CCI HEAL

home energy affordability loan

AN EMPLOYER SPONSORED ENERGY BENEFIT PROGRAM

by

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CLINTON CLIMATE INITIATIVE

"The idea behind HEAL is to make workplace retrofits the norm and to create both the demand and the financing for employee residential upgrades."

President Bill Clinton, <u>Back to Work,</u> 2011

Original Social Network

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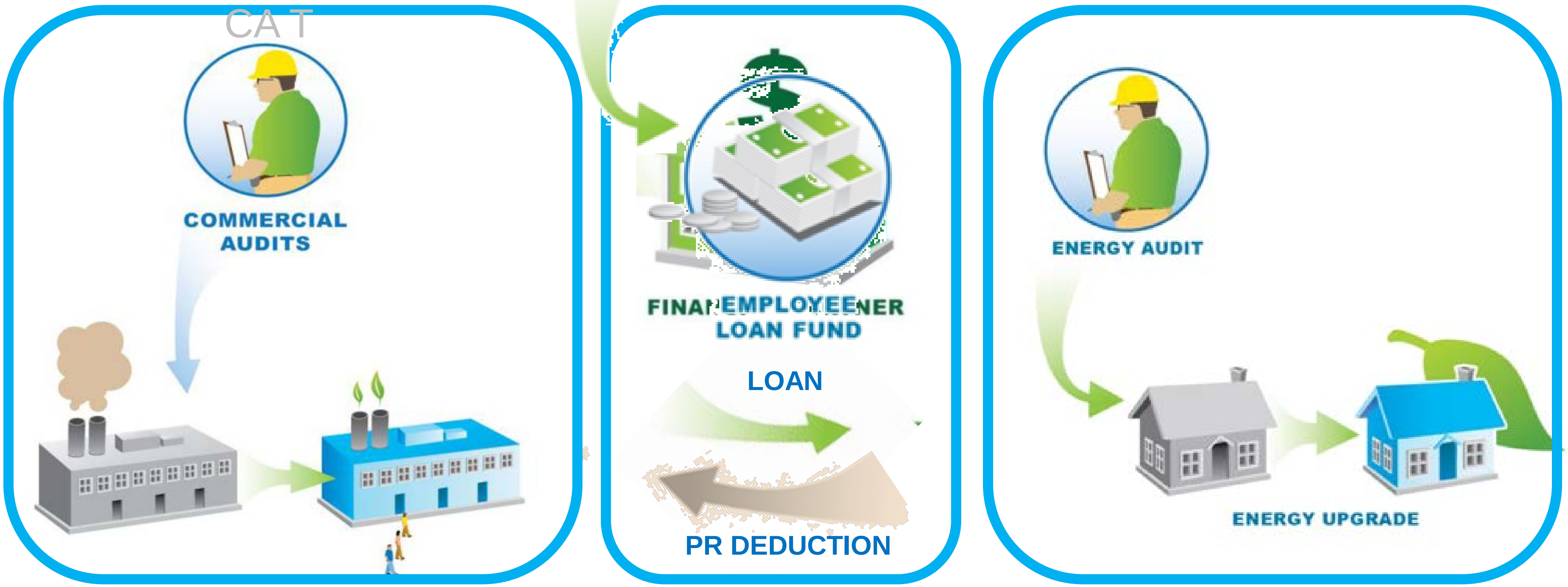
HEAL Model Design

