

# 2024 Earth Day Campaign

## Partner Toolkit







## 2024 Earth Day Campaign Partner Toolkit

Welcome to the ENERGY STAR Earth Day 2024 Partner Toolkit. The following slides provide participation instructions as well as available assets including messaging and creative resources with easy links to facilitate access.

Partners are free to use these materials or elements of them, as needed, or participate with your own materials.

- [Goals/Objectives](#)
- [2024 Campaign Plan & 2023 Results](#)
- [How To Participate](#)
- Creative Resources
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# THIS WAY TO A **CLEAN ENERGY FUTURE**



## **Earth Day Campaign Goals/Objectives:**

- Leverage Earth Day to join with partners to celebrate the clean energy future
  - Generate excitement about the clean energy transformation
  - Recognize partners' contributions to energy efficiency and decarbonization
  - Inspire Americans to learn how they can participate and benefit
  - Launch the new Home Improvement Savings Tool (Incentive Finder)





## Earth Day 2024 Campaign

- **Campaign Objective:** Generate excitement around the country's transition to clean energy and inspire consumers to learn how they can participate in a clean energy future by making energy choices that count and taking advantage of generous incentives.
- **Call To Action:**
  - Make your energy choices count for a clean energy future with ENERGY STAR
  - Visit [energystar.gov/CleanEnergyFuture](https://energystar.gov/CleanEnergyFuture) for how to get started
- **Link to:** [energystar.gov/CleanEnergyFuture](https://energystar.gov/CleanEnergyFuture)
  - Features new home improvement savings tool with guidance on home upgrades and access to all available rebates and tax credits.



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### 2023 Campaign Highlights

#### Promotion Tactics:

- OTT (Over-the-Top) Streaming Video
- GDN Display
- Meta Video & Static Ads
- Enhanced Pre-Roll

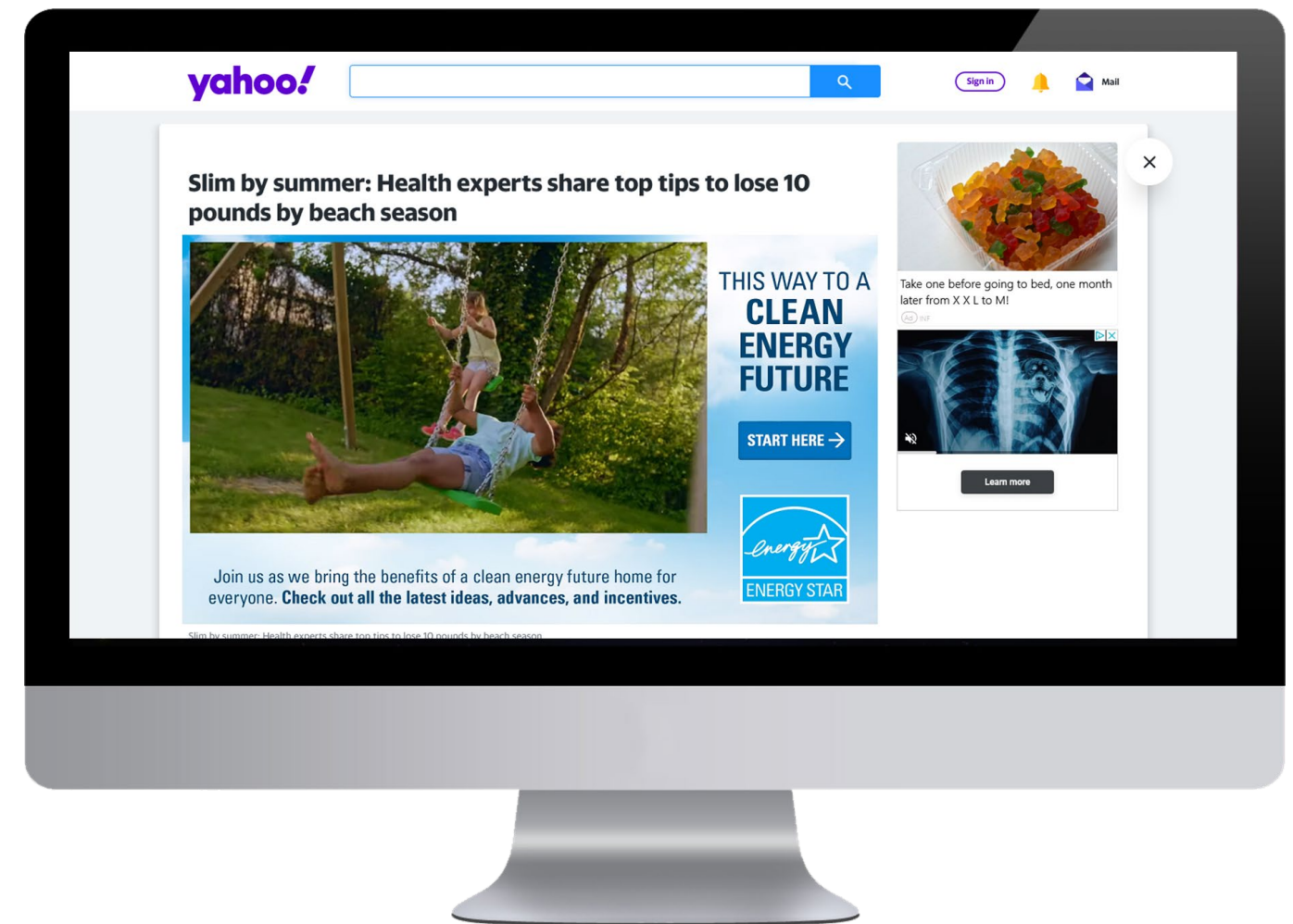
#### Results:

