BULLET BACKGROUND PAPER

ON

GUIDANCE TO ENERGY ACTION MONTH CHAMPIONS

PURPOSE

Expand participation and increase the impact of Air Force's Energy Action Month (EAM) campaign to motivate Airmen to consider energy efficiency in all they do.

BACKGROUND

- October is EAM across the federal government, and the Air Force leverages this opportunity to encourage Airmen to save energy while performing the mission

- In 2013, 74 bases participated in 93 activities as part of the month-long, global campaign

- Outreach in previous EAM campaigns came through HQ USAF/A7C, HQUSAF Public Affairs and senior leadership. However, results from a recent Internal Communications Assessment Group (ICAG) survey showed that information did not sufficiently reached all Airmen

- The Air Force Energy Office (SAF/IEN) initiated a campaign to ask each Unit to designate an operator to serve as an energy Champion – a point of contact for the 2014 EAM campaign.

- Among other things, Champions provide Airmen with energy tips, post information, work with leadership to plan EAM activities and provide success stories to SAF/IEN throughout the month.

DISCUSSION

- CES/CC outlines details of EAM to Wing/Unit/Base leadership – the "process owner" of EAM; works with Wing/Unit/Base to execute

- Wing/Unit/CC appoints a Wing/Unit/Base Champion. Sub-units appoint their own Champions to work with the Wing/Unit/Base Champion (i.e. Wings, Groups, Squadrons each have Champions). The names of all Champions are provided to SAF/IEN.

- Wing/Unit/Base PA ensures Wing/Unit/Base has necessary PA tools

- Squadron Champion serves as EAM executor for the squadron; participates in planning, reports results periodically to Wing/Unit/Base Champion

- Wing/Unit/Base Champion serves as the main executor of EAM for the Wing/Unit/Base

  -- Drafts a Wing/Unit/Base Execution Plan

-- Distributes at least three emails to the Wing/Unit/Base, with more encouraged

-- Shares periodic energy tips

-- Promotes base energy days, competitions and other EAM activities

-- Report results periodically to Wing/Unit/Base/CC, disseminates information

- Materials provided to Champions

-- Execution Plan Template – This template helps Champions develop a basic Execution Plan for how they will conduct outreach during EAM

-- Competition Guides – These 1-page guides provide the step-by-step process for how to set up and manage a variety of different competitions

-- Report Template – All Champions will be asked to report on activities conducted during the month and this template will help ensure consistency across the Air Force

-- Email-to-Airmen Templates (3) – These templates are easily customized to the Wing/Unit/Base to facilitate the Champion's outreach

-- Job-Specific Fact Sheets – 2-page summary of tips targeted to specific areas of the Air Force will be provided in September

- Timeline

-- 18 July, MAJCOMs report their Champions to SAF/IEN, forming the Champions network

-- 21 August, SAF/IE sends email to Champions containing Execution Plan template, Report template, competition guides and this BBP

-- 21 August, Kickoff telecon between SAF/IEN and Champions (one AM, one PM to accommodate all posts)

-- The Kickoff telecom will lead into bi-weekly telecons between SAF/IEN and Champions to coordinate efforts

-- 4 September, Champions report Execution Plans to SAF/IEN

-- 16 September, Champions send first email announcing EAM events to Wing/Unit/Base

-- 1 October, EAM letter from SECAF, CSAF, CMSG sent to all Airmen. Champions are encouraged to follow up with personal messages detailing activities at their respective base

-- 13 October, Champions are encouraged to send second email containing energy tips relevant to their job category or installation at periodic intervals to Wing/Unit/Base personnel

-- 3 November, Champions send third email thanking all Airmen for participating in EAM and sharing a summary of activities

-- 7 November, Champions provide aggregate data and top success stories to MAJCOMs

-- 21 November, MAJCOMs provide aggregate data and success stories to SAF/IEN

RECOMMENDATION

None; informational only