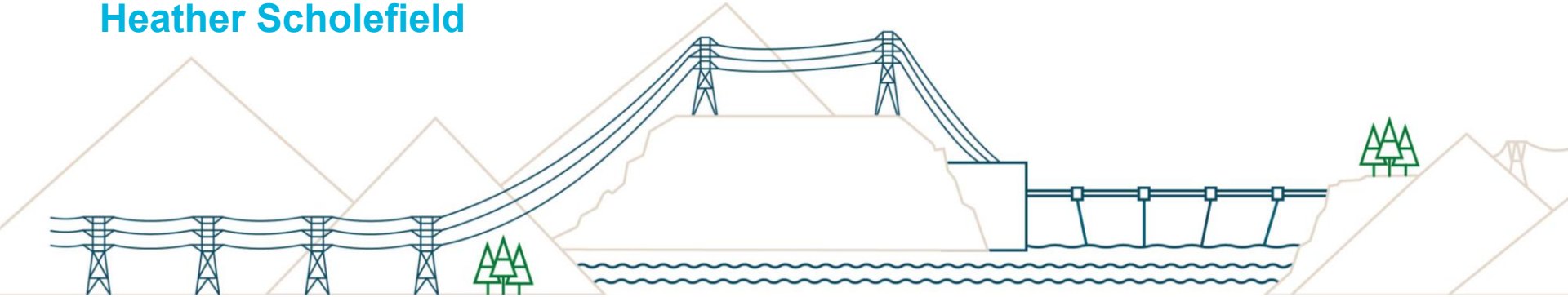


How BC Hydro uses Social Marketing and Behavioural Economics

Arien Korteland &
Heather Scholefield



BIG Difference, November 29, 2019

BC Hydro: promoting energy conservation for decades



Energy savings

bcydro.com/power smart.html

BC Hydro Power smart

How can we help? Sign Up Log in

Accounts Energy savings News Projects & operations Community Work with us Outages & safety

Residential Business Electric vehicles in B.C.

Energy savings

Let's be smart about our power

Residential

Get tips, advice, and valuable rebates to help improve your home's energy efficiency and save on your electricity bill.

[Learn more](#)

Savings & rebates Rebates, tips & more, including free products and advice if you're an income-qualifying customer.	Join Team Power Smart Team members can take the 10% Reduction Challenge and earn \$50.	Tools & calculators Online tracking tools. Device calculators. Finding efficient appliances and electronics.
Buying a home An energy-efficient home is a more comfortable, healthier choice. Plus your utility bills will be lower.	Building & renovating Consider options for improving energy efficiency, plus the basics of solar power generation.	Energy management trials We're looking for customers who can take part in a variety of technology trials in the coming months.

Business

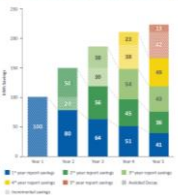
Improve your business' energy efficiency and your bottom line.

[Learn more](#)

Technology & product incentives Get started to understand opportunities for energy efficiency.	Programs & incentives A variety of programs to help you improve your business' energy efficiency.	Understand your electricity use Online energy tracking tools give you access to detailed information about your business' electricity use.
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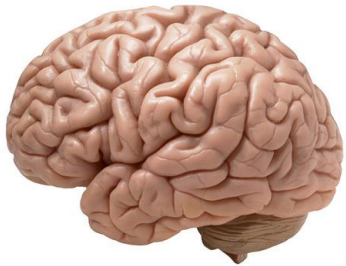
BC Hydro's approach

Figure 4 - Illustration of Avoided Decays and Incremental Savings



Research, trials, pilots, evaluate programs, etc.

