



IT'S NOT GREEN. IT'S RED, WHITE AND BLUE: MILITARY ENERGY MESSAGING

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**HOW DO YOU
TALK TO THIS
AIRMAN ABOUT
SAVING ENERGY?**





U.S. AIR FORCE

1 FOCUS GROUP

8 SURVEYS

RESEARCH

68% thought that
energy = electricity *BUT*
80% of the Air Force's
energy bill = fuel

65% thought that
energy impacted
their work slightly or
“not at all”

FINDINGS



U.S. AIR FORCE

Power the Force. Fuel the Fight.



**I AM AIR FORCE
ENERGY**

TAGLINE



A strong energy security posture *enables* our warfighters, *expands* operational effectiveness, and *enhances* national security

HOW ARE WE DOING?

GOALS	PROGRESS
AVIATION AND ALTERNATIVE AVIATION FUEL	
	FY06 - FY13
	lands;
	5% from the
	total electricity
	hicle fleet by
	3 to 1.9M
	on FY08

AIR FORCE ENERGY:
Improving our Energy Security Posture to Power the Force and Fuel the Fight

Today's Air Force Energy Environment
The mission of the United States Air Force is to *fly, fight, and win* in air, space, and cyberspace.
Today, energy remains a critical enabler of air superiority, rapid global mobility, and operational security at home and abroad.

- ▶ The Air Force is the largest consumer of energy in the federal government spending more than \$9 billion for electricity and fuel last year alone
- ▶ The price and supply of energy resources—particularly that of petroleum-based fuels—remains susceptible to natural disasters, accidents, terrorism, and political instability

What is the Air Force doing?

- ▶ Creating an energy posture that is robust, resilient, and ready by improving resiliency, assuring energy supplies, reducing energy consumption and fostering an energy aware culture
- ▶ Certifying its fleet to fly on alternative fuels
- ▶ Promoting mission-compatible renewable sources of energy through solar, wind, and geothermal projects
- ▶ Fostering energy efficiencies and new technologies to provide greater support to the warfighter and enhance combat capability

KEY TAKEAWAYS
Energy security directly translates to improving our national security.

- ▶ The Air Force is a significant part of our nation's strategy to establish greater energy security and become more energy efficient through conservation and use of alternative energy sources.
- ▶ Energy is a critical enabler of our operations and the Air Force has established aggressive goals to become a more energy secure force.
- ▶ Energy efficiency reduces operating costs and increases available funds that can be spent caring for Airmen, the mission, and other Air Force priorities, such as recapitalization and modernization efforts.

FOUR ENERGY PRIORITIES

The Air Force is sustaining an assured energy advantage in air, space, and cyberspace through four priorities:

- ▶ **INCREASE RESILIENCY**
Identifying vulnerabilities, such as physical and cyber attacks or natural disasters, and taking steps to address them allows the Air Force to mitigate impacts from disruptions in energy supplies.
- ▶ **REDUCE DEMAND**
Conserving energy usage at bases through smarter buildings, new technologies, and more efficient flight operations enhances the Air Force's combat effectiveness and reduces risks and costs for Air Force missions.
- ▶ **ASSURE SUPPLY**
Incorporating renewable energy projects at installations and testing alternative fuels for aircraft ensures the Air Force has access to reliable supplies of energy when and where it is needed to support the mission.
- ▶ **FOSTER AN ENERGY AWARENESS CULTURE**
Communicating directly with Airmen through training, leadership, and in the media raises awareness of the importance of energy and encourages Airmen to make energy a consideration in all they do.