COMMERCIAL SAVINGS

RETROFIT FINANCE

RESIDENTIAL UPGRADE DELIVERY



Climate Showcase Communities
Local Climate and Energy Program

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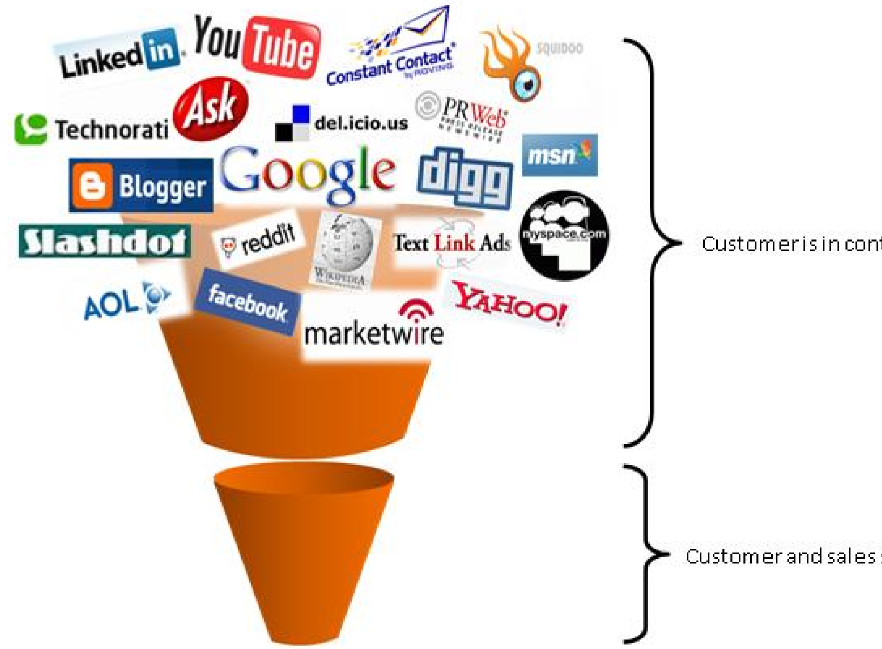
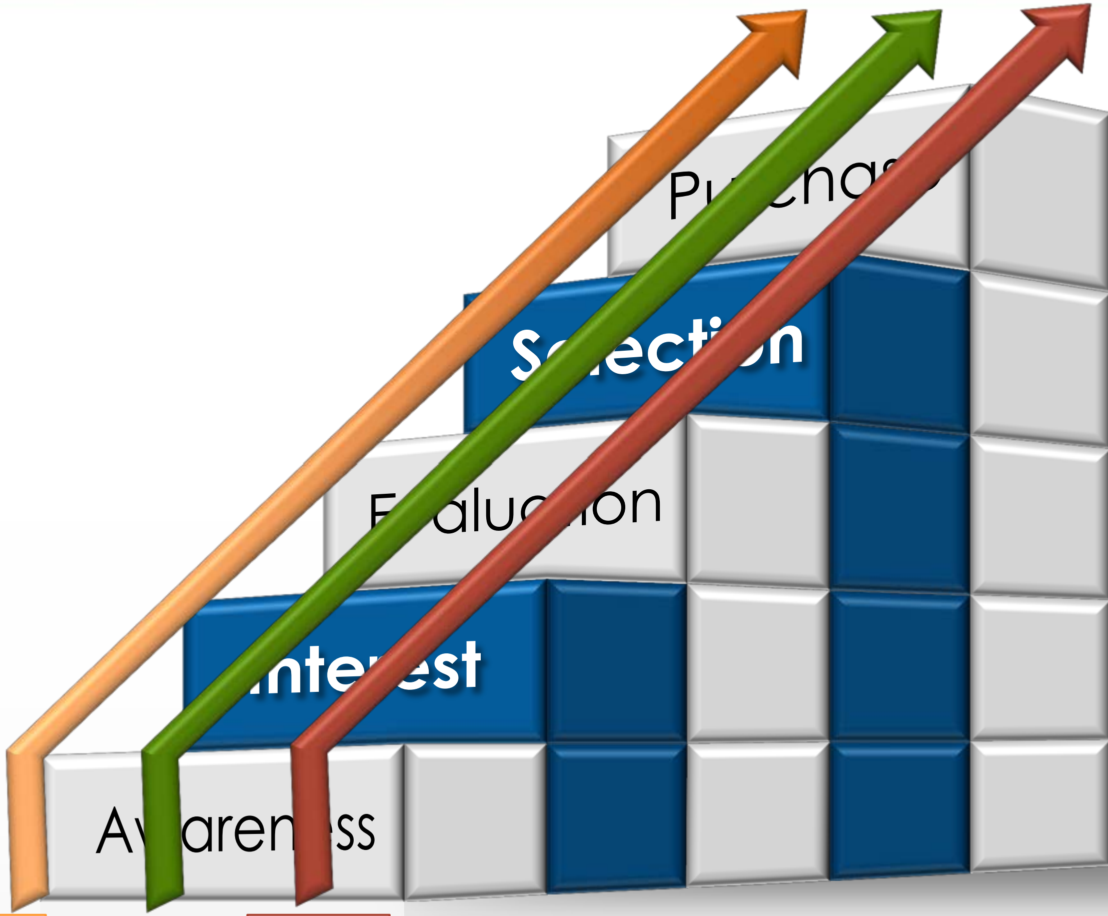
The Modern Sales Funnel:



