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# Leveraging Behavior to Reach Energy Goals

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# Leveraging Behavior

- Energy awareness as a viable, measurable tool.
  - With proper planning, target audience behavior can be influenced and leveraged to reach energy goals.
  - Five questions to ask during planning phase:
    1. What are my goals?
    2. Who is my audience?
    3. What specifically do I want them to do?
    4. How do I convince them to do it?
    5. How do I measure my results?

# USAG-HI: Five Questions in Action

- U.S. Army Garrison Hawaii (USAG-HI)
  - Schofield Barracks / Wheeler Airfield
  - Energy manager requested technical assistance to help offset \$68 million Garrison annual energy bill.
    - Awareness campaigns have worked in the past, but personnel need constant reminders to maintain results.
    - Limited budget requires targeted actions focused at broad audience.

# What are my goals?

- Reduce USAG-HI energy consumption through audience behavior and awareness outreach.
  - Leverage online utility reporting to set initial energy baseline within controlled area.
  - Demonstrate outreach effectiveness and campaign ROI through energy cost savings:
    - Reducing monthly consumption by as little as 1% against baseline delivers solid returns.
  - Contribute to larger EISA 2007 energy reduction requirements.

# Who is my audience?

- Military and civilian personnel.
- Substantial personnel changes due to overseas deployment.
  - Shifted primary focus to permanent personnel working in mostly office environments.
- Follow orders from USAG-HI commanding officers.
- Influenced by the Army mission and current operations.
- Energy savings is important, but not their direct responsibility or measured task.
  - Would like to help save energy and budget as long as it doesn't disrupt direct responsibilities – and isn't too hard.

# What specifically do I want them to do?

- Analyzed audience/energy behaviors and identified five areas needing improvement.
  - Set (and leave) programmable thermostats at 74 °F
  - Close doors and windows if the air-conditioning is on
  - Turn off lights when leaving the office
  - Turn off computers and office equipment if not in use
  - Turn off air-conditioning before leaving

# How do I convince them to do it?

- Based on the user profile; Personnel know what to do but need ongoing reminders to install long-term change.
  - Reminders should:
    - Leverage a single, unifying theme that is fun and easy to remember to instill broad recognition.
    - Instill a sense of ownership and group participation by tying themes/imagery to established group activities.
    - Instill a sense of personal control through a handful of small tasks and not things that cannot be accomplished alone.
    - Avoid loss-based language in favor of personal and group benefits gained. This includes efforts that result in lost time.
    - Leverage social norms to create a new status quo. People learn from others, and group think often spreads naturally.
    - Be placed everywhere an energy-saving opportunity exists.

# Campaign Themes and Actions

- Leverage a single, unifying theme that is fun and easy to remember to instill broad recognition.
  - Created/tested three campaign themes and chose the most effective: *You Know Watt To Do; 5 Ways to \$ave Army Green.*
- Instill a sense of ownership and group participation by tying themes/imagery to established group activities.
  - Green Army men on a mission to save energy.
  - Mission themes correspond with Schofield/Wheeler activities (Blackhawks, Rappelling, Teamwork, etc.)
- Instill a sense of personal control through a handful of small tasks and not things that cannot be accomplished alone.
  - Focus on the five identified tasks that can be accomplished by each audience member to accumulate into larger savings.

# Campaign Themes and Actions

- Avoid loss-based language in favor of personal and group benefits gained. This includes efforts that result in lost time.
  - **Save Army Green:** Underlying message that dollars saved can be used for more beneficial purposes (e.g., tactical missions).
- Leverage social norms to create a new status quo. People learn from others, and group think often spreads naturally.
  - Create visual themes and tasks that are easily noticed.
  - Hold kickoff events to set the stage.
  - Establish directive from Garrison Command as a larger driver.
- Be placed everywhere an energy-saving opportunity exists.
  - Materials posted anywhere an energy-saving opportunity exists.
    - E.g., walls, doorways, light switches, offices, thermostats, etc.

