



Presenting the
2004 ENERGY STAR®
Change a Light, Change the World
Campaign



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What is Change a Light, Change the World?



Nationally coordinated effort each fall
to encourage every American to
make their next light an ENERGY STAR®, to
Change a Light and Change the World.

What is Change a Light, Change the World?



- Why Change a Light (or 5, for that matter)
 - Save more than \$60 every year in energy costs
 - Help prevent air pollution equivalent to the emissions from 8 million cars

What is Change a Light, Change the World?



- Oct. 1- Nov. 30, national campaign acts as “umbrella” under which organizations participate individually or together:
 - 3rd party campaign sponsorship and joint timing offers unique marketing and PR angle
 - Supported by national PR push, partner “matchmaking,” free creative materials and array of in-store promotional tactics
 - Executed by partners locally/nationally through in-store promotions and PR outreach

My Role



- Co-manage campaign
- Develop CAL CD
- Lead national PR strategy
- Support regional efficiency programs with promotional ideas/tactics and PR guidance

How was Change a Light 2003?



- National media coverage:
 - TV: More than 80 broadcasts featuring energy-efficient lighting, reaching more than 2 million viewers
 - Radio: More than 900 broadcasts, reaching more than 6 million listeners
 - Print: Nearly 1.2 million impressions

How was Change a Light 2003?



- Great participation:
 - Thousands of retailers
 - 18 lighting manufacturers
 - 85 regional programs/utilities/states
 - Nearly 100 showrooms made aware
- Strong regional and national sales
- Many regional PR events
- Tremendous increase in national consistency of messaging

How was Change a Light 2003?



- Award winning for partners...four awards for excellence in campaign participation:
 - Ace Hardware
 - The Home Depot (for Cool Change, too)
 - Efficiency Vermont
 - Southern Minnesota Municipal Power Authority (for 3 campaigns)

What's new for 2004?



- National PR Plan: we're all about a national "hit" in 2004!
 - National morning show pitching ongoing
 - Home improvement TV shows being approached
 - National Public Radio story pitch
 - Long lead consumer publications outreach
 - Lighting trade publications outreach
 - National Radio News Release carrying CAL message
 - Targeted local print and radio outreach
- Working with partners
 - For REPS: We'll contact you for story integration if considering your market for radio and print + CAL PR calls ongoing
 - EPA spokesperson can be provided for CAL PR events
 - Brainstorming with EPA and PR consultants...have ideas or need help creating some? Contact me!
 - Public relations kit

What's new for 2004?



- Customized Guides to Capitalizing on CAL 2004 (on CAL CD):
 - 3 campaign basics answering, “If you do nothing else,…”
 - Promotional tactics for taking CAL in-store
 - Quick view of CAL marketing and PR templates (note: last year’s “look and feel” back by popular demand)
- Lighting showroom / display promotional package, with 3 new items:
 - Fixtures brochure template
 - Poster template
 - Colorful hang tag templates
- PR Media Kit on CAL CD

New: Campaign Basics



*Three easy ways to tie your PR and marketing efforts to the campaign:
Basics of Participation*

1. Use the **Call-to-Action language** (where appropriate):
 - When creating PR, marketing, or promotional materials that you consider part of campaign participation—distinguish from “business as usual”
 - Marketing: “Make your next light an ENERGY STAR”
 - PR: “The U.S. EPA and U.S. DOE are encouraging every American home to change their 5 most frequently used lights...”

2. Use **Change a Light Promotional Mark**:
 - Use the Change a Light, Change the World mark in PR and marketing/promotional materials you define as part of your participation

3. Define **ENERGY STAR® as U.S. government**:
 - Use the “voice of authority” building block as is or as text when defining ENERGY STAR (“Products that earn the ENERGY STAR meet strict energy efficiency...”)

