

# Energy Awareness Campaign

## About this project

This guide is for an **18 month Gold Award project**. It is suitable for both **group and individual** volunteering.



GOLD



MONTHS



GROUP



INDIVIDUAL

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 organising four energy awareness activities during an Energy Awareness Month followed by a Switch Off campaign, inspiring people to save energy through an energy awareness blog and videos, photography or artwork. You'll learn about organising events and how to communicate about saving energy in a fun and engaging way.

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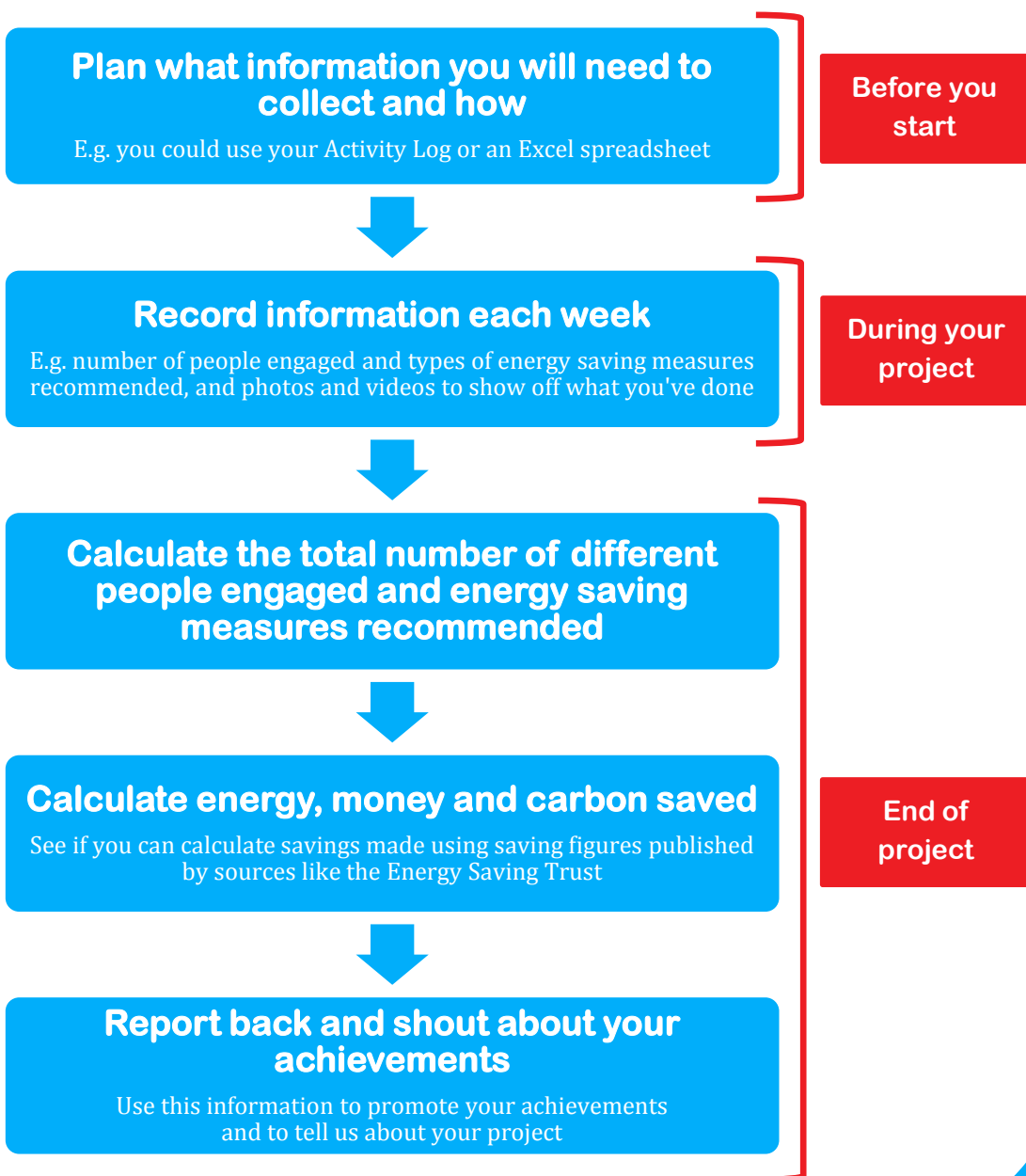


