

Leaving A Green Fingerprint For A Sustainable Future



Green Fingerprint

- Our **Green Fingerprint** represents what we are actually **DOING** on an individual level to correct the problems caused by our ever-growing **carbon footprint**



- **Defined:**

A Green Fingerprint can be any energy-saving lifestyle trait or distinctive patterns of environmentally-conscious actions presenting clear-cut evidence of specific individuals or groups of individuals participating in or fostering the promotion of energy efficiency and/or sustainability efforts.

Green Fingerprint

- We may never eliminate our carbon footprint **(negative impact)** on the environment
- However, if we purpose ourselves to leave a Green Fingerprint **(perform actions resulting in a positive impact on the environment)**, we can contain its expansion.



Objectives of Green Fingerprint Campaign

- ❑ Minimize environmental impact of DCS buildings due to reduced energy consumption
- ❑ Build a strong network of State Agency Energy Champions to gain message velocity and better communicate energy-related messages to specific divisions/buildings
- ❑ Engage DCS tenants in energy saving activities with hope to develop greater consensus and, ideally, energy-conscious routines

Objectives of Green Fingerprint Campaign

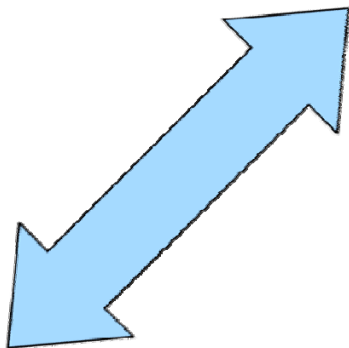
- ❑ Inform DCS tenants of completed, ongoing, and future sustainability projects
- ❑ Educate DCS tenants to realize economic and environmental benefits of energy awareness, not just for DCS, but also for their communities and the State of Oklahoma
- ❑ Target specific divisions/buildings where energy usage is high and further increase awareness/training among tenants here

Energy Champions Objectives

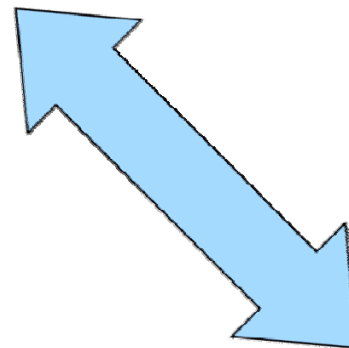
- ❑ Act as the eyes and ears of the campaign by providing feedback on any problems/opportunities that arise in each agency
- ❑ Increase the velocity of **Green Fingerprint** messages by raising sustainability topics at departmental meetings and events
- ❑ Assist in distribution of promotional posters and other campaign materials
- ❑ Assist in the organization/scheduling of energy awareness events, such as Energy Awareness Week

Example of Energy Champion's Flow of Communication

**Kent Tippin,
Energy Champion**



**DCS
Facilities
Management**



**State
Department of
Education**

Campaign Key Messages

- Developing an environmentally-conscious mind will foster the emergence of difference-making practices.

- Individual participation is essential to our success.
 - Our Success = Minimized environmental impacts resulting from reduced energy consumption throughout DCS buildings.

- Saving energy does not mean reducing occupancy comfort.

Tactics

[Internal]

- Email
 - Surveys/Questionnaires
 - Quarterly Newsletter
- Posters
- Intranet
 - Feedback Message Board
 - Carpool Forum
- Building Demos
 - Display Board, Information, Q & A
- Energy Champions



Tactics

[External]

- Communication to Committees and/or Legislators
 - Promotion of OFM Positive Example
 - ☒ Sustainability Plan Successes
- Press Releases
 - Three (3)
 - Promote National Publicity
 - ☒ Possible Feature Articles in Sustainability Publications
- DCS Day & Team Day Display Boards

