



2021-2022 Better Buildings WEBINAR SERIES

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U.S. DEPARTMENT OF
ENERGY



Internal Engagement and Communications: Sharing Your Energy Vision

September 14th, 2021

3:00 pm – 4:00 pm EDT



Mariana Egea Casalduc

ORISE Fellow, Building Technologies Office

U.S. Department of Energy

Agenda

1

Successful Internal Engagement Through Social Marketing

2

UNMC: LiveGreen Ambassador Program

3

Hawaiian Airlines: Energy Savings – Internal Engagement

4

Q&A Discussion

Please go to www.slido.com

using your mobile device, or by opening a new window

Enter Event Code

#DOE

Polls 1 - 2

What sector are you from?

What types of engagement strategies have you employed?

Please go to www.slido.com and enter code **#DOE** to respond

Today's Presenters



Nathan Yale
C+C



Jed Thompson
University of Nebraska Medical Center



Diane Crouch
Hawaiian Airlines



Nathan Yale
C+C



SUCCESSFUL INTERNAL ENGAGEMENT THROUGH **SOCIAL MARKETING**

Tuesday, September 14

Poll: In a couple words, what is social marketing?

Please go to www.slido.com and enter code **#DOE** to respond

Social Marketing Is...

...behavior change for social good.

Social marketing *helps* people change behaviors.



Changing Citizen Behaviors

Education • Marketing • Law



Adapted from Everett Rogers, Jay Kassirer, Mike Rothchild, Dave Ward, Kristen Cooley

Formal Social Marketing Process

1. Establish purpose & focus
2. Analyze situation
3. Select priority audiences
4. Set behavior objectives & goals
5. Understand barriers and motivators
6. Craft a positioning statement
7. Develop 4Ps
8. Determine evaluation plan
9. Establish budgets & find funding
10. Write implementation plan

Formal Social Marketing Process

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Abridged Social Marketing Process

1. Select priority audiences
2. Set behavior objectives & goals
3. Understand barriers and motivators
4. Develop 4Ps
5. Evaluate

1. Select Priority Audiences

Who are you trying to reach?

Who is in the “Show Me” category?

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Who are you trying to reach?

Who is in the “Show Me” category?



People who drive to work but
could take transit

2. Set Behavior Change Objectives & Goals

What are you trying to do?

What will you measure to evaluate success?

How will you gather that data?



Reduce the number of drive-alone trips to work by 20% after 30 days.

Measure via self-reported commute survey at Day 0 and Day 30.

3. Understand Barriers and Motivators

Why aren't people doing this already?

What barriers can we remove?

What would motivate/incentivize action?

Barriers



- Transit takes too long
- There's no transit near me
- Don't know who to carpool with
- I don't know transit schedules
- What's transit?

Motivators

- Explain benefits – destress, multitask, reduce gas costs
- Social norming – friendly (voluntary) competition
- Reduce barriers to transit (options, schedules)
- Reduce barriers to carpooling

4. Develop 4Ps: Product, Place, Price, Promotion

Product: Can you provide a product that would motivate action?

Place: Where should you intervene to make behavior change easiest for your audience?

Price: Can you reduce the dollar cost of action?

Promotion: How can you make it fun/rewarding?



Product

- Transit schedules and maps
- Transit pass
- Reserved carpool parking
- Carpool group thread or map
- Social norming swag, e.g. stickers

Place

- Provide products @ office
- Convenient & secure bike storage

Price

- Paid transit pass
- Reduced cost for carpool parking

Promotion

- Friendly office competition + prizes
- Pledge
- Scoreboard showing progress
- Brand the effort!

5. Evaluate

Was your effort successful?

Who acted?

What motivators worked best?



- Drive-alone commute trips were reduced by 40% over 30 days
- People without kids and people with single-seat trips acted
- Best motivators: transit pass and competition
- Reevaluate after 6 months!

Recap: Social Marketing Process

1. Select priority audiences
2. Set behavior objectives & goals
3. Understand barriers and motivators
4. Develop 4Ps: product, place, price, promotion
5. Evaluate



Reach out!

Questions about social marketing, Better Buildings, or efficiency comms?

Nathan Yale, Account Supervisor

C+C

nyale@cplusc.com



Jed Thompson

University of Nebraska Medical Center

LiveGreen Ambassador Program

Jed Thompson

UNMC Energy Engineer

University of Nebraska
Medical Center



Nebraska
Medicine

University of Nebraska Medical Center/ Nebraska Medicine



- ~8 million ft²
 - UNMC
 - Nebraska Medicine
 - Clarkson College
- Over 9000 Employees,
4247 Students,
Patients & Partners
- Hospital, Research,
Office, Classroom...etc





Programs

- NetZero 2030
 - Goals and Progress
- Recycling
 - University policy
 - Waste Dropoff events
- TravelSmart
 - Flex parking
 - Commuting
- Campus systems
 - Curtailment
 - Occupancy
 - Shut the Sash

Originating from:

- Office of Sustainability
- Student Organizations
- Smart Buildings Group
- Parking Services





Problem and Solution

How do we as an organization get everyone on the same page with sustainability?