Study Social Marketing models and theories



Adopt Behavioural Economics principles



Review other behaviour change programs

Apply Human Design Thinking tools

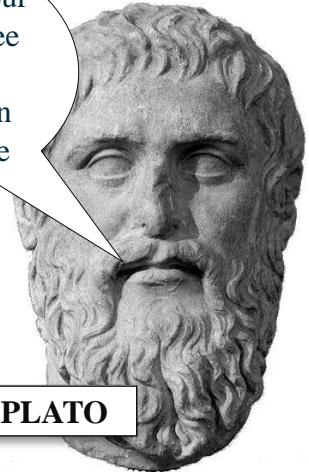


Why changing energy-related behaviour is challenging



https://www.youtube.com/watch?v=SELS6-ss_g

Human behaviour
flows from three
main sources:
desire, emotion
and knowledge

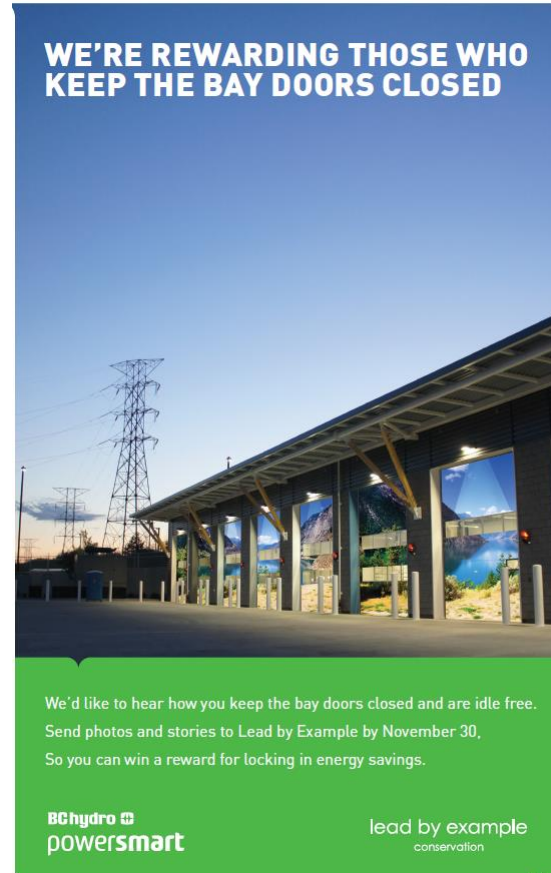
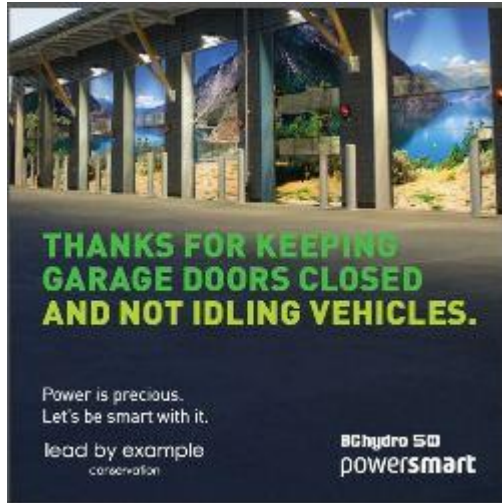


PLATO

Energy conservation is not a single behaviour



Lessons from the field



Lessons from the field



CMBCs Turn Off the Lights campaign encouraged operators to turn off the lights in unoccupied crew rooms.

Energy Conservation at BC Ferries

In every job at BC Ferries, there is responsibility and opportunity for greening our company through energy conservation.



