

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



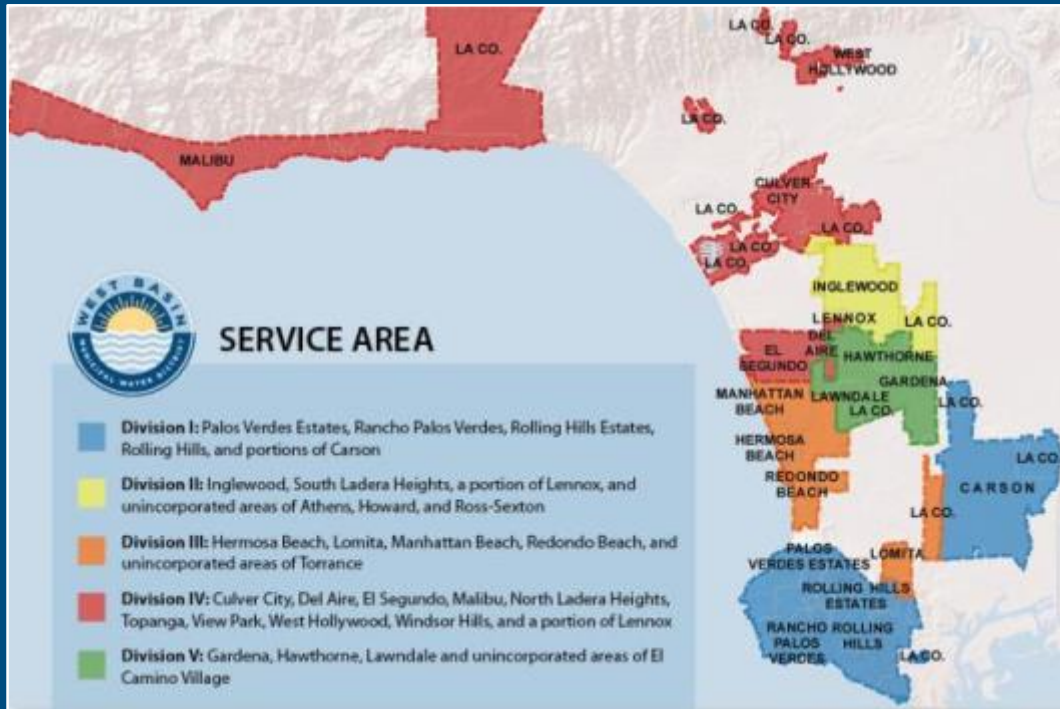


# “Buzz-in and Change the World”

---

*Presented by: Gus Meza and Grant Williard*

# West Basin Municipal Water District



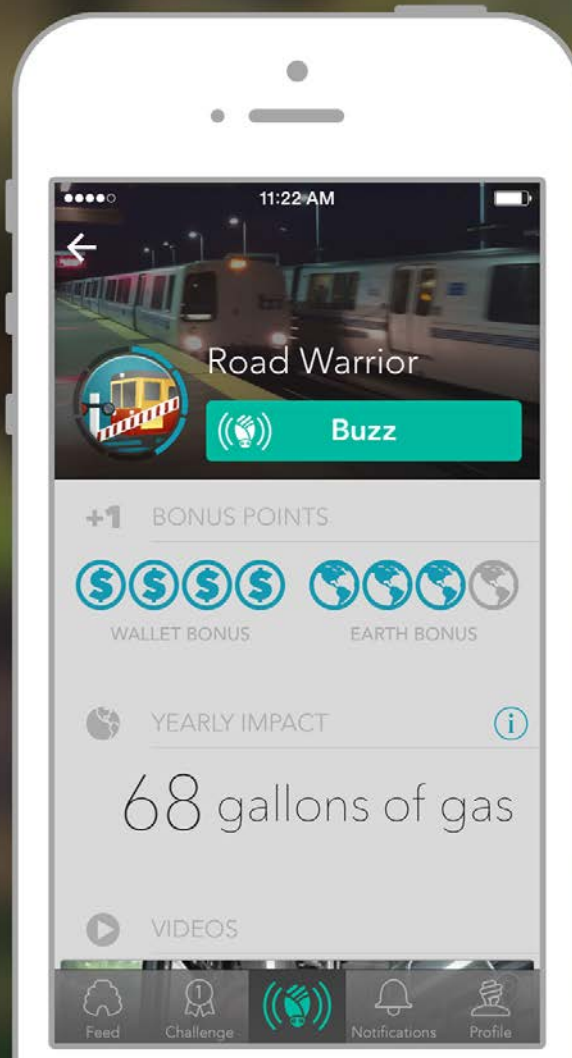
- Public wholesale water agency
- Provides imported drinking water and recycled water to:
  - Approx. 1 million people in 17 cities and L.A. County Unincorporated areas

# JouleBug

- What is it?
- How does it work?
- West Basin Class Competition
- Other Case Studies
- Questions?



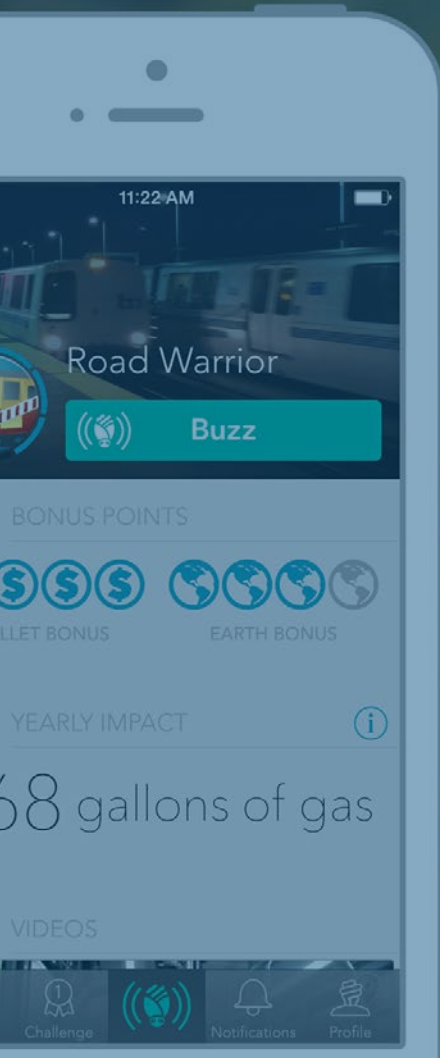
**Buzz** whenever you do something sustainable.



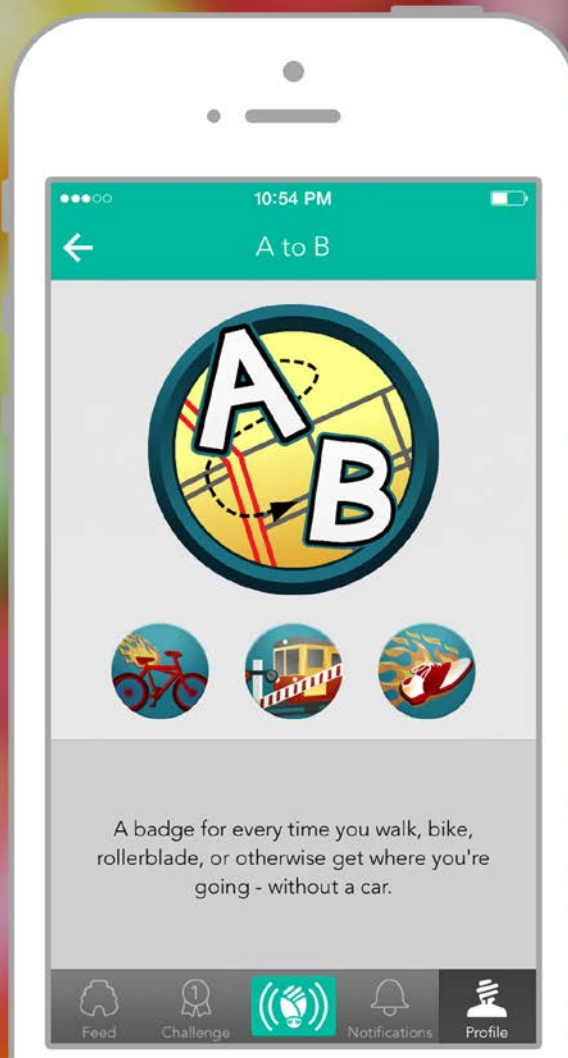
**Earn** Pins, Badges and more  
for discovering new ways to  
go green.



