What We Know Works: Partnerships
1.12.2016 Charlotte, NC
Smart Energy Now Pilot
- Key takeaways
- Lessons learned

Smart Energy in Offices
- Guiding principles
- Core program elements
- Behavioral strategies
- What engagement looks like

Engagement Enabling Technology
- Smart Energy in Offices HQ portal
- Happen app

Data
Key Takeaways: Smart Energy Now

Evidence from Smart Energy Now pilot (Uptown):
- Significant energy savings
- 95%+ participation among CBD buildings

Commercialization across Duke Energy Carolinas service territory:
- 160GWh savings goal over five years
- Buildings 10,000 sqft+ eligible
- At least 50% sqft commercial office
- 190+ buildings, 30+ MM sqft enrolled to date
Lessons Learned: Smart Energy Now Program

- Champions – people make all the difference
- Interface – meet people where they are
- Data and tracking – can’t manage what you don’t measure
Guiding Principles: Smart Energy in Offices

- People before platform
- Focus on community
- Adapt to customer’s goals
- Make heroes of energy captains and facility managers
- You get what you measure
- Simple, easy, visual
- Partnerships matter
Core Program Elements: Smart Energy in Offices

- Energy Management Team Formation and Support
- Energy Use Feedback and Benchmarking
- Key Stakeholder Engagement
- Tenant Engagement Campaigns
- Recognition/Achievement/Competition
- Building Operator Support
- Best Practice Sharing
- Operator Engagement Campaigns
- Office Worker/Community Engagement
<table>
<thead>
<tr>
<th>Behavioral Strategies</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Commitment</td>
<td>✓ Set goals</td>
</tr>
<tr>
<td>Feedback</td>
<td>✓ Share performance data</td>
</tr>
<tr>
<td>Follow-through</td>
<td>✓ Prompt with reminders</td>
</tr>
<tr>
<td>Framing</td>
<td>✓ Define choice options</td>
</tr>
<tr>
<td>In-person interactions</td>
<td>✓ Leverage a credible messenger</td>
</tr>
<tr>
<td>Rewards or gifts</td>
<td>✓ Gamify calls to actions</td>
</tr>
<tr>
<td>Social norms</td>
<td>✓ Show people how they compare</td>
</tr>
</tbody>
</table>
What Does Engagement Look Like?
Office Worker / Tenant Engagement
Building Operator Engagement

Operator Campaigns

Networking and Recognition

Access to Data and Automated Benchmarking

Best Practice Sharing
Through partnership and innovation we transform data into actions that strengthen communities and eliminate waste.
Engagement Enabling Technology – Smart Energy

Tools for energy use feedback, including access, alerts from interval data.
Automated benchmarking... see how your building stacks up
Visibility into employee actions through the Smart Energy HQ.
### Adopt-a-Light Campaign Leaderboard

#### Team

<table>
<thead>
<tr>
<th>Rank</th>
<th>Team</th>
<th>Members</th>
<th>Actions Completed</th>
<th>Average Actions/Member</th>
<th>Percent Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3rd Floor - Lumber Exchange</td>
<td>1</td>
<td>12</td>
<td>12.00</td>
<td>100%</td>
</tr>
<tr>
<td>2</td>
<td>2nd Floor - Lumber Exchange</td>
<td>1</td>
<td>9</td>
<td>9.00</td>
<td>100%</td>
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<tr>
<td>3</td>
<td>2nd Floor - Galtier Plaza</td>
<td>2</td>
<td>18</td>
<td>9.00</td>
<td>50%</td>
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<tr>
<td>4</td>
<td>2nd Floor - Brooks Building</td>
<td>2</td>
<td>12</td>
<td>6.00</td>
<td>100%</td>
</tr>
<tr>
<td>4</td>
<td>1st Floor - Lumber Exchange</td>
<td>1</td>
<td>6</td>
<td>6.00</td>
<td>100%</td>
</tr>
<tr>
<td>6</td>
<td>3rd Floor - Brooks Building</td>
<td>2</td>
<td>9</td>
<td>4.50</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### Individual

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name - Team</th>
<th>Total Actions Completed</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Demo U - 2nd Floor - Galtier Plaza</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>Dave T. - 3rd Floor - Lumber Exchange</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Nancy T. - 2nd Floor - Lumber Exchange</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Bob T. - 2nd Floor - Brooks Building</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Bill T. - 2nd Floor - Brooks Building</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>test 33 u. - 1st Floor - Brooks Building</td>
<td>0</td>
</tr>
</tbody>
</table>
Make good things happen
- Build community of engaged participants
- Facilitate challenges with targeted calls to action
- Push new content and alerts to promote events and initiatives
- Recognize and reward champions
- Invite partners to collaborate
Targeted initiatives focused on respective pillars of the engagement mission

- Bounded time horizon to create urgency
- Branded to highlight sponsor relationships
- Users rewarded for pledging support
Participants earn points for themselves and their team with each recorded action.

Links to share more resources, tips, factoids.

Users record actions with a button click; administrators build database for rewards, tracking.
Ability to reward users for registration, check in

Click to access directions to event locations

Google Street View images automatically presented based on defined venue location
Purpose and intended benefit
Challenges and constraints
Identification and engagement of stakeholders
Capability assessment
Partnership opportunities
Consent considerations
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Thank you!