- ~10MM Impressions – 22% above planned
- ~1.1MM+ Completed Video Views (OTT + Enhanced-Roll Video + Social Video) – 33% above planned
- ~94.8K Clicks (All Channels) with most from GDN and Social as expected – 78% more than planned



## Earth Day 2024 Campaign (2)

- **Key Audiences:** Energy/environmentally conscious, homeowners, in-market for energy-efficient appliances.
  - Heavier in markets with value prop for upgrading to heat pump
- **Promotion Tactics:**
  - OTT (Over-The-Top streaming video ads)
  - Enhanced Pre-Roll
  - Meta Video & Static Ads
  - GDN Display and Responsive Display
- **Flight Dates:** April 15<sup>th</sup> – May 6<sup>th</sup>, 2024 (3 weeks)







## How to Participate

- On Earth Day, **Monday, April 22<sup>nd</sup>**, ENERGY STAR will be on social encouraging Americans to be a part of the Clean Energy Future with ENERGY STAR and to learn more at [energystar.gov/EarthDay](http://energystar.gov/EarthDay).
- We encourage partners to join us to:
  - Amplify our messages by sharing them with your followers and post your own
    - That morning, we will post our aspirational video on making choices that count for a clean energy future
    - Partners are asked to share the video with followers as well as posting your own message(s) encouraging audiences to make choices that count for the clean energy future
    - Partners can use your own Earth Day posts that feature ENERGY STAR and/or leverage our toolkit materials
    - Be sure to tag us @ENERGYSTAR so we can amplify your post in return
- Let us know that you will be joining us on social by **April 12<sup>th</sup>** and we will add you to our list of featured partners on our Earth Day landing page
  - Send us an email with a png file of your organization's logo
  - Include a written commitment that you will both amplify our messages and post your own Earth Day messages tagging @ENERGYSTAR
- EPA will also share partner social that promotes ENERGY STAR Earth Day messages and tags us @ENERGY STAR





## Earth Day Social Media Graphics

These static social media graphics are for partners to use with sample social media posts on the following slide or with your own post text.