Delivering on the Basics: 3 Building Blocks



1. Change a Light promotional marks



2. Change a Light mark and Voice of Authority



3. Change a Light mark, Voice of Authority, and call-to-action message



* All building blocks are available in cyan & black

New: Promotional Tactics



- On message, turn-key promotional tactics to bring Change a Light campaign in-store:
- Sweepstakes / Giveaways
- Community Tie-Ins
- In-store events
- Cross-category promotions w/lighting as lead

Beautiful
your environment

It's easy to see that ENERGY STAR[®] qualified fixtures add style to any decor. But what you can't see is that they help to beautify our environment by using less energy and preventing air pollution. So, when you look to brighten your home, choose an ENERGY STAR and Change a Light, Change the World.

HELP PROTECT OUR ENVIRONMENT FOR FUTURE GENERATIONS.
MAKE YOUR NEXT LIGHT AN ENERGY STAR.

Products that earn the ENERGY STAR[®] prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov

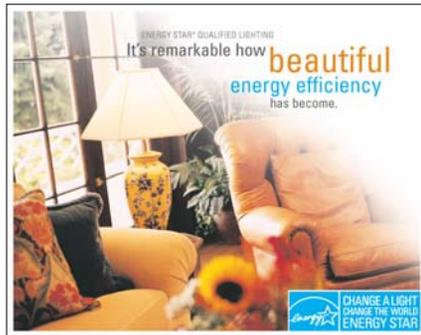
CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

The advertisement features a photograph of a person lying on a light blue sofa in a lush, green outdoor setting with trees and a large tree trunk. A floor lamp is visible on the left, and another lamp is on the right. The text is overlaid on the image, and the bottom section contains a blue banner with white text and the Energy Star logo.

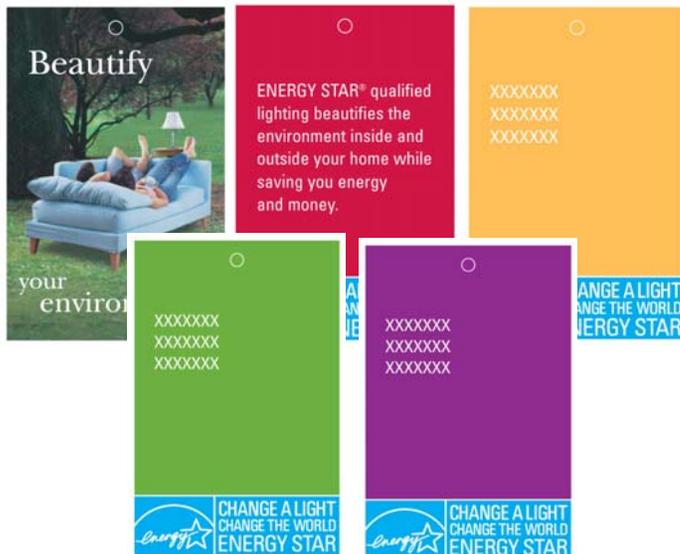
New: Showroom/Display Suite



Fixture Brochure



Showroom Poster



Hang Tags

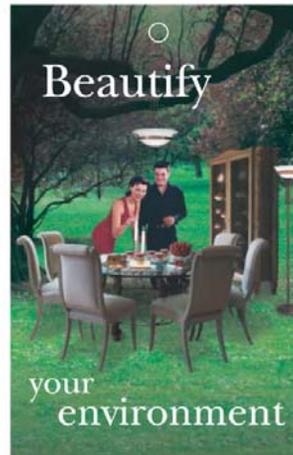


Window Decal and/or Stand-Up Card

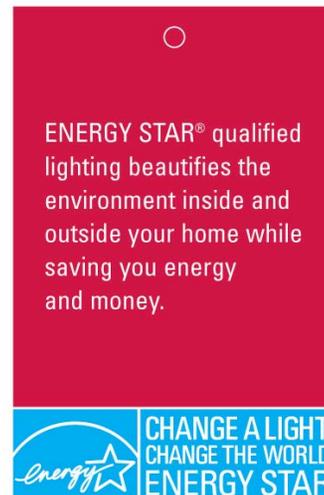
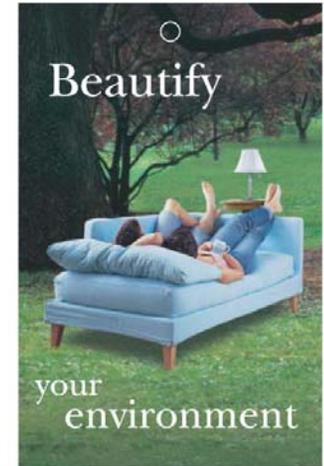
New: Colorful Hang Tags



