

Girls Energy Conservation Corps (GECCo)



TERC
Girl Scouts of Eastern Massachusetts







INTENDED OUTCOMES

- 1. Knowledge**
- 2. Skills**
- 3. Behavior**
- 4. Attitudes**



Knowledge

Girls will increase their understanding of:

- How they use energy
- Climate change - and their connection to it
- The impact of little things adding up

Skills

Girls will:

- Identify ways in which energy is used
- Design/implement energy savings
- Communicate
- Use new media

Behavior

Girls will increase:

- Energy saving behaviors
- Communication

Attitudes

Girls will increase their:

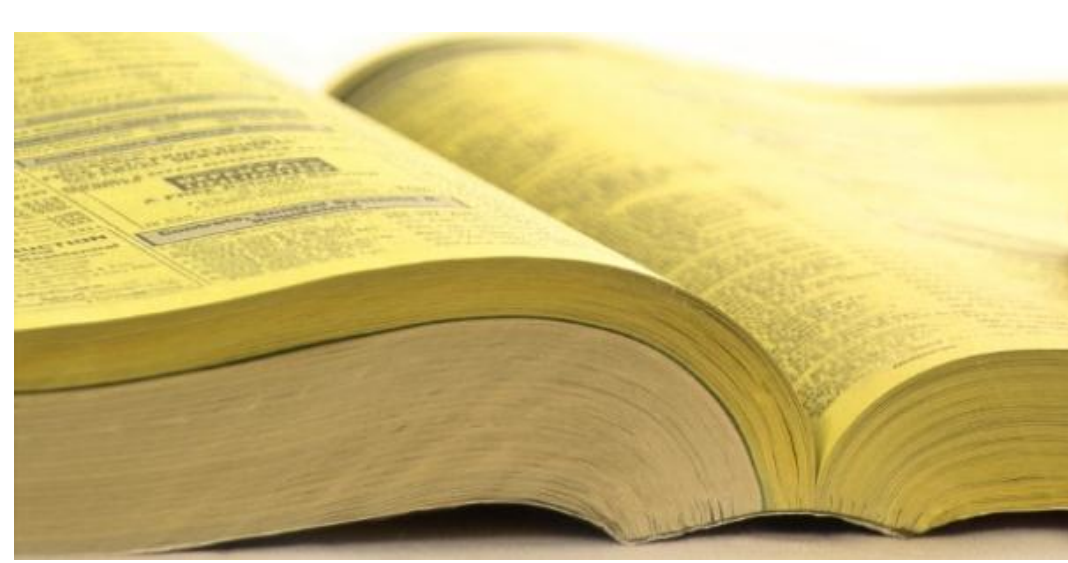
- Self-efficacy
- Motivation



Girl Scouts®









GECCo Website



GECCo Girls' Energy Conservation Corps

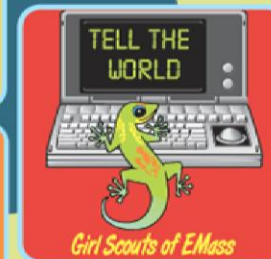
GECCo PATCHES

Welcome to the Girls' Energy Conservation Corps (GECCo)—a patch program for Junior and Cadette Girl Scouts. GECCo girls save energy and help fight climate change!

Earn patches by participating in fun activities, working with your community, and helping our planet!



