Impact and evaluation summary

ONECHANGE
Simple actions matter.™

General information

One Change—Project Porchlight Inc. (2008)
A non-profit corporation with 501(c)(3) status

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UNEP

One Change is a United Nations Environment Programme (UNEP) Partner

One Change **empowers** people to believe that **simple actions matter**, and to make **smart choices** that protect the environment.

Simple actions matter.™

One Change converts awareness to action by making first steps accessible, relevant and personal. We build on the awareness generated through traditional marketing programs by harnessing the power of person-to-person communication and direct public engagement. By mobilizing first adopters and existing networks of community leaders to be the spokespeople for the programs we are hired to promote, One Change extends the reach of state, provincial, corporate and utility program messages.

In over 900 communities of all types across North America, One Change has proven how a simple catalyst action can transform self perception and lead to broader public participation in government or utility efficiency and conversation programs. The networks of community organizations that are created to make One Change campaigns possible are committed, diverse and have a consistently high positive impact on utility brand favorables. One Change stimulates and nurtures a diverse social movement for positive, measurable change and creates the momentum required to meet ambitious energy reduction targets.

Converting awareness to energy savings

Our goal is to produce a measurable reduction in energy use through program implementation, education, and outreach. In our Project Porchlight campaigns we use an ENERGY STAR® certified compact fluorescent light (CFL) bulb as the conversation starter and the simple tool that will convert energy efficient awareness to action; other simple tools can be used in the same approach to affect behavioral change. Our high rates of participation demonstrate the impact of person-to-person contact. One Change has succeeded in generating high rates of adoption in every program to date.

In Puget Sound, Washington the installation rate for a free CFL distributed at the door was 92% among respondents who stated that they had installed the free CFL they received or they're going to install it. These findings are consistent with our statewide results in New Jersey where we have reached up to a million homes.
(American Opinion Research)

Beyond the bulb

Community-based outreach drives participation in other energy efficiency programs

One Change uses the conversation at the doorstep to promote our sponsor and encourage residents or small business owners to participate in another energy efficiency or conservation program.

Increased uptake in New Jersey fridge recycling program

Participation in other energy-saving programs has been relatively higher in communities where Project Porchlight has operated. Project Porchlight staff and volunteers provided flyers and relayed messaging about Jaco's Refrigerator and Freezer Recycling program to residents of Bergen County. Refrigeration recycling partner Jaco reported that of the 2,000 fridges that they have picked up, 500 were from Bergen County.

Increased participation in Puget Sound Energy's Rock the Bulb campaign

Project Porchlight was the door-to-door promotional mechanism to generate participation in Puget Sound Energy's (PSE) Rock the Bulb campaign. Apart from our promotions, PSE also invested in an elaborate public relations and marketing campaign to promote the events and included a brochure about Rock the Bulb in all bill inserts before Project Porchlight reached out to customers in its service territory.

- 25% of those who attended a Rock the Bulb event first heard of it through Project Porchlight
- Among Puget Sound Energy customers who were exposed to the Project Porchlight campaign (i.e. had a free CFL delivered to their home), there was a significant increase (34% vs. 26%) in thinking about using less electricity at home (trend not observed in control group).

Beyond the bulb (continued)

ENERGY STAR® and One Change

- One Change is an award winning organization. We continue to be the leading pledge driver for the ENERGY STAR® Pledge Program with over 19 million pledges attributed to One Change campaigns registered on www.energystar.gov.
- Project Porchlight Puget Sound increased the belief among the treatment group that ENERGY STAR® products have a positive impact on the environment (80% vs. 72%) while the control group remained relatively constant.

Community building

One Change works with communities to build a community movement where people feel that individual actions taken together make a meaningful impact. Sponsors of a One Change project, gain a positive public perception through the creation of a new and diverse network of local volunteers, and green job creation in their individual communities.

- Since our beginnings, One Change has engaged nearly 12,000 volunteers of which over 90% are committed to supporting future programs.

Next steps

Outreach leading to action in other energy efficiency programs

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Demographics

One Change programs are positive, pragmatic and non-partisan. We attract the participation of people from all backgrounds and beliefs and bring them together to improve communities. Community based programs are best suited to reach all demographics. One Change programs have proven successful across a variety of regions, diverse populations, and income levels helping sponsors build support for future programs in these communities. Since 2005 we have worked in over 900 communities in five provinces and three states with a door-to-door approach to engage and educate diverse communities, increasing energy efficiency program participation. A recent state-wide million-household Project Porchlight campaign funded by the New Jersey Board of Public Utilities is a recent example of the potential that community based social marketing programming has to reach people on a broad scale.