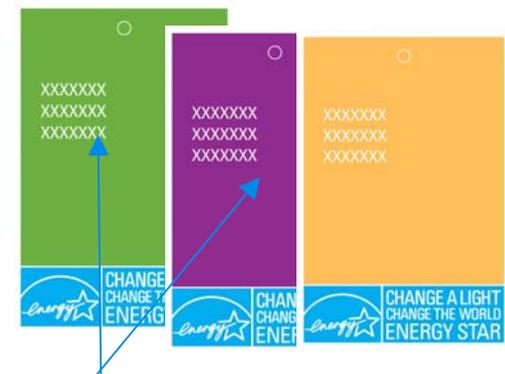
Print (and co-brand) these colorful hang tags for display



Front Options



Back Options



Customize with your logo, product, and message

New: Public Relations Kit on CD



Kit includes:

1. Campaign Backgrounder
2. Press Release Template
3. Top 10 Ways to Save with Lighting

PR Campaign Essentials:
3 Easy Guidelines Document on CD

CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR

Products that earn the ENERGY STAR® award guarantee you efficiency. To meet our energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy, www.energystar.gov

TEN WAYS TO SAVE WITH LIGHTING

- 1) **Change five lights.** Replace your home's five most frequently used light fixtures, or the bulbs in them, with models that have earned the ENERGY STAR for energy efficiency. By making this change, a household can save more than \$60 a year in energy costs. The home's five most frequently used lights typically include: 1. Kitchen ceiling dome light, 2. Living room table lamp, 3. Living room floor lamp, 4. Bathroom vanity light, and 5. Outdoor porch or post lamp.
- 2) **Buy 1 instead of 10.** Compact fluorescent light bulbs and can save you more than \$25
- 3) **Consider the environmental saving car.** If one room in every US household was equivalent to the emissions from 5 million cars, changing the world can be as simple as other
- 4) **Buy products with a strong warranty.** ENERGY STAR qualified light fixtures come stylish addition to any decor. That's a smart.
- 5) **Keep cool with a ceiling fan.** By using qualified ceiling fan/light combo unit you can blades and motors that move air 20% more to cool you without competing with heat from fans with lighting are decorative, practical and
- 6) **Install dimmers.** Dimmers provide a nice lighting. Currently, most ENERGY STAR out introduce compatible models. In the meantime and money.
- 7) **Flip a switch when leaving a room.** Leave a room, turn off the light and see the tag
- 8) **Safety (and savings) first.** The bulbs in fluorescent—hot enough to fry an egg. ENERGY safer temperatures, they last up to 10 times longer and bulb replacement costs over their
- 9) **Put your lights on a schedule.** They need them. Install timers that automatically on your outdoor fixtures to provide safety and products with photo cells or photo sensors for qualified outdoor fixtures come with photocells outdoor lighting if you are not currently plants to save energy.
- 10) **Start with lighting.** Replacing your home that have earned the ENERGY STAR, is one home more energy-efficient. Other easy actions earned the ENERGY STAR, including home Sealing your home with adequate insulation, efficiency is good for your home and the environment. With ENERGY STAR, you can save up to 30

CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR

Products that earn the ENERGY STAR® award guarantee you efficiency. To meet our energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy, www.energystar.gov

PR Campaign Essentials

It's as simple as 1-2-3:

1. **Make the connection between your local event or promotion and the national 2004 ENERGY STAR Change a Light, Change the World campaign.**
When creating your 2004 PR materials, use the following as a guide to the U.S. Environmental Protection Agency's national ENERGY STAR Campaign.
2. **Use the Change a Light, Change the World Campaign Lead with or include the CAL "call to action" when possible.**
This year's "call to action" is: "Replace in them, with models that have earned the ENERGY STAR." The supporting benefit statistics are: "1 year in energy costs. If every home in to the emissions from more than 8 million cars."
EXAMPLE: "This fall the U.S. Environmental Protection Agency is encouraging everyone to do to make their home more energy-efficient. Other easy actions Americans can take include: 1. Looking for other products that have earned the ENERGY STAR, including home electronics and appliances; 2. Heating and cooling your home smartly; 3. Sealing your home with adequate insulation; and 4. Telling family and friends—help spread the word that energy efficiency is good for your home and the environment. The typical household spends \$1,400 a year on energy bills. With ENERGY STAR, you can save up to 30%, or about \$420 a year, on your energy bills."
3. **Define ENERGY STAR as a U.S. Environmental Protection Agency program.**
Use the "voice of authority," cyan (or blue) in your materials.
EXAMPLE: Include graphic in your materials: "Products that have earned the ENERGY STAR award guarantee you efficiency. To meet our energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy, www.energystar.gov."

BACKGROUNDER

The ENERGY STAR Change a Light, Change the World campaign is the U.S. Environmental Protection Agency's (EPA) annual challenge to Americans to switch to lighting products that have earned the ENERGY STAR – to save energy, money and protect the environment. In the campaign's 5th year, EPA with the U.S. Department of Energy (DOE) is partnering with leading manufacturers, retailers, local government, utilities and energy efficiency organizations nationwide. Through national and regional promotional efforts the campaign encourages consumers to replace their home's five most frequently used light fixtures, or the bulbs in them, with models that have earned the ENERGY STAR. By making this simple change, a household can save more than \$60 a year in energy costs. If every home in America made this change, we'd prevent air pollution equivalent to the emissions from more than 8 million cars.

The home's five most frequently used lights typically include: 1. Kitchen ceiling dome light; 2. Living room table lamp; 3. Living room floor lamp; 4. Bathroom vanity light; and 5. Outdoor porch or post lamp.

The average home has approximately 30 lights. If one room in every US household used ENERGY STAR qualified lighting, we would save more than 800 billion kWh of energy and keep one trillion pounds of greenhouse gases out of the air (over the lifetime of the fixtures and bulbs).

Homeowners can now choose from an increased variety of ENERGY STAR qualified lighting that is advanced in style, design and energy efficiency.

ENERGY STAR Qualified Lighting Products	
○ Chandeliers	○ Under-cabinet lighting
○ Wall sconces	○ Ceiling fans with lighting
○ Torchiere floor lamps	○ Close-to-ceiling fixtures
○ Bathroom vanity lights	○ Down lights
○ Desk lamps	○ Task lights
○ Table lamps	○ Ceiling drums (recessed cans)
○ Pendants	○ Compact Fluorescent Bulbs (CFLs)

Protecting our environment starts at home. Replacing your five most frequently used fixtures, or the bulbs in them, with ones that have earned the ENERGY STAR, is one of 5 simple actions that EPA is encouraging everyone to do to make their home more energy-efficient. Other easy actions Americans can take include: 1. Looking for other products that have earned the ENERGY STAR, including home electronics and appliances; 2. Heating and cooling your home smartly; 3. Sealing your home with adequate insulation; and 4. Telling family and friends—help spread the word that energy efficiency is good for your home and the environment. The typical household spends \$1,400 a year on energy bills. With ENERGY STAR, you can save up to 30%, or about \$420 a year, on your energy bills.

Also on CD



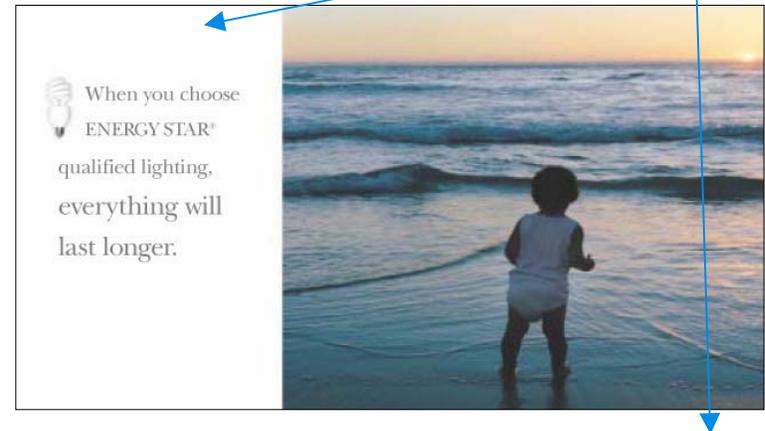
- Key marketing language
- Five fact sheets
 - CFLs, Fixtures Generally, Outdoor, Decorative, and Torchieres
- Bill stuffer
- Print ads for bulbs and fixtures
- General lighting handout
- Online lighting calculators
- Product images
- Web banners
- Infographics

