



OPERATION CHANGE OUT MILITARY CHALLENGE

ENERGY STAR® *OPERATION CHANGE OUT* – THE MILITARY CHALLENGE... ... and beyond

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Marketing & Communications

U.S. Dept. of Energy

March 18 – 19, 2009





OPERATION CHANGE OUT MILITARY CHALLENGE

The Challenge

- **Challenge to U.S. military bases** to change out inefficient light bulbs and replace them with ENERGY STAR qualified models
- **DOE-led campaign**, in partnership with the **U.S. Department of Defense**





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Launch



Launched Earth Day, 2008, by the former Secretary of Energy with a 17,500 bulb change-out at Camp Lejeune, North Carolina





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Partners

- **Military installations** in the U.S.
- **Air Force:** an exceptional effort in 2009
- **Privatized housing providers:** Actus Lend Lease, Picerne Military Housing
- **Energy efficiency program sponsors:** Progress Energy, Arizona Public Service
- **Military retailers:** DeCA, AAFES, Marine Corps Exchange, NEXCOM, Coast Guard Exchange





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DeCA Poster


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ENERGY STAR

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Take Command of Your Energy Future
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WWW.ENERGYSTAR.GOV/OCO

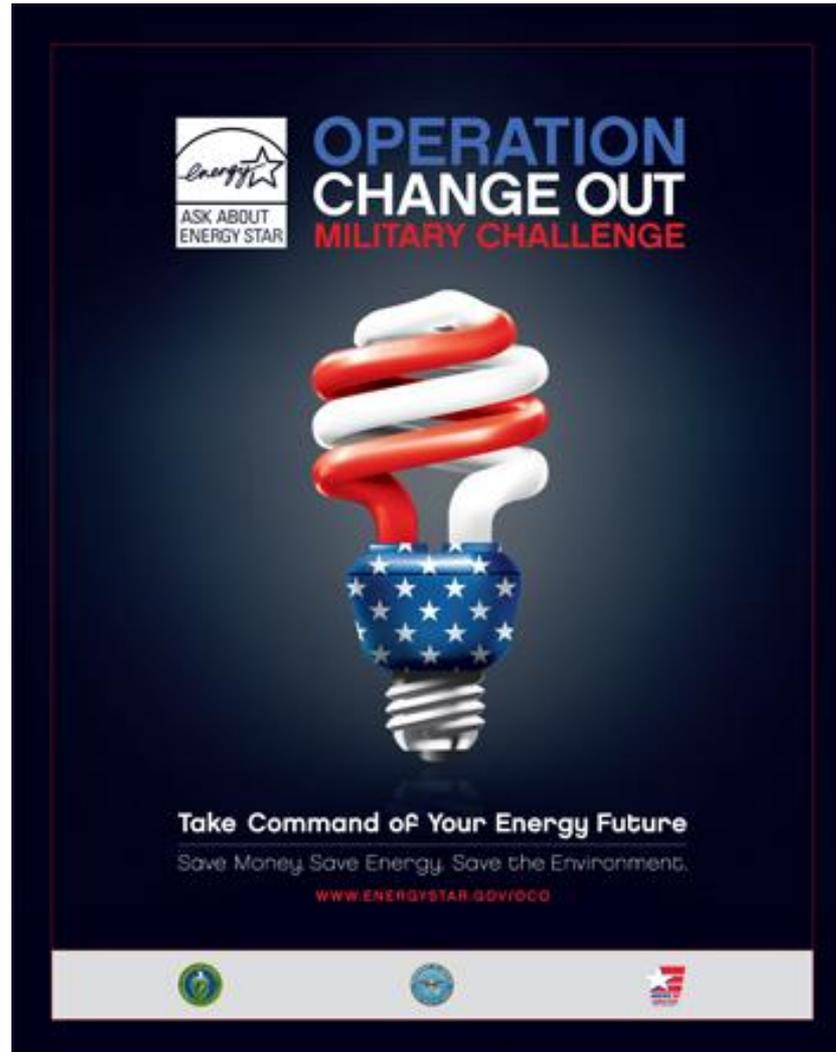
  **GOgreen!** 





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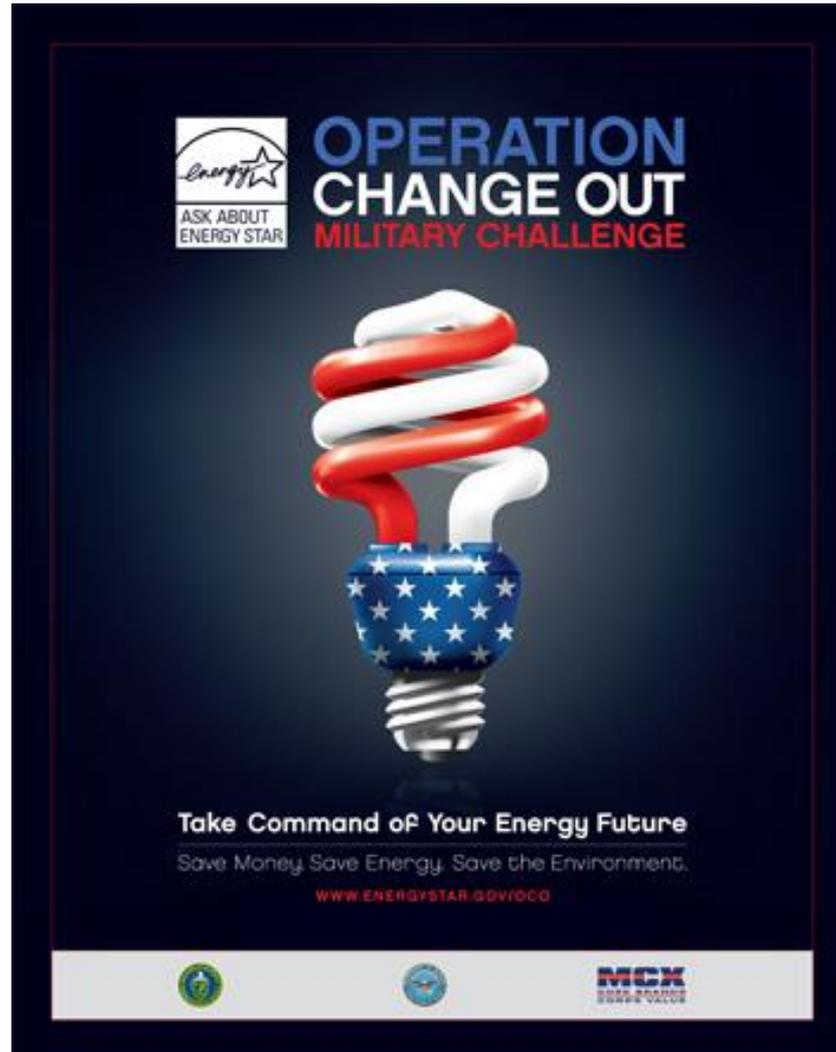
AAFES Poster





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Marine Corps Exchange Poster





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NEXCOM Poster


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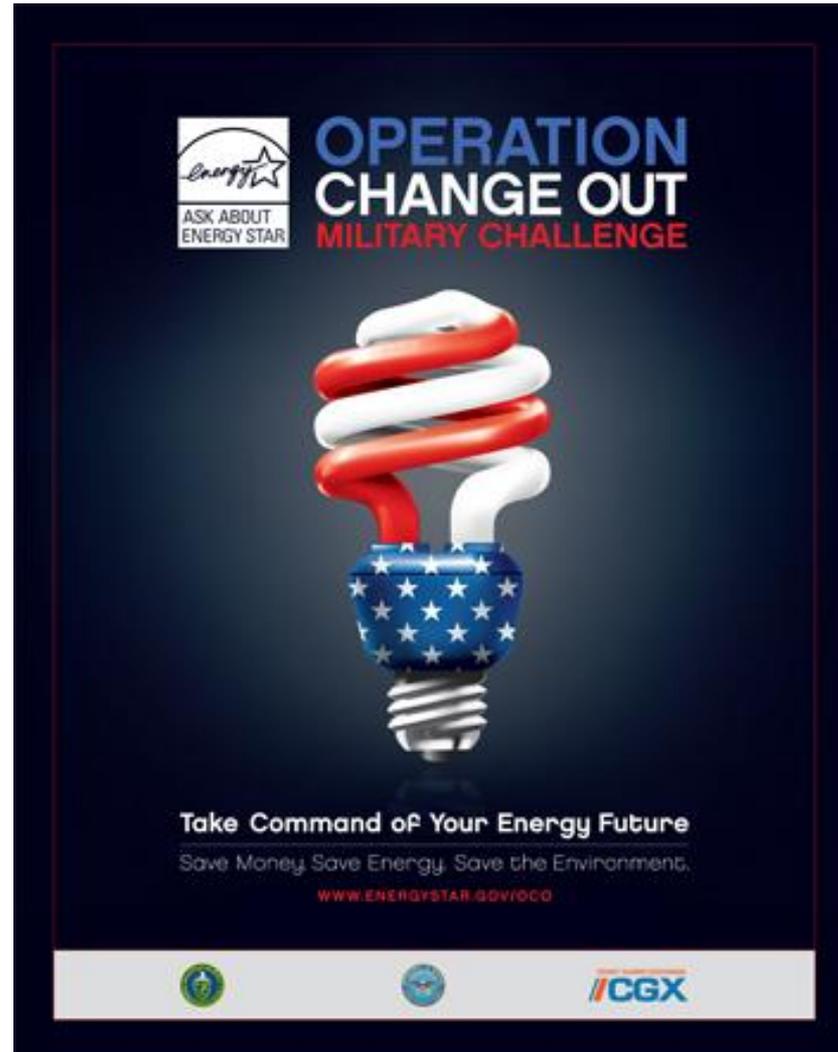
  





