

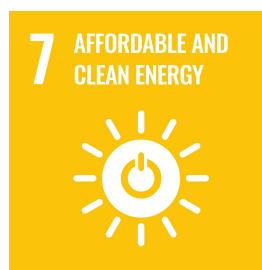
# TELLING THE STORY USING TECHNOLOGY



This project was aimed at increasing adoption of residential solar panel systems through expanding public education. SolarCity needed a tool for showing the positive impact that homeowners make in their local community when they install solar power on their home. The Field Energy Consultants that sell solar power want a tool for showing the results of their work for the community and the environment.

## GREENLIGHT GREENPAPER

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SolarCity is the nation's largest residential solar installer, having released the first-ever solar lease in 2011, the company transformed the energy and residential solar industries by providing an affordable option to upgrade a home to solar power, with \$0 upfront cost. The problem is that many people do not know the impact of energy generation on the environment, especially the carbon footprint and water consumption from steam turbines (coal, nuclear, and natural gas plants). Since most energy is generated away from the home, the problems associated with generation are out-of-site, out-of-mind.

Kevin Keleher, GreenLight co-founder, is a Field Energy Consultant for SolarCity and he believes a tool that would help tell the story of the positive impact that the systems he is installing will help him to educate homeowners about the benefits of installing solar power, and about the local progress that his customers are making. SolarCity has a team of IT staff that help maintain software for the company, but they are over capacity just keeping the business running, so they needed help developing this idea.

Solutioneers created a heartfelt narrative to use when reaching out to consumers before presenting easily accessible information that was also easy to comprehend. In addition, they expressed the benefits of switching to solar energy and presented the idea of higher standard of living to these consumers. It is important for people to understand the many values of making the switch to solar power, and to tell the story in a compelling way.

The team also developed a beta version of the web portal that each Field Energy Consultant could use to show the measurable positive impacts that the solar power systems they are getting installed are creating. The portal would be a tool that each Consultant could use to show homeowners the local benefits that they are making for the communities they live and work in, including: carbon footprint reduction, water savings, cost savings, etc.

#### **BENEFITS TO PROJECT PARTNER**

The Project Partner would receive a valuable tool for telling the story of positive improvement that residential solar power can make, and in turn, an increase in the sales of solar power systems to single-family households.

#### **BENEFITS TO SOLUTIONEERS**

Solutioneers were able to examine a more sustainable form of energy (solar energy) while implementing marketing tactics on the consumer side. In addition, they were able to learn more about sustainable solar energy, passing on their knowledge to others.

#### **BENEFITS TO THE COMMUNITY**

Consumers would have an increased awareness of the product, increased energy independence & resilience, and a more sustainable community.