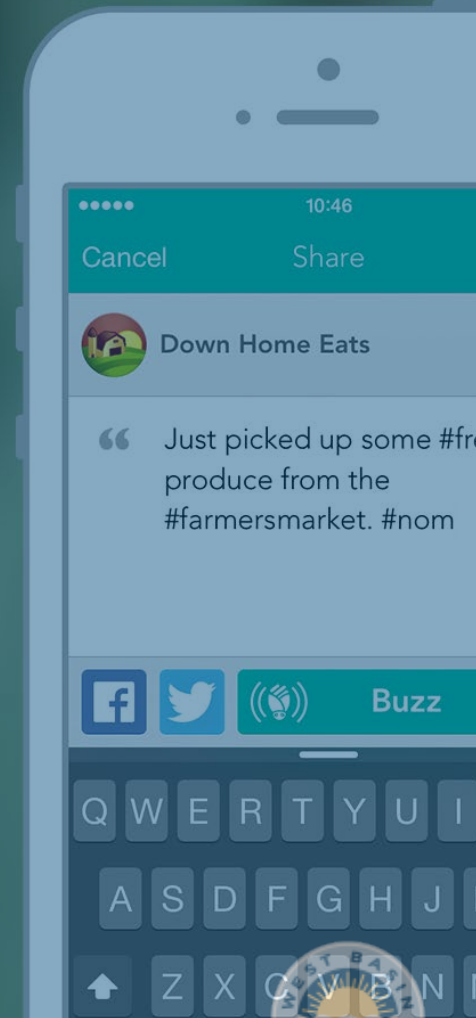
Whenever you do something sustainable.



Earn Pins, Badges and Points for discovering new ways to go green.



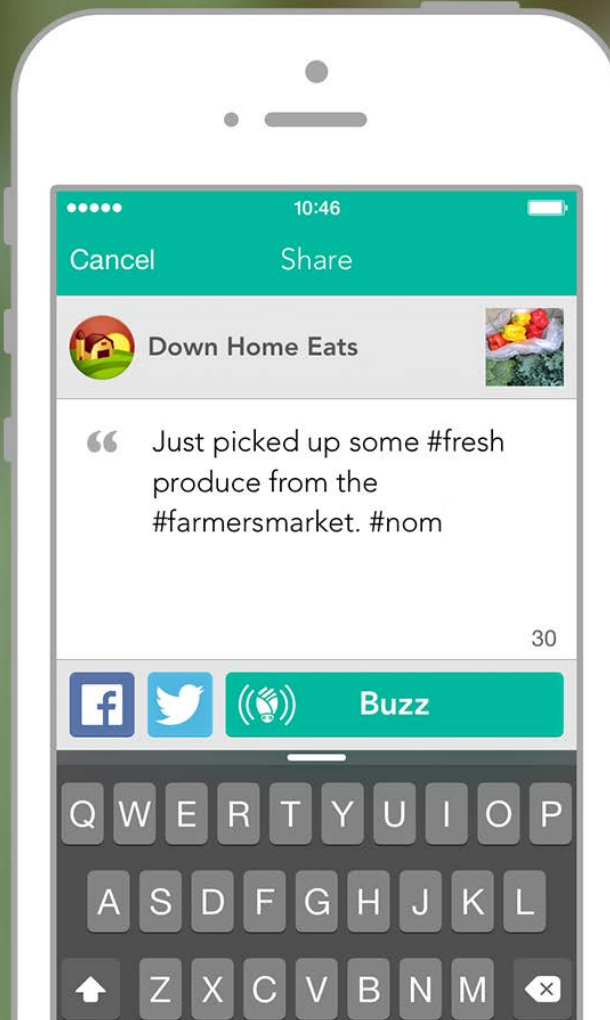
Share how you're making a difference and Follow friends for inspiration.



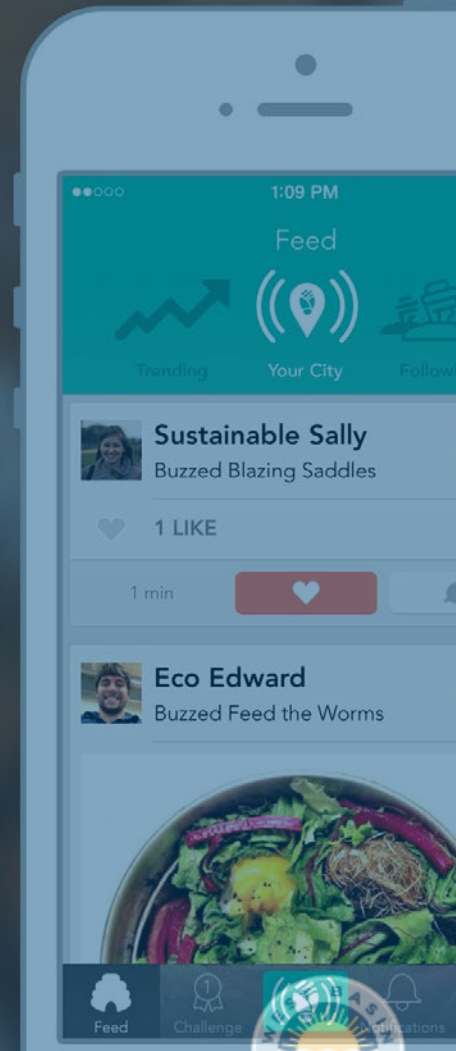
ns, Badges and Points  
covering new ways to  
go green.



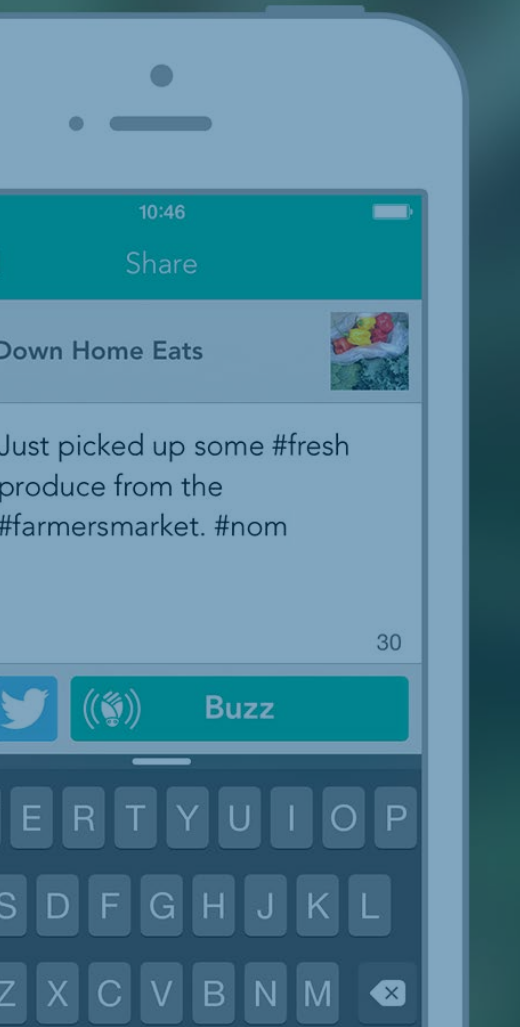
**Share** how you're making a  
difference and Follow your  
friends for inspiration.



