

## Core Package

A building is only as efficient as its occupants. At EnergyVibe, we craft sustained campaigns to inspire your people to embrace efficiency. Reducing energy and water provides clear economic benefits; savings from behavior-based solutions range 3-20%. EnergyVibe helps maximize your savings potential.

While “green” may be trendy these days, efficiency offers long-lasting effects. **Monetary savings, improved employee morale, positive publicity, and reduced environmental impact** are all gained from an efficiency campaign.

We understand that no two organizations are the same; therefore, we tailor-fit the experience to fit your needs. In our EnergyVibe Core Package, we have identified the following elements which construct the most successful behavior-based campaigns.

### **PHASE I: Program Analysis, Development and Planning**

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**3 months**

*During our three-month initiation period, we work with you to understand your organization’s unique structure, establish energy reduction goals, and determine how to measure program success.*

- Conduct initial survey to develop a baseline of current energy behaviors
- Identify behavior-based opportunities for improving how occupants use energy and water
- Establish EnergyVibe program goals and select metrics for measuring success
- Develop a logo and branding for campaign
- Prepare website and integrate social media
- Determine most effective program activities
- Assist in Green Team recruitment
- Hold orientation and training workshops for Green Team

### **PHASE II: Core Package Program Offerings**

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**12 months**

*EnergyVibe is a sustained, year-long campaign that combines traditional face-to-face interactions with web-based outreach techniques to reinforce our message and build a culture of energy-efficiency within your organization. Your people are the key to success, so we make sure to inspire, engage and support them.*

#### **EVENTS: Work with Green Team to host three on-site events**

- 2rw is present on location to facilitate three EnergyVibe events: kick-off, mid-year, and wrap-up
- Introduce EnergyVibe and communicate program goals
- Encourage social media connection, sign up for energy pledge, present website
- Engage participants through games, contests, and/or competitions
- Spark conversation with branded giveaways

## **WEB SITE: Entertaining website with monthly updates**

- Energy Pledge Page
- Featured Articles and Top 5 Lists (1 each per month)
- Comics (1 per month)
- 12 Cartoons (1 per month)
- Trivia Questions, Survey Polls, and Fun Facts
- Goal Statements and Progress Scoreboard
- Report to Save Section
- Facebook and Twitter account (regular updates)

## **GREEN TEAM SUPPORT: On-going support and consulting for Green Teams**

- Monthly Focus Materials Kit for Green Teams (1 per month)
  - Posters
  - Printed Monthly Packets
  - Suggested Activities and Contests
  - Tips and Recommendations
  - Surveys
  - Press Release Information
  - Additional Training Materials
- Green Team Conference Calls (1 hour per month)
- Scheduled location tours by 2rw Program Manager

## **REPORTING**

*After each program period, we measure program success and adapt to feedback.*

- Measure savings and communicate results to organization officials on a monthly basis
- Conduct surveys to gauge program enthusiasm and participation
- Analyze successes and opportunities for development/expansion based on feedback
- Update goals and objectives for program's continuation
- Hold final celebration and share results with program participants