L’Oréal USA
I’ve Got the Power
Energy Conservation Challenge

EPA ENERGY STAR Buildings Partner Meeting
October 11, 2012
Program Objectives

- Change employee electrical energy conservation behavior in the office
- Increase employee knowledge and engagement to build a long-term culture of sustainability
Applying Game Theory to Behavior Change

Educate/Learn
- Reasons
- Why

Motivate
- Competition

Recognize
- Winners

Reward
- Status
- Access
- Power
- Stuff

Reinforce New/Desired Behavior
# Program Elements: Educate, Motivate, Recognize & Reward

| **Educate/Learn** | • Communicate L’Oréal goal to reduce environmental footprint  
  • Use Energy Champs to educate colleagues on each floor about how they can conserve electricity |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| **Motivate**      | • Incent a floor by floor competition to reduce electrical consumption  
  • Measure results |
| **Recognize**     | • Announce monthly winners on Facebook  
  • Call out negative behavior |
| **Reward**        | • Winning floor receives $5K cash prize |
Recognize, Reward & Reinforce
Results

- Reduced total electrical usage by 9% (Aug-Jan 22 Floors)
- Reduced total electrical costs by $16,500.00
- Winning floor reduced consumption by 37%
- Engaged 136 employees on Facebook
- Recognition in L’Oréal 2011 Sustainable Development Report
- Finalist for PR News CSR Award for Best Employee Relations Program