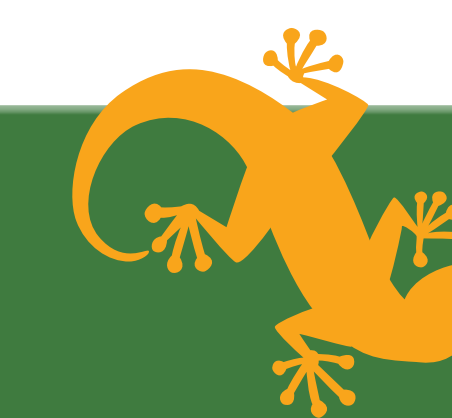


# Girls' Energy Conservation Corps (GECCo)

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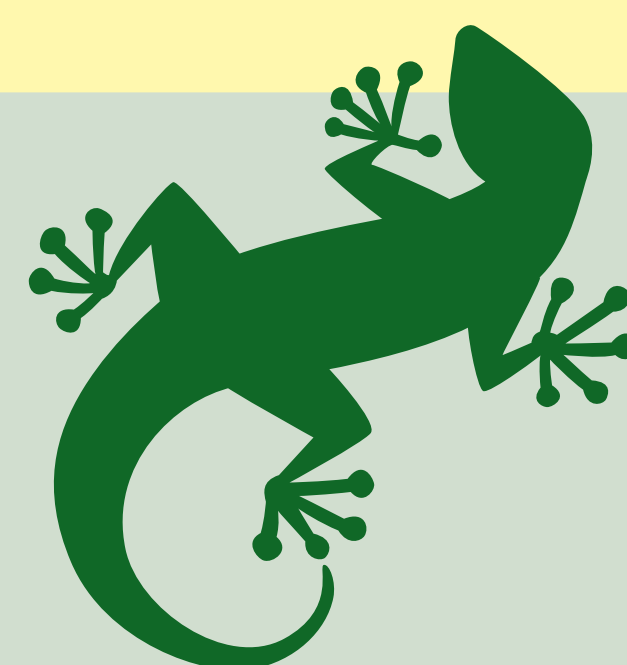
## Goal of the GECCo Project

To create a Girl Scout program that interweaves science learning, leadership, and stewardship of the environment

### Project Overview

The Girls' Energy Conservation Corps (GECCo) is an energy conservation program for Junior and Cadette Girl Scouts. The GECCo program is being implemented in a variety of troop and community contexts, reaching 1200+ economically and culturally diverse girls in Eastern Massachusetts.

When girls join GECCo, they have fun as they learn how they use and waste energy, how their energy use directly connects them to climate change, and how to change their energy-use behaviors. GECCo girls become empowered to act as agents of change by communicating with others about climate change and energy conservation. They build skills with new media, impact their community positively, and increase their individual and collective sense of effectiveness in making a real difference.



### Formative Evaluation

Intended Impacts of GECCo Program for Girls and Troop Leaders: Learning about climate change and their role in it, skills using new media, energy-wise behavior, attitude toward capabilities.

