

SAVING ENERGY *On Campus*



SHORT-TERM ENERGY COMPETITIONS CAN REDUCE ELECTRICITY USE 10-15%

This case study highlights how the myPower program can complement existing work to reduce energy on our campus. Many individuals and groups regularly contribute to permanently reducing the amount of energy we use—below is one example of how students have worked with other students to do so.

BLACKOUT BATTLES ENERGY-SAVING COMPETITION



Have you noticed an energy-saving campaign on campus? If so, Green Campus might have been behind it. The Green Campus Program is a

student-led internship program created by the Alliance to the Save Energy with four goals including realizing measurable energy savings, educating the campus community about energy consumption, integrating energy concepts into curriculum, and promoting green careers.

The Center for Research on Environmental Decisions at Columbia University recommends group participation when sending environmental messages. Embracing this idea, Green Campus hosts “Blackout Battles,” an energy-saving competition between the Unit 1-4 residence halls at UC Berkeley. The competition occurs bi-annually, from October 1 to December 1 and February 1 to April 1 with the message that simple behavior changes in residential living can add up to significant energy savings. Typical savings in a two-month period can be found below (fall 2011 example):

	Unit 1	Unit 2	Unit 3	Foothill	Total
Fall Average	611,795	592,056	330,739	331,823	1,866,414
Average bed count	1440	1421	1223	794	4878
Fall kWh/Capita	425	417	270	418	1530
Fal 2011	526,688	503,759	283,815	311,052	1,625,314
Fall 2011 Beds	1433	1435	1240	791	4899
Fall 2011/Capita	368	351	229	393	1341
% Savings Fall	13%	16%	15%	6%	13%
kWh Saved - Fall	85,107	88,297	46,924	20,771	241,100
\$ Saved	\$8,510.70	\$8,829.74	\$4,692.38	\$2,077.14	\$ 24,109.96
Lbs CO2 Avoided	44,596	46,288	24,588	10,884	126,336

The competition accrues metrics via an outreach campaign that promotes behaviors such as turning off appliances when not in use, utilizing natural light, retrofitting to low-wattage fluorescent lamps, and taking the stairs instead of elevators. Outreach



activities are planned to appeal to daily habits and preferences of students. For example, Green Campus interns lead students on an outdoor run to “Run the Trail, Dump the Treadmill.” Students are motivated by free t-shirts and the fact that many students already run on the weekends. Another activity is bringing a bicycle-powered blender the dining commons. The bicycle-powered blender is a unique way of demonstrating to students how arduous it can be to produce energy. In this case, students are motivated by the novelty of the blender and free food. While the students participate, Green Campus interns are able to

advertise the “Blackout Battles” and share energy-saving tips. Other outreach activities have included movie showings, energy-audit trainings, and light bulb exchanges.



Green Campus interns demonstrate their blender bike

For more information about “Blackout Battles” and other Green Campus projects, or to take their energy-saving pledge, please visit greencampus.berkeley.edu or email them at berkeleygreencampus@gmail.com.