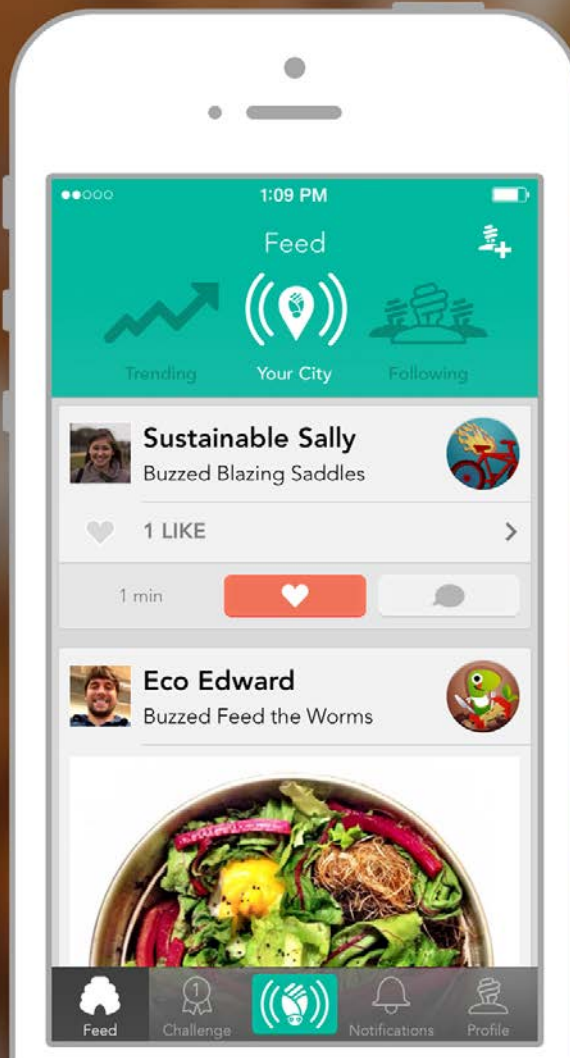
Learn the latest on how  
sustainable **near** you



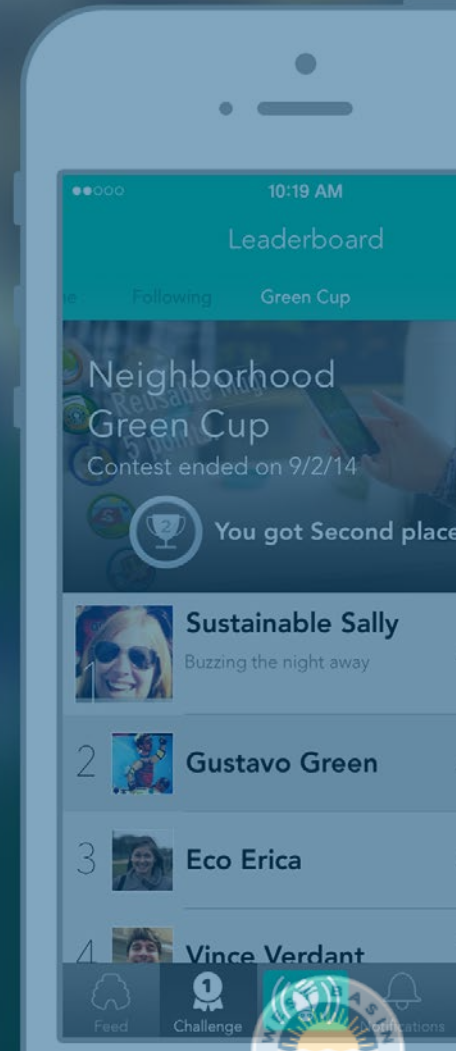
Now you're making a difference and Follow your friends for inspiration.



Learn the latest on how to be sustainable **near you**.

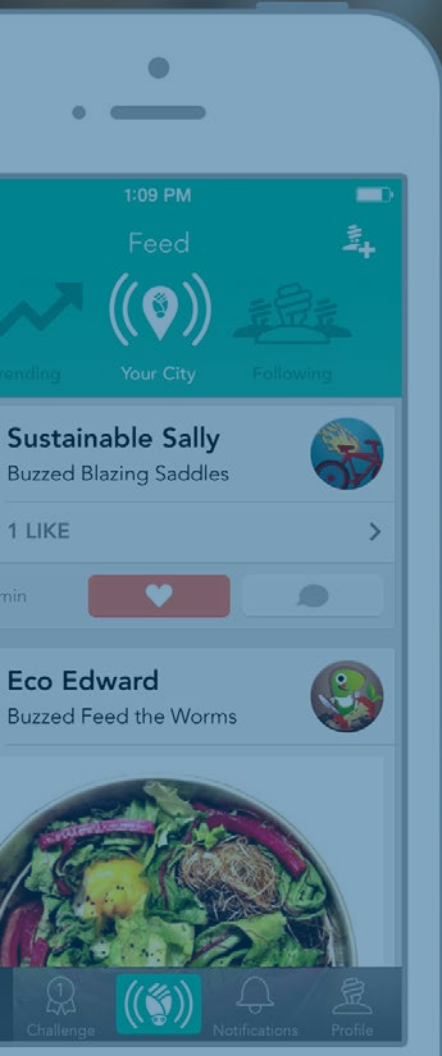


Join community-sponsored **Challenges**, or play with your friends.

