

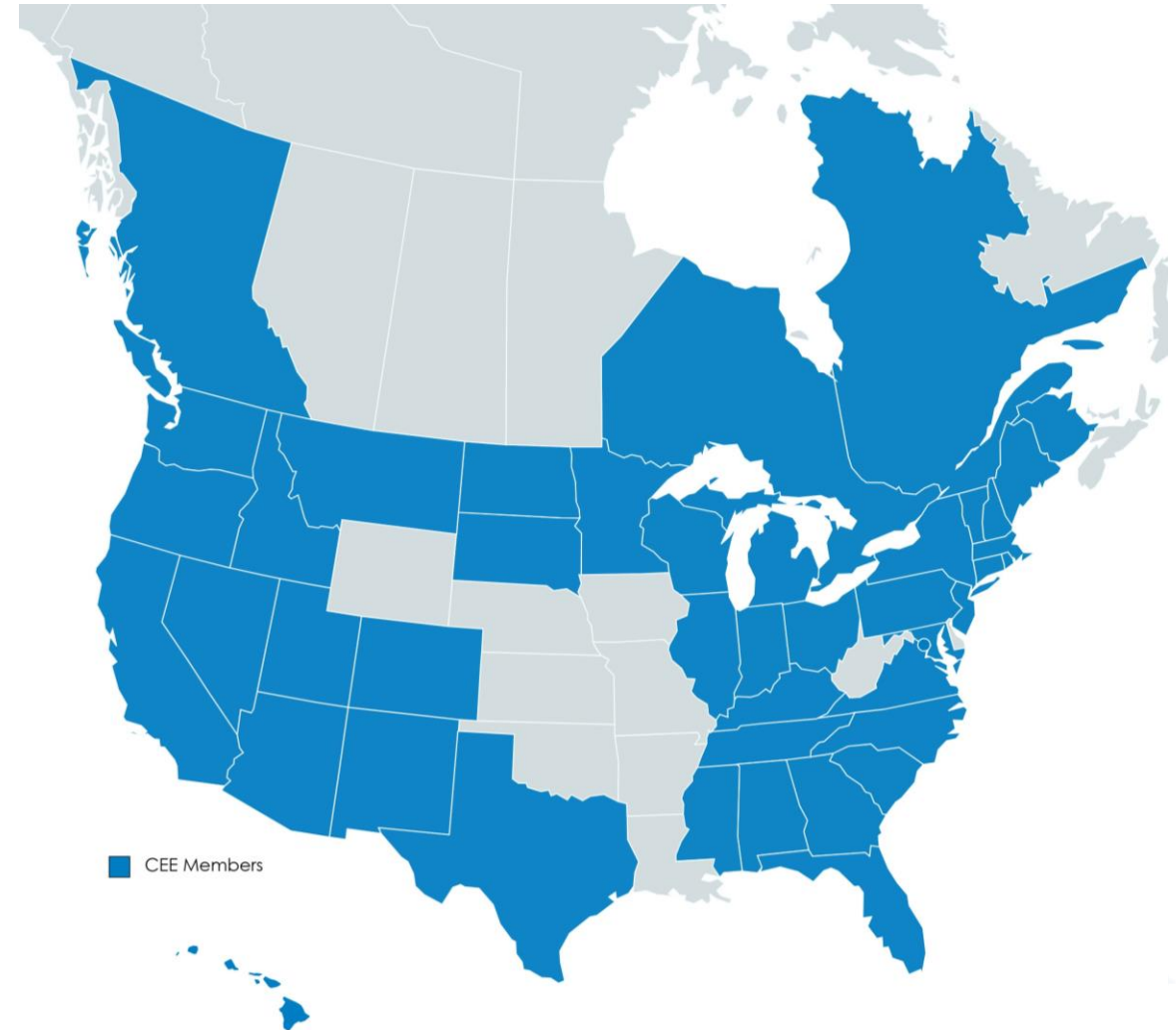
TRENDS IN BEHAVIOR-BASED ENERGY EFFICIENCY PROGRAMS

