



# CHANGE THE WORLD, START WITH ENERGY STAR®

## Planning Your Event

### Adding ENERGY STAR® to Your Event

Welcome to the U.S. Environmental Protection Agency's (EPA) Change the World, Start with ENERGY STAR Campaign Toolkit. This toolkit has been created to help ENERGY STAR partners, pledge drivers, and other organizations easily find information to help facilitate campaign events of any size. Whether you are considering holding a small event or your organization plans to reach thousands of people, this toolkit can help you access ENERGY STAR materials, use EPA tools, and help connect your event with the larger ENERGY STAR community. Read on to learn about how you can add ENERGY STAR to your event plans, and surf the toolkit online to check out specific resources. If you have any questions about planning your event or need assistance in using the toolkit, please contact us at [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).

### Talking About ENERGY STAR at Your Event

ENERGY STAR is a federal government program helping businesses and individuals protect the environment through superior energy efficiency. Because the program offers both cost savings and environmental benefits to a wide audience, it is a natural fit for many types of events. Did you know that the typical household spends more than \$2,200 a year on energy bills? Using ENERGY STAR products and energy efficiency practices at home can save households more than \$700 *and* help protect the climate. In 2010 alone, Americans, with the help of ENERGY STAR, saved nearly \$18 billion on their energy bills and reduced greenhouse gas emissions equivalent to those from 33 million vehicles.

ENERGY STAR is a natural fit in the workplace, too. Employees can take steps to help the environment and their company's bottom line by saving energy at work and playing a part in company-wide energy strategies. Everyone can benefit from taking the power of energy savings to the community, teaching children and adults about the importance of saving energy to help protect the climate. The ENERGY STAR is a trusted national symbol of energy efficiency, with more than 80 percent of American households recognizing the ENERGY STAR label.

Change the World, Start with ENERGY STAR is a national campaign from EPA encouraging all Americans to take small steps to help prevent climate change through greater energy efficiency at home and in their communities. The campaign focuses on changes that individuals can make with ENERGY STAR qualified products, homes, buildings, and energy-efficient practices that save energy, save money, and help protect the environment. By holding an event that educates the public about the benefits of energy efficiency, you can help spread the message that simple, everyday actions can help change the world for the better.



## **Tying Your Event into ENERGY STAR: The Basics**

### *Who:*

EPA's messaging can inspire all audiences. For instance:

- Reach out to the nation's youngest energy users to show children how they can make a difference by turning off lights and electronics when not in use.
- Encourage older children to take action by learning how to activate their computer's sleep settings and conduct energy check-ups at their own homes or in neighborhoods using the Check-up Guide EPA developed for youth community service projects.
- Offer demonstrations that describe how to reduce energy use or offer coupons and incentives for homeowners and renters alike who will benefit from learning about energy efficiency at an event.
- Teach employees how they can benefit from reducing energy use at work.
- Teach senior citizens how to stretch a fixed income by saving on utility bills with simple steps like changing a light to one that is ENERGY STAR qualified or using weather stripping.

### *When:*

Earth Day (April 22) is an ideal time to educate your community about ENERGY STAR.

Additional times of the year that present themselves as educational opportunities include:

- Heating and Cooling Seasons: help your community learn how to winterize their homes in the fall for the colder months and how to cool efficiently in the spring and summer.
- October is Energy Awareness Month, and many states and municipalities declare the first Wednesday in October to be Change a Light Day. You can celebrate the holiday with an event and use a [sample proclamation](#) to work with your local government to make the day official.
- Back to school and holiday gift-giving seasons are an optimal time to remind shoppers to make energy-efficient choices.

### *Where:*

Events can be large or small. If you want to hold an event but don't know where to start, here are a few ideas:

- Consider working with a local school to reach out to K-12 or college students.
- Apartment complexes, assisted living facilities, libraries, or community centers may be interested in providing space for your event if it speaks to their community.
- Events targeting employees can be held at the workplace, in building lobbies, at company picnics and retreats, or at large meetings.
- For larger events, consider [reserving the Change the World, Start with ENERGY STAR Event Booth](#).
- If you can go even bigger, look into booking space at fairs, concerts, festivals, or in other spaces that attract a large amount of daily foot traffic like stores and tourist attractions.

### *How:*

One of the best ways to connect with your audience is to ask people to take EPA's [ENERGY STAR Pledge](#). The pledge challenges people to help protect the climate by making simple energy-efficient changes with ENERGY STAR. If every American household took part in the pledge, we would save \$24 billion in annual energy costs and prevent greenhouse gases equivalent to the emissions from 27 million cars.

### **Strengthening the ENERGY STAR Pledge**

Join the Change the World, Start with ENERGY STAR campaign as a pledge driver and inspire others to join the millions who are making a real difference. Your organization can be credited for each pledge taken at your event or through your website, email, etc. You will be able to track your organization's progress online, and your collective savings will be measured in dollars saved, kilowatt hours saved, and greenhouse gas emissions prevented. [Signing up](#) is quick and easy, and is a great way to demonstrate your organization's environmental commitment to employees, stakeholders, customers, and your community. Plus, being a pledge driver is free!

### **Sharing Your Stories to Inspire Others**

Ask event attendees how they are currently trying to save energy and help the environment. These stories can be shared with EPA to help inspire other people to do their part to save. You can collect written stories or make a video featuring your audience's stories and [submit them](#) to EPA for possible posting on energystar.gov. See the [Tips for Producing Video Testimonials](#) document in the event toolkit for more information.

### **Connecting with Your Community**

EPA is proud to be partnering with Boys & Girls Clubs of America and PTO Today to reach out to America's youth and families. More than 100 Boys & Girls Clubs of America and 8,400 schools nationwide have engaged with educating kids about the importance of saving energy. You can work with these groups or create your own community outreach as part of your event. Consider reaching out to other youth groups, senior citizens, economically at-risk communities, or other groups to help them benefit from both the money-saving and environmental benefits of energy efficiency. Tell us about your work to possibly be featured on the energystar.gov [Communities page](#). Email us at [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).