

# Green is the New Well

THE EVOLUTION OF ENERGY EFFICIENCY AS A PATH  
TO WELLNESS, AND HOW UTILITIES CAN REPOSITION  
THEMSELVES AS LIFESTYLE PARTNERS.

# The wellness industry is growing more complex.

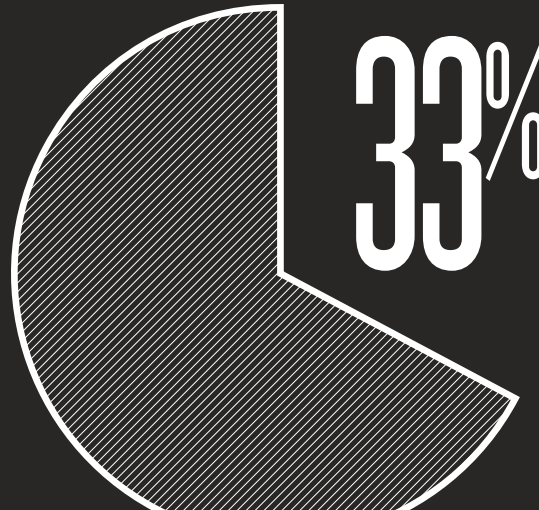
Wellness used to be an industry largely comprised of all the things we put inside our bodies. It was a facet of living a healthy life and centered around diet, exercise and the routines we put in place to keep our vitals in good shape. Today wellness has expanded to encompass everything from financial well-being to spiritual harmony and finding comfort in all aspects of our lives.

Wellness is a trillion-dollar industry that has moved to center stage in the minds of consumers. **And energy efficiency has a starring role.**



# The conversation is changing—using less energy can lead to generating more wellness.

Utilities have a unique opportunity to help their consumers tap into the benefits that come with energy-efficiency products and services, beyond the act of saving money. While the tie between living in an energy-efficient home and being well is still somewhat abstract to consumers, an increasing number are seeking out home improvements that also improve body and mind.



*of consumers believe in the idea that optimizing energy efficiency in the home can contribute to better health and overall well-being.\**

\*Mower 2019 Consumer Survey, "The Intersection of Energy Efficiency and Wellness"

# Online marketplaces give utilities a unique platform for messaging.

As utilities look to evolve away from traditional business models (only providing power) to nurture an expanded relationship with their customers (as energy advisors), online marketplaces are becoming a necessary part of the shift.

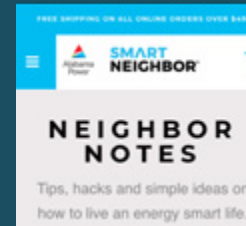
Most marketplaces feature products that are designed to increase comfort and energy efficiency in the home—two factors that consumers align with their wellness.

## Factors directly impacting wellness

Sleep, followed by exercise, are selected as top factors having a direct impact on wellness. Nearly half of respondents select their home as having an impact, while one-quarter select energy efficiency.

Sleep— <b>67%</b>	Time spent outdoors— <b>39%</b>
Exercise— <b>65%</b>	Interpersonal relationships— <b>38%</b>
Physical health— <b>63%</b>	Travel— <b>28%</b>
The food you eat— <b>61%</b>	<b>Energy efficiency— 24%</b>
Stress levels— <b>61%</b>	Material possessions— <b>9%</b>
<b>Your home— 47%</b>	Other— <b>1%</b>
Work life— <b>46%</b>	None of these— <b>1%</b>
Finances— <b>43%</b>	

Mower 2019 Consumer Survey, “The Intersection of Energy Efficiency and Wellness”



## Spotlight: Alabama Power

The utility uses its marketplace as a platform to promote a lifestyle

of energy efficiency that goes beyond simply purchasing energy-efficient products. To that end, it offers a much wider selection of products than most marketplaces, with camping gear, Polaroid cameras, printers and slow cookers. Captured under the idea of “Smart Neighbor®,” the marketplace also shares tips, hacks and simple ideas on how to live an energy-smart life.

# The role of energy advisor could be especially relevant in the burgeoning “homebody economy.”

Coined by American news site Vox, the term “homebody economy” refers to the growing trend of people opting to spend more time in their homes for just about every occasion.

