

# Small business engagement



JANUARY 2010



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 by 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 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 more complex state or utility programs. The networks of community organizations that are created to make One Change campaigns possible are resilient and diverse, and have a consistently high positive impact on utility brand favorables. In short, One Change stimulates and nurtures a diverse social movement for positive, measurable change, and creates the momentum required to meet ambitious state-wide energy conservation targets.



# ONECHANGE

Simple actions matter.™

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One Change is a  
United Nations Environment  
Programme partner



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

“Funding partners gain significant favorables in the opinion of those who were exposed to the Project Porchlight campaign. 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 Inc.

## Small Business Outreach

Small businesses are a key player in the utility customer market, but are often overlooked when designing education programs on energy efficiency and conservation. One Change has been working with small businesses from the beginning: our door-to-door efforts have reached the corner market owner and the local bookseller alike, allowing for a simple action to transform an entire community. Individuals, businesses, and workplaces are all an integral part of social change in a community. Our program success depends on small business owners who are willing to donate their time and resources to make energy efficiency a way of life for their community.

As is the case with individual supporters, One Change asks business owners to take simple steps to save energy through person-to-person engagement. Once we have acquired the support of community champions, such as a chamber of commerce member, we are able to expand our message through their network. In grassroots campaigning we call this “building the list”. The early supporter now becomes a promoter of the energy efficiency programs in their community and grows programmatic support on our behalf!

## Small Business Program Approach

One Change can incorporate a small business component into any program to accommodate a variety of messages and engagement methods. One Change foresees great value in using the existing tools and messages provided by a trusted utility, commission, or ENERGY STAR® specifically for small businesses. [http://www.energystar.gov/index.cfm?c=small\\_business.sb\\_index](http://www.energystar.gov/index.cfm?c=small_business.sb_index)

One of the most important ways small businesses can begin to save money is by building a culture of conservation in their operations and among their staff. This begins with education and a clear understanding of the benefits that energy efficiency can bring to any small business. One Change can educate and motivate small businesses by providing a simple first action to take, such as the installation of a power strip, and by providing educational information on packaging and collateral materials such as brochures and posters that could be posted in their workspace as reminders.

Educational information and tools can be delivered by local volunteers recruited and trained by our program staff. The person-to-person communication and relationship between business and community member is a powerful and memorable interaction.

Small businesses that sign up can also be identified on an interactive map on our campaign's website, giving visibility to their participation in the community's movement to reduce energy consumption. Small businesses that make a particular effort can be featured on the website with stories of how they are saving energy and how it has benefitted their company and the community.

Educational collateral materials will help small businesses first take steps that will provide the most energy and cost savings. Materials would highlight all or a select few of the topics below, remaining relevant to how a small business runs and how they can most benefit from energy efficiency.

## Measures to be Promoted

- 1 Utility retrofit programs
- 2 Smart Strip training and installation
- 3 Lighting (e.g. CFL bulbs, LED exit signs)
- 4 Heating and Air Conditioning (e.g. programmable thermostat, keeping doors closed, fans, weather stripping and caulking, screening out sun with blinds, etc.)
- 5 Office equipment (ENERGY STAR® approved products)
- 6 Water – Hot and Cold (water heater blanket, water-saving faucets/aerators, efficient water heater)
- 7 Kitchen and Food Service Equipment (retrofits and new fridges)
- 8 Available funding and incentives
- 9 Promoting the ENERGY STAR® Small Business guide and ENERGY STAR® Pledge for Small Businesses

## Direct Energy Savings

One Change works with individuals and small businesses within a community to impact energy use and encourage program adoption through our person-to-person contact; every contact is an in-depth conversation resulting in behavioral shifts and increased awareness. We use a simple tool, such as a CFL bulb, as an introduction for a broader conversation about energy efficiency and conservation and because of our grassroots approach we're able to generate a high installation and program adoption rate. Direct energy savings as a result of Project Porchlight campaigns rely on high rates of installation and program adoption.

One Change has succeeded in generating these high rates in every campaign area we have reached. In Puget Sound, the installation rate for a free CFL bulb distributed

### ENERGY STAR® Pledge for Small Businesses



I believe that greater energy efficiency can increase the financial health of my organization and aid in preserving the environment for future generations. On behalf of my organization, I pledge to buy ENERGY STAR® equipment and upgrade the energy efficiency of my facilities whenever financially viable. As part of the Network, I may use the ENERGY STAR® promotional mark in accordance with the ENERGY STAR® identity guidelines.

at the door is 92% among respondents who either say they've installed the free CFL bulb they received or they're going to install it. These findings are consistent with our statewide results in New Jersey where we have reached over 800,000 homes. The average immediate installation rate following a One Change campaign in Vermont, a state with high energy efficiency awareness, was 75%. Project Porchlight campaigns delivered to Canadian cities and provinces from 2005 to 2008 consistently resulted in installation rates averaging 70%.