Classic Purchase Funnel

Not as Easy as A Funnel

Not as Easy as A Funnel



Funders/ Stakeholder Decision Makers

Pilot Participants

General Participants

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Write Your Ending First

Determine upfront what it will take to convince the next round of stakeholders

Four Key Considerations

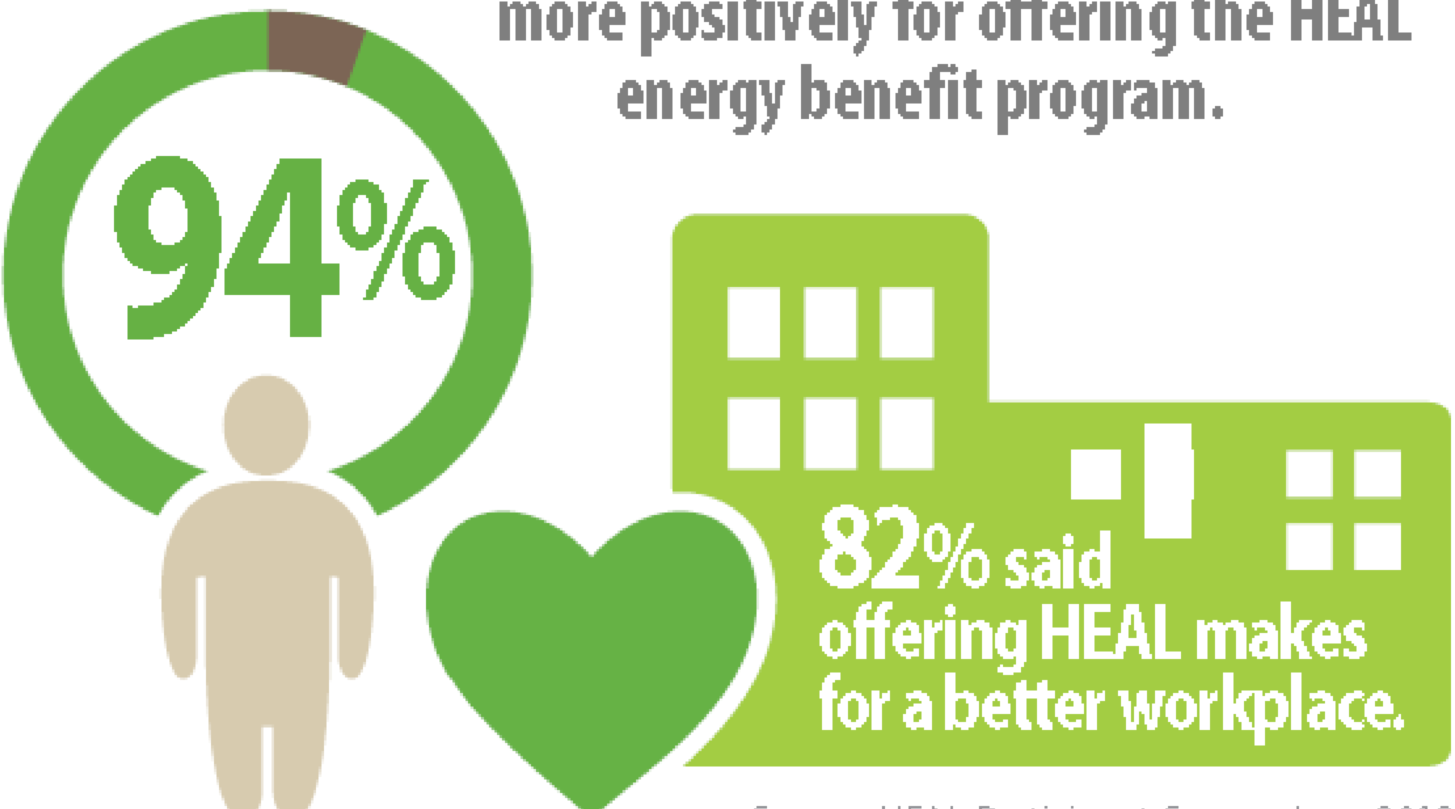
1. What Data Do You Need, How, Where Do You Get It?
2. Who Needs to Be Convinced and Who Do They Respect?
3. When to Retell Your Story to Connect Delivered Value?
4. Use Earned Media Sparingly- Don’t be a PR Junkie

