



# OPERATION CHANGE OUT MILITARY CHALLENGE

## CAMPAIGN GUIDE



**Take Command of Your Energy Future**

Save Money. Save Energy. Save the Environment.



[WWW.ENERGYSTAR.GOV/OCO](http://WWW.ENERGYSTAR.GOV/OCO)





# OPERATION CHANGE OUT MILITARY CHALLENGE

Dear Base Commanding Officers, Military Housing Providers and Energy Managers:

We are writing to ask you to join with military bases across the country in a fun, dynamic and engaging energy-efficiency campaign.

Inspired by the success of the national ENERGY STAR® Change a Light, Change the World Campaign, the U.S. Department of Energy (DOE) has joined forces with the U.S. Department of Defense (DoD) to create a program expressly for our nation's servicemen and women and their families. The campaign, **ENERGY STAR® OPERATION CHANGE OUT - THE MILITARY CHALLENGE**, encourages military members to replace inefficient, incandescent light bulbs in their residences with ENERGY STAR qualified models.

Changing just one incandescent light bulb to an ENERGY STAR qualified light bulb in every on-base housing unit in the United States would:

- Save about 62 million kilowatt hours over the lifetime of the bulbs, enough energy to light about 32,000 homes for a year!
- Save nearly \$7 million in energy costs over the lifetime of the bulbs.
- Prevent the emissions of more than 95 million pounds of carbon dioxide.<sup>1</sup>

## Why Choose ENERGY STAR for Base Housing?

- **Reduce energy costs.**
- **Find the right bulb.** ENERGY STAR products save on utility bills without sacrificing comfort or convenience. ENERGY STAR qualified light bulbs are available in a wide variety of shapes, sizes and colors for different lighting needs.
- **Distinguish your installation** by demonstrating your commitment to putting energy efficiency into action.
- **Green your buildings.** Choose ENERGY STAR qualified products, an easy step to green your building.<sup>2</sup>
- **Educate your residents** about energy use and efficiency for now and the future.

The achievements of individual bases will be monitored—and celebrated. Progress will be announced on October 1, 2008. In addition, bases demonstrating exemplary, verifiable challenge results and outstanding promotional activities will be eligible for national recognition from ENERGY STAR in 2009.

The key to your installation's success in the program is the appointment of a strong *OPERATION CHANGE OUT* champion and team. We urge you to take a few moments to review this campaign guide and then act quickly to organize your successful bulb change-out effort. **Contact us at [OperationChangeOut@drintl.com](mailto:OperationChangeOut@drintl.com) so we can count you in!**

We hope you will join the more than one and a half million Americans across the country who have chosen more energy-efficient lighting. Together, we can change the world.

<sup>1</sup> Assumptions for savings numbers can be found at [www.energystar.gov/OCO](http://www.energystar.gov/OCO) under Toolkit

<sup>2</sup> *OPERATION CHANGE OUT* supports federal energy-efficiency mandates such as Executive Order 13423, "Strengthening Federal Environmental, Energy, and Transportation Management," and the Energy Independence and Security Act of 2007.

# Want To Keep Your Base **Red, White, And Blue?** **Go Green!**

Bases are signing up for ENERGY STAR *OPERATION CHANGE OUT* – THE MILITARY CHALLENGE, a joint effort of the U.S. Department of Energy (DOE) and the U.S. Department of Defense (DoD). This is the first national, military-focused light bulb change-out campaign designed to decrease our nation's energy use.

The program encourages servicemen and women and their families to take command of our energy future by reducing energy use. The mission is simple: replace inefficient incandescent light bulbs with ENERGY STAR qualified models.

## IT ONLY TAKES ONE

The goal of *OPERATION CHANGE OUT* is to **replace at least one incandescent light bulb** with an ENERGY STAR qualified model in each residential unit at participating military installations. The effort will focus on encouraging the entire base community to get involved, including military members, energy managers, housing management companies, post exchanges, recreation centers, spousal groups, local utilities, and interested community partners.

