

Do it Yourself

Stop losing money on energy you don't need. With a customized campaign, you'll learn about ways to save energy that are tailored to your business and your employees.

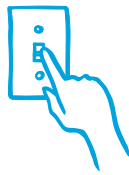
Identify your biggest opportunity to reduce energy waste:



PLUG LOAD

Up to **20%** of an office's electrical use is from workspace devices.*

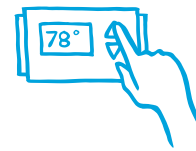
You can reduce energy waste by completely shutting down or unplugging electronics at night, on weekends and when they are unneeded.



LIGHTING

Up to **40%** of the energy used by your business*

Turning off lights when they are unneeded and using daylight wherever possible makes a big difference; small changes make a big impact!



HEATING & COOLING

Up to **38%** of the energy used by your business*

Heating and cooling energy can be reduced by closing exterior doors and windows, setting your thermostats to the recommended temperatures of 78°F for cooling and 68°F for heating and shutting off equipment in unoccupied spaces.

Now, get ready to customize a one-of-a-kind campaign tailored to your business. Draw inspiration from Step Up and Power Down's existing engagement campaigns and take advantage of an array of customizable tools and templates to help you engage coworkers, track your progress and share your success.

Up to **30%** of the energy used in commercial buildings is wasted.**



* CA Commercial End Use Survey (depending on business size and type)

** U.S. Environmental Protection Agency

Make it Happen!



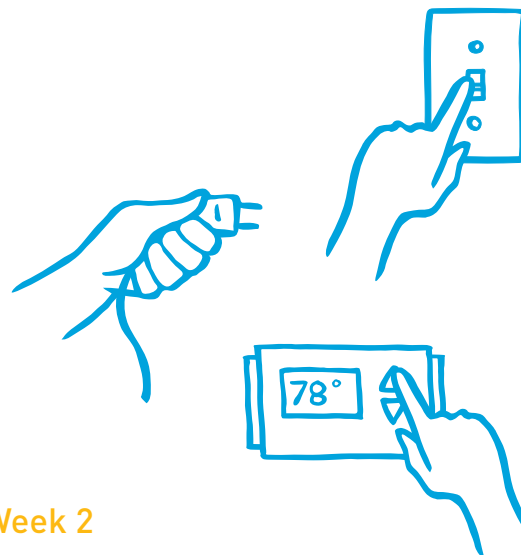
Week 1

SPOT YOUR WASTE & BUILD YOUR TEAM

Determine the low-cost or no-cost opportunities to reduce energy waste (e.g. through Energy Practices Inventory (EPI), PG&E energy audit or aligning with company goals) and work with your Campaign Facilitator to design a campaign that will encourage and engage everyone in your company.

Identify the right people to help drive the campaign internally (e.g. Executive Sponsor, green teams, internal communications, etc.).

For larger businesses with more than a few floors or buildings, rally a team of Floor Captains to support the campaign and help encourage and engage everyone in your company.



Week 2

START SAVING ENERGY

Encourage employees to take the chosen energy saving actions.



Week 3-6

TRACK YOUR PROGRESS

Conduct pre/post audits of energy waste and collect self-reported results from your employees.



Week 7

CELEBRATE SUCCESS

Share your results and recognize employees.

Contact your Campaign Facilitator at StepUpandPowerDown@pge.com for a copy of the toolkit.



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Together, Building a Better California