



Human Behavior and Energy Savings How Can We Tie Them?

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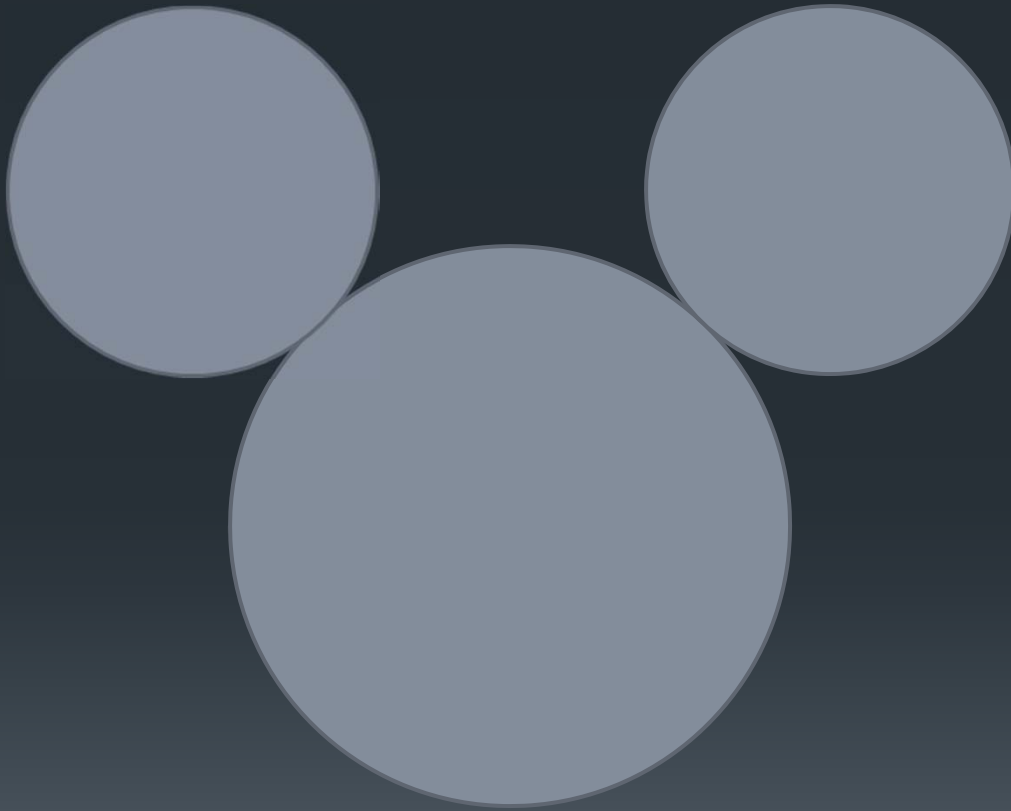
If you know answer(s) to that question, contact me!

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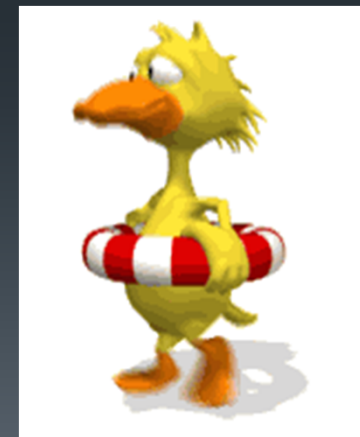
What Mouse Walks on Two Feet?





What Duck Walks on Two Feet?


