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Presentation Title: So Fast and So Furious: Online Class is the Key to Revving Up Year-On-Year Energy Savings

Abstract: The widespread model for teaching strategic energy management (SEM) can't scale: it's too expensive and too slow. The typical SEM cohort model is particularly ill suited to public sector firms that lose out on significant energy savings attributed to SEM because of the high costs of participation, both in time and resources. The 50001 Ready Program's Distance Learning Cohort model addresses this challenge by translating curriculum into 7 online classes hosted over a period of 3 to 6 months, and by adding a 'train-the-trainer' element in single-organization cohorts. This model supports much broader engagement with the nexus of behavior change and energy efficiency without compromising understanding or future energy savings. Shorter training time with lower upfront costs enables educators to reach much farther, much faster. This presentation shares insights gathered from pilots of the 50001 Ready Distance Learning Cohort model and what changes to the traditional training structure were most effective at maintaining peer-peer and peer-teacher engagement. We present key strategies that increased the volume of participants who finished implementing a 50001 Ready energy management system, as well as opportunities for measuring their long-term energy savings.