Graphics are available in size 1200x630 and 1080x1080 and for use on social media, including Facebook, X, and LinkedIn, as well as employee channels such as Yammer



[Download Social Media](#)

[Graphics:](#)

[Clean Energy Future](#)







# Earth Day Social Media Graphics (2)

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[energystar.gov/earthday](http://energystar.gov/earthday)



**MAKE  
YOUR ENERGY  
CHOICES COUNT**



**MAKE  
YOUR ENERGY  
CHOICES COUNT**



**MAKE YOUR ENERGY  
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YOUR ENERGY  
CHOICES COUNT**



**MAKE  
YOUR ENERGY  
CHOICES COUNT**



[Download Social Media Graphics: Make Your Energy Choices Count](#)





## Sample Social Media Posts

- **GENERAL:** Happy #EarthDay! Join [PARTNER] and @ENERGYSTAR in making energy choices that count today and everyday for a #CleanEnergyFuture. By using energy wisely, we can collectively make a big difference for our homes and the planet. Visit [energystar.gov/EarthDay](https://energystar.gov/EarthDay) to learn how you can benefit.
- **GENERAL:** This #EarthDay, make your energy choices count for you and the planet with [PARTNER] and @ENERGYSTAR. By upgrading our homes, with the latest efficient electric technologies, we can all do our part to support a #CleanEnergyFuture. [Energystar.gov/EarthDay](https://energystar.gov/EarthDay)
- **GENERAL:** This #EarthDay, make your energy choices count for you and the planet with [PARTNER] and @ENERGYSTAR. Let us help you with rebates on ENERGY STAR certified products and other efficient electric upgrades for your home. Together, we can all do our part to support a #CleanEnergyFuture. [Energystar.gov/EarthDay](https://energystar.gov/EarthDay)
- **GENERAL:** This #EarthDay and every day, join [PARTNER] and @ENERGYSTAR in supporting a #CleanEnergyFuture. Learn how making energy choices that count can help save you energy and money, increase comfort, and provide a healthier home—for you and everyone on the planet at [Energystar.gov/EarthDay](https://energystar.gov/EarthDay)
- **TAX CREDITS:** With big tax credits now available on energy-saving improvements to your home, 2024 is the time to plan big-impact upgrades with [PARTNER] and @ENERGYSTAR. Join us in celebrating #EarthDay by making energy choices that count for you and the planet, and support a #CleanEnergyFuture for everyone. [Energystar.gov/EarthDay](https://energystar.gov/EarthDay)





## Sample Social Media Posts (2)

- **Products:** Choosing products that have been independently certified to earn the ENERGY STAR label can help you save energy, save money, and protect the planet. This #EarthDay, join [PARTNER] and @ENERGYSTAR in making energy choices that help support a more efficient home for you, and a #CleanEnergyFuture for everyone. [energystar.gov/EarthDay](https://energystar.gov/EarthDay)
- **ENERGY STAR Home Upgrade:** With super-efficient upgrades that are designed to work together to deliver significant energy and cost savings, an @ENERGYSTAR Home Upgrade can help you transition to a more efficient, healthier, and more comfortable home. This #EarthDay, learn how rebates from [UTILITY PARTNER] on high-impact home improvements can get you started in preparing for the #CleanEnergyFuture, today. [energystar.gov/EarthDay](https://energystar.gov/EarthDay)
- **Decarbonization:** [PARTNER] and @ENERGY STAR are committed to supporting a clean energy future and a healthy climate this #EarthDay and every day. Join us in the clean energy transformation and learn how you can reduce your carbon footprint while saving money on your energy bills and enjoying a healthier and more comfortable home. [energystar.gov/EarthDay](https://energystar.gov/EarthDay)
- **EV Chargers and EVs:** Driving an electric vehicle will not only save you up to \$1,000 annually on fuel costs—but also help you significantly decrease your carbon footprint. This #EarthDay, learn how EV's and @ENERGY STAR certified [PARTNER BRAND] EV chargers can help you save energy, reduce emissions, and embrace the #CleanEnergyFuture [energystar.gov/EarthDay](https://energystar.gov/EarthDay)