## Increased Participation in Energy-Efficiency Programs

One Change is proud that we have been successful at using a free CFL bulb and other simple tools as drivers for behavior change. Our approach allows for the simple action to be used as a conversation starter – that moment of engagement at the door, as an opportunity to promote other conservation programs – increasing awareness of a broad spectrum of energy-efficiency measures.

## Market Transformation

- PSE customers in Washington State who received a One Change bulb were significantly more likely than before the campaign (77% vs. 65%) to purchase CFL bulbs the next time a bulb burned out. Those who did not receive a bulb became less likely to purchase CFL bulbs over the same period.
- New Jersey residents who received a bulb were significantly more likely than before the campaign (50% vs. 23%) to say they have purchased a CFL bulb as a way to reduce energy consumption.

## Changing Attitudes

- Among Puget Sound Energy customers who were exposed to the Project Porchlight campaign (i.e. had a free CFL bulb delivered to their home), there was a significant increase (34% vs. 26%) in always thinking about using less electricity at home (trend not observed in control group).
- 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.

## Increased Conversation about Energy Efficiency and Conservation

- Following distribution of the CFL bulbs in New Jersey, respondents in the treatment group are significantly more likely on a regular basis to encourage others to conserve electricity.
- 16% more (45% vs. 29%) discussed electricity a few or many times in the month following the campaign, rather than once or twice or not at all (Ontario data).

## Increased Uptake in New Jersey Fridge Recycling Program

One Change drove results with an energy efficiency partner, Jaco, in New Jersey where a total 2,000 refrigerators were picked up as part of their refrigerator recycling program – 500 of which came from Bergen County where One Change delivered informational brochures and talked to the community members about the savings associated with recycling their second fridge. There are 21 counties in New Jersey where this program was implemented and 25% of the results came from just the one county where we were impacting the results.



## Increased participation in PSE's Rock the Bulb campaign

Project Porchlight was used as the door-to-door promotional mechanism to generate participation in PSE's Rock the Bulb campaign. Apart from our promotions, PSE also invested in an elaborate PR and marketing campaign to promote the events, including a brochure about Rock the Bulb in all bill inserts before Project Porchlight rolled out in its service territory.

- 25% of those who participated in the PSE Rock the Bulb campaign event first heard of it through Project Porchlight
- Those who received a bulb from Project Porchlight were significantly more likely to agree that PSE helps them save energy and money (not observed among customers only exposed to media and PR campaign)

## Increased Positive Public Opinion of the BC Hydro PowerSmart Program

A Project Porchlight campaign in Northeastern British Columbia was sponsored by BC Hydro in 2008. One Change paired the promotion of BC Hydro's PowerSmart program with our door-to-door campaign.

Of those who received a bulb from Project Porchlight, 41% were "very favorable" of the BC Hydro PowerSmart program while only 27% of those who did not receive a bulb were "very favorable" of the program.

## Building Support for our Sponsors

### *Corporate Energy Partner: EnCana Corporation*

Project Porchlight Alberta was funded by EnCana Corporation, one of North America's largest energy companies. Their affiliation with our programs increased positive perception of their brand by 7%. Where programs were not active, positive perceptions of Encana Corporation decreased by 4%.

### *Built Awareness and Positive Perceptions of State-Funded Program*

Awareness of the New Jersey Clean Energy Program 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 involved.

### *Enhanced Positive Perceptions of Utility*

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 (PSE). Similarly, those who received a bulb from Project Porchlight were significantly more likely than before the campaign to agree that PSE helps them save money.

## Top ENERGY STAR® Pledge Driver

One Change continues to be the primary driver for the ENERGY STAR® Pledge Program with over 19 million pledges attributed to One Change campaigns according to [www.energystar.gov](http://www.energystar.gov).



**ENERGY  
STAR  
PARTNER**

**2009 ENERGY STAR®  
Advocate of the Year**

**2006 ENERGY STAR®  
Market Transformation Award**

### OUR PARTICIPATING ORGANIZATIONS WHO'S DRIVING THE PLEDGE THIS YEAR?

Top 5

#### Company / lbs of Greenhouse Gases saved

<a href="#">Project Porchlight</a>	19,030,294
<a href="#">SoCal Pledge Partnership</a>	14,181,351
<a href="#">TIAA-CREF</a>	8,923,066
<a href="#">National Energy Education Development Project (NEED)</a>	8,738,195
<a href="#">Climate Savers Computing Initiative</a>	7,443,496



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[onechange.org](http://onechange.org)