As these trends continue to grow, along with the uptick in people’s interest and investment in wellness, there is great potential for making a case around the mental and physical benefits of energy-efficient products and services.

These sentiments are echoed by a team of researchers who recently published a paper in the peer-reviewed journal *Joule* about the lifestyle habits of millennials, which have the side effect of saving tons of energy. While their habits have led to consuming less energy in places like offices and malls, they have increased residential energy demand.

The paper’s author, Ashok Sekar, a post-doctoral fellow who studies consumer energy use and policy at the University of Texas at Austin, states:

*“This work raises awareness of the connection between lifestyle and energy. Now that we know people are spending more time at home, more focus could be put on improving residential energy efficiency.”*

## FROM WORK

A recent survey by *Global Workplace Analytics* found that over the last 10 years, remote work has grown

91%



## TO PLAY



28%

of young millennials prefer to drink at home, according to a recent Mintel study.

## AND EVERYTHING IN BETWEEN...



39%

of adults are following an at-home exercise plan, and just as many report an interest in working out at home. (also Mintel)

# Homebody trends could generate interest in lesser-known energy products.

When consumers think of energy-efficiency products in the home today, they are most likely thinking of easy upgrades like LED light bulbs and high-efficiency appliances. In our survey, we determined that consumers were far less likely to have smart thermostats, advanced power strips, on-demand water heaters and solar panels. A third or less of respondents reported having these products.

However, we also learned that smart thermostats and on-demand water heaters are more commonly owned by respondents who are both working from home and exercising at home, compared to those who do not. That's good news, as work-life balance (working from home) and exercise are two dominant areas in the wellness conversation.



**Trends to Watch:** Energy-efficiency products could enhance these experiences, as they directly impact mental and physical well-being in the home.

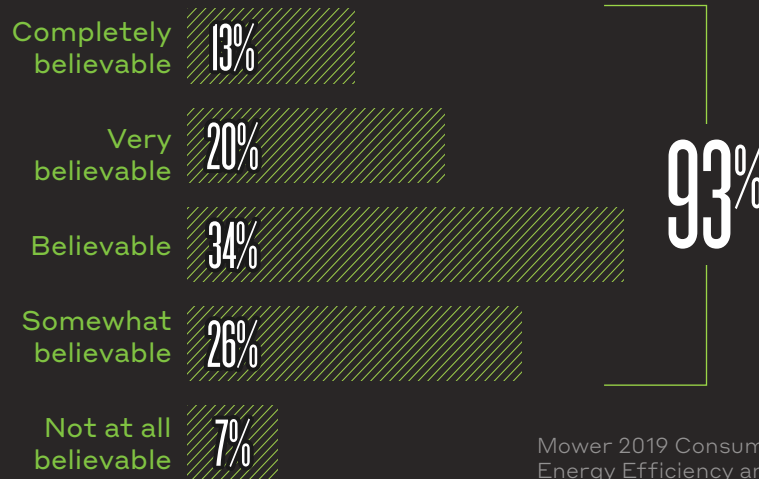
# Utilities can own a part of personal wellness.

Consumers are already primed to make the connection between utilities and wellness—but it will take consistent and thoughtful messaging to evolve the relationship with your consumers from one of transaction to one of consultation.

Our survey revealed that consumers believe that utilities, with their energy-efficient products and services, can contribute to better health and overall well-being.

## Belief in Connection of Utilities and Personal Wellness

**Many consumers believe in the idea that optimizing energy efficiency in the home can contribute to better health and overall well-being.**



“Utilities offer a range of energy-efficiency solutions related to better heating, cooling, lighting and air quality within the home. There has been significant research around the idea that optimizing these areas in the home can contribute to better health and overall well-being.”

Mower 2019 Consumer Survey, “The Intersection of Energy Efficiency and Wellness”



# Consumers are ready to learn and invest more in their wellness.

As the wellness industry continues to grow, people are becoming exposed to an ever-evolving stream of products and services designed to help them live their best lives. In our survey, we learned that more than half of consumers are interested in learning more about wellness products and services, with nearly seven in 10 willing to invest at least a small amount of money in improving their overall wellness.

