

Project Proposal
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The “Education Group” has many ideas on how to spread knowledge about sustainability and the Climate Action Plan across the Hampshire Community. We hope to inform students and faculty about the Climate Action Plan, as well as to give general information on how they can contribute to the school being more sustainable. As a group, we have come up with several ideas to help accomplish these goals.

We hope to make knowledge about the Climate Action Plan and general sustainability accessible in several ways. We plan to put an article in Hampshire’s news papers The Climax and The Omen, outlining our goals relating to the Climate Action Plan. Also, we plan to make a “Green Guide” with tips on how students can be more sustainable on campus. Finally, we plan to put friendly reminders around campus with information about how students and faculty can use less energy in their daily lives.

My focus in this is to help remind students to switch off the lights and unplug appliances when they aren’t in use. I hope that by giving consistent reminders, the Hampshire community will begin developing “green” habits. Studies have shown that stickers on light switches reminding people to shut off the lights when they leave the room can be very effective.

A study performed in personal office buildings found that stickers encouraging turning off the lights when leaving the room reduces lighting energy consumption. This study measured the lighting use as they added or removed light switch stickers in the buildings for 15 weeks. The results showed a rapid decline in light usage within the first few weeks of the study, followed by a more gentle decline. Following the study, the participants completed a survey asking how effective they found the light switches. Of the total participants 62% found the

stickers helpful in remembering to turn off the lights. The results of the study found that lighting use was reduced by 15% compared to lighting use before the study was performed. The study also suggested that the stickers could be cost effective within 10 weeks. (wattwatchers.org)

I think that applying stickers to light switches at Hampshire could be very effective in reducing light consumption. Other colleges and universities have begun using this approach to save energy. For example, Temple University has begun applying decals to the light switches encouraging their community to shut off the lights when they aren't in use. Temple's sustainability director has stated that by turning off the lights in unoccupied rooms, philadelphians could save \$4.5 million a year. (www.temple.edu)

Applying stickers to light switches is a simple way to save money and to help lower energy consumption. Stickers can be purchased at the low price of \$60 for 200 stickers at Sunraise Printing in Hadley MA. They will be printed in color on glossy sticker paper. I believe that the best option is having them printed locally, at Sunraise Printing.



Be Bright
Turn **off** the
Light



\$SAVE
ENERGY

The stickers will be printed with various catchy slogans that would encourage people to shut off the lights. Some ideas are “De-light Me,” “Switch off, save energy,” “Be bright, turn of the light,” and “Turn me off.” The stickers will be three inches by two inches to fit above and bellow the switch itself.

We will apply different stickers to different switches depending on the appropriate location. The stickers will be applied to various public locations around campus. For

(Image not to scale)

example, the bathrooms in the library, the lounges in the dorms, class rooms and lecture halls, and the arts barn. Student volunteers will assist me in applying the stickers. I think that stickers will be a very effective way to help remind the hampshire community to be more conscious of there energy use.

Citations

<http://wattwatchers.org/Assets/lightswitchtemplates/lightswitchreminder%20study.pdf>

http://www.temple.edu/newsroom/2008_2009/03/stories/switch_off.htm

