Employee Energy Benefits (EEB) Model
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Also called Home Energy Affordability Loan (HEAL), this model offers employers a way to leverage their workforce to gain emission reductions. Employer uses their own EE savings to finance home EE (and transportation) investments for employees, with pilots quantifying multiple benefits to employers.

• Deepen material employee engagement in employer sustainability efforts
• Improve sustainability metrics (capture Scope 3 emissions)
• Strengthen employee retention
• Reduced employee absenteeism and medical costs

Source: Evolution of Sustainability Initiatives for Employee Engagement
Benefits for Employees and Communities

- Employees have access to an online platform to identify and tailor opportunities, thus driving custom improvements for themselves and their communities.

- Since inception, the EEB program has been piloted with >24 employers in 8 states, resulting in an average savings of 2.5 metric tons of CO2e annually per home retrofit.

Source: Evolution of Sustainability Initiatives for Employee Engagement
How does it work?

• Including concierge services and credit-agnostic financing are keys to success

• Need empirical data for some of the most promising bottom line returns:
  • Health Care Costs
  • Productivity Improvements (absentee and presentee)
  • Longevity/Turnover impact

Source: Better Buildings Residential Network
Arkansas HEAL/HELP Program

- Initial 2011-12 pilot - City of Little Rock and the University of Arkansas Medical Sciences.

- After highly successful City of Fayetteville pilot in 2014, program was taken over by local electric cooperative.

- Program participants now have on-bill financing, as opposed to payroll deduction.

Source: Public Interest of Private Benefits, Heal Pilot Results