

**EE Stakeholder Advisory Group:
Meeting Agenda**
Special Session:
**Effective Marketing, Outreach and Public
Education to
Reduce Energy Use and “Wasted Energy”**

Tuesday, June 22, 2010

1:00 – 4:30

Location: Midwest Energy Efficiency Alliance

645 North Michigan Avenue, Suite 990

Chicago, IL 60611

Time	Agenda Item	Discussion Leader
1:00 – 1:15	Opening and Introductions	Annette Beitel
1:15 – 2:15	Current Marketing and Outreach Efforts <ul style="list-style-type: none"> • Overview of M&O efforts to date • What has worked? • What has not worked? 	ComEd Ameren CUB
2:15 – 3:15	Applying Behavioral Economics to Achieve Energy Use Reductions <ul style="list-style-type: none"> • Energy Overuse • Studying what works to reduce energy use • What techniques don't work? <ul style="list-style-type: none"> ○ Does raising awareness lead to energy use reductions? • Studies of what does work • Smart incentives 	Annika Todd, Ph.D. – Precourt Energy Efficiency Center - Stanford University

3:15 – 4:15	<p>Effective Marketing, Outreach and Public Education to Achieve Energy Use Reductions: The Evaluator's Perspective</p> <ul style="list-style-type: none"> • Overview • Flex Your Power Campaign • What have residential consumers said about energy use reduction? • Segmentation, grass roots outreach • Recommendations for Effective Marketing, Outreach and Public Education to Achieve Energy Use Reductions 	<p>Anne Dougherty Opinion Dynamics</p> <ul style="list-style-type: none"> • EE Program Evaluator • Lead researcher for California "Flex Your Power" Campaign
4:15 – 4:30	<p>Wrap-Up: Discussion Questions</p> <ul style="list-style-type: none"> • Should EEPs money be allocated for broad Public Education Campaign? (such as Flex Your Power?) • Should EEPs money be spent on program to achieve energy reductions from behavior changes if resulting energy use reductions are measurable? 	Annette Beitel/All

Attachments:

- ComEd Marketing and Outreach: what has worked, what has not (attached)
- Ameren Marketing and Outreach (forthcoming)
- CUB's efficiency website
- Behavioral Economics is the New Green (attached)
- Marketing, Outreach and Public Education: The Evaluator's Perspective (attached)