



GreenNow USA

Consumer Adoption of Energy Efficiency: Lessons from the Field

July, 2008

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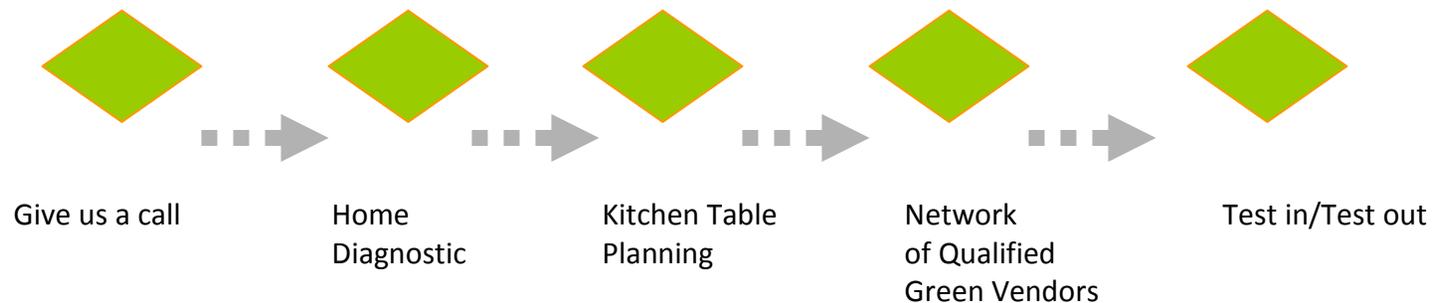
CEO

GreenNow USA & Senior Fellow, The Milken Institute

Who Are We?

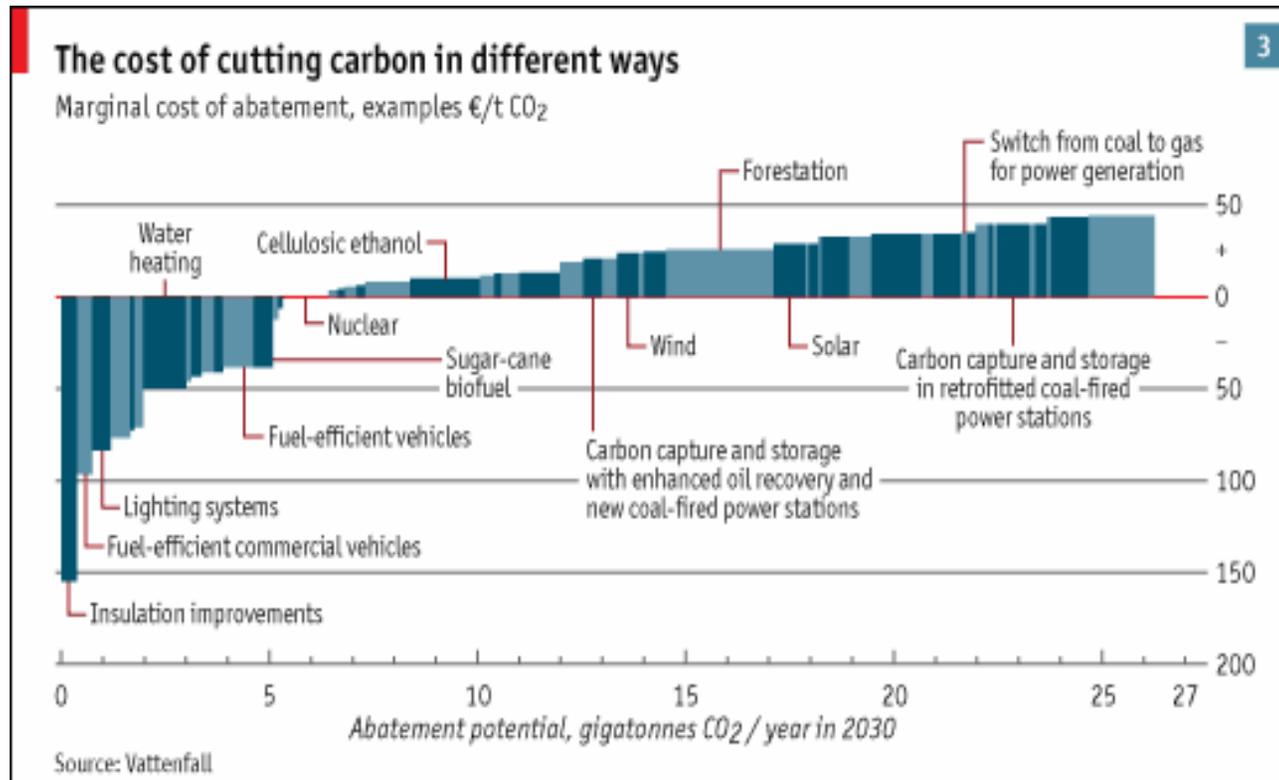
GreenNow USA:

Our services help homeowners save energy and water.



