

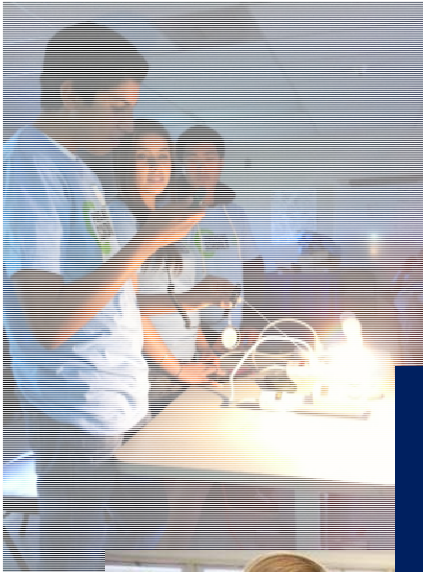


Using less. Doing more.

PowerSave Schools Programs

School-based Behavior Change

PowerSave Schools Mission:



Empowering students,
Generating change.



Create Cultures of Efficiency



Schools Present Unique Challenges

- School culture can feel intractable
- Staff often overworked, & under-resourced
- Multi-use facilities
- Energy costs are invisible

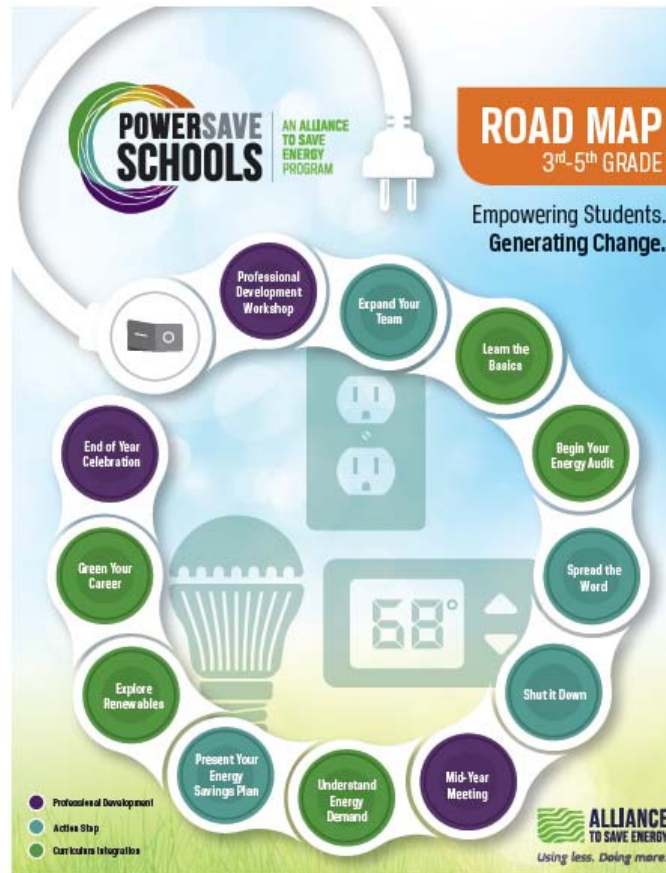


Schools Also Present Opportunities

- \$6-8 billion in annual energy use
- Students are the best change agents
- Students affects families and communities
- Educate future generations of energy users, professionals and leaders



Start with Structure



Align Priorities

1. Create a better, more comfortable learning environment
2. Integrate hands-on energy education
3. Instill simple, common-sense energy saving behaviors



Slide 7

GV1

how is this different then Powersave Goals above?

