

Peer Exchange Calls, Winter 2018, No. 16

The Better Buildings Residential Network hosts Peer Exchange Calls that connect energy efficiency programs and partners to share best practices and learn from one another in order to increase the number of homes that are energy efficient. Follow the links below to view full summaries of each call, and visit the Better Buildings Residential Network website to view a schedule of upcoming Peer Exchange Calls.



Image: Azentive

Make a convincing case for energy efficiency

A speaker from Azentive laid out strategies for writing compelling pitches to reach your audience using social science basics. Tips they said to keep in mind included giving people a reason to act, and ensuring messages come from a trusted source. **Member highlighted:** [Azentive](#).

- ▶ [Beyond Hunches: Using Science to Drive Behavior Change](#) January 25, 2018



Marketing & Outreach



Program Design & Customer Experience

Overcome common barriers to multifamily program success

An ACEEE study found that few programs are specifically designed to meet the needs of multifamily markets, although the need is abundant. To overcome that, they outlined key solutions to address multifamily program challenges. **Members highlighted:** [TRC Energy Services](#), [ACEEE](#), and [Austin Energy](#).

- ▶ [Achieving Results in the Multifamily Sector: Strategies that Hit Home](#) February 1, 2018



Image: ACEEE

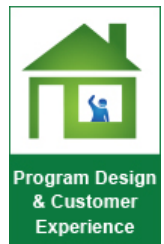


Image: DNV GL - Energy

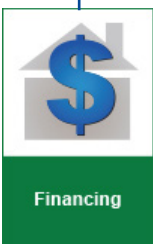
Get program design insights from our international neighbors

There is a lot to be learned from energy efficiency programs across the world. From the European Union to Nicaragua and from Mexico to India, innovative programs abound. **Member highlighted:** [DNV GL](#).

- ▶ [Going for Gold: Medal-Worthy Approaches to Energy Efficiency from Around the Globe](#) February 8, 2018



Program Design & Customer Experience



Financing

Reconsider programmatic structures to save money and increase projects

Pacific Gas & Electric (PG&E) engaged in a pay-for-performance pilot where participating organizations reduced energy use in homes using tailored approaches (behaviorial, retrofit, etc.) suited to the situation. PG&E paid participants based on energy savings. **Members highlighted:** [PG&E](#) and [Hartford Steam Boiler Inspection and Insurance Co.](#)

- ▶ [New Tools in the Toolbox: A Fresh Take on Financing](#) February 15, 2018



Image: Pacific Gas & Electric