



Energy Efficiency and Conservation Public Information Programs

Presented to: South Asia Women In
Energy Executive Exchange

May 19, 2009



THE
CADMUS
GROUP, INC.

Presentation Content

- Introduction
- Case Study: U.S. EPA ENERGY STAR® Program
- Brand development and extension
- Market Research
- Marketing Voluntary Programs
- Developing Partnerships – local groups, retailers & manufacturers
- National and Grass-roots Campaigns

Cadmus & Quantec Energy Services

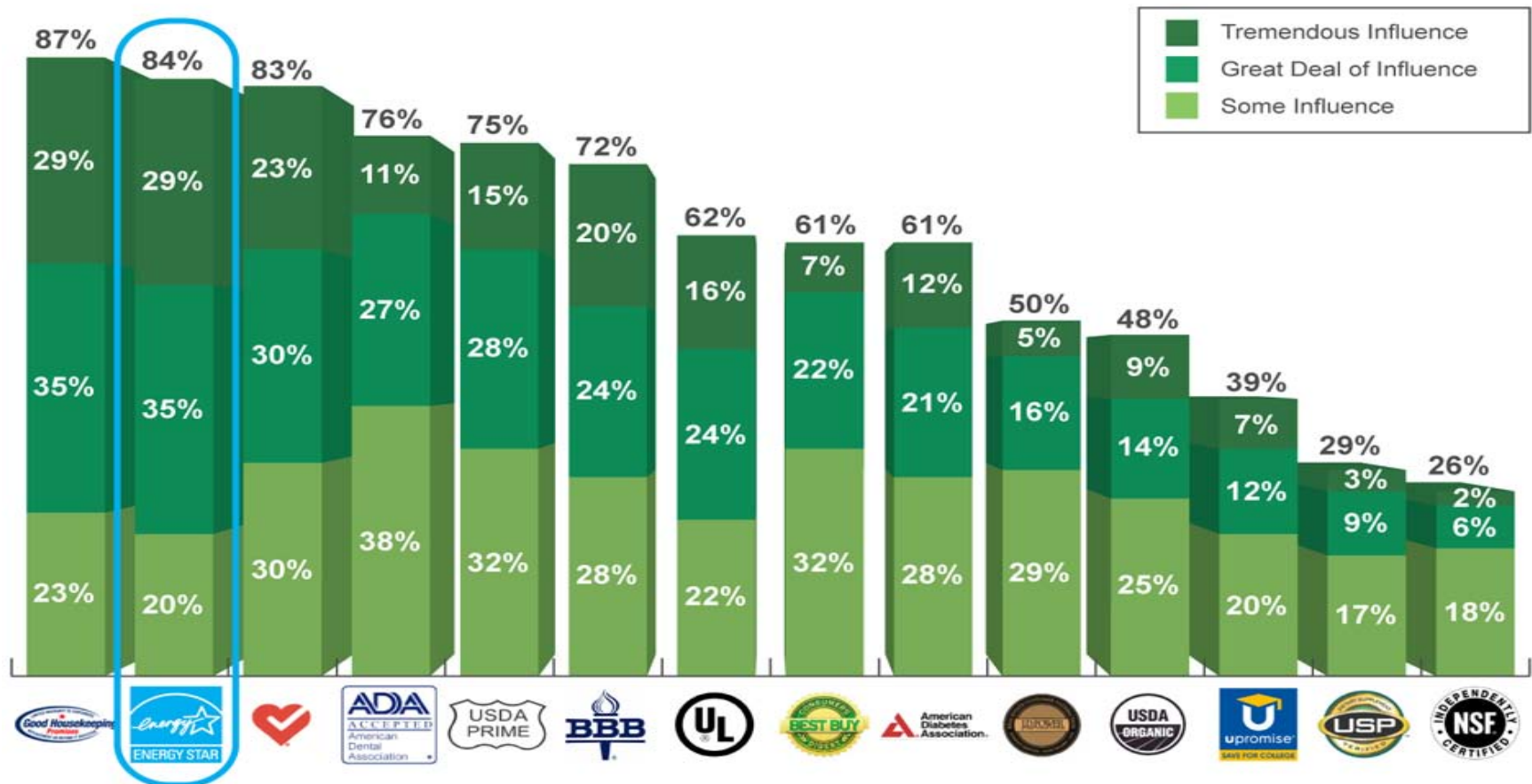
- Cadmus founded in 1983
 - Water
 - Energy Services
 - Social Marketing and Communications
 - Green Building
 - Corporate Social Responsibility and Sustainability
 - Strategic Environmental Management, and International Development
- Quantec merger in May 2008
 - Led by Dr. M. Sami Khawaja
 - Research and analytical services in the U.S. and abroad
 - Project planning and evaluation
 - Market research and marketing

