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# Campaigning for Energy Conservation

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*Making users more energy conscious*



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# Agenda

- **Introductions, objectives**
- **Creating an energy conservation campaign**
- **Engaging employees in targeted actions**
- **Sample promotions, activities**
- **Moving up to energy efficiency**



# Why Campaign for Conservation?

- Make the link between individual actions and energy consumption (expense)
- Reduce operating costs / improve bottom line
- Be positioned to maximize benefits of energy efficiency investments
- Protect the environment
- Be a good model



# Start with a Team

- **Solicit a diverse mix of positions and skills**
  - Efficiency – appropriateness – buy in – broad appeal
- **Involve operations staff**
  - Quantify energy savings, configure pcs, copiers
- **Designate a team leader**
- **Recruit a campaign “champion”**
  - Will act as the spokesperson
  - Ideally a senior manager



# Create the Campaign



- **Determine SMART campaign goals**
  - Specific, Measurable, Action oriented, Realistic, Timed
    - Outreach, education to 80% of staff by April 1
    - 90% of lights turned off at end of workday by June 1
    - 75% of PCs configured to power down by August 1
- **List target actions that will support goals**
  - Focus on only 5-10 actions
  - Group by topic (pcs, lighting) or area (office, kitchen)
- **Document baseline to measure progress**

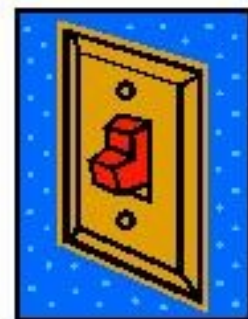


## Tip:

- **Individuals are more willing to conserve when:**
  - The issue is understood on a personal level
  - Impacts associated with his/her energy use are known
  - They know what they can do to make a difference
  - They are not inconvenienced
  - There are personal gains
- **Ex: For each employee who turns off their computer at night we will save about \$XX per year, consume Y watts less energy and prevent Z tons of GHG emissions.**



## Some Desired Actions



- Maximize the benefit of daylight
- Turn off lights when area unoccupied
- Turn on lights, equipment when needed
- Program PC to power down when not in use
- Unplug chargers/adapters when not in use
- Turn off all equipment on Friday evenings
- Close blinds at end of day + on hot days
- Avoid use of space heaters



# Plan!



- **Develop communications plan**
  - Influenced by budget, resources, company practices
  - Take advantage of existing channels
  - Posters, signage, presentations, press releases
  - Stickers, post-it notes, checklists, how-to brochures
  - Engage the local school or college to develop media
- **Create a timeline with tasks to be completed**
  - Include period evaluations and updates
- **Ensure management on board**



