



# Change the World, Start with ENERGY STAR® Campaign

How to Get Involved in 2009

ENERGY STAR Lighting Partner Meeting  
March 18 & 19, 2009  
San Antonio, TX



Learn more at [energystar.gov](http://energystar.gov)

# Today

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- 2008 Campaign
  - Background/accomplishments
  - Top pledge drivers
  - Local events
- Ways to Get Involved in 2009
  - New features
  - Youth focus
  - How to get involved
- Resources & Key Dates

# 2008 Campaign

- *Change the World, Start with ENERGY STAR Campaign*
  - Launched Earth Day 2008
  - Built on *Change A Light, Change the World Campaign* (2000 – 2007)
- Challenged Americans to do more at home with ENERGY STAR
  - ENERGY STAR Pledge offers additional simple steps to save energy, save money, and protect the environment
  - Counts impact on the environment, not only number of pledges
  - Pledge driver element continues



**CHANGE THE WORLD,  
TAKE THE ENERGY STAR PLEDGE.**

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## Join the fight against global warming.

"Change the World, Start with ENERGY STAR" is a national campaign encouraging all Americans to join with millions of others and take small, individual steps that make a big difference in the fight against global warming.

[TAKE THE ENERGY STAR PLEDGE](#)

**CHANGE THE WORLD,  
START WITH ENERGY STAR®**

[SEE THE TOUR - GO](#)

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**WHO'S DRIVING THE PLEDGE THIS YEAR?**

Top 5 All Categories

COMPANY / Greenhouse Gases saved (lbs)	
<a href="#">TIAA-CREF</a>	112,640,266
<a href="#">Georgia Power Company</a>	81,839,504
<a href="#">GE</a>	36,305,566
<a href="#">New Jersey's Clean Energy Program</a>	34,323,339
<a href="#">Raytheon Company</a>	30,243,223

[View all Pledge Drivers](#)

**SEE OUR COLLECTIVE IMPACT**

[Click to Enlarge Map >](#)

<b>Individuals</b>	2,157,529
<b>Greenhouse Gas</b>	4,386,471,658 lbs
<b>Dollars</b>	318,764,744
<b>kWh</b>	2,783,096,855

[About these numbers](#)

**GET ENERGY SAVING TIPS**

Learn how to receive daily tips from ENERGY STAR to help you save energy, save money and help fight global warming.

**ENERGY STAR® Tip of the Day**

**February 22, 2009**  
De-ice with nontoxic substances like clean clay cat litter, sand, or fireplace ash

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## Take the ENERGY STAR pledge.

**I will do my part to save energy and help fight global warming. I pledge to:**

**Change a Light** (Want to do more? See below!)

Replace at least one light in my home with an ENERGY STAR qualified one. [?](#)

I plan to replace  lights (max. 50)

**Do Even More**

**Make my home heating and cooling system work better. I will:** [?](#)

Set or program my thermostat to save energy while I'm asleep or away from home  
 Have my heating and cooling equipment tuned-up by a professional and change my air filter  
 Seal obvious leaks and repair disconnections in my home's duct system

**Make sure my home is well sealed and insulated. I will:** [?](#)

Seal my home's envelope (outer walls, ceiling, windows, doors, and floors) with caulk, spray foam, or weather stripping, and add insulation to the attic

**Choose ENERGY STAR qualified equipment for my home office. I plan to purchase a(n):** [?](#)

Computer  
 Monitor  
 Multi-Function Device

**See Our Collective Impact**

[Click to Enlarge Map >](#)

<b>Individuals:</b>	2,157,529
<b>Greenhouse Gas:</b>	4,386,471,658 lbs
<b>Dollars:</b>	318,764,744
<b>kWh:</b>	2,783,096,855

[About these numbers](#)

**Who's Driving the Pledge?**

Top 5 All Categories

COMPANY / lbs of Greenhouse Gases saved	
<a href="#">TIAA-CREF</a>	112,640,266
<a href="#">Georgia Power Company</a>	81,839,504

# 2008 Campaign Accomplishments



- New web pages
  - [www.energystar.gov/changetheworld](http://www.energystar.gov/changetheworld)
  - 289,000+ hits between Earth Day 2008 and end of November 2008
- 578 Pledge Drivers since October 1<sup>st</sup>
  - vs. 400 for year 1 of the CAL pledge (2006)
- Nearly 500,000 new pledges since Earth Day 2008
  - More than 200,000 receive newsletter
  - More than 450 stories collected since Earth Day
- Carbon Emissions: Prevented more than 620 million pounds over 4.5 months
  - More than 1.2 million average pounds prevented per pledge driver compared to 700,000 average per pledge driver over same period for CAL

