

Charting a Course to Energy Independence

Providence, RI
August 9-12, 2009

Energy "101"
Energy Awareness
Outreach and Communications





Energy “101”

Federal Agency Energy Awareness Outreach and Communications

Presented by

Carl Costello

President, Greening America

Washington, DC

August 2009



What is the Issue?

Energy

- The ability or power to do work
- A supply of electrical, mechanical, or other form of power

Awareness

- Mindful that something exists because you notice it or realize that it is happening
- Having knowledge of something because you have observed it or somebody has told you about it



What Drives Behavioral Change?

**The Rational –
How do I benefit?**

**The Emotional –
How can I make a difference?**



What Obstacles are in the Federal Sector?

- No personal cost to the individual
- No individual accountability
- No financial penalties for waste
- No financial rewards for efficiency



Where to Begin?

- Change must begin with the individual
- Stress Positive Change,
Not Negative Feedback
- Personal commitment
- Role models to emulate
- Success stories to replicate



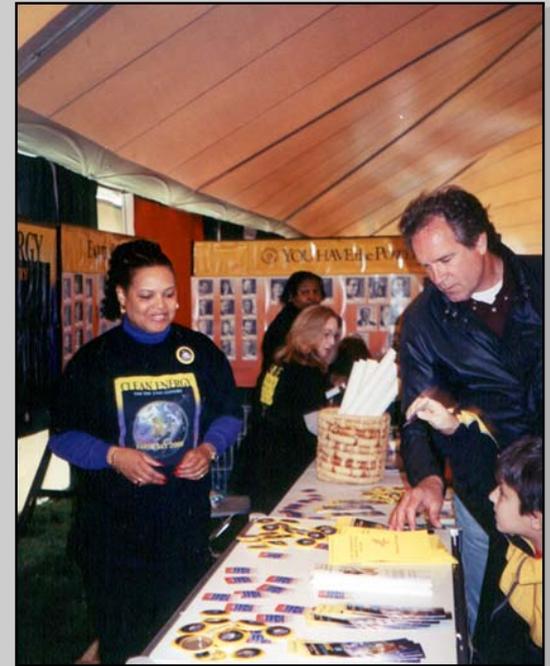
Who are the Target Audiences?

Who are they?

- Select your audience
- Learn about them
- Find the barriers to reach them
- Develop strategies to overcome the barriers

How can you target them?

- Federal Energy Managers
- All Federal Employees
- Agency Executives



“[The biggest challenge of my work is] reversing a very complex, deeply ingrained culture to one with high energy awareness, concern, and responsibility. I want each individual to be an ‘energy champion’ on a daily basis.”

Mike Ziskind, GSA

Carl Costello, Greening America

August 12, 2009



What Are the Communications Objectives?

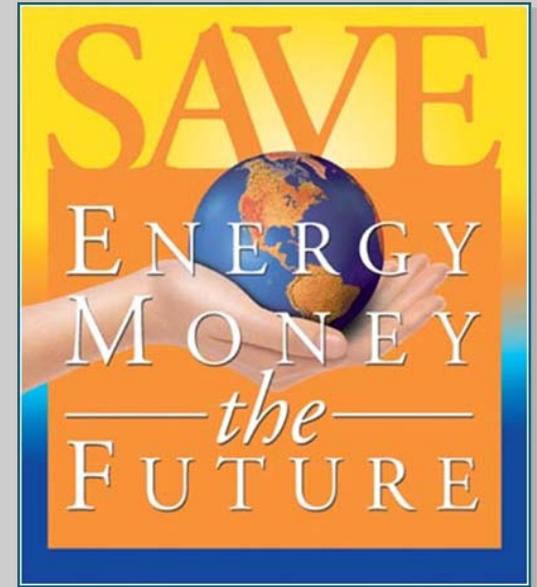
- A **unified, consistent, and targeted** message
- Tools and materials to **motivate employees at their facilities**
- Show **everday actions** to save energy at work and at home
- Recognize **outstanding accomplishments** and team efforts



Key Messages

A compelling and unified approach encompasses two key messages:

- Energy management is **sound business practice** that is good for the bottom line.
- Energy management is a **government wide shared responsibility**, carried out through individual agency action and the efforts of Energy Champions.