Solution Goals

- Open and easy to join
- Easy access to information
- Decentralized



LiveGreen Ambassador Program

Purpose:

Engage campus personnel who are passionate about sustainability to support and lead the organization towards a culture of sustainability and help the Med Center achieve its 2030 goals



LiveGreen Ambassador Expectations



- Apply (open to all colleagues, faculty, and students at UNMC/NM/CC)
- Attend 1 workshop/training session per year
- Model sustainable behaviors
- Provide colleagues with information
- Listen to colleagues ideas and convey back to Office of Sustainability

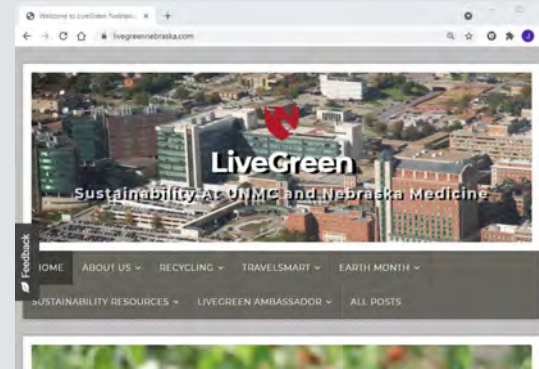




Ambassador Toolbelt

Tools

- Website
<https://livegreennebraska.com/>
- Retreat
- Newsletter
- Sustainability Talks
- Survey





3 Types of Success

- Healthy Earth Alliance promotion of LiveGreen events and vice versa
- Curtailment explanations cut hot/cold calls significantly
- Survey: completion score of 57
24% using active transport on commute.

People

← Amassadors →

Tools and Programs



Partner:



verdis
GROUP

HDR © 2017 Dan Schwalm

University of Nebraska
Medical Center



Nebraska
Medicine



Diane Crouch
Hawaiian Airlines



Energy Savings - Internal Engagement

September 14, 2021



Why are we focused on internal engagement?

- Behavior changes can reduce energy consumption by up to 10%
- Through a series of employee engagement activities throughout 2021, we are bringing energy and sustainability efforts into our corporate culture.
- Employee engagement activities for 2019:
 - Energy Workshop
 - Selling home energy-saving kits
- Employee engagement activities for 2021:
 - Earth Day poster contest 2021 (completed)
 - Home energy saving ideas contest (completed)
 - Energy saving ideas will be shared company-wide (completed)
 - Energy saving tips for the office video (completed)
 - Reduce, Re-use and Recycle – Aircraft Building contest (4Q2021)

Earth Day Poster Contest – April 1-22

- Open to ALL employees' children
- Winners received sustainable, branded Hawaiian Airlines products
- Great way to get families engaged with sustainability and get back in touch with company activities



All plants featured in the design of this collection are native Hawaiian plants. A taro plant is a highly nutritious and versatile plant that represents sustainability in a local, Hawai'i way. The organic shape of the leaf creates a visual play on an actual heart and symbolizes the love for mother nature.

Proceeds benefit Kauluakalana, a community-based non-profit organization supporting efforts to reunite people and land. They come to, "huli ka lima i lalo, a mā'ona ka 'ōpū." A proverb that speaks to the lifestyle of the Hawaiian people. When we work with our hands, we will never go hungry.



Earth Day Poster Contest – WINNERS



10 and under



11-17 years



18 and over

Home Energy Saving Ideas – Summer 2021

- [Home Energy Saving Ideas](#) contest was launched at the beginning of July
- 61 employees entered
- 1 entry/employee was entered into a raffle for a **2-night stay at 'Alohilani Resort**, a fellow member of local energy savings cohort
- Asked employees to share their top 3 energy-saving ideas that they implement at home, to get them to be more energy conscious at work. What we do at home, we can do at work, too.
- Sharing the energy-saving ideas that employees provide, in hopes that other employees can use them if they're not already doing these things in their homes to save energy.



Home Energy Saving Ideas – Summer 2021

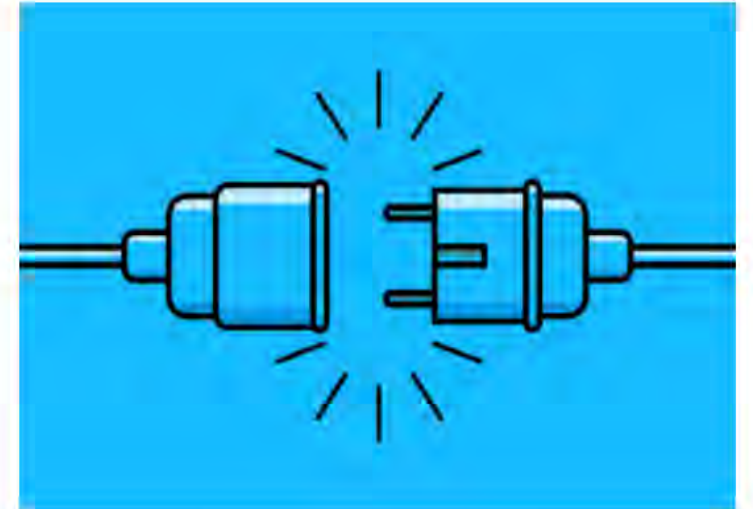
SUMMER ENERGY SAVING TIPS

Turning Things Off

Published 8/10/2021

The summer heat brings increased energy use, causing a strain on our finite resources as well as our utility bills. You can follow simple steps submitted by some of our teammates to conserve energy.

