



# LEAD BY EXAMPLE

OUR PATHWAYS TO ENVIRONMENTAL SUSTAINABILITY

Did you know that the School Energy and Recycling Team (SERT) program monitors the energy use and recycling participation in all Montgomery County Public Schools (MCPS)? Through your efforts, you can significantly reduce energy use and increase recycling.

All secondary schools have an opportunity to create a model resource conservation plan to include energy conservation and responsible recycling projects/initiatives towards a sustainable future. SERT invites all MCPS middle and high schools to participate in the **LEAD BY EXAMPLE** campaign reinforcing a culture of conservation and sustainability. Proven projects and initiatives will be highlighted in SERT's Best Management Practices manual, an online resource with helpful conservation strategies and expectations for efficient building use and operations. Entries can include behavioral strategies, energy-efficiency projects, awareness campaigns, energy calculations, presentations to the staff and community, student-created posters and videos, etc.

Entries will be judged on their clarity and content; opportunities for leadership and teamwork; community involvement; usefulness, and how activities raise conservation awareness. SERT awards will be granted to the winning middle and high school, and all participants will receive a certificate for participating. Students may earn SSL hours for activities. Submissions should demonstrate the effectiveness of each project by creating a plan and measuring result.

Documentation is an essential component of the **LEAD BY EXAMPLE** campaign. Entries could include energy audits with recommended conservation practices, task lamps for staff, computer shutdowns, contests, plans to increase recycling weights, video and social media awareness strategies, etc. The questions, "What will we do?" and "How will we do it?" should be answered.

The **LEAD BY EXAMPLE** matrix will provide assistance in structuring your entry and should be included in contest submissions. All supporting documentation should be attached (physically or electronically) to the matrix to demonstrate your actions, working papers, flyers, video clips, artwork, calculations, performance measures, etc. Helpful resources are linked at the bottom of the matrix.

SERT offers resources such as infrared thermometers, light and watt meters, suggested morning announcements, energy audits, individual school data, posters and signage, previous **LEAD BY EXAMPLE** campaign previews, and other energy and recycling resources. To receive support, guidance, and/or an in-school visit, please contact the SERT program by phone (240-314-1090) or email ([SERT@mcpsmd.org](mailto:SERT@mcpsmd.org)).



All entries must be submitted to the SERT PROGRAM, Department of Facilities Management, 45 W. Gude Dr., Suite 4000, Rockville, MD 20850. Entries must be received by SERT on or before March 22, 2019 via Pony, first-class mail, or hand delivery. Upon submission, entries become the property of MCPS and will not be returned. The SERT program will not be responsible for lost or damaged entries. Parental signature releases student work to be used in future MCPS education campaigns, including but not limited to MCPS Instructional TV and any other school system or local government promotion opportunities that may arise.