

Selling Retrofits via the Tupperware Model

Community Programs

BECC Lightning Session

Tuesday, November 19th

Energy Impact Illinois

Marjorie Isaacson



The problem

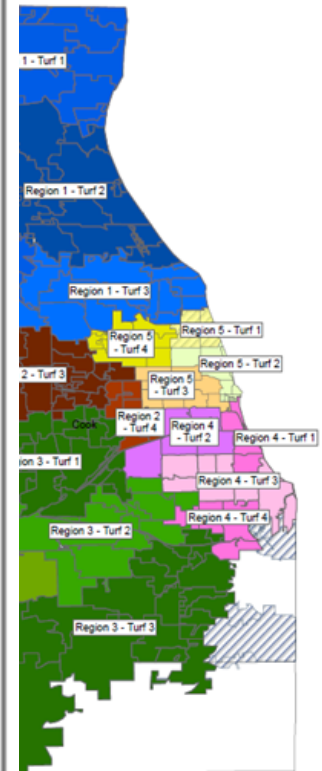
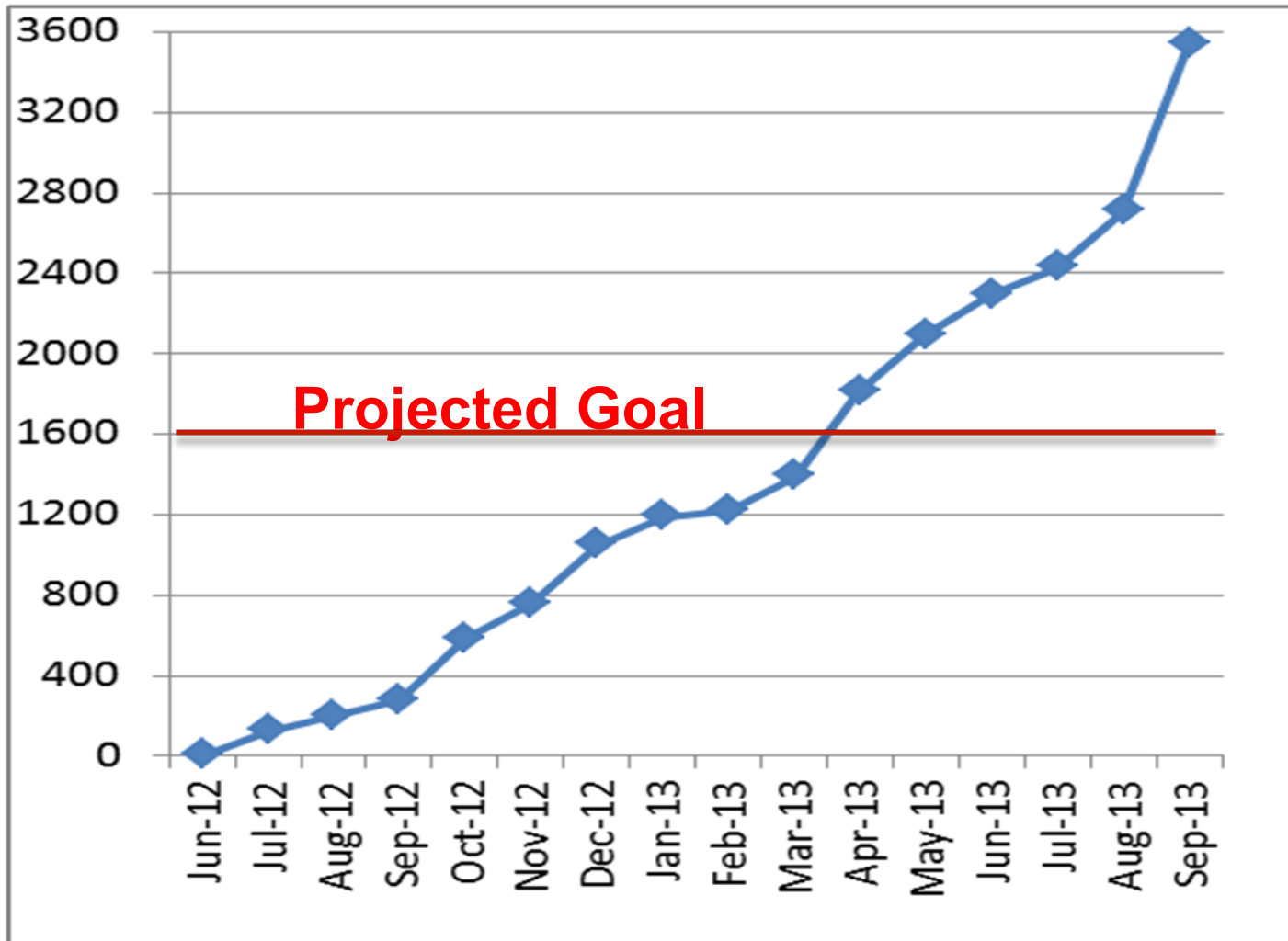
Traditional marketing campaign for engaging homeowners in energy efficiency:

- won several marketing awards
- was really funny
- resulted in the completion of only 5 projects



The solution

Com
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m





Chicago Metropolitan
Agency for Planning

PEOPLES GAS
NATURAL GAS DELIVERY

ComEd®

An Exelon Company

Delta



SClenergy

greenchoicebank

nicor
GAS

MembersAlliance
CREDIT UNION



My Home EQ

MyHomeEQ: What's Your
Score?

