

Energy Conservation Challenge

The purpose of this challenge is to educate and encourage individuals to reduce their energy use by making small changes in their daily routine. Getting people to change their behavior takes time and a little bit of help. This toolkit provides activities and communication pieces that will help get people engaged and in the habit of conserving. A good challenge incorporates at least two activities into the overall challenge!

Contact Alyssa Stephens at astephens@fcgov.com or 970-416-2248 for assistance with planning your challenge.

Materials:

Roadmap to Challenge Success (pg 2)
Challenge activities (pg 3-8)
Email Templates (pg 9-10)
Pre-and Post-campaign surveys (pg 11-13)
Resources (pg 14)
Promotional Images (15-16)

Roadmap to a Successful Challenge

Plan for reporting

You **must report** the number and percent of employees participating each month. This should include both:

- How many employees are participating in activities
- How many are receiving emails

Other successes you could report in My ClimateWise include:

- Number of conservation actions completed (*see tracking matrices on pg 6 and 8*)
- Percent/amount reduction in energy use
- Percent who report increase in energy conservation behaviors (*see surveys on pg 12-13*)

Set a timeline

Example

June 2—send out email announcing challenge (*and distribute recommended pre-challenge survey*)

June 7—launch challenge!

June 14—challenge reminder and weekly activity

June 21—challenge reminder and fun fact

June 28—reminder—last week participate in energy conservation challenge!

July 2 —announce winners and celebrate success

Choose an activity

Activities like workplace audits and energy conservation bingo provide a more meaningful way for employees to engage with and learn about conservation than a simple email or newsletter. Remember, **you must incorporate at least one activity into your challenge.**

Communicate, communicate, communicate!

Email templates and example promotional posters are included. Effective communication happens frequently and through multiple channels (emails, posters, staff meetings, newsletters, etc.)

Optional: Schedule a Kickoff!

Set the tone for a fun and exciting year of conservation with a kickoff event. ClimateWise staff may be available to speak or bring a fun, interactive activity for your kickoff event.

Recognize success

An event at the end of the campaign is an excellent way to reward employees and celebrate success.

Prizes can also provide another incentive for employees to participate.

Pro Tip: Ask another local business to sponsor prizes for those who go above and beyond! You may be able to claim points in the waste badge for using local foods and prizes!

Solicit feedback

An optional post-challenge survey is included (*see Appendix A*).

Build on your success

Extension toolkits are available to provide brief monthly reminders on different energy conservation topics. You could earn an additional **three points** towards your energy badge using these toolkits!

Weekly Activity Options

Activities are vital parts of your challenge. They make your challenge more successful, educational, meaningful, and FUN for all involved. **You must provide at least one activity during the challenge to increase education and engagement among your employees.** Adjust activities to fit your challenge and your workplace.

Workspace Audits

Employees utilize personal workspace audits (included) to assess the energy use in their workspace. This can be done:

- 1) Once at the beginning of the challenge to help employees gain awareness of how many things in their office space are plugged in and turned on, and what they should change.
- 2) Once later in the challenge to “test” how well they are doing with unplugging items and turning things off (and compare to initial audit if completed)
- 3) Weekly to “test” how well they are doing with unplugging items and turning things off (and compare to earlier weeks to encourage continual improvement).
- 4) Encourage employees to do a friendly audit on their coworkers early in the morning or late at night to test if they are turning everything off at the end of the day.

Employees can complete audits at their own pace, or during a designated time. Completed audits can be turned in to the challenge leader for entry into a drawing, or used in conjunction with the BINGO activity below.

Pro Tip: Buy or borrow a “Kill-a-Watt” meter that allows employees to see exactly how much energy their electronics are using when on, and how much “phantom power” they draw when plugged in but not in use.

Pro Tip: Buy or borrow a light meter that allows employees to test the level of lighting in a space. You may find that some of your spaces are over-lit!

Personal Workspace Appliance Audit

Item	Quantity	On/Off	Plugged in/Unplugged
Computers			
Lamps			
Printers			
Scanners			
Copiers			
Speakers			
Heaters			
Fans			
Mini-fridges			
Coffee makers			
Other:			

Energy Conservation BINGO

Employees receive BINGO cards (included) with energy conservation activities in each box. Employees complete these actions to mark off spaces and get a BINGO. Each BINGO completed gives employees one entry into a drawing for a prize. Employees cannot complete the same BINGO row/column more than two times throughout the challenge. An excel document to track overall office actions is available separately!

Pro Tip: Create your own BINGO card with actions that matter to your office! A template is included.