Lessons from the field

lead by example
conservation

**Help Conserve Energy:
Use the Revolving Door!**

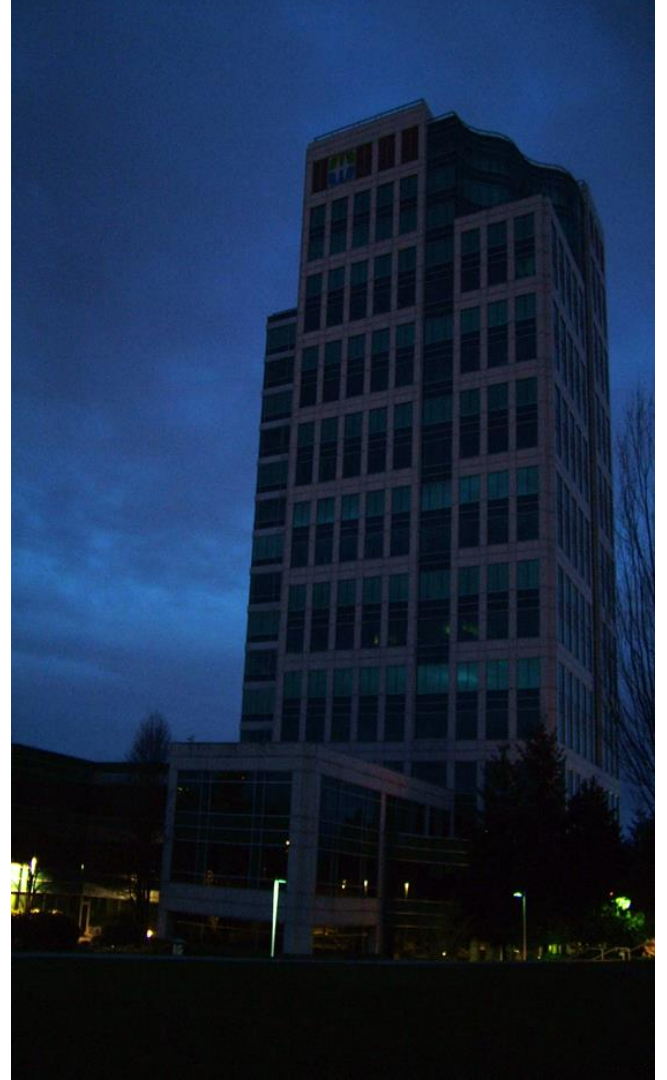


If everyone at Edmonds were to use the two revolving doors, we'd save at least 50 tonnes of GHG/year.

That's because when you use the revolving doors instead of the swing doors, about 5 times less air passes through. That means less work for the building's heating or cooling system.

One good turn leads to another.

When you use the revolving door, the person behind you is 90% more likely to follow suit.



SHUT THE SASH

**shut
the sash
competition**

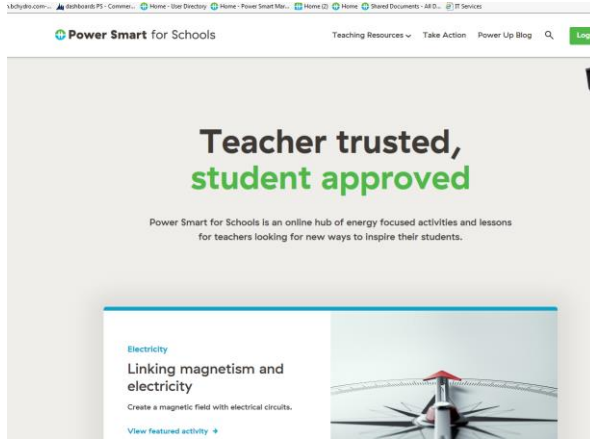
February 3 to
March 14, 2011



Did you know? Fume hoods use 10% of UBC's total energy!

Shut the Sash encourages researchers to save energy through one simple action—closing laboratory fume hoods.

Lessons from the field



Turn It Off, Before You Take Off



June 22 - 26th 2015

Join the district in reducing energy waste over the summer holidays by turning off and unplugging electronics – and fridges – before you leave.



Energy Wise Network Holiday Break Shutdown

Teachers & students save energy over winter break



Above: Alexandra Tudose, SD42 manager, energy & environmental sustainability (left) and Glenwood Elementary principal, Jennifer Beveridge.

Sign Overview

The valuable support of the Environmental Sustainability Committee, the 1st annual holiday shutdown campaign at was a success. Staff at eight schools, involving over 4,000 students, staff and environmental champions participated. The consulting with teachers and principals as it was established that the key factors to ensuring high participation in this campaign were: ease of use, short time commitment and flexibility for reporting.

School staff were excited to work together to minimize our ecological footprint over the holidays," said vice-principal Jennifer Beveridge. "End of day before the Christmas Eve we were all eagerly unplugging."

Eight schools participated in the holiday shutdown and together, Maple Ridge – Pitt Meadows School District unplugged over 500 appliances.



Pictured above: From left to right: Tammy Lymbis, Jennifer Fitzpatrick and Jennifer Beveridge. Pictured below: Glenwood staff enjoying the winning breakfast.



Learn more

Alexandra Tudose
Energy & Environmental Sustainability Manager
Maple Ridge - Pitt Meadows School District

EVERY STEP COUNTS

THINK YOU'RE HOT?

Turn the thermostat down. Close the window.
Fight Climate Change. Save Our Snow.



Lessons from the field

The screenshot shows the BC Hydro website interface. At the top, there are navigation links: 'About BC Hydro', 'Careers', 'Newsletters', and 'Contact Us'. Below this is the BC Hydro logo and a search bar. A secondary navigation bar contains 'Accounts & Billing', 'Energy savings', 'News, events & media', 'Community', 'Energy in B.C.', and 'Safety & Outages'. The 'MyHydro' section includes 'Billing & Payments', 'Moving & Electrical Connections', 'Electricity Rates & Energy Use', and 'Get Help'. A 'MANAGE ACCOUNT' section has 'Move my service' and 'Account settings' buttons. The main content area features a bill amount of \$230.16, a consumption chart for the last 7 days (Mon: 17, Tue: 27, Wed: 46, Thu: 17, Fri: 19), and several service tiles: 'Start a Challenge', 'Save up to four times', and 'Power Outages'. Each tile and button is highlighted with an orange border.