# Posters

**You know  
watt  
to do**

**5 ways to \$ave  
ARMY GREEN**

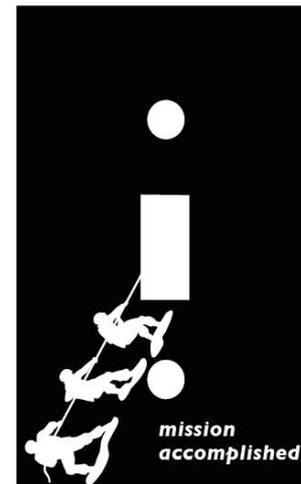
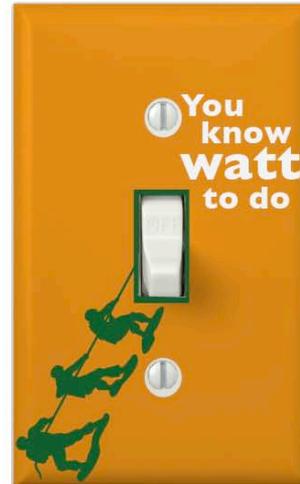
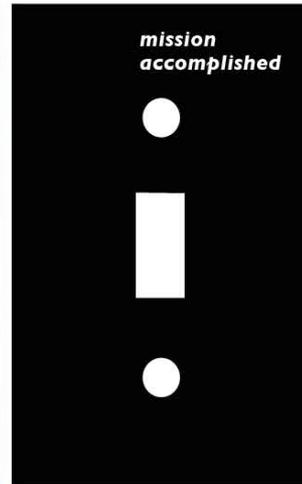
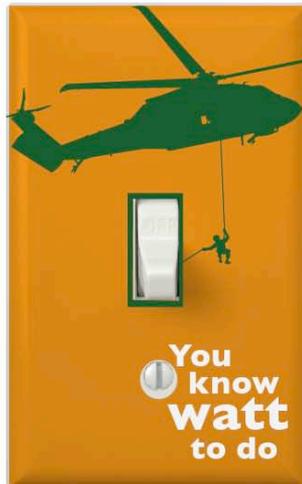
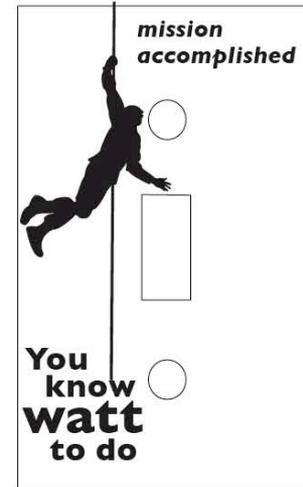
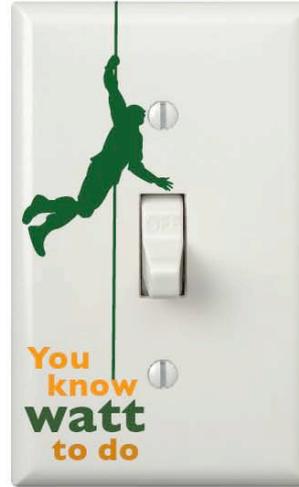
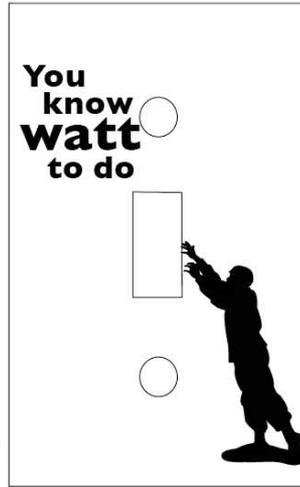
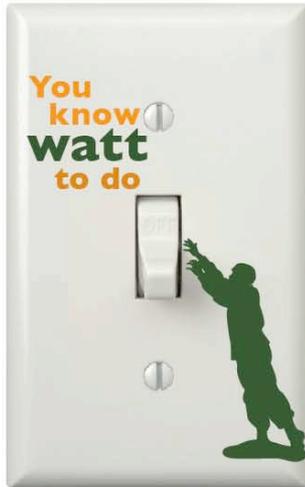
- 1 In the office, keep cool at 74°
- 2 Close doors & windows if the AC is on
- 3 Turn off all lights when leaving
- 4 Turn off all computers & office equipment if not in use
- 5 Turn off the AC before leaving

