

Connecting with Our Community

Cassandra Dunn, Education and Workforce Development Working Group
April 8, 2011



Credit: Don Buchanan, VI Energy Office



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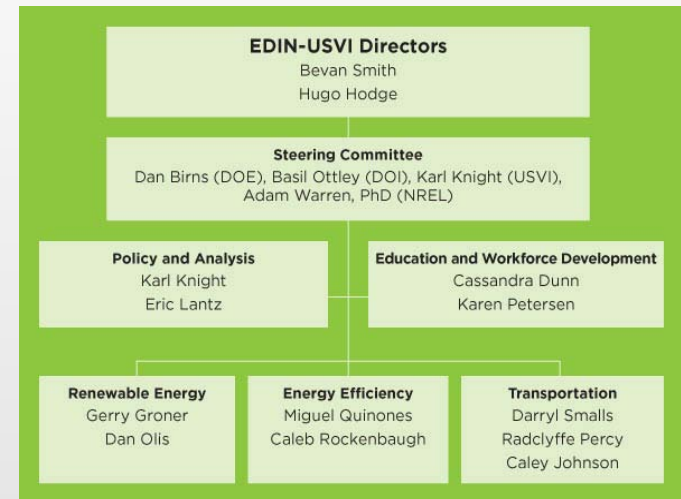
Credit: Warren Gretz, NREL



Education and Workforce Development

Working Group Members

- Cassandra Dunn (WAPA)/Karen Petersen (NREL)—co-leaders
 - Juanita Young (WAPA)
 - Don Buchanan (VIEO)
 - John Foster (Tutu Park Mall)
 - Aminah Saleem (VIEO)
 - Elena Meehan
- Group is committed to transforming how the community understands
 - Energy generation and usage and its role in the solution using renewables and energy efficiency
 - How a green economy will generate new jobs and fuel local industries



The Outreach Challenge

- Get the community on board—WAPA and VIEO working together! Partnerships are important.
- Gain buy-in for 60% reduction in fossil fuel use by 2025 goal
- Inspire participation in energy efficiency and renewable efforts across various sectors
- To do this, we wanted a brand that communicates our goals with:
 - A clear, consistent message conveyed in a unified voice
 - A compelling call to action
 - A strong graphic identity that creates recognition for the brand
 - A campaign theme that resonates with the community

Our Brand, Our Identity



- Islands, energy, forward movement, and hope through the use of italics and the rainbow palette
- Our renewable energy resources – wind, sun, water



Message in the Music

- *Grandma—turn off the lights in the house, you're burning too much current*

If you want to be a partner, let us stick together

All of us is the solution to our energy revolution

With sun and wind power, let's net meter

Venergize your lights and TV, for efficiency

Venergize your gas and water, save our energy

If you do what I say, you will cut down your utility bill today!



Vlenergize for the Holidays!

- ✓ Media appearances
 - Evening news
 - Talk shows/events
- ✓ WAPA bill message
- ✓ Info commercials
- ✓ Wonderland LED light show
- ✓ Holiday caroling – Vlenergize gifts
- ✓ Pocket calendars
- ✓ Monday morning inspiration



Show and Tell



- School fairs/Parent University
- AgFest/Bordeaux Farmers/World Water Day/Earth Day
- Tutu Park Mall
- Churches/community organizations
- University of the Virgin Islands
- Parent University

We'll Show Them!

Energy Revolution... We Are the Solution.



Our SUN ...



Our WIND ...



Conserve and Convert

Conserve on the old
+ Convert to the new
= **60%** less energy



Our WATER ...



Our CHOICES ...

Harnessing VI Ingenuity and Resources to:

- Minimize our dependence on fossil fuels
- Enhance energy affordability and reliability
- Reduce environmental threats associated with global warming
- Build a thriving clean energy sector that generates green jobs
- Preserve the natural gifts that are the lifeblood of our islands
- Lead the way toward a sustainable energy future for the Caribbean.



Our FUTURE ...


To learn more about the EDIN-USVI energy revolution and how you can be part of the solution, please visit edinenergy.org/usvi.html

EDIN
Energy Development in Island Nations
U.S. Virgin Islands

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Local EDIN Working Groups Leading the Charge Toward Energy Independence

There's an energy revolution under way in the U.S. Virgin Islands (USVI), and the international partnership for Energy Development in Island Nations (EDIN) is providing critical technical support to the forces on the ground. Local working groups have been leading the charge to reduce the islands' dependence on fossil fuels since EDIN launched its USVI pilot project in 2009. Their efforts have won grassroots support that is gaining momentum, just as another wave in world oil prices draws focus to the urgency of the territory's transition to a sustainable energy future.