## How to use this guide

- 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 Envoys 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 4-6



Start your project by thinking about where you could run four energy awareness activities, as part of an Energy Awareness Month, followed by a Switch Off campaign. Discuss your ideas as a group or brainstorm on your own. You could run the events at your DofE centre, your school, feeder primary school or college, a community hall or a local business (e.g. a local shop or café), but it can't be your own home (otherwise it won't count as volunteering to help your community!). The events could be for a specific group of people or open to the public.

Compare your ideas by considering the pros and cons of each. Factors to think about might include:

- Location – how will you get there?
- Point of contact – who will you need to talk to?
- Permission – would they be happy for you to run these activities there?
- Anything else?

Consider what your four energy awareness activities could involve, e.g.:

- Video screening
- Talk or debate involving energy experts
- 'How much does it use?' energy quiz
- Pass It On Tips (a handout or PowerPoint showing top energy saving tips – the challenge is to pass this information on to another person outside of the group and post who it was passed on to on social media)
- Energy information evening
- Energy Saving and Wasting Game (based on Snakes and Ladders)
- Design and build an energy inefficient house (or it could be a set of photos on a PowerPoint) and ask people to identify areas where energy can be lost and to suggest solutions

Could you link with any other activities, such as a particular lesson in a school or an event already planned in your community? Could you turn your activities into a

competition with points awarded each week and a winner announced at the end of the Energy Awareness Month? Remember to tailor your activities to the audience involved.

By the end of these three weeks you should have arranged where you are going to hold the Energy Awareness Month and roughly what it will involve.

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 7



To plan a successful energy awareness campaign, it's important to understand people's attitudes to energy and the messages they are likely to be most receptive to. Use this week to start planning an energy attitudes survey, thinking about what information would be useful to know when planning your Energy Awareness Month activities. Will you conduct face-to-face interviews, hand out paper surveys or carry out an e-survey online using a platform like SurveyMonkey?

Facts and figures will also help to add weight to your campaign and will give it context, so arrange to collect energy bill data next week for the building where you will hold your Energy Awareness Month.

## Week 8



This week is about gathering energy usage facts and figures about the building where you'll hold your Energy Awareness Month. Facts and figures help to persuade people to save energy, as they can be used as evidence of the impact it can have. You could even aim to save an achievable percentage of the building's current energy use.

To find out the actual electricity and gas consumption of the building, collect copies of the electricity and gas bills for the last year (or three years if possible). If your chosen building is a school, the school bursar should have this information.

Energy bills are measured in the amount of kWh (kilowatt hours) used. Energy used is measured in kilowatts (kW), so kWh is the amount of energy used over time. You need to find out the total kWh used per bill (mainly in quarterly bills) and costs for electricity. Write down these figures or record them in an Excel spreadsheet. How do the electricity

costs compare between different quarters and years? Can you think of any reasons why this might be?

If you have time, convert the kWh to CO<sub>2</sub> emissions by multiplying kWh by 0.462 (this is the carbon 'conversion factor' for electricity) and record this in your notes or spreadsheet. This provides a CO<sub>2</sub> kg equivalent (1 kg of CO<sub>2</sub> is the equivalent of the amount of air needed to fill 100 party balloons).

You now have the baseline energy figures for the building!

## Week 9-10



It's time to prepare everything you need to carry out your energy attitudes survey. This could be an online survey, paper questionnaire or series of interview questions. Ideas for questions include:

- Ranking energy security, energy price rises and climate change against other challenges we face, such as crime, unemployment and cuts to public services.
- Asking how much thought people say they give to saving energy at home.
- Asking whether they support or oppose the use of renewable energy for providing our electricity, fuel and heat.
- Asking how often people do particular energy saving or energy wasting actions.
- Asking questions which assess people's current levels of awareness. Refer back to the [Energy Tutorial](#) – what energy facts can you test awareness of?