2023 Behavior Program Summary

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- NGO that brings together energy efficiency program staff at utilities across the US and Canada
- ***CEE members direct 70% of \$9 billion USD spent on energy efficiency in US and CAN annually***
- Participation includes 39 US states, 3 Canadian provinces, and federal government partners





Inventory of behavior-focused program efforts

41 Programs

23 program administrators

17 US states

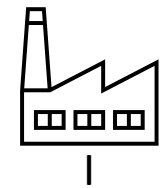
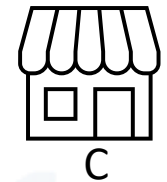
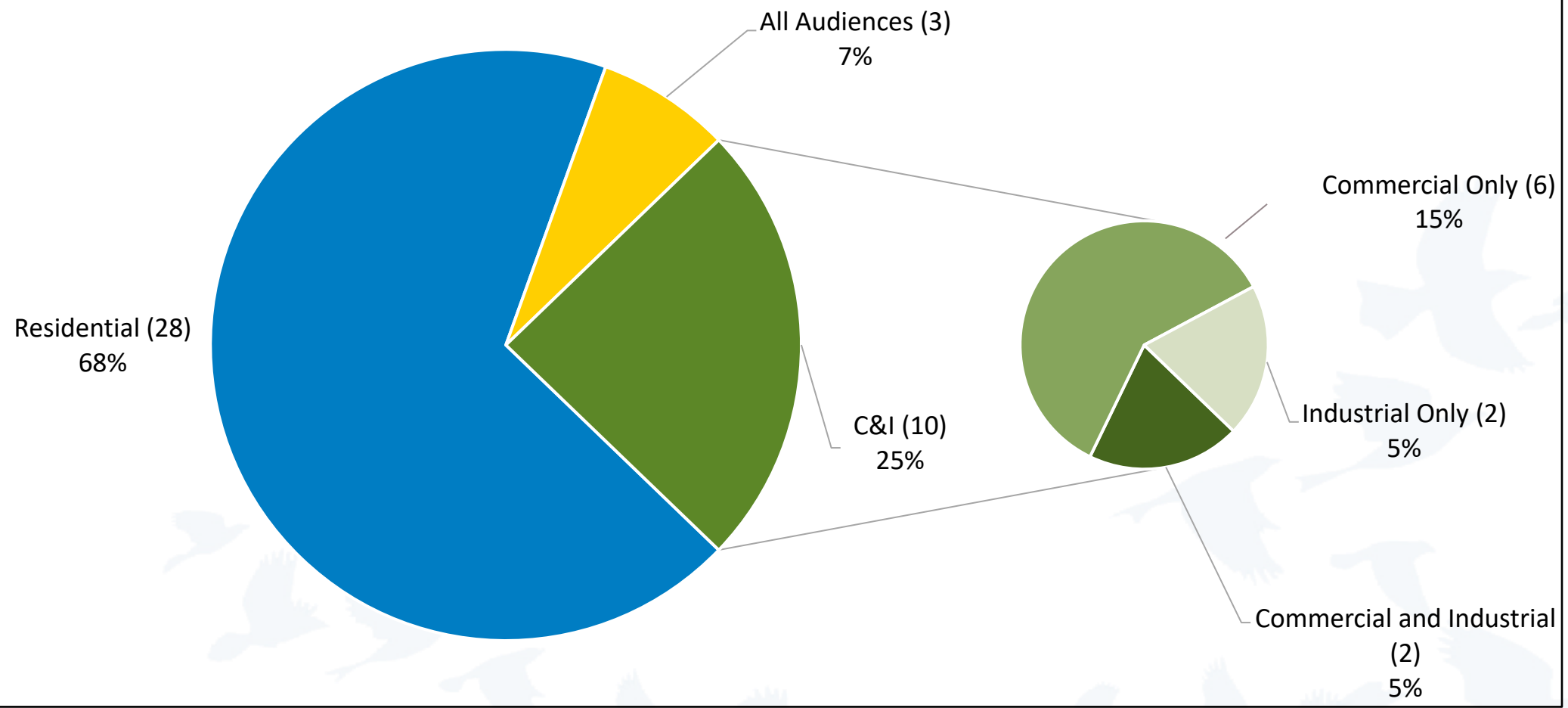
2 CAN provinces

