

## Energy Efficient bulbs

**Scenario C:** Your YES! Team plans to help out the local senior center this year. It is the kind of center where the seniors live more independently in their own apartments and are each responsible for their own electric bills. Many of the apartments still have incandescent light bulbs. The seniors could save a lot of money each month on their limited income by switching to more efficient lighting, like CFL or LED bulbs. However, the upfront cost of these bulbs, especially the LEDs, is more than the seniors can handle. Also, many are physically unable to change out some of their bulbs and have strong preferences about the amount of light and its color.

**Audience:** Seniors

**Setting/Location:** Independent Senior Living Center (apartment-style)

**Behavior:** Use energy efficient light bulbs

<b>Barriers</b>	<b>Benefits</b>
<ul style="list-style-type: none"><li>• Cost</li><li>• Ability to change the bulb</li><li>• Selecting the right bulb (color/brightness)</li></ul>	<ul style="list-style-type: none"><li>• Reduced electric bill on a fixed income</li><li>• Increase brightness for less energy</li><li>• Reduced A/C use with cooler bulbs</li></ul>

### Explore Key Strategies

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

How can your team make it **convenient** for the seniors to use energy efficient bulbs? Keep in mind, one major limiting factor might be their ability to change the bulbs themselves.

- *We go and check and change the bulbs; we hold a fundraiser for the bulbs. We could do a survey on the bulbs' color and brightness*
- *Our YES! team could help install the bulbs at their apartment*
- *Less money; get janitors to change the bulbs for them*
- *The attendants or family members will put them in for them. Guilt them into getting LED bulbs; why you killing my planet?!*

For seniors to keep using the energy efficient bulbs, it is important that they like the light as much as, or better, than the lighting they had before. What can your team do to **educate** the seniors about the new bulbs to make sure they like them? Would a demonstration be useful? Would a factsheet like the Right Light Guide be helpful?

- *We could do demonstration with example and hand out the guide*
- *We could show the Senior Citizens that light bulbs show them how much better they are for saving energy*
- *We could go and demonstrate each colored bulb to help them decide the color they want*
- *Educate them*
- *Install lightbulbs for them and come back in 6 months to see if they like the lightbulbs better than their old ones with a demonstration showing and talking about the lightbulbs*

- *Doing a demonstration for the attendants would be useful. Invite them over to show them your LED lightbulbs that look so nice.*

### **Stacking Strategies**

Seniors are often on a limited income. Affording some of these new bulbs could be a challenge and offering an incentive could help. What can your team do to bring the price down? Who could your team partner with to help with the cost?

- *Do a bake sale fundraiser at a community park*
- *We could do a fundraiser to raise money for the seniors so they can get energy saving bulbs*
- *Fundraiser, apply for seed grant (for partner)*
- *Bake sale for old people; partner with Kandiyohi Power Cooperative or Home Depot; CERTs*
- *Buy them right from the producers, which would mean less cost; we could partner with a large lightbulb company*
- *Sell them to the building as a whole; free coffee with bingo and cookies as rewards. Use coupons and Senior Citizen discounts*

What other strategies will lower the barriers to seniors using energy efficient bulbs? 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 seniors to switch bulbs.

- *Communication and liking, and reciprocity host bingo night*
- *We could do a presentation explaining the benefits of the energy saving bulbs*
- *We can find a senior that is really supportive of the idea to help convince the rest of the people*
- *Get grandkids to convince them*
- *Lower ceilings so they can reach. Communicate how to install based off of instructions and demos. Have them commit to using them. Follow up with rewards*

### **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.