History of ENERGY STAR®

- ENERGY STAR is the defining voice in voluntary energy efficiency programs
 - Launched with computer spec in 1992, now represents over 50 product categories
 - Transformed American market by educating consumers about easy ways to reduce energy, save money and help the environment
 - Developed an easily recognizable symbol and standards that consumers could trust



Energy Star - Fast Forward: 1992 - 2009



Source: Fairfield Research, Summer 2007

The ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the *Good Housekeeping Seal*.

A Brand: What it is and is not

- A Brand is:
 - A mixture of attributes, tangible and intangible, symbolized by a trademark.
 - Creates value and influence.
 - Secures customer preference and loyalty
- A Brand is not:
 - A slogan or logo
 - An advertising campaign
- A Brand starts with Awareness, but follows a continuum of growth

The Brand Continuum



ENERGY STAR Brand Attributes

- Motivates businesses, public organizations and individuals to take action
- Identifies cost-effective solutions
- Does not ask for a change in the quality of life
- Acts as a decision-making tool
- Provides an un-biased, government backed credibility
- Tied the practical with the emotional
“Money isn’t all you’re saving”



Brand Extension

- Extending the brand to Partners

- Utilities



- Retailers and manufacturers



- Builders and Architects



- Contractors



Market Research: Know Your Target Audience

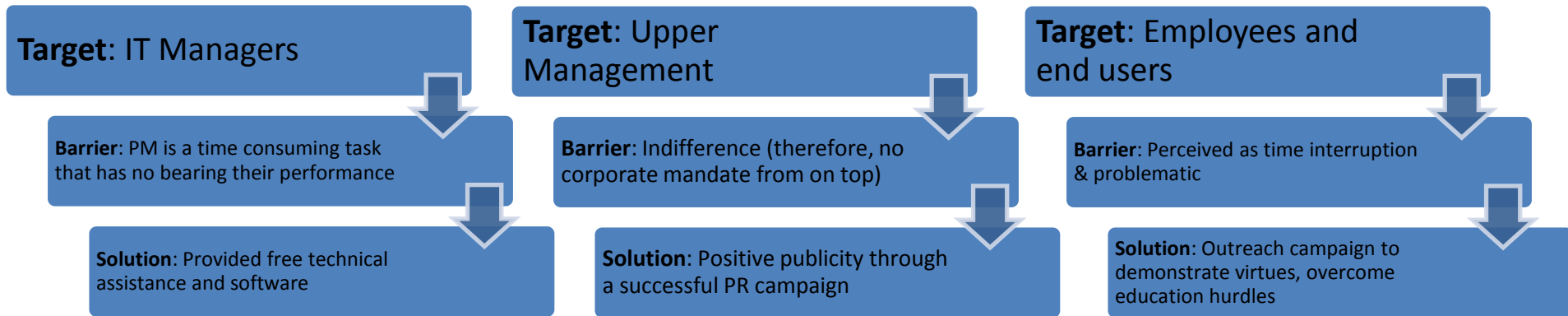
- All marketing activities, are based on thorough market research.
 - Customer demographics
 - Key motivators and barriers
 - Segmentation of key messages
 - Consumers' values and objectives
- How people use and consume resources including energy is influenced by a variety of factors including income, stage of life, ethnicity, location and is situated strongly in community (Lutzenhiser)

