Virtual Reality: Can VR be Used to Educate People on Energy Efficiency?

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Enjoyed + Recalled + Committed = Initial Success

Energy Upgrade California

Outreach Challenge
Outreach Opportunity & Success

Every accomplishment starts with the decision to try.

What is Virtual Reality?

VR – Integrated Biking = Immersion

VR Experience – Flying Over California
VR – Your Answers Cause Change

Do you take 5 minute showers?

VR – Your Actions Cause Change

Do you take public transportation or ride your bike to work?

700+ Surveys

Male = 62%

70% = 18 to 45
• 18-24 = +25%
• 25-35 = +20%
• 36-45 = +15%

Initial Success – 4.75 out of 5.0
Initial Success – The Survey Results

• 93% Recalled the Key Points

Virtual Reality – Incremental PR & Social

Virtual Reality – Builds a Crowd

• Over 86% Committed To Action & Identified The Specific Action
Virtual Reality – Handicap Accessible

Learn in VR But Act in the Real World

Thank You

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We work nationally in the clean energy industry and are always open to exploring partnership opportunities.