

Residential Sustainability: Insights on you

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Green Team Project

POP QUIZ

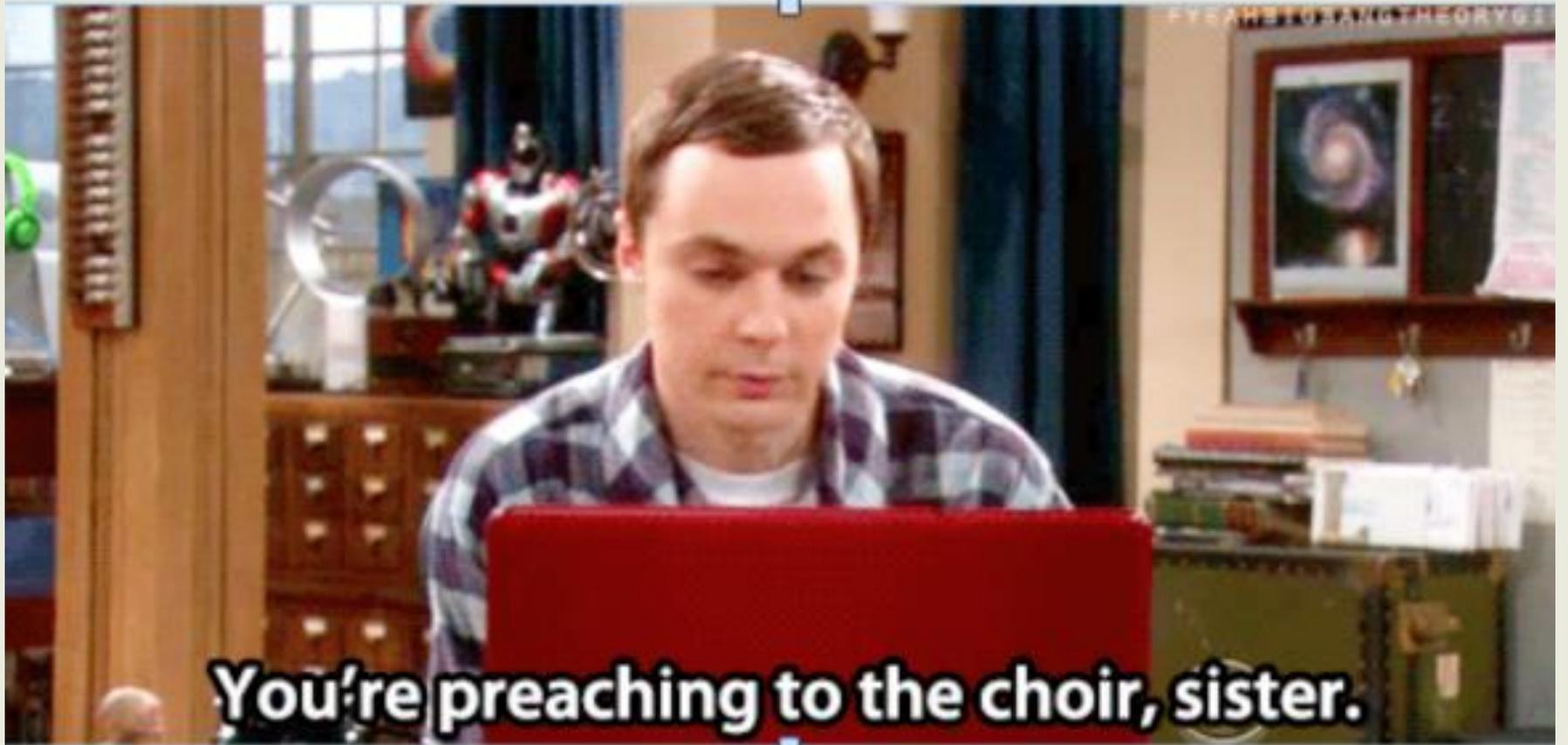
What's your baseload?

ON THE JOURNEY

- Still have a little work to do before...



