



CHANGE THE WORLD, START WITH ENERGY STAR®

Transitioning to the Change the World, Start with ENERGY STAR Campaign

After several years of success with the Change a Light, Change the World campaign, the U.S. Environmental Protection Agency's (EPA's) ENERGY STAR program sheds new light on how to [Change the World. Start with ENERGY STAR](#). This expanded campaign, which began its fourth year on April 22, 2011, challenges Americans to save energy, save money, and help prevent climate change—and Americans have accepted the challenge. In addition to lighting, people nationwide are taking the [ENERGY STAR Pledge](#) to improve their home heating and cooling systems; to make sure their homes are well sealed and insulated; to look for ENERGY STAR qualified office equipment, electronics, and appliances; and more.

The Change the World, Start with ENERGY STAR campaign was created to allow any individual, organization, or company interested in promoting energy efficiency to participate. Campaign pledge drivers span several sectors, from businesses to energy efficiency programs to non-profit organizations and more. Below are a few reasons why your organization should transition from promoting Change a Light to joining Change the World, Start with ENERGY STAR.

1. Engage new partners and community members

With a wider variety of pledge actions, the Change the World, Start with ENERGY STAR campaign provides a framework to connect the pledge to more of your energy efficiency and environmental efforts. For example, in addition to asking people to change a light, you can also encourage them to enable power management settings on their computers and set their thermostats correctly. Adding pledge actions beyond lighting provides you with a wider frame of reference to help you engage new partners and community members to take energy-efficient actions.

2. Reduce your carbon footprint

The Change a Light campaign counted the number of individuals you reached as a pledge driver. With Change the World's larger pledge format, your organization can set bigger and better greenhouse gas emissions savings goals. Metrics on your greenhouse gas reductions, kilowatt hours, dollars saved, and individuals reached are available to you online 24 hours a day, 7 days a week, and can help you quantify and communicate your success to management or stakeholders. Join the ranks of these [top organizations](#) by encouraging your audience to save energy, save money, and protect the climate.

3. Support youth partnerships

The Change the World, Start with ENERGY STAR campaign currently has three partnerships with youth organizations, which offer unique opportunities to encourage youth and their families to make energy efficiency changes in our communities. Incorporating [youth outreach](#) into your organization's strategy helps you make the transition from changing a light *today* to changing the world *tomorrow*.



4. Get the most up-to-date messaging and information

Change the World, Start with ENERGY STAR consistently updates messaging documents and materials. The campaign offers a wide variety of ENERGY STAR materials free for your use in the new Event Toolkit, plus resources to reach your employees, customers, and constituents, such as press release templates, FAQs, graphics, Web buttons, and more. Whether you're promoting lighting or additional action steps around energy efficiency, these materials were developed to make your outreach easier. [Click here](#) to access materials that will help you broaden your organization's outreach and spread the word with ENERGY STAR.

5. Use ENERGY STAR's support

The success of the Change the World, Start with ENERGY STAR campaign is because of organizations just like yours that are willing to make a difference in helping to protect the climate. That's why, in addition to all the helpful tools and resources, EPA offers your organization the ability to contact us with questions, comments, or ideas to make you even more successful. EPA makes it a priority to respond to each and every e-mail sent to changetheworld@energystar.gov. Reach out now and let us help you transition your campaign from Change a Light to Change the World!