

Energy Awareness Campaign

About this project

This guide is for a **6 month Silver 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 organising an Energy Awareness Day followed by a Switch Off campaign to inspire and encourage people to make changes to the way they use energy. You'll learn about organising events and how to communicate about saving energy in a fun and engaging way.

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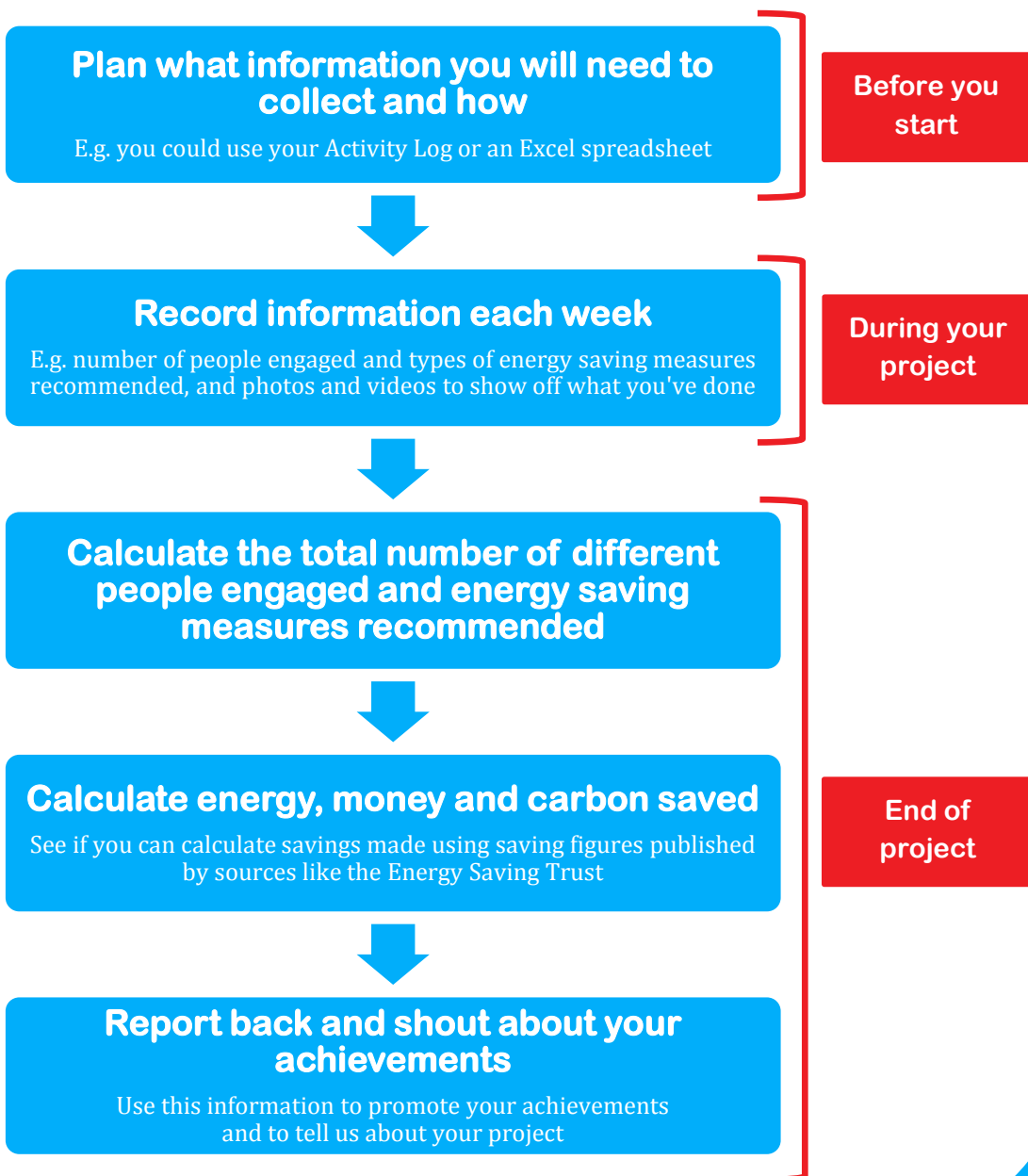


How to use this guide

- 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 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 thinking about where you could run an Energy Awareness Day. Discuss your ideas as a group or brainstorm on your own. You could run the event at your DofE centre, your 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!). Your Energy Awareness Day 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 hold an Energy Awareness Day?
- Anything else?

