

Federal Energy Management Program

YOU HAVE THE POWER CAMPAIGN

**Final Technical Report
For the Period
January 1, 1999 through September 30, 1999**

Prepared by
Carl D. Costello
President

American Ideas & Designs, Inc.
dba Greening America
1128 16th Street, N.W., Fourth Floor
Washington, DC 20036
202 383 2539 Tel
202 463 6456 Fax

October 29, 1999

**PREPARED FOR THE UNITED STATES
DEPARTMENT OF ENERGY
Under Cooperative Agreement
No. DE-FC36-98GO10296**

DISCLAIMER

This report was prepared as an account of work sponsored by an agency of the United States Government. Neither the United States Government nor any agency thereof, nor any of their employees, make any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States Government or any agency thereof.

DISCLAIMER

Portions of this document may be illegible in electronic image products. Images are produced from the best available original document.

**You Have the Power
Federal Energy Management Program**

**Final Report
Contract No. 98G010296/A002
U. S. Department of Energy
Golden Field Office**

**Submitted by American Ideas and Designs, Inc.
d/b/a Greening America**

Background

The Federal Energy Management Program (FEMP) must help Federal agencies reduce energy costs by delivering effective outreach programs. This objective ensures that Federal energy reduction goals are clearly understood and that FEMP's programs are able to be implemented by Federal energy managers and Federal employees. This is especially important in light of President Clinton's new Executive Order 13213, Greening the Government through Efficient Energy Management.

It is crucial that all professionals involved with the management of Federal facilities receive a clear message that FEMP offers effective information, education, tools, training, and resources. FEMP outreach must set good examples so that FEMP's programs and priorities can be transferred throughout Federal agencies and offices across the Nation.

To achieve this objective, American Ideas and Designs, Inc., d/b/a Greening America, assisted FEMP in continuing a comprehensive energy efficiency outreach program titled "You Have the Power." The "You Have the Power" campaign emphasized the ability of individual Federal employees, Federal agencies, and stakeholder organizations to easily access FEMP's energy efficiency tools and resources through a set of integrated interagency delivery programs.

The FY1999 campaign included the following 19 Federal agency participants:

- | | |
|---|---|
| 1. Department of Agriculture | 11. Department of the Navy |
| 2. Department of the Air Force | 12. Department of State |
| 3. Department of the Army | 13. Department of Transportation |
| 4. Department of Commerce | 14. Department of the Treasury |
| 5. Department of Energy | 15. Department of Veterans Affairs |
| 6. Department of Health & Human Services | 16. Environmental Protection Agency |
| 7. Department of Housing & Urban
Development | 17. General Services Administration |
| 8. Department of the Interior | 18. National Aeronautics & Space Administration |
| 9. Department of Justice | 19. United States Postal Service |
| 10. Department of Labor | |

In addition, the campaign involved private sector companies, State Energy Offices, public interest groups, and other organizations.

Objectives and Approach

The objective of the subject cooperative agreement was to help FEMP "reduce the cost of government by advancing energy efficiency, water conservation and the use of solar and other renewable energy." Greening America provided comprehensive assistance to FEMP in its efforts to meet an array of energy efficiency goals required by law and Executive Order.

Individuals respond most rapidly to the need for change in their behavior when they are attracted by two fundamental factors: personal authority and recognition as a role model and leader. Greening America assisted FEMP in implementing a comprehensive communication strategy that addressed both factors. The theme line was designed to give every Federal worker authority to take positive action. The educational approach focused on Energy Champions, and the valuable role Federal workers play in saving energy, reducing the cost of government to the taxpayer, and saving resources for future generations.

The two implied educational messages outlined below were included in all communications :

- Federal energy management is sound business practice that produces measurable results.
- Federal energy management is a government-wide shared responsibility, carried out through individual agency action and the efforts of Energy Champions, ordinary people doing extraordinary things to save energy, money, and resources for the future.

A compelling, unified, and visually stimulating educational approach was used throughout the entire spectrum of the campaign communications. This educational approach enabled the quick and cost-effective creation of customized materials that were distributed to the 19 Federal Agencies participating in the campaign.

Tasks and Outreach Materials Produced

Federal Interagency Meetings: Greening America assisted FEMP in planning, organizing, facilitating, and documenting three Interagency Planning Meetings, with 19 Federal agencies participating in each meeting. The Interagency Planning meetings were held in January, March, and July. The meetings provided Agency Coordinators with a direct opportunity to provide information to FEMP and exchange information with one another about the effectiveness of campaign activities.

Earth Day and Energy Awareness Month Activities: Greening America assisted FEMP in conducting outreach activities for all participating agencies in the campaign. Earth Day and Energy Awareness Month activities were held at individual agency headquarters in Washington, D.C. Each activity included the display of *You Have the Power* materials to capture the attention of employees and visitors to the agency's headquarters office in Washington, D.C and regional offices across the country.

