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?
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”
440,000 kWh or $364,000 saved through competitions from 2012-2014
Which of the following best describes your opinion about “smart use of energy?”

**ALL AIRMEN**
- Critical to mission effectiveness: 32%
- About saving money, not the mission: 31%
- Enhances mission effectiveness: 23%
- About political correctness: 14%

**RECALLED CAMPAIGN**
- Critical to mission effectiveness: 50%
- About saving money, not the mission: 16%
- About political correctness: 9%
- Enhances mission effectiveness: 25%

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
IT MUST TIE TO THE MISSION
SHOW THEM THE DATA
HOLD THEM ACCOUNTABLE
MAKE IT PERSONAL
MAKE IT SIMPLE

FINDINGS
YOU HAVE THE POWER
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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