

# Energy Vampire Slayer

Don't let common appliances by day turn into energy-sucking vampires by night. Shut down or unplug electronic devices when you go home at the end of the day to reduce energy waste and turn energy vampires to dust.

## There's an energy vampire on your desk that needs slaying.

Based on behavior science best practices, the Energy Vampire Slayer campaign empowers people to unplug pesky energy vampires hiding in electronics such as computers, monitors, printers and cell phone chargers at night.

Employees take the oath to hunt down energy vampires, unplugging them before leaving the office in the evening. Fang "markers" will be placed on the desks of devices caught feasting overnight.

Now that's something we can sink our teeth into.

A Step Up and Power Down Campaign Facilitator will help you plan this campaign, tailoring it to your unique company. We'll help you launch it to employees and provide you with ongoing support.

For a copy of the toolkit, contact your Campaign Facilitator at [StepUpandPowerDown@pge.com](mailto:StepUpandPowerDown@pge.com)



Up to

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

\* California Commercial End-Use Survey



# Get Started!



## Week 1 BUILD YOUR TEAM

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.

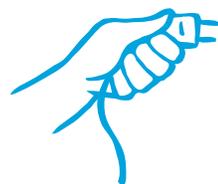


## Week 2 ENGAGE YOUR SLAYERS

Ask employees to commit to slay energy vampires by taking the Energy Vampire Slayer Oath.

Company Campaign Manager distributes Energy Vampire Marker Decals and instructions to employees who take the oath.

Employees identify their energy vampires and mark those devices with decals.



## Week 3 START SLAYING

Encourage employees to unplug their energy vampires when not in use or risk being caught!



## 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.



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