Presenting a Call to Action

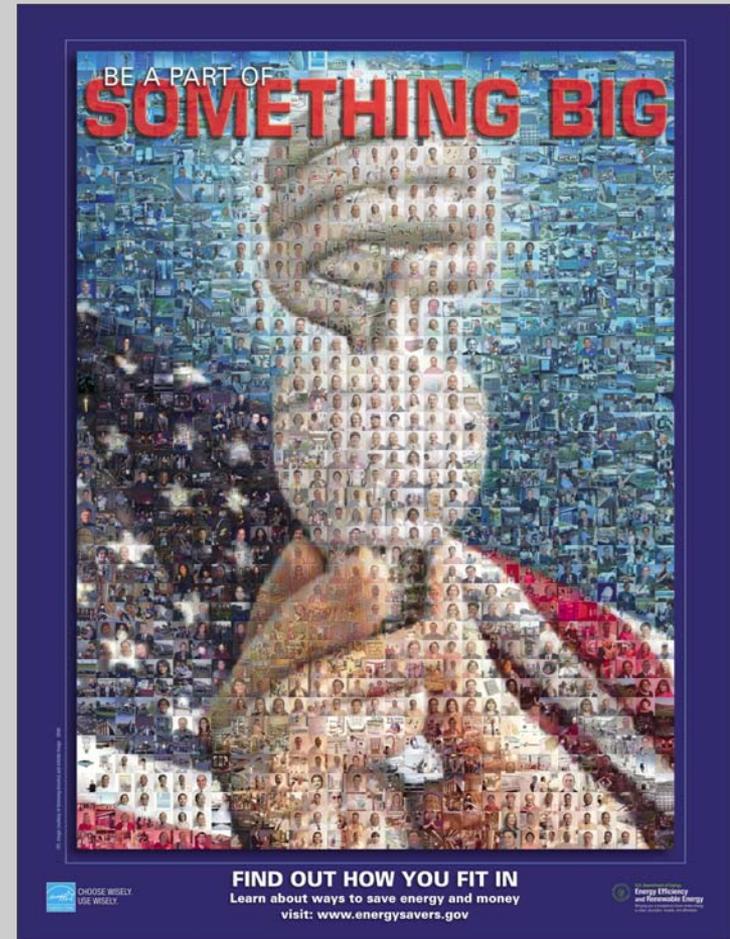
- Vivid and memorable
- Personal and relevant
- Specific and Concrete
- Tell a Story
- Emotional, not logical





Four Key Steps for a Successful Outreach Effort

1. Plan the Program
2. Implement the Activities
3. Evaluate and Report Results
4. Sustain the Effort





STEP 1: Plan the Program

- Set specific goals and objectives
- Assess financial resources, budget, schedule
- Obtain upper management support
- Recruit enthusiastic team members
- Set up an evaluation mechanism





STEP 2: Implement the Activities

- Solicit input to identify desired behaviors
- Develop motivational themes and messages
- Select specific activities to achieve results
- Refine and adjust budget and schedule

NOT IN USE?
TURN OFF THE JUICE!

LEAD BY EXAMPLE WITH
SMART ENERGY CHOICES
AT WORK AND AT HOME.

USE YOUR WITS. SAVE YOUR WATTS!
Switch off unnecessary lights.
Empty rooms love the dark!

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

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.