Goh, Vanessa, 8/6/2014

Student Leadership



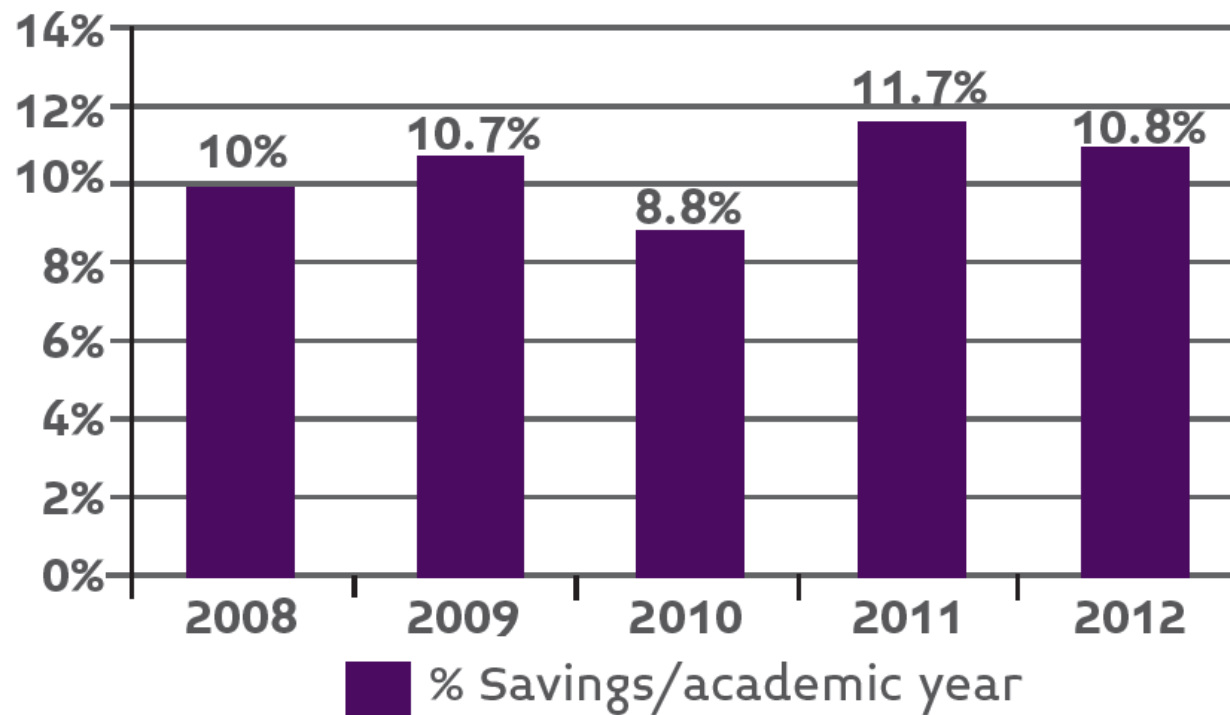
Teambuilding

Students, Teachers, Custodians, Administrators
work together

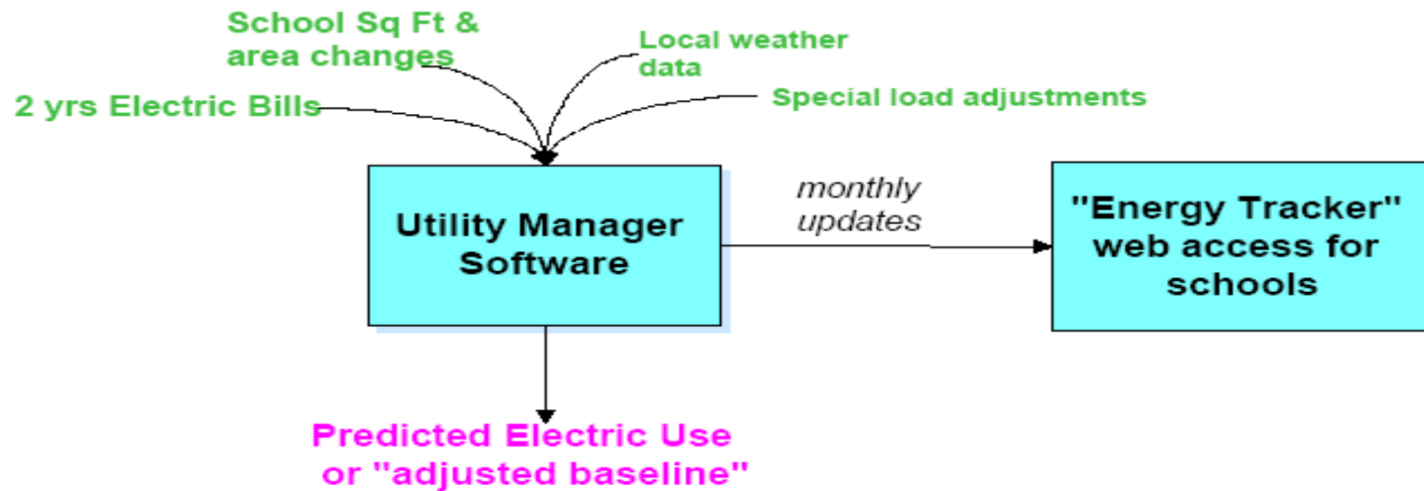


19 Years of Measurable Savings

- Average 1st Year savings of 5-15%
- 2nd Year savings of 10-20%
- PG&E 1-Year Pilot: ~20%



How are PowerSave schools' savings determined?