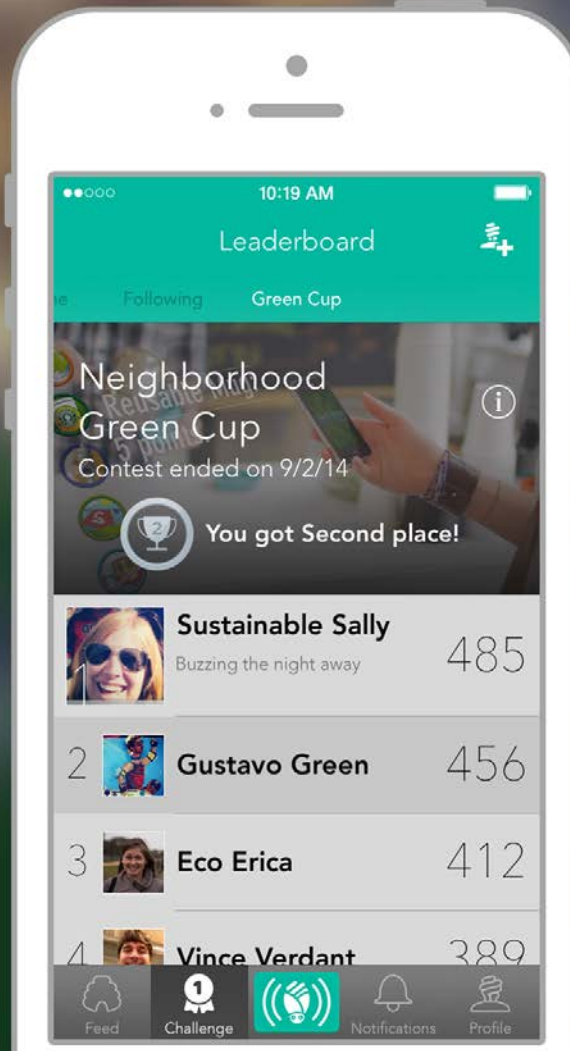




the latest on how to be  
sustainable **near you.**



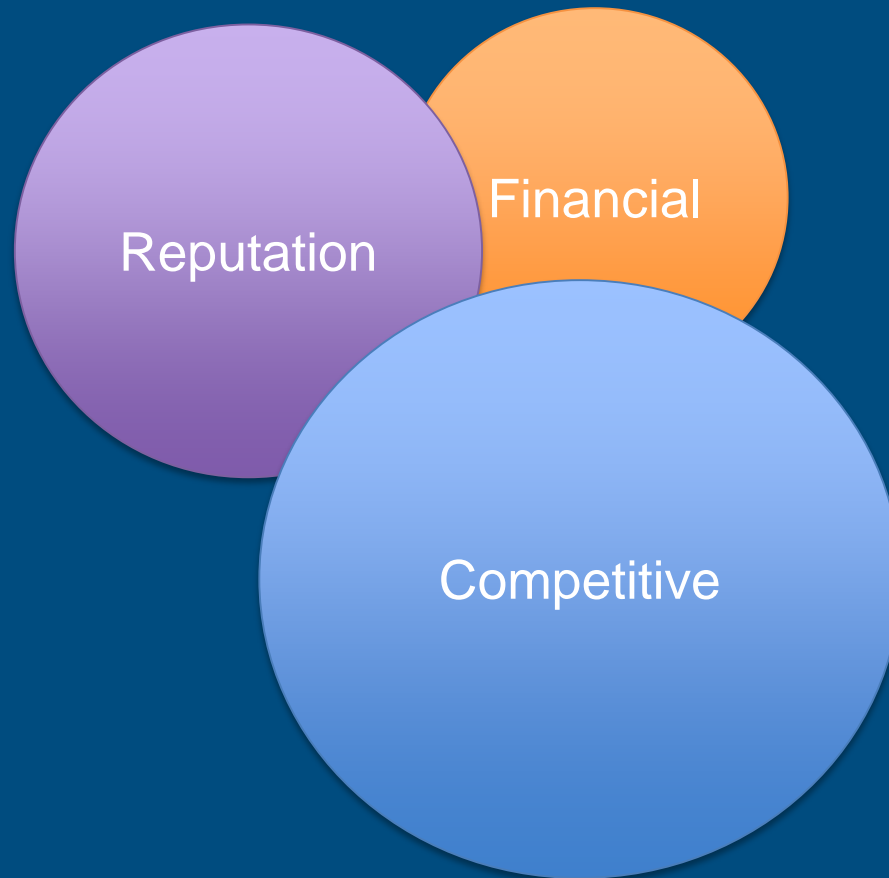
Join community-sponsored  
**Challenges**, or play your  
friends.

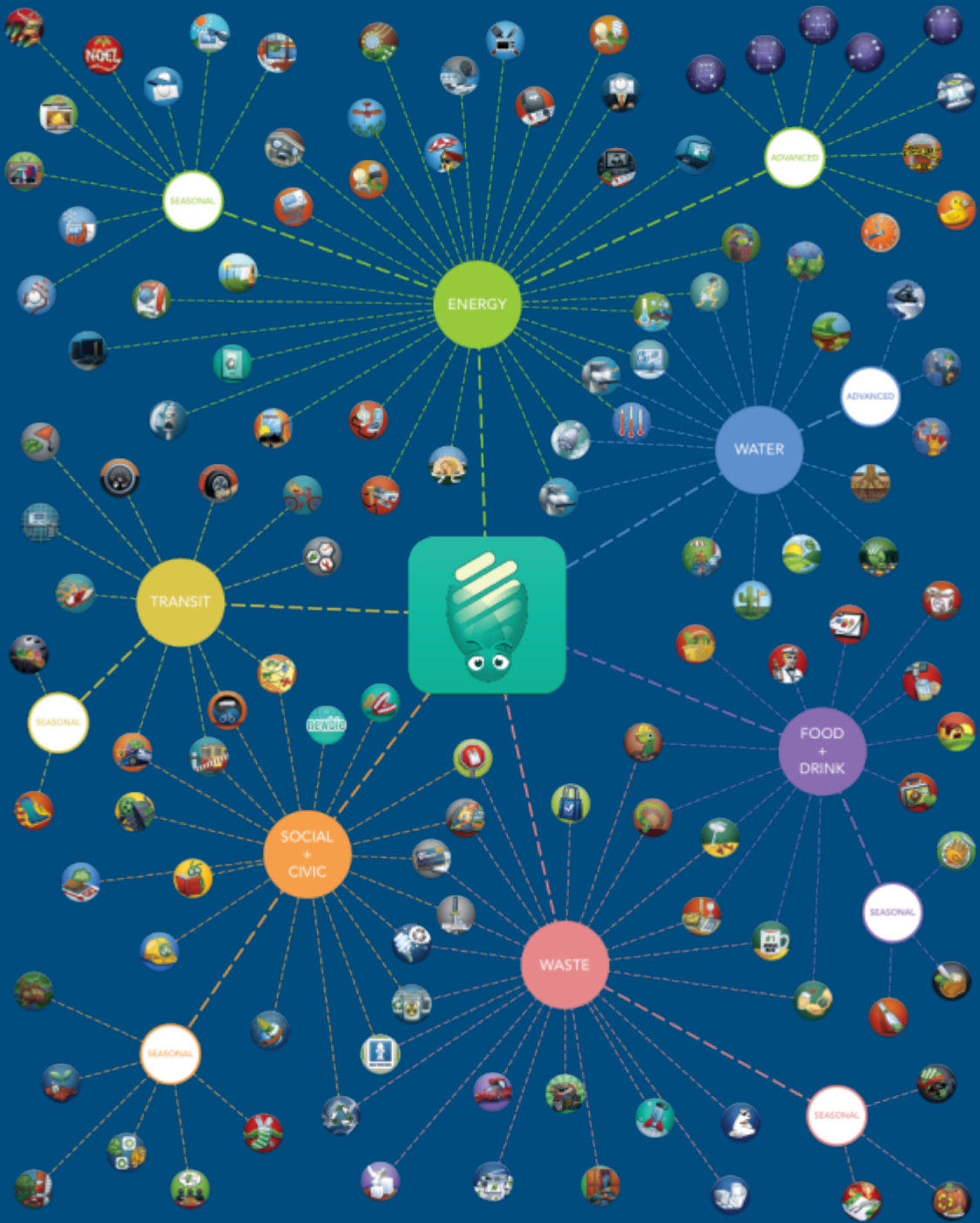


[www.westbasin.org](http://www.westbasin.org)



# Behavior Change Incentives



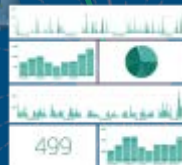
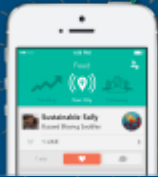