For more information contact:
EERE Information Center: 1-877-EERE-INFO (1-877-337-3463) www.eere.energy.gov

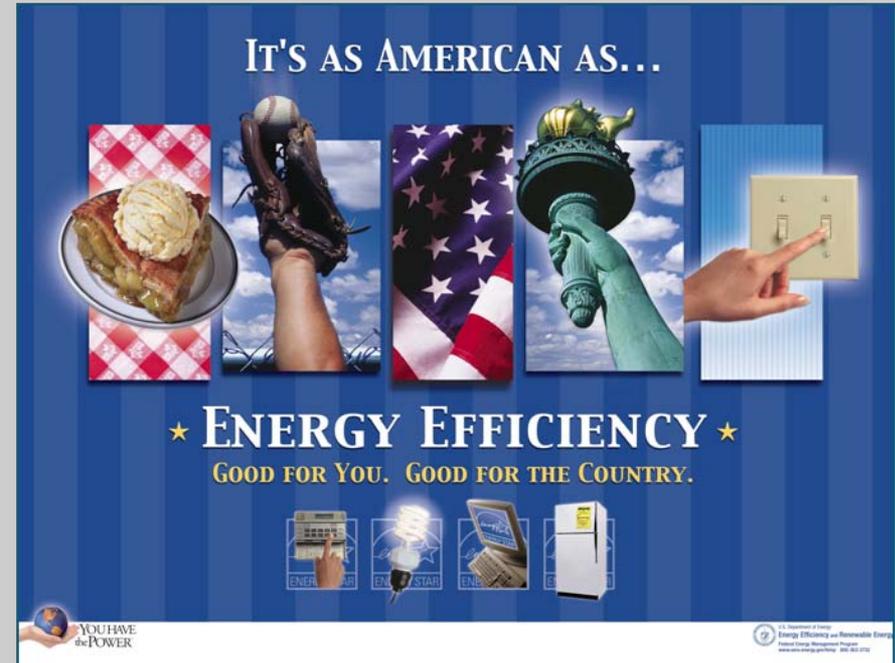
YOU HAVE the POWER

U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable.



STEP 3: Evaluate and Report Results

- Get employee feedback: focus groups, surveys
- Consider mid-point evaluation for adjustments
- Document savings and publicize results





STEP 4: Sustain the Effort

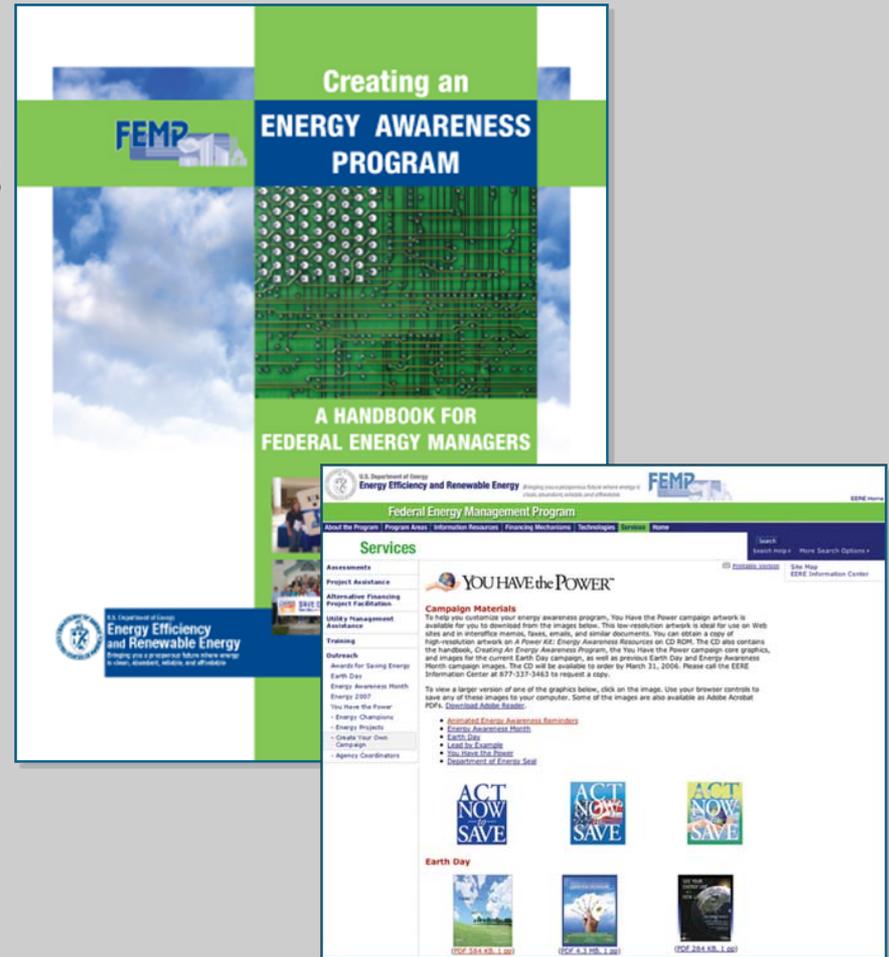
- Introduce new team members
- Continue to implement incentives and awards
- Recruit new members and champions





