



EVENT COMPETITION TOOLKIT

Please use this as a guide on suggested events and competitions that can be held throughout the month of October to promote Energy Action Month. For all events, record attendance and take photos to track activities.

Feel free to use your creativity—Alter events or competitions as necessary to fit the climate, mission, and environment of your installation, community, unit, and facilities.

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Host a Table at an Event

Throughout the month of October, many installations will host events that are non-energy related. Use these events as an opportunity to promote the importance of Energy Action Month.

What you'll need:

- Table
- Posters, Tip Sheets, Talking Points, etc.
- Pen and Paper

How to prepare:

- Contact [event POC] to find out what events will be held on your installation during October—be sure to note what the audience of the event is (families, children, Sailors, civilians, etc.)
- Work with the relevant public affairs or energy points of contact to set up a table
- Get a table, print off materials (located on the G2 website)—adhere to local printing rules if applicable
- If possible, work with the PAO to announce your presence at the event on social media in advance
- Professionally set up the table, with stacks of print-outs available, and other unique materials, and have a set of talking points on hand if you need help answering questions
- Provide everyone with tip sheets and encourage their use
- As the event progresses, count how many people visit the table, and have a pen and paper available to take down names and email addresses in case anyone is interested in learning more

Power-Down Day or Weekend

Power-Down Days or Weekends are a way for Sailors, IEMs, and community members to try out new energy-saving behaviors for short periods of time while working toward significant savings. Power-Down efforts can be held over a 24-48 hour period, or for an hour or two, depending on mission requirements. These events are useful and help identify wasteful practices and non-essential equipment and processes that can be marked for future reference. Power-Downs can be held in individual buildings, in residential neighborhoods, or on an entire installation.

What you'll need:

- Identified building/Area
- Email Notifications for Sailors and/or Families
- Text and/or Graphic for Social Media
- Power-Down Checklist (Appendix A)

How to Prepare:

- Talk to the facilities and maintenance staff, and any building managers to determine which facilities are ideal for power-downs and any requirements or limitations
- Select facilities and dates for the power-downs—they can happen once, or recur throughout Energy Action Month
- Send an email to units or Sailors living or working in the identified buildings to inform them of the power-down and to enlist their help if necessary
- Work with the PAO to announce the power-down on social media, take photos during the power-down, and write up an article afterwards
- At the scheduled time, if necessary, go around with identified partners (facilities staff, IEMs, building managers, Sailors) to shut off all sources of electricity

Make it a competition

- Put two similar buildings against each other – take a reading from each meter before the effort starts, and take another reading after the buildings have been powered down, and see which building saved the most energy
- Make the effort a scavenger hunt – ask participants to record what all they shut down, and reward the most innovative or effective person

Energy Scavenger Hunt

Scavenger hunts involve personnel or Sailor's families in a facility walkthrough, identifying energy conservation opportunities and vulnerabilities. These types of events help Sailors and their families learn about energy-saving equipment and behaviors. If conducted with Sailors, hunts can be done on weekends or during identified down time when personnel are available and mission disruption is less likely. If conducted with the community, a building not in use for other purposes at the time can be identified (community center, school, etc.), or a version can be conducted where nothing is specifically powered down or disrupted.

What you'll need:

- Scavenger Hunt Lists, printed (items to look for, items to turn off, issues to report) (Appendix B)
- Printed Tip Sheets
- Pens
- Email Notifications for Sailors
- Email or Social Media Notifications for Families

Make it a competition:

- Look at the points assigned to each item on the list, and award the person who gets the highest score during the hunt
- Hold scavenger hunts in similar buildings and total up the success of the lists and attendees in each building

How to prepare:

- Identify building(s) and participants (Sailors or families) and date and length of scavenger hunt
- Print out Scavenger Hunt Lists for attendees
- Print out energy collateral (Tip Sheets) to hand out to attendees
- Send email to Sailors inviting them to attend
- Send email or social media notification to family members inviting them to attend
- Work with the PAO to announce the scavenger hunt on social media, take photos during the scavenger hunt, and write up an article afterwards

“Man-on-the-Street” Interviews

Man on the street interviews are an excellent way to highlight energy conscious behaviors on your installation. They showcase the average person, which is ideal for modeling a desired behavior. You will simply ask people on base how they save on energy at work and at home. These can be done as often as you'd like and should be conducted randomly.

What you'll need:

- Pen and pad
- Talking Points
- Recording device
- Camera (optional)

How to prepare:

- You should plan out a schedule of dates and times that you will conduct your interviews and how often you will post them to social media
- Read this article: http://greenfleet.dodlive.mil/files/2015/03/Win15_Naval_Hospital_Bremerton.pdf
- Ask for help from EPMs for the interviews and PAOs for the social media postings
- Take photos of the people you interview and post it with their quote online if you have access to a camera

Make it a competition:

- At the end of the month, choose the top three responses and reward them
- Don't tell participants that their answers will be used in a competition and announce the winners on social media

Appendices

Appendix A: Power-Down Checklist

- For one-day, one-night, or hour-long power-downs:
 - Turn off lights
 - Shut down computers
 - Turn down/off thermostats as permitted
 - Unplug appliances
 - Shut off power strips
 - Minimize hot water use

- For weekend power-downs, do all of the above as well as:
 - Turn off air compressors
 - Shut down chillers (all air conditioning)
 - Shut down heating

NOTE: For all efforts, consult with facilities and maintenance to determine A) if there are items that must stay on to support the mission, B) if they are able to go further with some of these items (e.g. turn off air compressors for one night), and C) if they are aware of other facility-specific efforts that can be conducted.

Appendix B: Scavenger Hunt Items

The following scavenger hunt items can be altered and edited based on the audience or the location. The scavenger hunt checklist should have the name of the building, installation, the time of the event, and other pertinent details (when to finish, how it is scored, if photos should be taken, etc.) based on how the event is run.

For more items and ideas, see: http://merrylea.goshen.edu/sites/default/files/sust_buildings/RiethVillage/ScavengerHunt.pdf

Plug Load:

- Find plugs and consolidate them into a power strip. Write down the room.
- Find two personal electronic devices (heaters, fans, mini-fridges...). Write down the devices and where they were found.
- Are there ENERGY STAR labels on refrigerators and appliances? Look for them, and see if you can write down two.

Lighting:

- Identify three inefficient light bulbs. Write down the type and where they were found.
- Turn off two lights. Write down where.
- Can you find a CFL bulb? Find as many as you can and write down the number.

HVAC:

- Are the thermostats locked or accessible? Find two, and write down if it can be changed, where it is, and the current temperature.
- Any windows or doors open with the heat or AC running? If you find one, close it and write down where it was.
- Can you see anything blocking heating vents? If so, write down where it is.

Misc.:

- Find where the electric meter is, and write down the current KWH.
- See any energy tips or posters? Write down where you find one and what it says!
- Creative ideas? If you see some energy-saving opportunities, write down your best idea.