

*Aloha! This material is shared with the assumption that a certain degree of experience, understanding, and content already exists in the entity considering use of this resource. We invite you to replace our project name, terms, and other EWM specific information and replace them with your own. We share what we ourselves will continue to use as we build out our Energy Education assets. With Warm Regards, the Energize Wai'anae Moku Team.*

### **Energize Wai'anae Moku:**

Series Title: Empowering Community to become Energy Warriors:

Episode length- 3-5min.

### **Overview:**

Energize Wai'anae Moku Initiative (LEI Foundation, Wai'anae Sustainability Cooperative, HSEO, Sierra Club Hawai'i) is crafting an information video series designed to inspire and educate communities about taking control of their energy future. This series explores the principles of self-determination in energy systems, emphasizing community values, environmental stewardship, and the development of local energy economies. By challenging the corporate profit-driven monopoly on power, the series highlights how communities can build sustainable, equitable, and resilient energy solutions tailored to their unique needs and aspirations.

### **[EWM Video Series Work Plan](#)**

This plan incorporates the idea of working with Wai'anae youth to develop, improve, and implement the series!

### **Episode Breakdown:**

#### **Episode 1: Introduction to Grassroots Energy Transition**

- Introduce the EWM initiative.
- Understand the concept of a community-led energy transition and its significance to self-determination..
- Explore the benefits of community-driven energy systems.(CBRE examples in Hawai'i)
- Introduction to key themes: self-determination, environmental stewardship, and local energy economy.

#### **Episode 2: Community Values and Energy Self-Determination**

- Discover how community values and traditional knowledge can shape energy systems in contrast to the status quo of profits. Opportunity to discuss clean energy (sun, water, geothermal etc) as akua, and having a system that is in balance with native ecosystems (especially endangered species, thinking of the 'ōpe'ape'a in Kahuku)
- Case studies of communities that have successfully implemented self-determined energy projects. (Molokai CERAP)

### **Episode 3: Environmental Stewardship in Energy Choices**

- The impact of traditional energy systems on the environment and the implications of renewable versus clean energy sources. Emphasis that each will have an impact but how can we utilize distributed energy resources to build out *community-scale energy systems* that support local economies.
- How grassroots energy projects can promote environmental sustainability.
- Examples of eco-friendly energy solutions: solar, wind, and other renewable sources.

### **Episode 4: Building a Local Energy Economy**

- The economic benefits of local energy production and consumption.
- How to create jobs and retain wealth within the community through local energy projects.
- Case studies of thriving local energy economies (?) Or setting forth the vision for the importance of creating quality sustainable local jobs for Waiʻanae as a way to keep youth home instead of going elsewhere.

### **Episode 5: Fighting Corporate Monopoly Power**

- The challenges posed by corporate-controlled energy systems. \*We can do a snapshot of what is happening elsewhere with investor-owned utilities (IOU) and show the same trends impacting Hawaiʻi with our IOU. For example: hesitance to adopt RE, killing NEM, fighting CBRE, TOU,
- Strategies for communities to regain control and challenge monopoly power. Fun fact: there are over 2,000 publicly owned electric utilities throughout the U.S (city/state/cooperatives).
- Success stories of communities that have taken on corporate energy giants. There are some good examples on the continent but also in Puerto Rico they are continually fighting for safe, reliable, and affordable energy against foreign investors.

### **Episode 6: Practical Steps to Start Your Community Energy Project:**

- How to initiate a grassroots energy project. Circle back to EWM initiative.
- Resources, tools, and funding opportunities available to communities.
- Expert advice and tips for overcoming common obstacles.

### **Episode 7: Collaboration and Building a Movement**

- The importance of collaboration within and between communities. Supporting one another through reciprocity.
- How to build a network of support and share resources.
- Inspiring stories of movements that have successfully driven energy transitions.

### **Conclusion: Empowerment Through Energy Independence**

This video series aims to be a catalyst for change, providing the knowledge and inspiration needed for communities to take control of their energy futures. By prioritizing local values and sustainability, this series envisions a world where energy systems are designed by and for the people, fostering resilience, equity, and environmental harmony.



## **Energize Wai‘anae Moku Initiative: Work Plan Video Series Program**

**Objective:** To create an informative video series that inspires and educates the Wai‘anae community about self-determined, sustainable, culturally mindful, and equitable energy systems rooted in community needs and values.

