

Strategic Energy Management Toolkit

How to use these assets to increase decarbonization efforts in commercial, educational, & hospital settings.



DECARBONIZE
OUR BUILDINGS



How to use this toolkit

Printing the assets: All files are high-resolution PDFs and can be printed at most print shops or via online services. See “Resources” for links to suggested vendors.

- **Posters:** 11” x 17”
- **Stickers:** Various sizes.
 - Small horizontal: 2.25” x 1”
 - Small vertical: 1” x 3.5”
 - Large horizontal: 5” x 3.5”

Customizing the posters/stickers:

- There is blank space on the larger stickers and posters to add contact information, URLs or QR codes to direct audiences to the proper channels/contact information/additional resources
- Use a PDF editing software like Adobe Acrobat to add your content, or write in by hand. Alternatively, you might consider asking your print vendor to assist you with customizing your assets.
- Consider printing contact information, QR codes, etc. on small stickers stick them to the assets!

Resources:

- **QR Code Generator:** <https://www.qr-code-generator.com/>
- **Stickers:** <https://www.stickermule.com>
- **Print Vendors:** <https://www.vistaprint.com/> or a local printer, Staples store, etc.

Posters

Sharing is caring
(about our carbon footprint)

It's up to us to lead the way.
Learn more about **building decarbonization** and contribute your ideas. Reach out today:



veic
veic.org

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Commit to these
ENERGY-SAVING HABITS
to meet our climate goals:

- Unplug electronics you're not using.
- Take the stairs if you can.
- Turn off the lights when you leave the room.
- Set the temperature back when you leave the room.

It's up to us to lead the way.
Learn more about **campus sustainability** and contribute your ideas. Reach out today:




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DECARBONIZE
OUR BUILDINGS

Give decarbonization a
A SHOT IN THE ARM.

Doesn't need to be on? **Turn it off.**
Doesn't need to be up so high? **Turn it down.**
Doesn't need to be plugged in? **Unplug it.**

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Posters



- Large white space on all posters for custom CTA (handwritten, custom print, or a sticker)
- Encourage use of QR codes for ease of information sharing/directing audience to website/email address for further action or information.
- Some posters are designed to work in various settings (i.e. Sharing is Caring), while others are location-specific (i.e. Give Decarbonization a Shot in the Arm).

Stickers

Not using me?
Unplug me.

Save energy: Unplug countertop appliances when they're not in use.



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Elevate
energy efficiency.

Take the stairs if you can.



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Hood not in use?
Drop the sash.

Lower your sash for safety and energy efficiency alike.



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There's nothing worse than a **shameless plug.**



Not using it? Unplug it.

Beware of **phantom load.**



It really sucks. Unplug it.

Go ahead,
flip me off.



Leaving?
Lights out for energy efficiency!



- Larger stickers for above hood (in labs), stairs, appliances, etc. with space for contact information.
- Small light switch and outlet plate stickers