



“Understanding the Consumer:

Energy Efficiency and Conservation Attitudes of Homeowners and Young Adults in Connecticut”

Lyn Rosoff
Director of Marketing, SmartPower





Connecticut Clean Energy Communities Program Lessons Learned

- ✓ Leverage municipal commitments that lead to residential commitments
- ✓ Incentive and competition are key
- ✓ One community success leads to others
- ✓ Results: 87 towns/ 18,000 households





Clean Energy and Energy Efficiency are Linked

- ✓ Consumers and businesses focused on overall energy use, not in a silo
- ✓ Energy Efficiency and conservation face many of the same obstacles that we see with clean energy
 - ✓ Price
 - ✓ Inertia
- ✓ SmartPower is leveraging our campaign resources to create 20X20X20 Campaign





20X20X20 Campaign Formula

- ✓ Alliance with other stakeholders
- ✓ Capitalize on existing networks and resources to speak with one voice
- ✓ Identifying core messages by segmenting audiences
- ✓ Identify most effective campaign approach
- ✓ Move people on the "food chain" of sustainability





Target Echo-Boomers: The Energy Wasteland

- ✓ Heavy users of energy
- ✓ Life time value of the customer (We're changing a generation of consumer behavior)
- ✓ Influence older *and* younger members of family





The College Dorm Room

- 50% of energy use in dorms is lifestyle choices
- Laptops, desktop lamps, printer, refrigerator, TV, DVD/VCR, iPod, cell phone, curling iron, hair dryer, electric clock, hot pot, microwave, decorative lamps, floor lamps, stereo, overhead lights





*The Echo-Boomer Challenge:
Start with Just 3 Actions*

- ✓ Take Shorter Showers
- ✓ Turn Off/Unplug
- ✓ Reduce Car Idling



The most energy waste by young adults

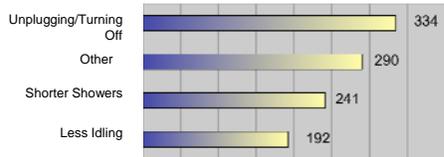




Unplugging/Turning Off Won!

Efficiency Moments (1,057 Entries)

Number of Entries





Successful Campaign Elements

- ✓ Simple, interactive, fun
- ✓ Inspire, don't preach
- ✓ Environmental message alone is not effective
- ✓ Saving money/not wasting money is most important
- ✓ Provide factual information that inspires action
- ✓ Recognition and reward ("how am I doing?")





Marketing to Teens/Young Adults

- ✓ Talking peer-to-peer is the only way to change their behavior
- ✓ Through Facebook, MySpace, ThinkMTV, You Tube, Twitter, etc. we are able to connect;












New Media Approach

1. SmartTerns – Paid Internships leveraging social networks
2. www.Let's Get Energy Smart
3. [Climate Culture](#)
4. [Americas Greenest Campus](#)
5. [Energy Smart Ad Challenge](#) \$10,000 Prize for content







Connecticut Residential Homeowners

Focus groups conducted February 26, 2009

- Have things changed?
- Are people taking actions?
- What are the most compelling reasons to be energy efficient?





Contact

SmartPower
1120 Connecticut Avenue, NW
Suite 1040
Washington, DC 20036
irosoff@smartpower.org
www.smartpower.org