1. Turn off lights and other electrical devices when not in the room. When not in use, shut down your computer and unplug any appliances. When traveling, turn off power at the circuit breaker, but be sure to keep essentials powered up, including your refrigerator.
2. Install motion sensors in seldom-occupied rooms, so lights activate only when needed and turn off when you leave.
3. Use smart LED light fixtures and smart plugs/power strips that you can control from your mobile device. Use timers so lights and other devices turn off automatically.
4. Look into unplugging completely from technology or take advantage of opportunities to dine outside or by candlelight.



Energy-Saving Tips for the Office

- In an effort to encourage behavioral changes in the office to reduce energy use, we have launched a video through our internal communication channels.

[Energy saving tips for the office](#)

Sustainability Employee Resource Group (ERG)

- Internal SharePoint sites are used to engage employees in our Sustainability ERG, where Energy Conservation plays a large role in the sustainability efforts of the company



Upcoming contest: Reduce, Reuse, Recycle – Aircraft Contest

- Make an aircraft out of recycled materials
- Different winning categories:
 - Best Design
 - Farthest flight



Coming up in 2022

- Earth Day Poster Contest
- Energy/sustainability workshops
- Measurable employee engagement activities
 - Energy saving challenge (by floor)



Mahalo!



Q & A

Submit Questions
www.slido.com event code **#DOE**



2021-2022 Better Buildings WEBINAR SERIES



SEP 14



SEP 21



SEP 28



OCT 5



OCT 19



NOV 9



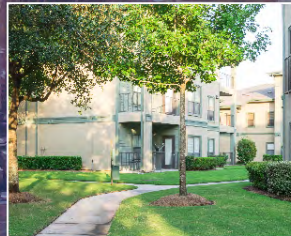
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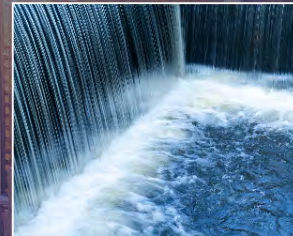
NOV 30



DEC 7



DEC 14



JAN 11



JAN 18



FEB 1



FEB 15



MAR 1



MAR 15



APR 5

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2021-2022 Better Buildings Webinar Series



KICK THE TIRES:

UNDERSTANDING THE ROLE OF R&D IN
THE DEPLOYMENT OF BUILDING
ENERGY TECHNOLOGIES

Tue, September 21, 2021 | 3:00 - 4:00 PM ET

[REGISTER TODAY >](#)

Learn more about the people and partnerships involved in deploying new energy-saving technology in your buildings. According to the International Energy Agency, meeting carbon goals requires faster scale-up of technologies. As much as half of the carbon dioxide reductions needed to achieve net-zero emissions by 2050 must come from technologies that have not yet reached the market. This webinar will explore current examples of deploying technologies developed by DOE and the National Labs. Participants will learn about DOE's ongoing efforts and opportunities to collaborate with the department.

Interested in Learning More?

Better Buildings
U.S. DEPARTMENT OF ENERGY

What's Hot with Heat Pumps
2021-2022 BETTER BUILDINGS WEBINAR SERIES

ADDITIONAL RESOURCES
Learn more about the topics discussed on the webinar by visiting the resources below.

Better Buildings Resources

- BTO [Peer Review session](#) on electrification November 2020
- Better Buildings Electrification [webinar](#) held June 8, 2021
- The E3 Initiative [Fact Sheet](#) and [website](#)

Explore more resources on the [Better Buildings Solution Center](#)

Other Resources

- The White House [fact sheet](#) announcing the Energy, Emissions and Equity (E3) Initiative
- Articles [\(1, 2\)](#) on Maine's ambitious heat pump goals
- NYSEEDA clean heating and cooling [program](#)
- [Building Decarbonization Coalition](#)
- Sacramento Municipal Utility District (SMUD) Clean Heating and Cooling [programs](#)

Up Next in the 2021-2022 Better Buildings Webinar Series

Internal Engagement and Communication: Sharing Your Energy Vision
Tuesday, September 14th from 3 – 4 pm ET

This webinar will discuss how organizations can share their energy efficiency vision with employees and engage them in contributing to that vision.
[Register here](#)

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Learn more at energy.gov/betterbuildings

U.S. DEPARTMENT OF ENERGY

Download the Additional Resources PDF from the chat box.

- Better Buildings Solution Center resources
- Speaker-chosen content
- Accessible [now](#)

Additional Questions?

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