# Get the Word Out

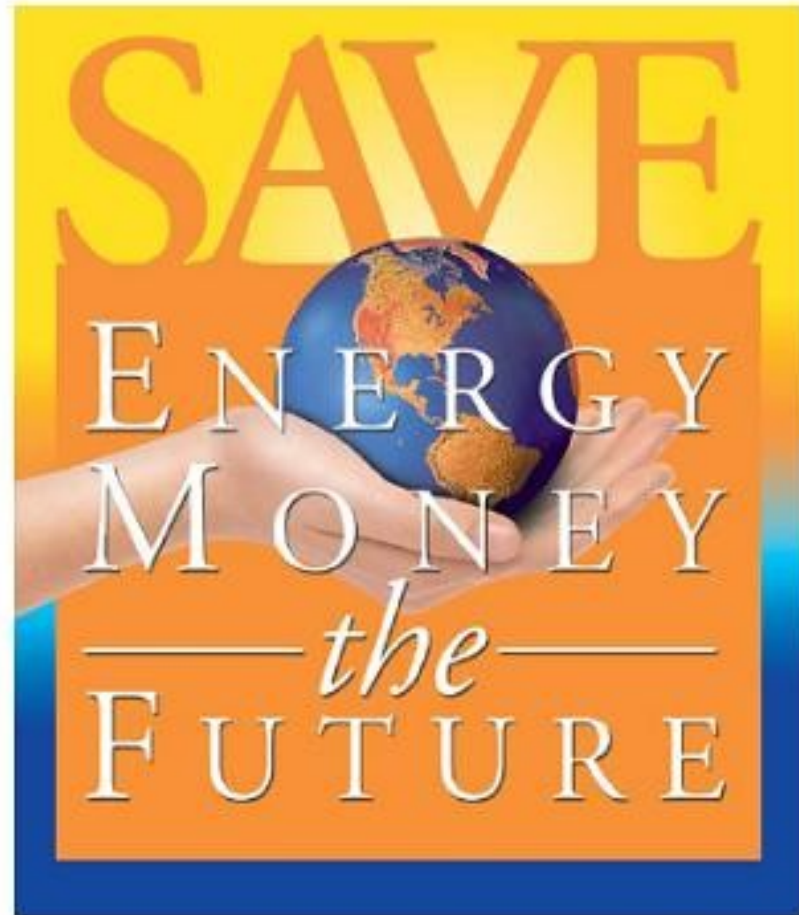
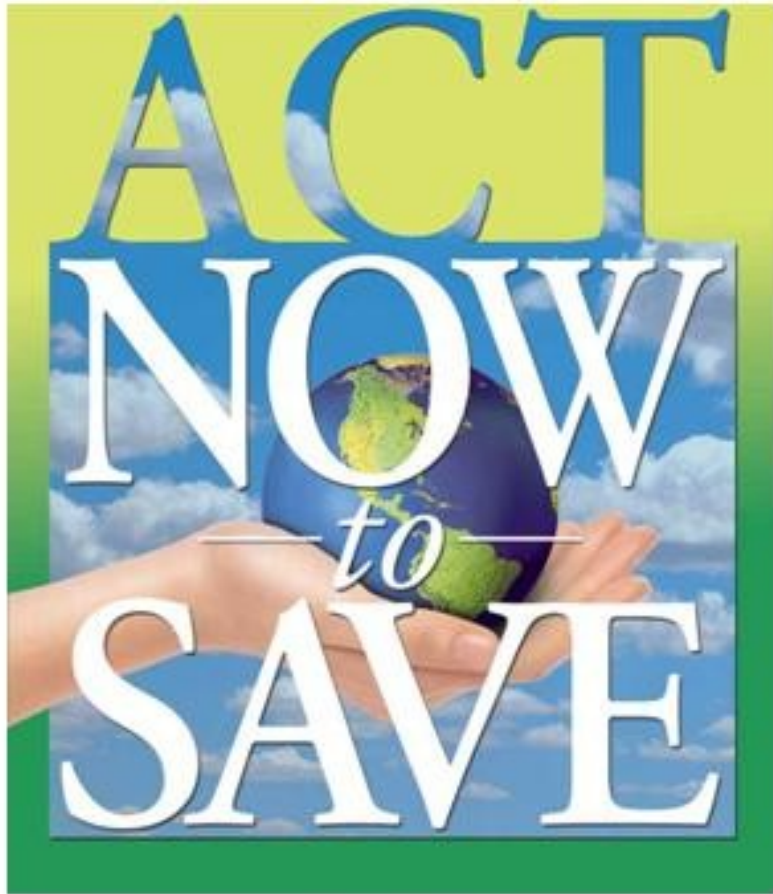
- Use a theme to give the campaign personality

- Reflect the workplace culture: fun – competitive – pledge

- Create key messages

- Simple – brief – catchy – feel good activities
- Create awareness: What are the issues, opportunities
- Generate motivation: Why change behavior
- Use terms that resonate: savings per action/potential total, power how many homes, cars off the road
- Incorporate target outcomes, goals





[http://www1.eere.energy.gov/temp/services/yhttp/campaign\\_materials.html#yhttp](http://www1.eere.energy.gov/temp/services/yhttp/campaign_materials.html#yhttp)



EARTH DAY 2007

**THINK** GLOBALLY

**ACT** LOCALLY

**MAKE THE CLEAR CHOICES EVERY DAY**

- Turn off lights when not in use
- Change to compact fluorescent bulbs
- Purchase ENERGY STAR® equipment
- Combine trips, and share rides
- Drive a hybrid or fuel-efficient car
- Walk, ride a bicycle, and use mass transit

[www.energysavers.gov](http://www.energysavers.gov)



**NOT IN USE?**

**TURN OFF THE JUICE!**

LEDS BY EXAMPLE WITH  
**SMART ENERGY CHOICES**  
AT WORK AND AT HOME

**USE YOUR WITS. SAVE YOUR WATTS!**  
Switch off unnecessary lights.  
Empty rooms turn the dials!

**UNPLUG THAT DRAIN!**  
Shut off or unplug electrical "drains" such as  
battery chargers, radios, printers, scanners, and coffee makers.

