

DON'T BE AN ENERGY MONSTER

ENERGY AWARENESS MONTH

Building Energy Competition
September 29 - October 19
Campus-wide energy reduction

CAMPUS SUSTAINABILITY
DAY: October 22, 2014

VISIT US! 11am-1pm @ PSU

hour without power

Everyday 5-6pm

dining in the dark

Sept. 29 - Oct. 3: Blair

Oct. 13 - 17: Garst

Oct. 20-24: Kentwood

11a-1p

**“Do One Thing”
IG Competition**

1. Follow @MSUSustain
2. Upload a photo/video of the ONE thing you do to conserve energy.
3. Tag w/ #MSUEnergyMonster
4. Challenge your friends!

more info at missouristate.edu/sustainability



Building Captain Manual

Congratulations on your role as Building Captain for the Energy Awareness Month 2014!

Between September 29th and October 19th, students, staff and faculty will compete to see which building can reduce its electricity the most.

Our total electricity reduction will determine how we stand against other universities and benchmark institutions.

We will measure each building's daily electricity usage in kWh and compare it with the baseline (established during the previous weeks of the competition).

Goals

- To engage, educate, motivate, and empower students, staff and faculty to conserve resources.
- To achieve measurable reductions in electricity use, preventing thousands of pounds of carbon dioxide from being emitted.
- To foster a culture of conservation within our campus community and give voice to our campus sustainability initiatives.
- To empower students to teach themselves conservation behaviors that they can use in the future.
- To enable students to develop leadership, community organizing, and career development skills.

It's all about behavior change

MSU has completed many energy efficiency improvements; however we also recognize that behavior change and education are critical to achieve our conservation goals. Competitions like

this one are a fun way to engage, educate, and empower students, staff and faculty to conserve resources and make changes in their own lives right where they live or where they work.

Building Captains

This is you! Your task is to lead your building to a win. This manual was created to help you do that.

Your main function as a Building Captain is to create and maintain enthusiasm:

- Inform faculty, staff and students about this Energy Competition and encourage them to care.
- Provide students, staff and faculty with concrete, easy ways to conserve energy.
- Foster pride by being an ambassador for the competition.
- Encourage others to attend events related with energy conservation.
- Recruit new Captains, the more the merrier.
- Have fun, keep in mind that you want your building to win. Be creative, be silly, and enjoy yourself.

Tips to Conserve Energy

Winning the competition means reducing the most energy. How do you do that?

The tips below are simple ways to take action and for your hall to make a group effort.

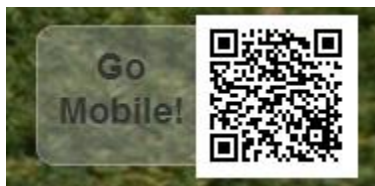
- Use natural light.
- Turn off lights.
- Use power strips, and turn them off when possible.
- Unplug everything, when not in use.
- Shut down computers.
- Take the stairs instead of elevators.
- Adjust your thermostat to conserve energy.
- Keep windows closed to help reduce conditioned air loss.
- Hour without power from 5 to 6 pm every day, everywhere!
- Make each day of the week count.
 - Monday: “Use natural light day”
 - Tuesday: “Adjust your thermostat day”
 - Wednesday “Open the blinds and turn off the lights day”
 - Thursday “Take the stairs day”
 - Friday “Unplug everything day”
 - Saturday: “No TV, play outside day”

- Sunday: “Outdoor night.”