Bill Stuffer



Customize with your logo(s), products, and message

Distribute customized bill
stuffers



ENERGY STAR® qualified bulbs last up to ten times longer than standard bulbs and use a lot less energy. In fact, if every U.S. household replaced their 5 most frequently used light fixtures or the bulbs in them with ones that have earned the ENERGY STAR, not only would each home save more than \$60 a year in energy costs, we'd collectively prevent air pollution equivalent to the emissions from 8 million cars. So choose ENERGY STAR qualified products and Change a Light, Change the World.



**HELP PROTECT OUR ENVIRONMENT FOR FUTURE GENERATIONS.
MAKE YOUR NEXT LIGHT AN ENERGY STAR.**

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov



**CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR**

Fixtures-Focused Print Ads



Customize with your logo, product, and message



Both Print Ad layouts available in 2 & 4 color, 8.5" x 11"

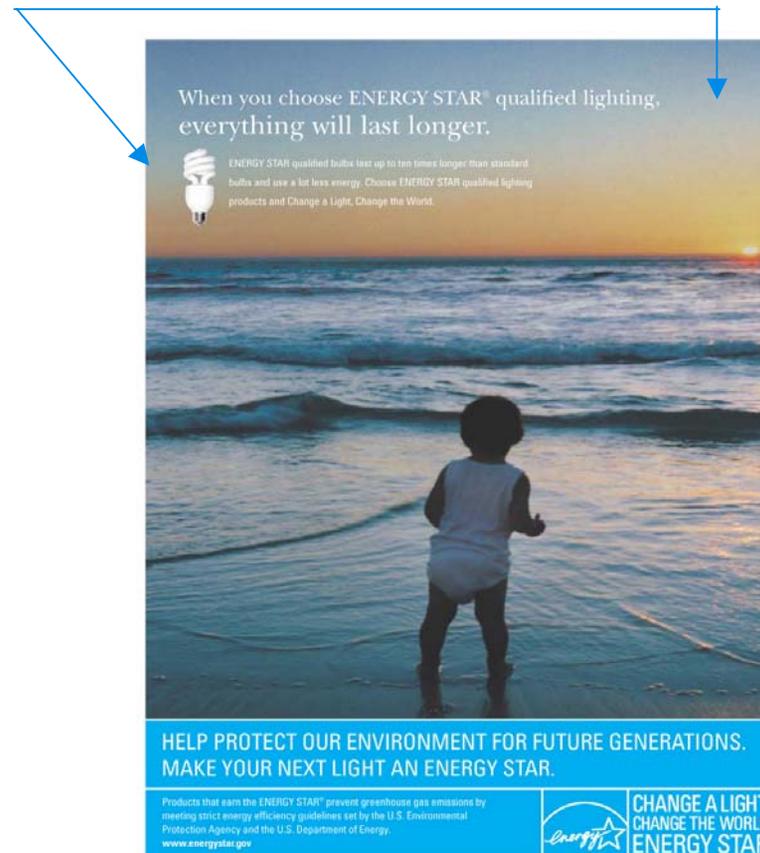
Bulbs-Focused Print Ad



Customize with your logo(s), products, and message

Co-brandable print ad

- Note: Can be used for bulbs and/or fixtures



General Lighting Handout



Versatile two-sided handout illustrating benefits of fixtures, bulbs and ceiling fans with lighting

Contains “look for lumens, not Watts” message and lumen chart

Text version also provided

**CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR**

Products that earn the ENERGY STAR® primary greenpower.gov website
to ensure their energy efficiency guidelines are by the U.S. Environmental
Protection Agency and the U.S. Department of Energy
www.energystar.gov