Regional Outreach: The *You Have the Power* campaign continued to be a regional campaign coordinated nationally. Greening America assisted FEMP in organizing the campaign around regional centers of participating Federal agencies.

Outreach Tools and Campaign Products: Greening America assisted FEMP in producing outreach tools and energy awareness materials to motivate Federal employees to take action to conserve energy and to make them more aware of wise energy habits they can incorporate into their daily routines. Specific quantities of outreach tools and products included:

1. 5,700 Energy Champion Posters - full size (18 x 24").
2. 14,250 Energy Champion Posters - mini size (8.5 x 11").
3. Ten thousand (10,000) Earth Day Posters - full size (18 x 24").
4. Ten thousand (10,000) Earth Day Posters - mini size (11 x 17").
5. Ten thousand (10,000) Energy Awareness Month Posters - full size (18 x 24").
6. Ten thousand (10,000) Energy Awareness Month Posters - mini size (11 x 17").

7. Fifty-five thousand (55,000) Ten-Tip Wallet Cards.
8. Ten thousand (10,000) *You Have the Power* Credit Card Holders.
9. Ten thousand (10,000) *You Have the Power* Outreach Brochures.
10. Ten thousand (10,000) FEMP Outreach Brochures.
11. Five hundred (500) *You Have the Power* Idea Kits.
12. Nineteen (19) Agency Awards.
13. Two hundred and fifty (250) Energy Champion Awards.
14. *You Have the Power* Special Report

Greening America coordinated the concept development, art, creative design, graphics proofs, printing, production and delivery required for the outreach tools and products.

Energy Champions Poster Series : The Poster series featured new energy champion posters added to the 180 energy champion posters already produced for previous years of the campaign. Three new energy champion posters were produced for each participating agency. Energy Champion posters were produced and released in coordination with either Earth Day or Energy Awareness Month activities.

Earth Day and Energy Awareness Month Posters: Two posters were created to highlight both *You Have the Power* and DOE activities. Two sizes for each poster were produced--full size (18 x 24") and mini size (11 x 17").

Wallet Cards: The "10 Tips for Saving Energy" Wallet Cards were produced once again this year with a new list of tips. The wallet cards are frequently-requested items that are used as handouts for events, conferences, and other activities.

Credit Card Holders: The campaign produced energy awareness credit card holders as handout items to be distributed by agencies as part of energy awareness activities.

***You Have the Power* Outreach Brochure:** A *You Have the Power* Outreach Brochure was produced to describe the campaign and its activities.

FEMP Outreach Brochure: The FEMP Outreach Brochure was produced to describe FEMP activities and encourage involvement in Federal energy savings programs.

***You Have the Power* Idea Kit:** The Idea Kit was reprinted to assist Federal agencies in planning and implementing local and regional Energy Awareness activities.

Agency Awards: Federal Agency Awards were produced to recognize the achievements of Federal Agencies and their Energy Champions and to involve high level agency officials in the campaign.

Energy Champion Awards: Individual Energy Champion Awards were produced and were presented at appropriate occasions during Energy Awareness Month.

Camera-Ready Campaign Art: Versions of the campaign artwork were provided to each participating agency on zip disk and in camera-ready format to encourage customization and campaign involvement. Included on the disk were the campaign core graphic, value brand (in blue and orange), wallet card template, Energy Champion poster template, DOE logo, Agency logo, and campaign fonts. The disks also included a set of each agency's Energy Champion photos. The camera-ready artwork included high resolution versions of the horizontal core graphic (b/w and color), vertical core graphic (b/w and color), and value brand (b/w, blue, and orange).

FEMP YHTP Special Report: A "You Have the Power" special report was published in October to support Energy Awareness Month. Extra copies were provided to Federal agencies participating in the campaign to distribute to a nation-wide audience.

FEMP Web Site: Greening America assisted FEMP in updating the *You Have the Power* web site. New Energy Champions were added to the web site along with poster copy and related information.

These tasks were coordinated by Greening America for FEMP and were integrated into a comprehensive and seamless campaign which resulted in a high level of participation throughout the year.

Completion

The project period began on October 1, 1998 and ended September 30, 2000.

Deliverables and Documentation

Greening America produced and delivered the reporting requirements indicated in the Cooperative Agreement financial assistance award. In addition to the required reporting requirements, this project resulted in: Energy Champion Posters for 19 Federal Agencies; Earth Day Posters; Energy Awareness Month Posters; Outreach Brochures; Energy Tips Cards; Energy Champion Awards; Federal Agency Awards; Campaign Idea Kits; YHTP Special Issue; Interagency Energy Awareness Meetings; FEMP World Wide Web Site Design; and related deliverables.

Contact

For further information, contact Carl D. Costello, President, Greening America, 1128 16th Street, N.W., Fourth Floor, Washington, DC 20036. Telephone 202 383 2539. Fax 202 463 6456.