What does that mean for utilities? It means that you have an opportunity, as an authority on energy, to help your customers learn about the products and services that will enhance their well-being in the home, and that they will be more likely to obtain these products and services from you over competing retailers with similar offerings.

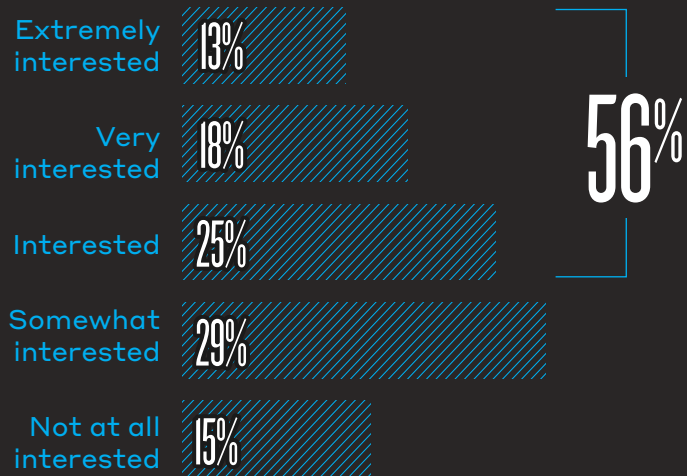




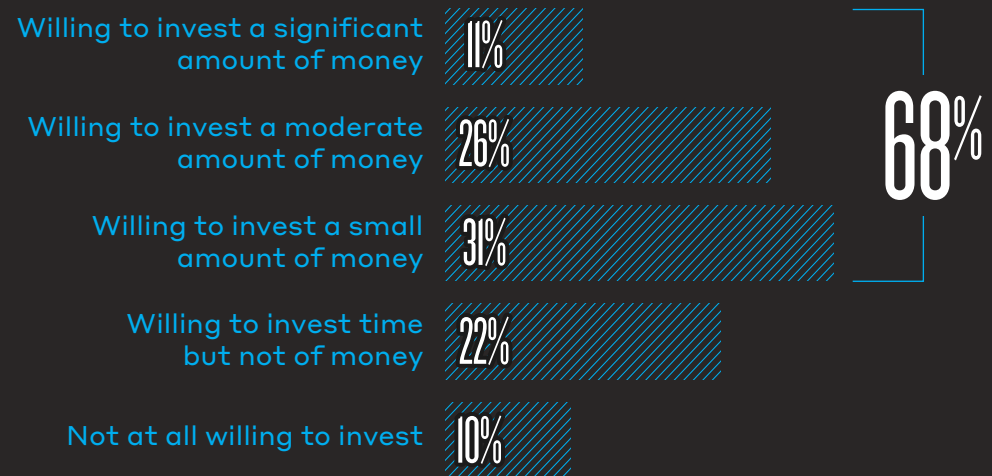
# Attitudes about learning and investing in wellness are changing.

Over half are interested in learning more about wellness products and services, with nearly seven in 10 willing to invest at least a small amount of money in improving their overall wellness.

## Interest in Learning More About Wellness Products and Services



## Willingness to Invest to Improve Overall Wellness



# Ready to get started?

Getting consumers to see you as their partner in a life of wellness will require thoughtful planning. Be mindful of who your customers are, where they are, and the need you're helping them fulfill.

## DO CUSTOMER SEGMENTATION

It's critical to understand the diverse population you're reaching out to and gain insight around the most relevant messaging for each segment. To that end, it may be time to do some research on your customer base to determine what their unique wants and needs are.

## MAKE A PLAN

Evolving your image from "just the power company" to "energy advisor that I trust" won't happen overnight. Consider planning a series of phases where you help customers learn about energy efficiency and its tie to wellness one small step at a time. Test your messaging to see what's working and what isn't. Optimize your plan along the way as you learn.

## REACH CONSUMERS WHERE THEY ARE

The best message in the world won't make a difference if you can't connect it to your customers. Carefully consider where, when and how you communicate with them.

**MOWER**



# MOWER

With a specialty in energy and sustainability, the Mower team is fully charged and ready to roll into the future of the utility industry.

***Let's talk.***

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Energy & Sustainability Specialty Leader

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