

Reduce desktop computer vampire load

Scenario E: Your YES! Team decides it wants to help out the Rural Electric Cooperative this year. During a meeting with the cooperative staff, your team learns that one of the biggest vampire loads in homes is the desktop computer. A vampire load is energy being used for standby power (sleep mode). Adjusting the power management settings on desktop computers for maximum efficiency can save 300 kWh per year, about 3% of a home's electric use. If a little over half of the cooperative's members adjusted their power settings, they would easily meet their annual 1.5% savings goal.

Audience: Residential

Setting/Location: Homes

Behavior: Reduce desktop computer vampire load

| Barriers | Benefits |
|---|---|
| <ul style="list-style-type: none">• Don't know what a vampire load is• Don't know how to change the settings• Remember to change the settings | <ul style="list-style-type: none">• Reduce electric bill• Help equipment last longer (perceived) |

Explore Key Strategies

Overall, this scenario has **LOW** barriers and **LOW** benefits.

What can your team do to **social model** the act of and educate about changing the computer's settings? Video? Demonstration at the public library?

- *Made a video and show it at school and have students have their parents do it at home. We could also hand out flyers that explained how to do it and kids had to get other people to sign the flyer. The homeroom with the most signatures wins.*
- *We could post a video on YouTube*
- *Show videos to kids/teenagers at the school and demonstrations to encourage them to change the settings. They might go home and share this with their parents. Flyers, television promotions, ad in newspaper*
- *Have a meeting about changing computer settings. Include activities and food, also have people that are educated on computers help people that are not.*
- *Make a video demonstration*

Having folks make a **commitment** to change their settings would be effective so that they will go home and do it to be **consistent** with who they think they are. How would you collect their commitments? Where do you plan to access your audience? Grocery store? Other natural community gathering place? Could you post their commitments publicly to cause **social norming**?

- *We would do it at school. We could make a website showing how much people have saved because of changing their computers.*
- *Fundraisers, newspaper, Instagram, Facebook, snapchatting the old people*
- *Start a # on Twitter with a picture of yourself changing your settings; access audience in public libraries and online; change your settings challenge; incentive—money*

- *Hand out cards to explain contest at grocery stores*
- *Newspaper, social media (Facebook, Twitter, etc.)*

Stacking Strategies

A **follow-up** with residents would help nudge them to actually change the settings once they are home. How would you go about doing follow-ups? Phone calls, emails?

- *We would mass send emails to everyone who tried it*
- *Send reminder emails; call them*
- *Incentive—money*
- *Surveys*

What other strategies will lower the barriers to changing desktop computer settings? Refer to the **Stacking Strategies** section on the blue reference sheet attached to the table or watch the slide deck to think about other strategies that might be useful to get folks to change their computer's power settings.

Prepare to Report to the Group

Pick from the above strategies just ONE that your team is most excited about trying and practice explaining it in 1 minute or less.