Changing the World Together

Effective ways to partner on achieving behavioral change

2010 ENERGY STAR® Partner Meeting
October 4-7, 2010
Help EPA design the evolution of the Change the World, Start with ENERGY STAR campaign
Campaign History

- 2003-8: Change a Light, Change the World
  - Lighting focus
  - Campaign launched in 2003
  - Began pledge driver program in 2006 – 2.6 million pledges to date!
  - 20 day coast-to-coast bus tour with 12 partner sponsored events
Campaign History

• 2008-2010: Change the World, Start with ENERGY STAR
  – Expanded scope of campaign beyond lighting
  – Exhibit house tours around country
  – Added youth partnerships
The Future

• 2011+: Evolving Change the World, Start with ENERGY STAR
  – Focus on increasing and then sustaining engagement with customers
  – Expand pledge driver and pledge functionality
  – More opportunity for partners to customize
  – More emphasis on social marketing tactics including social media
  – Other ideas?
Thought-starters: General

• What is your favorite energy efficiency campaign of all time? What made it successful?

• What is your favorite ENERGY STAR campaign or promotion of all time? Why?
Thought Starters: Pledge

- Would you value being able to customize the pledge by product or behavior category?
- Would you like pledge takers to have the option...
- Would you like to know, for your zip codes, who pledged and how they pledged?
- Would you like the opportunity to post links for pledge takers that point them to localized rebates/discounts?
Thought Starters: Pledge Cont’d

• Would you like to be able to add a couple of custom questions to your customers at the end of the pledge?

• Any other ideas that would strengthen your participation in the pledge/pledge drive program?

• Taking a step back: What do you think of the pledge itself as a central tactic for the Change the World, Start with ENERGY STAR campaign?
Thought Starters: Social Marketing

• Is your organization engaged in social marketing (measurable behavior change) campaigns?

• What are you doing to engage in two-way conversations with your customers?

• Are you using social media such as Facebook and twitter?

• Would you value the pledge helping you to build your Facebook and twitter followers?
Thought Starters: Youth Partnerships

- Are EPA’s youth partnerships of value to you? If so, how?
- Are they something you might be interested in engaging in?
Thought Starters: Sky’s the Limit

• If our campaign could be anything, what would you want it to be?
• Any other ideas EPA should consider to strengthen your involvement?
• Any other ideas that EPA should consider that would provide you value and help the ENERGY STAR brand?