



**GEL-In
Entrepreneurial
Project**

Team Verde

Conserve to Save

THE

PROBLEM

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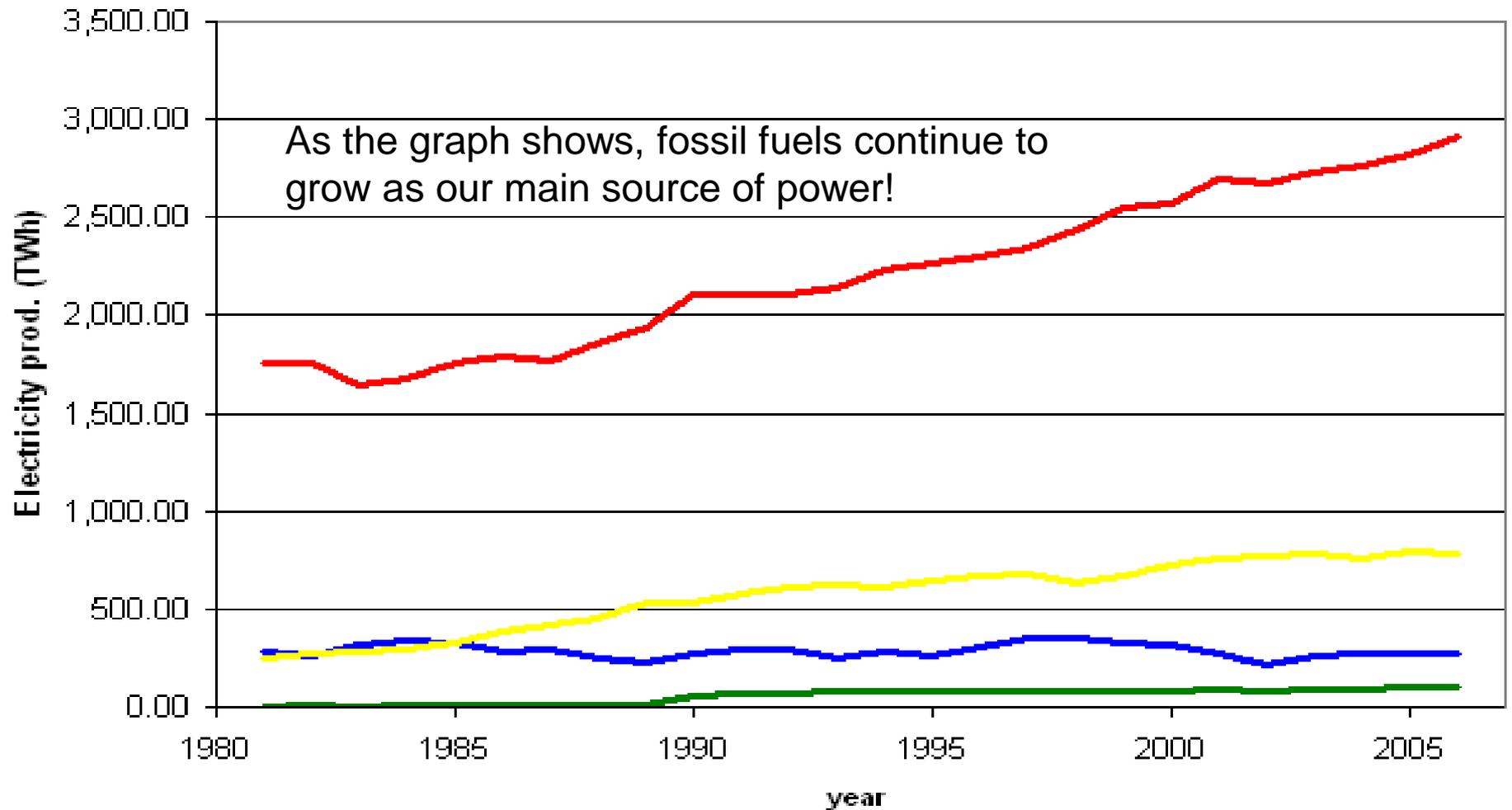
- **The United States is the largest energy consumer in the world, using 100 quadrillion BTUs (or 29000 Terawatt hours) in 2005.**

- That is the equivalent of 1,000 TV's being left on For over 453.5 million years!

- 94% of this energy Came from non-renewable sources



The USA's Electricity Production by Source



— Thermal/Fossil — Hydroelectric — Nuclear — Other/Renewables

The Downside to this Trend

- **As we use more and more of these fuels, not only do we pollute the earth with greenhouse gases, but we back ourselves into a corner with non-renewable energy.**
- **We also tighten the chain held around our necks by hostile nations who sell us our fuel!**



Government Action on this Problem

- Since President Obama was elected, numerous bills have passed to initiate a greener, more energy conservative way of life in the U.S.
- According to the Library of Congress, there are currently 15 bills in legislation that will move us toward a greener future, many of which focus directly on building codes and energy-efficient appliances. That is not including the countless bills already passed!

