

2011 POWER SMART  
**FORUM**

RESILIENCE AND ADAPTATION:  
ADJUSTING TO A CHANGING CLIMATE

# Social Marketing: The Untapped Energy Management Tool

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power**smart**

#psf11

**Prism**  
ENGINEERING

*saving you energy*

# Social Marketing: Definition

**“The planning and implementation of programs designed to bring about social change using concepts from commercial marketing.”**

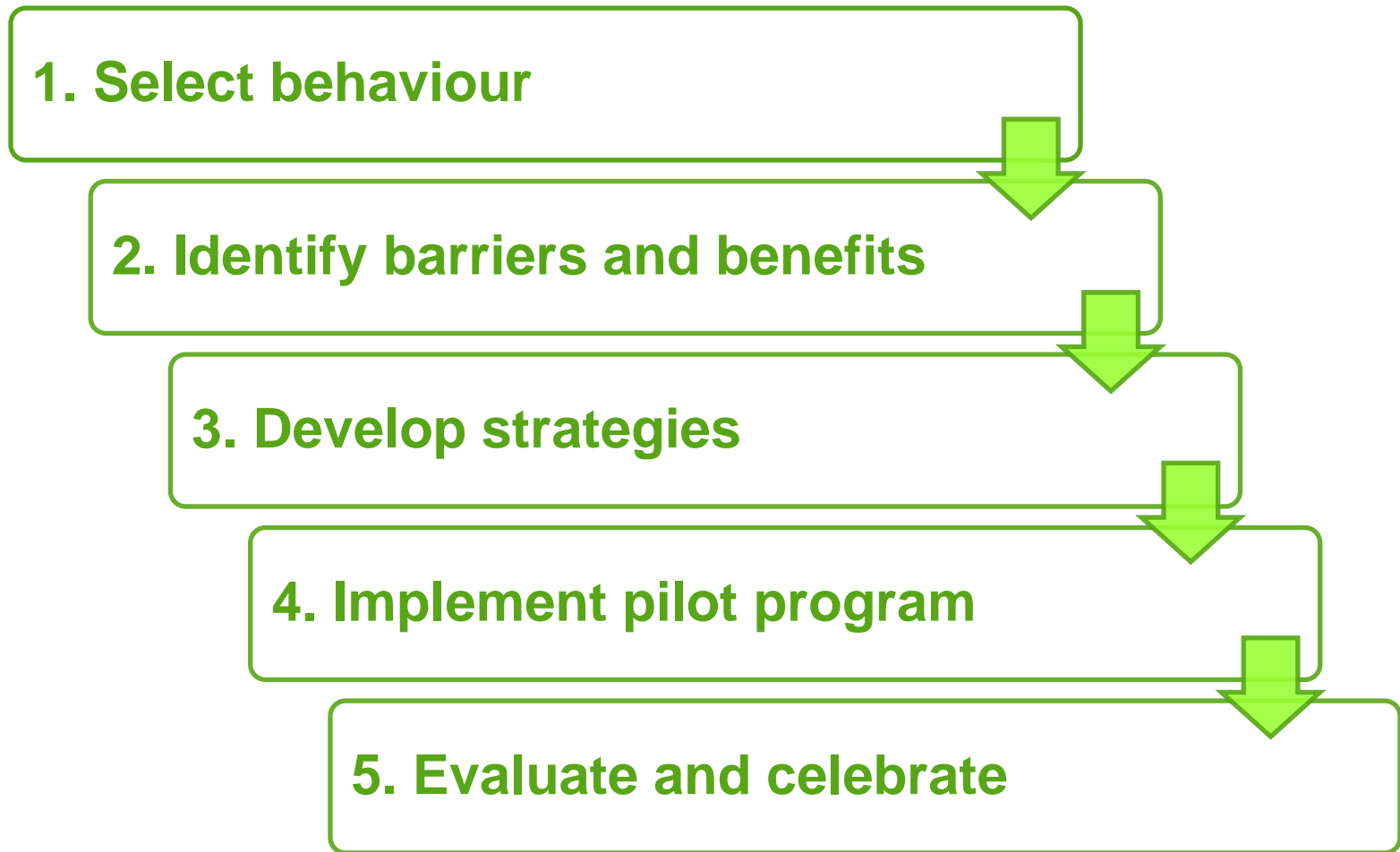
**“The ultimate objective of marketing is to influence action.”**

