



Behavior, Energy and Climate Change Conference - October 2016

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



Case Study: Pennsylvania Energy Efficient New Homes Program

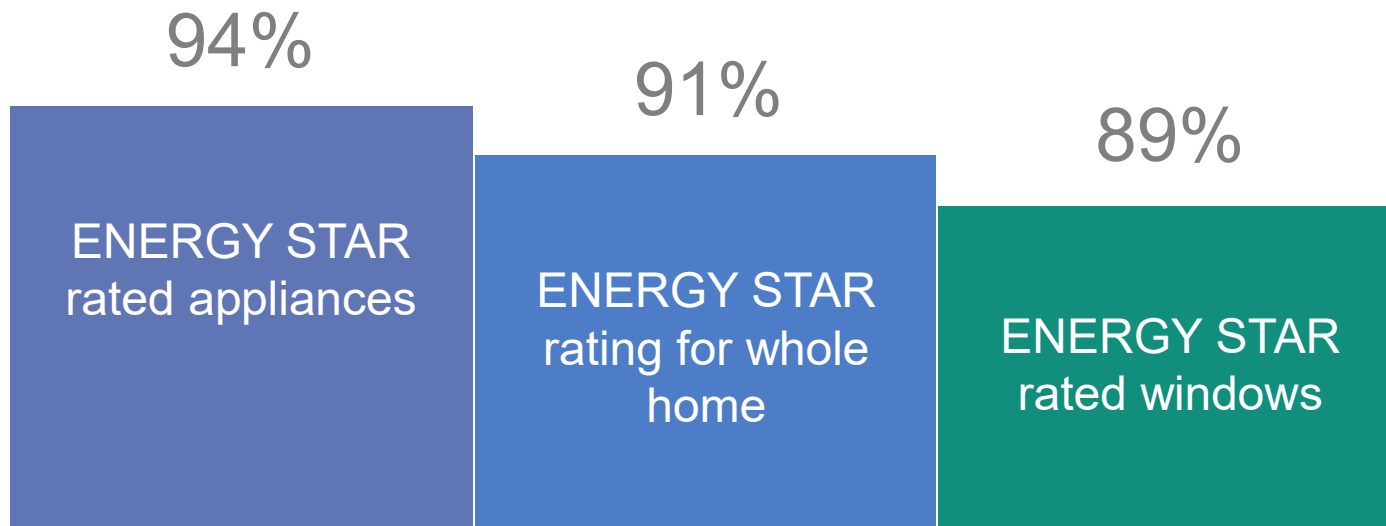
FirstEnergy's Pennsylvania utilities incentivize ENERGY STAR[®] certified or beyond code residential new construction

Marketing challenges:



