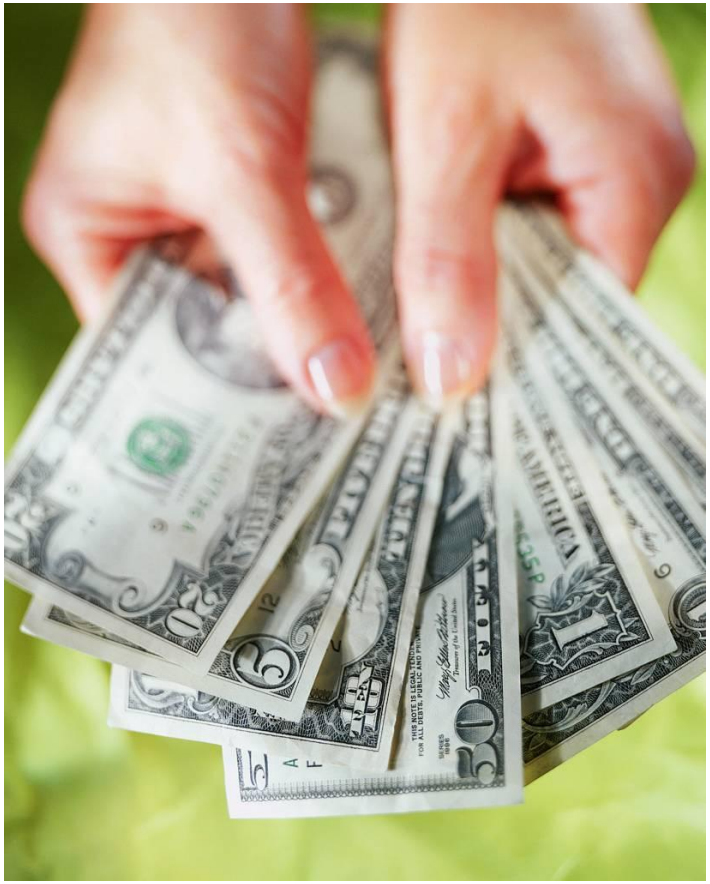
The Importance of Energy Education
And
How You Can “Empower” Your Customer

2013 LIFE Conferences

Honeywell

Who here wouldn't want an extra $50 a month?



How Much are you Wasting Each Month?

Impact

Impact

- High fuel bills can mean loss of other goods and services
- Age-related problems/disabilities exist
- Lack of income creates other “Stresses”
- Low income households spend a larger portion of their income on energy costs.

Impact

- Homes often have unsolved health and safety problems

Impact

- **Property maintenance issues exist and households may be inexperienced or lack skills necessary to address them**

Impact

Impact

Impact

Impact

One Compelling Reason

"Babies and toddlers who live in energy insecure households are more likely to:

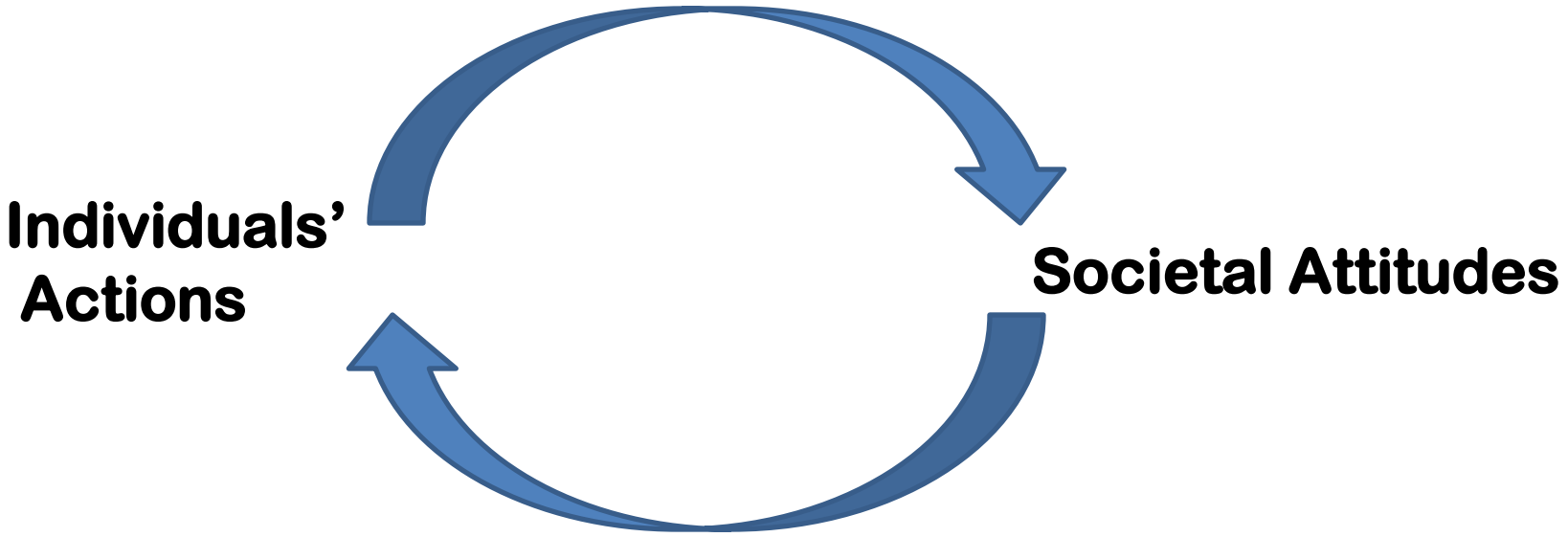
- **be in poor health;**
- **have a history of hospitalizations;**
- **be at risk for developmental problems, and;**
- **be food insecure"**

--"Fuel for Our Future" Children's Sentinel Nutritional Assessment Program in collaboration with Citizen's Energy Corporation, September 2007

Making Change

Societal Transformation

Influencing behavioral changes in individuals by changing the attitudes of the collective society as a whole



Societal Transformation

Anti-littering

Seatbelt Use

Anti-smoking

Reusable Shopping Bags

The “How To” Part

The How To Part

Practices

Turning off Unused Lights

Use Microwave Instead of Oven

Who Will Name Another Practice?