Juniors



Cadettes



Girl Scouts
of Eastern Massachusetts

[EVENTS](#) [ABOUT](#) [SEE WHAT GECCo GIRLS HAVE DONE](#)





**Going
Green with
GECCo**

**girl scouts of
eastern mass**

Juniors



Cadettes

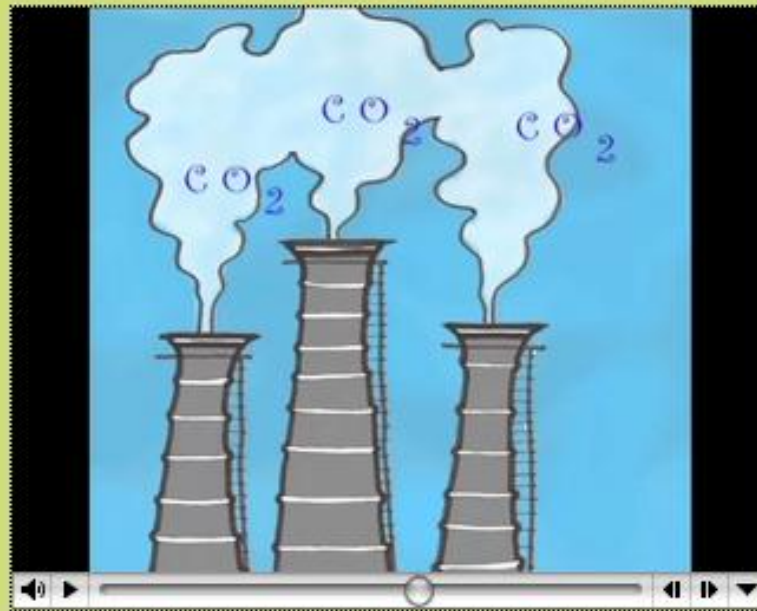


Design Guidelines

- Fun and Engaging
- Active:
 - Doing
 - Moving
 - Making
 - Talking
 - Acting



GECCo MOVIE



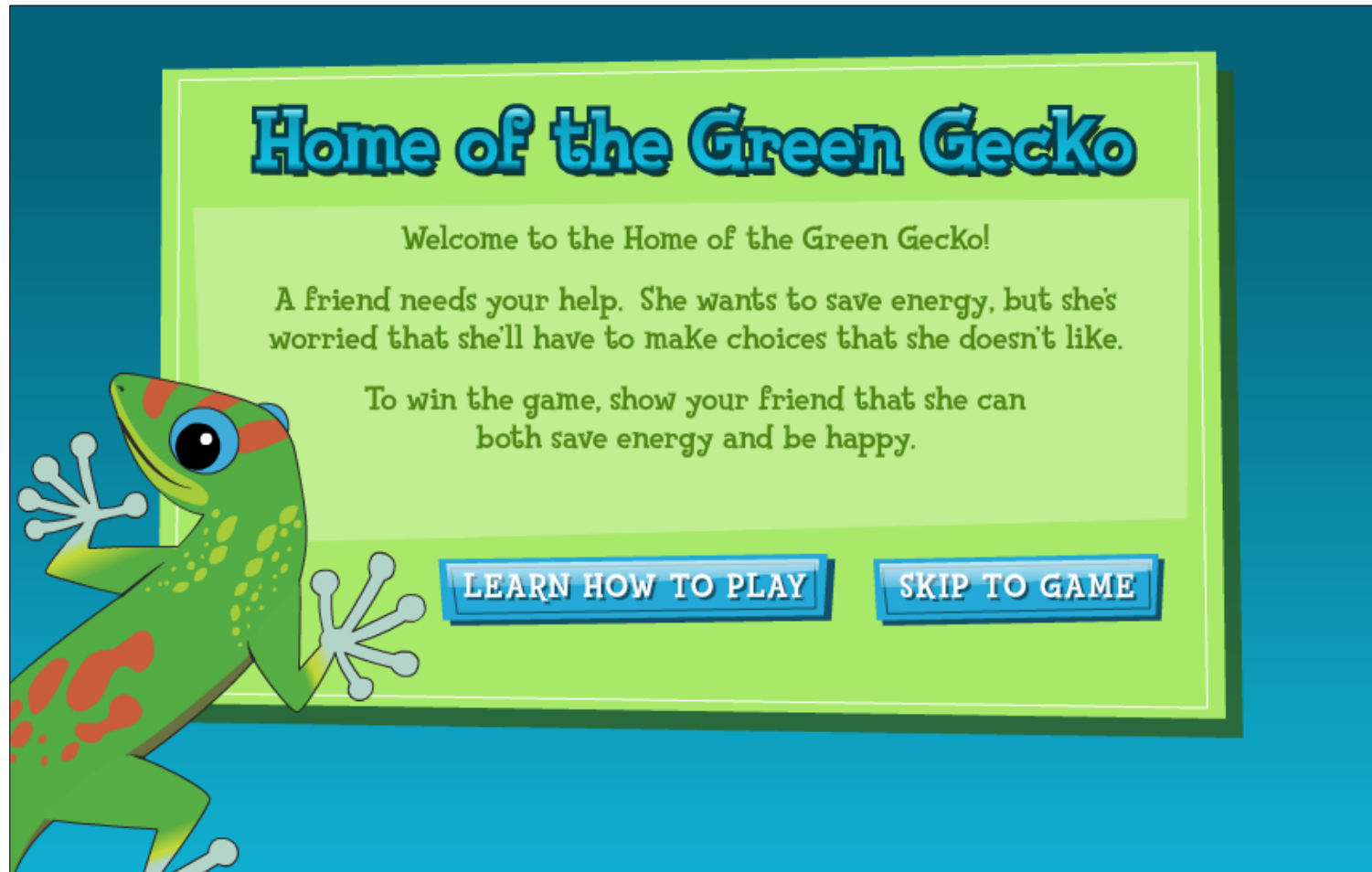


Science investigation

- Craft activity



- Computer game



How to Play the Game

Choose a friend to help

Each friend has her own personality. You will be helping her to make choices that save energy while still allowing her to do the things she likes.

Click on a friend or "pal" to help.

PICK A PAL

Mandy Multimedia

Flavia Fashionista

Olivia Outdoorsy

Brianna Booklover

Adrianna Athlete

Carrie Contrary

Brianna Booklover

LIKES

- Loves to curl up under the covers with a good book
- Likes to have a lot of light
- Likes to read and write on the computer
- Likes a really warm blanket

BEGIN GAME

Check out what she likes.

Carrie is a bit different.

When you've selected the friend you want to help, start the game.

NEXT



5



Brianna Booklover
Loves to curl up under the covers with a good book,
Likes to have a lot of light,
Likes to read and write on the computer,
Likes to be warm