Most Desired New Home Features

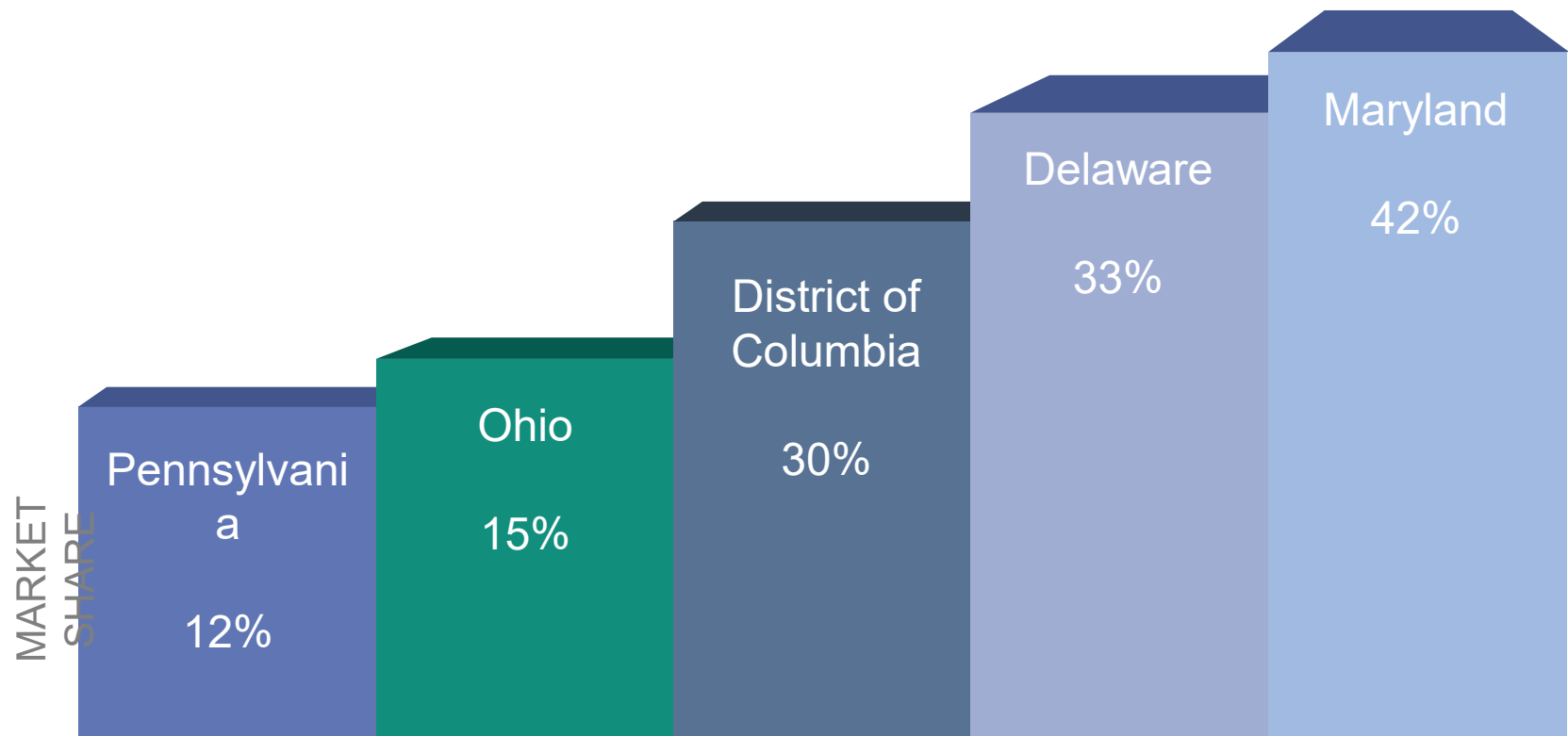
ENERGY STAR certified products were rated among top priorities by 90% of homebuyers in 2015



Source: NAHB

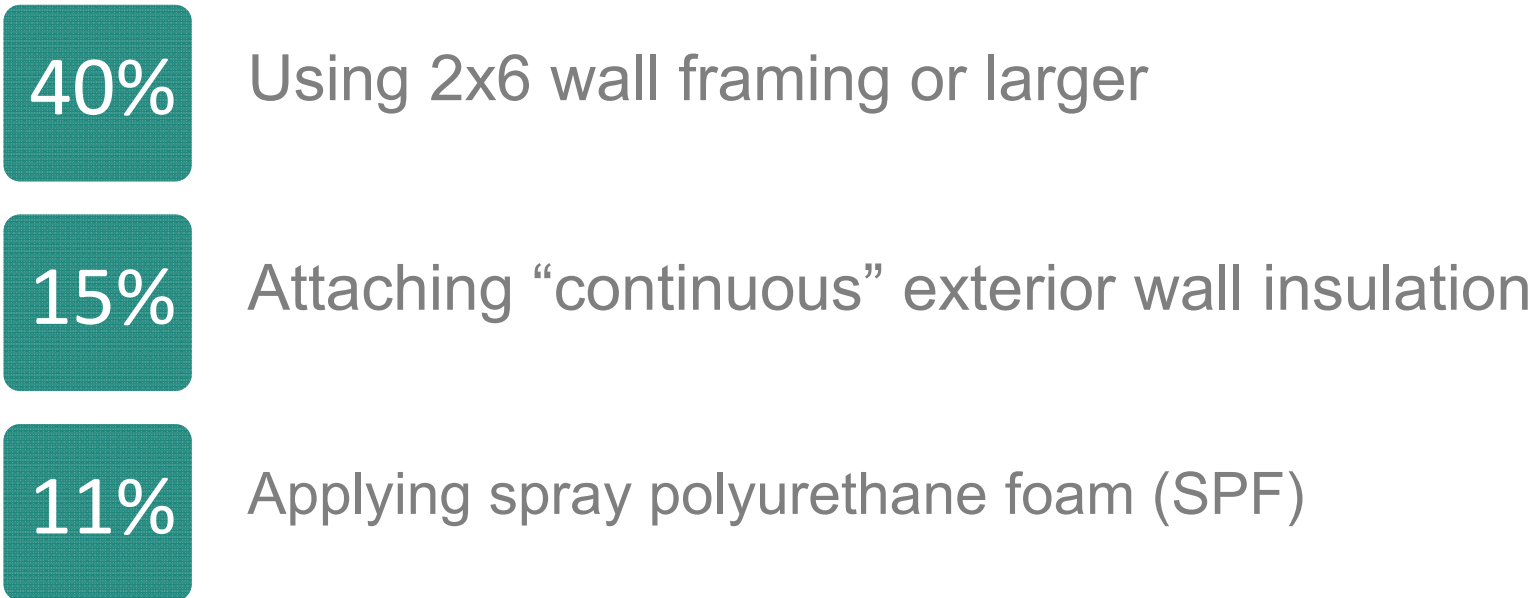
And yet, in new construction...

