SFEB Sustainability Spotlight Energy Campaign
"Slay the Energy Vampires"

Target Audience: Seattle Federal Office Building (FOB) and Jackson Federal Building (JFB) employees; or extend to other federal employees in Seattle area

Concept: Reward employees for "slaying" vampire sources which drain energy even when not being used. Different sources will have scores relative to their savings. Work and home actions are eligible.

Objectives:
1) Increase understanding of "vampire" energy drain among federal employees and promote actions to reduce energy consumption at home and at work.
2) Track participation and estimate savings from a coordinated federal energy campaign.
3) Have fun saving energy and money.

Rewards: Prizes (TBD) for best FOB & JFB individual and agency "slayers"

Roles/task areas: Campaign coordinator; outreach and publicity; campaign participation and tracking; event planning

Timeline:

Time Period	Action	Details/tasks	Lead(s)
May 28 - June 7	Refine concept	• Share with Green Teams, solicit feedback • Share with SFEB for feedback, support	TBD
June 10 - June 22	Prep	• Discuss at Green Team meeting 6/12, confirm campaign leads • Prepare outreach (posters & email correspondence) • Prepare guidance and tracking materials (background: list of "vampires" and their energy use, Google doc, etc.); **see sample materials** • Plan celebration logistics (location, activity, awards, hosts, food, volunteers, etc.)	TBD
June 24 - July 5	Publicize	• Put up outreach materials, send out email to generate buzz • **See sample publicity images**	TBD
July 8 - July 19	Run campaign	• Coordinate with Green Team/SFEB to send kickoff and follow-up emails • Answer questions, monitor/assist with participation	TBD
Week of July 22	Tally Score, Celebrate	• Tally scores and determine total number of "slayings" and estimated energy savings; identify award winners • Host celebration (noon time vampire movie in JFB with popcorn and award ceremony)	TBD
Week of July 29	Post-campaign wrap	• Send post-event communication • Prepare campaign write-up	TBD

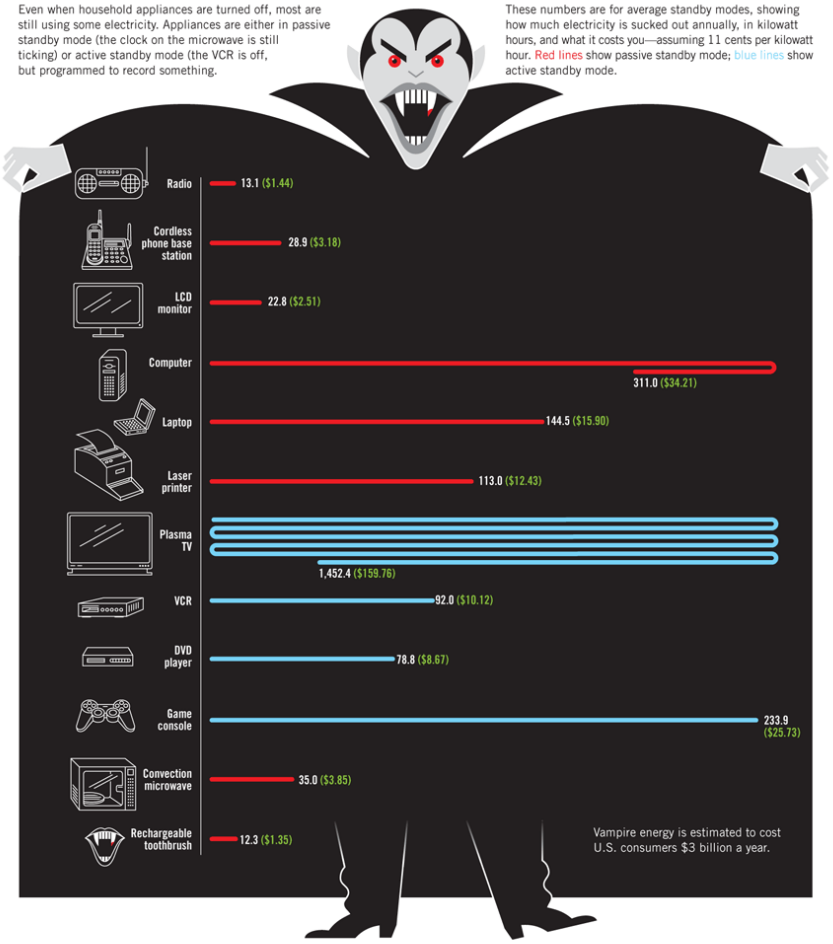
Sample Publicity Images

GOOD Transparency Issue008 Jan/Feb 08

Vampire Energy

Even when household appliances are turned off, most are still using some electricity. Appliances are either in passive standby mode (the clock on the microwave is still ticking) or active standby mode (the VCR is off, but programmed to record something.

These numbers are for average standby modes, showing how much electricity is sucked out annually, in kilowatt hours, and what it costs you—assuming 11 cents per kilowatt hour. Red lines show passive standby mode; blue lines show active standby mode.