Some Current Energy Segmentations

Disbelievers <ul style="list-style-type: none"> •9% •Male, 55-64 	Passivists <ul style="list-style-type: none"> •23% •Male, Higher Income 	Emotionalists <ul style="list-style-type: none"> •25% •Female, 18-35 	Advocates <ul style="list-style-type: none"> •22% •Female, 35+ 	Activists <ul style="list-style-type: none"> •21% •M+F, 35-54 •Socially engaged
Green Champions <ul style="list-style-type: none"> •23% •Female 	Pragmatic Conservers <ul style="list-style-type: none"> •31% •High Income •Urban 	Tuned out Carefree <ul style="list-style-type: none"> •13% •Male, 35+ 	Comfort Seekers <ul style="list-style-type: none"> •9% •35-44 	Devoted Conservationist <ul style="list-style-type: none"> •26% •Older 55+
Followers <ul style="list-style-type: none"> •13% •Less Affluent 	Home & Health <ul style="list-style-type: none"> •9% •Less Affluent 	Achievers <ul style="list-style-type: none"> •20% •Affluent •Urban 	Frugal Strivers <ul style="list-style-type: none"> •22% •More Religious •Anti-waste 	Family & Future <ul style="list-style-type: none"> •26% •Educated •Diverse

Courtesy of SageView Associates

Segmentation: Identifies Barriers and Marketing Solutions



Marketing Voluntary Programs

- Social marketing uses traditional marketing techniques to change consumers' attitudes and behavior on issues important to society as a whole
 - Traditional Outreach tools
 - Social marketing communications
 - Partnership extensions
 - Create an emotional connection
 - Provide credibility and relevance
- The key to expanding outreach is in finding the **common ground**

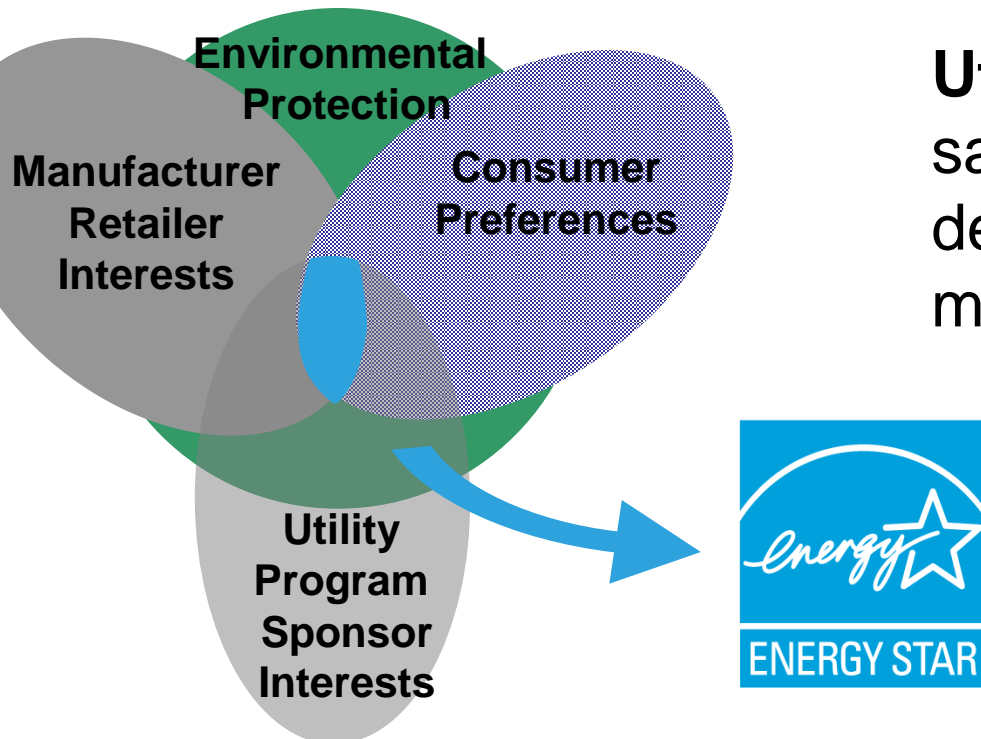
Finding Common Goals: Energy Star

EPA Goal: reduce green house gases by improving efficiency in products

Consumers Goal: reducing energy costs and feeling good about helping the environment

Utility/Sponsor Goal: meeting savings goals, reducing peak demand, avoid adding or buying more resources

Manufacturer/Retailer: Sell more products with higher margins. Public image.