# Community Based Social Marketing

- A “brand” of social marketing that emphasizes direct contact between people at the community level
- Offers a systematic approach to behaviour change



# Five Step Approach

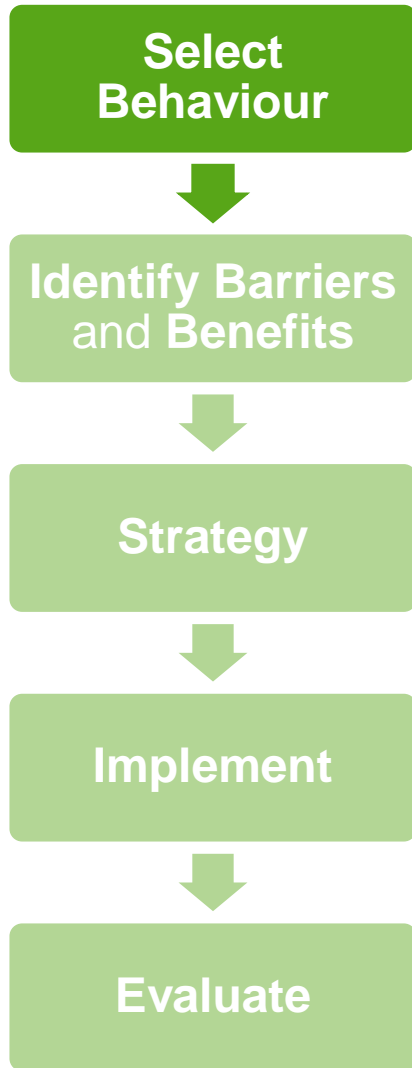


# Why this Approach Works

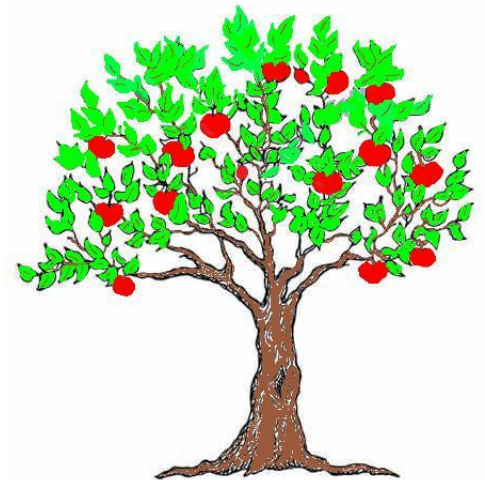
- Information alone does not change behaviour
- Strategies are based on researched barriers and benefits
- Grassroots initiative
- Behaviour modeling & direct appeal from peers
- Changes social norms within a group of people



