COMPETITIONS FOR CHANGE:
A recipe for energy use reduction and team building
“People don’t fear change. They fear being changed.”
Better Bricks
Powerful Energy Ideas. Delivered by NEEA.

Market Partner Program
NEEA Market Partner Program
Strategic Energy Management Adoption Framework

- Setting Management Energy Performance Goal:
  - Executive Sponsored Goal
  - Resources Assigned to Goal
  - Monthly Benchmarking
  - Program MOU

- Allocating Resources:
  - Directed Efforts Towards Goal

- Planning & Implementation:
  - Internal Reporting on Progress toward Goal and Action Plan

- Reporting on Progress to Goal:
  - Success Transferred Internally

- Continuous Improvement:
  - Success Transferred in Market

Time

Commercial Real Estate Management Firms
>6M Square Feet across 200 buildings

Mostly commercial

CRE property management and facilities services
Framework:

- Opt-in competition
- Tracked adjusted EUI in ESPM vs. tenant complaints
- Track changes made to reduce energy use
- Award both Property Manager and Building Technician
Results:
- 26 buildings at 1.15M SF
- Laundry list of energy saving opportunities
- Winning building cut use 37% (self-reported)

Is this enough?
Results That Matter:

- Collaborative teams
- Continue to find opportunities
- Value “learning moments”

- Knowledge transfer
- Strategic priority
- Excitement!
Making It Stick:

- Performance evaluations
- New competitions
- Make it a big deal!
  - $ Award
  - Executive recognition
  - Public recognition in Business Journal

“Cutting our heating costs in half was just the beginning.”

When Klemme Hagood Company asked Avista how to save on its energy bill at one of its retail lease properties, the historic Flour Mill in Spokane, we partnered with them and found ways to increase efficiency and reduce energy use. Together, we also greatly reduced labor for repairs by increasing—and in some cases even doubling—the lifespan of equipment.

Let Avista help your business save, too, with rebates and incentives for upgrades to reduce energy use, decrease maintenance costs and increase comfort. Learn more at avistainrides.com/Businesses or call 800-958-6429.
In Behavior Change ‘Speak’…

Individuals
- Made it easy
- Recognition that mattered to them
- Generated excitement about their jobs

Organization
- Competitions used with their peers
- The messenger matters
- Public commitment
- Recognition that mattered to them
Should we be designing behavior change programs with intentions beyond just an energy saving action?
John Silkey
Director
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milepost

efficiency  engagement  environment