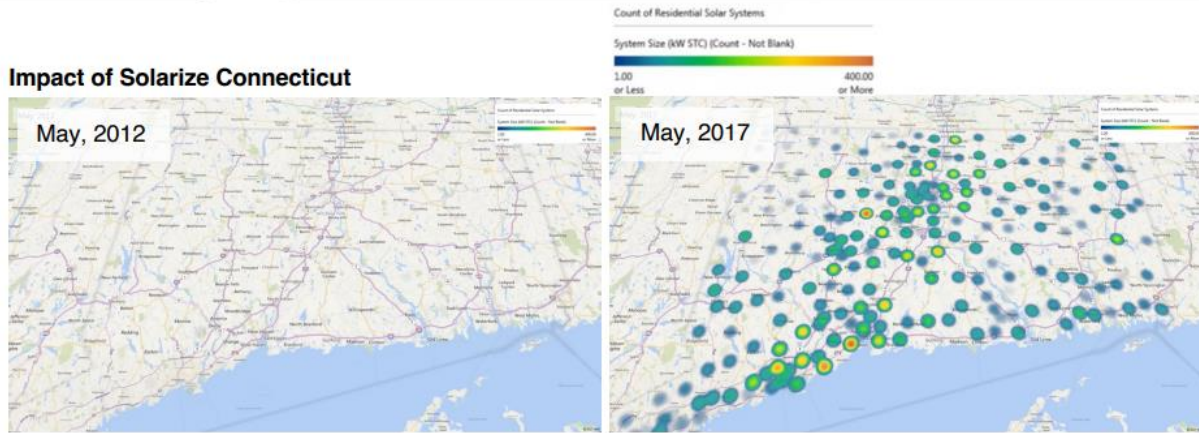


Reaching Blue-Collar Workers: Solarize at Work

SmartPower, Inc.; Brian Keane



CONCEPT



The figure above represents SmartPower's experience of successfully galvanizing change through working with communities to adopt solar power.

IMPACT

SmartPower's Coalition will empower communities to adopt solar power and other sustainable changes to their homes as a benefit through their place of work. They are buttressing the goals of the Justice40 Initiative to bring energy parity and resiliency to disadvantaged communities. Solarize campaigns have been proven to work well within low-to-moderate-income (LMI) communities, despite the preconception that LMI communities are challenges for solar adoption. With this application, SmartPower will expand the outreach ability they have to enact more change. The example represented in this submission is set in Georgia; however, SmartPower can implement a campaign like Solarize at Work in any community across the country.

APPROACH

Solarize at Work is an on-the-ground and online outreach campaign designed to increase residential solar while driving down the soft costs. SmartPower's extensive research indicates that community norms and the encouragement of individual social circles are exponentially tied to driving each person toward a clean energy purchase. Therefore, they are harnessing this power to build stronger communities through clean energy adoption. The pandemic highlighted the need to increase clean energy installation in communities, and particularly work communities. Thus, SmartPower will bring to companies a company-wide and company-branded 20-week online and in-house, residential solar campaign that encourages employees and their families to go solar at their "home offices."

CONTEXT

On average, previous campaigns SmartPower has run that are similar led to a nearly **1,000% increase** in the rate of solar adoptions during the campaign and saw a continued increase in adoption even after the campaigns ended. Their solarize campaigns have a consistent lead-to-contract conversion rate of almost 14%, a **significantly** higher rate than the strong industry average of 6%. Solarize at work is a new type of employee benefit that helps an organization solve four distinct challenges in today's work environment: employee attraction and retention through robust benefits, demands to make progress on ESG commitments, corporate and community stewardship, and engagement directly with all employees. Through this work, SmartPower creates successful and engaging community-based campaigns that combine grassroots outreach with an online platform of information.