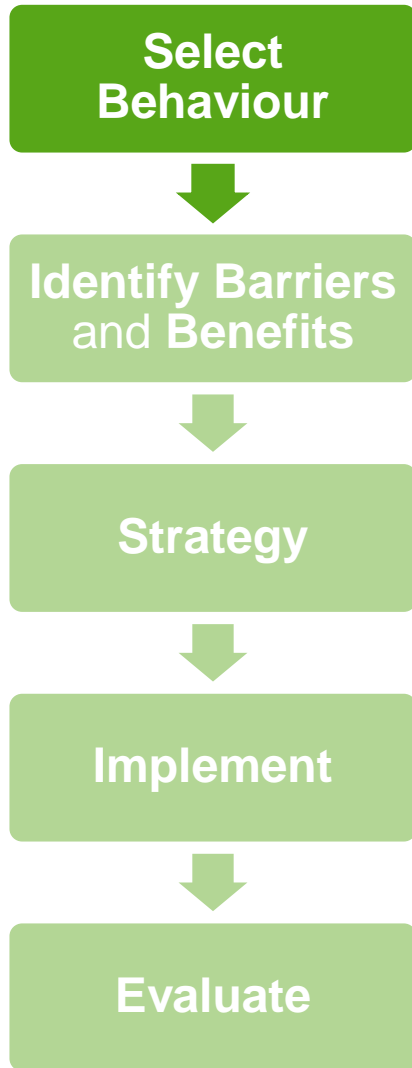
# Select Behaviour



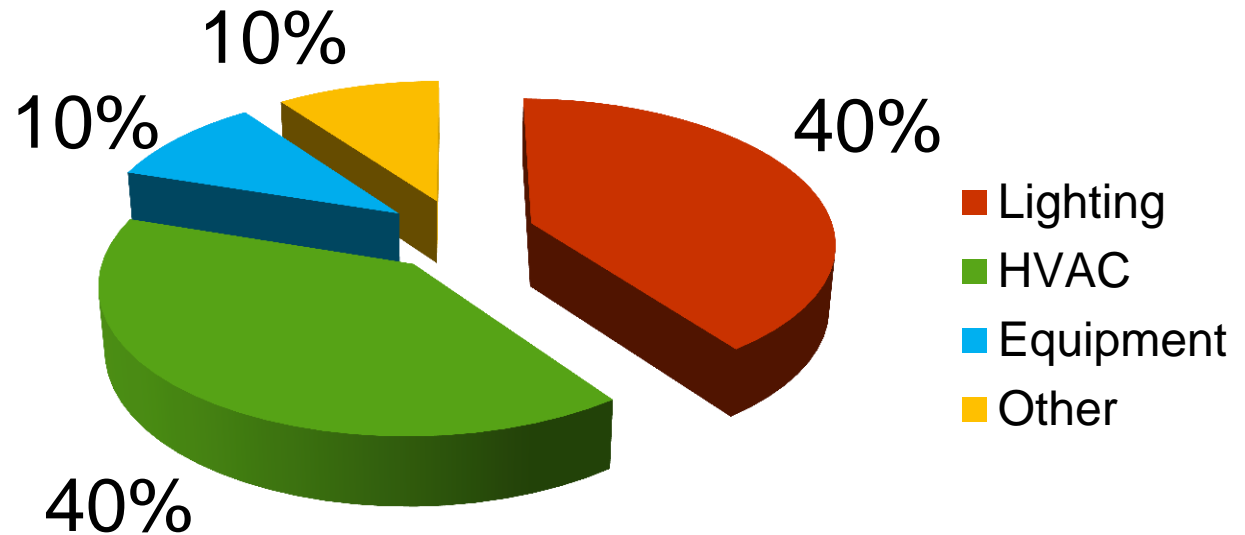
- Assess energy saving opportunities
- Select high impact “low hanging fruit” behaviours
- Identify target audience