**MAKE YOUR NEXT LIGHT AN
ENERGY STAR®**

CHANGING THE WORLD STARTS WITH SIMPLE ACTIONS. WHEN YOU REPLACE A LIGHT IN YOUR HOME
WITH ONE THAT HAS EARNED THE ENERGY STAR, YOU CONTRIBUTE TO A CLEANER ENVIRONMENT WHILE
SAVING ENERGY, MONEY, AND TIME. BUYING ENERGY STAR QUALIFIED LIGHT FIXTURES, CEILING FANS,
AND CEILING FANS WITH LIGHTING CAN SAVE YOU MONEY AND ENERGY.

CONSIDER THE BENEFITS OF SWITCHING TO ENERGY STAR QUALIFIED LIGHT FIXTURES

- Use less than half the energy
- Come with a pin-based CFL bulb that offers less for at least 10,000 hours, or about 7 years, save buying bulbs and climbing ladders to replace it
- Delicous features including dimming or switch capabilities on some motor models and preset daylight shut-off and motion sensors on outdoor
- Designed with energy efficiency in mind, so all finding the right sized bulb are eliminated—the is included
- Come in hard-wired and portable models, in a variety of desk and table lamps, torchieres, chandeliers, ceiling and outdoor fixtures, and ceiling

ENERGY STAR QUALIFIED CEILING FANS WITH LIGHTING:

- Are 50% more efficient than a standard fan/light combination
- Use a 20% more efficient fan motor and blade to move more air with less electricity
- Offer cool-to-the-touch lighting that allows the fan to cool you without competing with heat from halogen or incandescent lights
- Available with lighting already attached or with qualified light sold separately to attach after purchase
- Allow you to adjust your thermostat to save on cooling costs

SELECTING THE BEST BULB:

When selecting energy efficient light bulbs, consider light output. With ENERGY STAR qualified CFLs, you get the same amount of light at one-tenth the watts of energy. For example, if you want a light bulb that gives off the same amount of light as a 60W incandescent bulb, look for an ENERGY STAR qualified bulb that puts out 800 lumens or more.

Typical Light Output (Minimum Lumens)	40	60	75	100	150
Incandescent Bulb (Watts)	40	60	75	100	150

SAVE WITH ENERGY STAR QUALIFIED LIGHT FIXTURES:

With just one ENERGY STAR qualified fixture, you can save a lot—the example below represents a total lifetime savings of nearly \$60.¹ It shows an incandescent ceiling fixture replaced with an ENERGY STAR qualified model.

Expenditures	ENERGY STAR Qualified Fixture Replacement (one pin-based CFL bulb)	Incandescent Fixture (one CFL bulb)
Initial Investments (Fixture cost)	\$40	\$30
Energy Costs	\$20	\$76
Bulb Replacement Cost	\$0	\$7
TOTAL COST	\$60	\$112

1. Based on a standard CFL, the CFL fixture costs a 100-lumen CFL at an investment cost of \$40. The incandescent fixture costs \$30. The CFL fixture costs \$20. The incandescent fixture costs \$76. The CFL fixture costs \$0. The incandescent fixture costs \$7. The total cost of the ENERGY STAR qualified fixture is \$60. The total cost of the incandescent fixture is \$112. The ENERGY STAR qualified fixture saves \$52 over the incandescent fixture.

**MAKE YOUR NEXT LIGHT AN
ENERGY STAR®**

**IF EVERY U.S. HOUSEHOLD REPLACED THEIR 5 MOST
FREQUENTLY USED LIGHT FIXTURES OR THE BULBS IN
THEM WITH ONES THAT HAVE EARNED THE ENERGY
STAR, WE'D PREVENT AIR POLLUTION EQUIVALENT
TO THE EMISSIONS FROM A MILLION CARS.**

Fixtures-Focused Web Banner



Beautify the environment

inside & outside your home.

ENERGY STAR® qualified lighting offers
stylish design, energy efficiency, and longer bulb life.



