



the green energy uk guide to energy use:

spread the word!

scenario

Congratulations, Energy-Saving Super Squad member! You have nearly completed all your projects. Your final project is different but probably the most important - not everybody understands how to save energy or how easy it would be to start using energy from renewable sources.

your task

Your task is to communicate the benefits of renewable energy and preventing energy waste. You will need to decide what information to communicate to families, students and staff. Your aim is to use renewable energy and prevent energy waste.



resources you will need

- All the recommendations and plans from your previous projects
- Art and design materials, and a computer
- Pictures and graphics that could be used on posters, leaflets, stickers or websites

the mission

1) Plan the campaign

- Discuss the best ways in which you can communicate with families, staff and students.
- Decide what methods you will use to communicate with each audience.
- Work out a time plan to roll out your campaign. We suggest you allow a week to carry out all your actions.

2) Produce the campaign

- Discuss and agree the main message you need to communicate to each audience.
 - For fellow students the main aim of the campaign is to encourage them to reduce energy waste at school and at home.
 - For parents and families the campaign is to encourage the use of renewable energy and prevent energy waste at home.
- Create an eye-catching design for your materials.
- Create your campaign materials.

3. Launch the campaign

- Launch your campaign with an assembly for your fellow students and staff.
- Put up the materials you have prepared at suitable points around the school.
- Now launch your campaign to parents. You may wish to ask your headteacher to support your campaign in a covering letter or email.
- Carry out all your actions and complete the campaign that week.

4. Review results

So how did you do? There is only one way to find out. Compare energy use now to what it was at the start of the first project and see if you have managed to reduce your energy use.

spread the word!

Use the facts you have learnt to spread the word to parents, students and staff

Logo

If you go to www.greenenergyuk.com/schoolresources you will be able to view all the projects and also download the logo for your communications. All communications should include the logo:



Information about energy

In your communication to parents we suggest you include information on energy. You can use an image like this:



The graphic is enclosed in a green rounded rectangle. On the left is a blue kettle with the text 'I need less water than you think!'. On the right is the 'green energy uk' logo with 'energy-saving project' and icons. Below the logo is the text: 'Only boil what you need', 'Save energy today!', and 'visit www.greenenergyuk.com for energy-saving tips'.

Or text such as:

These days there are a growing number of ways to switch to a cleaner electricity supply. green energy uk is recommended by Friends of the Earth and has two tariffs, both at an affordable rate: Deep Green (100% renewable) and Pale Green (a mix of renewable and green sources). This means you have complete choice.

The cost of Pale Green is price-matched to your local supplier, so it needn't cost any extra, and by switching, you are doing your bit to reduce pollution. To switch, simply call green energy uk on 0845 458 3324 with your current bill to hand.