Western Michigan University

Energy Conservation and Behavior Change

Energy Conservation

- Turn off the lights whenever a space is not being used or people are not available for instruction.
- Unplug unnecessary equipment. Unplugging one inch plug can save $5 per year.
- Communicate issues through Energy Fact so we can ensure that your learning is operating as efficiently as possible.

Behavior Assessment

- 38% of building occupants surveyed indicated that they did not power down their computers at the end of the day. Powering down one computer at night could save up to $40/year.
- 29% of building occupants surveyed indicated that they did not turn off the lights when they left a room. The typical single occupant office could save $10/year if they turned off the lights when they leave the office.

These Numbers Add Up

- 1,052 MT CO2 equivalent reduction in overall campus source emissions. Source emissions include all the inefficiencies in the generation and distribution systems.
- The amount of energy used by average American automobile which gets 21.6 miles to the gallon.
- 996 Acres of US forest required to sequester 1,053 MT of carbon in one year.

Between January 2014 and 2015 we saved a cost avoidance of:

$375,860

In the six buildings that this program is being piloted in with no traditional ECM’s.

REIN IT IN

Western Michigan is excited about REIN IT IN. This program will initially target six buildings and provide strategically placed materials to encourage building occupants to do their part to save energy.

Coming Fall 2016.
Check out our new REIN IT IN marketing campaign. This program will initially target six buildings and provide strategically placed materials to encourage building occupants to do their part to save energy.