

# Power Down: Unplucked!

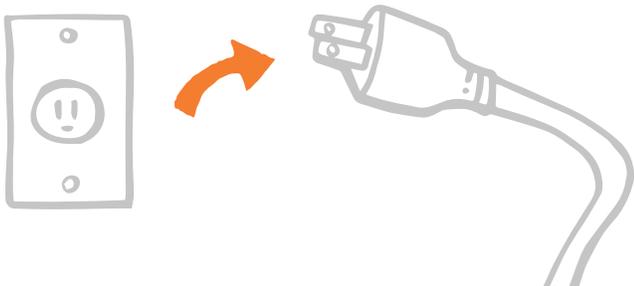
Millions of office devices are left on when not in use. Together, by powering down these devices, our small actions add up to make a big difference for our city.

Use this fun game to encourage your employees to power down their devices....Or else someone will cry fowl.

Based on behavior science best practices, Power Down: Unplucked! encourages co-workers to unPLUCK their devices when leaving their workstations at the end of the day. If employees forget to turn off or power down their devices—"fowl" play—they'll find a rubber chicken on their desk reminding them to power down. Your co-workers will be on the lookout to catch any devices left on in your workstation, and you should be on the lookout too! The last thing you want to be is the biggest chicken in the office, so power down and pass on the chicken to another employee in need of a reminder to power down.

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

\* California Commercial End-Use Survey



Don't be a Chicken.  
Power Down!



# Make it Happen!

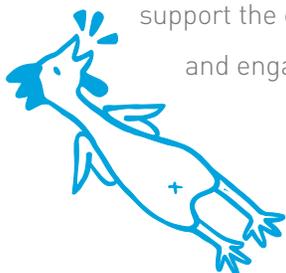


Week 1

## 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 3

## START TAGGING

Encourage everyone in the office to unplug their devices and/or power down their workstations when not in use.

When you notice devices left on, or using standby power, leave a rubber chicken in a visible place in your co-worker's workstation to remind them to power down.



Week 7

## CELEBRATE SUCCESS

Share your results and recognize employees.



Week 2

## ENGAGE YOUR TEAM

Employees who officially commit via the form will receive a campaign desk decal to show support for the campaign.

Company Campaign Manager places a chicken coop with rubber chickens in a high traffic area for all to see.

## Week 3-6 TRACK YOUR PROGRESS

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



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



[SanFrancisco.StepUpandPowerDown.com](http://SanFrancisco.StepUpandPowerDown.com)

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