

# Energy Awareness Campaign

## About this project

This guide is for a **3 month Bronze Award project**. It is suitable for both **group and individual** volunteering.



Through this project you'll help the National Energy Foundation to meet our aim of improving the use of energy in buildings while making a difference to the people and places around you.

## What does it involve?

Drawing attention to energy issues through powerful messages or gentle reminders can help to kick-start behavioural changes. This project involves using a poster campaign to inspire and encourage people to make changes to the way they use energy. You will learn how to communicate about saving energy and assess the effectiveness of your campaign.

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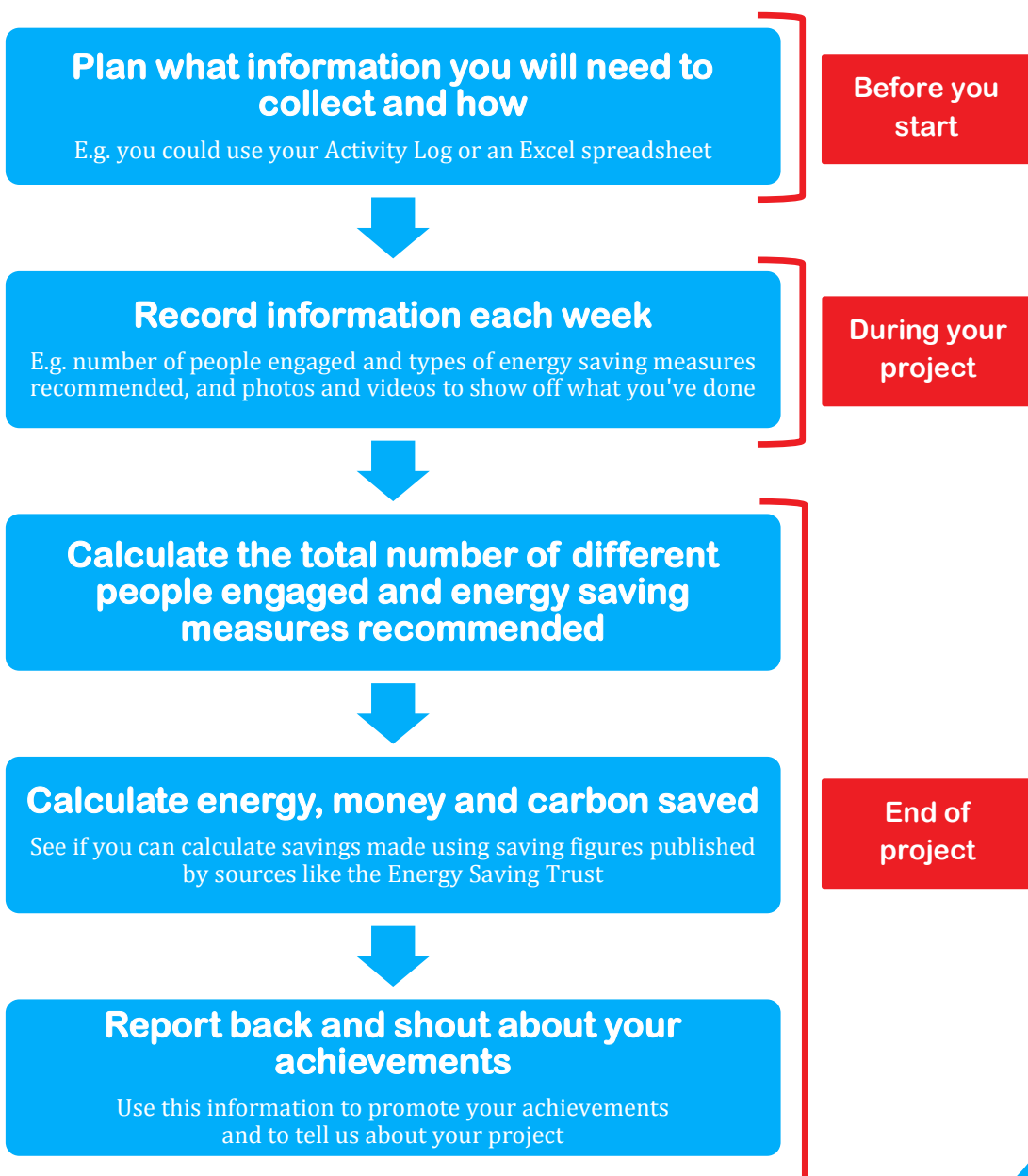


## How to use this guide

- Follow this step-by-step guide to plan, run and evaluate your very own energy saving project. You might take more or less time than is set out in the guide to complete a step – don't worry, this is your project so you can decide how you use the time available. If you have other ideas that aren't included in the guide, feel free to use them and adapt the guide to meet your own needs.
- Refer back to the [Energy Tutorial](#) to get ideas for energy saving tips you might need during your project.
- Make sure you keep safe. When your project involves activities outside of your home, you should carry out a risk assessment and ensure you have appropriate adult supervision if you're under 18. [Click here](#) to download tips and a template risk assessment form.
- At the end of each week, update your Activity Log to keep a record of what you've done and save any photos, videos or other materials you've produced. Download an Activity Log to fill in by [clicking here](#).
- When you finish your project, complete the [End of Project Survey](#) and send information about what you've done, along with your photos, videos and materials produced, to [energyenvoys@nef.org.uk](mailto:energyenvoys@nef.org.uk) to claim your Energy Envoy Certificate from the National Energy Foundation.
- Remember you must spend a minimum of **one hour per week** volunteering for the time required at your level for it to count towards your Bronze, Silver or Gold Award.