# Top 5 Pledge Drivers



Organization	GHG Saved (lbs.)
TIAA-CREF	112,640,266
Georgia Power Company	81,854,169
GE	38,570,217
NJ Clean Energy Program	36,950,225
Raytheon Company	33,215,476

# A Look Back at 2008 Local Events



- **Plano Balloon Festival, Plano TX**  
Hosted by JC Penney and Oncor
- **Morristown Festival on the Green, Morristown NJ**  
Hosted by Morristown Partnership, communityearth, and NJ's Clean Energy Program
- **Georgia Tax-Free Holiday, Atlanta GA**  
Hosted by Georgia Power, Lowe's, and OSRAM SYLVANIA
- **Topsfield Fair, Topsfield MA**  
Hosted by National Grid and OSRAM SYLVANIA
- **Navy Pier for Navy Fear, Chicago IL**  
Hosted by GE Lighting, MEEA, and ComEd
- **Union Square, San Francisco, CA** Hosted by PG&E



# 2008 Tour Highlights



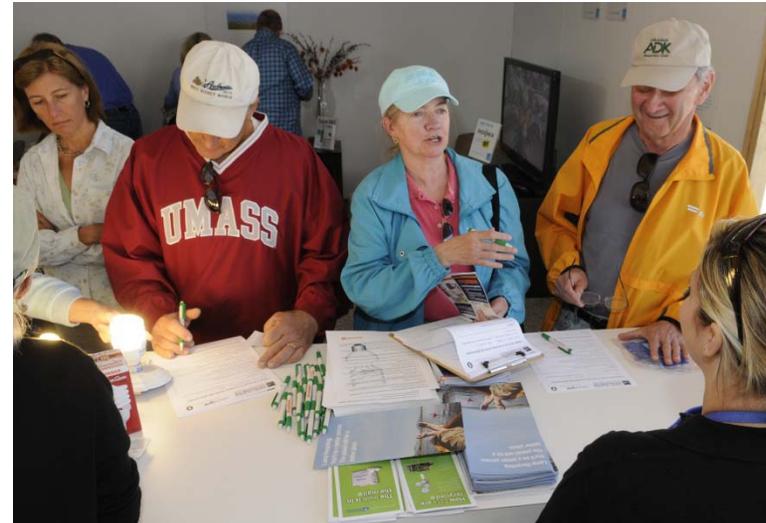
- Visitors: 30,000+
- Pledges: 5,528
- In-depth interactions: 7,654
- Video testimonials: 166
- Nearly 3 million media impressions from high-profile local media



# A Snapshot of the 2008 Events



# Snapshots from the 2008 Events



# Partner Satisfaction

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*“This year’s event offering definitely raised the bar from last year’s bus tour both in terms of the scale of the event and the professionalism of implementation.” PG&E*

*“I just wanted to take a moment to thank everyone for giving their all to make this past weekend at the Topsfield Fair such a success...What a team! It was a pleasure working with everyone to bring the ENERGY STAR house to New England” National Grid*

*“The weekend was a huge success. What I heard was the festival had 50% more response Friday than anticipated and Sat. was a packed house (no pun intended). The parking lot was full, the overflow was full, people were parking miles away and walking!!! I know we both had many, many touch points and also many quality interactions. We look forward to next year!!!” JC Penney*

# New in 2009



- Campaign messaging
  - “How you can make a difference in the fight against global warming at home, at work, and in your community with ENERGY STAR.”
  - A whole house approach that focuses on ENERGY STAR products and home improvement practices
- Expanded focus: youth
  - Educate and activate youth (ages 8-15) and their families to join in the fight against global warming
    - Receptive to messages about global warming
      - Families are a strategic subset of homeowners, the campaign’s traditional target audience
- National “activation” partnerships for effective outreach to youth

# New in 2009: SFM Connection



- School Family Media
  - Reaches the nation’s 83,000 K-8 schools
  - Provides family-focused tools and events
  - Produces syndicated School Family Night events
- With SFM: “Go Green With ENERGY STAR”
  - SFM’s “Family Nights Out”
  - Potential to reach up to 600,000 parents and their children



# New in 2009: BGCA Connection



- Boys and Girls Clubs of America
  - National organization serving 4.8 million 7- to 15-year-olds through 4,300 clubs
  - Several national partnerships, including Nickelodeon's The Big Green Help, which encourages saving energy
- With BGCA: integrating local, community-focused, energy efficiency activities with ENERGY STAR partners



**BOYS & GIRLS CLUBS  
OF AMERICA**

# Opportunities for Involvement



- Join the Movement: ENERGY STAR Pledge Program
  - Become a Pledge Driver
  - Increase number of pledges you collect
    - Conduct outreach about ENERGY STAR
    - Set goals
    - Collect testimonials – “Tell Us How You Save”
    - Leverage online tools, graphics, consumer information and campaign messaging
- Support grassroots, community-based youth service projects, e.g.:
  - School Family Media
  - Boys and Girls Clubs of America
  - Other projects based on existing partnerships
- Sponsor a local event during the ENERGY STAR Home Exhibit Tour
  - Host local campaign events to recognize community projects
  - Team with other ENERGY STAR partners
  - Provide materials and/or incentives/rewards
  - Invite media to cover project story
  - EPA will help sponsors team up with other partners

