

# Energy Conservation Inc.



**Unit Question: How does heat influence our daily environment?**

**Area of Interaction: Community and Service**

You are the owner of a new company that evaluates the energy efficiency of homes and buildings and suggests improvements. You have set up your company, but now must advertise to the public. Your advertisement must include the following:

- Name of your company
- Services that your company will provide
- Importance of these services

When considering the services that your company will provide, consider the following:

- How do homes lose heat? What are some solutions to these problems?
- Should homes be airtight?
- What is a green roof? Consider the advantages and disadvantages.
- What makes a home/building energy efficient? Consider the home/building itself (materials used to build the home/building), as well as the items within the home.
- How can the location/surroundings of a home or building affect the energy efficiency?
- Why is it important to make a home/building energy efficient? Consider implications for both the individual and the surrounding world.

Your advertisement may be presented as a print ad/brochure, video, or website. If you have other ideas that you would like to use, please be sure to have them approved. You also need to ensure that your advertisement is interesting to look at so that it grabs the attention of consumers.

Requirements for submission of final assignment:

- Point form notes
- Good copy
- Bibliography

Date Assigned: \_\_\_\_\_

Due Date: \_\_\_\_\_

## RUBRIC FOR ENERGY CONSERVATION INC.

### Criterion A: One World

Achievement Level	Descriptor
0	You do not reach a standard described by any of the descriptors given below.
1-2	<p>You <b>attempt to state</b> the factors involved in energy efficiency of homes and buildings and how these factors impact the world around us.</p> <p>You <b>attempt to state</b> the effectiveness of energy conservation factors and their application in the world.</p> <p>You <b>attempt to state</b> the implications of the use and application of energy conserving methods interacting with <b>one</b> of the following factors: moral, ethical, social, economic, political, cultural and environmental.</p>
3-4	<p>You <b>state</b> the factors involved in energy efficiency of homes and buildings and how these factors impact the world around us.</p> <p>You <b>state</b> the effectiveness of energy conservation factors and their application in the world.</p> <p>You <b>state</b> the implications of the use and application of energy conserving methods interacting with <b>one</b> of the following factors: moral, ethical, social, economic, political, cultural and environmental.</p>
5-6	<p>You <b>describe</b> the factors involved in energy efficiency of homes and buildings and how these factors impact the world around us.</p> <p>You <b>describe</b> the effectiveness of energy conservation factors and their application in the world.</p> <p>You <b>give examples and describe</b> the implications of the use and application of energy conserving methods interacting with <b>at least one</b> of the following factors: moral, ethical, social, economic, political, cultural and environmental.</p>

### Criterion B: Communication in Science

Achievement Level	Descriptor
0	You do not reach a standard described by any of the descriptors given below.
1-2	<p>You use a <b>limited range</b> of scientific language <b>correctly</b> when discussing energy conservation and efficiency.</p> <p>You communicate scientific information with <b>limited effectiveness</b> when discussing energy conservation and efficiency..</p> <p>You <b>make little attempt</b> to document sources of information.</p>
3-4	<p>You use <b>some</b> scientific language correctly when discussing energy conservation and efficiency..</p> <p>You communicate scientific information with <b>some effectiveness</b> when discussing energy conservation and efficiency..</p> <p>You <b>document some</b> of the sources of information.</p>
5-6	<p>You use <b>sufficient</b> scientific language correctly when discussing energy conservation and efficiency..</p> <p>You communicate scientific information <b>effectively</b> when discussing energy conservation and efficiency..</p> <p>You <b>document</b> sources of information.</p>