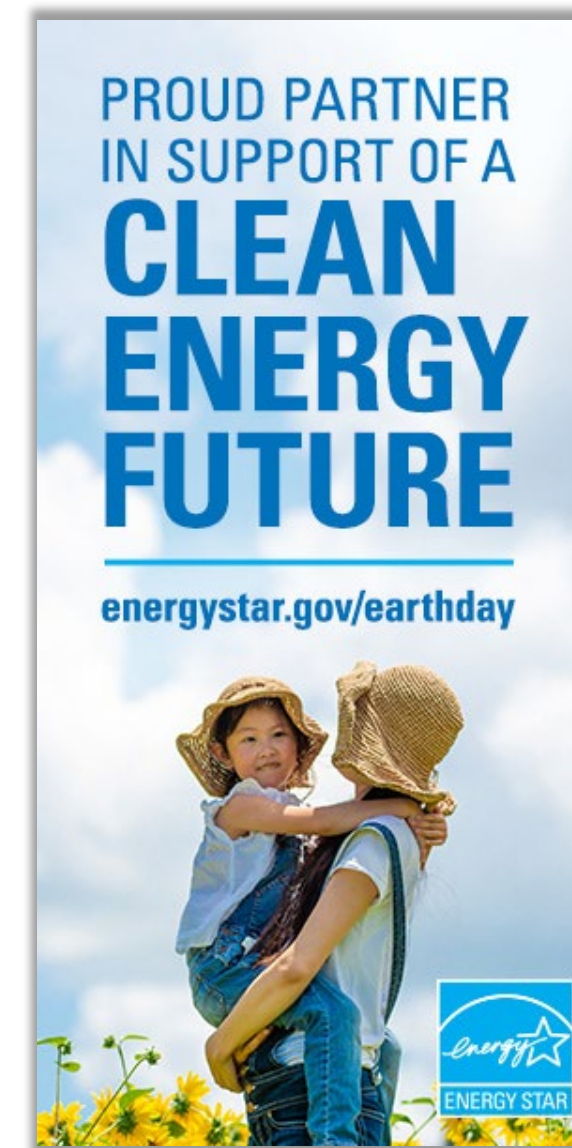
## Social Media Post Instructions

- Sample social media posts can be used with our static social graphics
- We also encourage you to add your own messaging or post additional messages that highlight specific ways audiences can take action through your own products or programs
- When drafting your own post, be sure to tag ENERGY STAR and use the hashtag **#CleanEnergyFuture**
  - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
  - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
  - X (formerly Twitter): @ENERGYSTAR
- If you link to the [energystar.gov/EarthDay](https://energystar.gov/EarthDay) an image will auto-populate



## Web Banners/Additional Graphics


- Partners can feature these Web banners on your ENERGY STAR, energy efficiency, or marketplace pages or in e-blasts and other outreach during April to celebrate your commitment to the clean energy future
- Banners can be programmed to link to [energystar.gov/EarthDay](http://energystar.gov/EarthDay) or link to your own Web page for more information
- Available with both “This Way...” and Proud Partner...” messaging and in three sizes:  
300x600, 728x165, and 1032x234
  - See horizontal formats on next slide








## Vertical Web Banners



**MAKE YOUR ENERGY CHOICES COUNT**

[Partner] is leading the way to a clean energy future and a healthier climate this Earth Day and every day.

[LEARN MORE >](#)



**MAKE YOUR ENERGY CHOICES COUNT**

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[Download Web Banners: Make Your Energy Choices Count](#)





## Horizontal Web Banners



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[energystar.gov/earthday](http://energystar.gov/earthday)




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## Horizontal Web Banners (2)



### MAKE YOUR ENERGY CHOICES COUNT

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[LEARN MORE >](#)



### MAKE YOUR ENERGY CHOICES COUNT

[Partner] is leading the way to a clean energy future and a healthier climate this Earth Day and every day.

[LEARN MORE >](#)



### MAKE YOUR ENERGY CHOICES COUNT

[Partner] is leading the way to a clean energy future and a healthier climate this Earth Day and every day.

[LEARN MORE >](#)



### MAKE YOUR ENERGY CHOICES COUNT

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[LEARN MORE >](#)





## Creative Assets: Video

Earth Day Video for sharing on your website, social media, or other outreach channels.

<https://www.youtube.com/watch?v=VwgFEkArWWM>







## Key Messaging

### Be Part of a Clean Energy Future

- America has begun the transition to a clean energy future, as more of the electricity we use is being generated from clean, renewable energy sources. This Earth Day, make your energy choices count with ENERGY STAR to prepare for the clean energy future, while enjoying energy savings and a more comfortable home, today.