## DON'T DELAY—JOIN TODAY!

ENERGY STAR *OPERATION CHANGE OUT* tracks the total number of residential units and light bulbs replaced on each installation at [www.energystar.gov/OCO](http://www.energystar.gov/OCO). **Progress will be posted online as it is reported to the campaign team.** To find out what information base champions and privatized housing providers should collect for reporting, visit the Toolkit section at [www.energystar.gov/OCO](http://www.energystar.gov/OCO).

The installation with the greatest percentage of participating residential units will be announced on **ENERGY STAR Change a Light Day, October 1, 2008**. In addition, bases demonstrating exemplary, verifiable challenge results and outstanding promotional activities will be eligible for national recognition from ENERGY STAR in 2009.



On Earth Day, DOE Secretary Samuel Bodman kicked off *OPERATION CHANGE OUT* with Camp Lejeune Commanding Officer Col. Richard Flatau, Jr., by recycling the last of the 17,500 incandescent light bulbs that were changed out in privatized base housing. Congratulations, Camp Lejeune!

So go ahead. **Get your green on.**



## OPERATION CHANGE OUT - A Six-Step Plan:

- 1 Create your team.** Creating a team is an important element in developing, implementing, and promoting your participation. Visit the [www.energystar.gov/OCO](http://www.energystar.gov/OCO) Toolkit section for tips to create a winning team.
- 2 Write us.** Contact our staff at [operationchangeout@drintl.com](mailto:operationchangeout@drintl.com) to join the campaign. It would be our pleasure to register your base as a Pledge Driver, and send you your unique tracking link.
- 3 Set your goal.** Your goal can be based on the combined number of on-base housing units and barracks.
- 4 Use the campaign tools.** A variety of turnkey tools and resources are available for you from the campaign's Online Toolkit.
- 5 Go for it.** Change inefficient, incandescent light bulbs to ENERGY STAR qualified models wherever you can.
- 6 Tell the world.** Did you change out a hundred bulbs or ten thousand bulbs? Report your success, including photos, to our campaign staff at [operationchangeout@drintl.com](mailto:operationchangeout@drintl.com). View progress towards your pledge goal in real time through your unique tracking link or at [www.energystar.gov/OCO](http://www.energystar.gov/OCO).

### Take Command of Your Energy Future.

You can play a key role in educating your community about the need to use energy more efficiently. Here are some ideas to help you promote your efforts, engage your community, and achieve your goal.

- **Use the OPERATION CHANGE OUT Campaign materials** to tell your community about the benefits of ENERGY STAR qualified lighting, and what kind of impact you can have on the planet.
- **Use your resources**, like the base newspaper, e-newsletters, and your Web site to get the word out.
- **Post OPERATION CHANGE OUT** posters around your installation. We have posters; just ask!
- **Work with the local community**, such as the utility, non-profits, and schools, to expand your impact.
- **Host an event or energy-efficiency fair**, or integrate energy-efficiency education into an existing-community event. Visit [www.energystar.gov/OCO](http://www.energystar.gov/OCO) to learn about the Earth Day Energy Efficiency Fair and OPERATION CHANGE OUT Kick-off event at Camp Lejeune, and get tips for planning your event.
- **Buy ENERGY STAR qualified bulbs in bulk.** Visit [www.energystar.gov/QuantityQuotes](http://www.energystar.gov/QuantityQuotes) to receive quotes on large orders from ENERGY STAR supplier partners, or request ENERGY STAR qualified light bulbs from your current supplier.

For more tips and tools for success, visit the Toolkit section at [www.energystar.gov/OCO](http://www.energystar.gov/OCO).

### Engage The Next Generation To Take Command of Our Energy Future.

Expand your impact by sharing fun activities and worksheets with students. Materials are available in the Toolkit section of [www.energystar.gov/OCO](http://www.energystar.gov/OCO).

## Why Focus On Lighting?

- Energy conservation and ENERGY STAR go hand-in-hand; choosing qualified lighting saves energy, money, and time, while also protecting our environment.
- Lighting accounts for nearly 20 percent of the average home's electricity use. Switching to qualified lighting is one of the easiest ways to save energy today.
- The energy used in the average home contributes more than twice the greenhouse gas emissions of the average car per year.
- Because about 70 percent of our electricity comes from burning fossil fuels, using energy-efficient lighting helps reduce emissions of carbon dioxide, mercury, nitrogen oxides, and sulfur dioxide.
- Lighting is a simple way to teach families about energy use.