Any ducks.... Including this one



Prime Effect – A Trigger

- “Disneyland” primes you to think about Mickey Mouse & Donald Duck

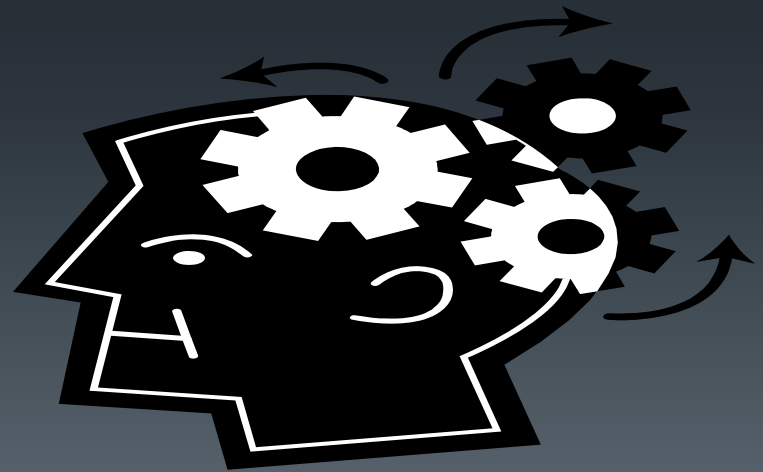




Q: How can we trigger people to think about energy savings?



“People are not logical. They are psychological.” - Anonymous





Simple Decision for Energy Saving

- Purchasing decision is driven by many factors
- In many cases, Energy Saving is not the primary driver when customers make decision on plug-in appliance purchases.
- If Energy Saving is not primary driver, then we need to make Energy Saving decision as **simple** as possible for our customers.

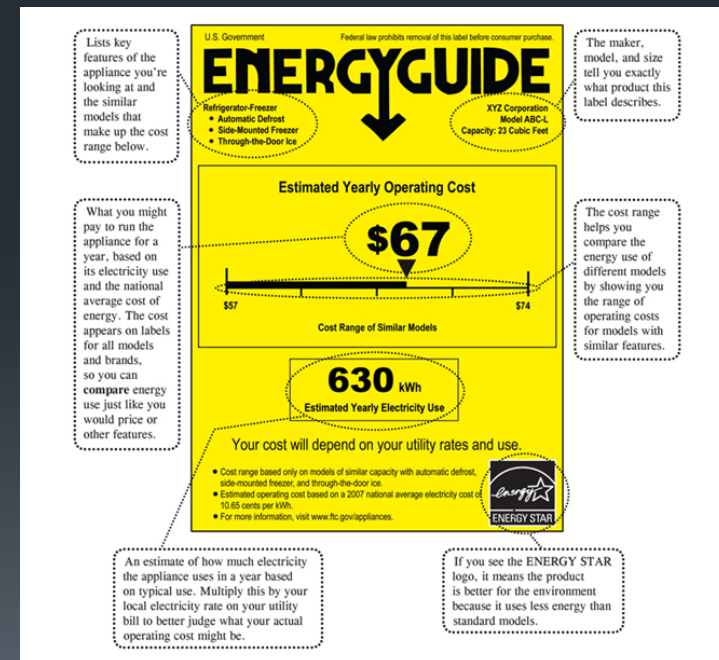
Key “Prime” - Simple

- If our customer cannot tell which one saves more energy within 5 seconds, we may lost the opportunity.



5W5S Decision on Energy Efficiency – Enabling Simple Label

- Easy Label – Can we make it **simple** and universal so that we can make a decision in 5 sec. or less?
 - Can you tell what MERV 6 means to you?



Source: Federal Trade Commission

Energy Star – People can recognize it easily as it is simple. However, is it enough for us? How about Energy Gold Star?





Research – Establishing Common Goals

- Understanding technology advancement, technology trends, and market trends
- Develop a common and **simple** framework (e.g., **5W5s**):
 - Enabling & Adoptable
 - Affordable
 - *Without degrading performance*
- Understanding and influencing human behaviors in **simple** ways.



Industries

- **Simply** incorporate Energy Saving features into your products
 - Meet or exceed EPA, DOE, or CA Title 20 requirements
- Be a Green Company
 - How can people **simply** recognize a green company?



We Are in This Business Together



Let's **Simply Collaborate!**

We Have many Energy Challenges, but...



Simply, Thank you!