Choice Overload:
Customers may be dissuaded from clicking through to explore underlying applications due to Choice Overload stemming from the many competing Calls to Action on this Landing Page.

There are currently 30 CTAs on this page.

Leftward Visual Bias:
Leftward bias in visual processing makes it so customers are more likely to neglect content and CTAs that are on the right side of the landing page.

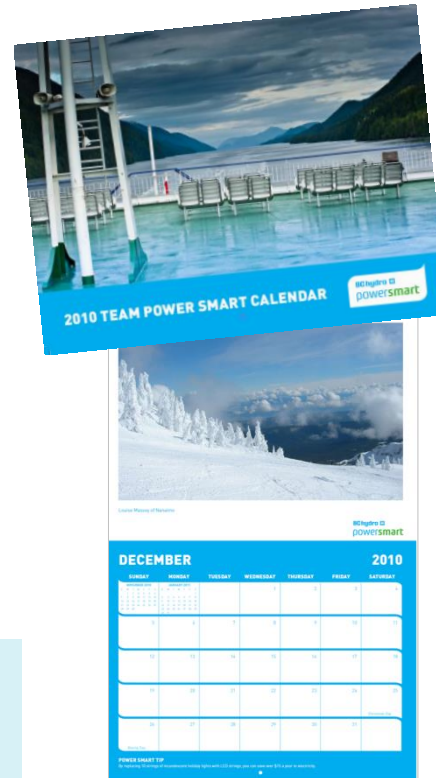
Please *turn off* the convection ovens at 8pm.

ENERGY WISE
everyday

Simplicity

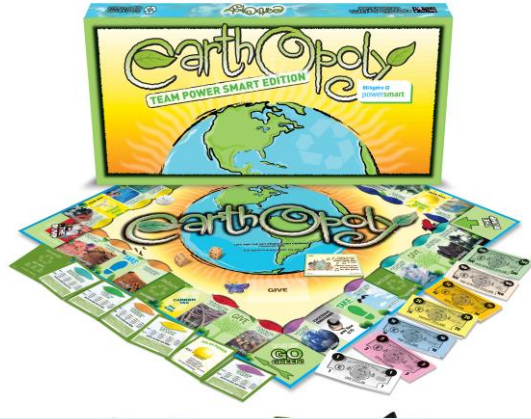
Choice overload

Lessons from the field



Co-creation: Team Power Smart Photo Contest – members submit pictures of what inspires them to be energy efficient

Lessons from the field



Customized board game and game nights



Treating Team Power Smart members as VIP's at exclusive celebratory events



Lessons from the field



Self-identification and social norms




Gamified content delivery through mobile app



Celebrities endorsing a kWh diet

BC Hydro – applying behavioural insights and collaborate

Behavior Insights & Tools
Applying Lessons from the Social Sciences to Efficiency Programs



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Martha Wilson, BEVS/CEA
Bruce Conkors, SHED
Janaia Todd, PERC

April 2010



Tools of Change
Landmark Case Study



E Source



ieadsm
energy efficiency

CEE | Behavior Committee

Bridging the Gap: Using a Behavioral Lens to Better Engage "Hard to Reach" Customers

Kira Ashby and Jennifer Smith, CEE
Fort Worth, TX
October 2, 2019

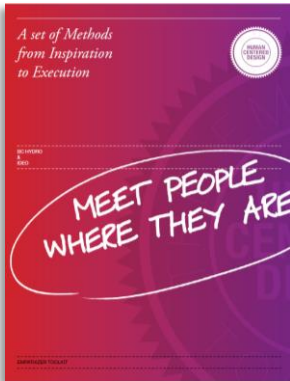


FORTIS BC
Energy at work



ACEEE
American Council for an Energy-Efficient Economy

A set of Methods from Inspiration to Execution



MEET PEOPLE WHERE THEY ARE

behavior, energy & climate change



becc



ISMA
International Social Marketing Association



BC BEHAVIOURAL INSIGHTS GROUP | Nudge for good and with humility



seechange
INSTITUTE



EmPower me



BC Hydro
Power smart



BC Hydro

Power smart