LIKE SHELDON SAID



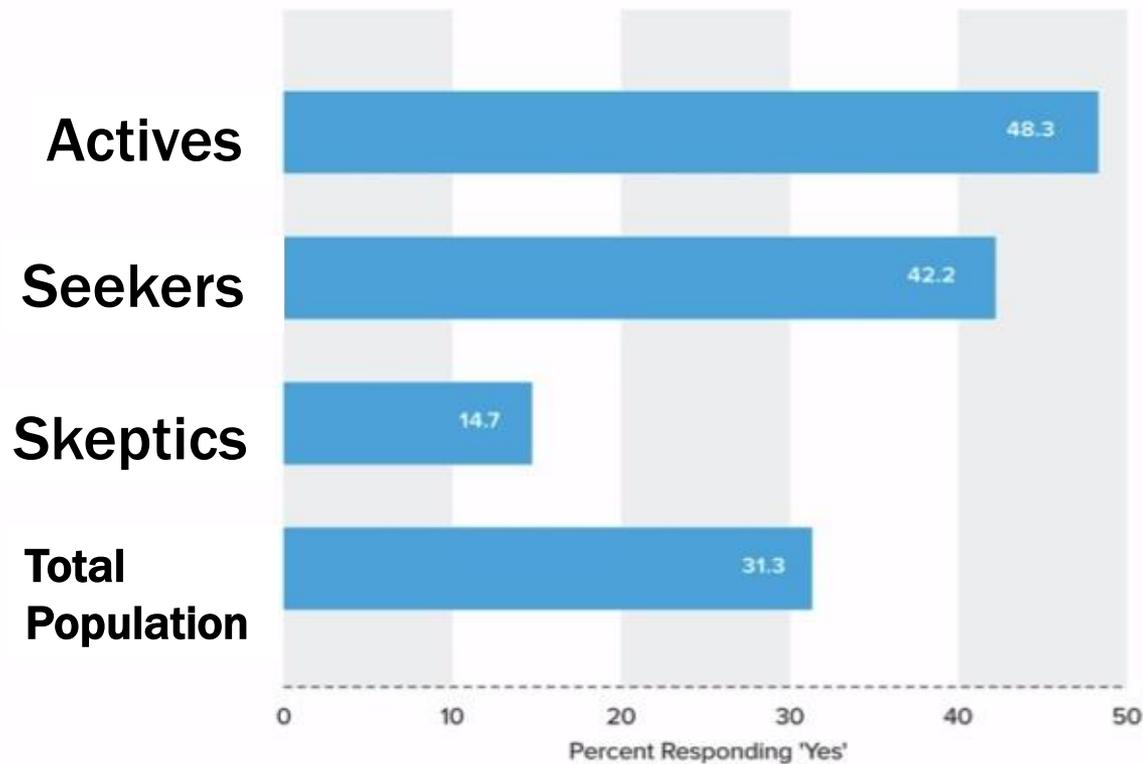
THANKS TO

The logo for Shelton Grp, featuring the word "Shelton" in a large, white, sans-serif font, followed by "Grp" in a smaller, white, sans-serif font, all set against a solid blue rectangular background.

Shelton^{Grp}

sheltongrp.com

HAS SOMEONE ENCOURAGED YOU?



N=1105

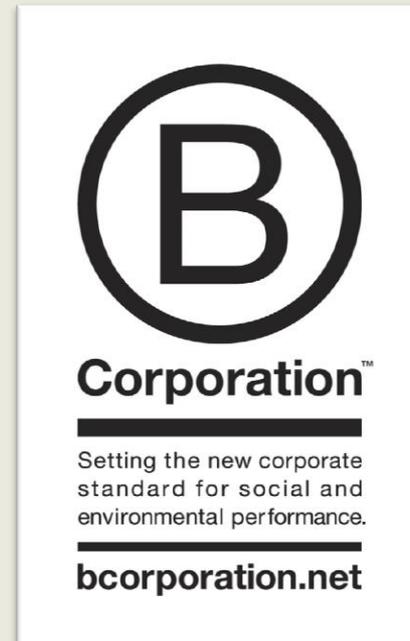
Have you ever been successfully encouraged by someone else to become more environmentally friendly or to adopt a new sustainable habit? (by Segment)

