



# ENERGY EFFICIENCY PROGRAM



## SCHOOL EDUCATION PROGRAM

Education empowers people of all ages to make informed decisions about their energy use — and early education has the power to create helpful habits that can last a lifetime.

Targeting fifth through eighth grade students, Ameren Illinois' School Education Program provides energy efficiency curriculum and training to teachers, along with take-home kits for students. The program highlights how seemingly small actions and low-cost measures can reduce electricity, natural gas, and water use in the home.

*“Our School Education Program positions young people as ambassadors to bring energy efficiency into their homes and share it with their families.”*

— Kristol Simms,  
Director of Energy Efficiency &  
Innovation, Ameren Illinois

To reach a broader group of students, Ameren Illinois changed its selection criteria before the new school year began in August 2018. The new criteria required that 50% of schools served by the program qualify as low- to moderate-income (as determined by Illinois Report Card data). Of the **4,500 kits** distributed between August and December, 53% of middle school kits and 100% of elementary school kits went to these schools.

Ameren Illinois distributed a total of **9,048 kits** to grade school and middle school students across its 43,700 square-mile territory in 2018. By implementing new selection criteria, the School Education Program makes energy efficiency more accessible to underserved populations.



**9,000+**

Energy Efficiency kits distributed to 5-8<sup>th</sup> grade students in 2018



Change in program criteria helps Ameren Illinois reach more low-income students



Between August and December 2018, low-income schools received **53% of middle school kits and 100% of elementary school kits**

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