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ENERGY STAR Change the World Tour 2016

The U.S. Environmental Protection Agency is excited to invite you to participate in the 2016 ENERGY STAR Change the World Tour! After a successful inaugural [tour in 2014](#), the nationwide tour is coming back in 2016 with exciting new elements, as we bring energy efficiency and community service together once again. To better accommodate program planning cycles and facilitate as much participation as possible, we are sending out this advanced announcement and hope to start collaborating with you to develop highly impactful projects in time for Fall 2016.

What: ENERGY STAR Change the World Tour Opportunity

Tour Dates: October 1 – 31, 2016

How: Submit your interest to participate to changetheworld@energystar.gov by August 28, 2015

Why: Motivate consumers to purchase ENERGY STAR certified LED bulbs and bring the gift of energy-efficient lighting to communities in need

Last year's tour included projects benefitting those in need from across the country, including everything from an energy-saving upgrade to veteran housing in Arizona, to a Boys & Girls Club ENERGY STAR makeover in Maryland. Partners from coast to coast hosted projects that brought a message of goodwill to the masses, by providing energy savings and improved quality of life to underserved communities nationwide. This inaugural tour was a huge success, helping those in need make energy-saving changes that will improve their lives for years to come.

The 2016 Tour: Next year EPA wants to take the benefits of the tour one step further by enhancing the linkage between community service and the ongoing energy efficiency

program offerings of our partners. As such, in 2016 we will incorporate a technology focus on ENERGY STAR certified LED bulbs, bringing the gift of energy-efficient lighting to communities in need.



Tour participants are encouraged to design a service project that motivates consumers to purchase an ENERGY STAR certified LED bulb during the month of October, by connecting that purchase to helping others in need. For example, for every bulb (or three bulbs) purchased during the project period, the program sponsor and/or its partners could donate ENERGY STAR LED bulbs to a community service organization in the local area. The details of the service project are up to our energy efficiency program sponsor partners. You can define the specifics, including how you want to promote your project, what manufacturing and retail partners you want to work with, and how you will showcase results in your community (e.g., unveiling of energy saving donation to select charity, media event, etc.). If there is interest, EPA will explore designating a national charity with local community ties to help facilitate distribution of donations. Other ideas are welcome!

Passing the Torch of Energy Efficiency: To bring national attention to this important effort, EPA will be “passing the torch” of community service through energy efficiency across the country in October 2016, making virtual stops in every town with a participating service project sponsor. Your tour stop is your opportunity to tell the world about your service project, and to showcase the work that you are doing in the community.

EPA Tour Support: EPA plans to support the community service tour in numerous ways, including:

- Development of a national call-to-action theme and supporting materials.
- Potential selection of a national charitable organization for partners to work with (this is just an option, partners are free to work with a charity of their choice).
- Tour toolkit including key messaging and other content, such as look and feel, graphics, promotional materials, digital messages and materials, etc.—available to all partners who submit project ideas to EPA.
- Media support
 - National media outreach about the tour
 - Social media promotion
 - Local media support—coordination with partners and EPA regions to conduct additional local PR outreach to promote partner activities

- Promotional page on energystar.gov featuring the ENERGY STAR Change the World tour map and participating partner activities.
- Assistance with integrating the ENERGY STAR Pledge into your community service project, in order to track your progress.
- Inclusion in the ENERGY STAR Change the World Tour video, to be promoted in social media and at the 2017 ENERGY STAR Partner of the Year Awards Ceremony.

Are you ready to bring the power of positive energy to your community? Please submit your community service project idea and help ENERGY STAR change the world one city at a time. Don't have it all figured out yet? Not a problem. Submit your preliminary ideas by August 28th, and EPA will work with you to flesh them out.



Community Service Tour Details

Tour Timeline: October 1 – 31, 2016

Deadline to Submit Interest in Participating: August 28, 2015

Where to Submit Tour Ideas: Email your idea to changetheworld@energystar.gov

Participants will have the opportunity to get the ball rolling at the ENERGY STAR Products Partner Meeting! EPA will host a session about the tour at this fall's ENERGY STAR Products Partner Meeting in Portland, OR. We would love to feature the plans of a few leading energy efficiency program sponsors whose service projects start to take shape over the next few months. We will also be organizing a **networking session to facilitate collaboration and planning** between efficiency program project sponsors and potential lighting manufacturer participants.

ENERGY STAR Change the World Tour 2016 Project Idea Submissions

- Describe your community service project.
- Description of how your community service project will engage the residential consumer in behavior change around the adoption of ENERGY STAR LED bulbs.
- How does your organization plan to acquire LED bulbs for your promotion? Do you need EPA assistance?
- Will your organization work with a charity/community service organization that you already

have a relationship with, or do you want to work with an organization selected by EPA?

Have a community service idea that does not incorporate all elements of the proposed plan? EPA still wants to consider your submission! Send in your idea and the ENERGY STAR team will let you know if it can be included in the tour.

Do you have more questions? Contact Brittney Gordon at gordon.brittney@epa.gov to discuss.

Sincerely,

The ENERGY STAR Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit energystar.gov/changetheworld today and tell all your friends!



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