New Jersey Phase One (2008)

Location	Completed Deliveries	Household Count *	% Households Delivered	Population *	Income Levels (K/yr) * 25–35	35–50	50–75	Population Density * (pers./sq.mi.)
Tenafly Bergen County	2295	4774	48.0%	13806	5.4%	8.2%	15.1%	2993
Belmar Monmouth County	2460	3996	61.5%	5927	13.9%	18.2%	20.2%	5921
Trenton Mercer County	12662	33843	37.0%	85403	14.4%	15.9%	16.4%	11153

New Jersey Phase Two (2009)

Location	Completed Deliveries	Household Count *	% Households Delivered	Population *	Income Levels (K/yr) * 25–35	35–50	50–75	Racial Demographics Caucasian	African American	Chinese	Population Density * (pers./sq.mi.)
Bergenfield Bergen County	4572	7491	61.0%	26247	14.9%	21.3%	16.8%	62.9%	6.9%	20.4%	9065
Newark Essex County	15490	15488	100.0%	278980	12.9%	13.9%	14.3%	26.5%	53.5%	1.2%	11400
Jersey City Hudson County	5719	12158	47.0%	242389	12.9%	15.5%	17.3%	34.0%	28.3%	16.2%	16045
Paterson Passaic County	19020	39750	48.0%	149222	14.3%	16.6%	16.8%	30.8%	32.9%	1.9%	17675

Washington Puget Sound (2009)

Location	Completed Deliveries	Household Count *	% Households Delivered	Population *	Income Levels (K/yr) * 25–35	35–50	50–75	Population Density * (pers./sq.mi.)
Renton King County	14475	22676	63.0%	83650	13.0%	17.3%	23.2%	4625
Bellevue King County	13855	48396	29.0%	123771	8.6%	15.2%	20.4%	3947
Port Orchard Kitsap County	2910	2901	100.0%	7963	16.4%	20.4%	16.4%	1912

* Census 2000

Building support for our sponsors

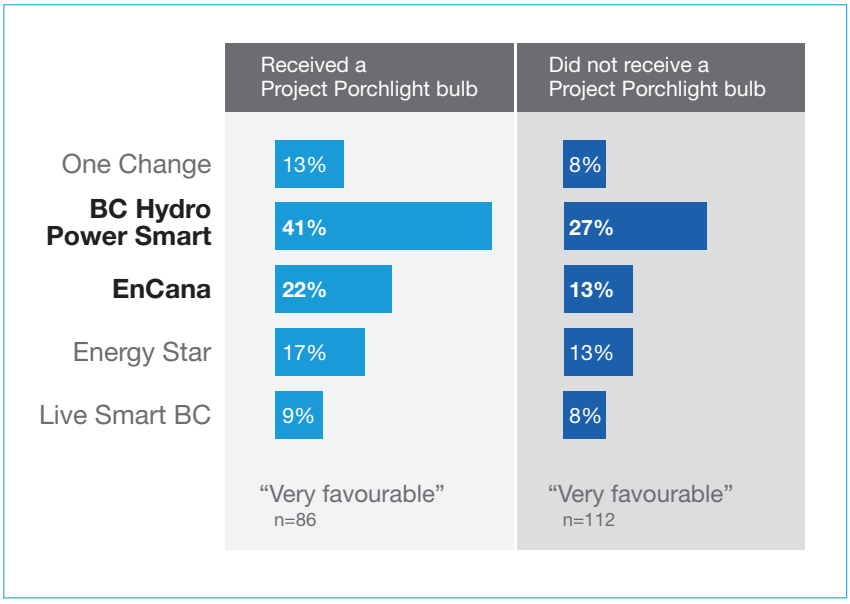
Alberta campaign

Project Porchlight Alberta was funded by EnCana, North America's largest natural gas exploration company. As part of Project Porchlight Alberta, EnCana's brand favorables improved significantly in communities where Project Porchlight campaigns were active, compared to a drop in brand support for EnCana in non-Project Porchlight communities. Net favorables increased 7% points towards EnCana among those who were exposed to the Project Porchlight campaign and the branded packaging. In the control community, where the campaign was withheld for comparison, net favorable among those who were not exposed to the Project Porchlight campaign decreased by 4% points.

