Taking our Energy Efficiency Work Home
Using EPA’s My ENERGY STAR Platform

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Make Energy Savings Simple

Our primary goal is to define, educate and promote cost-effective energy savings

- Platform is built on “recommendation cards”
  - Over 60 recommendations
  - Simple definitions and benefits
  - Something at every price point
  - Built-in progress tracking
  - Access to industry best educational materials and information
New Consumer Platform Makes Saving Energy Easy

- My ENERGY STAR provides a central dashboard for managing your recommendations, rebates and offers, and getting feedback on progress.
- Integrated tools:
  - Home Advisor provides recommendations
  - Customers can filter opportunities and build check lists
  - ENERGY STAR Pledge
- ‘Community’ customization available
My ENERGY STAR

- Customers that sign up will get their own My ENERGY STAR dashboard where they can:
  - Track commitments or pledged actions on their “To-Do List”
  - Confirm completed actions
  - Get feedback and recognition based on progress
  - See rebates or discounts available
  - See their “community difference”
- Customization available, including a partner dashboard
Employee Engagement Pilot

Goal
- Use the My ENERGY STAR platform as part of an employee engagement program to reduce employees’ energy use at home

Set-up
- Company would promote customized tool via weekly emails with additional energy savings messages

Preliminary Results
- Participation (~20%, ~25 out of ~125 employees)
- ~150 Completed Actions; ~100 Pledged Actions
- Over time, less activity

Challenges/Opportunities
- Pilot started when customization/messaging not complete
- Initial pilot was short and small
New My ENERGY STAR Platform Makes Saving Energy Easy

• Tools that provide simple and credible advice on ways for save money and energy at home.
• Offers an experience for everyone, including both:
  – Home Advisor for a customized home profile that identifies opportunities specific to your home and help set priorities.
  – Ways to Save user experience for customers who want to explore more generally.
• Offers customers over 60 different recommendation cards including: low-cost/no cost recommendations, appliance guidance, DIY improvements and contractor based upgrades.
• Partner customization to leverage ENERGY STAR credibility while keeping organization brand front and center
• Leverage other ENERGY STAR resources and marketing campaigns.
• Valuable resource that is available FREE

Useful platform for employee/community engagement
Thank You!

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My ENERGY STAR landing page: www.energystar.gov/campaign
Home Advisor landing page: www.energystar.gov/homeadvisor