30 programs claiming savings



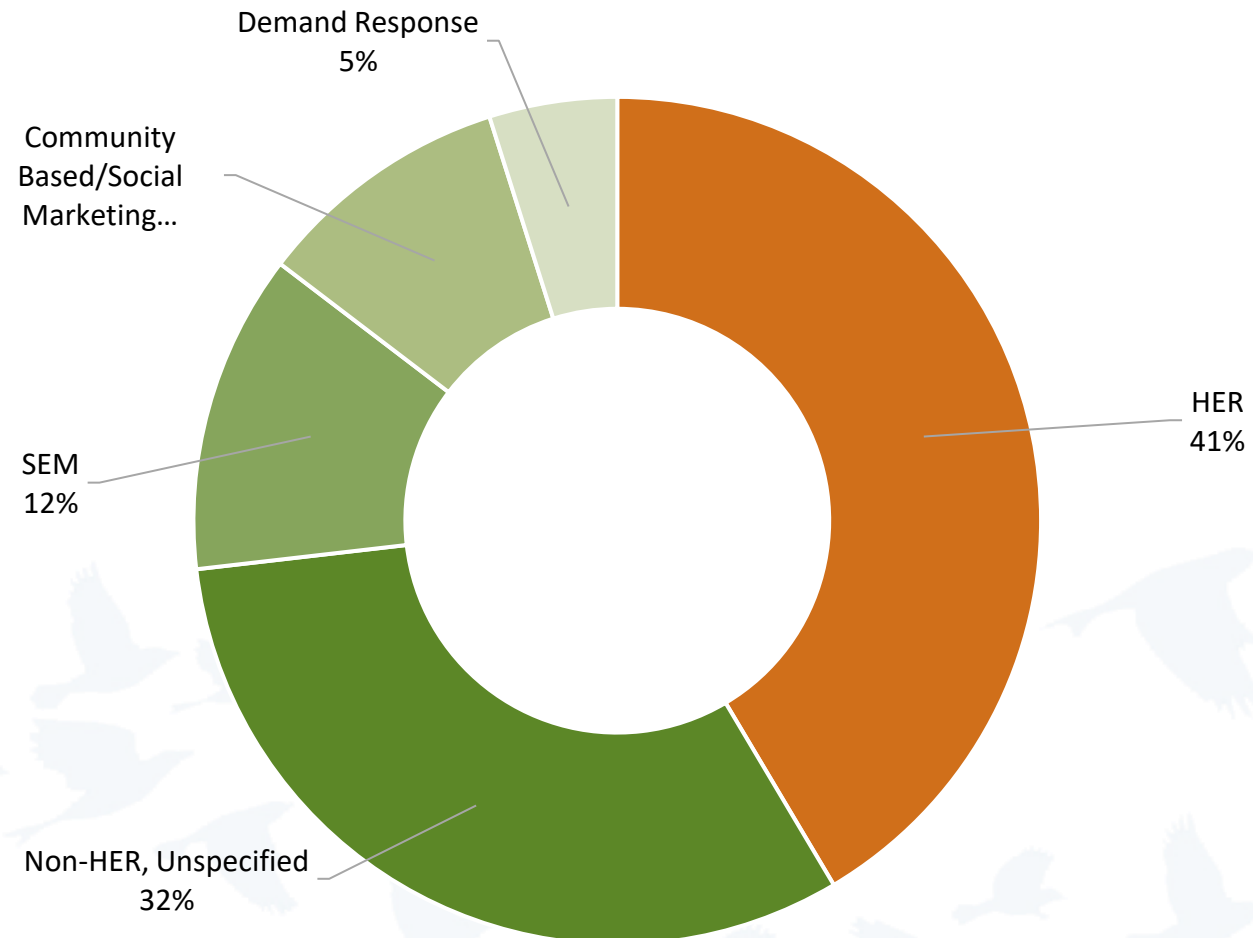


Behavioral Programs by Sector





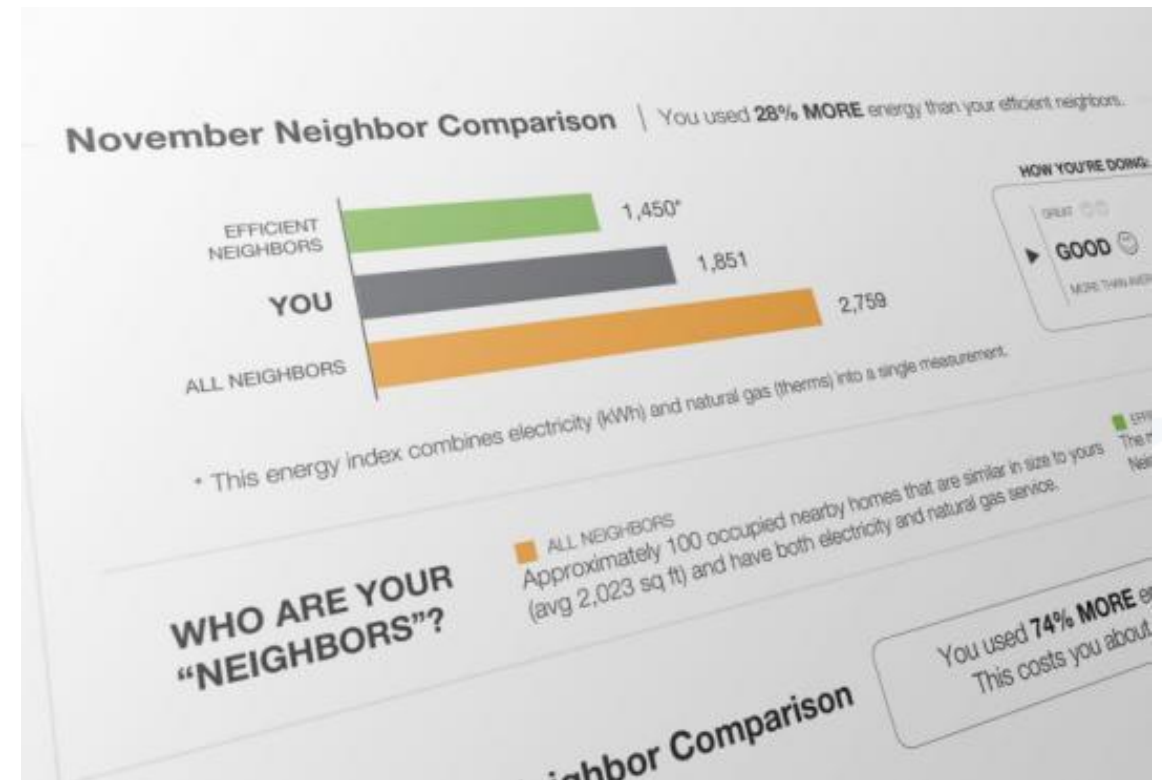
Behavioral Program Type





Behavioral Techniques

- Social Norms
- Choice Overload
- Self-Efficacy
- Default Bias and External Barriers