greenlivingpulse
2012

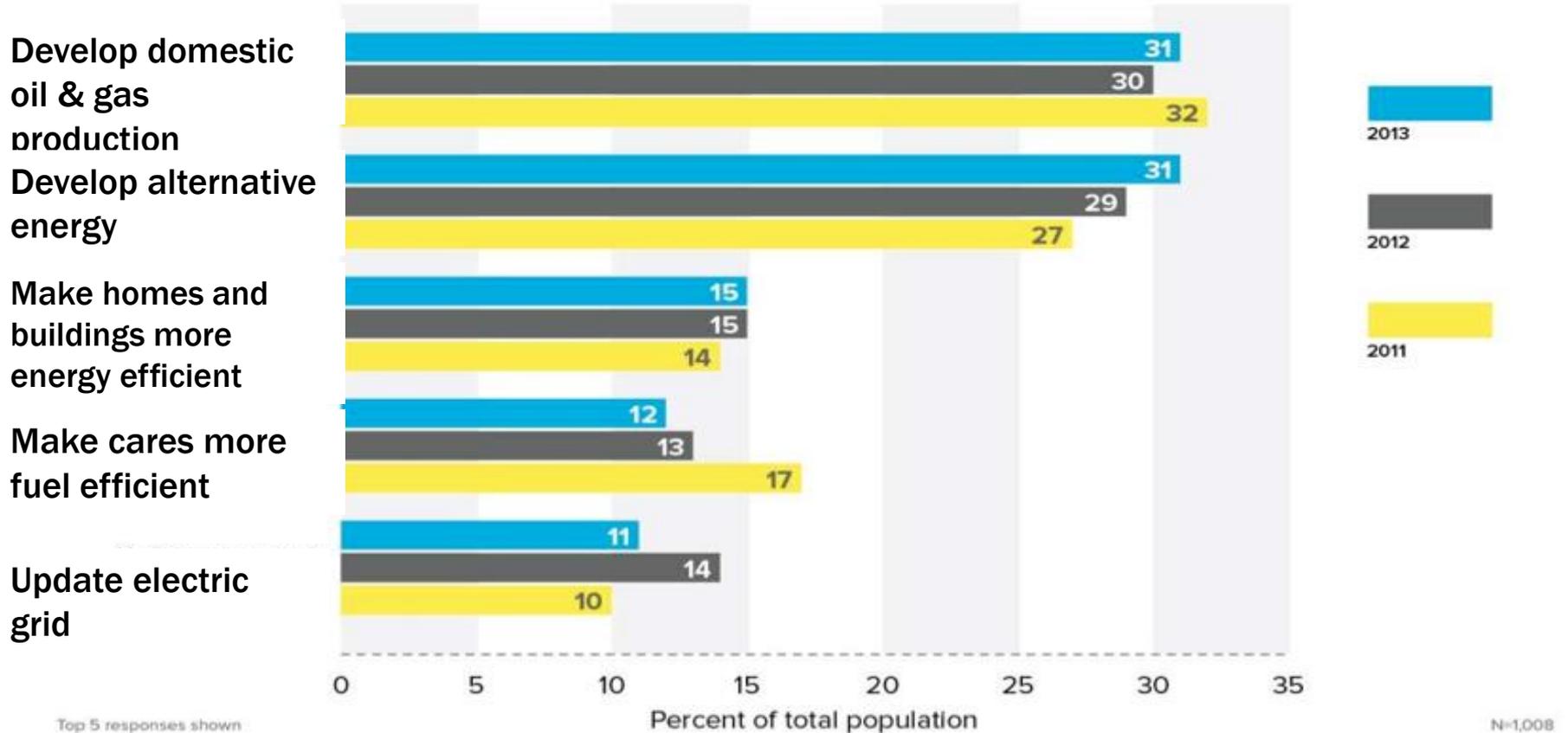
TELL US ABOUT YOURSELF

■ Actives

- Approximately 20-25% of the population
- Values play a large part in their shopping choices
- Very brand loyal
- Certifications
- Early adopters
- Affluent