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ARMY GREEN**

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# Light Switch Stickers



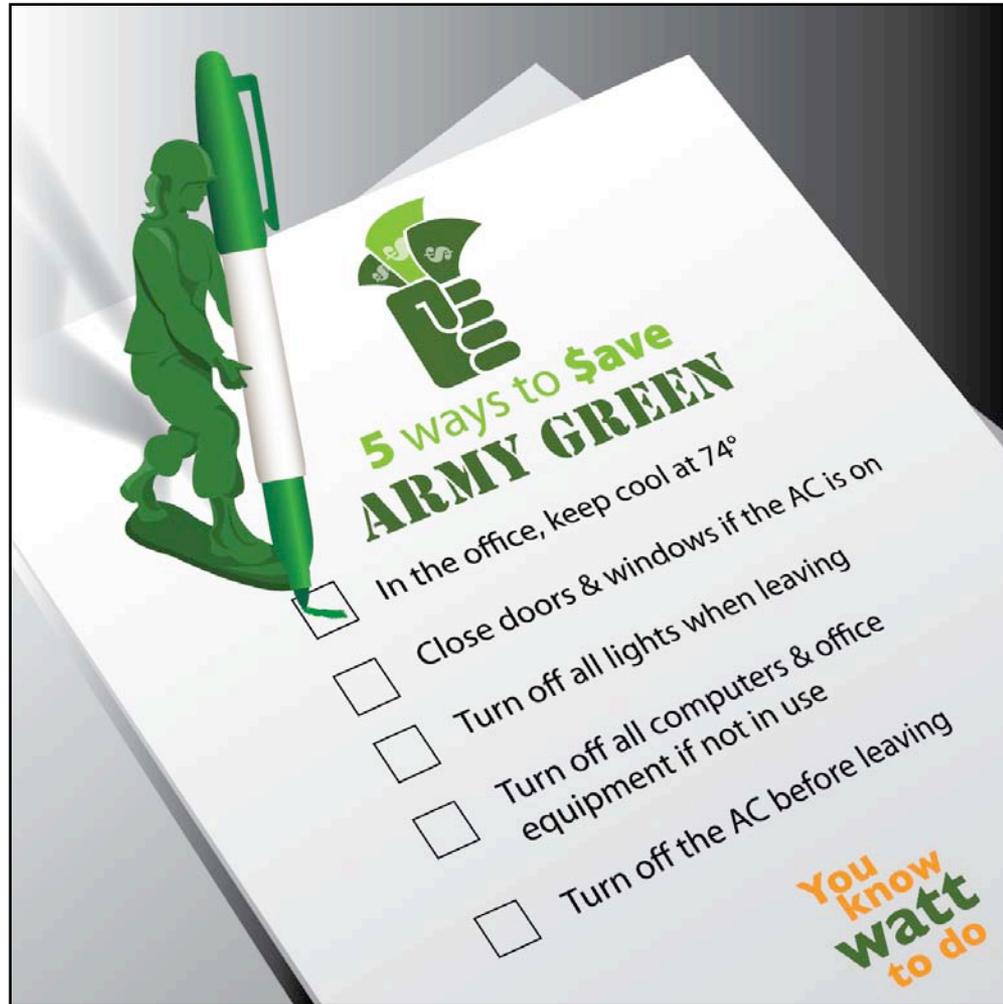
# Wall Decals



# Temperature Cards



# Checklist Reminders



# How do I measure results?

- Campaign theme and tasks gaining audience recognition.
  - Materials penetrating beyond test facilities into larger USAG-HI.
  - Noticeable difference with lights, doors, electronics, and HVAC.
  - Audience surveys generate positive feedback/comments.
- Reduce USAG-HI energy consumption through audience behavior and awareness outreach.
  - Monthly energy cost savings compared to initial baseline to determine return.

# Contacts

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