**ENERGY ETHOS CAMPAIGN AND UNIT ENERGY MANAGER (UEM) PROGRAM**

**Date Signed:** 3/9/2015   
**MARADMINS** Active Number: 114/15

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MARADMIN 114/15  
MSGID/GENADMIN/CMC WASHINGTON DC IL LF//  
SUBJ/ENERGY ETHOS CAMPAIGN AND UNIT ENERGY MANAGER (UEM) PROGRAM//  
REF/A/DOC/USMC 36TH COMMANDANT'S PLANNING GUIDANCE 2015//  
REF/B/DOC/USMC EXPEDITIONARY ENERGY STRATEGY AND IMPLEMENTATION PLAN/FEBRUARY 2011//  
REF/C/DOC/DC IL MEMO MARINE CORPS ENERGY ETHOS CAMPAIGN/10 OCTOBER 2014//  
REF/D/ENERGY INDEPENDENCE AND SECURITY ACT OF 2007/19 DECEMBER 2007//  
NARR/REF A DIRECTS INSTALLATION COMMANDERS TO CONSERVE ENERGY RESOURCES.//  
REF B ESTABLISHES A FRAMEWORK THAT COMMUNICATES THE COMMANDANT'S VISION, MISSION, GOALS, AND OBJECTIVES FOR BOTH EXPEDITIONARY AND INSTALLATION ENERGY MANAGEMENT. REF C OUTLINES THE IMPORTANCE OF THE ENERGY ETHOS CAMPAIGN AND THE REQUIREMENT FOR LEADERSHIP TO FOCUS ON ENERGY USE REDUCTION EFFORTS. REF D DIRECTS FEDERAL AGENCIES TO REDUCE ENERGY INTENSITY (CONSUMPTION PER SQUARE FOOT) OF FACILITIES BY 30 PERCENT VS. 2003 BASELINE BY 2015.//  
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GENTEXT/REMARKS/1.  THIS MARADMIN ANNOUNCES THE LAUNCH OF THE MARINE CORPS' ENERGY ETHOS CAMPAIGN, WHICH PROMOTES THE SHARED VISION THAT THE EFFICIENT USE OF ENERGY RESOURCES IS A CRITICAL COMPONENT OF MISSION READINESS. ENERGY AND WATER RESOURCES ARE ESSENTIAL TO PROVIDING THE OPERATIONAL SUPPORT NECESSARY TO SUSTAIN AND ENHANCE MARINE CORPS COMBAT READINESS.  RECENT BATTLEFIELD EXPERIENCE HAS PROVEN THAT PRUDENT ENERGY USE INCREASES OPERATIONAL REACH AND LETHALITY WHILE MINIMIZING DEMAND FOR RISKY RESUPPLY. BECAUSE THE MARINE CORPS ETHOS IS SHAPED AT HOME AS WELL AS ON THE BATTLEFIELD, WE MUST FORGE A CULTURE OF ENERGY AND WATER EFFICIENCY THAT INCLUDES OUR BASES AND STATIONS.  IN ADDITION, THE DRIVE TO COMPLY WITH RAPIDLY ADVANCING LEGISLATIVE MANDATES AND THE REALITY OF FUTURE FISCAL CONSTRAINTS REQUIRES FURTHER REDUCTIONS INSPIRED BY AN ENERGY ETHOS CAMPAIGN DIRECTED AT THE ENERGY END-USER. THIS CAMPAIGN WILL AFFECT NEW ENERGY-SAVING METHODS AND HABITS (BEHAVIOR), LEADING TO SUSTAINED COMMITMENT (CULTURE) TO THE EFFICIENT USE OF ENERGY.  
2.  THIS CAMPAIGN WILL SUPPORT AN ENERGY ETHOS BY (A) PROVIDING TENANT COMMANDS WITH GREATER VISIBILITY OF INSTALLATION ENERGY RESOURCES, (B) EMPHASIZING END-USER-CONTROLLED REDUCTIONS, AND (C) SUSTAINING COMMITMENT TO THE EFFICIENT USE OF ENERGY RESOURCES. 'YOU HAVE THE POWER' MESSAGING EMPHASIZES THAT IT IS SIMPLE AND IMPORTANT TO REDUCE INDIVIDUAL CONSUMPTION. THE OBJECTIVE IS TO FOSTER NEW ENERGY SAVING HABITS AND BEHAVIORS, LEADING TO A SUSTAINED CULTURE OF EFFICIENT ENERGY USE. FINALLY, A CONCERTED EFFORT BY ALL MARINES AND CIVILIANS IS REQUIRED TO ACHIEVE CONGRESSIONAL ENERGY REDUCTION MANDATES BY 2015.  
3.  COMMANDS WILL ESTABLISH A UNIT ENERGY MANAGER (UEM) PROGRAM TO SUPPORT ENERGY ETHOS. PER REF B, "TENANTS AND SUPPORTED COMMANDS [WILL] IDENTIFY AN ENERGY MANAGER OR REPRESENTATIVE AT THE INDIVIDUAL UNIT OR TENANT LEVEL TO COORDINATE UNIT AND TENANT INVOLVEMENT AND ACTIONS AS PART OF THE INSTALLATION'S OVERALL ENERGY PROGRAM." THE UEM WILL RECEIVE TRAINING AND TOOLS TO EFFECTIVELY ACT AS A UNIT'S ENERGY POINT OF CONTACT; DISSEMINATE ENERGY INFORMATION AND BEST PRACTICES TO THE UNIT; AND ACT AS A LINK BETWEEN UNIT LEADERSHIP, INSTALLATION ENERGY MANAGERS (IEMS), AND INSTALLATION COMMANDS.  
