

This season's webinars:

Social marketing / behavior change

- **Social marketing instruction / review**
- **Case studies** (sustainable transportation and energy efficiency)



Home / Building Energy



- **Class 5 Energy**
- **Burlington Ice Rink Energy Competition (May 9)**



Landmark Case Studies



Designation recognizes programs and social marketing approaches considered to be among the most successful worldwide

2013 Peer Selection Panel

- **Jon Connor, FCM**
- **Arien Korteland, BC Hydro**
- **Doug McKenzie-Mohr, McKenzie-Mohr Associates**
- **Edward Vine, Lawrence Berkeley National Laboratory**
- **Dan York, ACEEE**



Landmark Case Studies



Rated by a peer-selection panel based on:

- Impact
- Innovation
- Replicability
- Adaptability

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Class 5 Energy



Strengths:

- Long-term, continuous improvement approach; not a one-time program or limited term effort.
- Replicability seems very good and already demonstrated with 700 buildings.

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Class 5 Energy

Strengths:

- Use of “Alumni Club” to retain and continue engaging members that have completed the program.



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Class 5 Energy

Strengths:

- Comprehensive approach that combines education, training, behavior change, goal setting with progress tracking, and social media.



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Class 5 Energy

The Panel wanted to know more about:

- What’s in it for participating schools / facilities?
- Cost-effectiveness
- Deciding on the behaviors to target



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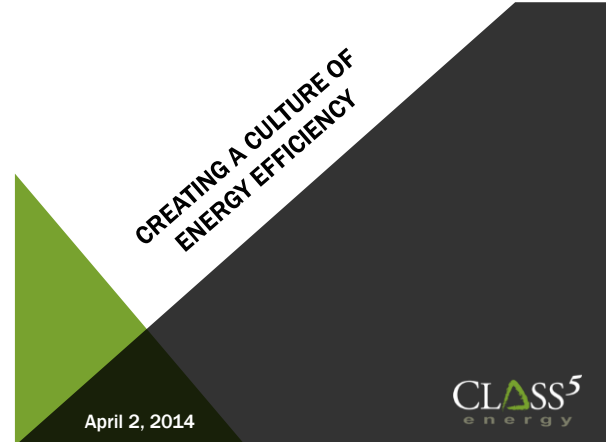
Class 5 Energy

The Panel wanted to know more about:

- Impact Evaluation
 - Determining the behavioral component
 - Other influencing factors
 - Cost-effectiveness



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CLASS 5 ENERGY

- Consulting firm in White Bear Lake, MN, established in 2002
- Specializes in behavioral energy programs, energy plan development, utility tracking and energy efficiency resources
- Clients in K-12 schools, higher education and office/commercial

*"We appreciate any and all efforts to reduce energy use and cost. But we're particularly fond of efforts that bring **people** into the equation."*



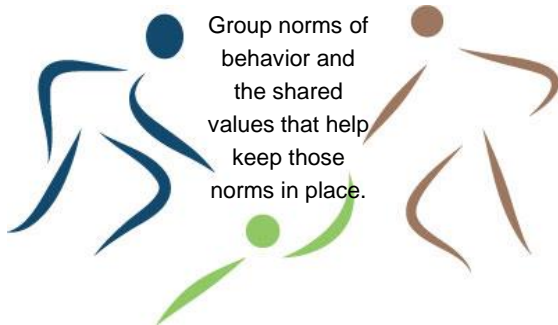
BEHAVIOR-BASED ENERGY EFFICIENCY

Focuses on changes in individual or organizational attitudes, behavior and decision-making.

- Energy is a controllable cost.
- Focus on the people running the equipment, rather than just the equipment
- Takes advantage of low and no-cost energy saving opportunities
- Uses engagement, communication and measurement strategies
- *Changes the culture of your organization*



WHAT IS CULTURE?



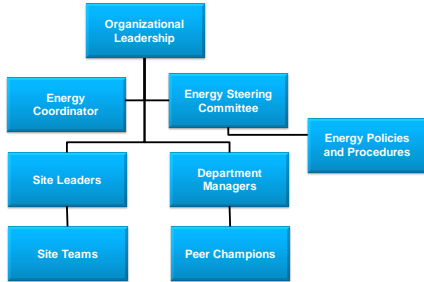
HOW DOES IT WORK?

