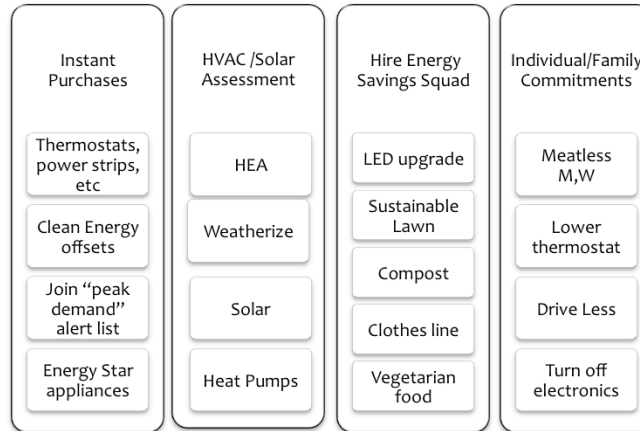


Cooler Concord Follow-Up Purpose

1. Encourage attainment of goals
2. Continue to build a “Smarter Concord” community
3. Collect data regarding achievement of goals and associated ghg reduction points

Action Opportunities at the Fair



CSEC Gilda Gussin, M.Ed

Need to put follow up in context. What kind of actions are people going to be encouraged to do? This slide describes some of that.

All kinds of irresistible energy savings opportunities will be provided at the fair. The idea is to get people to take action while they are there, rather than just collect information.

1. For example, attendees can purchase thermostats, clean energy offsets, energy star appliances, and join the peak demand alert list.
2. They can sign up for home energy, solar, weatherization and heat pump assessments. Group pricing will be available, as well as weatherization rebates, regardless of heating source . A lot of emphasis will be placed here, since
3. Attendees can also sign up for services provided by the energy savings squad. The Savings Squad are handy people who can be hired to help residents upgrade to LEDs, make their lawns more sustainable, start composting, put up clothes lines, and sign up for a vegetarian food service.
4. People try to act in ways that are consistent with what they have already said or done. Individuals and families will also be asked to make commitments such as reducing meat consumption, lowering their thermostats, driving less, and turning off

Social Marketing Tools

- ✦ Commitment
- ✦ Social Norms
- ✦ Social Diffusion
- ✦ Prompts
- ✦ Vivid Communication
- ✦ Incentives
- ✦ Modeling
- ✦ Goal Setting
- ✦ Feedback

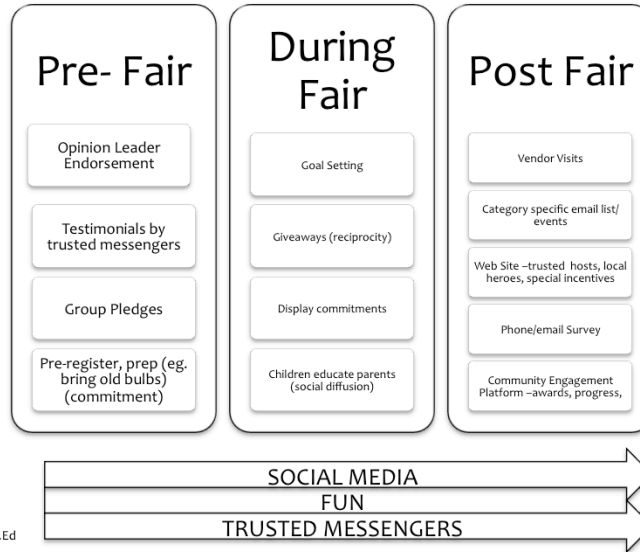
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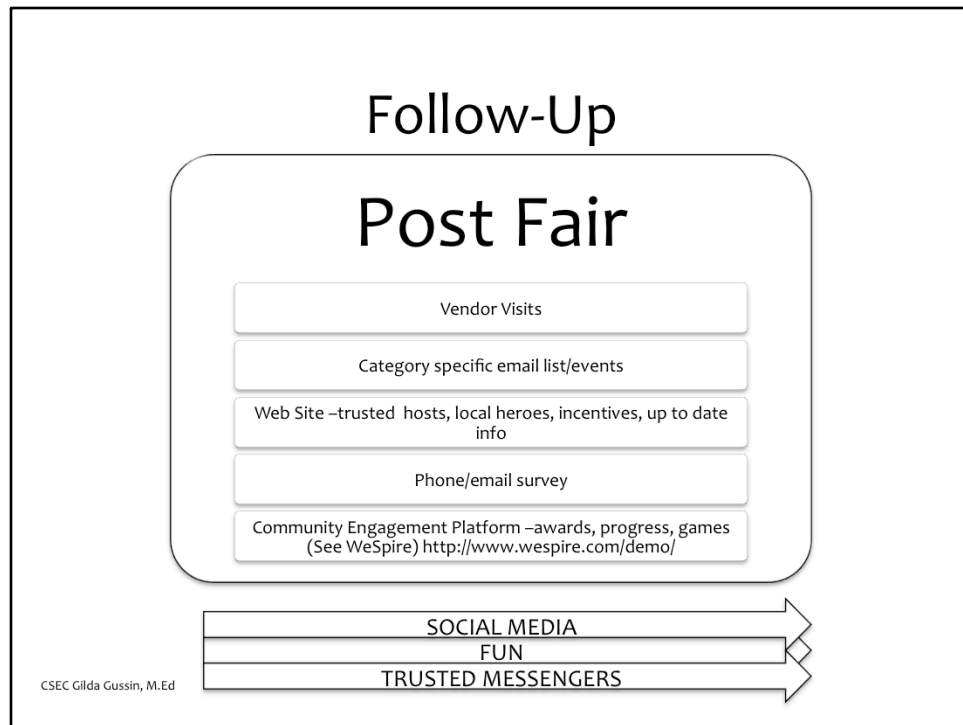
Our efforts will be more successful if we employ these tools based on years of research regarding behavior change. Important to keep this in mind as we build our category plans

Social Marketing Encourages Action



CSEC Gilda Gussini, M.Ed

Social Marketing tools will be employed during activities before, during and after the fair.



Follow Up involves the following:

- HVAC/Solar vendors will provide in home assessments that result in more insulation, solar PV, solar hot water, and heat pumps.
- The energy savings squad jump starts homeowners on their new habits such as line drying and composting.
- Category leaders send out targeted emails to those who have expressed interest in specific categories such as reduce/reuse and meat reduction
- A web site serves as a one-stop source for up to date information for each category provided at the fair. It is hosted by Peter Nichols, Earth Science Teacher with guest commentaries by trusted citizens and leaders.
- Surveys are conducted, perhaps by HS Students, perhaps by an intern to determine progress towards goals, barriers, enablers
- We are looking into the value and feasibility of a community engagement platform similar to the one developed by WeSpire, which successfully engages employees in sustainable behavior