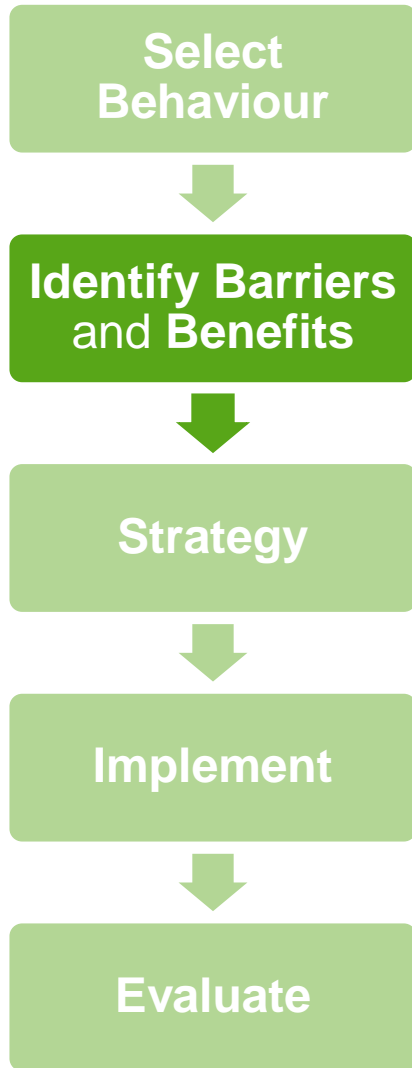
# Select Behaviour



## UFV Electrical Energy Use Breakdown



# Identify Barrier and Drivers



- Identify barriers and drivers for specific behaviour
- Barriers can be perceived or systematic
- Importance of social science research





# Identify Barrier and Drivers

Select  
Behaviour



Identify Barriers  
and Benefits



Strategy



Implement



Evaluate



## The Good Green Award for August

The first good green award goes to **maintenance** for changing the permanent on light switches to on/off switches.

This was requested & changed in a matter of days.