Multiple choice questions will enable you to compare and collate your answers more effectively.

## Week 11



This week, carry out your energy attitudes survey as planned. Remember to keep hold of your results so you can use this information to help you with your planning.

## Week 12



Review the results of your energy attitudes survey and the energy bill data you've collected. What can you learn from this information? How will this affect your plans for the Energy Awareness Month activities?

## Week 13-14



It's time to unleash your creativity and plan what visual media you'll develop during your Energy Awareness Month to inspire people to think about how they use energy and the impact of their energy use. You could develop a video, series of photos or artwork which you can later use for a film screening, photo gallery or art exhibition. Alternatively, you could write an energy awareness poem, song or drama piece, or do something completely different! The choice is yours.

If you're planning a video, it doesn't need to be complicated or involve expensive equipment. [Click here](#) to see an example video from the National Union of Students' Student Switch Off. You could record a video diary to tell the story of your project.

By the end of these two weeks you should have decided what visual media or other creative material you'll develop during your Energy Awareness Month and how you'll produce it.

## Week 15-16



Next, brainstorm ideas for an energy awareness blog that will run for the remainder of your project. Your blog could include updates about your project, energy-related news stories or tips and advice for saving energy. Set up the blog (there are lots of free blogging websites available, such as Blogger) and create a timetable for when you will post blogs (including who will post when if you're volunteering as part of a group) – plan to write your first blog to introduce the project next week. Also plan how you will promote and share the blog as widely as possible.

## Week 17



Post your first blog to introduce yourself and your project.

## Week 18



Revisit your ideas for the four energy awareness activities you'll run as part of an Energy Awareness Month. The next sixteen weeks are for planning and preparing everything you need for each of the activities in turn. Factors to think include:

- Meeting with appropriate people at the place where you'll be running the activities to arrange a date, time, location, who will be invited and any other logistics.
- Producing an agreed timetable for the activities.
- Developing an eye-catching logo or memorable tagline for the Energy Awareness Month.
- Key messages (e.g. will you focus on electricity, heating, climate change impact, or a combination?)
- Plan when and how you'll produce your chosen visual media during the Energy Awareness Month.
- Remember to post blogs to provide updates about what you've been doing and how the project is going.
- Do you need to recruit any extra helpers or volunteers to help produce resources or to run the activities on the day?
- Anything else?

These timings are only a guideline, so don't worry if your planning takes more or less time than this.

### **Week 19-22**



Use these four weeks to plan and prepare everything you need for activity one.

### **Week 23-26**



Use these four weeks to plan and prepare everything you need for activity two.

### **Week 27-30**



Use these four weeks to plan and prepare everything you need for activity three.

### **Week 31-34**



Use these four weeks to plan and prepare everything you need for activity four.



## Week 35-38



It's time to publicise the Energy Awareness Month and activities so people are aware it's happening and to build up the anticipation. You could be displaying posters, sending out invitations, contacting or visiting people who you'd like to come, writing an article or posting on social media. Also promote your Energy Awareness Month using your blog.

## Week 39



This is it, your first Energy Awareness Month activity. This is your chance to raise awareness about energy issues and to inspire people to make changes to the way they use energy.

Remember to produce your chosen visual media during the month. You could be taking photos, filming for a video or getting people to contribute to a piece of artwork. Don't forget to also make a note of the number of people you engage. Good luck!

## Week 40



Energy Awareness Month activity two.

## Week 41



Energy Awareness Month activity three.

## Week 42



Energy Awareness Month activity four.

## Week 43-45



Use these three weeks to share your achievements and stories from your Energy Awareness Month. You could post blogs about each of your Energy Awareness Month activities, write an article for a newsletter or your school of DofE centre website, contact the local newspaper or use social media.

## Week 46-47



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

Use these two weeks to plan and prepare a survey to assess the impact of your Energy Awareness Month activities. Aim to collect feedback about the activities and whether people are now more likely to take steps to save energy as a result of their involvement. You could use an online survey, paper questionnaire or carry out face-to-face interviews. Multiple choice questions will enable you to compare and collate your answers more effectively.