Behavioral Techniques

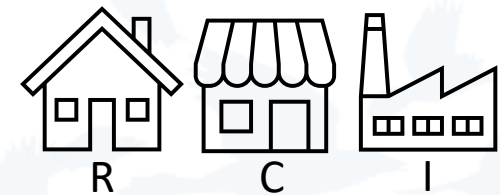
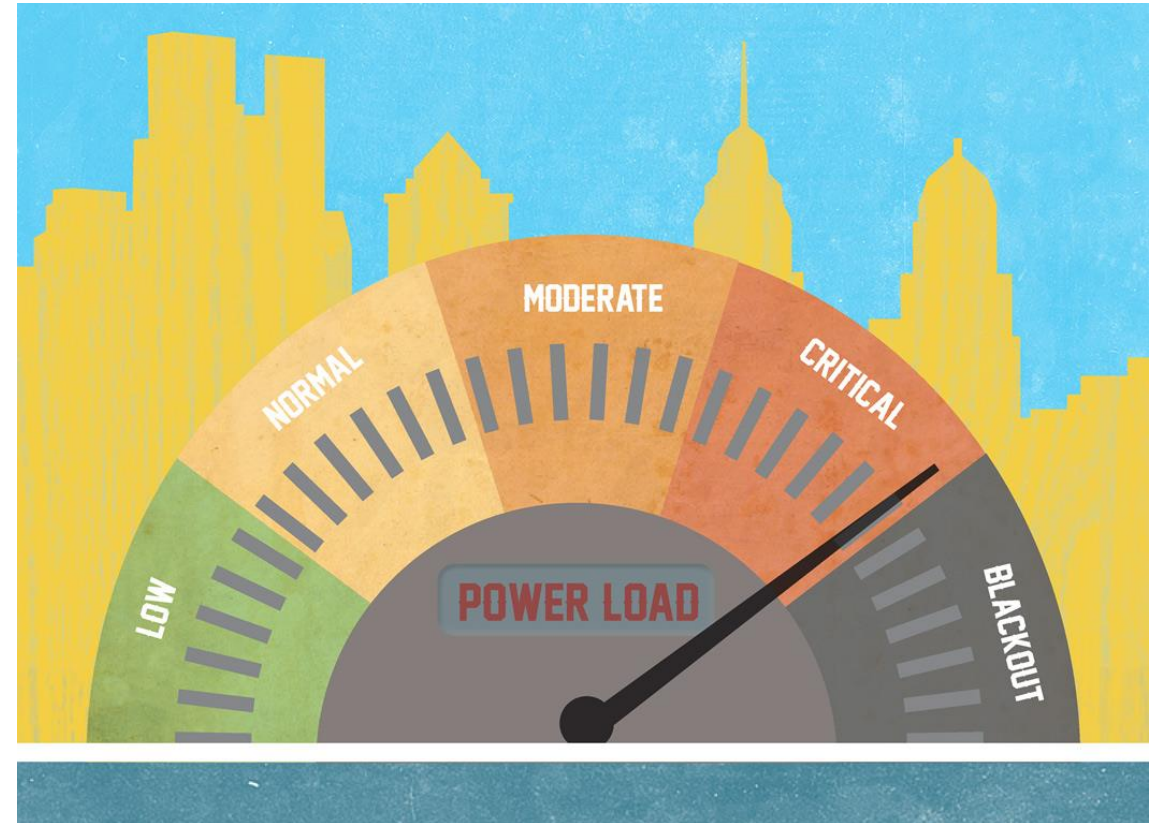
- Reciprocity
- Feedback





Behavioral Techniques

- Prompts
- Recognition Heuristic
- Loss Aversion
- Discounting the Future





Behavioral Techniques

- Interpersonal Communication
- In-kind Gifts/Gamification
- Goal Setting
- Single Action Bias



- Social norms are used widely but the other techniques are under utilized
- Many behavioral programs can claim savings
- The C&I sectors are a large customer segment with untapped opportunity to leverage behavioral techniques



QUESTIONS?



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