Ways to beat the competition

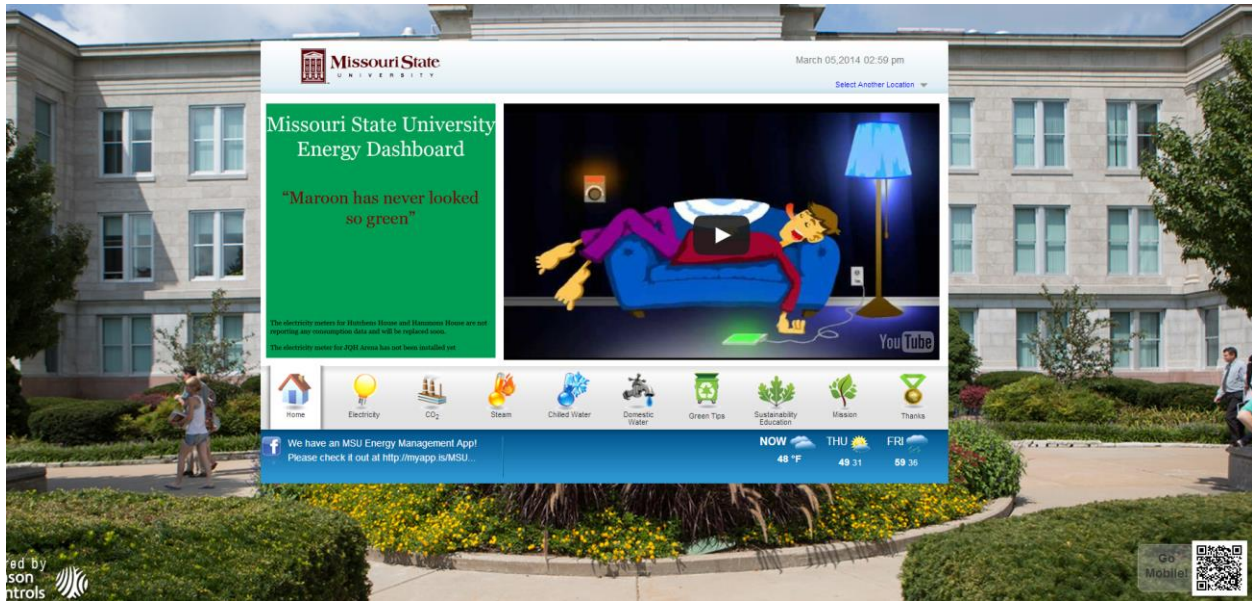
- Talk to folks in person, face to face communication is the most effective.
- Educate at the door: be prepared with facts, provide feedback about competition, let them know how it helps MSU and the environment. Let them know how to schedule a room audit.
- Help people commit to reduce, via social media or in person.
- Follow @msusustain on Twitter.
- Like the “Missouri State University Sustainability” and “Energy Management at Missouri State University” Facebook pages.
- Go to events and get others to come with you.
- Use the Energy Dashboard:
<http://www.bedashboard.com/kiosk/item/2763?autoplay=true> .
- Build in-building visibility: include competition posters in visible places, create new bulletin boards, pass handouts about the challenge and ways to reduce. Use social media to promote the challenge.
- Increase intensity: dress up and get enthusiastic, have fun and encourage others to play with you, get other to attend events in a group.
- Have a weekly Building Captain meeting with your Building Captain leader.
- Make a model residence or office room: showcase an example of an energy efficient room.
- Utilize the Building Captain network.

Energy Dashbord



We encourage all Building Captains to track the electricity consumption of your building

<http://www.bedashboard.com/kiosk/item/2763?autoplay=true>



Why should you care about energy?

Each year the MSU Springfield campus uses more than 64,877,829 kWh of electricity. This is equivalent to the electricity usage of 6151 homes!

At MSU we spend about \$4.5 million on electricity annually. A 2% reduction will be 1,297,557 kWh, equivalent to the usage of 123 homes.

We get our energy from the conversion of the primary sources, mainly coal and natural gas that produce pollution and greenhouse gas emissions. By conserving energy, we reduce greenhouse gas emissions, save money, and show we can make the smart choice.

As a building captain, you have an incredible opportunity to positively affect the world simply by convincing others to reduce their use.

Please note that the “Hour without Power” is not a power outage. Electricity will be available in campus but we are seeking to reduce the use to the minimum.

Contact Information – Competition Organizing Team

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Teresa Frederick, Angie Strider, Donald Clark, Jessica Yates – Residence Life

FROM

Missouri State University

Energy Management

THERE IS A NAME FOR PEOPLE WHO
CONSERVE ENERGY.

SMART.

MAROON HAS NEVER LOOKED SO GREEN!