Project Components

- Awareness Materials
- Energy Champions
- Special Projects
- Web Site





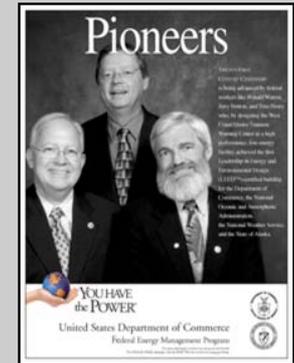
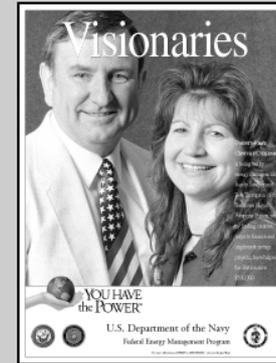
Energy Champions

Characteristics

- Determination and sustained effort
- Creativity and resourcefulness
- Extraordinary achievement

Energy Champions are powerful profiles of 21st Century Citizenship.

These outstanding **role models** are selected by their own agencies, and recognized for excellence by their peers.



Since 1998, **488** individuals have been recognized as **Energy Champions**.

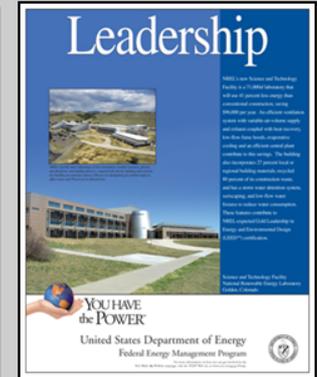
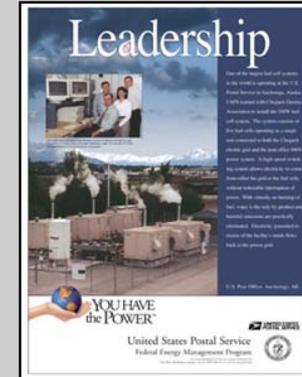


Special Projects

Energy Projects

- Best Practices
- Innovations
- Demonstrations
- Replicate Success

The **YOU HAVE the POWER** campaign recognizes Federal agency projects and facilities that demonstrate **cost-effective and innovative** energy efficiency, water conservation, and renewable energy practices and technologies.