# 100s of Sustainable Actions

Closed the West Facing Blinds



A friend buzzed  
Word of Mouth



Any Pin is an on-ramp to a community desired action

# Community Modules



Swarm



Hive



Colony



# Swarm

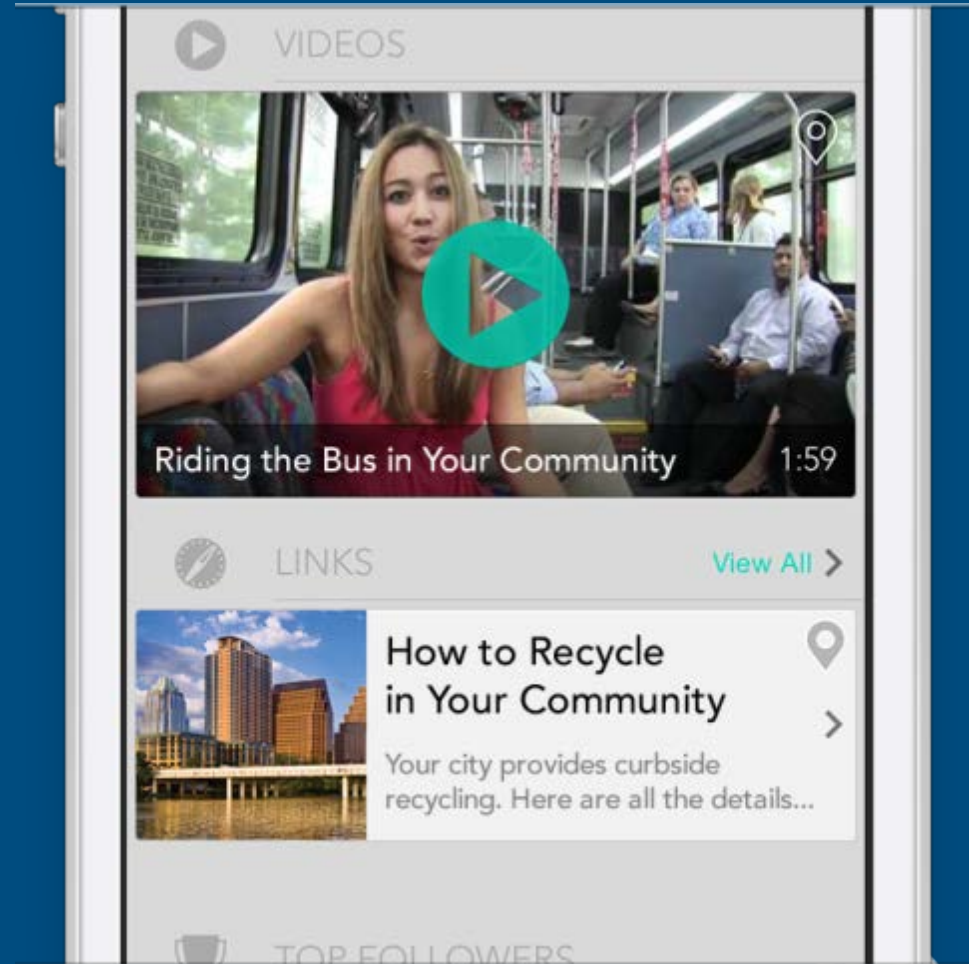
- Organize your JouleBug Community
- Build Engagement with Challenges
- Track Challenge with Analytics





# Hive

- Localize with Your Content
- Prioritize with your Category
- Grab attention with Notifications
- Track your progress with Analytics





# Colony

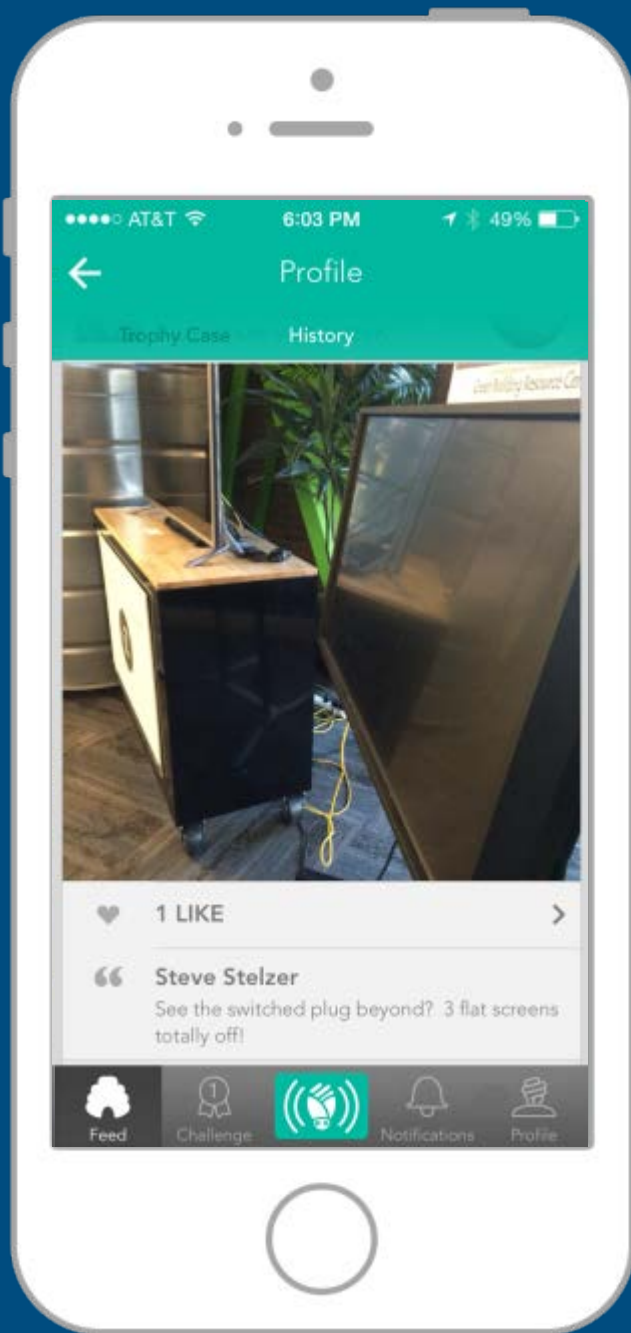
- Your app, powered by JouleBug
- Ready to Market Landing Page
- Track your Progress with Analytics