(<http://thomas.loc.gov>)

- President Obama wants all the tools available so that we can start saving energy, saving money, and reducing our dependence on foreign oil.
- But the tools are only half the battle; without the knowledge of how to employ them, these bills are useless!



These Plans/Initiatives Fall Short!

- The Government understands that this problem can only be halted by good leadership.
- Unfortunately, by the time these ideas trickle down to the individuals in local offices, they are often stale and forgotten!

Government Waste

- According to the Energy Information Administration, the US Government alone used 1,104.8 **TRILLION** BTU's of energy in 2008.
- This translates to over \$249 **BILLION** in energy costs a year!



Waste In Hardin County Government Offices

- **We Visited two local government offices to demonstrate the problem on a local level.**
- ***Both OFFICE A & OFFICE B are medium-sized offices, where 20-30 people work***

FINDINGS

OFFICE A

- * Some computers left on all night
- * Outdated bulbs used
- * Old refrigerator left plugged in empty
- * Wasteful personal heaters used
- * Drafty door seals
- * Computers left on during hour long lunches

OFFICE B

- * Seldom used computers left on all day
- * Personal refrigerators used in four offices
- * Wasteful personal heaters used
- * Six personal coffee pots used, some on warm setting throughout the day

THE
SOLUTION

What is Needed

- **The workers on the local level of government need to take responsibility in order to change the current situation in which they work.**
- **Simple changes can drastically reduce the carbon footprint by individual offices.**
- **If every Government office became directly conscious of its energy usage, conservation would be second-nature!**

HOW DO WE INFORM THEM?

- We create an inexpensive booklet that can be put online and given to administrators that offers many ideas and tips in saving energy, and overall environmental-consciousness.
- The booklet will come with online resources for further depth of study!

What next?

- Once informed, the people need an incentive to initiate these simple solutions to our energy problems.
- By holding each office accountable for its energy usage, we can reward the ones that take the greatest initiative, and also save money!

Execution of the Plan

- First, we must acquire all energy bills for each office, spanning the last year.
- Using an existing employee would be the best course of action.
- This Employee would be in the County Attorney's office, where all records are managed.
- This person would be responsible for obtaining and organizing energy records to determine each office's savings.

- After initially putting the numbers together, every quarter the part-time worker would evaluate changes in the energy consumed by each office.
- The offices would then receive notification on where they stand among the others in the county.
- This will not only keep them informed, but keep them mindful of the competition!

Local Example

- The next screen is an example of the energy savings projected for the two local offices we mentioned earlier.
- These savings could be found by using the tips included in the booklet we have put together, along with the internet resources.

- In **OFFICE A**, we found that by taking small steps like turning off computers at lunch and at night, removing personal heaters, removing the old refrigerator, and sealing the leaks around the doors they could save approximately \$483 a year!

- In **OFFICE B**, we found that by taking similar measures such as removing mini fridges, turning off unused computers, and removing personal coffee pots and heaters that the office could save approximately \$706 a year!

- At the end of the year, the office that saves the most energy would be determined
- The office that reduces their energy use most will receive an incentive of some form (as decided by the county)
- Not only does it save the county money, but it also provides a benefit for those who take the largest strides to go green!

- The office, for instance, can get new energy star electronics or a day off!
- Either way, the employees that took the time to save energy will be justly rewarded!

MARKETING/PUBLICITY

- We recently sat down with the Mayor of Radcliff to get feedback on our project. She gave us advice, and even allowed us to audit city hall!



MARKETING/PUBLICITY

(continued)

- We have spoke on the phone with Joe Emery, Director of the Radcliff Chamber of Commerce as well
- We contacted the News Enterprise about a possible story
- We also have created a webpage on <http://KYStudentVentures.org>

Sales

- In addition to the savings our program will be able to create, we also have decided to sell the informative booklet we designed on our website
- Its cost will be \$5.00, and will also come with our contact information!

OVERALL BENEFITS OF THE PLAN

- It is extremely simple--no construction, large purchases, or huge changes needed!
- It is very sustainable-- the part time employee and costs of printing are the only expenses!
- It has unlimited potential for growth throughout the counties, and even the states!

Additional Benefits

- It causes people to become more energy-conscious and the effect of this knowledge will spill over into everyday situations.
- The program can be imitated by private sectors, and companies like Target and Wal-Mart can start to hold individual stores responsible for their consumption!
- The program itself has no ceiling—it can keep growing!

Benefits (Continued)

- Also, upon researching this plan online, we found that no program of this nature currently exists. It is extremely unique, and could prove to be a beacon of light in pioneering the green movement.

Conclusion

The environmental impact the human race has had on our planet has been ignored for too long. Although this plan presents a great potential for monetary gain, it really is not about that. The money it makes is only important because it can sustain the program! Every ton of greenhouse gas we keep out of the atmosphere is another few precious moments we sustain the Earth. We must remember that this Earth was given to us at no real cost, and anything we can do to save it would be worth it!

A satellite view of Earth showing the Americas and the Atlantic Ocean. The text "CONSERVE TO SAVE" is overlaid in large, bold, green letters with a blue outline.

CONSERVE TO SAVE