$\text{Predicted Use} - \text{Actual Use} \pm \text{Adjustments} = \text{kWh Savings}$

$\text{kWh Savings} \times \text{avg \$ per kWh} = \text{\$ Savings}$

Home & Community Outreach

- Achieved a 40% return rate on Home Energy Efficiency Surveys for Southern California Edison in 2013-14
- Partnership with Grid Alternatives, providing low-income solar
- Conducted a 27,000 CFL Exchange Program



Social Science Research

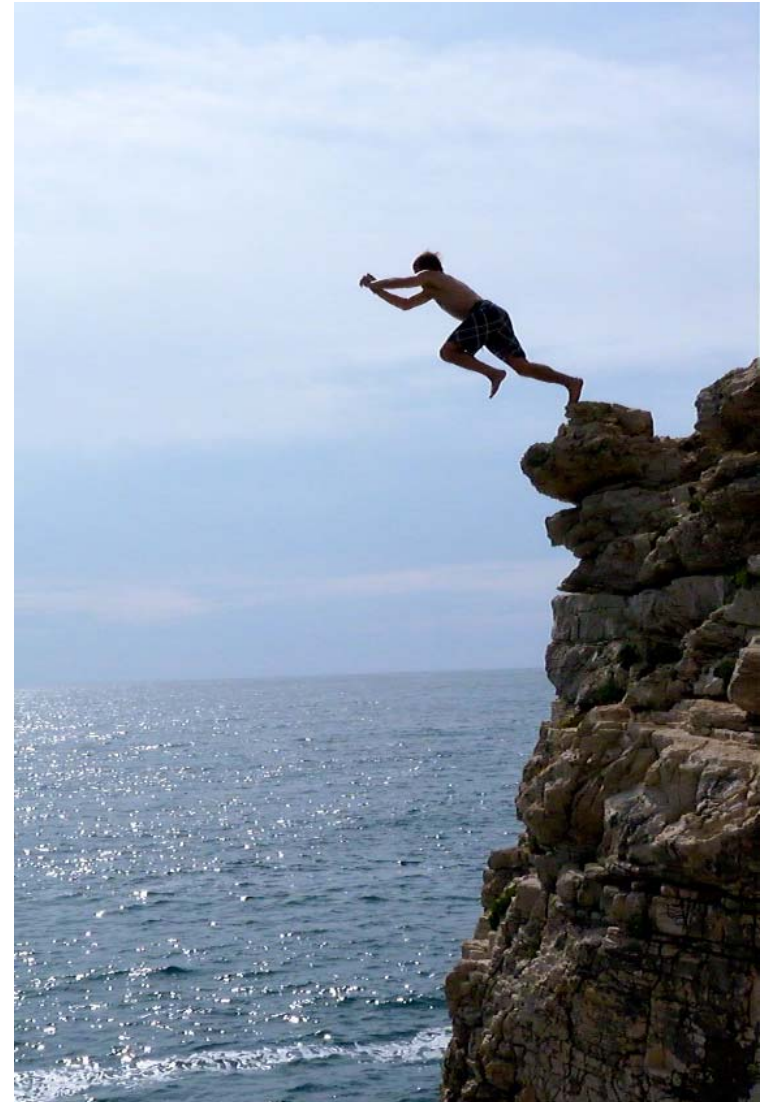
Behavior
Intervention
Strategies that make
Efficiency Stick



Commitment

- Goal-setting
- Identify priorities that matter
- Encourage commitment to execute specific actions
- Start small

