



Marine Corps Energy Talking Points

Energy Action Month and Energy Ethos

What is Energy Action Month?

- National Energy Action Month is a federal program promoted during the month of October that encourages energy and water saving in federal facilities.ⁱ
- During Energy Action Month, organizations are encouraged to post information encouraging employees to save energy and water, and teach employees about how energy affects their work.
- President Barack Obama used Presidential Proclamations to draw attention to Energy Action Month in 2012 and 2013.ⁱⁱ

Why is the Marine Corps participating in Energy Action Month?

- Energy Action Month is supported and driven by our Commander-in-Chief, by the Secretary of Defense, and by the Secretary of the Navy.
- Energy is vital to the Marine Corps – it powers all of our efforts, from crucial training and logistics on our installations, to the warfighter and operating bases in the field. Efficient energy use habits learned during Energy Action Month can be sustained throughout the year, enabling Marines to properly manage resources to ensure resiliency and mission effectiveness.
- Leaders across the Marine Corps, including the Commandant, recognize a need for increased awareness and action around energy.ⁱⁱⁱ
- Energy expenditures on base account for almost 20 percent of the Base Operating Support (BOS) budget – money that could be spent on other essential operations. Savings begun during Energy Action Month will lead to lasting savings in utility costs.
- The goals of Energy Action Month – to raise awareness about energy use and to encourage energy-saving actions – are in line with the Marine Corps Energy Ethos and the Marine Corps Installations Command (MCICOM) Facility Operations and Energy (GF-1) behavior change effort.

What is the Energy Ethos?

- The Energy Ethos is the shared vision that the efficient use of energy resources is a critical component of mission readiness.
- The Energy Ethos campaign is a combined effort between MCICOM GF-1 and the Marine Corps Expeditionary Energy Office (E2O). These offices represent energy on base and the battlefield.
- The Energy Ethos supports the Marine Corps mission by ensuring energy resiliency, reducing facility operating costs, and increasing mission effectiveness.
- In 2013, the *Installations Energy Strategy* reinforced the importance of energy awareness and behavior by making the Energy Ethos one of the five Lines of Operation (the others being Energy Information, Energy Security, Energy Efficiency, and Renewable Energy & Alternative Fuels).



What is the rest of the military doing for Energy Action Month and energy culture?

- The Office of the Secretary of Defense (OSD) is working to bring together all of the services to promote Energy Action Month, with a concentrated effort in the Pentagon.
- The Energy Ethos itself is unique to the Marine Corps, but other services are also promoting the importance of energy efficient behaviors through campaigns unique to each service.
- Energy Action Month and behavior change are priorities for the Navy, which will release a letter about Energy Action Month efforts from the Secretary of the Navy (SECNAV). The Marine Corps is working in tandem with the Navy to promote events and activities throughout the month to reach all Marines and Sailors.
- The Air Force has been working on behavior change for almost three years, and has seen many positive results so far.

What actions are the Marine Corps encouraging Marines to take?

- Develop energy and water saving habits (turn off lights, use less heat and/or AC, unplug unused appliances and chargers, use window blinds for light and temperature management, run less water, shorten showers, turn off computer monitors, etc.).
- Talk to leadership, fellow Marines, and Unit Energy Managers (UEM) about energy use.
- Read materials that are disseminated throughout the month of October to learn how to save energy and water, and understand how these resources impact the Marine Corps.
- Ultimately, every Marine is encouraged to adopt the Energy Ethos. Marines are known for using only what they need, and energy is no exception. Small things that individual Marines do across installations to save energy or spread awareness will have a large impact over time.

What are the goals and objectives of Energy Action Month and the Energy Ethos Campaign?

- The goal of Energy Action Month and the Energy Ethos Campaign is to forge an ethos throughout the Marine Corps that equates energy and water efficiency with mission effectiveness.
- The objectives of the Energy Ethos campaign are as follows:
 - Raise end-user awareness of and commitment to the value of efficient use of energy and water resources.
 - Support the Utility Demand Reduction (UDR) Guidance in achieving a 10 percent reduction in utility execution costs by 2020.
 - Support the Marine Corps goal to reduce energy intensity (the amount of energy used per square foot) 37.5 percent by 2020 vs. 2003 baseline.
 - Ensure successful implementation of the Unit Energy Manager (UEM) Program.
- The goal of Energy Action Month is to launch the Energy Ethos, gain Marine and leader interest, and begin to change behaviors throughout the month of October.
- When the Energy Ethos has been fully adopted, Marines and civilians will consider their energy and water usage and make efforts to reduce use in everything that they do, from bases to battlefield.



How will you determine if Energy Action Month was successful?

- The Marine Corps will measure the success of Energy Action Month based on the following:
 - The number of Marines who reevaluate their energy and water use habits and take steps to decrease their consumption, based on survey data and observation.
 - How often Marine Corps leadership mentions Energy Action Month through memos, speeches, and regular interactions.
 - How many times Marines, their families, and Public Affairs Officers (PAOs) share smart energy behavior instructions, success stories, and Marine Corps Energy facts across Marines.mil pages and social media.
 - The number of events on installations or at headquarters level that encourage engagement on the subject of energy.
 - The number of formal competitions started between units and installations to see who can save more energy or water, or create more energy-saving ideas and efforts.
 - Data and metrics from a formal scoresheet provided to MCICOM from each installation that includes additional qualitative and quantitative data in the form of metered energy data and informal observations.

ⁱ <http://energy.gov/eere/femp/energy-action-month>

ⁱⁱ <http://www.whitehouse.gov/the-press-office/2013/09/30/presidential-proclamation-national-energy-action-month-2013>

ⁱⁱⁱ <http://www.hqmc.marines.mil/e2o/E2OHome.aspx>