes.

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Behavioral Insights Applied

- **Competition:** Company-wide competition
- **Incentives:** Weekly and grand prizes
- **Effective messaging:** “Its easy. The more you do, the greater your chances for winning. Act now.”
- **Trusted messenger:** Employer encouraging employees to take action
- **Foot-in-the-door technique:** Sign-up is first simple action

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Participant Evaluation

Survey respondents said:

- 91%—more knowledgeable about energy saving opportunities
- 58%—program either “very significantly” or “significantly” influenced their decisions on improving efficiency in their homes
- 63%—noticed a reduction in their heating bills

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Keys to Success

- Management buy-in
- Employee-led
- Ongoing engagement
- Making it fun



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Lessons Learned

- Need staggered promotional activities throughout to maintain momentum
- Offer web-based tracking of actions
- Requires champion in company with ultimate responsibility

Testimonial

- *“The greatest benefit of this program was getting people to think about behavioral changes that people can make and people saving money as a result.*
- *“This program gave employees the tools they needed to make improve efficiency in their homes.*
- *“You really need to have a person on the inside supporting and doing small group or one-on-one meetings promoting the program to keep it in front of them.”*

—Karin McGrath, HR Director, Carris Reels

Testimonial

- *“Very often here at the plant we don’t have a lot time to invest into development programs for home efficiency.*
- *“We focus primarily on energy efficiency right here.*
- *“What was wonderful about this program is that Efficiency Vermont was able to offer us all kinds of resources, information, and pamphlets on how people could save money and energy at home.”*

—Billie Davis, Environmental Coordinator
Ben and Jerry’s

VEIC

- **Mission-driven nonprofit**
- **25 years reducing economic and environmental costs of energy use**
 - 3 regional hubs
 - 35 states, 6 Canadian provinces
 - 6 countries in Europe, Asia
- **Energy efficiency, renewable energy, and transportation efficiency**

VEIC

- **National / international consulting and implementation**
 - Program design, planning, and evaluation; policy and advocacy, research and development
 - Regulators, government agencies, utilities, foundations, advocates
- **3 energy efficiency utilities**
 - Efficiency Vermont: Nation's 1st statewide energy efficiency utility
 - Efficiency Smart: Efficiency services to 49 Midwest municipal electric systems
 - DC SEU: Sustainability services in the nation's capital



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