Department of the Navy

Mission Critical, Mission Possible

America's Navy
Our Challenge - Distance
Our Solution – Social Marketing

Inform & Educate

Design

Support

Control

Assistant Secretary of the Navy
( Energy, Installations & Environment)
Inform & Educate

**ENERGY BIGGEST LOSER**

Tip #03: Close the door on energy waste.

Always keep doors and windows closed when the heat or air conditioning is on.
Design

Turn me OFF when you leave.

U.S. Department of the Navy
Great Green Fleet 2016

Office of the Deputy Assistant Secretary of the Navy (Energy)
Office of the Chief of Naval Operations (N75)

Assistant Secretary of the Navy
(Energy, Installations & Environment)
Control
2014 Training Exercise

- 64% vehicle idling time; Reducing by 1/2 = 85 more miles before resupply
- 1st MEB command post 55%-86% more efficient
- CLB-7 demonstrated a 22% increase in vehicle fuel efficiency by changing Tactics, Training, and Procedures (TTPs) based on feedback
- TTPs Matter: Two different Infantry Battalions
  - One Battalion drove 190 miles further on the same fuel

2016 Energy Action Month

- Baseline Survey – Fielded 2014; 2,185 respondents
  - 32% believe “my unit benefits from being energy efficient”
  - 44% believe “my command encourages me to be more efficient”
  - 21% say they “identify new ways to save energy or report issues”
- 2017 Survey in analysis
Energy Challenge