Blender Bike Outreach Talking Points

If you would like to conduct this outreach, please contact Brian at cohenbj@wfu.edu to discuss logistics.

Follow the Tabling 101 guidelines. If you’re doing this in a common area rather than a structured setting, think about what makes passersby want to engage in a tabling activity. Combine these strategies with one of the following prompts (or a variation) to draw people to your table. The prompt should be attention-grabbing, but should also relate specifically to the outreach.

Possible prompts:
- Want to pedal your own smoothie?
- Try out the blender bike!
- Think you know how much energy goes into your favorite appliances?

Once they’re at the bike:
- Have them choose their ingredients, hop on the bike, and pedal away
- Encourage them when more power is needed

After you’ve poured them their smoothie:
- The point of the blender bike is to show that energy is energy, whether it’s human-powered or powered by electricity. A lot of energy goes into running a blender, and that’s a pretty small appliance. You can imagine what it’s like for other items.
- Show them the chart.
- For example, a hair dryer uses four times as much energy.
- What commitment can you make to reduce your energy consumption?

Follow-up Questions:
If someone asks you a sustainability-related question that you can’t answer, ask for the person’s email and let them know you’ll get back to them with an answer. You can also point them to the Office of Sustainability website and email address: sustainability.wfu.edu / sustainability@wfu.edu
PEDAL POWER: UNDERSTANDING ENERGY CONSUMPTION

ENERGY IS
ENERGY IS ENERGY

Hair Dryer
1800 WATTS

Space Heater
1500 WATTS

Blender
450 WATTS

SUSTAINABILITY.WFU.EDU
GET INVOLVED
Tabling 101

“Tabling,” or staffing an interactive event with the purpose of educating and engaging the university community, is an important part of our outreach and behavior change efforts. Your enthusiastic participation in these outreach events is essential to the success of any behavior change campaign. It is important to have fun at these events, but also to take this job seriously. Below are some basic tips for effective tabling.

Do:
- Stand behind the table or slightly in front of the table.
- Invite passers-by to join you at the table. Greet them and ask if they are interested in participating.
- Use clear and concise communication. Take a few minutes to practice your pitch so that you are prepared to deliver a short, accurate summary to every person who comes to the table. It’s often best to begin with a question as your prompt.
- Smile and exhibit a positive attitude. Sustainability is fun, tabling is fun, and people want to join other people who are having fun.
- Thank participants for their time and suggest at least one more way they can get involved with campus sustainability (e.g. mention that they can find more info on the office’s website, invite them to sign up to get more information delivered to their inbox, or mention an upcoming lecture or event).

Don’t:
- Be late for your shift. Your colleagues are counting on you.
- Sit behind the table. We usually don’t even have chairs, so this shouldn’t be a temptation.
- Read, play on your phone, or dig through your bag. This makes it look like you are disinterested, bored, or unapproachable, which prevents people from wanting to talk to you. You will also miss out on opportunities to invite people to join you at the table.
- Mumble or insult participants. This is not the place for inside jokes, sarcasm, or vagueness.
- Give inaccurate information. If you don’t know the answer to a question, take the person’s email address and let them know that you or someone from the office will get back to them.