- ❑ 20 – 40% energy savings + Solar thermal + Solar photovoltaics = 80 – 90% reduction
- ❑ 4 – 5 steps to zero net energy
- ❑ Customer is in charge of scope and pace, always a menu of choices

Energy & Water Efficiency is the Cheapest Solution



But We Have Known This Since the Carter Administration...



- ❑ Lack of information
- ❑ Lack of meaningful information **(WHAT?)**
- ❑ Lack of connection from information to action **(HOW?)**
- ❑ Problems with contractors **(WHO?)**
- ❑ Up-front costs **(PAY)**
- ❑ What am I getting for my money? **(VERIFICATION)**

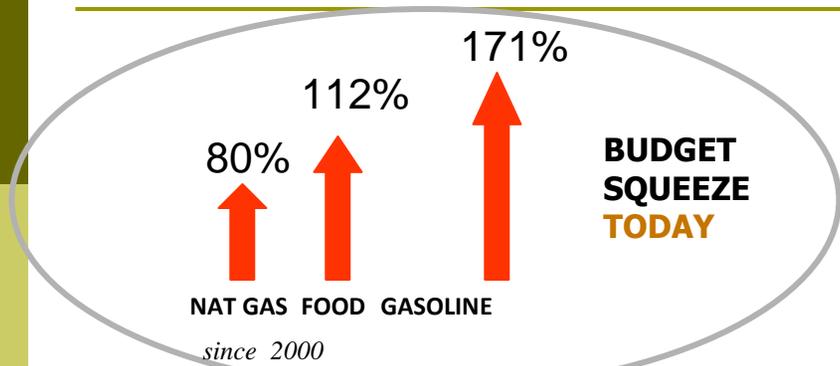
....And Emotional Barriers Remain



Who are you, and **what** are you going to do in **my** home?

Think about my energy use? I never do.. I guess this will be **painful**

But current financial pressures are acute



MORE BILLS TO COME

Delayed utility cost pass-throughs: 80%+

MORE BILSS TO COME



Coal:
47% capacity expansion
2007- 2017 cancelled



Nuclear:
Costs rise from
\$5B to \$12B per plant

POSSIBLY EVEN MORE BILLS TO COME

Cap & Trade (McCain-Lieberman):
Avg. US electricity price will increase by 40%, range is 17 – 76%.



For the first time....

**Efficiency
Connects
With the Financial
and
Emotional Health
of the Home**

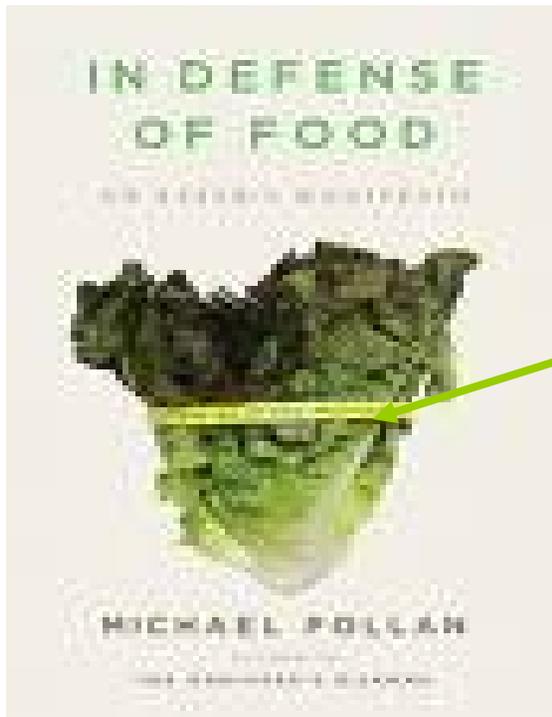
And personal change has meaning outside the home

Benicia High School

	Motivator	Capability
Personal	✓ Save energy; Go green	✓ GreenNow coaches students and process a small report
Social	✓ Our students are making our community and school green	✓ Students created a website for their services and “count” their enabled savings.
Structural	✓ Benicia: City is starting a CAP Students: Win the contests!	✓ “Audit” Mayor’s home; School Super’s home; 3 school board members; local press; libraries and fire stations carry the flyer. School continues project thru 08/09 school year. Students go to Nationals!

All six cells must be present for a successful program of change.

What's our clear message?



*“Eat food.
Not too much.
Mostly plants.”*

What are the three things we want to say to homeowners about energy efficiency?

Make the small connections to change the big picture



A Tier-3 EnergyStar™ front-loading washer will save you \$90 per year.

