

# 10<sup>th</sup> Annual Statewide Energy Efficiency Forum

## Session Block #2 – Fueling Energy Conservation and Efficiency through Gamification

Salon C

Level: All - Track: Stakeholder Engagement

Wednesday, June 26, 2019

4:15 – 5:30 PM

Notes prepared by **Robin Squier**, Energy Professional, Unaffiliated

### Speakers:

*Rachel Stern*, Port of San Diego

*Amy Whitehouse*, The Energy Coalition

*Michael Arvizu*, Center for Sustainable Energy

*Rita de la Fuente*, San Diego Convention Center Corporation

### Session Summary:

The Port of San Diego piloted two energy saving behavior change games.

The Energy Coalition designed and implemented one game targeting the port's public agency employees field and office staff. Campaign components included three primarily computer-based modules that took approximately 15 minutes each and some in person education, extra credit activities, individuals and departments that competed based on the number of energy actions completed at work and at home, toolkits, and results tracked in an online leaderboard. There was a 37% employee participation rate and over 800 energy actions reported.

The Center for Sustainable Energy designed and implemented another game targeting the port's business tenants with a Green Employee Engagement Campaign. Campaign components included pre and post evaluations, iPad video based and in person curriculum, physical game boards, and weekly prize winners. The available modules were Energy Basics, Plug Loads, Lighting, and Water Efficiency and each module had 5 actions. There were 180 game participants across five businesses.

Session participants broke into teams and competed by completing sample game tasks.

### **What are some words, phrases, or ideas that capture what practitioners need in order to successfully meet California's energy and climate goals?**

The Port's convention center presented their successful port tenant experience as a case study. There was initial employee push back, but eventual buy in due to the time commitment. They would have preferred more than one week to complete modules to incorporate flexibility in balancing work demands. Game board visibility was important to compare competitors.

### Other takeaways:

- Pre existing relationships with businesses and tapping green team members as team leaders contributed to buy in and success.
- Competitiveness and prizes are good motivators.
- Flexibility can be needed to adjust to unexpected challenges.
- It takes about 3 weeks for activities to become habits.
- Piloting games on a small scale can develop team leaders for subsequent games.

### **What was inspirational or hopeful about this session?**

Energy-related behavior change can be a challenge. Turning education and behavior change into fun and games can be a way to make employees think about the environmental impacts of their actions and make positive and lasting changes.



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