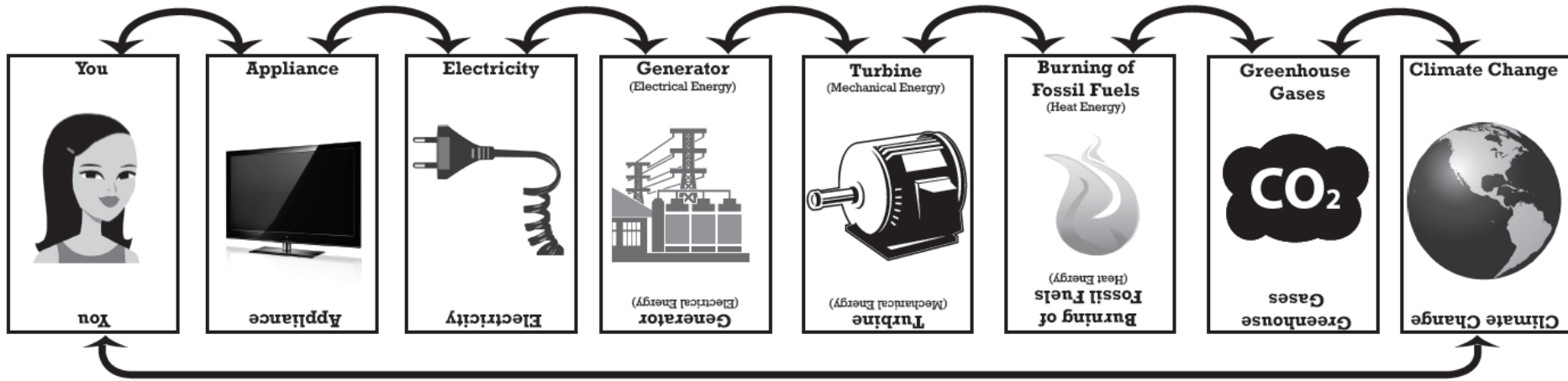
Energy Savings



Happiness



U2CC card game



GECCo Girls Change the World

GECCo girls are taking action! They are saving energy in their daily lives, and by reporting their actions here in the GECCo Challenge, they are also earning money for conservation causes.

Here's what the GECCo girls have already done... and they're still going!

To date, GECCo Girls have earned 37152 points!

- Electronics: 11291 points
- Getting Around: 8835 points
- Heating and Cooling: 3104 points
- Spreading the Word: 6718 points
- Hot Water: 7204 points



Protecting Geckos and
Their Habitats

\$622



Planting Trees

\$420



Educating People
about Climate Change

\$83

Outcomes?



Outcomes	Change
Understanding	↑
Skills	↑
Behavior	↑
Attitudes	↔



girl scouts of
eastern mass



The Challenges

SOLVED

- **Motivating girls to report their energy use**

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The Challenges

SOLVED

- **Addressing actions that were out of girls' control**

The Challenges

Still Challenging

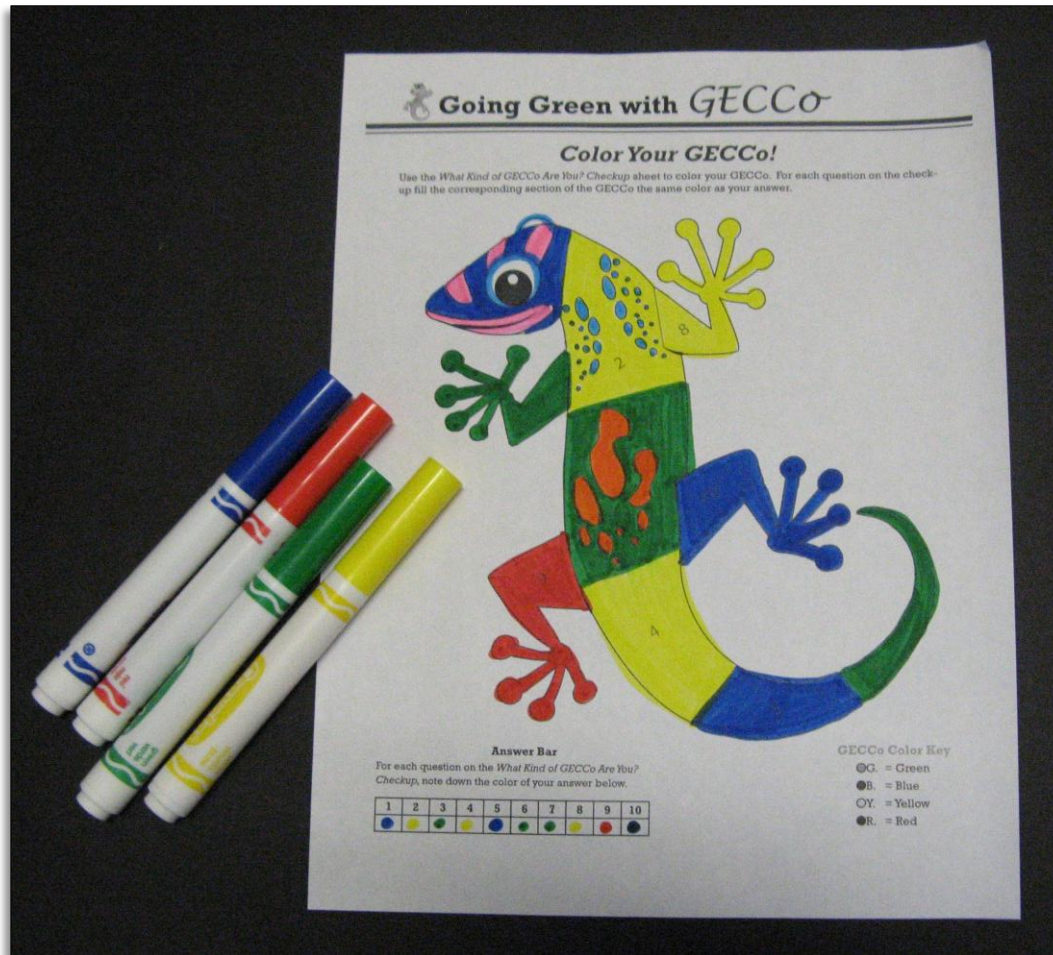
- **Girls' use of media**
- **Communication with others**

