

Achieve results in greening SMBs using CBSM principles.



BECC Lightning Session
11.18.13

Kirsten Liske, VP Community Programs
Ecology Action

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Volunteer run recycling center

to

Statewide EE/Eco Implementer



1970



2013

Community Based Social Marketing

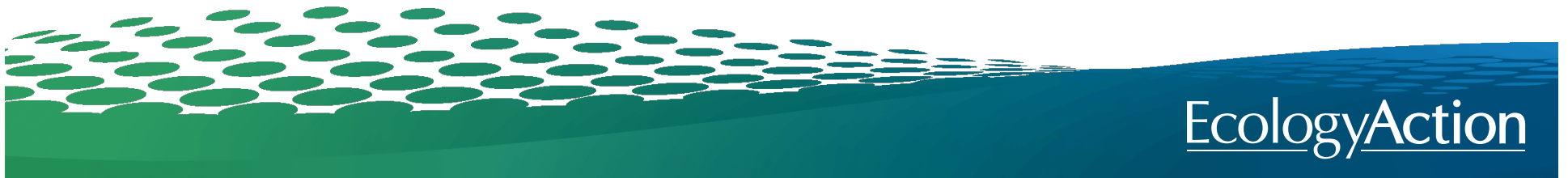


**People Do
What Makes Sense**

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Community Based Social Marketing

1. Increase Awareness
2. Identify Barriers and Benefits
3. Influence Barriers and Benefits
4. Gain Commitment to Change



Ecology Action EE Programs



LGP Energy Watch Programs



RightLights/Direct Install 2.0



LodgingSavers



Casino Green

Ecology Action: Decade of EE Delivery

over 14,000 customers

365,854,242 kWh

216,213,142 Gallons of Water



\$3,542 Saved on Annual Utility Bills



42% of Project Rebated



56,459
CA single-family homes powered⁵



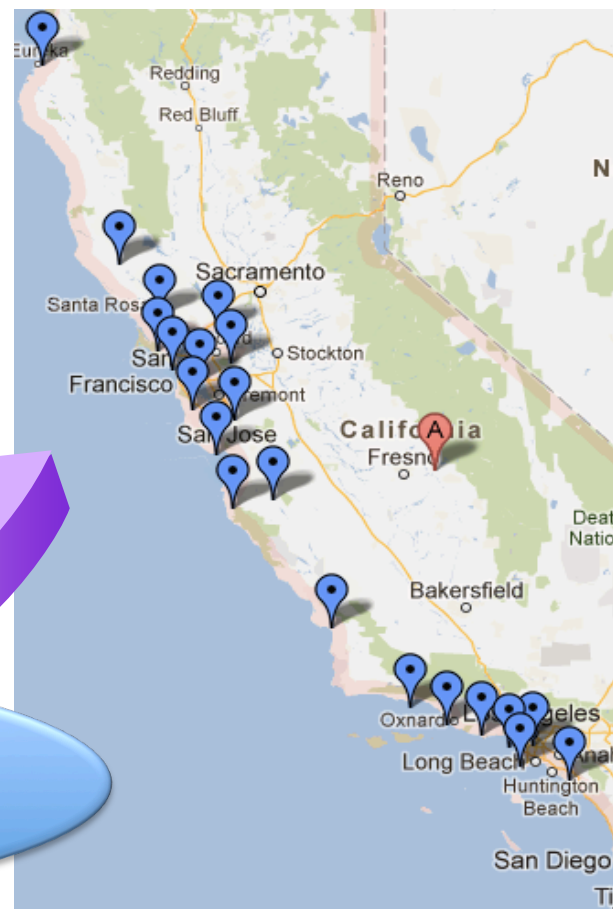
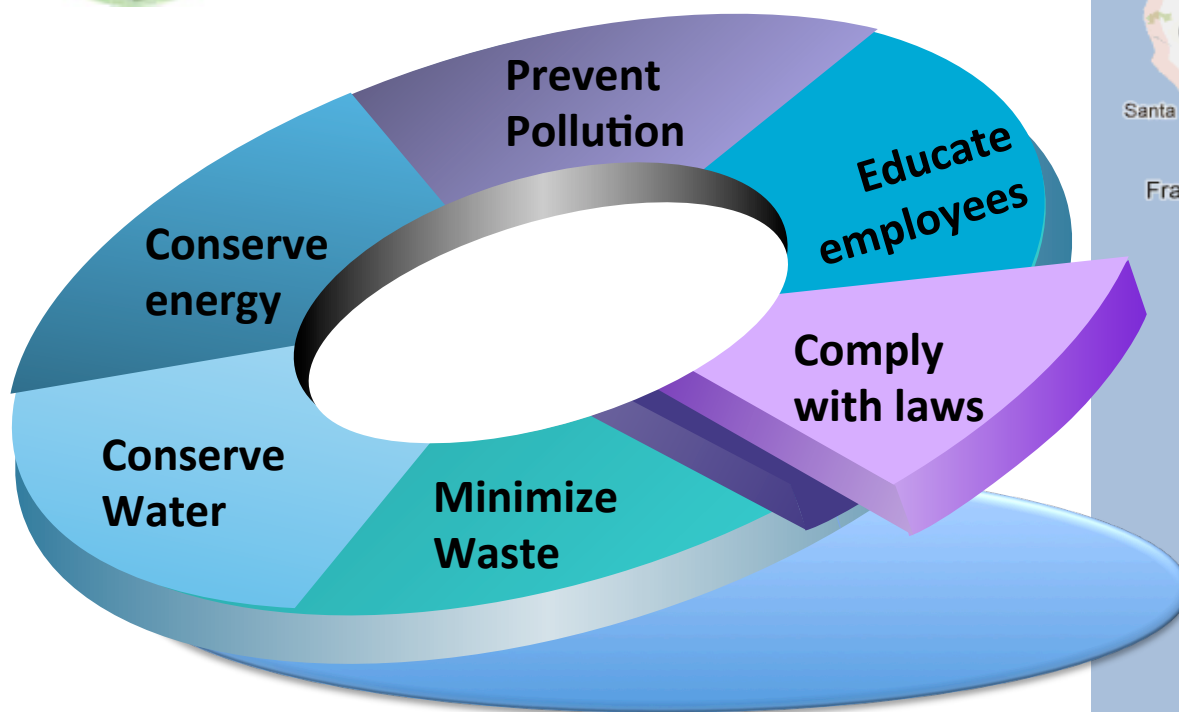
18,874
passenger vehicles taken off the road²

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California Green Business Program








One Stop Sustainability Shop



California GBP Results

2,664 Businesses (2012) Cost Savings Annually

	Hazardous Waste Reduced	6,245 Gal	\$3,112
	GHG Emissions Saved	171,677 Tons	\$85,834
	Solid Waste Diverted from LF	106,308 Tons	\$4,890,168
	Energy Saved	38,254,747 kWh	\$7,650,949
	Water Saved	30,362,771 Gal	\$121,451
		Total	\$12,751,514

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