“This Time, it’s Personalization”

Key to Small Business Participation in Utility Energy Efficiency Programs

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Behavior Energy and Climate Change Conference
Session 3C: Challenges and Opportunities Targeting Small & Medium-Size Enterprises
Wide application. **Personalization** is important for YOUR behavior-based programs.

Take away from this presentation:

Well-designed utility energy efficiency programs can attract business owners to participate by overcoming time, awareness, money, & knowledge barriers; **BUT ONLY IF PROGRAM TARGETTED AND PERSONALIZED TO THE BUSINESS PERSON.**
Communication **not** received as **FOR ME, THE CUSTOMER** may be IGNORED AS IRRELEVANT by business person.

... resulting in zero chance the business owner will sign up for utility energy efficiency program.
Frontiers of Energy Efficiency:
Next Generation Programs Reach for High Energy Savings

http://www.aceee.org/research-report/u131

January 9, 2013  Research Report U131

Authors: Dan York, Maggie Molina, Max Neubauer, Seth Nowak, Steven Nadel, Anna Chittum, Neal Elliott, Kate Farley, Ben Foster, Harvey Sachs, and Patti Witte
Barriers to participation

Up-front costs and return on investment

Time

Awareness of program

Knowledge of energy efficiency
Successful programs address barriers to participation

Programs designed featuring:

• On-bill financing
• High financial incentives
• “one-stop shopping” combined gas & electric programs, single point of contact
• Face to face promotion, contractor training, direct sales
• Workshops
You’ve GOT to be kidding . . .

You’re offering incentives on high-efficiency lighting for “Barbershops”??

Image from:
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Contact me

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