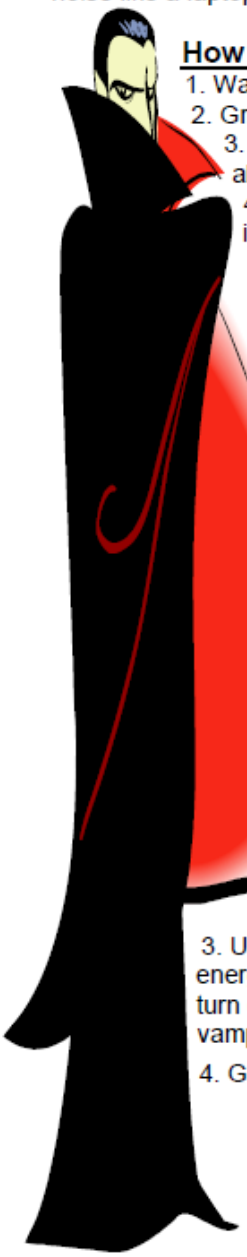


SOURCES 2005 Intrusive Residential Standby Service Report; Department of Energy

Sample Campaign Participation Materials

ENERGY VAMPIRE HUNT

Energy Vampires are electronic appliances that are constantly using energy- even when you think they are off! Instead of being all the way off, they go into "stand-by mode" and suck energy when you're not using them! Sometimes, these vampires have a tell-tale sign that can help you catch them — some give off a little light (like DVD players or microwave oven clocks) and some make noise like a laptop computer. Others (like a cell phone charger), might be warm to the touch.



How to Know if You've Got Energy Vampires in Your Home

1. Wait until it's dark outside and you have an adult with you.
2. Grab a flashlight and turn off all the lights.
3. Turn off everything in your home the way you would normally at night. Make sure all the lights are turned off.
4. Go outside and look at your electric meter. Is it running, even though everything is supposedly "off"? If yes, you've got vampires.

How to Catch an Energy Vampire

1. Sneak through each room in your home, and investigate each item plugged into an electrical outlet. Look for lights, listen, and touch possible vampires to see they are warm.
2. Make a tally in the "Vampires Found" column on your "Vampire Hunter's Notes" sheet for every vampire you find. Remember to make a mark for each vampire you see- so if you find more than one of the same kind of vampire (like two lighted alarm clocks) make a tally for each of them.

How to Slay Energy Vampires

Energy Vampires can be hard to find, but they are easy to beat:

1. Turn vampires all the way off when you're done with them. Sometimes this means unplugging them. This works especially well with smaller appliances like toasters, CD players, and toothbrush or cell phone chargers.
2. For bigger vampires—things that can't be turned off all the way like microwave oven clocks or a DVD player it gets harder. One way to keep these vampires away is to replace them with a new version with the ENERGY STAR® label on it.

CHANGE FOR THE BETTER WITH ENERGY STAR

3. Use a power strip for all your computer equipment, to completely disconnect the energy vampires from the power source. When you're done using the computer, just turn off the power strip to turn everything all the way off. Beware of power strips that are vampires themselves though, as some have constant lights.
4. Go to energyhog.org and learn more ways to save energy!

30 years

ALLIANCE TO SAVE ENERGY

Creating an Energy Efficient World

VAMPIRE HUNTER'S NOTES

Common Vampires & how much energy they suck when "off" (kilowatt-hour (KWH) a year)	Number of Vampires Found (make a tally for each)	How much money it costs you each year	Money Vampire Slayers Save each year
Kitchen			
Answering Machine (24 kWh)		x $2.57 =	
Bread-maker (12.8 kWh)		x $1.37 =	
Microwave Oven (23.2 kWh)		x $2.48 =	
Rice Cooker (16 kWh)		x $1.71 =	
Other			
Living Room			
Satellite System (100.8 kWh)		x $10.80 =	
Cable Box (86.4 kWh)		x $9.25 =	
Compact stereo system (77.6 kWh)		x $8.31 =	
Television (40 kWh)		x $4.28 =	
Video Game (10.4 kWh)		x $1.12 =	
VCR (64 kWh)		x $6.85 =	
DVD Player (33.6 kWh)		x $3.60 =	
Other			
Bedroom			
Cordless Phone (20.8 kWh)		x $2.23 =	
Portable Stereo (17.6 kWh)		x $1.88 =	
Radio, Clock (13.6 kWh)		x $1.46 =	
Other			
Study			
Computer (13.6 kWh)		x $1.46 =	
Phone/Fax/Copier (12 kWh)		x $1.29 =	
Printer, Ink/ BubbleJet (40 kWh)		x $4.28 =	
Battery Charger (7.2 kWh)		x $0.77 =	
Internet Terminal (84.8 kWh)		x $9.08 =	
Other			
Garage			
Power Tool (16 kWh)		x $1.71 =	
Lawnmower (60.8 kWh)		x $6.51 =	
Garage Door Opener (24 kWh)		x $2.57 =	
Other			
Total Vampires Found:		**Total Money**	

Calculate your Energy Vampire Drain: To figure out how much energy and money the Vampires are draining out of your house, multiply the number of vampires found by the amount of money each one costs you each year. Then add all the numbers in the "Money" section.

Calculate the U.S. Energy Vampire Drain: Now take the total money sucked from your home, and multiply it by the number of homes in the whole United States –113,200,000. If everyone had as many Energy Vampires as you, together, we would loose $_____! (Actual Department of Energy estimate is about $9 billion dollars per year).
Now you have the power to stop Energy Vampires!