Energy Conservation Bingo

<i>I watched "Vampire Energy"</i>	<i>For a full day (when possible) I used natural light instead of turning on the lights</i>	<i>I added a fun fact about energy conservation to my email signature</i>	<i>For one full day, I unplugged my electronic devices when not in use</i>	<i>I used layers to stay comfortable instead of turning up the thermostat or using a heater</i>
<i>For one full day unplugged my office appliances when not in use</i>	<i>Added a line to my email signature encouraging others to turn off printers</i>	<i>For one full day, I turned off the lights when leaving a room</i>	<i>I turned down my home thermostat 5 degrees when no one is home</i>	<i>For one week, I turned off my computer at the end of the day</i>
<i>I used layers to stay comfortable instead of turning up the thermostat or using a heater</i>	<i>I Complete a personal workspace audit</i>	FREE SPACE	<i>I publicly displayed my energy pledge in my workspace</i>	<i>For one full day, I turned off my computer monitor when leaving the room</i>
<i>For a full day (when possible) I used natural light instead of turning on the lights</i>	<i>For one full day I unplugged my electronic devices when not in use</i>	<i>For one week, I turned off the my computer at the end of the day</i>	<i>I used layers to stay comfortable instead of turning up the thermostat or using a heater</i>	<i>I attended a weekly activity</i>
<i>I told someone about my new energy conservation habits!</i>	<i>I turned down my home thermostat 5 degrees when no one is home</i>	<i>For one full day, I turned off my computer monitor when leaving the room</i>	<i>For one week, I turned off my computer at the end of the day</i>	<i>For one full day I unplugged my electronic devices when not in use</i>

Energy Conservation Bingo

		<i>FREE SPACE</i>		

Energy Checklist

Give employees checklists that remind them to save energy before they leave work every day. Each day they complete actions, they check it off before they leave work. Employees report at the end of each week which days they completed all the actions, and those with “perfect” weekly completion are entered into a drawing or receive some other kind of recognition.

Pro Tip: Use our check sheet, or create one that is more applicable to your daily operations!

END OF THE DAY CHECKLIST

Reference this simple checklist at the end of each day to ensure you are consistently taking steps to conserve energy (until they become your normal habit!).

	Windows are closed
	Computer monitor is turned off
	Computer speakers are turned off
	Computer is turned off (if not working remotely)
	Personal printers are turned off
	Peripheral equipment (personal printers, calculators, etc.) are turned off
	Phone chargers and similar devices are unplugged

Lunch and Learn

Educate your employees on ways they can make a difference during a short lunchtime presentation. Use local experts like Trees Water People, knowledgeable employees or the TED Talks listed in the resources to present information about energy conservation and the environment.

Presentation Ideas

Energy Conservation Tips
Home Efficiency Updates
Community Solar Garden

TED Talks

[“A plug for smart power outlets” \(4:12\)](#)
[“How behavioral science can lower your energy bill” \(8:11\)](#)

Game Ideas

[Create your own Energy Jeopardy game](#)

[Find average usages](#) for appliances and electronics for a “Price is Right” style game.

Challenge Email Templates

The following emails are based on a transportation challenge with one activity in the second week of the challenge. The yellow boxes are information that needs to be personalized to your timeline, activities, and workplace.

These provide a great starting place, but be sure to adapt to meet your employees' needs. Utilize other forms of communication (like incorporating information into staff meetings) if email is not a common communication channel.

Pro Tip: Challenge emails are a great place to highlight other actions that you are taking to achieve your energy badge, and other accomplishments you've made in this category!

One Week before Challenge

Subject: Let's take charge of our energy use!

Many of us at **insert business name** are passionate about protecting and enjoying the beautiful environment of Colorado. That's why we are partnering with ClimateWise and Fort Collins Utilities to help our office become more environmentally friendly in our day-to-day operations.

On **insert date** we will be launching a **insert length** campaign to encourage energy-saving behaviors that reduce our carbon footprint. Each employee will have the opportunity to engage in fun activities surrounding energy conservation and learn about the small actions you can take—from turning off the lights when you leave work to unplugging electronics—that can make a big difference for our business and the environment. **Participants will be eligible to win cool prizes like *insert example*.**

We need your help to make this challenge a success! Please take five minutes to fill out our short survey on what you currently do to save energy, and what actions you think we should all be taking.

Stay tuned for more information on challenge activities. If you have any questions, ask ***insert contact name***.

Week One

Subject: Let the challenge begin!

Today marks the beginning of our 2016 energy conservation challenge! For the next month, be thinking about the ways you can save watts and fight the phantom—whether through unplugging your phone charger, turning off your lights when you leave a room, or turning off your monitor instead of using a screensaver.

As part of our challenge, we will be ***insert activity*** on ***insert date***! ***Insert challenge directions/challenge time and location***. Don't forget to talk to ***insert contact name*** if you have any questions!

Week Two

Subject: We're heating up...

Did you know that turning the thermostat **up/down** just two degrees can save you five percent on your energy bills? Heating and cooling are some of the biggest energy hogs in homes and offices, so dress in layers and (if you can) always turn down the **heating/air conditioning** when you leave for the day!

Pro Tip: Turning the thermostat up several degrees doesn't change the temperature any faster, it just makes the heating system stay on longer!

Want to learn more? Don't forget that this week we will be **insert activity** on **insert date!** **Insert challenge directions/challenge time and location.** Don't forget to talk to **insert contact name** if you have any questions!

Week Three

Subject: Badge of Honor

Impress your fellow employees with your commitment to sustainability! Use this email to highlight a change that you've made in your workplace in the past few years to support the energy badge!