OUTCOMES	CHANGE
Understanding	↑
Skills	↑↑
Behavior	↑
Attitudes	↔

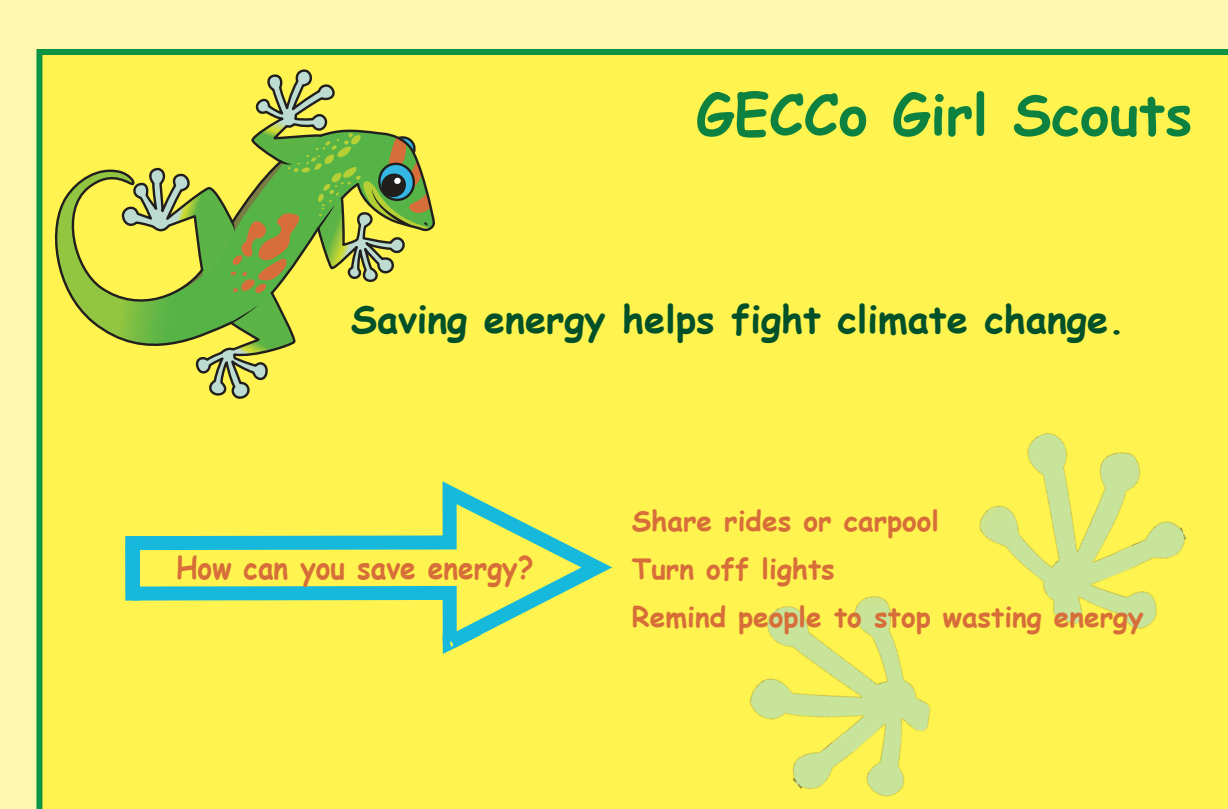
### Research Study

How can we extend the impact of GECCo beyond troop time activities?

We experimented by sending a follow-up postcard to a sample of GECCo participants after they completed the program, to see if it would impact their energy use. Each participant received ONE of the following postcards at home:



A Social Norm Message



A Control Message

The postcard on the left incorporates a Social Norm message, which provides information about other people's behavior and attitudes. Thus far, research on the impact of social norm messages has mostly been with adults. We are currently investigating the impact of this type of message on conservation in adolescents.

### Challenges

Junior-age scouts' limited access to computers and use of media

Some energy related topics more appropriate to older girls

Motivating girls to track their energy use

### Solutions

Create program with tech/media-focused activities for older (Cadette) girls—**Tell the World**

Create program with transportation and electricity topics for older (Cadette) girls—**Travelin' Green** and **Power Down**

Redesign the energy-tracking/reporting activity to one more in line with girls' passions—**GECCo Challenge**

### Junior Program Patches



#### Going Green with GECCo

Going Green with GECCo is an introduction to how girls' energy use connects to climate change. Juniors play a game, learn their "GECCo Color", watch a video, help the planet by saving energy, and more.



#### Be Cool

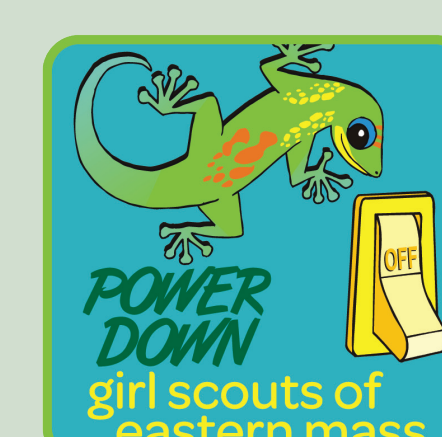
Keeping a home warm in winter and cool in summer uses a huge amount of energy. Juniors act out skits, make crafty gecko draft blockers, explore climate change, and more.



#### Less Hot Water

Heating water uses energy. Juniors run a water relay race, measure water from a faucet, play a speedy game, explore climate change, and more.

### Cadette Program Patches



#### Power Down

Cadettes explore their own use of electricity, find ways to save energy, and become leaders in their communities by sharing information about ways to save energy and fight climate change.



#### Travelin' Green

Cadettes explore their own travel habits and become leaders in their communities by sharing information about saving energy used for transportation and reducing greenhouse gases.



#### Tell the World

Cadettes "tell the world" how to save energy to help fight climate change by planning, creating, and then sharing videos, animations, or video games!