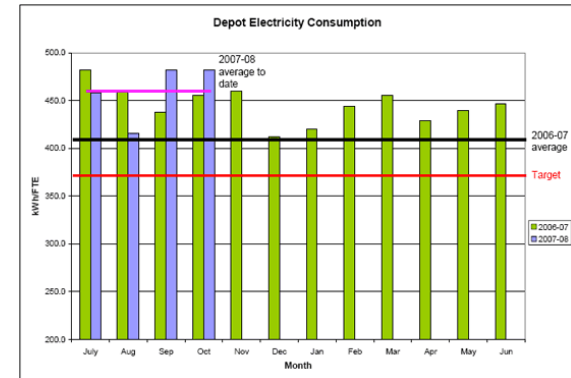
Example: Energy-saving pledges



Feedback

- Provide visual energy use information
- Periodic information about
 - Energy consumption
 - Behavior tracking

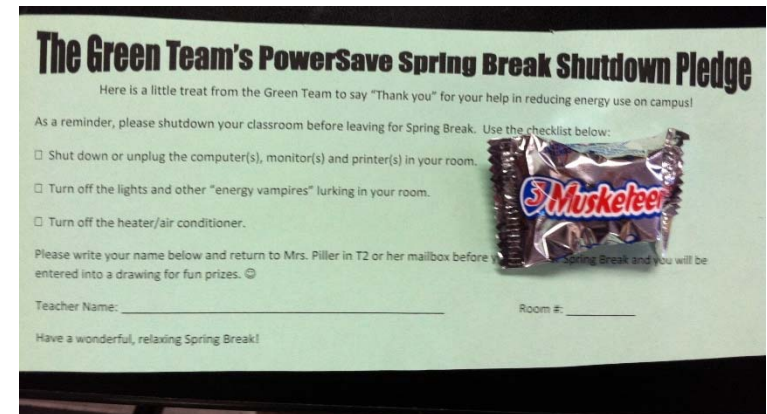
Example: Monthly Energy Savings Reports & Energy Patrol Stars



Follow-through

- Remind individuals to make good on their stated intention or commitment
- Provide prompts or reminders
- Thank people

Example: Holiday Shut-down Checklist



Social Norms

- Strategies that leverage the power of “normal”
- People are more motivated by peer status than by high-minded goals or personal reward

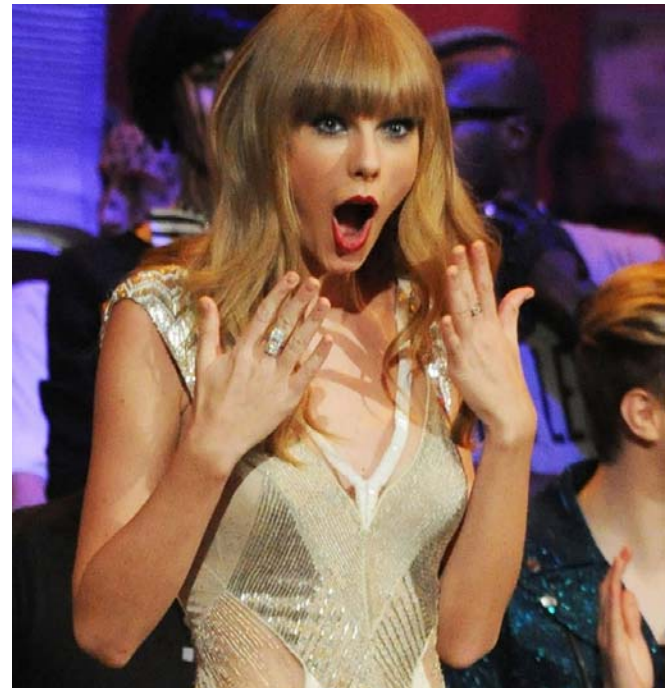
Example: Energy Savings
Leaderboard



Rewards and Recognition

- Reward achievement or willingness to engage in a behavior
- Recognition of success, escalating incentives

Example: Classroom Energy Patrols



The Power of Competition



wallpaper series

Multi-pronged Strategies

- Leverage multiple types of intervention to affect behavior
- Combine frequent feedback with rewards and social comparison
- Make it fun. Make it easy.



Future Directions

- Revolving Funds
- Behavior-as-Resource
- PowerSave Plus: Facilities & Occupant Engagement
- Measuring Persistence
- Faith-based Programs



Thank You!

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