Increased favorable of utility sponsor with established energy efficiency brand

British Columbia campaign

Differences between 'very favorable' for those who received a bulb and those who didn't, suggest the British Columbia Project Porchlight campaign had a positive impact on BC Hydro and EnCana. In the case of BC Hydro Power Smart and EnCana, 'very favorable' opinions were significantly higher among those who received a Project Porchlight CFL than among those who didn't.



Source: Innovative Research Group

> One Change is a branding machine. Funding partners gain significant favorables in the opinion of those who were exposed to One Change campaigns. By partnering with One Change, funders have the potential to gain the kind of social capital required to make difficult or controversial decisions that affect the communities in which they operate —*Greg Lyle, Innovative Research Group*

New Jersey Campaign

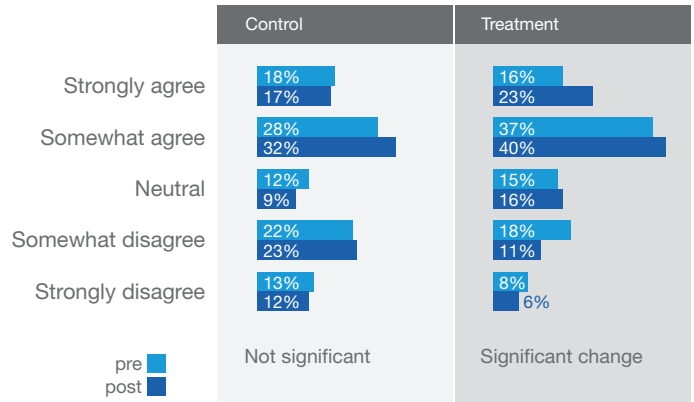
Awareness of New Jersey's Clean Energy Program (NJCEP) (a program of New Jersey Board of Public Utilities) went up from 60% to 65% among New Jersey residents who received a bulb, over the course of the campaign. Favorable opinions of NJCEP went up over the course of the campaign from 47% to 55% among those who received a bulb from Project Porchlight.

Puget Sound Campaign

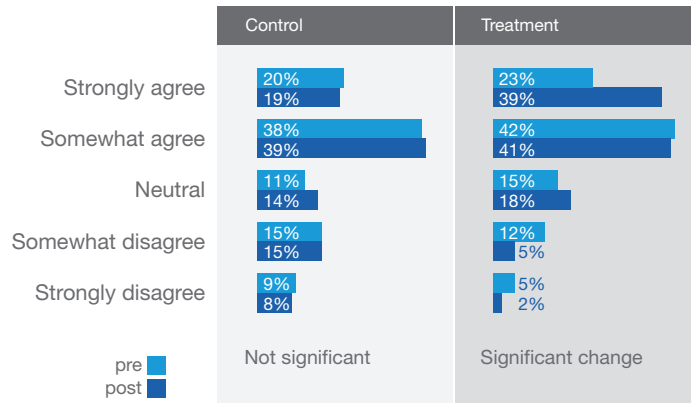
Project Porchlight is an effective vehicle for building social capital. Among those exposed to the Project Porchlight door-to-door campaign, there was a significant increase in positive impressions towards Puget Sound Energy. This change was not observed among control group respondents who were not exposed to the Project Porchlight campaign.

- PSE helps save energy: significant increase in agreement that PSE helps people save energy among those who received a free CFL.
- PSE helps me save money: although not as much agreement as that observed with "PSE helps me save energy", there is a significant increase in agreement among respondents from the treatment group.

Q. Agree/Disagree: Puget Sound Energy helps me save money.



Q. Agree/Disagree: Puget Sound Energy helps me save energy.



Source: Innovative Research Group

This document provides a summary of One Change campaign results from independent evaluations of six One Change campaigns across North America. The results are consistent. By harnessing the power of existing community networks, One Change campaigns…

- convert awareness to action
- build new, diverse and lasting networks of community leaders and volunteers
- expand the reach of energy conservation programs to underserved communities
- generate strong leads for a range of energy conservation programs
- strengthen relationships between sponsors and residents

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