

Boosting Energy Efficiency With New and Social Media

Using technology to create tipping points for efficiency in the marketplace

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About SmartPower

- 501(c)3 non-profit marketing firm based in Washington, DC
- Mission: Helping the American public make smart energy choices by promoting **clean, renewable energy** and **energy efficiency**.
- Works with utilities, state agencies and the federal government
- We're "Mad Men" for an energy-conscious era.



SmartPower's Research

84%

of Americans say they will buy clean energy or become more energy efficient

<3%

actually do

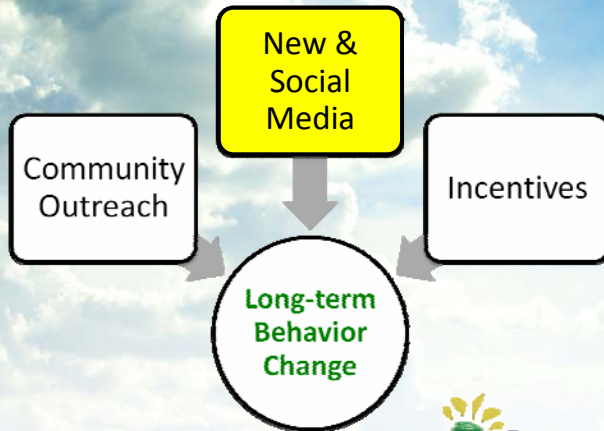


Four Main Barriers

- Reliability
 - *"I don't think it works."*
- Availability
 - *"I don't know where to get it."*
- Confusion
 - *"There are too many options. I don't know where to start."*
- Cost
 - *"It's too expensive" – or "This doesn't fit my lifestyle."*



The SmartPower Approach



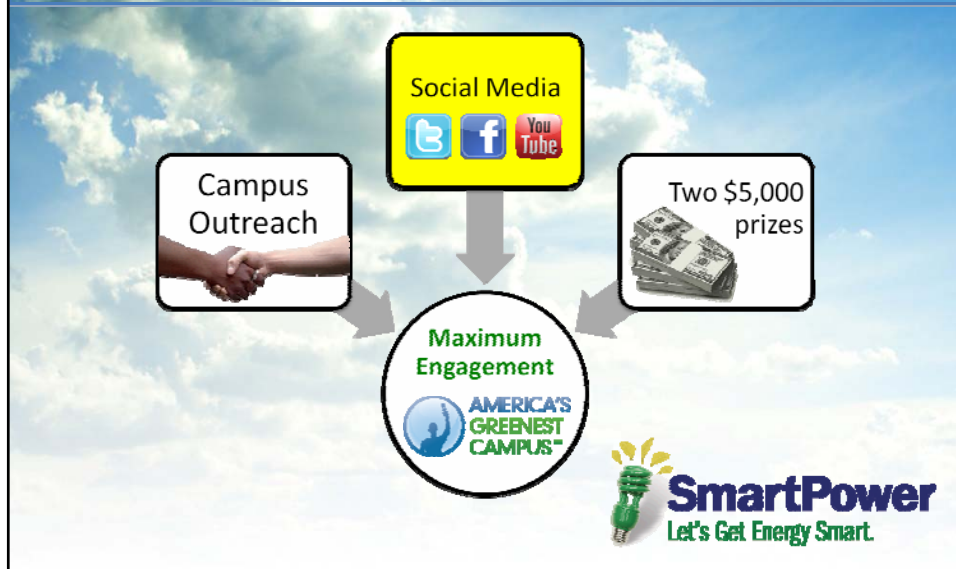
America's Greenest Campus



AMERICA'S
GREENEST
CAMPUS™



America's Greenest Campus



America's Greenest Campus



America's Greenest Campus

- Online platform by Efficiency 2.0 allowed users to track their energy use
- Website acted as “personal advisor” that made saving energy easy and fun
- Showed impact of energy savings in kilowatts, dollars and other resources

The screenshot shows a user profile with a cartoon character and energy statistics: Initial Footprint: 50,311 kWh, Reductions: -4,683 kWh, Offset: -450 kWh, Current Footprint: 45,178 kWh. The 'Ways to Reduce' table lists various actions with their impact in kWh, dollars, and points.

Ways to Reduce	kWh	Dollars Saved	Points
Don't use a hairmill	218	\$44	216
Solar powered holiday lights	15	\$3	15
Buy a low flush toilet	24	\$14	23
Use an egg kettle to boil water	10	\$4	9
Cook with your toaster oven	23	\$8	23
Use a rain barrel for your garden	2	\$6	1
Let it mellow when its yellow	6	\$3	5

Your Reductions 4683 kWh, \$741, 4647 Points



America's Greenest Campus

Rank	School	Members	% CO ₂ Reduced
1	George Mason University	878	2.68%
2	University of Maryland - College Park	814	1.79%
3	Stanford University	128	1.33%
4	American University	121	2.00%
5	Carnegie Mellon University	99	1.67%
6	Penn State University	80	2.40%
7	Harvard University	78	0.70%
8	Ithaca College	62	2.09%
9	Georgia Tech	59	4.79%
10	Yale University	56	0.74%

Peer Pressure!

