

SMALL BUSINESS AND BEHAVIORAL ENERGY EFFICIENCY:

DIVING DEEP INTO DATA TO ESTIMATE STATEWIDE POTENTIAL

EILEEN HANNIGAN

Principal Advisor Eileen@illumeadvising.com BECC, October17, 2017

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STATEWIDE COMMERCIAL BEHAVIOR SEGMENTATION AND POTENTIAL STUDY

ILLUME ADVISING, LLC

Eileen Hannigan Michele Scanze Shannon Kahl **SEVENTHWAVE**

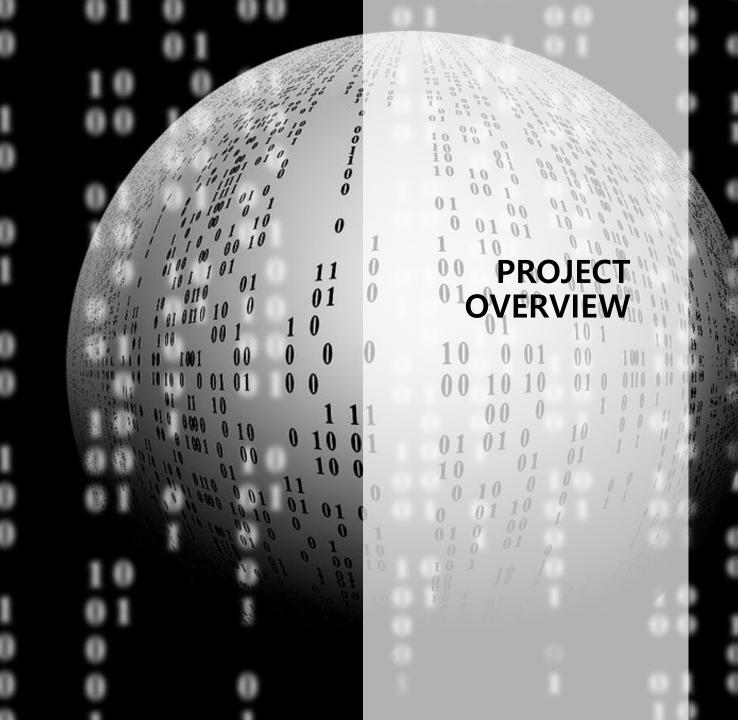
Scott Pigg Scott Schuetter Jeannette Le7aks