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Coast Guard Exchange Poster





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Lackland Air Force Base, TX

- **Changed out 57,472 bulbs** to ENERGY STAR qualified CFL's;
- **Savings over lifetime of the bulbs:**
 - **Over 16,200,000 kWh**
 - **Nearly \$ 1,718,000** energy cost
 - **25,862,400 lbs** greenhouse gas
- **Utility provided \$930,931 rebate** due to energy reduction
- **Rebate + energy cost savings: \$2,648,884**





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Results (through March 12)

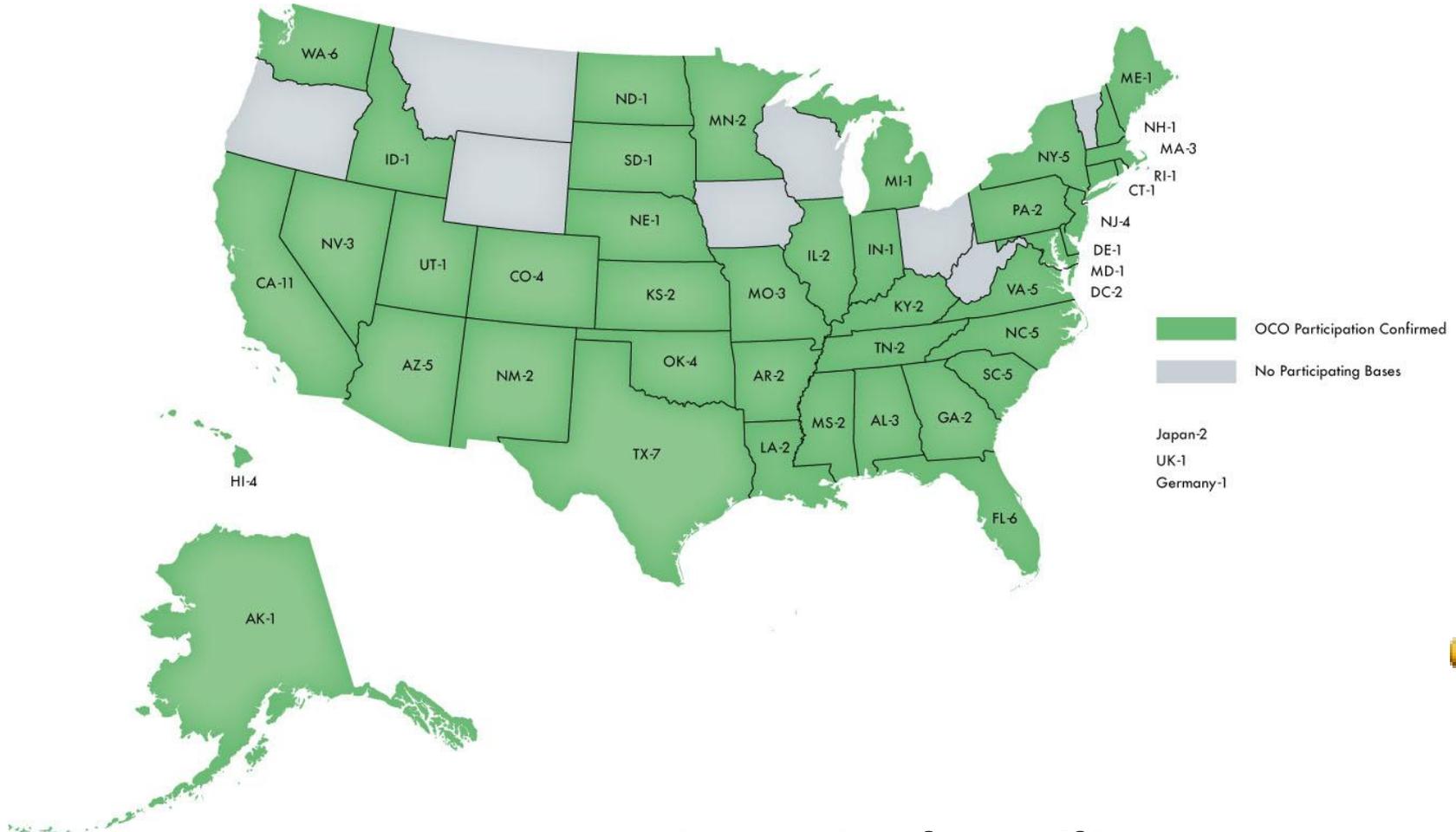
- **224 bases** have joined the challenge, reporting **489,696 bulbs changed out**, with **savings of:**
 - 122,488,710 kWh
 - \$43,302,035 in energy costs
 - 242,478,154 pounds of greenhouse gas emissions
- **Over 600,000 more bulbs** to be changed by 2012
- **The Air Force** is nearing **100% participation!**
- Military Retail **bulb sales** increased **173-290 %**
- **ENERGY STAR Quantity Quotes**
- **Award-winning graphics**