I. Design Your Data Capture

Make a rock solid case (on paper) before you begin

1) General Population Baseline
   a) Randomized Sample
   b) Target Audience
2) Participant Baseline
   a) Initial Perceptions
   b) Baseline Knowledge
3) Participant Post-Service
   a) Satisfaction
   b) Knowledge
4) General Population Post Service

94% of employees participating in HEAL view employers more positively for offering the HEAL energy benefit program.



Source: HEAL Participant Survey, June 2013

City of LITTLE ROCK

UAMS
UNIVERSITY OF ARKANSAS FOR MEDICAL SCIENCES

L'ORÉAL USA

Arkansas Children's Hospital®

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II. Use Organization Specific Stories

Find peers for each constituency that can speak for you

III. Retell the Story with Specific Results

“Why don’t they do it themselves?”

1. Lack of Time
2. Lack of ROI Knowledge
3. Access to Capital
4. Lack of Awareness
5. Availability of Services

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Arkansas Results

Average HEAL client savings over 5 years could provide...

6 months
of Groceries

1.1 years
of Clothing

11.5 months
of Gasoline

19 years
of Flu Shots
(family of 4)

Annual Cost Sources: BLS, Consumer Expenditures, 2009-11; CCAA, Parents and the High Cost of Child Care: 2012 Report

Return On Investment

23% ROI for employees undertaking home energy improvements

9 Number of years in the last 35 that the stock market has exceeded that return

7 Number of years in that time period the stock market has had a negative return

Source: HEAL Participant Data, 2012

90%

90% of participating employees are likely, or very likely, to make energy efficient improvements in the future...