ENERGY STAR Certified Homes market share is still low.



Source: 2015 ENERGY STAR Certified Homes Stakeholder Meeting

Low Adoption of Basic Measures



ENERGY STAR Identity



1992



1997



2002

Current Energy Efficiency Messaging



ENERGY STAR

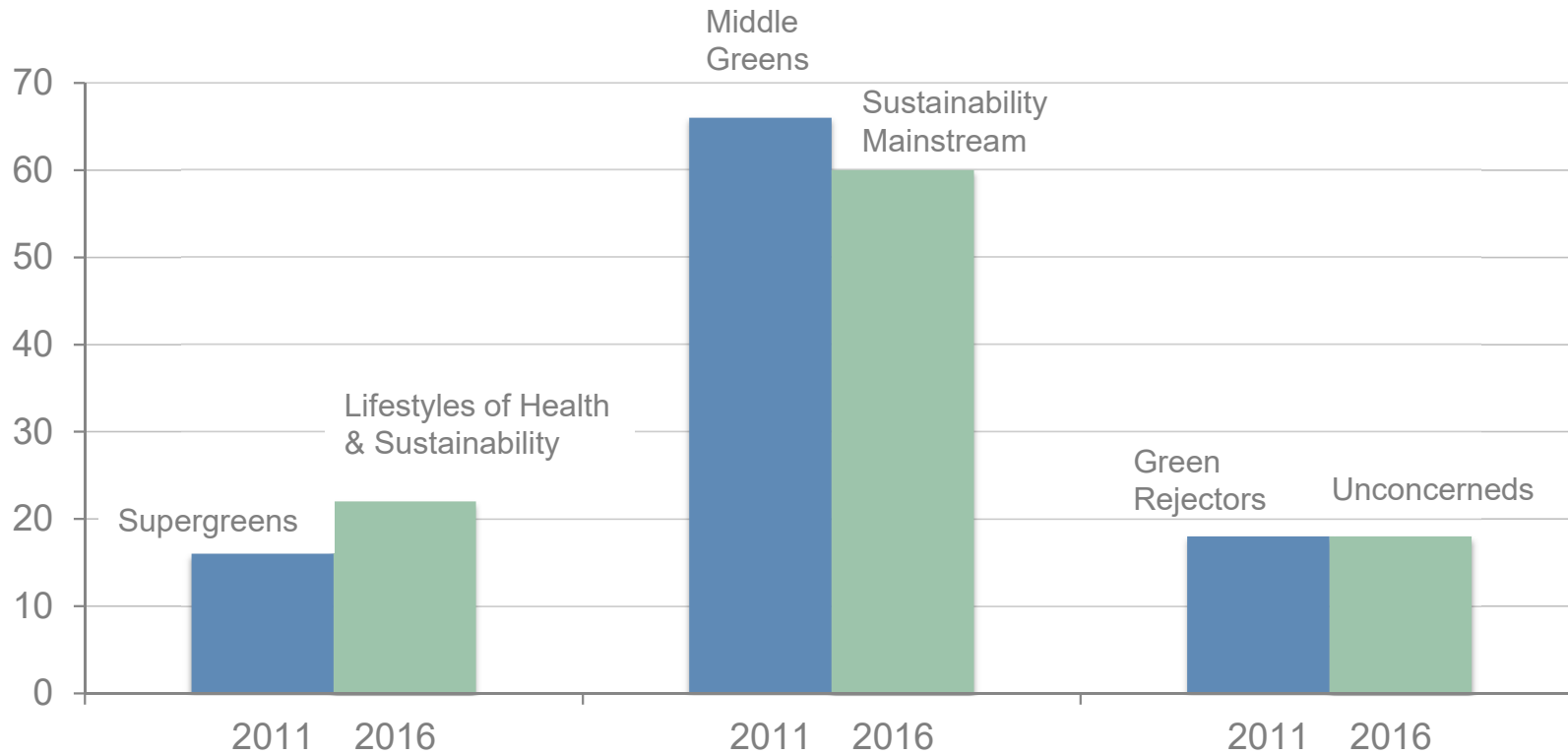
ENERGY STAR® Certified Home Features
Energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA)