The Challenges

Still Challenging

- **Evaluation**

Pre-post instrument to evaluate behavior and attitudes



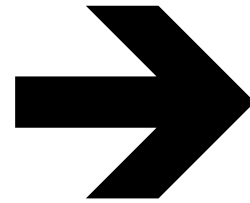
Climate Change – Advocacy or Theoretical Frame?





- Another outcome – wanted to find out if we could extend the impact of the program. Used social norms...

**NON
SOCIAL
SERVICES**





Scouts Honor







Descriptive norm message: Presents information that represents what is typical.

Example: “4 out of 5 students at our school don’t smoke.”

Goals:

- Realign misperceptions
- Create an environment for changed behavior

Injunctive norm message: Presents information on behavior that people generally approve of or believe represents what is typical.

Example: “Chico State students make great friends.”



GECCo Girl Scouts

Girl Scouts think saving energy and fighting climate change is a good thing to do.

Did you know, over 3 days
the typical girl scout:

reminded 1 person to stop wasting energy
turned off more than 15 lights
shared a ride or carpooled 2 times

How can you save energy?

Share rides or carpool
Turn off lights
Remind people to stop wasting energy



GECCo Girl Scouts

Saving energy helps fight climate change.

How can you save energy?

Share rides or carpool

Turn off lights

Remind people to stop wasting energy

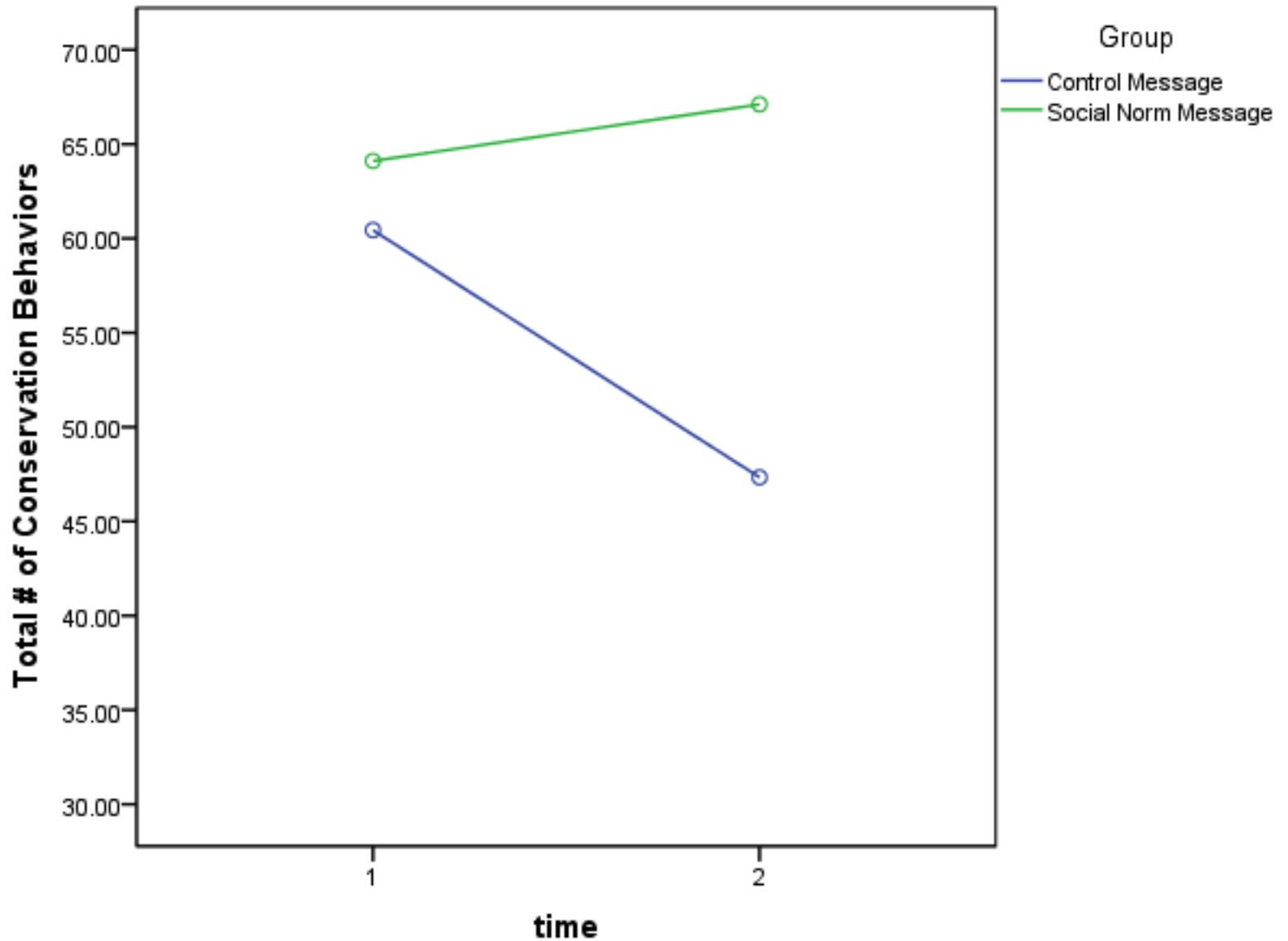


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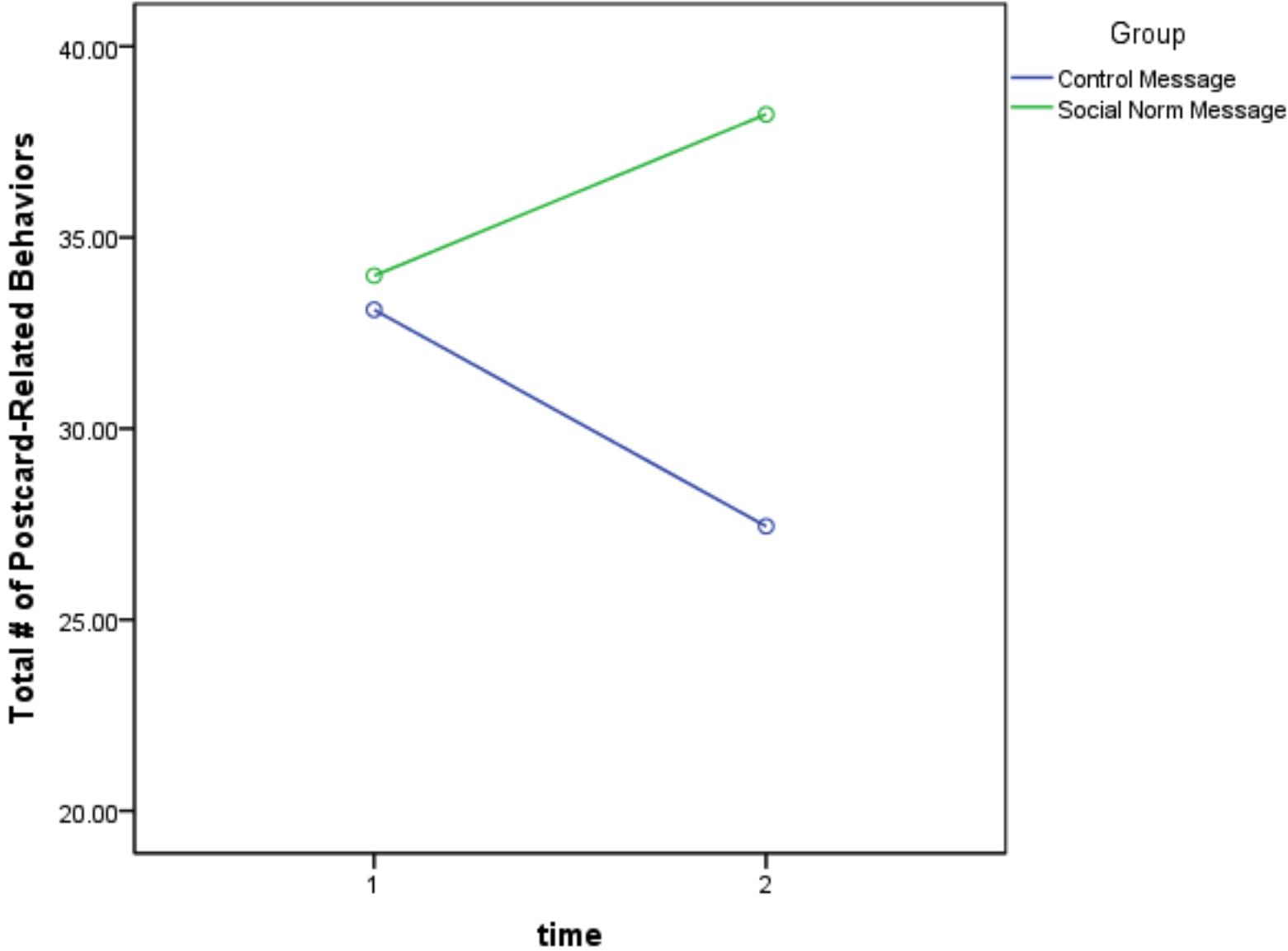




HIGH PARTICIPATION GROUP TOTAL



HIGH PARTICIPATION GROUP - POSTCARD



- This is a first for people this age
- Use of a social norm message may extend the impact of energy conservation programs



Constraints

- Limited contact **time**
- Highly **variable** troop size
- **Age range**
- **Choice**
- Challenging meeting **spaces**
- Limited **computer** access
- **Leader** is also learner

Fairly small intervention led to impact...

Climate change

- Girls identified:
 - How greenhouse gases get added to the atmosphere (+20%)
 - How carbon dioxide causes climate change (+29%)
 - Saving energy can make a difference in climate change (+5%)
 - Actions that help reduce energy use (20.5%)
- Troop leaders (93%) report that:
 - girls are more aware of climate change
 - girls are more aware of their role in climate change

Fairly small intervention led to impact...

Energy saving

- Girls:
 - Increases in frequency of energy saving behaviors (+11%)
 - Decrease in self-efficacy (-11%)
- Troop leaders:
 - The majority report some changes in their energy use habits

Fairly small intervention led to impact...

Energy saving

Troop leader quote:

"I really didn't think about unplugging electrical devices before working on this program. After experiencing this program with my troop, I have started unplugging those electrical devices and trying to combine my errands to use less gas."

GECCo team:

Debra Bernstein

Meaghan Donovan

Teon Edwards

Marian Grogan

Rachel Hayes

Polly Hubbard



Funded by the NSF