The ENERGY STAR Choose A Light Guide

Create Your Mood!

Soft White Bright White Daylight  
Warmer Neutral Cooler Warmer

Choose a Light  
Every time you are using an ENERGY STAR qualified product you are saving energy, money, and greenhouse gas emissions.

ENERGY STAR is a joint program of the U.S. Department of Energy and the U.S. Environmental Protection Agency helping us all save money and protect the environment through energy efficient products and practices.

LEARN MORE AT [energystar.gov](http://energystar.gov)

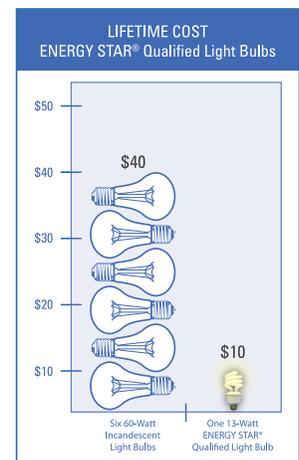
To have the best experience possible, keep the following tips in mind:  
When your CFL burns out, recycle it. Go to <http://www.epa.gov/bulbrecycling> for recycling locations.

[www.energystar.gov/cfls](http://www.energystar.gov/cfls)

## Energy Star Qualified Light Bulbs:

- Use **75 percent less** energy and last up to **15 times longer** than traditional incandescent bulbs, saving **\$30 or more** in electricity costs and preventing **more than 400 pounds** of carbon dioxide emissions over the lifetime of one bulb.
- Come in a variety of shapes, sizes, and shades of white light for nearly every household application. Look for special bulbs designed for dimmer switches or three-way lamps. The "Choose A Light Guide" can help.
- Offer greatest savings in the lights that are used most.
- Come with a minimum 2-year warranty covering manufacturer defects for residential use.

Check out the variety of ENERGY STAR qualified lighting at [www.energystar.gov/lighting](http://www.energystar.gov/lighting).



Saving figures based on 6,000 hour CFL lifetime, 1,000 hour incandescent lifetime, 3 hours of use per day, and electric rate of 10.08¢ per kWh, a CFL price of \$3.00 and an incandescent price of \$0.50.



## Compact Fluorescent Light Bulbs (CFLs) And Mercury

- If a CFL breaks at home, it can be easily and safely disposed of. Clean-up recommendations are available at [www.energystar.gov/CFLsandMercury](http://www.energystar.gov/CFLsandMercury).
- CFLs contain a very small amount of mercury, so they should be disposed of properly—ideally recycled. Take advantage of base-sponsored or local recycling options where available. For help finding a recycling facility visit [www.epa.gov/bulbrecycling](http://www.epa.gov/bulbrecycling).
- Coal-burning power plants are the single largest source of human-caused mercury emissions in the United States, contributing more than 40 percent. Because CFLs use 75 percent less energy than the incandescent bulbs they replace, CFLs represent a net mercury emissions reduction.

Learn more about CFLs and mercury at [www.energystar.gov/CFLsandMercury](http://www.energystar.gov/CFLsandMercury).



## RESULTS TO DATE:

**Over 1.5 Million** personal commitments have been received as of April 1, 2008 by the national ENERGY STAR Change a Light, Change the World Campaign to change over 5 million bulbs.

**17,500 Light Bulbs** have been changed out in Camp Lejeune privatized base housing, with an additional 1,500 bulbs being changed in barracks and other base facilities.

Let us know if we can add YOUR base to the list of bases that have accepted ENERGY STAR's *OPERATION CHANGE OUT*—THE MILITARY CHALLENGE!

Visit [www.energystar.gov/OCO](http://www.energystar.gov/OCO) to learn what other bases are doing and to accept the challenge!

ENERGY STAR is a joint program of the U.S. Department of Energy and the U.S. Environmental Protection Agency helping us all save money and protect the environment through energy-efficient products and practices.



LEARN MORE AT  
[energystar.gov](http://energystar.gov)