



Energy Smart for Everyone



COMFORT | HEALTH | ENERGY SAVINGS | SAFETY



Energy Assistance + Energy Smart = Long Term Solution

Families dealing with a utility crisis need help. Bill assistance is a critical first step, but providing only bill assistance may leave the family in the same crisis next year.

Families can understand and take control of their energy bill, moving themselves out the cycle of crisis caused by high energy bills. EcoWorks has been a leader in providing

and designing energy education for low-income residents to do just that.

We don't just provide information; we motivate people to take action. That's the difference between a good workshop and a dry lecture. We incorporate the best in adult learning to make our workshops a success, so that residents see a real difference in their bills and their lives.

"It was very helpful to my situation and the others that were there. I thank God for this program."

About EcoWorks

EcoWorks is a 501(c) (3) non-profit organization located in Detroit whose mission is to create opportunities to learn and practice the sustainable use of energy and natural resources through innovative education.

- Serving the community since 1981
- Over 30,000 clients served in Southeast Michigan over the last 8 years
- 45 years of combined experience in energy education held by educators, experienced and effective program managers
- 90% of our work in direct collaboration with partners, collaborating is our core value. Co-branding and programming tailored to your objectives and your client's needs is our approach.
- Direct work with over 50 other organizations in the past five years, including businesses, nonprofits, houses of worship, community groups. We've created successful programming with the State of Michigan, City of Detroit, Salvation Army, THAW, Wayne Metro, OLSHA, DTE, Consumers Energy, Detroit Public Schools, and more.

INVEST IN THE
COMMUNITY AND
YOUR CLIENTS

\$100 SPENT
on quality
energy education
SAVES \$900
on client's bills.*

* Public Sector Consultants conducted an independent evaluation of EcoWork's energy education work and found an estimated \$315 in annual average savings. We assume up to 3 year span for these savings.



Details of Services

EcoWorks can customize our programming to meet the needs of each partner. Our recommended full energy education programming includes:

Research Based Best Practices for Adult Education

- Peer-learning
- Variety of teaching methods, including hands-on
- Clear, accessible presentations of the most useful information
- Creation of action plans and commitments
- Materials and information that can be put to use immediately, quickly reinforcing behavior changes and success
- How to read the energy bill and watch for problems
- Deep and subtle forms of participant engagement
- Follow ups for a second touch reinforcement

Customer-focused approach

- Workshops do not just educate clients, they empower clients to take action
- Education alone does not lower a client's bill. People need knowledge + motivation + tools to take action and change their behavior
- Our programs are carefully designed to impart all three (education, motivation, tools)
- Low Income does not mean Low Knowledge. We respect and draw out the experience that participants bring to our program.

Workshops

- Sessions of 1.5 - 2 hours facilitated by an experienced Energy Educator
- Workshops allow for cost-effective delivery of services
- Low Cost and No Cost methods taught which can be used immediately
- Clients take home energy saving materials to install themselves

KNOWLEDGE - Workshops led by experienced energy educators. Clear and visually appealing educational material. Clients provided workbook that follows the workshop and promotes further action at home.

MOTIVATION - We empower clients to understand that they control their energy bill, not the utility company. Learning how to read the energy bill and what causes high costs drives home this point. Adults learn best with peer interaction and support. Instead of feeling like they are being told what to do, clients feel like they are teaching and learning from their peers.

Strong facilitation by our expert educators ensures correct information that maximizes clients to take action and implement our energy saving techniques at home.

TOOLS - Residents receive energy efficient supplies at workshop and practice installing the supplies hands-on during the workshop. Residents make and take home their own action plan specific to their homes energy efficiency needs. Residents take home a workbook that reinforces the workshop information for reference at home.

“They explained the DTE bill which I had no idea about before...(I) know the scale would be a 100 is the best you can do but they did a 1000...I only knew about the program because I needed help with my DTE bill but I am so glad I found out...”

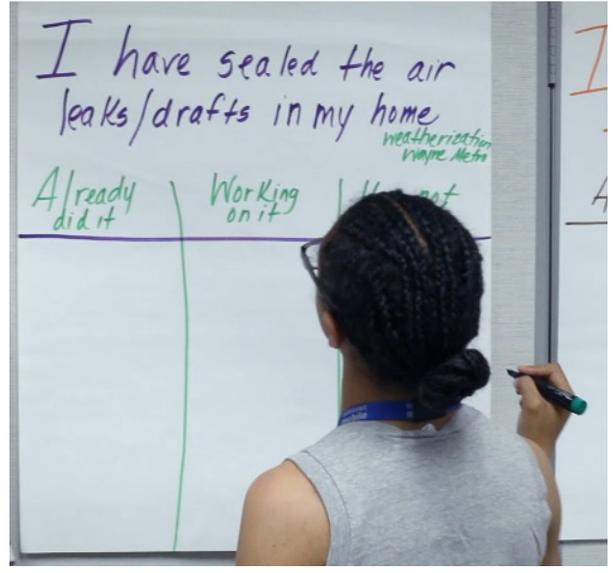
Home Visits

- For seniors, person with disabilities, or others that can't physically make it to a workshop
 - Covers same material as workshop in addition to a walk-through of the persons home to discover energy saving opportunities immediately and specific to the home
 - Same best practices as workshop – for examples when physically able clients are supported as they install energy saving supplies themselves.
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Train the Trainer

- EcoWorks trains partner staff members to deliver Energy Smart workshops
- Ideal for partners or sites outside of Southeast Michigan
- Includes observation of a workshop delivered by EcoWorks staff, hands on training in workshop delivery for trainee, observation and coaching during trainee delivery of a workshop, testing and certification, and license to use Energy Smart material including facilitation guides and workshop handouts.

“They [EcoWorks] showed me how to do it. People have come before but never showed or involved me...I thought they were family...I am in awe, I've never had a group that awesome, I didn't want them to leave”



Outcomes of the 2015 Pathways to Poverty Energy Literacy Program

Q: Can plastic grocery bags that your clients have around the house save them money and energy?

A: “Just loved them, (I) had cracks (that let in cold air) and we used the plastic bags (to seal the air leak), I loved that. Are you kidding me? You can just use old plastic bags!

\$644,490

Estimated lifetime savings for participants

682

Low-income verified clients served

96.9%

Clients satisfied with class and planning to take action

\$214,830

Estimated annual savings for participants

3.3

Return on investment (ROI) for energy education workshops (Over \$3 in estimated client savings for every \$1 invested in energy education)

5.7 months

Simple payback for energy education workshops (\$150 cost per client)