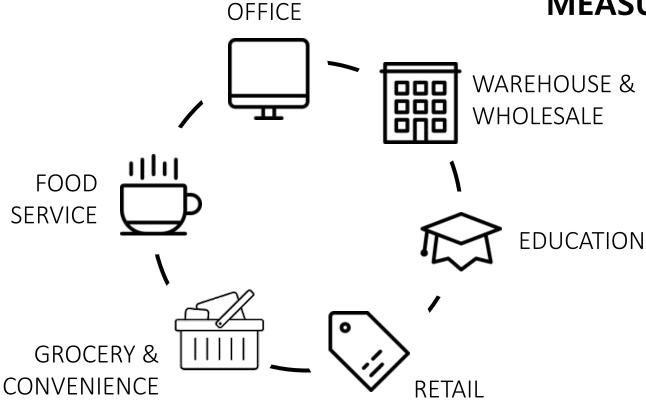


7.8 Million Therms
ENOUGH TO HEAT NEARLY
12,600 HOMES IN THE WINTER



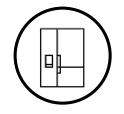


INDUSTRIES & MEASURES













Power management

Refrigeration

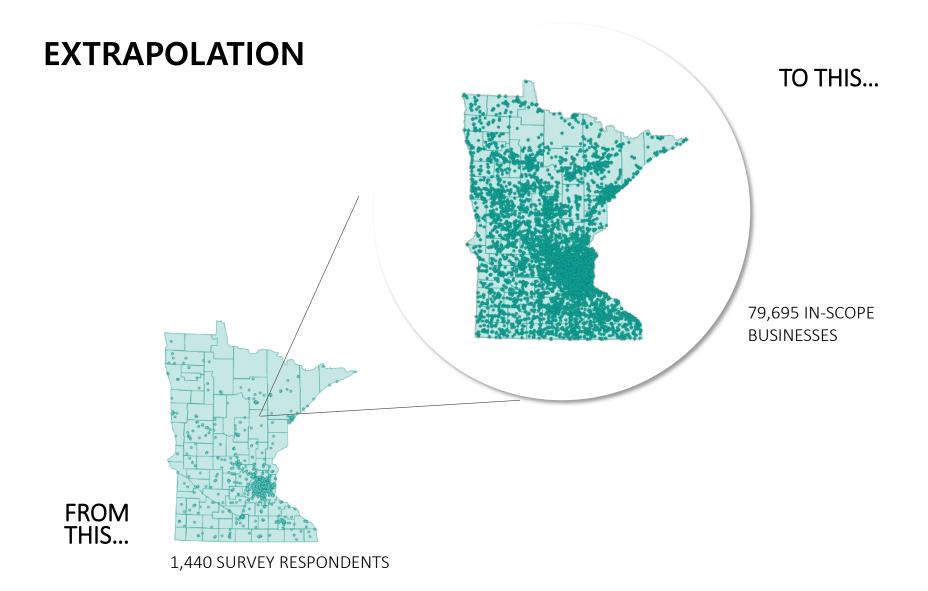
Lighting

Kitchen exhaust fan

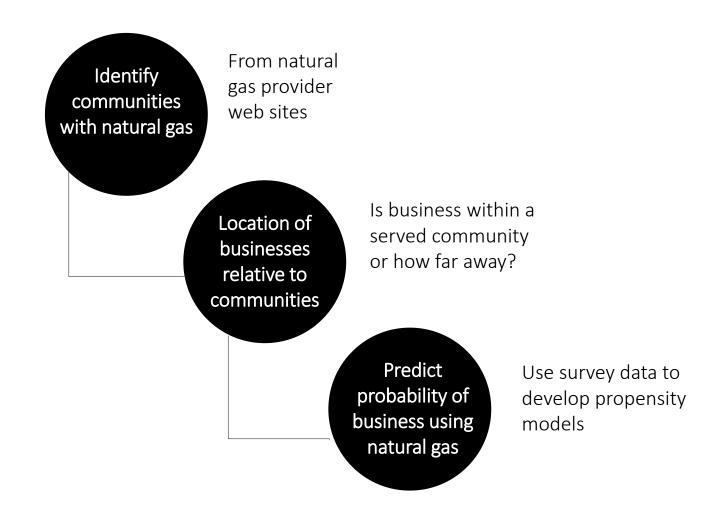
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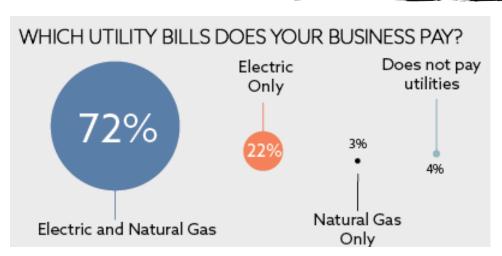
NATURAL GAS SERVICE TERRITORIES

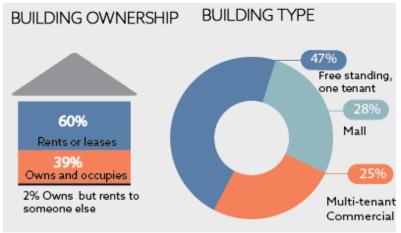


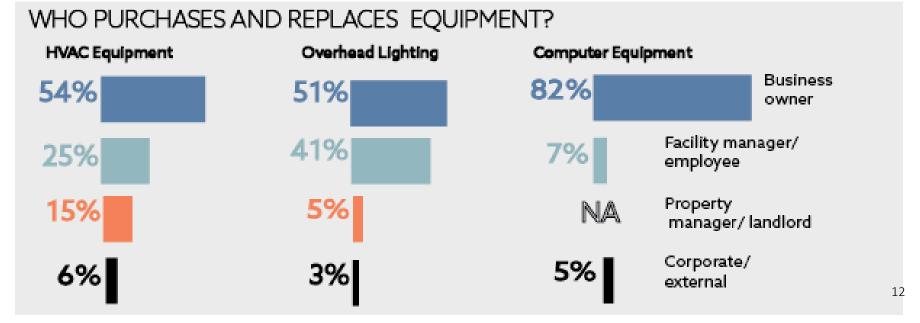
SEGMENT RESULTS



FOOD SERVICE











- 1. Create startup/shutdown schedule.
- 2. Engage staff and assign responsibility
- 3. Post the startup/shutdown schedule.



- 1. Focus on energy-saving action.
- 2. Use competition to kick-start long-term behavior change.
- 3. Reward all new participants.
- 4. Track communication progress.



- 1. Partnership with industry leaders.
- 2. Partnership with utilities.

CONCLUSIONS

Small businesses have opportunities to save energy through behavior changes.

Pilots and programs should align opportunities, business characteristics, research-based behavior change approaches, and business processes.

Opportunities to save vary by segment and by characteristics within segments.



CARD PROJECT RESOURCES

For Reports use **CARD Search** Quick Link

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Link

Conservation Applied Research and Development

Funds projects to identify new technologies or strategies to maximize energy savings, improve the effectiveness of energy conservation programs, or document the carbon dioxide reductions from energy conservation projects.

Background

The Next Generation Energy Act of 2007 (the Act) established energy conservation as a primary resource for meeting Minnesota's energy needs while reducing greenhouse gases and other harmful emissions. The Act also established a savings goal of 1.5 percent of annual retail electricity and natural gas sales for all utilities in the state. The utilities may reach this annual goal directly through its utility Conservation Improvement Program (CIP) and, indirectly, through energy codes, appliance standards, behavioral and other market transformation programs.

To help utilities reach their energy savings goal, the Act authorizes the commissioner to assess utilities \$3,600,000 annually for grants for applied



QUESTIONS?

For questions related to the CARD program, upcoming events, or if you'd like to provide feedback or suggestions, contact:

Department of Commerce

EILEEN HANNIGAN

Principal
Illume Advising
Eileen@IllumeAdvising.com