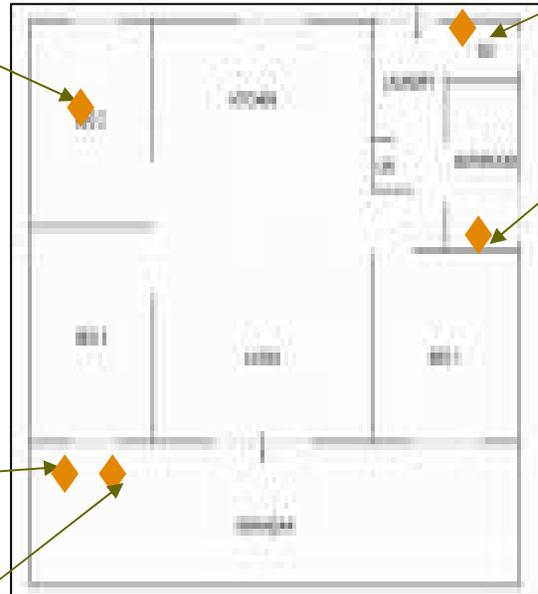
Change 5 gpm showerhead to 1.4 gpm for \$65 per year savings.



Your 60-year old furnace should be replaced for safety and energy efficiency. We recommend a hydronic heat exchanger. Savings of \$300 per year.



A super-quiet energy-efficient fan on a 20-minute timer will reduce the moisture in your home.



We recommend changing out your ducts when you change the furnace. You will get a 40% efficiency improvement, for savings of \$420 per year.

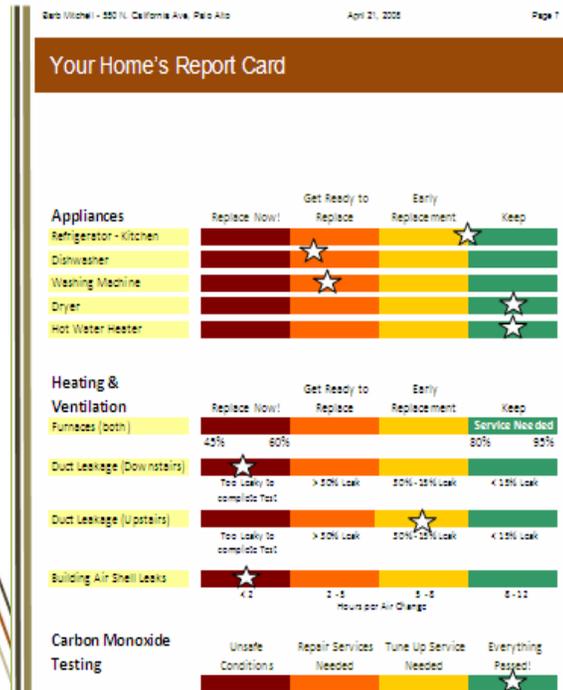
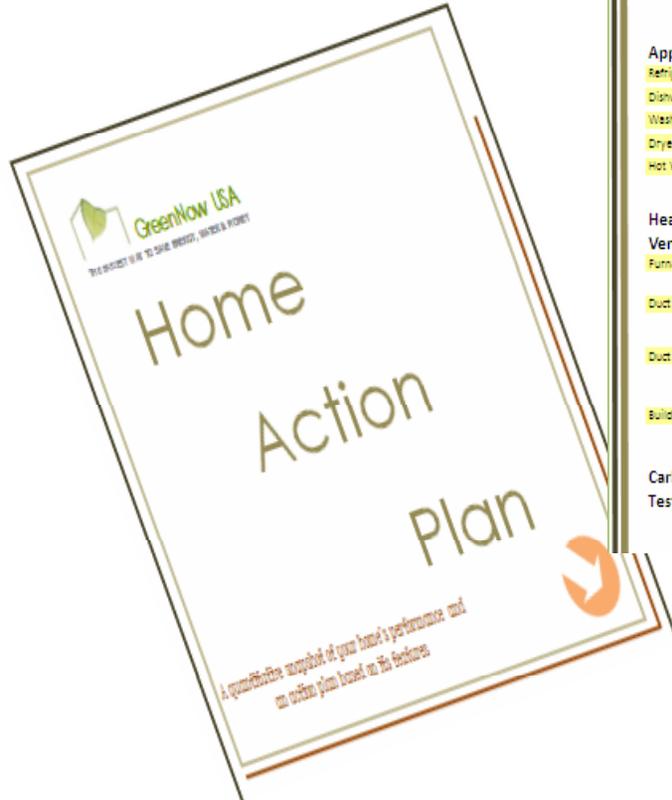
The Yong Home
237 Elder Lane
Redwood City, CA 95055

Real-time Feedback: The Three-Day Fatigue

- **Day 0** – struggle to get meter working or installed
- **Day 1** – Cute!
- **Day 2** – What do the numbers mean? What connection do they have to my home?
- **Day 3** – I should do something about energy
- **Day 4** – Oh, that thing...

No long-term studies....No emotional connection..

Personalized planning: Your Home's Report Card



Contact



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