Real-time leaderboard kept track of each school's progress



America's Greenest Campus

- More than **20,000 participants** at **475 schools**
- Aggregate carbon footprint reductions of more than **19 million pounds**
- **\$4.25 million** in energy cost savings
- Clean Air Excellence Award from the U.S. Environmental Protection Agency in 2010
- Winners: University of Maryland, College Park; Rio Salado College (Arizona)

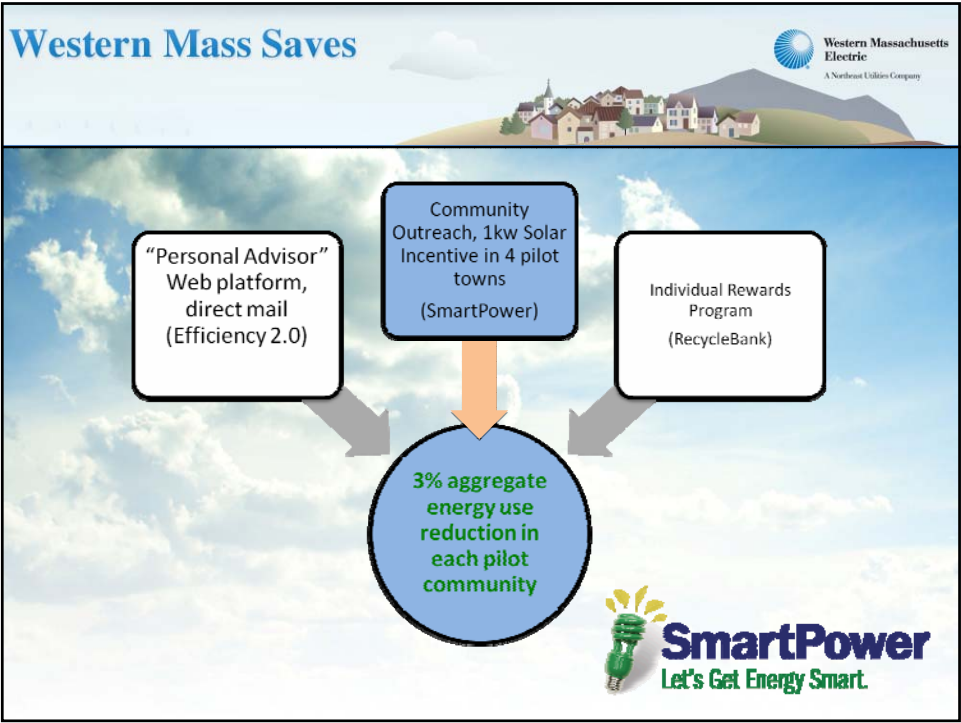


Western Mass Saves



- Partnership between **SmartPower, Efficiency 2.0, RecycleBank** and **Western Massachusetts Electric Co. (WMECO)**
- Translates successes of America's Greenest Campus into a platform for ratepayer audiences





Western Mass Saves

Web Platform

Take action
Set your annual goals and maximize your rewards

Add new actions to save money and earn points!

Sort by: Recommended | Purchases | Free Actions

Available Actions	Total Savings	Reward Points	Edit Assumptions
<input type="checkbox"/> Buy a gas clothes dryer	\$63	1873	EDIT ASSUMPTIONS
<input type="checkbox"/> Install solar panels	\$616	6860	EDIT ASSUMPTIONS
<input type="checkbox"/> Reduce air leakage	\$75	842	EDIT ASSUMPTIONS
<input type="checkbox"/> Use a drying rack	\$74	834	EDIT ASSUMPTIONS
<input type="checkbox"/> Hand clean your oven	\$61	576	EDIT ASSUMPTIONS
<input type="checkbox"/> Use smartstrips for plugs	\$42	499	EDIT ASSUMPTIONS

All values projected

Manage your savings plan

Sort by: Recommended

Current Actions	Total Savings	Reward Points	Edit Assumptions
<input checked="" type="checkbox"/> Replace your home lights with CFLs	\$133	2877	EDIT ASSUMPTIONS
<input checked="" type="checkbox"/> Ditch the extra fridge	\$144	2000	EDIT ASSUMPTIONS

Goal through November 4, 2011

Savings on electric bill: \$22

Points from electric bill: 100

Redeem your points for rewards like these

Important note on your recommendations

The recommendations you receive are based on your energy profile, which you can modify in the Track Progress page. For instance, if you don't see any electric savings from installing a low-flow shower head.