Measures

Turning off Unused Lights

Wx Strip Windows & Doors

CFLS or Now LEDs

Who Will Name Another Measure?

Something the Home Owner Can Install

Wx Strip Windows & Doors

Use Microwave Instead of Oven

CFLS or Now LEDs

The How To Part

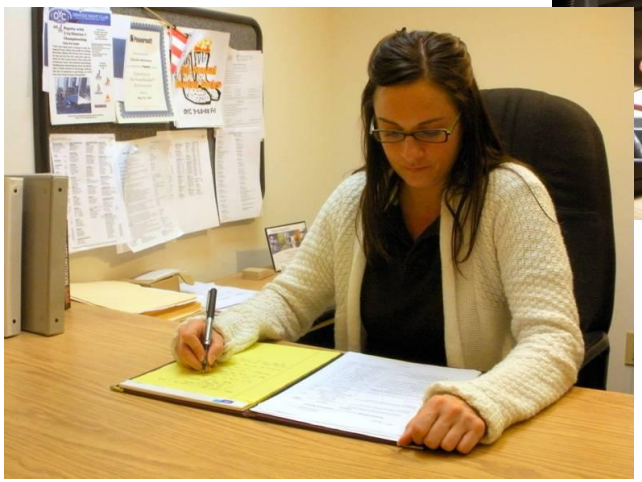
Practices

Lower Thermostat

Eliminate Space Heaters

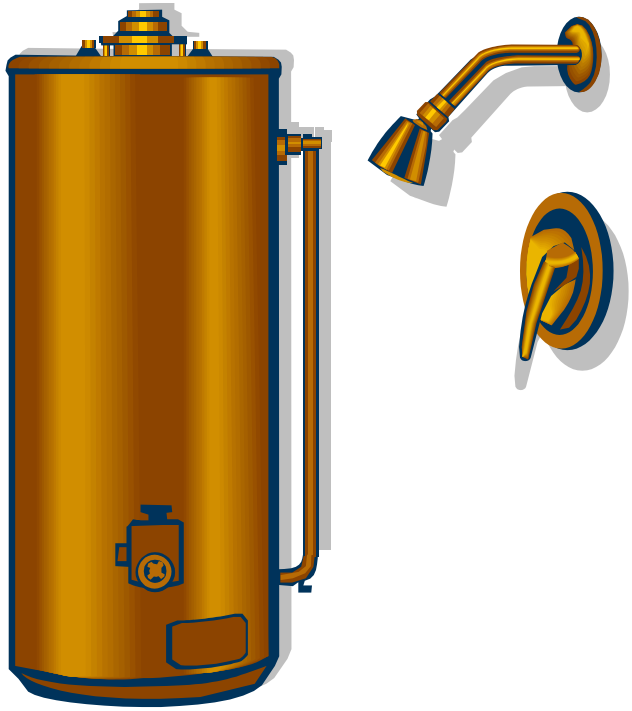
Use Energy Star Appliances

Offer Choices Rather Than “You Should……”



Smart Energy Choices

Focus on BIG Savings



“Change” You Can Believe In

Eliminating Wasted Energy
Creates Real Income

Who Wants to Be an Energy Expert?

Who Wants to Be an Energy Expert?

I have two 100 watt bulbs in my bedroom; if I replace them with one 20 watt CFL and one 15 watt CFL, how much I am I saving?

A) 165 watts

B) 165 kWhs

C) 0 watts

D) 35 watts

Who Wants to Be an Energy Expert?

If I spent $1,200 to heat my house last year, and I turn down my thermostat 5 degrees at night, and 5 degrees while at work, how much would I save?

A) $12.00

B) 20 degrees

C) $45.00

D) $120.00

Who Wants to Be an Energy Expert?

How much electric energy does an average US home use in a year?

A) 3,800 kWh

B) 11,100 kWh

C) 6,700 kWh

D) 15,800 kWh

Who Wants to Be an Energy Expert?

How much electric energy does an average NYS household use in a year?

A) 3,780 kWh

B) 9,590 kWh

C) 6,550 kWh

D) 12,350 kWh

Who Wants to Be an Energy Expert?

A faucet dripping at a rate of 10 drips per minute equals how much wasted water per year?

A) 211 Gallons

B) 527 Gallons

C) 316 Gallons

D) 1,150 Gallons

Who Wants to Be an Energy Expert?

What is the recommended temperature setting for a hot water heater?

A) 98.6^{o} F

C) 120^{o} F

B) 135^{o} F

D) 160^{o} F

Who Wants to Be an Energy Expert?

What uses the most energy when using a washing machine?

A) The spin cycle

B) Agitation

C) Water Temperature

D) Aggravation

Who Wants to Be an Energy Expert?

Name the best method to reduce drying cost?

A) Vent exhaust into laundry area

C) Turn up temperature

B) Extra spin cycle

D)Take to Dry Cleaner

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