

Switch it! Change It! Save It!
Lessons from a social marketing campaign to reduce
residential energy use

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Green Community Campaign

Iowa NSF EPSCoR Project

- Quasi-experimental social marketing campaign
- 2 intervention communities
- 1 control community
- Communities matched on size, age of housing stock, education



IOWA EPSCoR



Targeted Behaviors & Tagline

- **Switch** one conventional light bulb with one LED light bulb
- **Change** furnace filters 4x per year
- Obtain a home energy audit
- **Save** energy and money by switching to LEDs, changing furnace filters, and following energy audit recommendations





Implementation of campaign

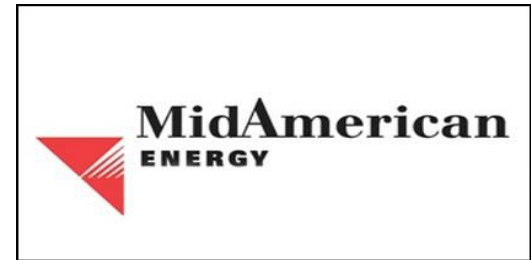
- Print materials (brochures, posters, & napkins)
- Radio & newspaper ads
- Billboards
- Logo/tagline on t-shirts

- Price-reduced LEDs in local stores
- Face-to-face events
- Home energy audit sign-up

Home Energy Audit Intervention

- Experimental intervention
- Targeted audit recommendation follow-through

- Relied on MidAmerican auditors to present project to consumers



HomeCheck®

Call 800-545-0762 for a free home energy assessment.

Lessons Learned, Problems, Issues

○ Advantages of having an Industry Partner

- Entrée to communities
- Resources (e.g. LED bulbs for giveaways)
- Partnership for experimental work (home energy audits)

○ Attention to community culture

- Events with widest community participation
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Lessons Learned, Problems, Issues

Problems/Issues

- **Confusion about LEDs and CFLs**
 - Created new materials to reduce confusion
- **Audit Project failure**
 - Low recruitment numbers
 - Focus on more attention on pre audit interventions
 - Auditors did not fully understand project intentions

Think you know your bulbs?

CFLs and LEDs differ both in **LOOKS** and **LONGEVITY**.

Unlike CFLs, LEDs come on instantly to full brightness, are dimmable, and contain no mercury. As the chart below shows, LEDs last at least 2.5x as long as CFLs, making them a better investment.

	CFL	LED
Light bulb projected lifespan	10,000 hrs	25,000+ hrs
Cost per bulb	\$4.00	\$10.00
Bulbs needed for 25K hours of use	3	1
Bulb expense for equivalent 25K hrs	\$12.00	\$10.00
Total cost for 25K hours	\$47.00	\$40.00

Energy Star 60-watt equivalent LED bulbs for household lamps are available at discounted prices at your local Hy-Vee.

Brought to you by the

Switch Change Save it.

Le Mars Green Community Campaign

The Green Community Campaign is a part of the National Science Foundation (NSF) Iowa Experimental Program to Stimulate Competitive Research (EPSCoR) project – in partnership with MidAmerican Energy.

Learn more at: www.SwitchItLeMars.org

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Thank You