Successful Partnerships – National Campaigns

- Earth Day
- Cool Change, First Frost
 - Web animated home changed seasonally
- Change a Light, Change the World
 - Web based Pledge, change one light
 - Easy to participate, hold challenges
 - Progressed to a nationwide bus tour 2007
 - Progressed to encompass a whole house approach with Energy Star @ home and the Change the World, Start with ENERGY STAR traveling “home”



Take a room-by-room tour
of ENERGY STAR® @ home



Campaign Activities



Boy Scouts in North Dakota, Catholic Sisters in Illinois



Jiminy Cricket in Disneyland, California Governor's Mansion, Students in Atlanta, GA

Change A Light 2007

- National Bus Tour
 - Partnership opportunities with utilities and other energy efficiency sponsors
 - Promoted Pledge and change



Help us change the world,
one ENERGY STAR® light at a time.

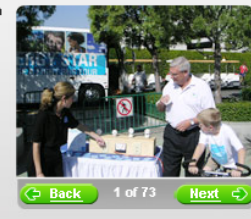
Take the ENERGY STAR Change a Light Pledge and join Americans nationwide in the fight against global warming.

Updates from the Road

Read blog postings from Environmental Protection Agency staff traveling with the bus and view photos taken along the way!

View snapshots from the road!

U.S. EPA Administrator Stephen Johnson and Change a Light Campaign Manager Wendy Reed show a young student how much easier it is to power up an ENERGY STAR qualified light bulb!



Read blog entries from the bus tour.

- [October 3, 2007 — Anaheim, California](#)
- [October 4, 2007 — San Francisco, California](#)
- [October 7, 2007 — Denver, Colorado](#)
- [October 8, 2007 — Denver, Colorado](#)
- [October 9, 2007 — Denver, Colorado](#)
- [October 10, 2007 — Des Moines, Iowa](#)
- [October 12, 2007 — Chicago, Illinois](#)
- [October 13, 2007 — Chicago, Illinois](#)
- [October 14, 2007 — Indianapolis, Indiana](#)

Bus Tour Map



ENERGY STAR Change a Light Bus Tour

[Bus Tour Home](#)

[Map and Tour Schedule](#)

[Bus Tour Sponsors](#)

[Updates from the Road](#)

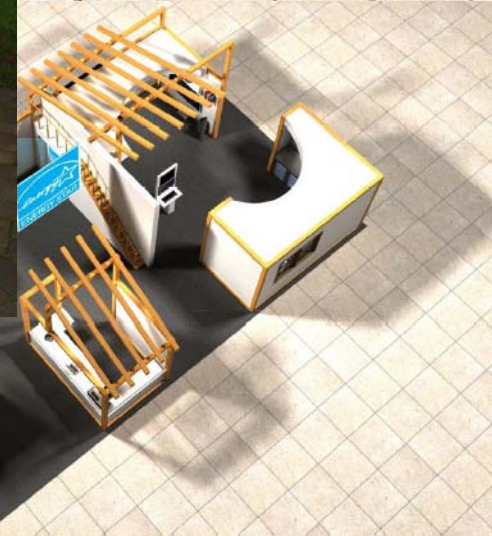
[Our Bus and Education Center](#)

[Media Resources](#)

[Join the Campaign!](#)



Change the World 2008



ENERGY STAR

CHANGE THE WORLD, START WITH ENERGY STAR is a national campaign encouraging efficient home improvements at dramatically reduced installed costs. Get involved by committing to light quality performance.

ENERGY STAR

JOIN US IN THE FIGHT AGAINST GLOBAL WARMING

RECOMMENDATIONS

Use Energy Star qualified lighting fixtures. Energy Star qualified lighting fixtures are designed to provide the same amount of light as standard incandescent bulbs, but use less energy. They also last longer, saving you money on replacements.

RECOMMENDATIONS

Use Energy Star qualified lighting fixtures. Energy Star qualified lighting fixtures are designed to provide the same amount of light as standard incandescent bulbs, but use less energy. They also last longer, saving you money on replacements.

RECOMMENDATIONS

Use Energy Star qualified lighting fixtures. Energy Star qualified lighting fixtures are designed to provide the same amount of light as standard incandescent bulbs, but use less energy. They also last longer, saving you money on replacements.

Successful Partnerships - Recognition

- Partner Recognition
 - A significant motivator
 - PSA's
 - Award ceremony in DC
 - Use of the special logo
 - Bragging Rights



CONGRATULATIONS TO THE 2007 ENERGY STAR® AWARD WINNERS

For helping Americans save \$14 billion this year on their energy bills and preventing greenhouse gas emissions equivalent to those of 25 million vehicles. ENERGY STAR is a program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products & practices. For more information, visit www.energystar.gov.

