



“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:
<http://www.sydney4women.com.au/expensive-stylists-sydney-spend-500-hair-cut/>



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Contact me

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