## Week 48-49



Carry out your survey during these two weeks. Try to get as many responses as possible and keep hold of your results so you can use this information to communicate about the impact of your project. Remember to thank all the people who helped, especially any other volunteers who gave up their time to make it a success.

## Week 50



This is a reflection week. Reflect on how your Energy Awareness Month went and the results of your survey. What went well and what would you do differently if you did it again? Did the events make people more energy aware? Make notes in your Activity Log and write a post for your energy awareness blog. You could also produce video clips to record your reflections.

## Week 51-56



Use these six weeks to edit and finalise your visual media. You could be editing your video or preparing a photo gallery or art exhibition. Alternatively, you could be writing an energy awareness poem, song or drama piece, or something completely different!

You might need more or less than six weeks to do this – don't worry, this is your project so you can decide how you use the time available.

## Week 57-60



It's time to publicise your visual media or other creative work to inspire people to think about the way they use energy. You could be holding a screening for your video, inviting people to visit your photo gallery or art exhibition, or to watch a performance of your song, poem or drama piece. Also share what you've produced using social media, your school or DofE centre website, or the local newspaper. Use these four weeks to plan, arrange and deliver your publicity and to hold events to promote your work.

## Week 61



Write a blog about your visual media or other creative work and the events you've held.

## Week 62



Using all the information that you've gathered and everything you've learned so far, brainstorm ideas for what your two week Switch Off campaign could involve. Have a look at other campaigns, such as the National Union of Students' Student Switch Off, to get ideas. You should aim to reduce electricity consumption during a particular time of day, such as through an energy saving lunch hour or "turn it off before you leave" campaign. This will help you to calculate the impact of your campaign.

Things to think about include:

- How energy is being wasted in the place where you'll run the campaign and what people might need to be reminded to do (e.g. you could have reminders by light switches and computers). Choose a few key messages to focus on.
- How can you use your survey results or the energy bill data you've collected to give your messages more impact?
- How can you make it fun and engaging to encourage people to get involved?

## Week 63-66



Use these four weeks to plan and prepare everything you need for your two week Switch Off campaign. You might be producing posters and stickers, planning social media posts, preparing a presentation, arranging prizes...

To be able to find out whether your campaign successfully reduces electricity consumption, arrange to collect electricity meter data next week at your chosen time of

day, e.g. during lunch or at the end of the day (it's important that it's at the chosen time!), for the building where you will hold the campaign. The caretaker should be able to help you to find and read the electricity meter.

## Week 67



To find out the current electricity consumption of the building at your chosen time, read the electricity meter and make a note of the reading. You now have the baseline electricity consumption figure for the building at your chosen time! By reading the meter during your Switch Off campaign, you'll be able to calculate how much energy was saved through your campaign. You could aim to save an achievable percentage of the baseline figure.

You'll run your Switch Off campaign over the next two weeks – make sure everything is ready and everyone knows it's happening.

## Week 68-69



Run your Switch Off campaign as planned during these two weeks and try to engage as many people as possible. Read the electricity meter during the time you've chosen to focus your campaign on and make a note of the reading.

Remember to take lots of photos or videos to show what you've done and make a note of the number of people you engage.

## Week 70



The week after your Switch Off campaign, read the electricity meter again at the same time and make a note of the reading. This will help you to assess whether people are saving more electricity after your campaign compared to before.

## Week 71



Review the electricity meter readings taken before, during and after your Switch Off campaign. When was electricity consumption highest and lowest? Do the readings show that your campaign saved electricity? If yes, was this just during the campaign or did the savings continue after the campaign? If no, why might this be?

## Week 72



Write a post for your energy awareness blog about your Switch Off campaign.

## Week 73-75



It's time to share your achievements with your community. You might have already started planning this, 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 Energy Awareness Month and Switch Off 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 project demonstrated by the survey results you've collected.

Use these two weeks to prepare materials for this and to make any necessary arrangements. Make sure you've 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 76-77



During these two weeks 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. Remember to write a final post for your energy awareness blog reflecting on the experience. 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, especially any other volunteers who gave up their time to make it a success.

## Week 78



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!