- **Educate** people about why saving energy is important and how they can help.
- **Identify opportunities** for easy savings.
- **Engage people** and asking them to do their part.
- **Measure and track progress** toward the goal.
- **Communicate and celebrate** the results.



CLASS 5 BEHAVIOR PROGRAMS

Provide a structure for an organization's energy saving effort:



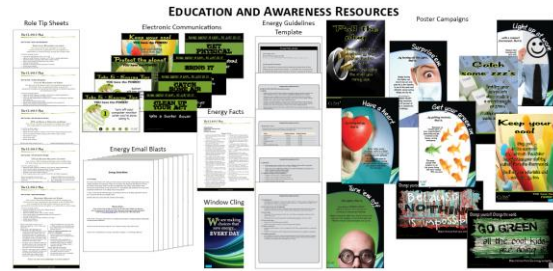
EXAMPLES OF CLASS 5 RESOURCES



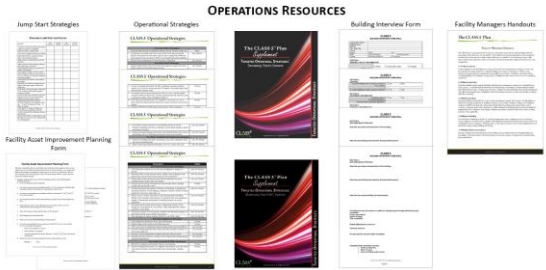
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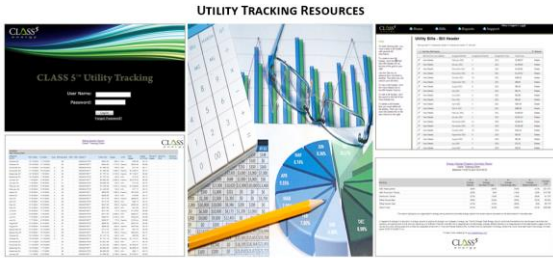
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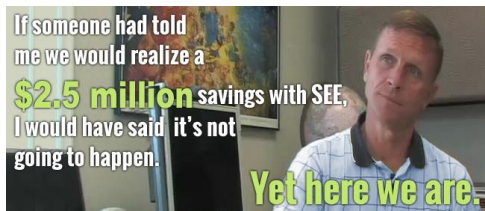


THE CASE FOR ENERGY CONSERVATION IN SCHOOLS

- Reduce energy costs
- Improve the learning environment
- Demonstrate accountability
- Enhance learning opportunities
- Maximize current resources
- Be green



CAMBRIDGE-ISANTI SCHOOLS

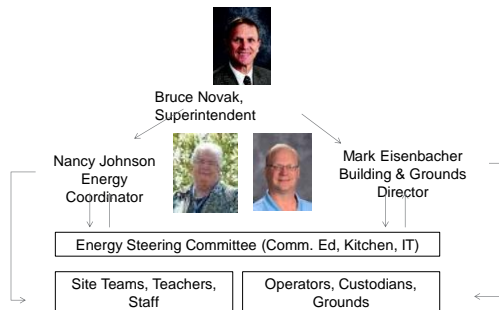


CAMBRIDGE-ISANTI SCHOOLS

- Joined SEE in 2004
- 8 buildings, 900,000 sq. ft, located just north of the Twin Cities in Minnesota.
- 5,000 students, 742 staff
- To date, has reduced energy use by 38%
- Avoided \$2.6 million in energy costs



