

Abstract #: 157

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Abstract Title: Leveraging Behavioral Science to Optimize Energystar.gov as an Agent of Behavior Change

Abstract Text:

Energystar.gov is a popular source of information about energy efficiency, with over eight million visits each year. While the content on the site is useful, it started out as primarily educational in nature. With the changes in the way consumers are using online platforms, ENERGY STAR has evolved to create a strategy to engage with consumers online rather than just informing, and, in particular, to use the strength of our brand and credibility to effect energy efficient behavioral change. The strategy began with a pledge, but quickly expanded into a new platform called My ENERGY STAR that is designed to help consumers evaluate their energy use and discover customized ways that they can reduce their energy use and save money. My ENERGY STAR is designed to allow the consumer to go as deep as they'd like and return again and again to engage more. To date, the pledge has been taken by 3.2 million consumers and initial results show that the My ENERGY STAR tool is outperforming the energystar.gov website on every metric. Average session duration time is over 11 minutes versus 2-1/2 minutes on energystar.gov, pages visited per session is 10 versus 3, and the exit rate is 50% lower. Many people in the behavior change community are struggling to improve their website experience. This session will help attendees with principles on how to evolve their website from static to engaging, but also demonstrate how easy it is to take advantage of EPA's free tools to promote behavior change.