



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

BECC October 2016
Mitch Moore – Manager Marketing & Outreach – Center for Sustainable Energy



Enjoyed + Recalled + Committed = Initial Success



Energy Upgrade California



Take control of your energy usage
When it comes to energy, you're in control.


How much could you be saving?

About Energy Upgrade California


Energy Upgrade California® is a sustainable initiative to help Californians take action to save energy and conserve natural resources, help reduce demand on the electricity grid, and make informed energy management choices at home and at work. It is supported by an alliance of the California Public Utilities Commission, the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission.





Outreach Challenge



THE FACE YOU MAKE



WHEN YOU NOT REALLY INTERESTED IN WHAT THEY ARE SAYING



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



Initial Success – The Survey Results

- Over 86% Committed To Action & Identified The Specific Action



Virtual Reality – Incremental PR & Social

KMIR
EM by 100% CARBON - BY 2017
OCT 2016
HBO 7PM, SUN 4P, 10PM-11P



Virtual Reality – Builds a Crowd



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.

