Students at Green Bay Southwest High School used March Madness to teach energy conservation this year. Their version, called **Southwest Energy Madness**, challenged people to choose the best energy savers through brackets set up just like March Madness. But the “teams” playing each other in the tournament “games” were energy-saving methods or strategies. Those who played **Energy Madness** picked winners through to the Sunny Sixteen, Electric Eight, Fluorescent Four, and finally an energy saving champion.

**Southwest Energy Madness** was hosted online through Challonge! ([Challonge.com/swenergymadness](http://Challonge.com/swenergymadness)) where students taking Scott Liddicoat’s Energy Class placed all of the original pairings and directions for how to participate. To assist those who might not know much about the “teams,” a complete program with “scouting reports” on each energy-saving method or strategy was available with one mouse click.

Over 100 people (mostly Southwest Students) picked a bracket, competing for a variety of gift certificate prizes. These were donated by Wisconsin Public Service, which is Southwest’s energy service provider. Winners were posted throughout the tournament on a timeline that paralleled March Madness. Tournament scoring was similar too, with more points earned with each win as **Energy Madness** progressed. Short “press releases” outlining why each team won or lost a given game were provided along the way.

Will **Energy Madness** continue? “If we want to open it up to more people next year, we’ll have to improve our marketing skills,” said Liddicoat. “In that way, it’s no different than teaching about energy conservation in general—it’s all about marketing.” “This was fun and educational, for both my students, and those who played **Energy Madness,**” concluded Liddicoat.

**Energy Class student reflections on developing Energy Madness:**

“Southwest Energy Madness was educational and fun to create. We were able to learn about different energy saving techniques and package the techniques into a game that everyone could understand.” -Adam Czech
“The creation of Energy Madness was a unique learning experience in advertising and marketing. We applied the many methods of energy conservation that we have learned to a challenge that we created in order to educate our peers in a fun way. It was quite exciting to watch the growth in the amount of participation, a determinant of our success. This was a meaningful lesson that I will never forget.” -Evan Krug

“I enjoyed Energy Madness because it was a fun way to educate other students about energy saving methods. We delivered the education in a way that interested students and it was something they wanted to be involved in.” -Haley Jankowski

“Doing this project was both fun and educational. It was nice to be able to tie something school related to a sports event. Most classes are just a straight path for learning but it is nice to change it up and do something new that hasn’t been done before. Just working in the small class and seeing everyone’s ideas come together was an amazing experience.” -Clayton Ladsten

“Energy Madness was a fun educational competition and all who played will have better knowledge of saving energy.” -Kelvin Jones

“Energy Madness was topical to the highly anticipated annual sporting craze that is March Madness, but also manages to show its originality. The event made people eager to learn about the teams, like in any bracket. This event received a good number of participants who learned about energy, while possibly winning prizes. At the same time the event was interesting and user-friendly to a wider audience.” -Eli Ver Haagh