MAKE YOUR NEXT LIGHT
AN ENERGY STAR®



CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

The bottom banner is a horizontal strip. On the left, there are two icons: a compact fluorescent bulb (CFL) and a table lamp. To the right of these icons is the text "MAKE YOUR NEXT LIGHT AN ENERGY STAR®". Further right is the Energy Star logo, and on the far right, the text "CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR" is displayed in a bold, sans-serif font.

Bulbs-Focused Web Banner



When you choose ENERGY STAR® qualified lighting,

everything will last longer.

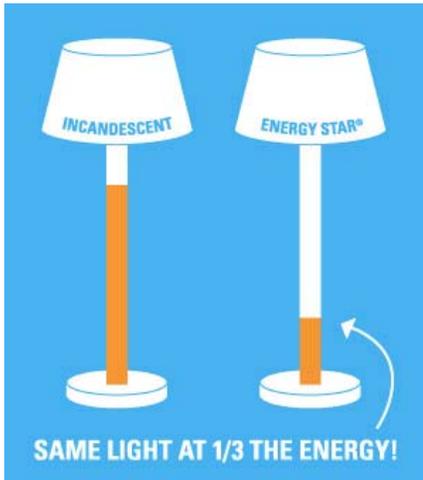
ENERGY STAR qualified lighting lasts
6 to 10 times longer than standard lighting.

And it uses less energy, which protects our environment.

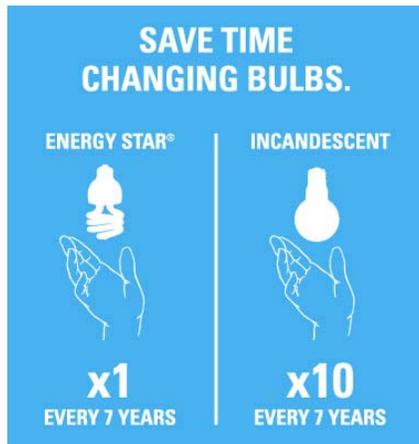
Make your next light
an ENERGY STAR.



Infographics for Anywhere



Energy Savings - Fixtures

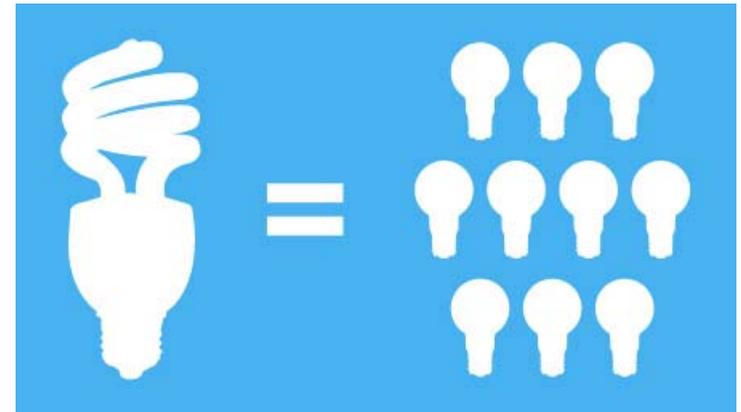


Time Savings - Bulbs

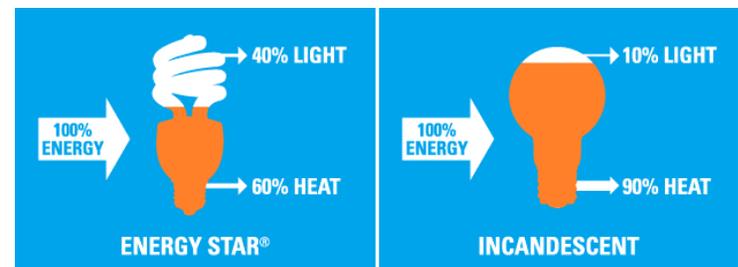
Clearly illustrate energy and money savings potential offered by ENERGY STAR qualified lighting products



Money Savings



Long life - bulbs



Energy Efficiency - light vs. heat

Get started!



- Make sure your organization received a CAL CD at registration
- Get more information (live in 2-3 weeks):
energystar.gov/nationalcampaigns
(click on Change a Light)

Thanks!



- For helping to spread the word about ENERGY STAR and encouraging your customers this fall to Change a Light and Change the World