



**ENERGY
RESPONSE
CORPS** 

kNAUFINSULATION
it's time to save energy

An EE Program Consistent with our
Sustainable Development

Traditionally,
the U.S. energy
efficiency programs
have tried to motivate
consumers by focusing
on . . .

① Saving the ENVIRONMENT

② Making your home more
COMFORTABLE

③ SAVING money

ENVIRONMENT

PROBLEMS ARE DISTANT.

Consumers are aware of climate change, but they don't fully equate energy usage with its environmental impact.

Accenture, "Understanding Consumer Preferences in Energy Efficiency", 2010

COMFORT

Not compelling enough to
make a significant investment

Instead, people are willing to
make small ones









the high cost
of comfort is
not compelling enough

SAVING MONEY

**People don't feel in
control of their utility bills.**

LACK OF IMMEDIACY.

Feedback is separated from behavior.

LACK OF TANGIBILITY.

Saving how much?
How do I know?

**‘We’ wanted a solution for
Immediacy and Tangibility**

**People tend to strongly
prefer avoiding losses
to acquiring gains.**

**Saving isn't as
motivating as
Losing is.**

LOSS AVERSION

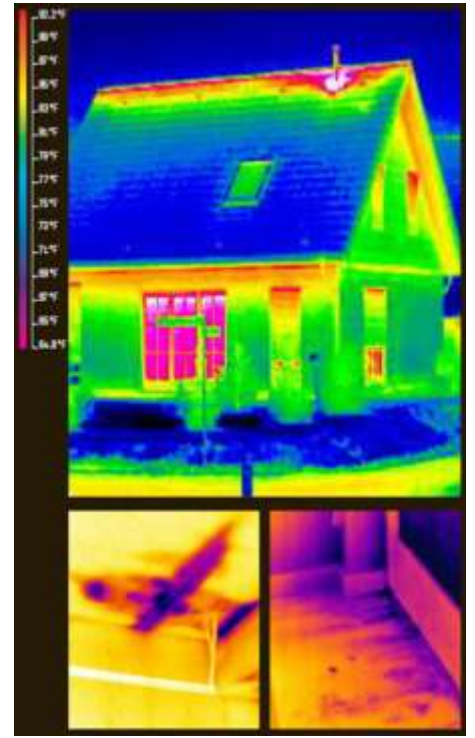
**How much energy
and money are you losing
daily, monthly, yearly?**

Strategy

- 1. Make energy loss a visible problem - name it**
- 2. Monetize the loss - make it specific**
- 3. Create a movement that drives homeowners to our solution**
- 4. Provide a program that triggers energy audits and delivers relief to the problem**
- 5. Engage with homeowners**
 - promote energy loss monitoring**
 - recommend actions that lead to less loss**

NAMING THE PROBLEM

Heat Bleed



Heat Bleed \ *hēt blēd* \

The loss of energy from a building through structural leaks and inadequate insulation, including the waste of water, natural gas, electricity and other resources due to inefficient fixtures or appliances.

THE MOVEMENT

Welcome to



>>> A coalition of energy efficiency professionals



HOW IT WORKS

- ✓ Self assessment of home energy performance
- ✓ Professional Audit
- ✓ Stop Losing



Click on Logo

But, can you tell me

How big was hole?

12sq ft

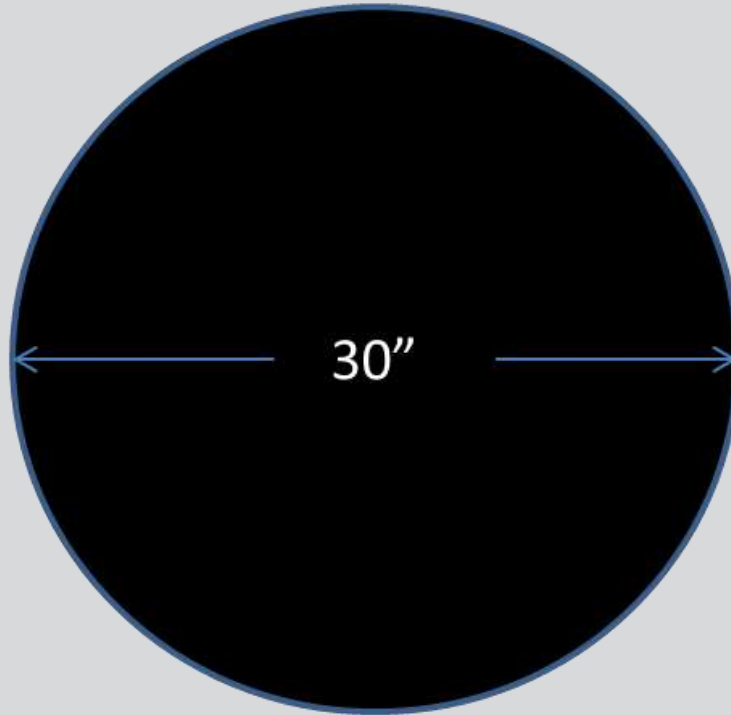
No wider than an adult hand



Death By Paper Cuts



How big is the hole in your home?



Titanic = 12 feet²
Typical Home = 5 feet²

Leaks in Homes are Everywhere





Homes Lack Insulation



>>> WHAT WE DO

>>> Energy Champions using energy audits to find **HEAT BLEED** in homes

>>> Help homeowners take corrective action

>>> **Stop the loss**



thank you.