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42 States + D.C.!



- **Momentum continues in the military**





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Crossroads

- **Military is doing its part**
- **Other partners asking how to use platform for broader bulb-focused outreach**
- **Lighting Market is far from transformed:**
 - On average, U.S. households have **only 4 CFLs** and **30% of households do not have any CFLs**
- **The goal: more CFL socket penetration in more households**





- **Extend OCO “brand” to become a broader consumer marketing platform**
- **Draw on patriotic spirit to promote bulb change outs**
- **Partners use campaign messages and imagery in their own materials**
- **Flexible promotions:** Memorial Day; Independence Day; Energy Awareness Month (Oct.); Veterans’ Day; or year-round





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CHANGE.
MAKE
ROOM
FOR
ME!**



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**I'M THE
CHANGE!**





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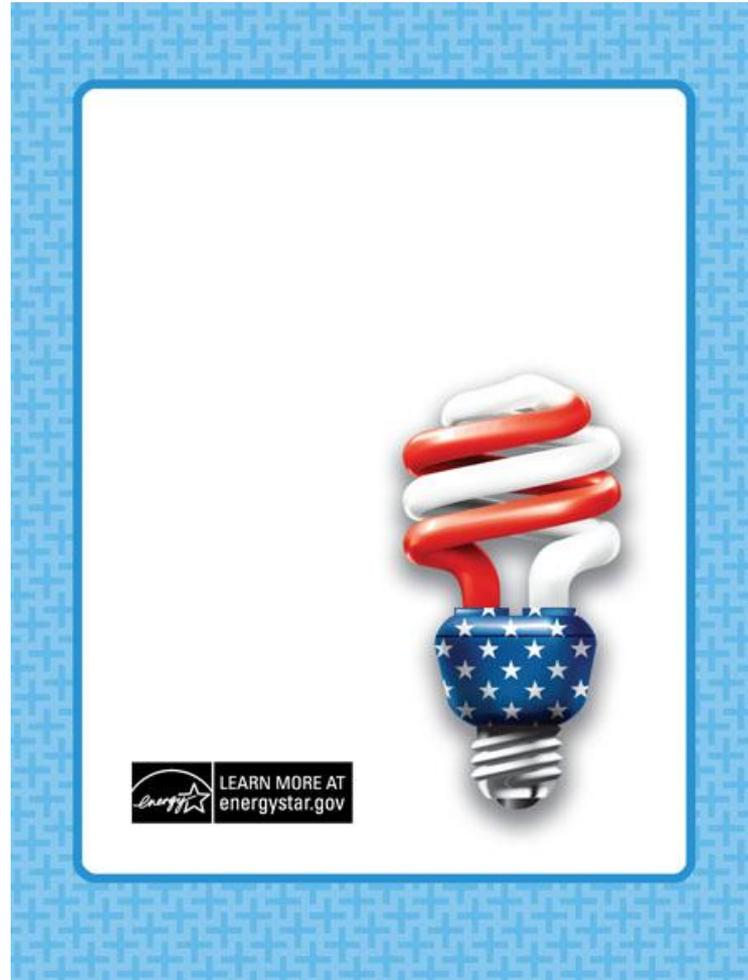


**AMERICA
MAKE THE CHANGE
NOW!**





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CHANGE OUT
MILITARY CHALLENGE**

Call Me

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