64%

64% would not have made improvements without HEAL participation

Source: HEAL Participant Survey, June 2013

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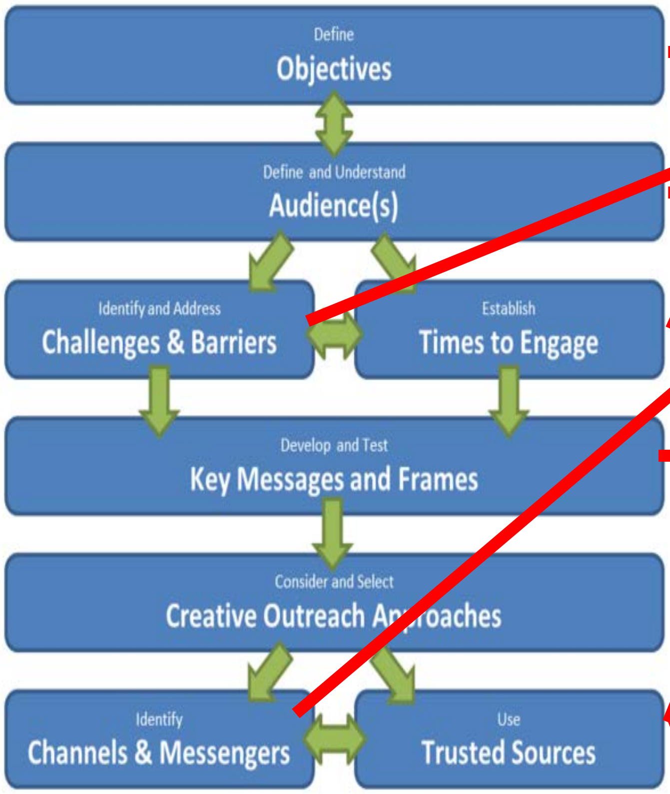
IV. Plan to use <u>Targeted</u> Earned Media

Don't confuse eyeballs with influence- uniqueness has a shelf life

Communications Framework



Four Key Considerations

1. What Data Do You Need, How, Where Do You Get It?
2. Who Needs to Be Convinced and Who Do They Respect?
3. Retell Your Story to Connect Delivered Value
4. Use Earned Media Sparingly-Only When It Helps You Sell the Program

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HEAL Replication Partners with Programs Underway

WECC wisconsin energy conservation corporation

Johnson Controls

City of Ann Arbor Michigan

Zingerman's

clean energy coalition

NeighborWorks® of Western Vermont

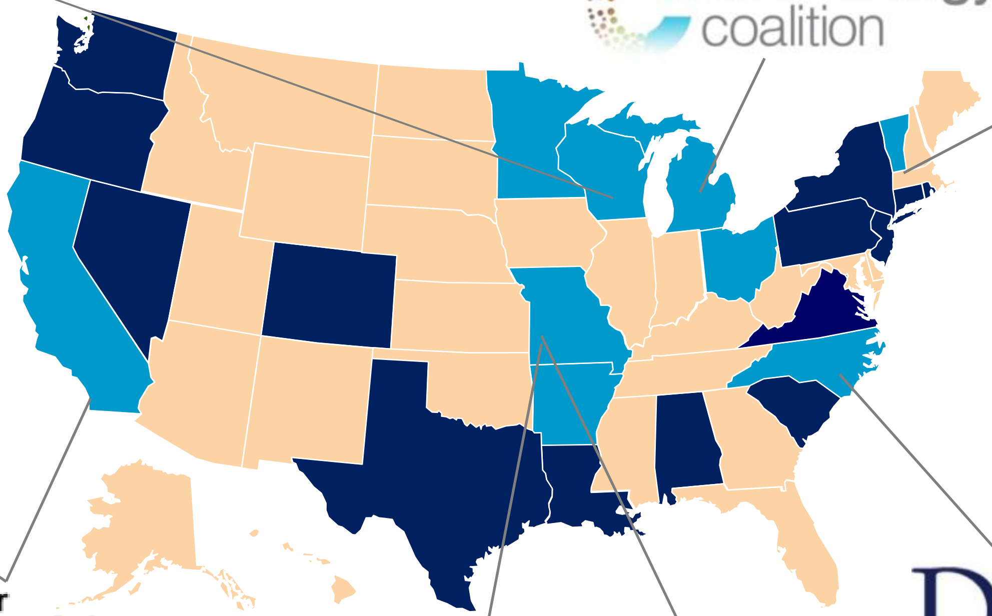
Rutland Regional Medical Center
An Affiliate of Rutland Regional Health Services

Green Mountain Power
On. Every Day.

Castleton
A Vermont State College

Hubbardton Forge

CUBIC



Center for Sustainable Energy California

Kansas City Missouri

Metropolitan Energy Center

Duke University

Clinton Foundation
Clinton Climate Initiative

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MOU Executed

Interest/Activity

KEEP
CALM
AND
REPLICATE

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