### **Stakeholders:**

- LEI Foundation
- Wai‘anae Sustainability Cooperative
- Hawai'i State Energy Office (HSEO)
- Local schools and youth organizations
- Filmmaking youth organizations- Hawai'i Women in Filmmaking, Olelo: Seariders at Wai‘anae HS
- Community leaders and elders
- Technical experts in sustainable energy

### **Phase 1: Planning and Organization**

#### **1. Initial Meeting and Goal Setting**

- Timeline: Week 1
- Activities:
  - Convene a meeting with all stakeholders to outline goals, vision, and objectives.
  - Establish roles and responsibilities.
  - Identify target audience and key messages.
- **Deliverables:**
  - Document outlining project goals, roles, and responsibilities.
  - Initial project timeline.

#### **2. Research and Content Development**

- Timeline: Weeks 2-4
- **Activities:**
  - Research on principles of self-determination in energy systems.
  - Conduct interviews with community leaders, elders, and energy experts.
- Develop educational content focusing on community values, environmental stewardship, and local energy economies.
- **Deliverables:**
  - Comprehensive research report.
  - List of potential interviewees and interview questions.
  - Draft content outline for the video series.

#### **3. Partnership and Collaboration**

- Timeline: Week 3
- **Activities:**
  - Establish partnerships with local schools and youth organizations.

- Recruit youth participants for the video production team. *Participants will be given a monthly stipend for their time.*

- **Deliverables:**

- Signed partnership agreements.
- List of recruited youth participants.

## **Phase 2: Pre-Production**

### **5. Scriptwriting and Storyboarding**

- Timeline: Weeks 7-8
- Activities:
  - Collaborate with youth participants to write scripts and create storyboards.
- **Deliverables:**
  - Completed scripts.
  - Storyboards for each video episode.

### **6. Logistics and Scheduling**

- Timeline: Weeks 9-10
- Activities:
  - Plan shooting schedule.
  - Secure locations and necessary equipment.
- Deliverables:
  - Finalized shooting schedule.
  - List of locations and equipment.

## **Phase 3: Production**

### **7. Video Production**

- Timeline: Weeks 11-16
- Activities:
  - Film interviews, community activities, and educational segments.
  - Ensure youth participants are involved in all aspects of production.
- Deliverables:
  - Raw footage for each episode.

### **8. Editing and Post-Production**

- Timeline: Weeks 17-20
- Activities:
  - Edit footage to create cohesive episodes.
  - Add graphics, music, and other post-production elements.
- Deliverables:
  - Final edited videos.

## **Phase 4: Distribution and Outreach**

### **9. Marketing and Promotion**

- Timeline: Weeks 21-22
- **Activities:**
  - Develop a marketing strategy to promote the video series in schools, to local environmental organizations, “movie nights” /town halls with legislators, etc.
  - Utilize social media, local events, and partnerships to reach the community.
- **Deliverables:**
  - Marketing plan.
  - Promotional materials (posters, social media posts, etc.).

### **10. Launch and Screenings**

- Timeline: Weeks 23-24
- **Activities:**
  - Host a launch event and community screenings based on target communities developed in marketing strategy.
  - Facilitate discussions and Q&A sessions post-screening.
- **Deliverables:**
  - Successful launch event.
  - Community feedback.

### **11. Evaluation and Feedback**

- Timeline: Week 25
- **Activities:**
  - Collect feedback from the community, youth participants, and stakeholders.
  - Evaluate the success of the video series and identify areas for improvement.
- **Deliverables:**
  - Evaluation report.
  - Feedback summary.

## **Budget Estimate:**

### **1. Pre-Production:**

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### **3. Production:**

- Stipends for youth:
- Honorariums for speakers:
- Location honorarium (?)

### **4. Post-Production:**

- Editing/Sound/Color: \$2,500

- Graphics and Music: \$1,500

**5. Distribution and Outreach:**

- Marketing and Promotion: \$500
- Launch Event: \$1,000

**Total Estimated Budget:**

**Key Success Factors:**

- Active participation and engagement of youth.
- Strong partnerships with local organizations and schools.
- Effective storytelling and educational content.
- Community involvement and feedback.
- Sustainable planning for future initiatives.