Western Mass Saves

Web Platform



Track progress

See how you're doing and refine your profile

USAGE
SAVINGS
BREAKDOWN

Estimated monthly electric use (in kWh)

■ Cooling
 ■ Space Heating
 ■ Appliances
 ■ Water Heating

My latest bill

Projected Bill: **\$ 154**

Actual Bill: **\$ 129**

✔

Your actual bill was lower than your projected bill by \$25. Congratulations!

Some suggestions for meeting your bill goal

- Make sure you complete all the actions you committed to in your savings plan.
- Click on the actions in your savings plan and make sure the details are correct.
- Add more items to your savings plan and save even more.

Western Mass Saves

Web Platform



Connect and compare with your neighbors

To date, Whately has saved

\$22

171 kWh

How do I compare?

● You use 96% more energy than your neighbors.



✔ You save 400% more money than your neighbors.



How does Whately compare?

Rank	Community	\$ Saved	Energy Saved	Members
1	Springfield	\$4,297	33,055 kWh	503
2	Easthampton & Westhampton	\$2,204	16,954 kWh	241
3	Pittsfield	\$1,669	12,838 kWh	203
4	Ludlow	\$1,857	12,743 kWh	181
5	Western Riverfront	\$1,165	8,953 kWh	117

Western Mass Saves

Direct Mail



Western Massachusetts Electric
The Northeast Utilities System

With Western Mass Saves, you can't just save!
SAVING ON ENERGY JUST GOT EVEN More Valuable!

Save and Earn
Register for a new program that empowers you to take energy-saving actions that not only save you money but can be redeemed at popular stores and restaurants. So you can Save Money, Reduce Your Carbon Footprint and Earn Rewards.

At once, you can earn Bonus Points!
www.WesternMassSaves.com

10% OFF on your next utility bill

Item	Amount	Points Earned
Energy Efficient LED Light Bulbs	\$1.00	10 Points
Energy Efficient Water Heaters	\$1.00	10 Points
Energy Efficient Washers and Dryers	\$1.00	10 Points
Energy Efficient Windows	\$1.00	10 Points
Energy Efficient Doors	\$1.00	10 Points
Energy Efficient Insulation	\$1.00	10 Points

RecycleBank logo and other partner logos.

Western Massachusetts Electric
The Northeast Utilities System

With Western Mass Saves, you can't just save!

Team Up With Your Community
Your neighbors are already saving money and reducing their carbon footprint. Now you can too! Register for Western Mass Saves to earn 10 bonus points for every energy-saving action you take. And you can redeem your points at popular stores and restaurants.

HOW DO YOU CHECK UP ON YOUR REWARDS?

on the spot! | by mail | by phone

Year Savings | Neighborhood Savings | Utility Points

EARN 50 BONUS POINTS for referring a neighbor!
Visit www.WesternMassSaves.com/refer to invite your friends.

\$75 OFF on your next utility bill
19% off your next utility bill

RecycleBank logo and other partner logos.

Western Mass Saves

Individual Incentives



- RecycleBank allows participants to earn points for every energy-saving action they take

- Points can be redeemed at a wide variety of local and national businesses

Make your energy savings more rewarding

About the rewards program
Western Mass Saves has partnered with RecycleBank®, a rewards program that motivates consumers to take greener actions, to offer you rewards for saving energy. Now, you not only save money on your electric bill but also you earn RecycleBank Points based on how much you decrease your energy usage! Then, you can redeem your RecycleBank Points more than 2,000 local and national businesses.

When you are ready to redeem your RecycleBank Points, you will be transferred to RecycleBank's website to browse the rewards catalog and redeem.

To learn more about the rewards program, visit RecycleBank.com →

Points

Points earned through Western Mass Saves	100
Total RecycleBank Points Balance as of 01/08/2011	125

Get Rewards
You can redeem your points for great rewards in these categories, or See all RecycleBank Rewards →

Apparel | Books | Electronics | Gift Cards

Check out these local rewards!

Coca-Cola | Ruby Tuesday | It's All About Me | Children's Museum



Western Mass Saves



Community Incentives



- Four pilot towns are eligible for a **free 1kW solar PV system** if they reach their aggregate 3% reduction
- Solar system can be installed on any municipal building
- Provides an added incentive for community leaders to endorse the program and mobilize community networks around efficiency



Western Mass Saves



Community Outreach



- Four pilot towns receive on-the-ground community outreach in addition to other program elements
- SmartPower staff build relationships with municipal leaders, early adopters and key influencers in each town
- No M&V yet...
- Program concludes in November



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