

# 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.

## THE EEB MODEL FOCUSES ON FIVE DIMENSIONS



Home Energy Efficiency



Commuting, Low Carbon Transportation



Water Conservation



Solar/Clean Energy



Home Health and Safety

- 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 CO<sub>2</sub>e annually per home retrofit

## BENEFITS FOR EMPLOYERS, EMPLOYEES, AND COMMUNITIES:



Direct **utility cost savings**, estimated at an average of \$447 a year.



**Increased real estate values**, estimated at an additional \$10 to \$25 for every \$1 decrease in annual energy costs.

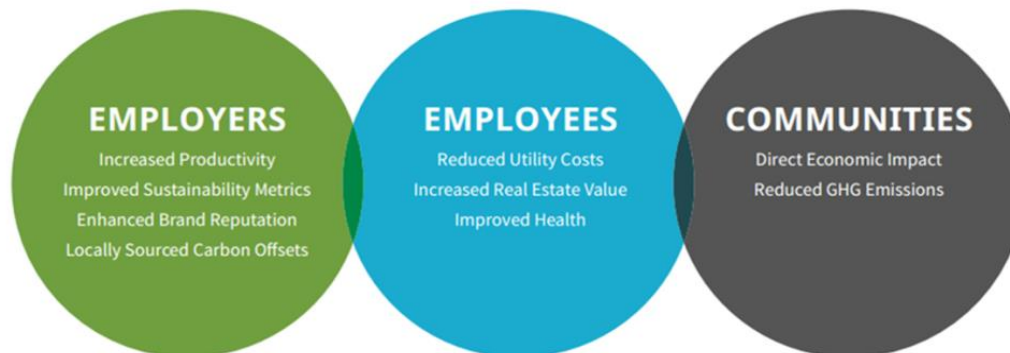


**Improved health**, potentially resulting in reduced absenteeism and lower medical costs.



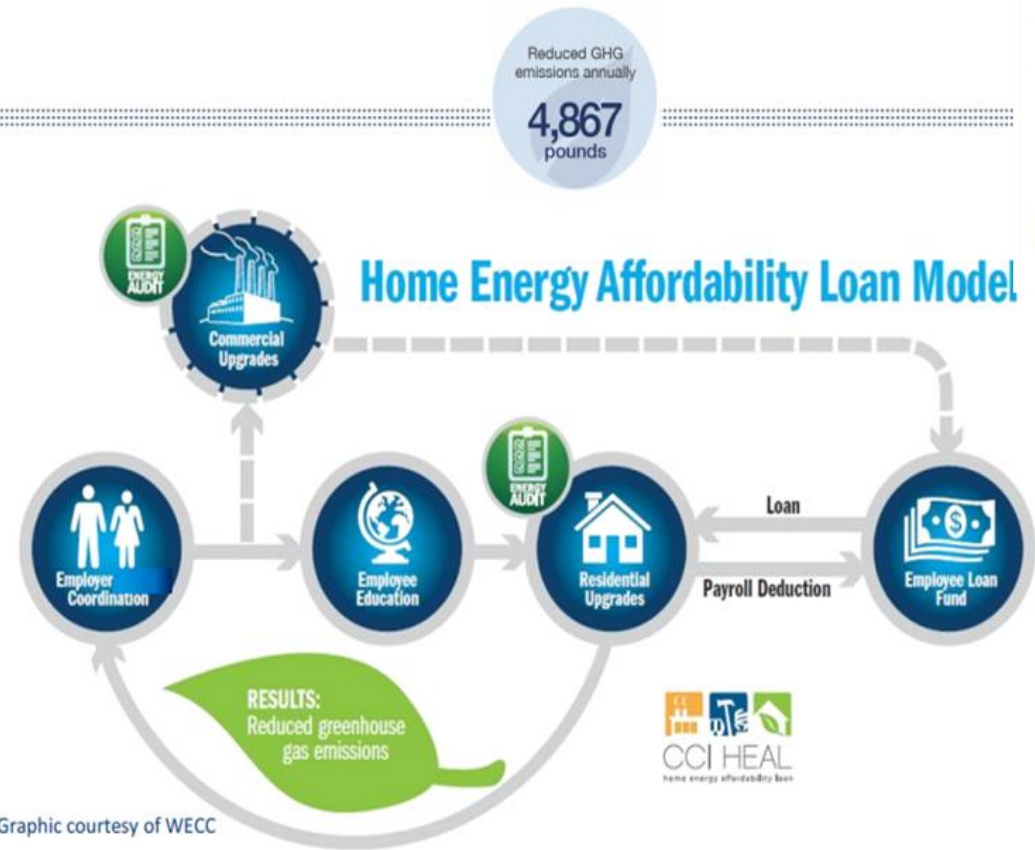
Direct economic impact resulting from the **money paid to local home auditors and contractors**, estimated at \$8 million for every 1,000 employees enrolled in the program.

## PROGRAM BENEFITS INCLUDE:

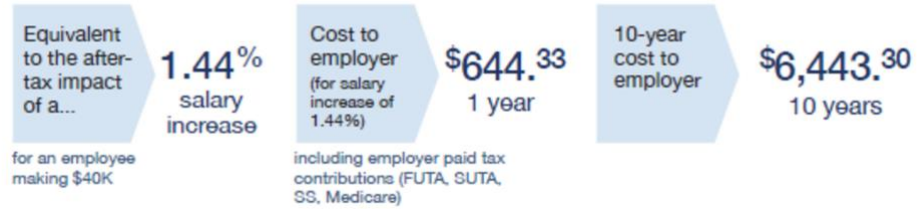


Source: [Evolution of Sustainability Initiatives for Employee Engagement](#)

# How does it work?



## Cost of providing similar disposable income increase through wages...



- 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

## Participant Impact

Based on the home assessments performed, here are the energy, environmental and financial impacts identified for the average participating employee household.

### Energy, Environment & Financial Impacts of Recommendations



### Most Frequent Recommendations



Source: [Public Interest of Private Benefits](#), Heal Pilot Results