**BE WISE ABOUT OFFICE SUPPLIES.**  
Use energy efficient products with the ENERGY STAR® Label

**BURN CARBOHYDRATES...NOT HYDROCARBONS!**  
Walk, bike, or take public transport to work.

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EPA-330-F-07-001 (Rev. 4/07) www.energysavers.gov

**YOU HAVE  
the POWER**

U.S. Department of Energy  
Energy Efficiency and Renewable Energy  
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# Make it Personal

- Simply providing information does not change behaviors
- Know what motivates your target audience!
  - Competitions – recognition - rewards
- Make contacts personal, interactive, engaging
  - Face to face interactions, direct communications
  - Departmental opportunities, achievements
- Use vivid, relevant, personalized information
  - Pictures of employees doing preferred actions



# Involvement Leads to Success

- Kick off campaign with an event

- Have fun and be creative
  - Customized wall switches



- Workshops, info sessions, hallway displays

- Encourage challenges, competitions, social interactions, theme day



- Give away prizes as incentives for ideas, actions

- Energy efficient bulbs, eco-buttons, t-shirts, free lunch, sweet treats, certificates, tree for planting



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# Amplify Your Impact



- **Awareness programs are more effective when**
  - There are related quantifiable goals
  - Tied to bigger event to get more visibility, prominence
    - Earth Hour (March 29, 8:00p), Earth Day (April 22), Energy Awareness Month (October)
    - New budget constraints
  - Linked to changes staff can see
    - Lights off in senior managers' offices
    - Energy efficiency retrofit



# Follow-up is Key

- **Regularly evaluate activities and progress made**
  - Report results in actual numbers, percentages, related savings
  - Include easy-to-read bar graphs, pie charts, concrete examples
  - Compare to pre-campaign baseline and target goal
  - Survey to learn what actions being taken, how campaign activities influenced behaviors
  - Adapt message, approach as needed
- **Share successes!**
  - Recognize and reward individuals for accomplishments
  - Issue internal and external press releases – build enthusiasm



# Final Words

- **Awareness Campaign is a work in progress**
  - Keep momentum by reinforcing your message often
  - Emphasize targets and progress being made
  - Conduct night-time audits with stick-on reminders
  - Work with HR, IT to ensure new hires get informed
  - Post progress updates on company's website
  - Raise the bar to incorporate new goals, actions





# Let EcoStar Help

- **Develop outreach campaign, materials**
  - *You Have the Power* art files, posters, handouts
- **Educate and engage employees**
  - Info sessions, Kill-a-Watt demo, ecobuttons
- **Measure progress and related savings**



# PCs -- Programmable

- Idle-Standby-Off – It matters! (avg 44-3-1 watts)
- Screen saver mode ≠ energy saver mode
- Activate power management feature
  - Sleep after 5 minutes, standby after 15 minutes
  - System standby or hibernate can save **\$25-75/year**
  - Turn off monitor if idle 15+ minutes can save **\$10-40**
  - Turn off computer if not using for 1 hour+



# Big Hit - Lighting

- **Lighting accounts for 38% of electricity consumed in US commercial buildings**
  - Greatest opportunity with minimal investment
- **High Perform. or Super T8 fluorescent lighting systems can save 15-20% over standard T8**
  - Longer life, better quality light
- **T5 and T8 fluorescent fixtures can provide 25-45% savings over metal halides**



## CFL's Shine

- **Compact Florescent Lights (Energy Star rated)**
  - Use 75% less energy
  - 10x longer life
  - Save \$30+ over life of bulb
  - Produce 75% less heat
  - Return of 30%+, simple payback within 3 years
  - Maximum savings – where light is on 15+ minutes
  - Requires proper disposal, clean up



## Other Quick Fixes

- **Occupancy sensors**

- Cost \$25-80
- Workday energy savings (5-minute set):  
conference room - 41%, restroom - 33%, office - 31%



- **LED exit signs**

- Replacements or retrofit kits <\$20
- Save \$10+ per year in energy + maintenance costs



- **Energy Star equipment – 20-25% more efficient**

- **Power strips – power down with a click**

- **Programmable thermostats**



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***Thank You!***

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