

# Sweet Goodnight

Imagine if every business in our city turned off unneeded electronics. Together, by powering down these devices, our small actions add up to make a big difference.

## There are electronics on your desk that need a nap.

Based on behavior science best practices, the Sweet Goodnight campaign empowers people to turn off and unplug their workstations when not in use and at the end of the day. Employees who power down receive a sweet reward, while those who don't will receive a reminder to power down.

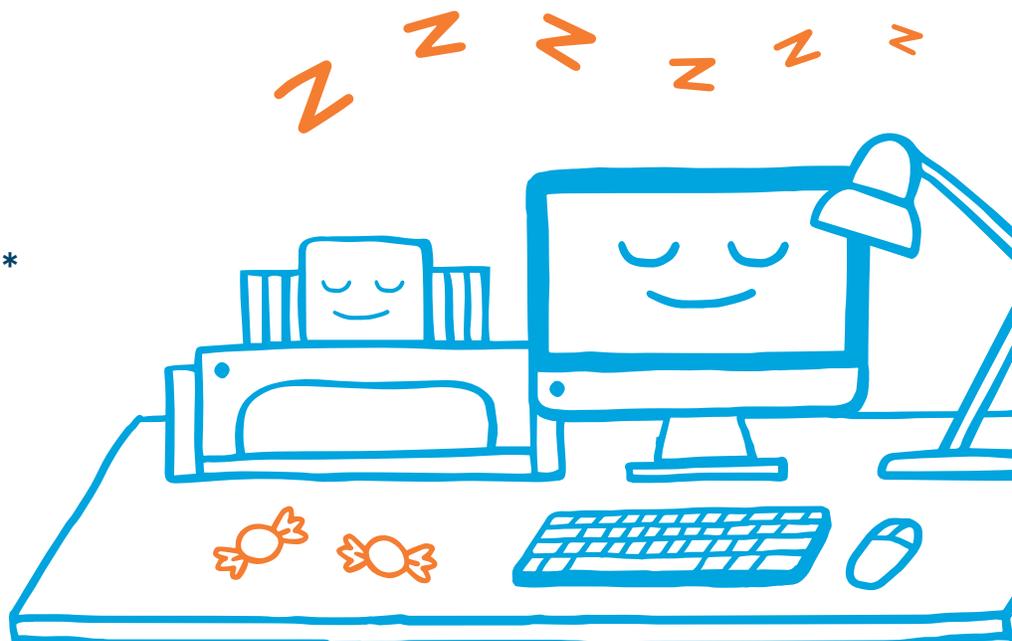
Goodnight workstation.  
Good morning, sweetness!

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.

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

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

\* California Commercial End-Use Survey



# 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 your Green Team or create a team of Floor Captains to help with engagement and distributing rewards and reminders.



## Week 3 START REWARDING

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

Leave sweet treats/reward cards on the desks of those employees who turned off their workstation appropriately or reminder cards when they do not.



## Week 7 CELEBRATE SUCCESS

Share your results and recognize employees.



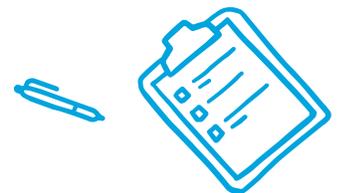
## Week 2 ENGAGE YOUR TEAM

All employees will participate and will receive a campaign desk decal to show support for the campaign.



## Week 3-6 TRACK YOUR PROGRESS

Use the leaderboard to track the number of rewards and reminders you and your team distributes each week. Watch your rate of Sweet Goodnights grow and grow!



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

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Together, Building a Better California