### What is Clean Energy?

- Clean energy is generated from renewable sources without producing any pollution, which helps to improve the health of the environment and reduces the amounts of harmful emissions people are exposed to.
- Renewable sources of energy are the fastest-growing electricity generation source in the United States and help us conserve natural resources and reduce our dependence on foreign oil.
- Electricity made from clean energy can power our appliances, heat and cool our homes, and fuel our transportation.
- Shifting to clean energy is important to slow down global warming and protect the environment from harmful smog and toxic buildups in our air and water.



## Key Messaging (2)

### How Will the Shift to Clean Energy Happen?

- Experts predict that by as early as 2035, most of our energy demand can be supplied by clean energy.
- States and communities around the U.S. have led the way in implementing policies that support the transition to clean energy. Forward-thinking electric utilities are increasing their investments in solar, wind and hydro power.
- Households around the country are beginning to switch from fossil fuels to efficient electric, for the equipment in their homes and the cars they drive.
- The Inflation Reduction Act is expected to accelerate the transition with billions of dollars in financial incentives designed to make the needed purchases more affordable and other market support to make clean energy and efficient electric equipment more available.





## Key Messaging (3)

### How Will the Inflation Reduction Act Help with the Clean Energy Transition?

- [The Inflation Reduction Act](#) can make it more affordable for families to purchase energy efficient equipment when they need to, make repairs to their homes, and save money on their utility bills each month.
- [Tax credits](#) covering 30% of the project costs will be available for qualifying improvements to primary residences through 2032. These incentives apply to key elements of an ENERGY STAR Home Upgrade, including heat pumps for heating and cooling, heat pump water heaters, attic insulation and sealing, new windows and upgrades to your electric panel.
- The Inflation Reduction Act includes significant funding for states and tribes to offer rebates that could add up to as much as \$14,000 per household and can be combined with income tax credits and utility rebates. Eligible products include ENERGY STAR certified heat pumps, water heaters, heat pump clothes dryers, electric cooktops. Rebates will also be available to households that make improvements that increase overall energy efficiency by a specified amount. These rebate programs are expected to become available starting in 2024.



## Key Messaging (4)

### How Can I Make a Difference?

- You can be part of the clean energy future by taking advantage of generous tax credits and other incentives to upgrade your home with the latest efficient electric technologies. Learn more about upgrades and available incentives to help you embrace the clean energy future with [ENERGY STAR'S new home improvement savings tool](#). This zip-code based tool brings all the incentives found in the popular ENERGY STAR Rebate Finder together with tax credits, along with state rebates as they become available. Additionally, you can find home upgrade guidance and find retailers, contractors, and installers – providing everything you need to start upgrading your home. Learn more at: [energystar.gov/HomeSavings](http://energystar.gov/HomeSavings)
- **Choose ENERGY STAR Certified Products**
  - Products that earn the ENERGY STAR label are independently certified to save energy and help protect the climate. The less energy we use, the sooner we can complete the transition to clean, renewable energy. Learn more and find ENERGY STAR certified products at [energystar.gov/ProductFinder](http://energystar.gov/ProductFinder).





## Key Messaging (5)

- **Plan Your ENERGY STAR Home Upgrade**
  - An [ENERGY STAR Home Upgrade](#) is a set of six high-impact improvements that are designed to work together to deliver significant energy and cost savings and help you transition from fossil fuels for a cleaner, healthier, and more comfortable home. The elements of an ENERGY STAR Home Upgrade include clean heating and cooling, a super-efficient heat pump water heater, making sure your attic is well-sealed and insulated, high-performing windows, a smart thermostat, and making your home electric-ready. Learn more about ENERGY STAR Home Upgrade at [energystar.gov/HomeUpgrade](https://energystar.gov/HomeUpgrade).
- **Take Advantage of Resources and Savings to Make Your Home More Efficient**
  - Thanks to the Inflation Reduction Act, new incentives are available to help you and your family be part of the clean energy future, while saving on your energy bill and enjoying a more comfortable home. Count on [ENERGY STAR to connect you](#) with resources to help make energy efficiency upgrades more affordable and more manageable. A [new home improvement savings tool](#) provides information on the federal income tax credits, utility rebates, and state rebates (expected in 2024) available in your zip-code. You can also identify and learn about eligible products, explore buying guidance, and find installation professionals in your area. Learn more at [energystar.gov/HomeSavings](https://energystar.gov/HomeSavings).