IMPLEMENTATION TEAM

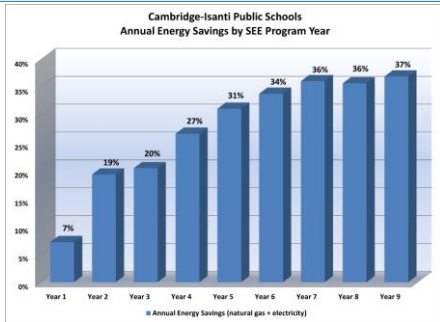


KEY STRATEGIES

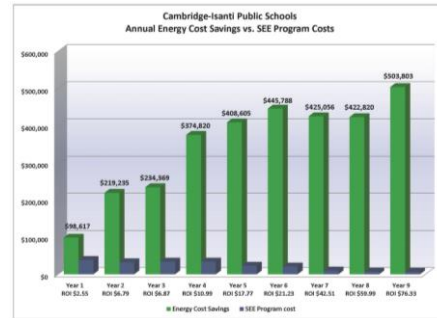
- Targeted behaviors focused on “using less”
- Energy Squads patrolled the school for energy wasters, and the district rewarded schools that cut energy use with plaques and recognition in newsletters.
- Monthly newsletters, newspaper articles, posters, and the Energy Hog mascot were used to communicate activities and results.
- Custodians competed against one another to see which school in the district could save the most energy.



RESULTS



RESULTS



THE CASE FOR ENERGY CONSERVATION IN HEALTHCARE

- Healthcare facilities are more than two times more energy intensive than commercial office buildings
- 91% of U.S. hospitals faced higher energy costs over the previous year, and more than 50% cited increases in double-digit percentages.
- Every dollar a non-profit healthcare organization saves on energy is equivalent to generating \$20 in new revenues for hospitals and \$10 for medical offices.



RIDGEVIEW MEDICAL CENTERS

"We asked employees across our hospital campus and clinics to see energy as a controllable cost and to do their part to reduce consumption using the CLASS 5 Plan. Our results show that their efforts generated real savings for Ridgeview while demonstrating our commitment to environmental stewardship."



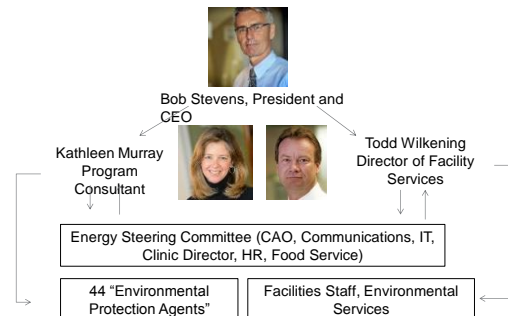
Robert Stevens
President and CEO, Ridgeview Medical Center

RIDGEVIEW MEDICAL CENTER

- Began implementing the CLASS 5 Plan in 2010
- Independent nonprofit, regional healthcare network located in Waconia, Minnesota
- More than 1,500 employees
- 13 buildings, including a 109-bed hospital, 5 off-site clinics, professional buildings and a hospice home
- More than 460,000 square feet and an annual utility budget of more than \$1.2 million.



IMPLEMENTATION TEAM



KEY STRATEGIES

- An organization-wide kick-off in every facility
- Peer champions in every department
- Creating a tracking system for employee suggestions
- Challenging the 24/7 mentality
- Sharing stories about employee participation and overall results through multiple communications channels
- Celebrating good results in ways that increased motivation and participation.
- Quarterly management trainings included CLASS 5 updates or presentations so leadership throughout the organization knew the pilot was a priority for top leadership at RMC.



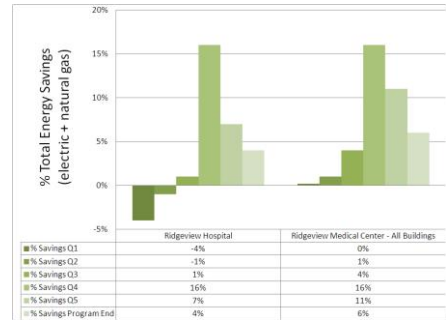
RESULTS

15 months

6% reduction in energy use

\$75,000 in energy cost avoidance

No asset projects



RESULTS

Nearly 400 of RMC's 1,575 employees responded to a survey asking how the program affected their attitudes and behaviors:

- 89% are more likely to engage in energy saving behavior
- 83% have a more positive attitude toward saving energy
- 91% learned that individuals can have an impact on organizational energy costs
- 94% would be willing to submit an energy saving idea to their department if they had one.



QUESTIONS?

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