BC Hydro's Behavior Change Program

BPA convenes monthly conference calls for its public utility customers who are interested in behavior based energy efficiency programs. These programs focus on energy savings resulting from changes in individual or organizational behavior and decision-making.

When: Wednesday, October 26, 2011
Time: 2:00 – 3:00 pm (PDT)

Discussion includes:

Behavior Based Energy Efficiency Programs Conference Call – Save October 26th to learn about BC Hydro's behavior change program. B.C. Hydro's Team Power Smart is a behavioral based opt-in loyalty program that applies social marketing principles to engage residential customers and encourage energy efficiency. Participants commit to a 10% electricity reduction goal over a 12 month period; with B.C. Hydro providing tools, feedback, support, motivation and rewards

Presenter:

Arien Korteland, BC Hydro's Power Smart Program Manager

BPA Contact: Summer Goodwin, sggoodwin@bpa.gov

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Audio Information

Telephone conferencing, use the information below to call-in for audio:
Toll free: +1(877) 336-1839
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First Time Users:

To save time before the meeting, check your system to make sure it is ready to use Microsoft Office Live Meeting.

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Notice
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