3A.  EACH TENANT COMMAND WILL APPOINT A UEM WITHIN 45 DAYS OF THE RELEASE OF THIS MARADMIN, AND NOTIFY THE INSTALLATION COMMANDER OF THAT APPOINTMENT. THE UEM SHOULD BE AN E-4 OR HIGHER. IT IS STRONGLY RECOMMENDED THAT THE POSITION BE FILLED BY A SNCO OR OFFICER TO ENSURE SUFFICIENT AUTHORITY TO IMPLEMENT ENERGY REQUIREMENTS.  
3B.  INSTALLATION COMMANDERS MUST ENSURE THAT THE UEM INITIAL TRAINING SERIES IS COMPLETED WITHIN 75 DAYS OF THE RELEASE OF THIS MARADMIN. THE TRAINING WILL INCLUDE EDUCATION ON FACILITY ENERGY TECHNOLOGIES, A WALKTHROUGH OF INSTALLATION BUILDINGS, FAMILIARIZATION WITH BEHAVIOR CHANGE TACTICS, AND UEM PROGRAM PLANNING. INSTALLATION COMMANDERS ARE RESPONSIBLE FOR UEM PROGRAM OVERSIGHT AND ADMINISTRATION. UPON DESIGNATION OF UEMS, IEMS WILL INITIATE KICK-OFF MEETINGS AND TRAINING WORKSHOPS. THESE MEETINGS, IN COMBINATION WITH AVAILABLE ONLINE ENERGY AWARENESS MATERIALS, WILL SERVE AS THE LAUNCH POINT TOWARDS ESTABLISHING THE MARINE CORPS-WIDE UEM PROGRAM.  
3C.  IEMS AND UEMS WILL TRACK PROGRAM PROGRESS TOGETHER WITH BOTH QUALITATIVE AND QUANTITATIVE DATA, USING PROVIDED TRACKING TOOLS.  
4.  THE MARINE CORPS IS CALLING FOR EACH LEADER, WHETHER MARINE OR CIVILIAN, TO TAKE AGGRESSIVE ACTION IN SUPPORT OF THIS ENERGY ETHOS INITIATIVE BY CONSIDERING THE USE OF RESOURCES DURING DAILY WORK, TRAINING, AND OPERATIONS. THE GOAL WILL BE TO REDUCE THE LEVEL OF ENERGY RESOURCES UTILIZED DURING ALL FACETS OF DAY-TO-DAY ACTIVITIES.  
THE UEM PROGRAM WILL PROVIDE MARINES WITH INFORMATION AND TIPS ON HOW TO REDUCE ENERGY CONSUMPTION. MARINES AND CIVILIANS SHOULD:  
4A.  REDUCE INDIVIDUAL ENERGY CONSUMPTION BY TURNING OFF COMPUTERS WHEN NOT IN USE, SECURING LIGHTS WHEN LEAVING A ROOM, USING NATURAL LIGHT OR SMALL TASK LIGHTS, UNPLUGGING UNUSED APPLIANCES AND ELECTRONICS OR USING POWER STRIPS THAT TURN OFF MULTIPLE APPLIANCES WHEN NOT IN USE (SUCH AS CABLE TV BOXES, ROUTERS, AND LAMPS), USING COOLER WATER WHEN DOING LAUNDRY, AND ADJUSTING THERMOSTATS (DOWN DURING THE WINTER AND UP DURING THE SUMMER) WHEN LEAVING ROOMS FOR EXTENDED PERIODS.  
4B.  REDUCE INDIVIDUAL WATER CONSUMPTION BY TAKING SHORTER SHOWERS, USING WATER REDUCING FIXTURES, TURNING OFF WATER WHILE WASHING, SHAVING, OR BRUSHING TEETH.  
4C.  REPORT ENERGY OR WATER WASTE TO YOUR CHAIN OF COMMAND, UEM, OR FACILITIES PERSONNEL (E.G., DOORS AND WINDOWS LEFT OPEN WHILE HEAT OR AIR CONDITIONING IS IN USE, DRIPPING FAUCETS, EXCESSIVE HEATING OR COOLING, OR LIGHTS THAT WILL NOT TURN OFF).  
4D.  MINIMIZE FUEL CONSUMPTION BY CARPOOLING AND BY REDUCING IDLE TIME DURING TRAINING VENUES, WAITING ON PERSONNEL, CONDUCTING BUSINESS, ETC.  
5.  MARINES - YOU HAVE THE POWER TO TAKE STEPS TO REDUCE ENERGY AND WATER CONSUMPTION. THESE EFFORTS WILL HELP BY ENHANCING MISSION EFFECTIVENESS, INCREASING RESILIENCY, AND REDUCING COST - ALLOWING THE REALLOCATION OF VALUABLE RESOURCES TO OTHER MISSION-CRITICAL PRIORITIES, ON BASE, DURING TRAINING, AND ON THE BATTLEFIELD. THESE EFFORTS MUST START IMMEDIATELY AS WE NEED EVERY MARINE AND CIVILIAN TO DO THE UTMOST TO CONSERVE ENERGY IN ORDER TO MEET STATUTORY ENERGY REDUCTION TARGETS. THE MARINE CORPS TAKES PRIDE IN BEING DISCIPLINED AND IN PROVIDING THE BEST VALUE TO THE NATION. THIS MUST EXTEND TO ENERGY CONSERVATION. ENERGY ETHOS WILL SHAPE A MARINE CORPS TO MEET THE CHALLENGES OF THE FUTURE.  
6.  RELEASED BY LIEUTENANT GENERAL WILLIAM M. FAULKNER, DEPUTY COMMANDANT FOR INSTALLATIONS AND LOGISTICS.//