

Energy Film Festival/Energy Efficiency Workshop

In today's economic climate everyone could use a little extra dough. Help your friends, family, and neighbors learn how to save money by hosting a workshop on how to become more energy efficient.

There are two parts to an Energy Film Festival/Energy Efficiency Workshop: first, show online clips from the excellent, informative, and inspiring film *Kilowatt Ours*, or show the full DVD (ordering instructions below – it's free!) and lead a discussion on tips to make one's own home energy-efficient. Then, hand out a tip sheet from Mr. Green, the Sierra Club's answer guy, to show where folks can start saving electricity – and money.

In *Kilowatt Ours*, filmmaker Jeff Barrie takes viewers on a journey from the coal mines of West Virginia to the solar panel fields of Florida as he discovers solutions to America's energy related problems. It's 38 minutes long, and you can learn more about it here: <http://www.kilowattours.org/>

1. GETTING STARTED - *Think through the answers to these questions:*

- **Where will you have the event?** Will you partner with a low-income neighborhood association to hold the event? Or a church? Another local organization? Or will you hold a workshop in your home and invite friends and family?
- **How will you invite people to your event?** We suggest email and phone calling.
- **How will you show the online film clips or DVD?** On a television or a computer? If it's a large venue, will you have access to a projector?
- **Are there local resources you can tap?** Is there a local resource, such as an energy-efficiency non-profit in your town with whom you can partner? If not – no worries, everything you need to hold a great workshop is here!
- **Ask someone to take photos at your event!** Please let us know, with photos and short description, how your event went. Join our new Climate Crossroads social network and tell us about your event in the Earth Day 2009 group: http://connect.sierraclub.org/Groups/Earth_Day_20092
Or you may send them to us and we'll post them: Send to community.manager@sierraclub.org

2. PLANNING THE EVENT

- **Sign up your event today.** As soon as you know where and when you'll have the workshop, you can post in the Events section of Climate Crossroads. Go to the Earth Day 2009 group (link above) and post your event from there.
- **Check out these online clips from the film *Kilowatt Ours*, the energy efficiency film, to get an idea of what you'll be showing at your event**
<http://www.riverrockmediagroup.com/kilowattoursaustin.html>
- **Or you can have the full *Kilowatt Ours* DVD – it's free! Order it here:**

https://secure2.convio.net/sierra/site/SPageNavigator/NAT_dvdSignUp

• **Check out your venue:** If you're not meeting in your own home, you should visit the location to get a "feel" for the place if you are not familiar with it. If you are planning to walk through a home, make sure to identify areas where efficiency could be increased in advance so that you can easily use them as examples.

- Is the location central to those attending and is public transit available?

- Is there enough room for maximum planned attendance?

- Is there ample parking available?

- Is it wheelchair accessible?

- Do you need tables, chairs – will you have to move existing tables and chairs?

- If this is a large venue – will you need microphones?

• **Hospitality and Materials**

-Do you have volunteers for set-up and clean-up crews?

-Will you serve food or drinks? Or allow someone to sell them?

• **Print out the materials:**

1. Mr. Green's Energy Checklist: Walk through your house (or someone else's) with a checklist from Mr. Green, the Sierra Club's answer guy, and see where you can start saving electricity – and money. Download the PDF here:

http://www.sierraclub.org/wecandoit/home/mr_green_checklist.pdf

2. You might also want to have copies of the fact sheet called "Ten steps to save \$1000 per year on your electricity bills," which can be downloaded here:

<http://kilowattours.org/toolkit/KilowattOurs-TenSteps.pdf>

• **Promotion of the Event**

The venue, date, speaker and other event details are set. Now, you just need to get the word out! Phone or email friends, family and neighbors, and contact your local newspaper and radio stations. You can also post it as an event in our Climate Crossroads online community once you register and join the Earth Day 2009 group:

http://connect.sierraclub.org/Groups/Earth_Day_20092

• **Equipment that's needed for showing online film clips and videos:**

It's best to check out the system you'll use in advance!

-**Projector:** In most cases, a projector should be able to screen online media. But, it is imperative that you make sure the projector you do use is compatible with the laptop or computer you're using. Make sure the projector will be able to fit the screen and is as large as you wish to have it. Know how far away the projector will need to be for best quality and make sure your venue can accommodate it.

-**Screen:** You will need to obtain a screen or television – one which the entire audience will have no troubling seeing. Also, it may be necessary to cover the perimeter (outside) of the screen with black cloth. This will enhance the clarity of the image and direct the audience's focus solely on the screen and not any possible activity going on behind it.

-**Audio:** Most audio equipment will include an amplifier, speakers, cables and the control deck. The wattage of the speakers must be adequate to provide clear, crisp sound throughout the venue. Two speakers up in front with the screen should suffice in most cases. It should not be necessary to obtain speakers for "surround sound."

3. EVENT – SCREENING AND DISCUSSION: The big day is here!

- Plan to arrive early to set up info tables, arrange chairs, set up food, etc.

- It is very important to perform an audio/visual check prior to the screening.
- Once guests arrive and are seated and ready to begin, introduce yourself and let them know what to expect – will there be some time to discuss the film or issue before or after the screening?
- Make sure that during or at the end of the evening participants know how they can “get involved” with the issue. Have print-outs of the home energy audit checklist at a table.

4. STILL WANT MORE?

- Use this tool to help guests find out where their energy comes from. Just type in a zip code at this website:

<http://www.ilovemountains.org/myconnection/>

- Want to see if greener choices are available? Read our tips on investigating greensourced power in your area – or offsetting your carbon if none is available:

<http://www.sierraclub.org/wecandoit/home/buy-renewable-energy.asp>

Energy Issues

General Energy Websites:

<http://www.sierraclub.org/energy/>

Global Warming, A Time for Action:

<http://www.sierraclub.org/globalwarming/overview/timetoact.pdf>

Renewable Energy/Energy Efficiency:

<http://www.sierraclub.org/globalwarming/cleanenergy/renewablesfactsheet.pdf>

Renewable Energy FAQ:

<http://www.sierraclub.org/energysummer/2renewables/faq.asp>

10 Things You Can Do To Curb Global Warming:

<http://www.sierraclub.org/globalwarming/tenthings/index.asp>

Cool Cities Campaign:

www.coolcities.us

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