IFF



MEEA
Midwest Energy Efficiency Alliance

Conservation
Services Group



Impact Low Interest Loans

Certified Contract
cic

Community Investment Corporation

Everything Broken - Quickly

Resources for Apartment Renters
Find ways to trim your bills in a rented property.

Shaw



CHICAGO CLIMATE
ACTION PLAN

RENEWABLE FUNDING

The Preservation Compact
A Rental Housing Strategy for Cook County



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Rebates and low-interest loans to make your home more comfortable and save on your energy bills

Make your home more comfortable, lower your utility bills, and increase your home value by improving your home's energy efficiency! Energy Impact Illinois is working in your community to help make energy efficiency upgrades as easy as possible by helping you qualify for rebates, guiding you to the best resources, and answering any questions you have.

1) Call to set up an appointment and learn more: 1-855-9-IMPACT. For homeowners in Nicor gas territory, we'll connect with the utilities program provider who will guide you through the entire process. In Peoples or Northshore Gas territory, we will connect you with an energy efficiency contractor that has met our high standards. Contractors will perform an energy assessment on your home, using sophisticated equipment and years of experience to uncover precisely which energy improvements will be most effective. Normally, this service costs \$400 or more, but for Energy Impact Illinois homeowners, it's only \$99 for a single family home.

2) Get an energy analysis and cost estimate. Once the assessment is complete, the contractor will provide an estimate for air sealing and insulation – and other improvements that might be useful. Air

**Have a Question?
Speak with an Energy
Expert Now**

1-855-9-IMPACT

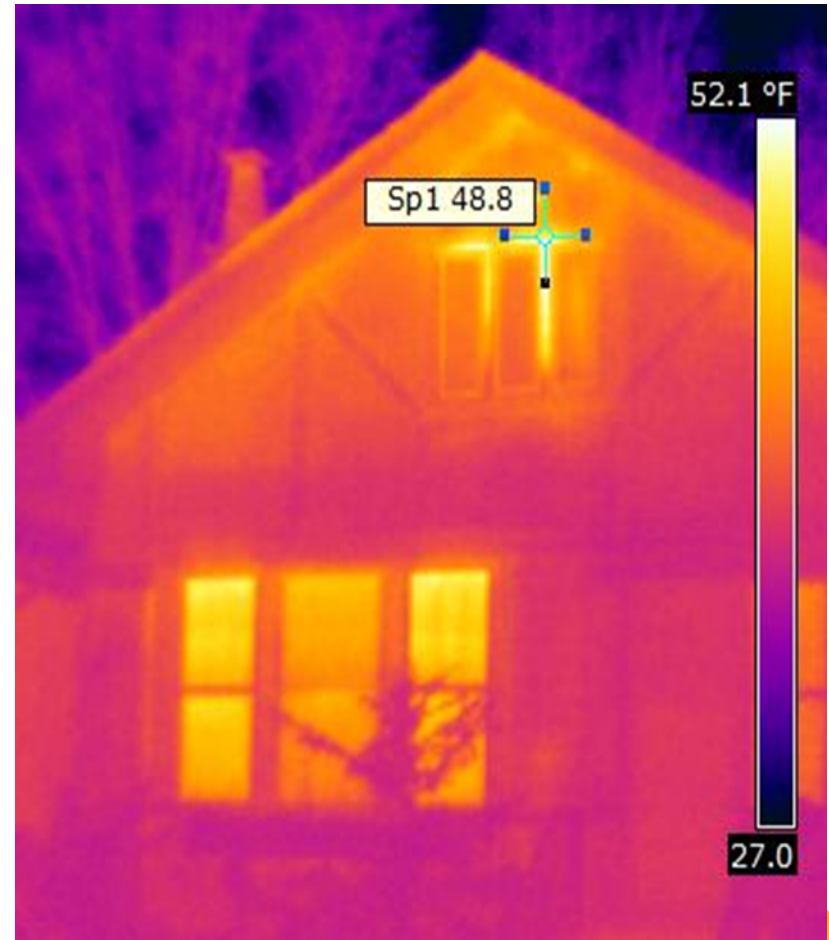
- Went *everywhere*
- Goal = Respect, empower, include



Hyper-local, trusted messengers



Making science visible was exciting!



Building expertise in contractor workforce



It's not magic (but it's not easy)



- “Partner with trusted messengers”
- “One touch is not enough”
- “A well-qualified workforce and trustworthy work are vital”
- “Experiment to figure out what works”
- Requires creativity, persistence and flexibility

Thank you.

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