

## 2008 Behavior, Energy and Climate Change Conference Roundtable Abstract

### 8. What are the Best Means of Marketing Climate Change to Today's Youth?

Moderator: Brian Keane, Smart Power

**Abstract:** SmartPower, the nation's leading marketing organization dedicated to clean energy and energy efficiency has conducted consumer market research that tells us how Americans respond to messages about energy efficiency. We know that teenagers and young adults are more responsive to these messages than are parents and Baby Boomers. We also know that young people will not take action if they are preached to—they want to be inspired.

What is the potential for marketing energy efficiency and "Energy Smart" behavior to young Americans? What are the short and long-term effects on the culture of energy consumption and the clean energy market by changing popular misconceptions about energy use? How do we craft the right kind of campaigns and messages that resonate with young people and motivate them to look at energy differently and change the way they use it? SmartPower President, Brian F. Keane will address these compelling questions and explain the significance that marketing energy efficiency to young Americans can have on the future of clean energy.

Among other work, Mr. Keane will present highlights from the compelling Living Diaries study, an extended focus group that illustrated in a detailed way the generational differences in attitude towards energy efficiency, the messages and tone that reached young people, and a pattern of energy smart responses and actions.

**Bio:** Brian F. Keane's career has been spent building and managing not-for-profit organizations that directly deal with issues and topics that become part of the national conversation. From economic issues in the 1990's to environment issues today, Keane has used his background in politics and communications to create organizations that challenge the conventional wisdom and ultimately set the national agenda.

Today, Keane is President of SmartPower, a nationwide non-profit marketing organization dedicated to promoting clean, renewable energy and energy efficiency. Hailed as the "Got Milk" campaign for wind, solar and waterpower, SmartPower's award winning marketing campaign has been credited with creating hundreds of GWh of clean, renewable energy across the nation. With operations coast to coast, SmartPower has become the unrivaled marketing organization for the clean energy industry.

For their efforts, Keane and SmartPower have been recognized with numerous awards over the past years. Among them: the coveted Green Power Pilot Award presented by the US Environmental Protection Agency and the US Department of Energy; Four Gold Awards from the Service Industry Advertising Awards (SIAA); the People's Action For Clean Energy "Environmental Heroes Award" and the Connecticut Department of Environmental Protections' "Green Circle" Award. In 2005 Brian Keane was recognized as one of Connecticut's "Outstanding Forty Under 40".

Keane is a 1989 graduate of The American University in Washington, D.C. where he earned a Bachelor of Arts in Broadcast Journalism and Political Science. The 10th in a family of 11 children, Keane served as the Chairman of his eldest brother's successful campaign for the Boston City Council and his brother's subsequent race for the U.S. Congress in Massachusetts 8th Congressional District in 1998. Today Keane serves on the Board of Directors of the Vermont-based Clean Energy Group (CEG). He also serves as the President of the American University Alumni Association.