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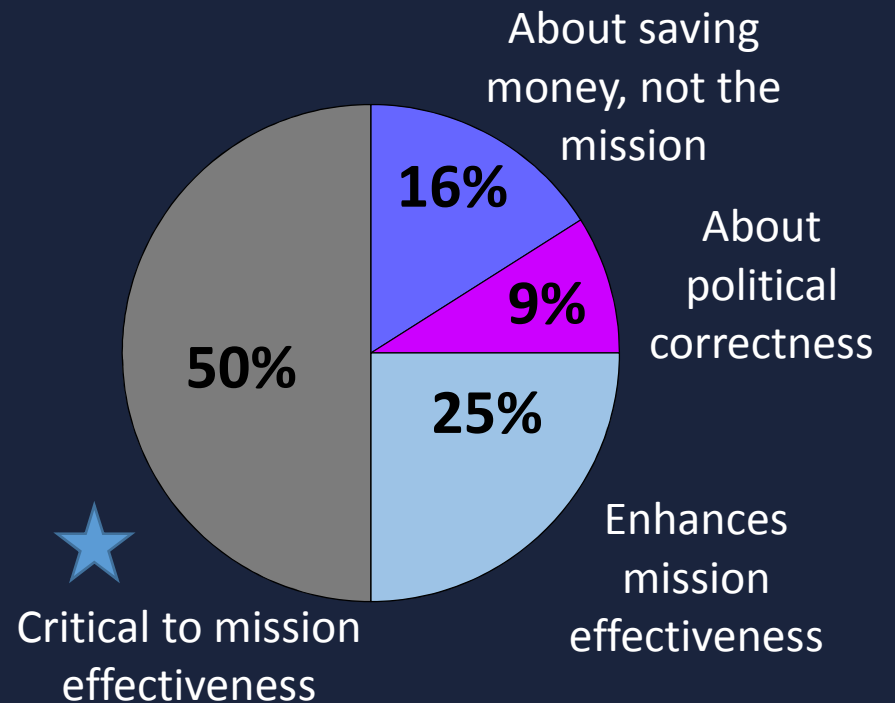
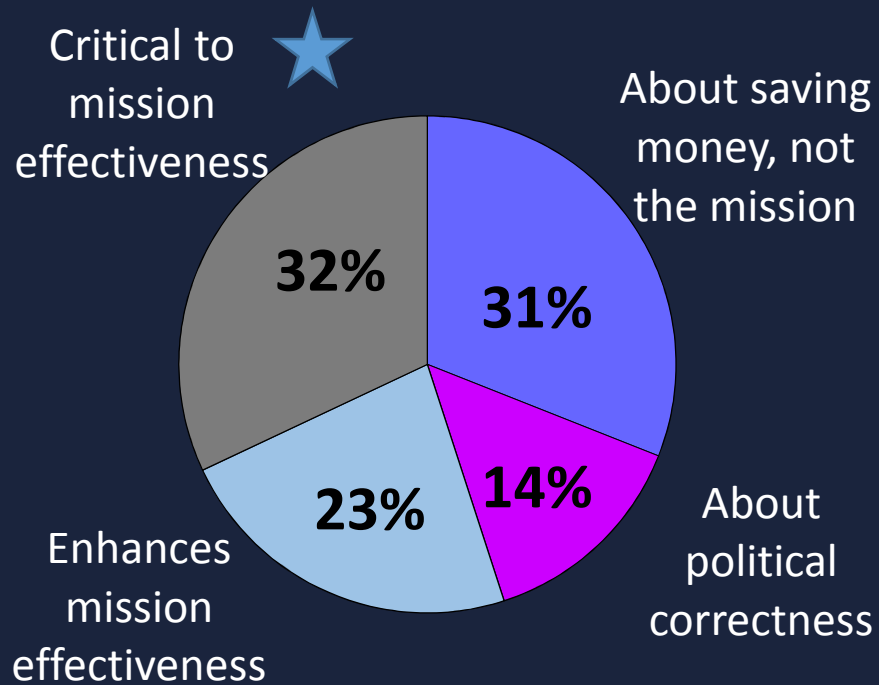
...tions
was derived from the Air Force will tion to 25%. ce's energy security easing supply. ration or under
n execution will f renewable energy
ed its Energy research and s. The Air Force mize energy and future aircraft loipment programs.
ogy (ADVENT) – to build efficient, ation military aircraft
Engine (HEETE) – ic propulsion s improvement in

440,000 kWh or \$364,000 saved through competitions from 2012-2014

ALL AIRMEN

RECALLED CAMPAIGN

Which of the following best describes your opinion about “smart use of energy?”



IMPACT

68% of 70,000+ Airmen who recalled the campaign took action



**HOW DO YOU
TALK TO THIS
MARINE ABOUT
SAVING
ENERGY?**



21 FOCUS GROUPS

19 STAKEHOLDER INTERVIEWS

1 MARINE CORPS WIDE SURVEY

1 PILOT PROGRAM

RESEARCH



IT MUST TIE TO THE MISSION

SHOW THEM THE DATA

HOLD THEM ACCOUNTABLE

MAKE IT PERSONAL

MAKE IT SIMPLE

FINDINGS



MARINE CORPS
ENERGY

YOU HAVE THE POWER

TAGLINE

YOU HAVE THE POWER TO LIGHTEN THE LOAD



ENERGY WASTE PUTS PRESSURE ON THE MISSION AND THE BUDGET.



YOU HAVE THE POWER TO TRAIN THE CORPS

The Marine Corps spent \$262M on installation energy in FY13. **Reducing energy use by 10% can save \$26M – almost the same cost required to execute five Integrated Training Exercises (ITX).**



To learn more about how the
Department of Defense is using energy
behavior change to reduce cost,
increase security, and increase mission
effectiveness, please attend the
Spotlight Panel:
Mission Critical, Mission Possible
today at 3:30pm.

Thank you!

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