

W E R i S E

Weatherize Every Residence in the South East

*Building a movement of
Home Energy Renovation -
One Community at a time*

Alabama Interfaith Power and Light
and The Peoples Justice Council

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Energy Services Menu

- **Home Energy Assessment (Audit)**
(no longer doing stand alone assessments, see Clinics)
- **Home Energy Clinic:** for the Do-it-Yourself Home Energy Rennovator. Includes a guided Assessment.
- **Home Energy Makeover:** the whole enchilada of home energy renovations.



Southface Energy Institute

- **Southface:** showcase energy efficiency and sustainability
- **EarthCraft House:** green-building program of Greater Atlanta HBA



2

**“Saving the Planet
One Home at a Time”**

.... But only one at a time?

**More Home Energy
Clinics!**

... But finding an audience?
... and a living wage?



Top Ten Ways to Save the Planet

1. Seal the ducts in your HVAC system
2. Seal Holes, Cracks and Penetrations
3. Upgrade attic insulation to R-36
4. Install an insulation blanket on your water heater
5. Replace light bulbs with LEDs



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**GOAL:Self-supporting Home Energy
Renovation Crews**

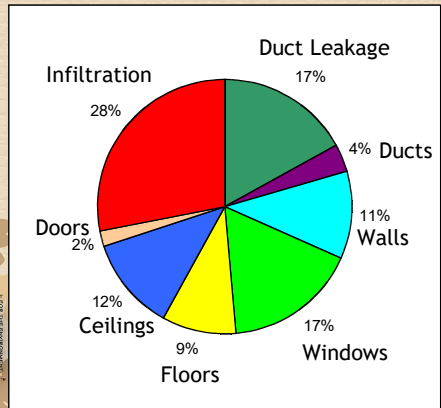
“Teaching Communities How to Fish.”

**Train Home Energy Renovators
by doing Home Energy Renovations.**

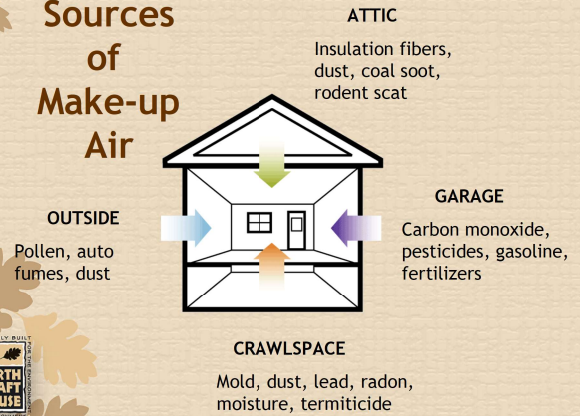
Working with Communities of Faith



Energy used to heat and cool



Sources of Make-up Air



10

The 3 Most Important Factors in Energy Efficient Homes

- Airsealing*
- Airsealing
- & Airsealing

* Sealing Ducts first priority



8

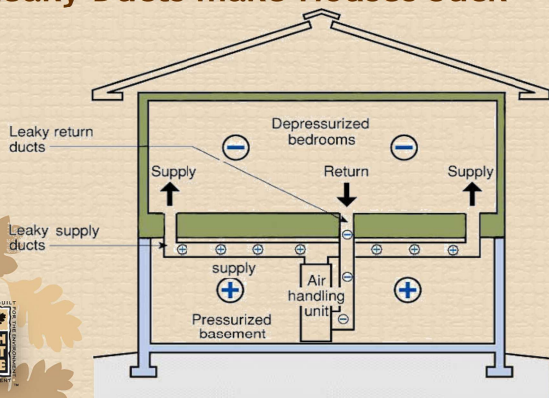
Priorities for Improving IAQ



1. Air Seal
2. Ventilate
3. Filter



Leaky Ducts make Houses Suck



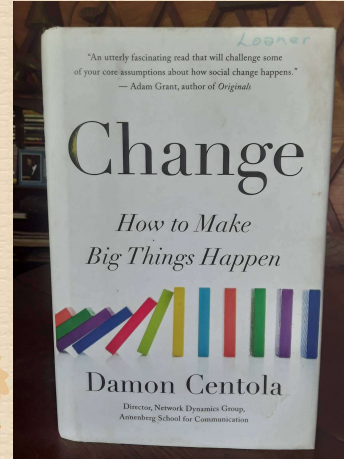
Duct tape at its best!



12

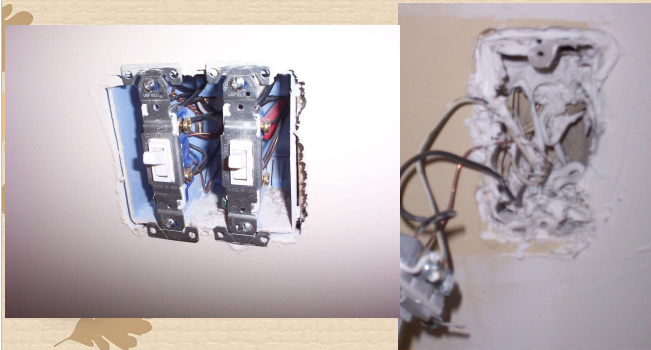
Duct Leakage

- Duct tape is NOT allowed by modern codes (tape must be UL181A or UL181B)
- Mastic is required for a permanent seal



Additional Air Sealing

- Drywall sealed to window/door casing & floor
- Drywall penetrations in exterior and interior walls



Peer Influence Rules!

“People explain other peoples choices as conformity to social norms, but insist that their choices are based on facts and reasoning.”

“... the only homes to show significant reduction in their energy consumption were the homes that were given information about their peers behavior.”



Required Air Sealing Measures

- Attic scuttle hole weatherstripped and sealed at rough opening
- Penetrations through drywall in attached garage sealed



3 Strategies for Reaching the Tipping Point in Social Change

- **Shotgun Strategy:** distribute resources broadly for maximum reach.
- **Silver Bullet:** concentrate resources on special people - celebrities/influencers.
- **Snowball:** concentrate resources on special places in the social network.



Network Architecture is Key to the Snowball Strategy.

What's the most established and accessible networks in most communities?

Churches and Communities of Faith!



2 Main Take-Aways

1. Leaky Ducts Make Houses Suck (and you can fix it in a few hours one weekend.)
1. Redundancy is more important than reach. (concentrate your resources on special places in a network.)



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Teaching Home Energy Renovation by doing Home Energy Renovations in your community.

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