# Benefits of Involvement

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- Distinguish your organization as an energy efficient and environmental leader
- Connect with the ENERGY STAR brand
- Leverage ENERGY STAR's social marketing platform
  - Offers partners infrastructure for viral, grassroots tactics to empower individuals and communities around a social cause
    - Web-based pledge and education
    - Pledge drivers
    - Community service projects
    - Local events
    - Local media

# Resources for Pledge Drivers



## CHANGE THE WORLD, TAKE THE ENERGY STAR PLEDGE.

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#### WHO'S DRIVING THE PLEDGE THIS YEAR?

Top 5

COMPANY / Greenhouse Gases saved (lbs)	
<a href="#">TIAA-CREF</a>	112,640,266
<a href="#">Georgia Power Company</a>	81,892,878
<a href="#">New Jersey's Clean Energy Program</a>	40,985,304
<a href="#">GE</a>	39,502,298
<a href="#">Raytheon Company</a>	37,518,948

[View all Pledge Drivers](#)

#### SEE OUR COLLECTIVE IMPACT



[Click to Enlarge Map >](#)

<b>Individuals</b>	2,162,955
<b>Greenhouse Gas</b>	4,456,299,177 lbs
<b>Dollars</b>	324,129,865
<b>kWh</b>	2,824,219,874

[About these numbers](#)

#### GET ENERGY SAVING TIPS

Learn how to receive daily tips from ENERGY STAR to help you save energy, save money and help fight global warming.

#### ENERGY STAR® Tip of the Day



**March 16, 2009**  
Get the latest features on an ENERGY STAR cordless phone and reduce your energy use

#### FOR PARTICIPATING ORGANIZATIONS

Get involved! Learn how to participate in the movement.

[LEARN MORE](#) [LEARN MORE](#)



# Resources for Pledge Drivers



ENERGY STAR

Products Home Improvement New Homes Buildings & Plants Partner Resources

Home > Products > Change the World, Start with ENERGY STAR > Participating Organizations

<b>Get Inspired</b> Learn about the ENERGY STAR Pledge	<b>Take Action</b> Become a Pledge Driver	<b>Spread the Word</b> How to Get Involved with the Campaign	<b>Success by the Numbers</b> See what others are doing
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## Get Inspired: Join the Fight Against Global Warming!

Change the World, Start with ENERGY STAR is a national movement encouraging all Americans to join with millions of others and take small, individual steps that make a big difference in the fight against global warming. The ENERGY STAR Pledge includes everyday actions, such as changing a light to one that has earned the ENERGY STAR, enabling your computer to power down when not in use, properly programming your thermostat, and more—actions individuals and organizations can take to save energy, save money and help protect the environment.

Many people want to protect our environment, but don't know where to start. Join the Change the World, Start with ENERGY STAR campaign as a pledge driver and inspire others to take the ENERGY STAR Pledge and be part of an important movement. By becoming a pledge driver you can:

- Educate others about global warming and saving energy
- Measure and promote your savings from the pledge actions
- Demonstrate your environmental commitment
- Have access to communications materials to support your efforts



# 2009 Key Dates



- **March 27:** Bulk pledge forms due
- **March 30:** Local event proposals to EPA (5 pps max)
- **April 1:** Start of pledge driver registration for 2009-2010 campaign year
- **April 14:** Local event sponsorship award notification
- **April 21:**
  - 2008/2009 campaign year ends
  - 2008/2009 online pledge closes
- **April 22 (Earth Day 2009):**
  - 2009/2010 Campaign launch
  - ENERGY STAR pledge resets
  - New pledge driver registration list live
  - Announcement of sponsorships and events
  - Kick-off of the 2009-2010 Pledge Driver Program

# Thank You!



- Lisa Meck
  - The Cadmus Group
  - Tel: 703-247-6147
  - Email: [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov)
- Laurie Sampson
  - US EPA
  - Tel: 202-343-9529
  - Email: [sampson.laurie@epa.gov](mailto:sampson.laurie@epa.gov)
- Trevor Rasmussen
  - Colehour+Cohen
  - Tel: 206-262-0363 x 107
  - Email: [trasmussen@colehourcohen.com](mailto:trasmussen@colehourcohen.com)
- Hewan Tomlinson
  - US EPA
  - Tel: 202-343-9082
  - Email: [tomlinson.hewan@epa.gov](mailto:tomlinson.hewan@epa.gov)