NATIONAL ENERGY ISSUES RANKED 1ST

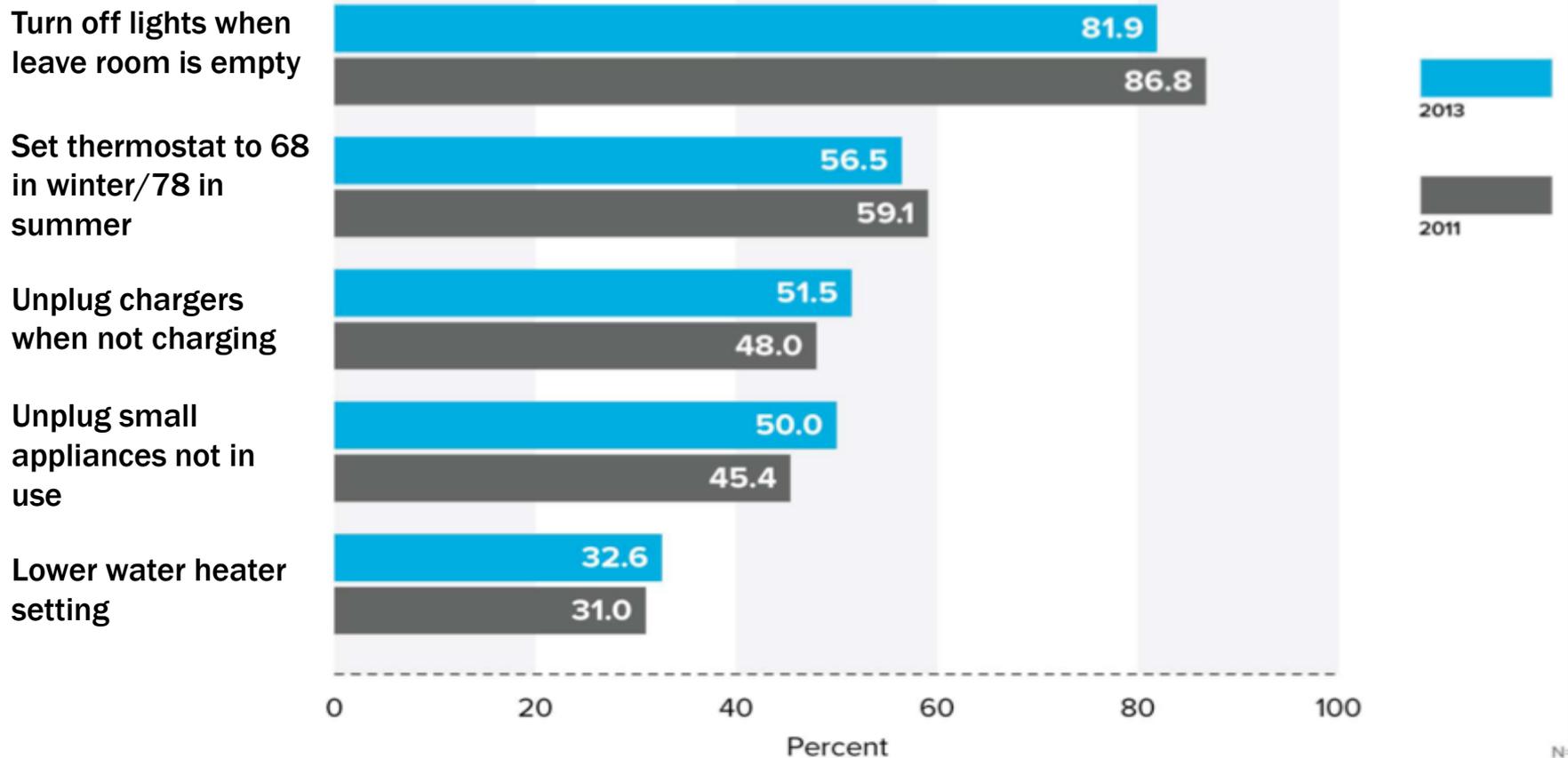


Number One Ranking of National Energy Issues

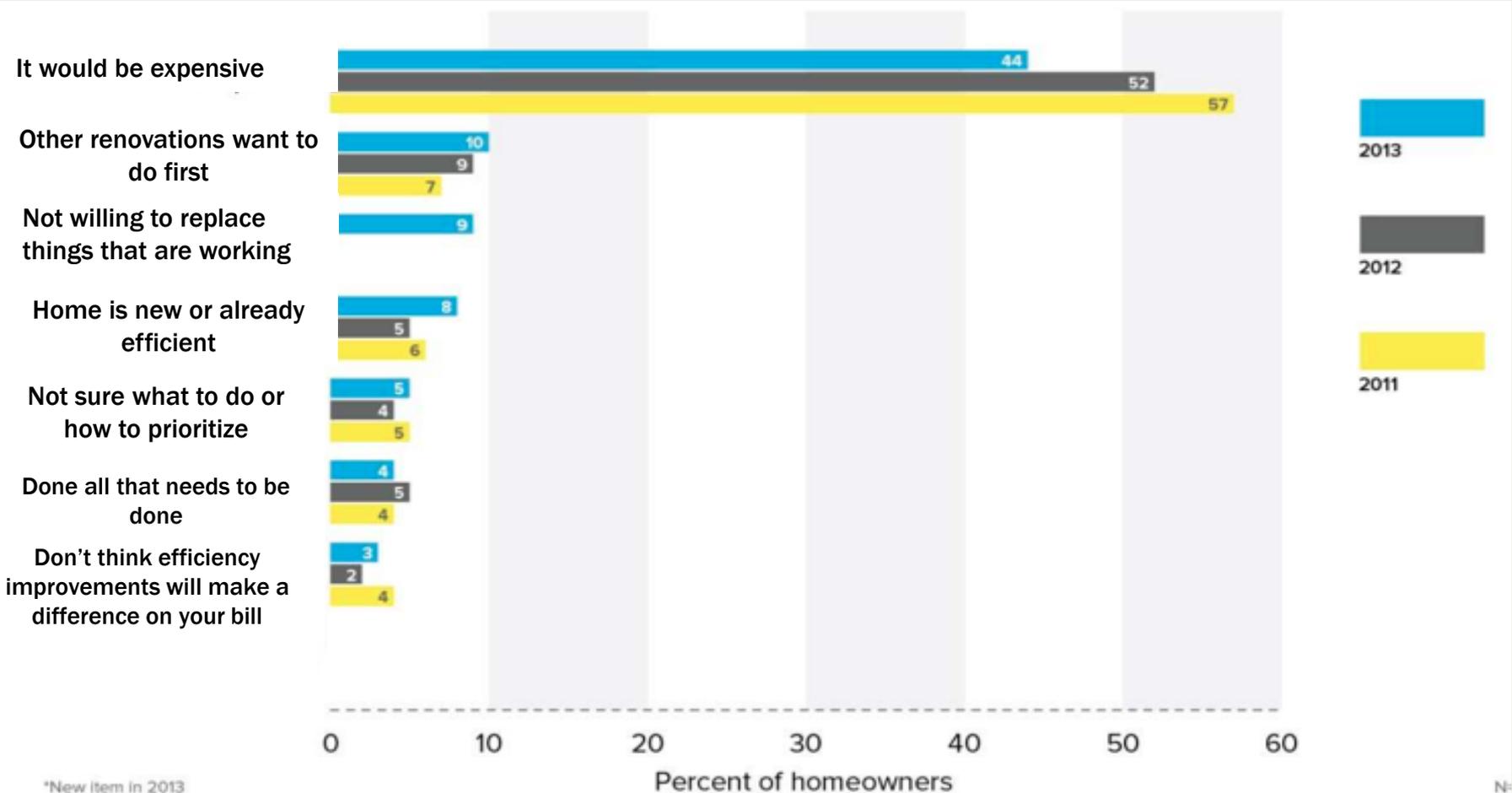
energypulse[®]
2013

COMMON ENERGY CONSERVATION ACTIVITIES

We can turn off lights, but can't unplug

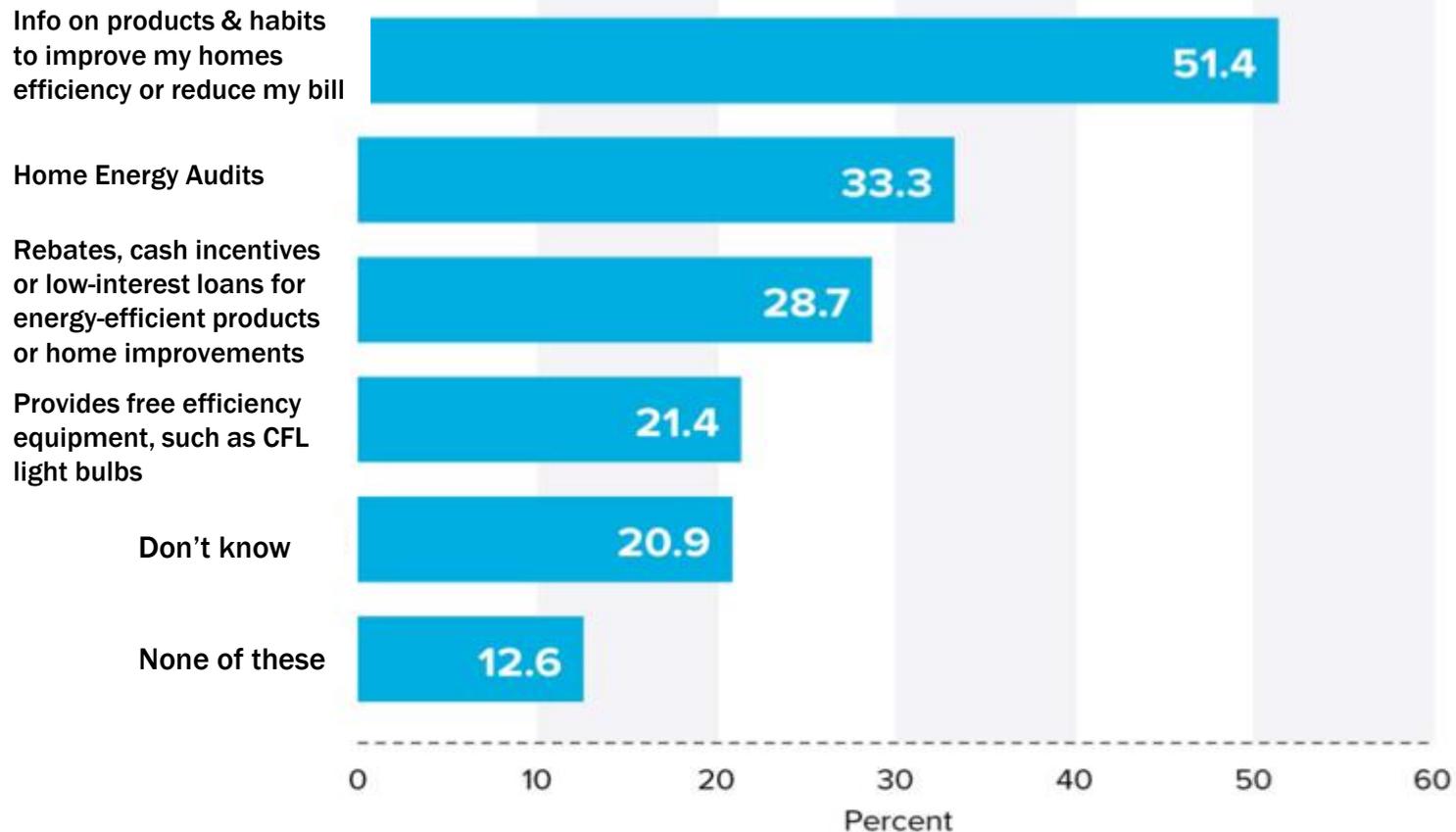


Why we haven't done more



WHICH OF THE FOLLOWING DOES YOUR UTILITY PROVIDER OFFER?

Less than 30% are aware their utility offers rebates and incentives.



SINCE YOU MAY NOT KNOW

■ Home Energy & Water Evaluation Kit

- Partnership among Green Team Project, JEA, and local libraries
- Do-It-Yourself home audit kit
- Where and how do you get one?
 - Your local library and check it out like a book



HELPING CONNECT AND EDUCATE

- Home Energy & Water Evaluation Kit
- Educate & Act®
 - Free, turnkey environmental curriculum
 - 21 lessons for grades 3-12
- Local Green Action e-Guide
 - Launch Late Fall 2014

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THANK YOU

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