



ONECHANGE[®]

Simple actions matter.[™]



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www.onechange.org

1-866-585-6359

What We Do

- Come to a community, hire local people and in 120 days:
 - Connect with local opinion leaders and organizations and give them a role.
 - Recruit, train and deploy volunteers.
 - Plan and run high profile, entertaining, inclusive events and door-to-door canvassing
 - Collect data on contacts using state-of-the-art technology
 - Deliver high quality, fun campaigns to empower communities to save natural resources.



The Problem (from our perspective)

- Millions of homes need to be treated
- Dominant program model
 - Consumers still don't value service
 - Program (not service) too expensive
 - Program not scalable
 - Program doesn't reach critical mass
 - Program lacks "road to market"

Hi5 Process:

- Three years of research
- Ongoing, open source process
- Partnership with ACEEE



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Hi5 Goal:

- Make participant experience
 - Easy
 - Popular
 - Fun



Thank you!

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