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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Join the ENERGY STAR® Change a Light, Change the World Campaign OPPORTUNITIES FOR COLLEGES AND UNIVERSITIES

Campaign Overview

The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action to encourage every The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action to encourage every individual to help change the world, one light — one energy-saving step — at a time. October 3, 2007 is National ENERGY STAR Change a Light Day and serves to rally Americans of all ages around this call-to-action, and serves to launch the campaign nationwide. Organizations across the country help mark this day with events, local leader proclamations, and store promotions around energy-efficient lighting – and do educational outreach throughout the year.

At the campaign's heart is the ENERGY STAR Change a Light Pledge found at www.energystar.gov/changealight. The online pledge is a simple step anyone can take to join a growing community committed to save energy and help fight global climate change. *Americans in every U.S. state and territory have already pledged to replace more than 1 million lights collectively with ones that have earned the government's ENERGY STAR for energy efficiency!*

Energy, the Environment and Lighting

Most of the electricity we use in America is generated by burning fossil fuels like coal and oil. So, when we use less energy, we reduce greenhouse gas emissions released into our air by power plants. These emissions are collecting in our atmosphere and are causing our climate to change. Most people do not realize that the average home is responsible for twice the greenhouse gas emissions as the average car. By working together to reduce our energy use at home, we can help reduce the risks of global warming and preserve our environment -- our life-support system.

Bobby Levine, College Student

"It's a very simple way to do a lot. With 2,300 kids all making a small change, it adds up to a big change."
- Bobby Levine, Class of 2008,
Middlebury College, Vermont

About 20 percent of the average home's electricity use goes to lighting, and it's the easiest change we can make. Because ENERGY STAR qualified compact fluorescent light bulbs and fixtures last up to 10 times longer than standard lights and use about 75% less energy, this small change can make an enormous difference when we all do our part.

Join the Movement!

Colleges and universities can play a vital role in this effort by educating students and communities about the link between energy use and our environment, simple steps we can each take to save energy, and ways communities can make a lasting difference. Visit the **Change a Light Partner Resources** pages at www.energystar.gov/joinCAL to learn more about this year's campaign, register your class, organization, dorm, or institution to take a leading role with the pledge, and view downloadable and ready-made materials for colleges and universities. Ideas for participation include:

- Educate students, faculty, or the community about global warming and simple ways they can save energy: Set up an information booth, write a column for the college newspaper, plan an activity, or conduct a campaign to change out the lights in student dorms and apartments.



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- Become an ENERGY STAR Change a Light Pledge Driver:
 - Sign up and set a goal of 100 pledges or more for a class, organization, dorm, or college/university, then watch your energy and environmental savings add up! You can track progress against your goal as part of the national campaign.
 - Consider creating a spirited competition between classes, dorms, or neighboring schools.
 - Link to or host the pledge on your college/university home page.
 - Use materials from ENERGY STAR to reward students, such as downloadable stickers or bookmarks.
 - Tie your effort to obtain pledges in with a community activity for greater impact and recognition.
- Recognize National Change a Light Day: Encourage your college/university president, local mayor, or governor to mark October 3rd as "ENERGY STAR Change a Light Day." Participate in a local press event or set up an information booth on campus, at a local participating retailer, or at the city/town hall on ENERGY STAR Change a Light Day.
- Work with the school administration or local retailers to provide ENERGY STAR qualified CFLs to students moving into dormitories.
- Consider selling ENERGY STAR qualified CFLs as a fundraiser for a student organization.

*PLEDGE COMPETITIONS:
Interested in leading a pledge competition or tracking the pledge progress among organizations on your campus, other universities, or other groups? Sign up as an 'umbrella' pledge driver and invite groups to sign up as 'members' of your pledge driver group. To learn more and sign up, use the contact information below!*

Online Resources and Campaign Contacts

ENERGY STAR offers a variety of Change a Light resources on its Web site to help you educate students and faculty, engage your community, and publicize your involvement, including:

- Event posters and brochures – downloadable versions available, as well as ready-made versions upon request. Contact **Jessica Steiner** to request (information below)
- Fact sheets
- ENERGY STAR Change a Light logos, Web banners, etc.
- Downloadable rewards – stickers and more

The possibilities are endless! Visit the ENERGY STAR Change a Light Partner Resources pages at www.energystar.gov/joinCAL for more information or to register to help lead the pledge.

TO JOIN: For questions about the campaign, to access all campaign materials and opportunities, and more, visit www.energystar.gov/joinCAL . Contact Jessica Steiner, contractor to EPA, with questions at (703) 247-6168 / changealight@cadmusgroup.com.