## Tracking your progress

At the end of your project you'll need to report the number of people you've engaged. This will include people given advice about energy, reached by social media, attending events and presentations, and engaged about energy in any other way! You may also be able to calculate the amount of energy, money and carbon saved through your project. Here's what you should do:



## Week 1-3



If you haven't already, make sure you've completed the three week [Energy Tutorial](#) first to get lots of ideas and tips that will help you with your energy saving project.

## Week 4



Start your project by choosing three energy saving actions that your awareness campaign will focus on. These will be the key messages that will be promoted through your posters. When choosing your key messages, it will help to think about:

- Location – where will you run the campaign?
- Target audience – who will your campaign target? Remember to keep the information simple and clear so everyone can understand it.
- How energy is being wasted – are there any common problems you could try to tackle through your campaign? (e.g. relating to lights, computers or heating)
- Solution – what do you want people to do to solve the problems identified?
- Displaying the posters – where will you put them (in the building, e.g. on a noticeboard? Online, e.g. on the school website?). Where will the posters be put (online, school website, placed on wall)?
- Point of contact – who will you need to get permission from to display the posters?
- Anything else?

By the end of this week you should have a clear idea about what your poster campaign will focus on. You will also have checked with the person you need to get permission from to make sure they are happy for you to display the posters in your chosen location. Why not take a copy of your ideas with you to explain the project to them? Remember to mention that the purpose of the project is to encourage energy to be saved in the building, which could save them money.

Don't forget to keep a record of what you've done, the number of people you've engaged and the different energy saving measures you promote, and save any photos, videos or other materials you've produced.

## Week 5



This is your planning week. Plan the content of your poster campaign and everything that needs to be done to make it happen. There may seem a lot to think about but the key is to have a good plan! Here are some things to think about:

- Poster design – what style will you go for and will it be hand-drawn or produced on a computer? Infographics are an eye-catching design.
- Poster content – what information will you include on the poster and where will you get it from? Facts and figures help to persuade people to save energy and displaying them visually, e.g. as an infographic, can have a dramatic effect. You could also add a tagline or logo to your posters to give them a common theme or branding.
- Poster production – how will you produce the posters and do you have permission to print them?
- Poster campaign launch – how will you launch the campaign and raise awareness about it? Perhaps you could give a talk or presentation.
- Sharing the message about your project with your community – this could be through e.g. a talk or presentation, using social media or a feature in the local newspaper.
- Anything else?

## Week 6



Well done, you're half way through your volunteering! This week you will gather all the information and resources you need for your poster campaign and start to produce the posters.

Remember these timings are only guides and it may take you more or less weeks to complete each task.

## Week 7



This week, finish producing the posters and get them ready to launch next week. Remember to keep the information clear and easy to understand. If the poster is printed check how many copies you will need.

## Week 8



The big launch! This is it, your opportunity to inspire people to make changes to the ways they use energy through your poster campaign. Display the posters and raise awareness about them as planned. If you're placing the posters on a noticeboard or wall don't forget to take pins or blu tack with you.

Remember to take lots of photos or videos of the launch and make a note of the number of people you engage!

## Week 9



Energy isn't always at the forefront of people's minds, but hopefully your poster campaign will have made people think twice about the way they use energy and raised awareness about how to save it.

This week you'll assess the impact of your poster campaign by carrying out a survey of the people you've been targeting. Write up a few simple questions to ask people, with space to record their answers, and conduct short interviews with people or ask them to fill in a short paper survey. Try to stand where the maximum number of people pass through if you're asking questions in person, e.g. a dining hall entrance or in a corridor where your poster is placed during a lunch break.

Questions to ask could include:

- Have you noticed the posters?
- Have you read the posters?
- Were you aware of the messages in the posters before reading them?
- Have you taken any of the actions recommended in the posters?
- Do you intend to take any of the actions recommended in the posters in the future?

Multiple choice questions will enable you to compare and collate your answers more effectively. Keep hold of your results so you can use this information to communicate about the impact of your project.

## Week 10



This is a reflection week. Reflect on how your awareness campaign went and the results of your survey. What went well and what would you do differently if you did it again? Were people aware of the messages in your posters and do they intend to take any of the recommended actions? Make notes in your Activity Log.

## Week 11



It's time to share your achievements with your community. You might have already started planning this in Week 5, but if not, decide how you will share the message about your project and with who. You could give a presentation to the people who use and run the building where you ran your campaign, deliver a talk for your wider community, use social media, contact the local newspaper or write an article for a newsletter. Remember to explain why your project is important in terms of helping people to improve how they use energy, describe what you've done and the impact of your campaign demonstrated by the survey results you collected last week.

Use this week to prepare materials for this and to make any necessary arrangements. Make sure you have made a note of your key points and print off anything you need. Copies of your posters, photos and videos will all help to bring it to life.

## Week 12



This week you will share your achievements with your community. You could be giving a presentation, promoting an article you've written or using social media to spread the message about your project. Try to share your achievements as widely as possible!

And finally, don't forget to thank all the people who have helped you with your project.

## Week 13



Congratulations on completing your energy saving project! It's time to evaluate your project and reflect on your achievements by filling in the End of Project Survey. To claim your Energy Envoys Certificate from the National Energy Foundation, please fill in the survey by [clicking here](#) and send your photos, videos and other materials produced to [energyenvoys@nef.org.uk](mailto:energyenvoys@nef.org.uk).

Thank you for volunteering with us!