



This hands-on approach to saving energy benefited my students and their families immensely. Students engaged in real-world experiences that will lead to success now and in the future. —Participating Teacher

903,130 kWh
ANNUAL ELECTRICITY
SAVINGS



31,549 Therms
ANNUAL GAS SAVINGS



12,766,672 Gallons
ANNUAL GAS SAVINGS

Engaging the Next Generation in Energy Savings

Classroom-implemented energy education isn't a new concept, but when combined with workforce development and career exploration, education delivers next-level savings.

THE STORY

Serving 1.2 million electric and natural gas customers across eight different states, this large Midwest utility is known for exemplary service. Their award-winning program portfolio delivers energy savings to a diverse range of both homes and businesses.

THE GOAL

Already well-known for a variety of energy efficiency programs, the utility was looking for a new, cost-effective solution that would deliver residential energy savings and drive customer satisfaction. In addition, they were looking to reinforce their commitment to the communities they serve.

THE SOLUTION AND RESULTS

Franklin Energy proposed a new, innovative program solution that educates high school students on the benefits of energy efficiency. It provides real-world knowledge that guides students along their journey to becoming informed consumers. In addition to energy education, students are provided with a take-home kit of energy efficiency measures that deliver immediate savings to participating households. The education even goes a step further by introducing students to STEM-based careers through in-depth workforce development and career exploration. The program was piloted in select high schools in the utility's Pueblo, Colorado service territory and exceeded both savings and participation goals. The energy-saving measures, coupled with in-class and online education, delivered:

- ▶ **903,130 kWh savings**
- ▶ **31,549 therm savings**
- ▶ **12,766,672 gallon savings**

The non-energy benefits proved impactful as well. 3,312 high school students enrolled in the program were inspired to pursue a STEM-based career in the green sector economy, benefiting both the utility and the communities in which they serve.