basin.org

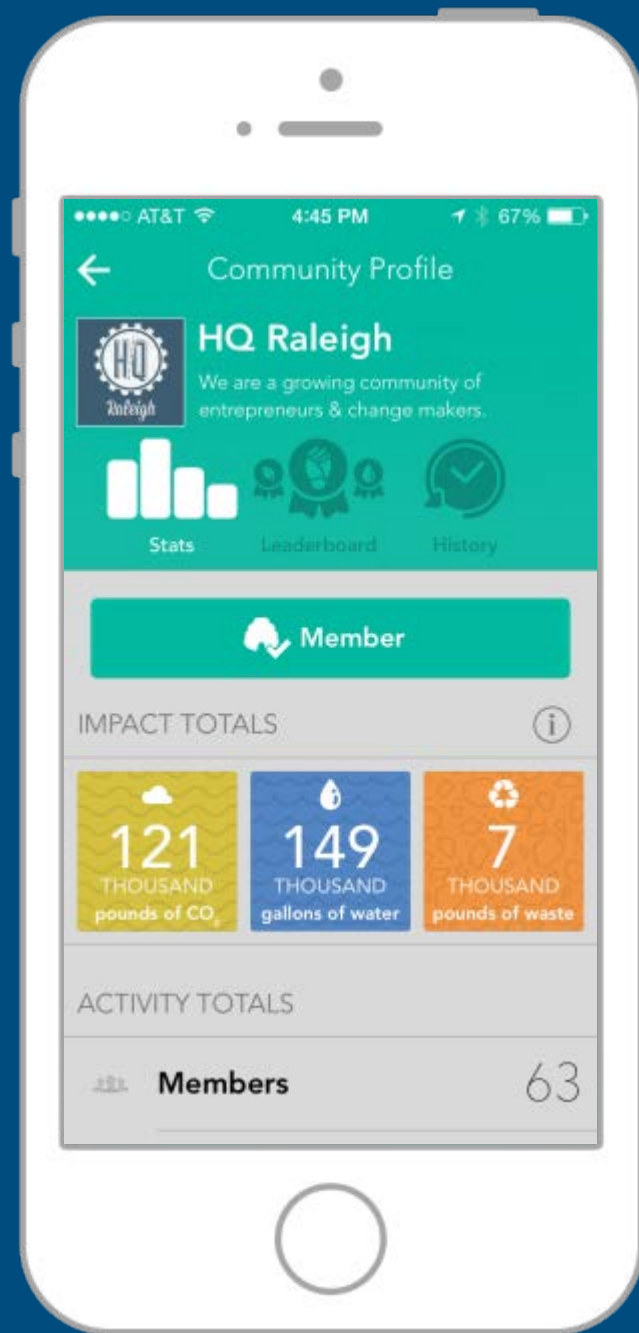


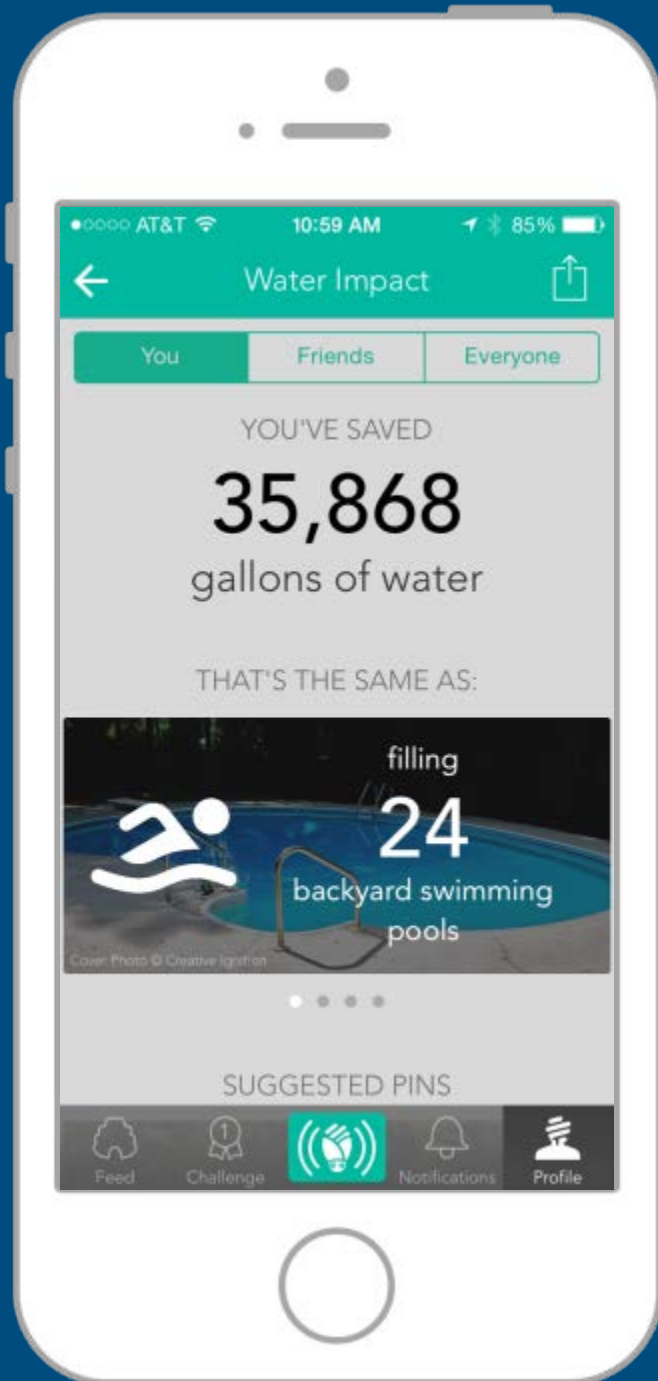




Watch  
users  
inspire  
others

See the impact  
collective actions  
make





- Challenges Make Sustainability Fun
- Challenge Impact Statements show how collective action makes a difference

# Challenge Examples

Challenges empower your Community members to become sustainability leaders and add a burst of excitement to your sustainability efforts. See the Buzz from the sustainable moments captured and shared during these Challenges!



**HQ Green Games**

As a shared workspace, **HQ Raleigh** is a creative Community of entrepreneurs and change makers. **Green Games** generated fun opportunities for members to inspire each other to learn about and practice better sustainability habits.

[View the Activity Feed](#)



**Austin Green Business Leaders Green Cup**

Complete with a pep rally kick-off event, **City of Austin Sustainability Office** organized local **Green Business Leaders** into teams for their first semi-annual **Green Cup Challenge**. The competition was fierce and the winning Team got its name engraved on the huge Green Cup trophy!

[View the Activity Feed](#)



**World of Bluegrass Challenge**

The International Bluegrass Music Association chose to go green at the 2014 **World of Bluegrass**. The festival used their **WOB Challenge** to highlight opportunities for attendees to be more sustainable.

[View the Activity Feed](#)



**I-Cubed Green Games**

The energy level was high in the **Green Games** at **I-Cubed**, a **KPIT** company. Department competed against department and prizes were awarded to top team as well as top individuals.

[View the Activity Feed](#)



**San Domenico Challenge**

A rising senior at **San Domenico** searched for a way to bring sustainability to her campus as part of her service project. Combining her concern for the environment and her work with the **Eco Club**, she crafted a school-wide contest to get students, faculty, and staff involved.



**UTconserve Welcome Challenge**

**Division of Housing and Food Services** kicked off the fall semester with the **UTconserve Welcome Challenge**. The campus engages students, faculty, and staff with varying monthly Challenges.

[View the Activity Feed](#)



Corporate



Office Buildings



Schools



Neighborhoods



Retail



Faith Based Organizations



Universities [westbasin.org](http://westbasin.org)



# PVHS Challenge Page



[Home](#) [Blog](#) [Download](#) 




## PVHS Challenge

presented by



From October 13 – November 7, 2014, PVHS classes will compete using the **JouleBug** mobile app to see which team is the greenest. Join in the fun, share your achievements with friends, and help make PVHS greener.

**Download JouleBug for Free**

 Help



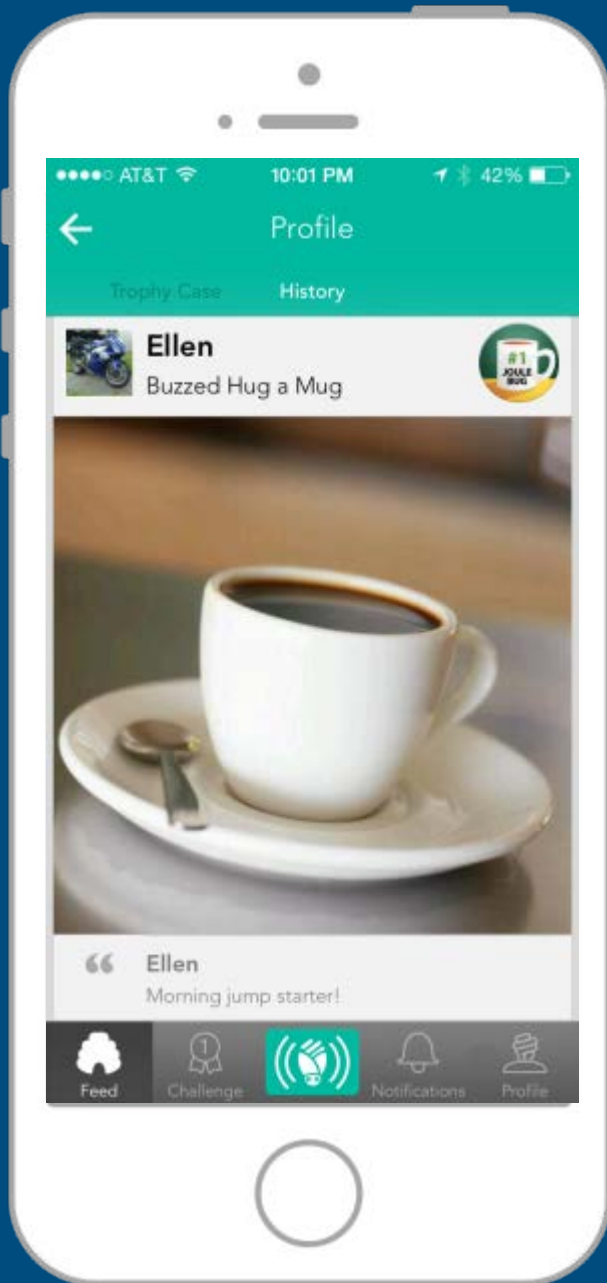
# Competition

- **Goal:** To simultaneously educate students on the importance of sustainable behaviors and develop such habits through an interactive and incentive-driven study.
  - Students can track their water savings, analyze data, create reports
- **Format:** Class vs Class (four classes)
- **Duration:** 1 month (Oct. – Nov. 2014)
  - Leaderboard and Activity Feed allows participants to see the activities, stats, photos, etc of members.
- **Prizes:**
  - Winning class awarded a pizza and ice cream party
  - Extra Credit