Like every island community, the USVI is almost 100% dependent on fossil fuels. Through the EDIN project, clean energy champions in the USVI are tapping in to the technical expertise of the National Renewable Energy Laboratory (NREL), as well as financial and technical support from the U.S. Department of Energy (DOE) and the U.S. Department of the Interior (DOI). In fact, the territory replaces its fossil fuel-based energy consumption 100% by 2025.

In support of the USVI's bold commitment to fundamentally changing the way it uses energy, EDIN, in partnership with the Virgin Islands Energy Office (VIEO) and the Virgin Islands Water and Power Authority (VIWA), is working to identify and implement viable energy efficiency and renewable energy technology solutions to the territory's energy challenges. The EDIN partners have been working closely with an island EDIN working group focused on five key areas: policy and analysis, education and workforce development, energy efficiency, renewable energy, and transportation.

Over the past year, these five groups have been laying the groundwork for a clear energy future for the USVI and the Caribbean. Highlights of their recent progress are featured inside.



Key EDIN-USVI Events

April 3-5, 2018	EDIN-USVI clean energy workshop, University of the Virgin Islands (UVI) campus, St. Thomas
April 7, 2018	EDIN-USVI Meet & Greet, 6:30-7:30 a.m., Emerald Beach Resort
March 7, 2018	Solar PV ground breaking at Cyril E. King Airport on St. Thomas
February 7, 2018	Gov. John F. de Jongh Jr. signs contract with energy service company (ESCO) for energy retrofit at USVI schools

Venergize
Keep the planet green. Keep the money close.

40 ways to save energy and money—AND the planet!

AT HOME

1. Shut off lights, appliances, TV, and stereo when you leave the room.
2. Know what you want before opening the refrigerator door.
3. Use a power strip to shut off computers, printers, routers, modems, and mobile phone and music player chargers when not in use (phantom loads).
4. Change incandescent bulbs to compact fluorescent lamps (CFL) and/or light-emitting diode (LED) lamps.
5. Hang clothes to air-dry as much as possible, when using a clothes dryer, be sure to clean the vent after each use.
6. Run the dishwasher only when fully loaded, air-dry dishes.
7. When possible, use natural daylight, not electric lighting.
8. Close the windows and use fans instead of air conditioning to keep cool.
9. Shut the water off when shaving, brushing your teeth, washing dishes, etc.
10. Recycle your cans and limit consumption of bottled water and soft drinks; compost food waste where possible.

IN THE OFFICE

1. Shut off lights and appliances when you leave the room.
2. Use task lighting and shut off general and overhead lighting.
3. Change incandescent bulbs to CFLs and/or LED lamps.
4. When possible, use natural daylight, not electric lighting.
5. Use the ENERGY STAR settings for computers, printers, copiers, and appliances to power down when idle; remember to shut them off at the end of the day.
6. Use a power strip to shut off computers, printers, speakers, and mobile phone chargers when not in use (phantom loads).
7. Change computer and copier settings to print on both sides of the paper.
8. If possible, lower air conditioning use by raising the thermostat, use fans in conjunction with less air conditioning to keep cool.
9. Replace older, inefficient appliances with ENERGY STAR models.
10. Recycle your cans and limit consumption of bottled water and soft drinks.



Keep Talking!!!

<http://www.edinusviewwg.blogspot.com/>

**Elena Meehan:
Blogging for EEWG/EDIN-USVI**



Don Buchanan Reporting for:
The Bucnews Channel



What's Next

- Continue to collaborate with the EEWG/REWG on tactics and strategies for supporting their efforts to facilitate stakeholder networking and increase grassroots support for EDIN's goals
- Work more closely with PAWG/TWG/WDWG to get their messages out to the public
- Take user-friendly HOMER to the people

Taking It on the Road

EDIN-USVI Energy Corps

- Take our show on the road music, skits, messages
- Schools, public events, shopping malls, etc.
- Actors from young to old to reach all segments



Next...

- “Men/Women/Children on the Streets—Energy Tip for the Day
- Vlenergize.org
- Quarterly newsletters
- Share information regionally

Challenges

- Limited funding
- Reaching residents on every level
- Getting out the most accurate information
- Stemming public's frustration
- Getting buy-in

Our Best Resources!!!

All Working Group Members—Vlenergize!!!

- Vlenergize Your homes, businesses, churches, etc.
- Encourage family, neighbors, co-workers
- Blog, e-mail, fax, call, text, Facebook your ideas!
- Link your Website to ours
- Stay tuned, stay informed
- Stay committed to the goal
 - *Energy Revolution, **WE** are the Solution*

Thank You!

For More Information, Contact:

- Cassandra Dunn – WAPA cdunn@viwapa.vi
- Don Buchanan – VIEO dbuchanan@vienergy.org
- Karen Petersen – NREL karen.petersen@nrel.gov

For more information on the EDIN-USVI energy revolution and how you can be part of the solution, please visit:

www.edinenergy.org/usvi.html

www.vienergy.org

www.viwapa.vi