Also consider what the Energy Awareness Day could involve. It could include:

- Energy wasting room
- Energy saving pledge tree or display
- Video screening
- Lighting display with energy monitors showing the difference between electricity used by LED and non-LED (e.g. incandescent) light bulbs of the same wattage
- Top tips handouts and factsheets
- Visitor from your Local Authority's Home Energy Team (can they bring some free gadgets to giveaway?)
- Visitor from an NGO to talk about sustainability and climate change

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

By the end of the session you should have decided where you are going to hold the Energy Awareness Day and roughly what it will involve. Talk to the person in charge of the building about your project and make sure they are happy for you to complete the project there before the next step. Why not take a copy of this guide 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



To plan a successful Energy Awareness Day, 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 plan an energy attitudes survey, thinking about what information would be useful to know when planning your Energy Awareness Day. 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 Day.

Week 6



This week is about gathering energy usage facts and figures about the building where you'll hold your Energy Awareness Day. 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 CO₂ 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 CO₂ kg equivalent (1 kg of CO₂ 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 7



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 8



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 plan your Energy Awareness Day.

Week 9



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 Day and how can you use this information to engage people about energy?

Week 10-12



The following three weeks are for planning your Energy Awareness Day. Factors to think about include:

- Meeting with appropriate people at the place where you'll be running the event to arrange a date, time, location, who will be invited and any other logistics.
- Producing an agreed timetable of events for the day, including e.g. a launch at the start of the day, speakers, video screenings, etc.
- Developing an eye-catching logo or memorable tagline.
- Key messages (e.g. will you focus on electricity, heating, climate change impact, or a combination?)
- Do you need to recruit any extra helpers or volunteers to help produce resources or to run the event on the day?
- How to publicise the day before the event (so people know to come!) and after the event (to share your achievements) using Twitter, Facebook, your school or centre website, posters, local newspaper, dedicated noticeboard or webpage, etc.
- Anything else?

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

Week 13-14



Spend the next two weeks producing any materials you'll need to use on the day. This might include:

- Pledge forms
- Top tips handouts or factsheets
- Notes for a presentation you'll give
- Posters
- Anything else?

Week 15-16



It's time to publicise your Energy Awareness Day 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 blog post, or posting on social media.

Week 17



This is it, the Energy Awareness Day. This is your chance to raise awareness about energy issues and to inspire people to make changes to the ways they use energy.

Remember to take lots of photos or videos to record the memories and make a note of the number of people you engage.

Week 18



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

This week you'll prepare a survey to assess the impact of your Energy Awareness Day. Write up a few simple questions to ask people who attended, with space to record their answers. Questions to ask could include:

- Did you attend the Energy Awareness Day?
- What did you learn?
- What was your favourite part?
- What was your least favourite part?
- Have you taken any of the energy saving actions recommended during the day?
- Do you intend to take any of the energy saving actions recommended in the future?

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

Week 19



Carry out your survey this week by conducting short interviews with people or ask them to fill in a short paper or online 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 during a lunch break.

Keep hold of your results so you can use this information to communicate about the impact of your project.

Week 20



This is a reflection week. Reflect on how your Energy Awareness Day went and the results of your survey. What went well and what would you do differently if you did it again? Has anyone taken any of the energy saving actions recommended during the day and do they intend to in the future? Make notes in your Activity Log.

Week 21



Using all the information that you've gathered and everything you've learned so far, plan what your Switch Off campaign will involve. Have a look at other campaigns, such as the National Union of Students' Student Switch Off, to get ideas. 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 22



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

Week 23



It's Switch Off week! Run your Switch Off campaign as planned and try to engage as many people as possible.

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 24



It's time to share your achievements with your community. You might have already started planning this in Weeks 10-12, 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 Day, 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 the day demonstrated by the survey results you've collected.

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 25



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, especially any other volunteers who gave up their time to make it a success.

Week 26



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.

Thank you for volunteering with us!