



Change the World, Start with **ENERGY STAR[®]** Campaign

Ways to Get Involved in 2009

Overview



- 2008 Accomplishments
 - Pledge Driver Program
 - Local Event Tour Overview
- Benefits for Partners
- Ways to Get Involved in 2009!
- 2009 ENERGY STAR Tour
- Next Steps
- Campaign Contacts
- Q&A

2008 Campaign Overview



- Launched expanded *Change the World, Start with ENERGY STAR* Campaign
 - 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
 - Counts impact on the environment, not number of pledges



New Campaign Web Pages



- Between Earth Day and end of November, the campaign splash page received more than **289,000** hits

CHANGE THE WORLD, TAKE THE ENERGY STAR PLEDGE.

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

WHO'S DRIVING THE PLEDGE THIS YEAR?

COMPANY / Greenhouse Gases saved (lbs)	
TIAA-CREF	112,640,266
Georgia Power Company	81,839,504
GE	36,305,568
New Jersey's Clean Energy Program	34,323,339
Raytheon Company	30,243,223

[View all Pledge Drivers](#)

SEE OUR COLLECTIVE IMPACT

Individuals: 2,157,529
Greenhouse Gas: 4,386,471,658 lbs
Dollars: 318,764,744
kWh: 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

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

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

[About these numbers](#)

Who's Driving the Pledge?

Top 5
 All Categories

COMPANY / lbs of Greenhouse Gases saved

TIAA-CREF	112,640,266
Georgia Power Company	81,839,504

Campaign Accomplishments



- 2008 Change the World, Start with ENERGY STAR (CTW) accomplishments to date:
 - Pledge Drivers: 578 since October 1st change-over
 - Compared to 400 in the first year of CAL, 2006
 - Pledgers: Nearly 500,000 new pledges since Earth Day
 - More than 200,000 consumers 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 Pledge Drivers



- 535 CTW Pledge Drivers (Oct 1, 2008 – present)

Top 5 Organizations*

<u>Organization</u>	<u>GHG Saved (lbs.)</u>
TIAA-CREF	112,640,266
Georgia Power Company	81,854,169
GE	38,570,217
New Jersey's Clean Energy Program	36,950,225
Raytheon Company	33,215,476

A Look Back at 2008 Local Events



2008 Local Events



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

See local event pages, photos, and videos at www.energystar.gov/changetheworld



2008 Tour Highlights



- Number of visitors: 30,000+
- Number of pledges: 5,528
- Number of in-depth interactions (sharing of 2+ message points): 7,654
- Video Testimonials: 166



2008 Tour Highlights



- High-profile local media:
nearly 3 million media impressions
 - Dallas - KDAF-TV(CW)
 - New Jersey - *The Star Ledger*,
New Jersey News 12,
Morristown Record
 - Atlanta - *Atlanta Journal-Constitution*, WXIA-TV (NBC),
WAGA-TV (FOX), WSB-TV (ABC)
 - Boston - *Salem News*, WCVB-TV (ABC),
WHDH-TV (NBC), WBZ-FM
 - Chicago - *Chicago Tribune*,
WMAQ-TV (NBC)
 - San Francisco - KGO-TV (ABC),
KPIX-TV (CBS)



A Snapshot of the 2008 Events



Example of overall floorplan layout - *Atlanta, GA*

Aerial view of floorplan – *Chicago, IL*



A Snapshot of the 2008 Events



Welcome Center/Sponsor Area from Local Event - *San Fran, CA*

Heating and Cooling Display – *Atlanta, GA*



Kitchen Area – *Plano, TX*

A Snapshot of the 2008 Events



Partner Satisfaction



“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

Benefits of Partner Involvement



- Join the movement!
 - More than 70 percent of American households recognize the ENERGY STAR label.
 - Awareness is even greater – nearly 80 percent – in areas where energy efficiency program sponsors are actively promoting ENERGY STAR
- Distinguish your organization as an energy efficient and environmental leader.
 - Energy efficiency and being green is top of mind for consumers

Join a Movement



- The Change the World, Start with ENERGY STAR campaign is a national movement
 - Join us in the fight against global warming
 - Choose ENERGY STAR qualified products and energy-efficient practices to save energy, save money, and help reduce greenhouse gas emissions
- Social Marketing Firestorm!
 - Leverage viral and grassroots tactics to empower individuals around a social cause
 - Web-based pledge and education
 - Pledge drivers
 - Community service projects
 - Local events
 - Local media



New Campaign Elements for 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
- Enhance social marketing efforts by extending to 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

Opportunities for Involvement 2009



- Join the Movement: ENERGY STAR Pledge Program
 - Become a Pledge Driver and empower Americans to make energy-efficient changes at home, work and in your community
 - Increase number of pledges you collect
 - Conduct outreach about ENERGY STAR
 - Set goals
 - Collect testimonials – “Tell Us How You Save”
 - Leverage online tools, messaging templates, graphics, and consumer information
 - energystar@home
 - energystar@work
 - Home Improvement: www.energystar.gov/yardstick or www.energystar.gov/homeadvisor
 - Change the World: www.energystar.gov/changetheworld
- Support grassroots, community-based youth service projects
 - ENERGY STAR is partnering with a national organization for energy efficiency community service projects
 - Across the nation, partners can support this partnership or others in your community, recognize youth achievements, and motivate further participation

2009 Local Event Tour



- Sponsor a local event during the ENERGY STAR Home Exhibit Tour
 - Join ENERGY STAR to sponsor an event in your local area to:
 - Host local Change the World campaign events
 - Include youth organization project partner
 - Include home displays provided by EPA for improved, more comprehensive, hands-on/interactive education
 - Seed projects
 - Provide materials and/or incentives/rewards
 - Invite media to cover project story
 - EPA will help sponsors team up with other partners promoting ENERGY STAR products, as well as ENERGY STAR for commercial, industrial, and residential buildings

2009 Sponsorship Opportunity



- **Dates and possible times for the event**
- **Select venue options for hosting a local event**
- **Identify partners/participants**
- **Propose community-based energy efficiency service projects**
- **Promote your event**
- **Promotional materials/collateral to give to consumers during the event**
- **ENERGY STAR products**
- **Help staff the event**

Next Steps



- **March 11:** Notify EPA of your intent to submit a proposal
- **March 16:** At 2:00 pm EST, EPA will hold a Q&A webinar on the sponsorship opportunity
- **March 30:** Partners respond to EPA with 5-page proposal
- **April 14:** Sponsorship award notification
- **April 22, 2009:** Earth Day campaign launch and announcement of sponsorships and events

Contact Information



- Please direct questions about local events to:
 - Melissa Klein, US EPA
202-343-9207
klein.melissa@epa.gov
 - Jessica Steiner, The Cadmus Group
Supporting EPA's ENERGY STAR Program
703-247-6168
jmsteiner@cadmusgroup.com
- Please direct questions about the pledge driver program to:
 - Lisa Meck, The Cadmus Group
Supporting EPA's ENERGY STAR Program
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Q & A

