The Minnesota Energy Challenge

Emma Shriver
Center for Energy and Environment
Center for Energy and Environment

- Energy services to over 90,000 single family, multifamily and commercial buildings
- Provided over $175 Million in financing to homeowners and businesses
- Provide engineering services to commercial buildings
- Provide small business lighting program for Xcel Energy customers
- Authored over 100 research papers
“If you build it, they will come”
"The best time to have taken action on energy issues would've been 30 years ago. The second best time is right now. The nation has been asleep at the switch, but here in Minnesota we are kick-starting the future by increasing our nation-leading per capita renewable fuel use, boosting cost saving measures and tackling greenhouse gas emissions." - Governor Pawlenty

What is the Minnesota Energy Challenge?

This website will help you calculate your carbon footprint and learn how to save money and energy in your home. It's about supporting individuals and motivating communities towards change. Check out our Frequently Asked Questions.

The Challenge in Action!
Lessons Learned

• Early adopters:
  • Website geared toward early adopters so they could feel good about actions they had taken.

• Website design:
  • Difficulty joining
  • Not easy to navigate

• Just because we built it didn’t mean people would use it:
  • Handholding
Lessons Learned

- **Website Design:**
  - Easier to navigate
  - Aesthetically pleasing
  - Turned out to appeal more to people who already identify themselves as “green”

- **Expanded Audience:**
  - Broad messaging and look to try to include all Minnesotans
  - Needed to decide who was the best audience for our message
Audience Understanding
Environmental Segmentation

The Sweet Spot
Audience Segmentation

Active Family

The Good Life
The New Energy Challenge
Launched December 2009
Energy Drips Video

Pull up a chair and watch this video for some simple, practical ways to reduce energy drips in your home and stop paying for energy that you never get to use.

+ Watch The Video

The Minnesota Energy Challenge is an action guide for reducing energy waste in our state. Energy efficiency has never been this FUN and EASY!

State-wide Participants

29,662
Individuals

Each year, Minnesotans save

$12,978,728

That's 240,370,856 lbs. of CO2!

HOW IT WORKS

✓ Get ideas for easy ways to reduce energy waste in your home.

✓ Sign up and create your own action plan for reducing energy waste.

✓ Join teams to maximize your impact & track your community's pledged energy savings.

✓ Compete against other schools, churches, businesses, and neighborhoods.

Join your fellow Minnesotans and **Sign Up Now.** It's Free!
Action Guides

Emma Shriver's Challenge

Action Fridge List

Post this list on your fridge or in your workplace, so everyone in your home or office knows your plan for saving energy.

ACTIONS TO DO

<table>
<thead>
<tr>
<th>ACTION</th>
<th>ANNUAL SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thank Your Fans: Window A/C</td>
<td>191 lbs CO2 / $9</td>
</tr>
<tr>
<td>Flip the Switch</td>
<td>298 lbs CO2 / $14</td>
</tr>
<tr>
<td>Ditch the Car</td>
<td>1,374 lbs CO2 / $261</td>
</tr>
<tr>
<td>Wash 'em Cold</td>
<td>385 lbs CO2 / $35</td>
</tr>
</tbody>
</table>

Saves Hot Water

These actions will help get your family out of hot water and help reduce your energy bills.

ACTIONS | ANNUAL SAVINGS
--- | ---
Don't Get Burned by Hot Water | 111 lbs CO2 / $10
Five is Just Fine | 261 lbs CO2 / $24
Go with the Flow | 381 lbs CO2 / $35
Upgrade Your Water Heater | 343 lbs CO2 / $31
Wash 'em Cold | 830 lbs CO2 / $56
Social Media Resources
Blog

Wordpress.com

2-3 posts per week

Average 330 views a week
Emma from MNCEE
@mncee_myhome

I'm a professional energy nerd for @mncee, and I like to help folks reduce energy waste, connect Minnesotans to local energy programs and make efficiency FUN!

Minneapolis, Minnesota · mnenergychallenge.org

4,243 TWEETS 718 FOLLOWING 1,274 FOLLOWERS

@mncee_myhome
5-8 tweets/day
1,270 followers
Facebook

/mnenergychallenge

3-5 posts per week

642 fans
Dear << Test First Name >>:

Minnesota has finally decided to give us hot and sunny summer days. Below are some popular Energy Challenge links on summer cooling tips that will keep your family comfortable and your wallet full. Thanks for reading and have a great summer!

Cheers,

- Emma, Energy Challenge Coordinator

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**Summer Cooling Tips**

*Use your ceiling fan*: By circulating air ceiling fans cool you down by 2 to 4 degrees and only take a couple cents an hour to run. A/C can cost up to 35 cents an hour.

*Use window fans instead of A/C on cool nights*: In Minnesota we often have cool nights. Open the windows and let a window fan bring cool breeze in. Just like a ceiling fan, a window fan uses a fraction of the energy cost of your A/C.

*Close windows when the A/C is on*: CEE’s field

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3,792 subscribers

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MailChimp
Messaging and Outreach Philosophy
"I’m already doing everything I can to save energy in my house."

"Energy efficiency? Sounds boring."

"Like anything I can do is going to make a difference."
I’m Bored

- Edutainment-make it fun
- Make it relatable
  - Make it relative to average every day life and vocabulary

- **Flip the Switch**
  - Difficulty: T
  - Expense: $
  - Turn off lights and unplug electronics when not in use to stop costly electricity leaks.

- **Go with the Flow**
  - Difficulty: T
  - Expense: $$$
  - Install a high efficiency showerhead for effortless savings that don’t impact your comfort.

- **Ditch the Car**
  - Difficulty: T
  - Expense: $
  - Combine trips, walk or bike for some extra exercise and energy savings.
I’m Already Doing It

- List of diverse actions to easily browse through.
- Peer Pressure
  - Public teams
  - Congregations and businesses

The Minnesota Energy Challenge is an action guide for reducing energy waste in our state. Energy efficiency has never been this FUN and EASY!

State-wide Participants  
29,563 Individuals

Each year, Minnesotans save  
$1,294,5079

That's 231,552,937 lbs. of CO2!

- Get ideas for easy ways to reduce energy waste in your home.
- Join teams to maximize your impact & track your community’s pledged energy savings.
- Sign up and create your own action plan for reducing energy waste.
- Compete against other schools, churches, businesses, and neighborhoods.

Join your fellow Minnesotans and Sign Up Now. It's Free!
I’m Unimportant

- Cumulative Impact
- Energy Drips Video
Messaging and Outreach Philosophy

- Don’t talk about climate change.
- Give people credit for what they have done already.
- Reduce people’s anxiety about expectations.
- Be flexible.
- Keep a sense of humor!
Overall Lessons Learned

- No matter what, **people need hand holding.**

- Materials played a big role in success
- How-to packets
- Planning support
Overarching Goal

- Make energy efficient behaviors the norm
Next steps

- Tolby- Family friendly energy efficiency
- Educating the next generation
Questions?

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