1		Kaitlyn Chapman	1973
2		Jenny Jessen	1227
3		Chris Ranieri	716
4		Colin Trumbull	639
5		Kelsey Mongeau	635
6		Kelly Williams	436
7		Michael Lizotte	380
8		Sharis Smith	356
9		Martin Thompson	267

# Quick Challenge Stats



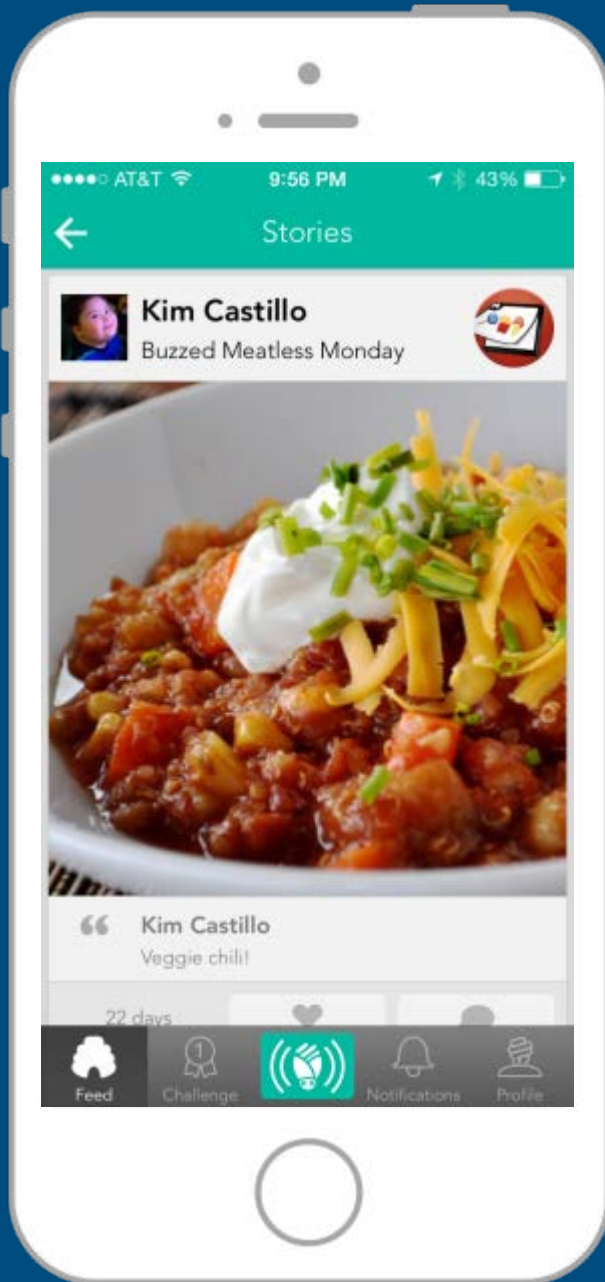
- 102 Participants
- 12,987 Buzzes
- 2,748 Pins Earned
- 109 Social Posts with Pics
- Most Popular
  - Flip Off
  - Bottle Rocket
  - Feather Foot

