

ENERGY STAR. The simple choice for energy efficiency.

ENERGY STAR®

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

BECC Conference – October 20, 2015

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Evolution of Communications

1995-2005
One-way communications

2005-2015
Engagement with consumers

2015 and Beyond
On-Demand communications

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1995-2005: One-Way Communications

PSAs

Media Relations

Partnerships

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2005-2015: Engagement

Change a Light Bus Tour

Social Media

Pledge

PLEDGE TO SAVE ENERGY

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Commitment Works

Commitment Method	Effect Size (g-statistic)
Block Leader	~0.8
Public commitment	~0.6
Modeling	~0.5
Feedback	~0.3
Social Comparison	~0.1
Social Norms	~0.1

EPA Abrahamse & Steg (2013). Aggregated effect: $g=.35$ (medium). Error bars represent 95% CI.

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Commitment Example: ENERGY STAR Pledge

Goals


- Get consumers to commit to ENERGY STAR behaviors
- Pledge is behaviorally specific, public and durable
- Provide ENERGY STAR partners with consumer engagement tool
- Capture e-mail addresses for ongoing communications

Select Actions to Pledge

Complete your pledge

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Commitment Example: ENERGY STAR Pledge

Results

- Started with Change a Light; expanded to other behaviors
- Added pledge driver program
- 3.2 million pledges
- More than 650,000 e-mails captured
- 710 pledge drivers drove 88% of pledges


Lessons Learned

Partners amplify reach!


Allowing pledge to live on other people's websites provides flexibility and increases uptake

Customizable ask increases partner participation


Simple ask is better for consumers




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ENERGY STAR On-Demand Tools





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2015 and Beyond: On-Demand Communications

Guiding Principles

- Consumer-centric
- Right place – right time – right message
- One size does not fit all
- Layers of information
- Customized platforms/tools for ongoing engagement:
 - Commitment
 - Incentives
 - Feedback
 - Prompts
 - Social norms
- Built in behavior change measurement






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Pledge Expands to My ENERGY STAR

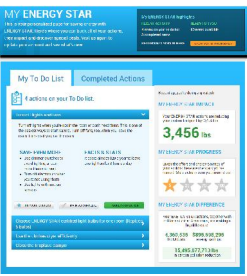
- Goals
 - Customer-driven experience
 - Increase engagement
 - Spur multiple behavior changes
 - Track customer actions
- So Far, It's Sticky!
 - People stay 4.75 times longer (11+ minutes)
 - Exit rate is 25% lower
 - Average new users per month = 658 (In Beta stage with no marketing)
- Partners can link to customized tool or embed on own webpage

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My ENERGY STAR



COMMITMENT: Full integration with ENERGYSTAR pledge + adding time commitment (by when)


SOCIAL NORMS: Sharing capabilities for social media

FEEDBACK: Customized recommendations


PROMPTS: "To-do" list and e-mail communications

INCENTIVES: Better integration with tools like product/rebate finder & other product offers

BEHAVIOR CHANGE MEASUREMENT: "Completed items" provides behavior change measurement for EPA and Partners



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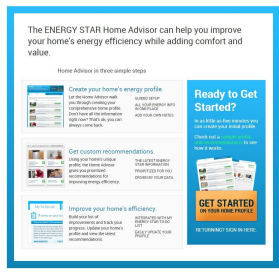
Home Advisor


COMMITMENT: Seamless integration with My ENERGY STAR

FEEDBACK: Customized recommendations based on data collected from home

PROMPTS: Save and track progress toward goals

INCENTIVES: Better integration with tools like product/rebate finder and other product offers





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Further Expansion Planned

- Enhance customer experience with more compelling engagement elements
 - Gamification
 - National incentives
 - More!
- ID partner opportunities
 - With current ENERGY STAR partners
 - Third-party organizations
 - Facilitate modularity and customization
- Roll out through third-party and direct to consumer channels




My ENERGY STAR
Discover the many simple energy-saving actions you can take to make a big difference. **GET STARTED**

Choose ENERGY STAR certified light bulbs (Auto)
Reduce TV (Auto)

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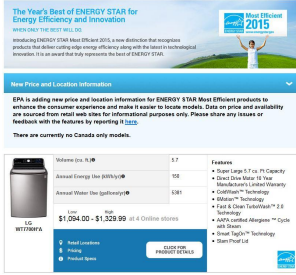
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Retail and Price Finders: Pilot

PROMPTS: Search delivers instant price and availability information. Piloting with ENERGY STAR Most Efficient; considering adding to other engagement tools.

INCENTIVES: Increases ease of purchase



The Year's Best of ENERGY STAR for Energy Efficiency and Innovation
2015

Introducing ENERGY STAR Most Efficient 2015, a new distinction that recognizes products that deliver cutting-edge energy efficiency along with 30+ smart technological innovations. It is an award that truly represents the best of ENERGY STAR.

New Price and Location Information


EPA is adding new price and location information for ENERGY STAR Most Efficient products to enhance the consumer experience and make it easier to locate models. Data on price and availability are sourced from retail web sites for informational purposes only. Please share any issues or feedback with the features by emailing 112222.

There are currently no Canada only models.

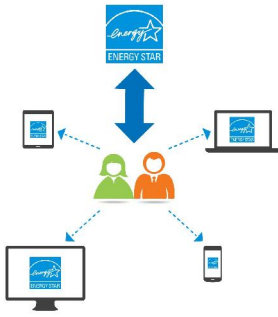
Whirlpool Duet™ 1.0	5.7	Features:
Annual Energy Use (kWh/yr)	130	• Dual-Large 5.7 Cu. Ft. Capacity
Annual Water Use (gallons/yr)	5000	• Smart Care System™ 10-Year WashGuard™ Liner Warranty
		• IntelliSense™ Technology
		• IntelliSense™ Technology
		• Quick Wash™ Technology
		• IntelliSense™ Technology
		• IntelliSense™ Technology
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The Future



- Leverage brand strength beyond label on products
- Be where the consumer is when they need energy efficiency information
- Provide Partners with the tools and resources they need to spur behavior change
- Create ongoing relationships with consumers
- Track actual behavior change associated with tools

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