Closing the Values-Action Gap

Motivating Energy Efficient Home Construction

Ben Block
Clean Markets
About Clean Markets

Market development firm dedicated to growing market share for clean energy

- Program Marketing
- Program Outreach
- Public Relations
Case Study: Pennsylvania Energy Efficient New Homes Program

FirstEnergy’s Pennsylvania utilities incentivize ENERGY STAR® certified or beyond code residential new construction

Marketing challenges:

- Slow housing market in rural areas
- Little growth in real estate value
- Builders touting own versions of ‘green certification’
Most Desired New Home Features

ENERGY STAR certified products were rated among top priorities by 90% of homebuyers in 2015

- 94%: ENERGY STAR rated appliances
- 91%: ENERGY STAR rating for whole home
- 89%: ENERGY STAR rated windows

Source: NAHB
And yet, in new construction...

ENERGY STAR Certified Homes market share is still low.

Source: 2015 ENERGY STAR Certified Homes Stakeholder Meeting
Low Adoption of Basic Measures

- **40%** Using 2x6 wall framing or larger
- **15%** Attaching “continuous” exterior wall insulation
- **11%** Applying spray polyurethane foam (SPF)

Source: NAHB Home Innovation Research Labs
ENERGY STAR Identity

1992

1997

2002
Current Energy Efficiency Messaging

A COMPLETE HEATING AND COOLING SYSTEM

- Emphasis on quality home construction and year-round comfort.

- Lack of marketing material targeted to home builders.
Understanding the Market

![Chart showing market segments]

Ogilvy & Mather: Mainstream Green (2011)
Natural Marketing Institute: Sustainability in America (2016)
Understanding the Market

Effective messaging for:

- Homebuyers

- Homebuilders

Durability
Reduced call-backs
Greater home value

Comfort & health
Combination of style, social status & sustainability
Pennsylvania Energy Efficient New Homes Program - Digital Advertising

SAVvy BUILDERS SAVE ENERGY

Financial incentives are available through the Pennsylvania Energy Efficient New Homes Program

Met-Ed®
Penelec®
Penn Power®
West Penn Power®

FirstEnergy Companies

Learn more
Pennsylvania Energy Efficient New Homes Program - Print Advertising
Builder Dominic Maleno and his sister Natalie Maleno Washburn, a broker realtor for Maleno Development, review the building plan of a new housing development.

"It takes commitment, perseverance, and communication—because the natural response to any change is resistance."
Campaign Results

13% Increase in participating homebuilders from Pennsylvania Electric Co. territory

25% Increase in participating homebuilders program-wide
Thank You!

Ben Block
Marketing and Communications Manager, Clean Markets
bblock@cleanmarketswork.com
215.776.5405