# Savings

\$15,028

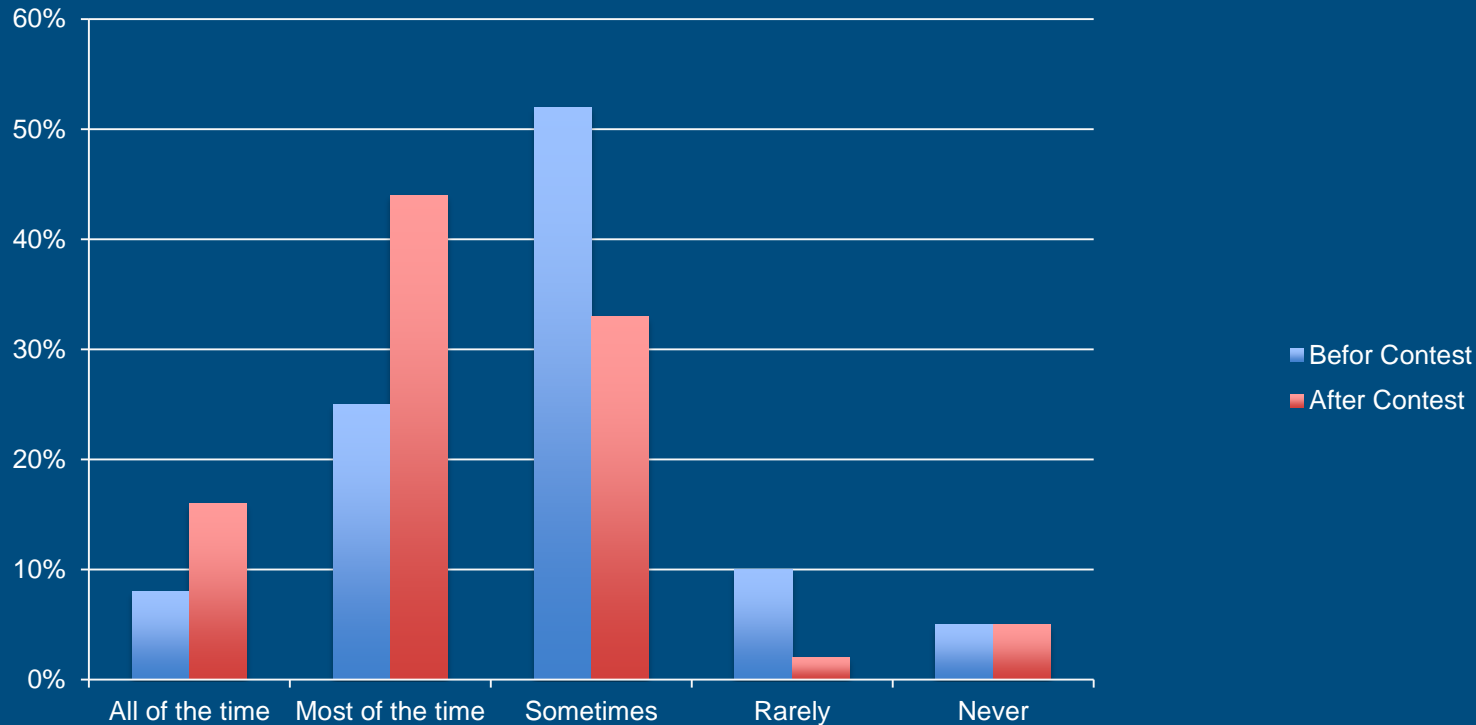
86,718 Kg CO<sub>2</sub>

127,473 Gallons of H<sub>2</sub>O





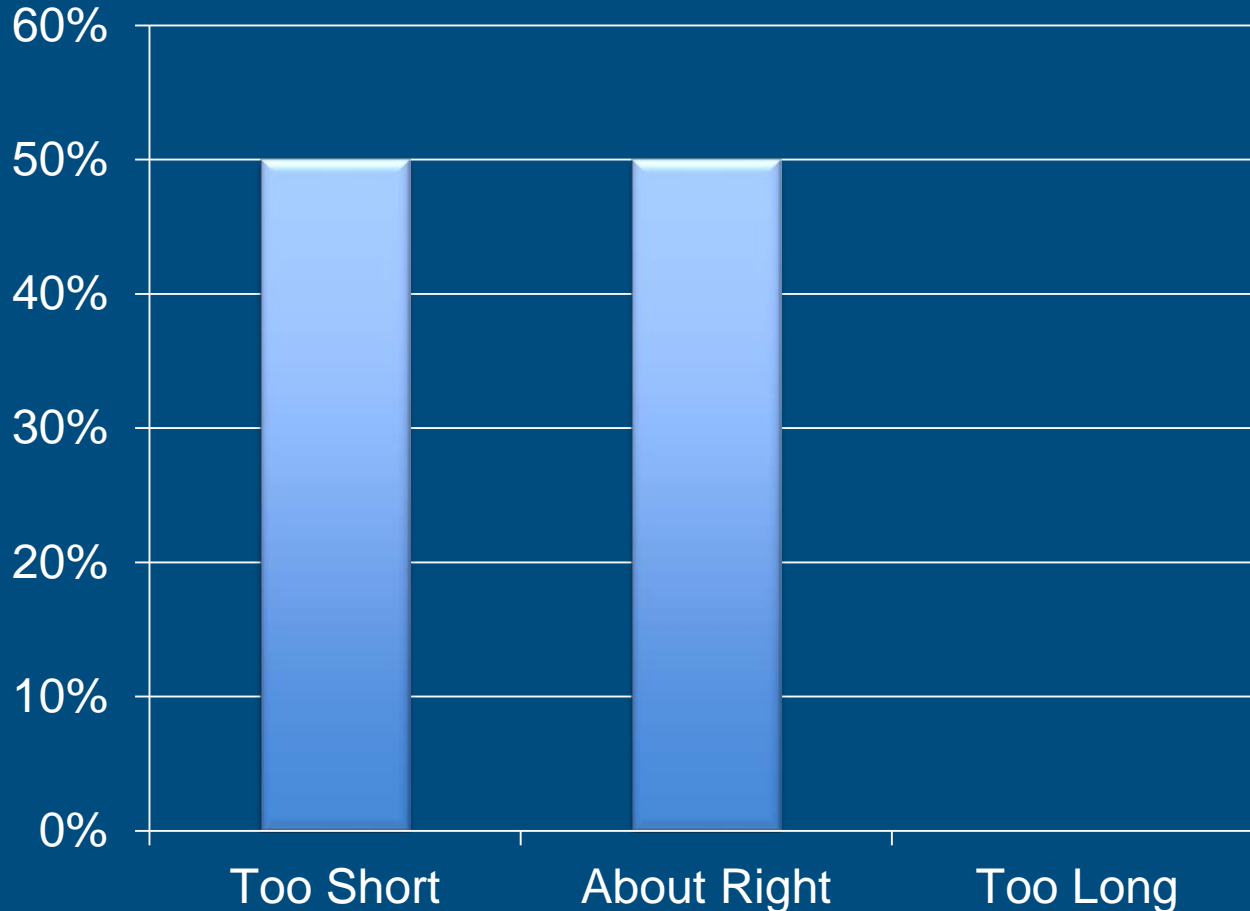
# How often did you act sustainably before and after the challenge?



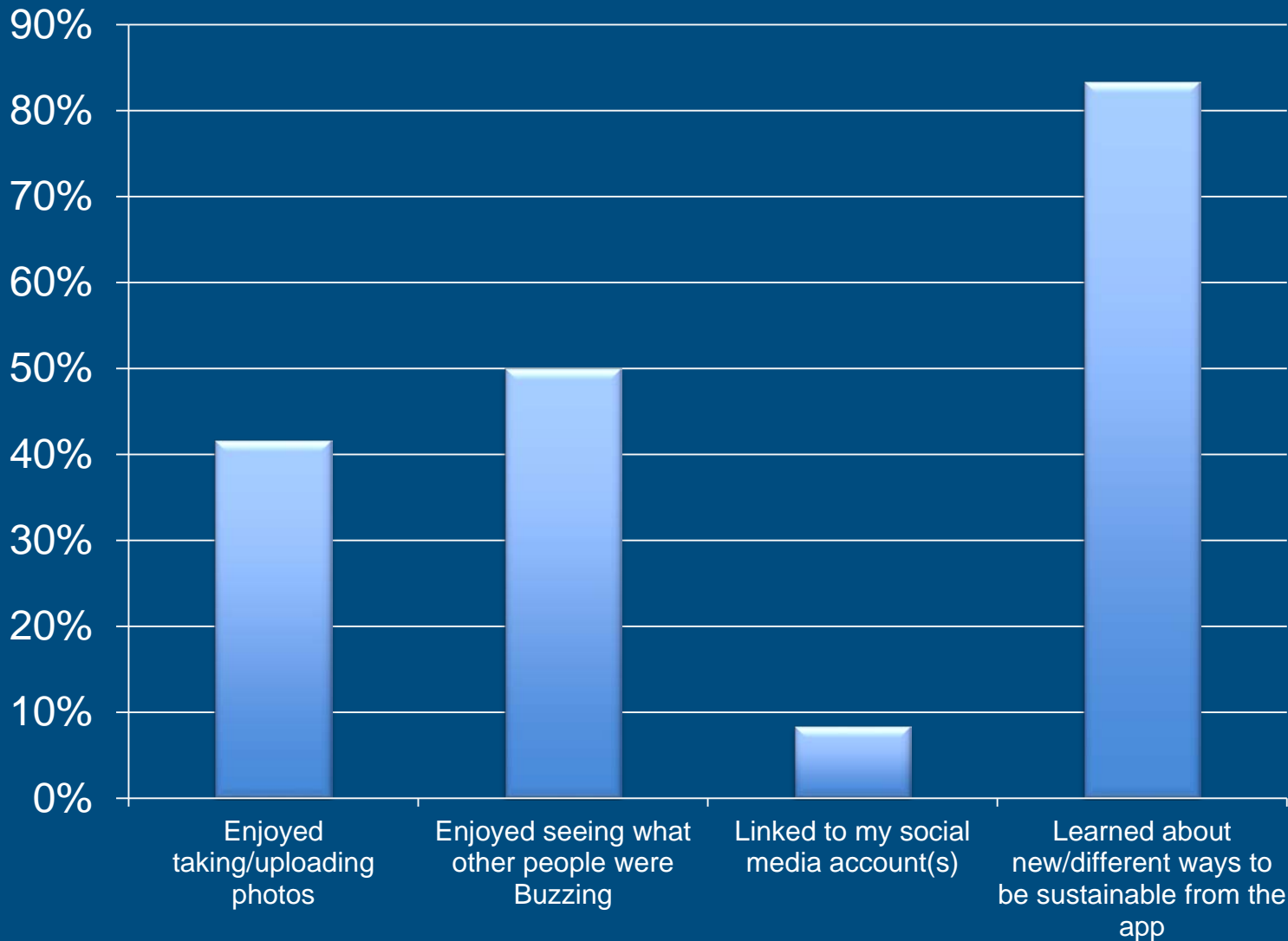
# Describe some new habits you learned

- “I now always take 5 minute shower, load my dishwasher and laundry completely in order to save energy. I always use a reuseable water bottle and I always turn off all the lights.”
- “I am far more conscious about electricity use and now try to make sure that I recycle correctly”
- “I changed daily habits more like eating more locally grown products and taking shorter showers”
- “I am more careful with water conservation”

# How would you describe the length of the challenge period?



# Check all of the following that apply to you



Don't just take our word for it:





We could not have been more pleased with our first Green Cup Challenge and are very excited about our future Challenges. There was lots of fun competition to see which team could do the most to make Austin a little greener. It was great to see the savings report confirming just how much our small actions can really add up for meaningful impact.

**Amy Petri**

Communications Manager Office of Sustainability, [City of Austin](#)



In addition to the great learning experience, the challenge built class coherence and team building. It changed the dynamics of class in a productive way.

Mary Alice Haddad

Associate Professor of Government, [Wesleyan University](#)



JouleBug's Challenge brought our employees together, enabling interaction between areas that never interact with each other otherwise.

Erica Kose

HR Manager, EPLM SBU , [KPIT Industries](#)



# THANK YOU!

Gus Meza, Sr. Water Efficiency Specialist

[gusm@westbasin.org](mailto:gusm@westbasin.org) | 310-660-6209

West Basin: [www.westbasin.org](http://www.westbasin.org)

---

Grant Williard, Founder and CEO

[grant.williard@joulebug.com](mailto:grant.williard@joulebug.com) | 650-492-1784

[www.joulebug.com](http://www.joulebug.com)