Since 2001, **85** projects have been recognized For excellence



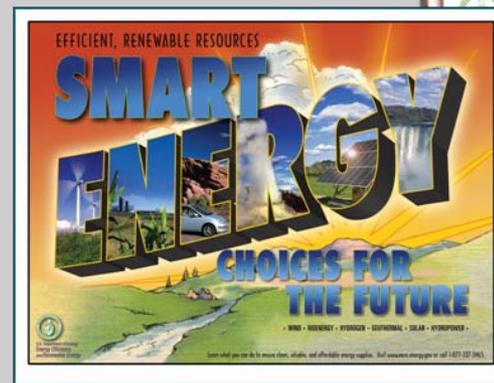
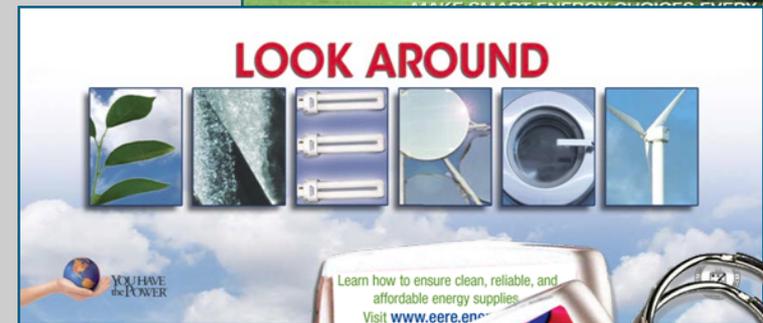
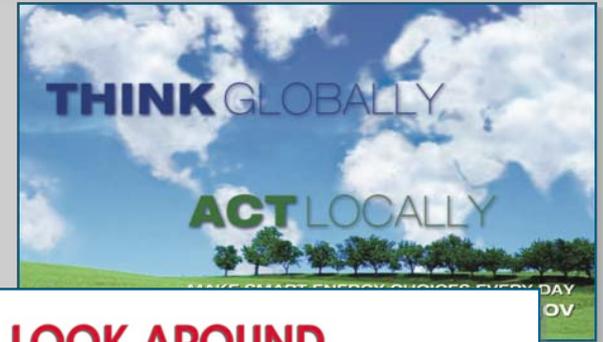
Awareness Materials

**Outreach Materials
Customized for Agencies**

**Targeted Information
and Publications**

Special Displays and Exhibits

Web Site Resources

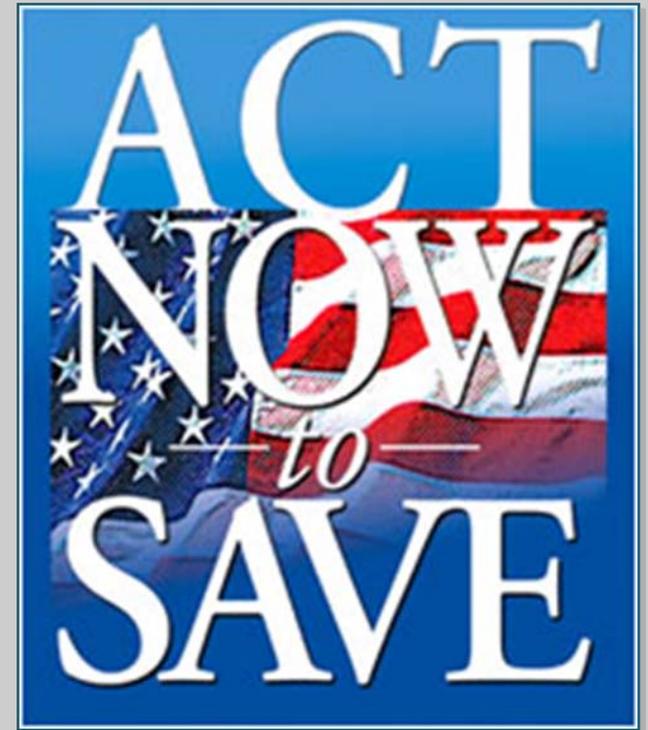




Project Benefits

Federal Sector Benefits

- Agency/facility-wide, unified message for energy savings
- Increased participation and higher morale in the federal effort
- Adoption of practical tips and wise energy habits
- Lower operational costs and better working environments
- Attention of Senior Officials for additional support





For More Information

For more information on FEMP's
You Have the Power
campaign, please visit the Web site at
<http://www.femp.energy.gov/services/yhttp.index.html>

Or contact Carl Costello at
Carl.Costello@greeningamerica.org