MOBILIZING COMMUNITY FOR HOME EFFICIENCY JOB CREATION

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EFFICIENCY JOB CREATION MODEL

PARTNERSHIPS

ORGANIZERS

outreach

weatherization

demand

HOMEOWNERS

weatherization training

employment

ORGANIZED LABOR

VOLUNTEERS

HOME PERFORMANCE CONTRACTORS
ORGANIZING APPROACH

STRATEGY:
- Inspire homeowners to build a movement of folks investing in weatherization together
- Employ offline and online strategy

TACTICS:
- Community canvasses
- Direct connection: one-on-ones
- Home and community energy meetings
- Personal networks and existing community groups
- Neighborhood listserves and blogs
- Storytelling
- Meticulous data collection and management
Pilot Timeline

2009

OUTREACH
COMMUNITY GOALS

PHASE 1

COMMUNITY ENERGY MEETINGS

TEAM CAPACITY

JAN.

2010

SEP.

OCT.

NOV.

DEC.

FEB.

COMMUNITY GOALS

OUTREACH

CANVASS CONTACTS

WEATHERIZATION YES

WEATHERIZATIONS

200
MOBILIZING ECONOMIES OF SCALE

COST PER HOME

SINGLE  BUNDLED

# of HOMES WEATHERIZING
MOBILIZING VALUE

- Profit
- Homeowner Discount
- Marketing and Transaction Costs
- Enhanced Profit
- Reduced Mktg & Transaction Costs
- Reduced Materials Expenses
- Worker Benefits
- Increased Worker Wages

SINGLE JOB SITE
BUNDLED JOB SITE
INCLUDING WORKER BENEFITS

$
MOBILIZING INVESTMENT
CREATING JOBS
(6 month pilot period revenue)

200 Homes @ Avg. $3,000
~$600,000 Invested
~7-8 Jobs Created

$1,000,000
$900,000
$800,000
$700,000
$600,000
$500,000
$400,000
$300,000
$200,000
$100,000

$
CHALLENGES:

1. Access to capital

2. Volatile market space: Home efficiency
   - various programs / institutions
   - incentives and rebates

3. Still figuring it out
   - we’re essentially conducting market research
   - trying to integrate systems
   - establishing business rhythms
OPPORTUNITIES:

1. Lasting Community Infrastructure
2. Data = Analytics = test & refine process
3. Process Innovation
   - enhanced marketing and communications
   - enhanced / streamlined business models
   - enhanced community-based enterprise models
4. Product Innovation
   - take this model to new industries, ie. food and ag
   - leverage finance, volunteerism, serve more demographics
5. Workforce Development Innovation
Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

-Margaret Mead
MOBILIZING COMMUNITY

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