

Terra Bell, CLEAResult

Poster Title: Project Footprint: Join the Movement to Accelerate Hawaii's Sustainable Future

Abstract: "Together, we can power Hawaii with 100% clean energy". Project Footprint provides a new avenue for empowering Hawaii residents to act and be part of the community movement toward reducing Hawaii's carbon footprint as the state continues to move forward on its 100% clean energy goals. By rewarding small steps, promoting community partnerships, and adding personal touches in utility-customer messaging, Hawaiian Electric Company (HECO), in partnership with CLEAResult, is using Project Footprint to deepen relationships with their customers and remind us all that individual actions can collectively make a difference in the global mission to reduce our carbon footprint. Using emotional messaging and advertising with local imagery, themes that resonate with the people of Hawaii, and brand loyalty program strategies, Project Footprint will promote culture change, social movements, and build a social network to scale up community participation in Hawaii's clean energy transition. Launched in late-January 2019, early campaign results as of mid-March are positive: 210,000 emails sent with a 30% open rate and 4% click-through rate to the site (above industry average), 3,400 customers have joined the movement with 5,000+ projected to join by end of March, over 2,400 customers have claimed rewards, over 3,800,000 media impressions, 80,000 YouTube video views and growing, and 28,000 unique visitors to the sight since launch. Additional campaigns and social media are planned throughout 2019. <https://footprint.hawaiianelectric.com/#/> At CLEAResult, we envision the structure of Project Footprint to be highly replicable to improve customer satisfaction and increase engagement with utilities in other parts of the country with customization of the emotional touches, messaging, imagery, and rewards that resonate best within your region.