**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**

Media Relations
PSAs
Partnerships

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**2005-2015: Engagement**

Change a Light Bus Tour

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**Commitment Works**

Commitment Example: ENERGY STAR Pledge

Goals
- Get consumers to commit to ENERGY STAR behaviors
- Pledge is behaviorally specific, public and durable
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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

ENERGY STAR On-Demand Tools

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

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 23% lower
    - Average new users per month = 658
      (In Beta stage with no marketing)
- Partners can link to customized tool or embed on own webpage

My ENERGY STAR

COMMITMENT: Full integration with ENERGY STAR 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

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
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

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 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