

# Using Community-Based Social Marketing to Promote Energy Conservation in Hawaii



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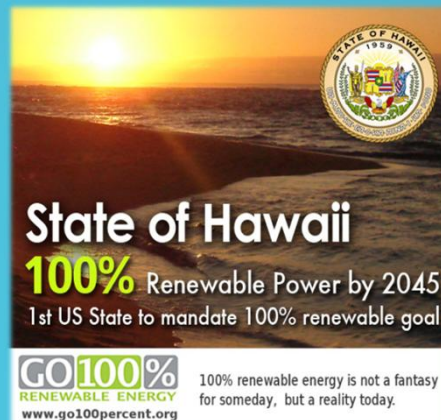


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# MARKET TRANSFORMATION PROGRAM

- ✦ Identify, assess, and help overcome market barriers that inhibit residents and business from adopting energy efficient technologies and practices.
- ✦ Helping to achieve Hawaii's goal of reducing electricity usage to meet the Hawaii Clean Energy Initiative goal of 100% renewable energy by 2045.



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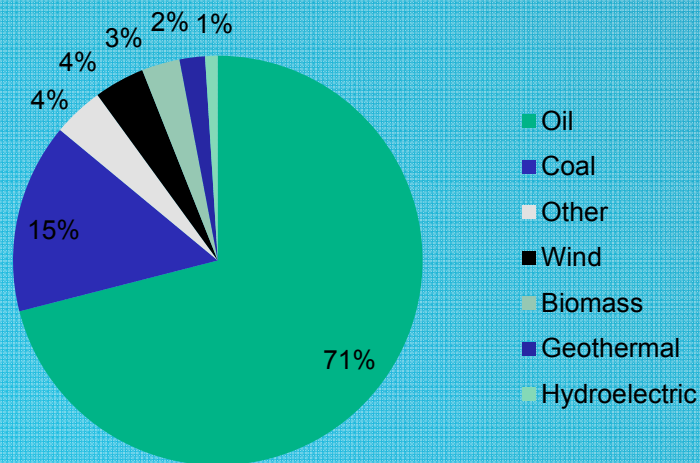
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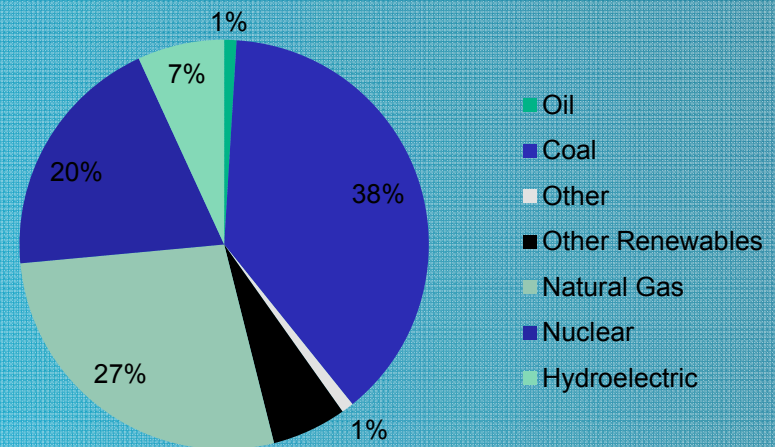
# WHY IS THIS PROGRAM IMPORTANT?

- ✦ We have the nation's highest electricity rates – 3 times the national average
- ✦ 71% of Hawaii's electricity is generated from imported oil

Hawaii's Electricity Generation by Source



U.S. Electricity Generation by Source



(Source: Energy Information Administration)



# PROGRAM AUDIENCE DIVERSITY

- ✦ Islands
- ✦ Ethnic
- ✦ Cultural
- ✦ Language
- ✦ Residents
- ✦ Tourism





# COMMUNITY-BASED SOCIAL MARKETING

- + Training
  - o CBSM Process
- + Ongoing consultant
  - o Guide CBSM Process
- + Build Local Capacity
  - o Take on additional projects



**Doug McKenzie-Mohr, Ph.D.**

COMMUNITY-BASED SOCIAL MARKETING WORKSHOPS



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# PROJECTS TO DATE

- ✦ Hawaii Pacific University



- Green office training program for universities

- ✦ Apartments and Condominiums

- Full CBSM process
- Behaviors for energy reduction
- Occupants and owners

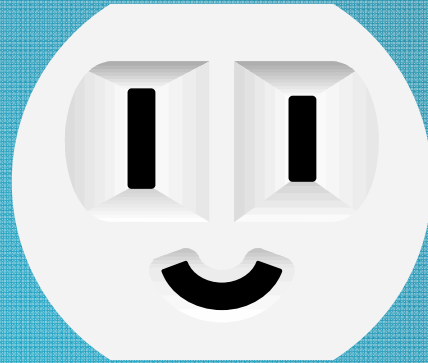


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# Mahalo!

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