

Moving from Awareness to Action: Using Community-based programs to encourage change

AESP
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Community-based social marketing

Two main components:

- Community
 - involvement, engagement, participation
- Social marketing
 - focused efforts on individual behavior change

Often forgotten / not really understood

A fundamental issue

- Pace of social change undermines traditional approaches
- Increasing neighborhood alienation
- Broader networks but looser social connections
- Information overload is causing paralysis
- The “self” seems smaller, less powerful than ever
- Information alone is not enough to trigger action

Who we are

- One Change **delivers** innovative and award winning **community-based social marketing campaigns**.
- One Change **empowers** people to believe that **simple actions matter** and to make **smart choices** that protect the environment.



Impact of our campaigns

- When a free bulb is handed to a person (engaged in a conversation) versus just left at the doorstep, the following occurs:
 - installation rate is 75% when the bulb is handed to a person, versus only 50% if bulb is left behind
 - likelihood to purchase energy efficient bulbs is 75%
 - 66% more likely to make other energy efficient purchases

The medium is the *people*

- Harness power of community networks
- Engage community leaders
- Drive understanding and demand through quality engagement
- Move smaller incentives to front
- Social media as a means, not an end
- Simple measures as the gateway

Moment of reciprocity



Create that moment of reciprocity

The front door is:

- an opportunity for action
- a symbol
- an easy first step
- the gateway to the home



...and most importantly, where conversation begins.

Focus on the customer experience

- A free CFL bulb or other item *leads to* reciprocity
- Reciprocity *leads to* verbal commitment to install
 - *will you install this bulb?*
 - *yes, I will.*
- Install (commitment) *leads to* change in self perception
- Change in self perception (belief!) *leads to* action beyond the bulb
- ... setting the stage for future engagement
 - Such as presenting home energy assessment program offering, which *leads to* further customer commitment

What we do and how we do it



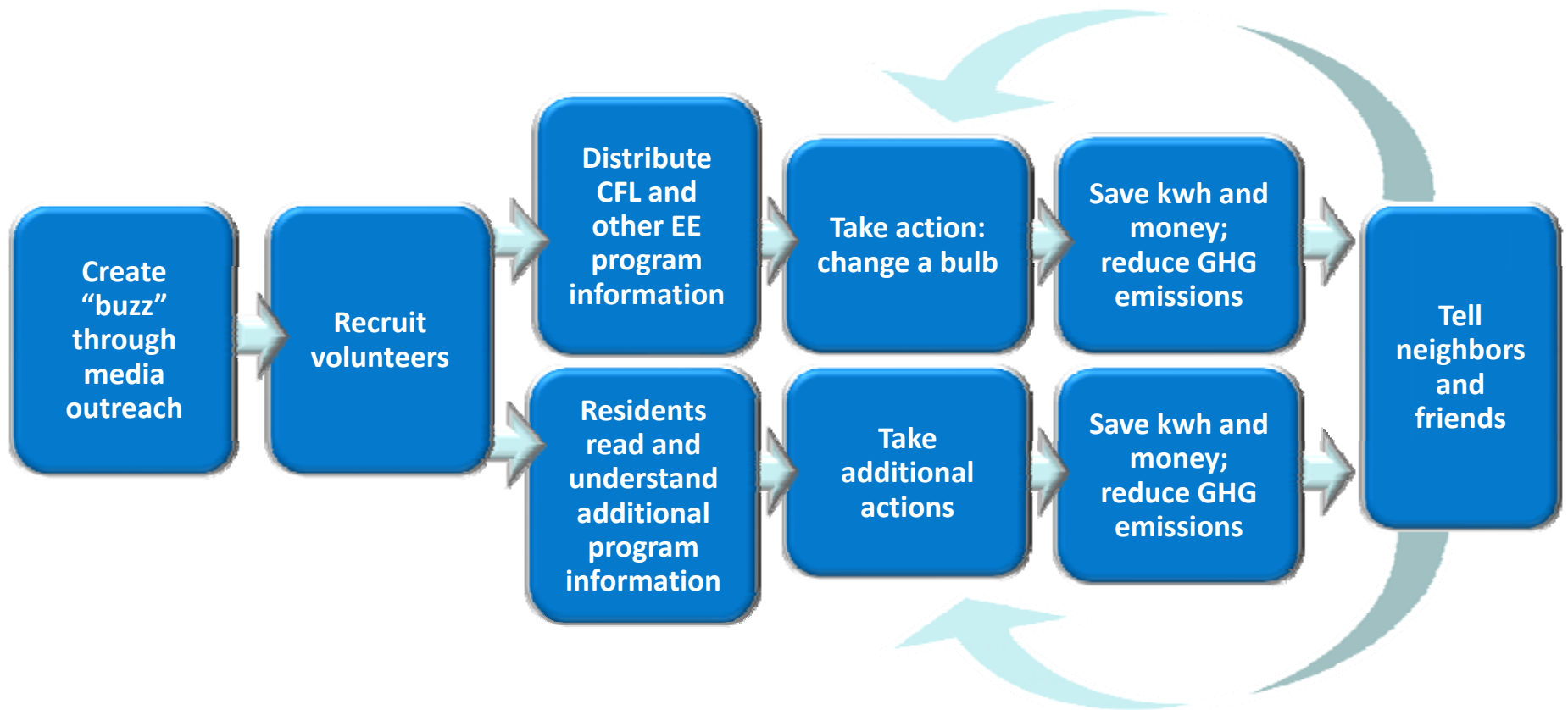
What we do and how we do it

Objectives and Scope

- Overall goal
 - *e.g. generate verifiable energy savings and increase participation in promoted energy efficiency programs*
- Target number homes, demographics to reach
- Target number of individuals to reach at events
- Targets specific to the project
 - *e.g. pledge rates, rebate use rates, etc.*
- Performance metrics

Program implementation

Laying the foundation for action



Program attributes

- Cost-effective, channel for program delivery
- Scalability built into the approach and management tools
- Transparent performance tracking
- Turnkey program adaptable to service territories
- Unify our *simple actions matter* message and approach with other energy efficiency programs

The need for scalability

- Managing volunteer recruitment and tracking, inventory allocation, event planning and other campaign activities
- Implementing campaigns quickly and consistently
- Showcasing, through a live online map, real-time campaign results, future events, volunteer engagement, links to social media and more



Delivering value to funding partners

- Identify communities that match target segments, based on census data
- Convey key messages designed specifically for specific segment
- Record customer interactions
- Capture details about interests to share for follow-up
- Generate real-time, accurate reports



Moving forward

Increasing savings

- Move minimal incentives to front
- Strengthen quality of contacts
- Create new language
- Provide positive experience that will drive demand
- Keep it personal



Think big.

There are enough people in this room to transform society if we work together.

Are we prepared to do this?

Simple actions matter.

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Save the Date



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