Thank you,

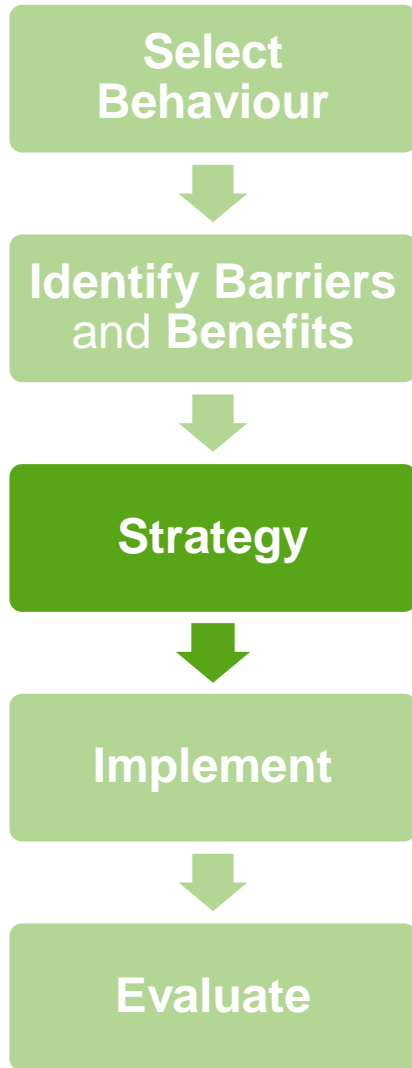
The SPH Green Team



Good to be Green



# Develop Strategies



Barriers



Benefits

- Get people involved
- Make activities fun and engaging

# Behaviour Change Toolkit



**Commitments** Move from awareness to action



**Communicating** Make your message clear and vivid



**Prompts** Visual or auditory aid as a reminder

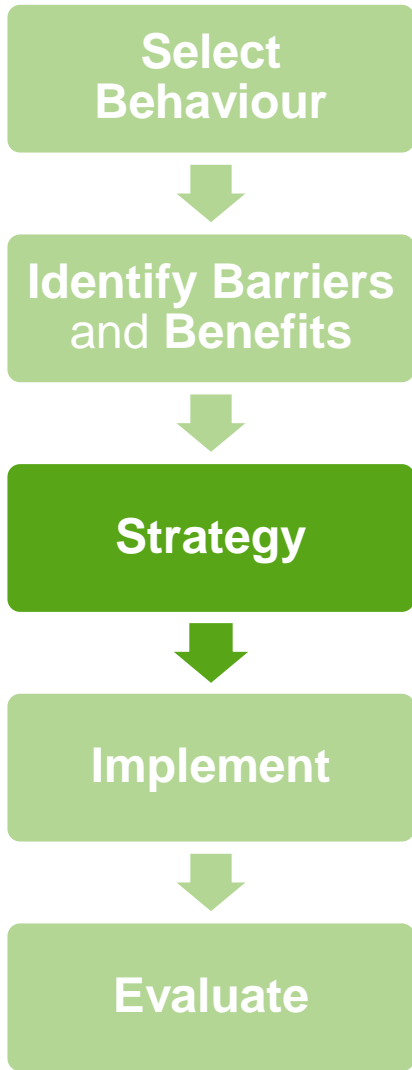


**Incentives** Enhance the motivation to act

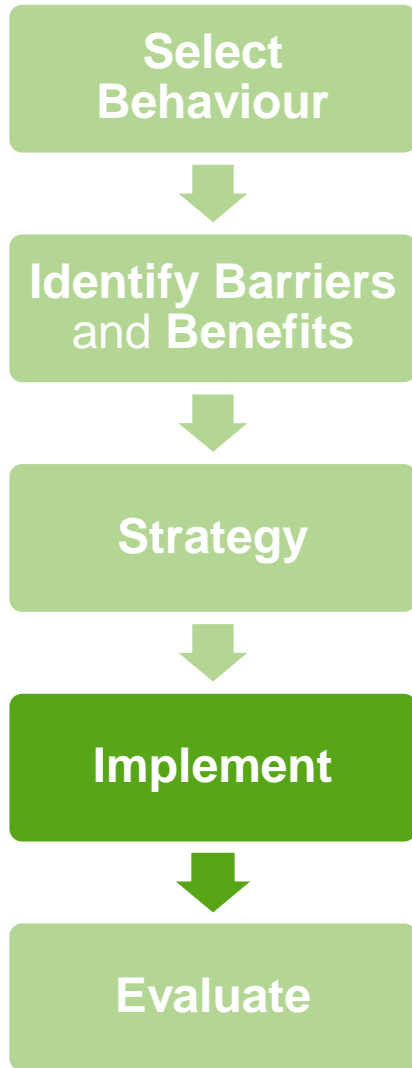


**Social norms**  
Behavioral expectations and cues within a society or group

# Develop Strategies



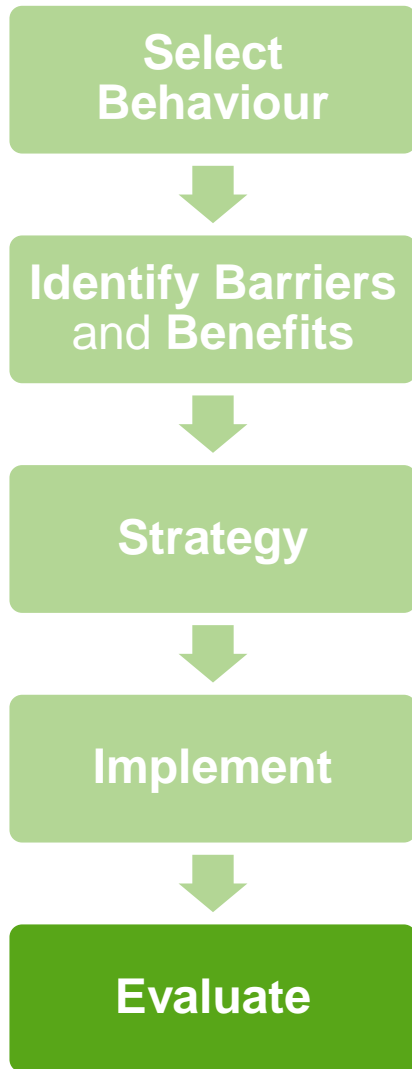
# Implement Program



- Start small: Pilot the program with a small group of your target audience.



# Evaluate and Celebrate



- Focus on evaluating changes in behaviour & energy savings
- Report on results and celebrate successes

*VIHA has seen an initial reduction of 8% in electrical energy use due to behaviour change strategies at one facility*



# Value of Social Marketing Programs

- Creates a forum for employee engagement
- Helps control operation and energy costs with small amount of investment
- Opportunity to address sustainability mandate



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# Thank You!

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