Week Four

Subject: Last chance!

This is the last week of our energy conservation challenge, and we want to end it with a bang. We know you've been working hard to save energy, but we would like to challenge you to find **one more thing** this week that you can change.

If you've been recording your efforts to save energy or participating in activities, please turn in those records to *insert contact name* to be recognized and entered into prize drawings. Drawings will happen on date, so don't delay!

One Week After Challenge

Subject: Thank you!

Our first challenge of 2016 is done and I'd just like to say THANK YOU. **We had __ people participate in __ actions/activities across two weeks!** All those daily actions added up to big reductions in energy use both in the office and in your homes!

We drew our prize winners this morning—*insert winner names*, it's your lucky day! Please stop by *insert contact name's* office to pick up your spoils!

On a final note, please take a minute and fill out this quick six-question survey letting us know what you liked and disliked about this project. We hope to be involved in many small challenges like this so share your ideas and know that things can only get even better from here!

Pre- and Post-Challenge Surveys

Pre-challenge surveys provide the opportunity to gather baseline data on participation AND improve your challenge through understanding barriers to participation and incorporating innovative ideas from employees. If you can, use free software like Survey Monkey or Survey Gizmo to reduce paper use!

Post-challenge surveys provide the opportunity to report back to ClimateWise, and to your employees. They also give employees the chance to share feedback about what went well, and what could be changed to make the challenge even more successful next year.

Energy Conservation Pre-Challenge Survey

Please choose one answer for each of the following questions. Your name will not be attached to your answers!

About how often do you:	Always	More than half the time	About half the time	Less than half the time	Never
Turn off the lights when you leave a room?					
Set your computer to "sleep" when you leave the office?					
Unplug electronic equipment when you're not using it?					
Turn off my computer when you leave for the night?					
Dress in layers to stay comfortable while you work?					

What is one thing that makes it easy to save energy at work?

What is one thing that makes it hard to save energy at work?

What ideas do you have for us to save energy?

Energy Conservation Post-Challenge Survey

Please choose one answer for each of the following questions. Your name will not be attached to your answers!

About how often do you:	Always	More than half the time	About half the time	Less than half the time	Never
Turn off the lights when you leave a room?					
Set your computer to "sleep" when you leave the office?					
Unplug electronic equipment when you're not using it?					
Turn off my computer when you leave for the night?					
Dress in layers to stay comfortable while you work?					

Did you take the energy conservation survey before the start of the challenge?

Yes No Not sure

Did you participate in any energy conservation activities during the challenge?

Yes No Not sure

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The challenge was fun					
I learned something about energy conservation from the challenge					

What other challenges or activities should we do to be more environmentally friendly?

Resources

Home Energy Resources

[How will you Lose-a-Watt?](#)

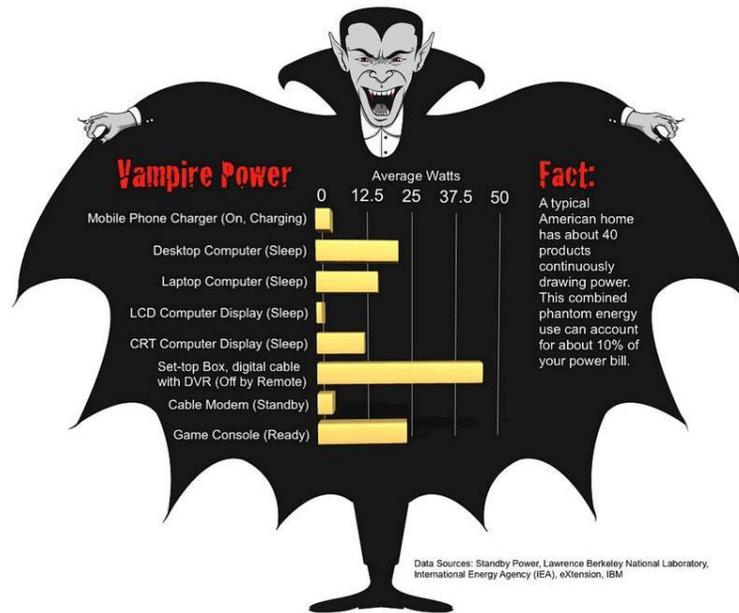
[Energy Savers from the Department of Energy](#)

[Energy Efficiency Rebates](#)

[Home Energy Audit Tool](#)

[Easy and Advanced Home Energy Upgrades](#)

Promotional Posters



WHY CONSERVE?

It might not seem like your individual computer uses much energy, but the more than 1,100 computers (and other energy using equipment) in employee work stations can add up. Here's a quick breakdown of annual energy use and costs for common office equipment.

EQUIPMENT	ANNUAL ENERGY USE (kWh)	ANNUAL ENERGY COST
PC Computer	461	\$29.20
Laptop	59	\$4.93
Personal Printer	144	\$10.80
Computer Monitor	54	\$3.89
Scanner	22	\$1.79
Speakers	18	\$1.50

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