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



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

Understanding the Market

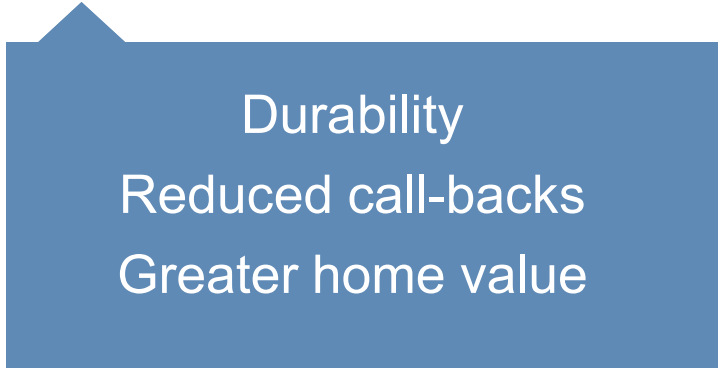
Effective messaging for:

Homebuyers



Comfort & health
Combination of style,
social status &
sustainability

Homebuilders



Durability
Reduced call-backs
Greater home value

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



PENNSYLVANIA PROUD

Builders across Northwest Pennsylvania are showcasing their construction skills with more energy efficient homes.

The Keystone State is built on innovation. Look no further than the advanced energy efficient techniques that are saving homeowners 30 percent or more on their energy bills.

Builders of high-quality homes benefit through the Pennsylvania Energy Efficient New Homes Program. Eligible builders can receive thousands of dollars in financial incentives.

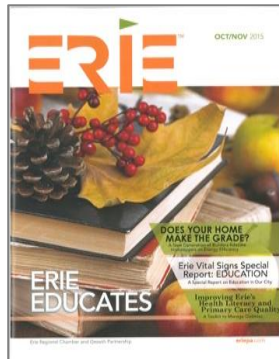
To receive incentives for innovative home building practices, visit BuildersSaveEnergy.com

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

FirstEnergy Companies




Pennsylvania Energy Efficient New Homes Program - Content Marketing



Builder Dominic Maleno and his sister Natalie Maleno Washburn, a broker realtor for Maleno Development, review the building plan of a new housing development.

 **FEATURES**

THE GREEN TEAM




Builders, Contractors, & Inspectors Collaborate on New Approach for Energy Efficient Homes

By Mike Arblaster

What's the Buzz
Residents of Alden Place

“It takes commitment, perseverance, and communication—because the natural response to any change is resistance.”



6 AT HOME IN BERKS DECEMBER 2014

Campaign Results

13%

Increase in participating homebuilders program-wide

25%

Increase in participating homebuilders from Pennsylvania Electric Co. territory

Thank You!

Ben Block

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