



# **OPERATION CHANGE OUT MILITARY CHALLENGE**

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

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U.S. Dept. of Energy

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# 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**





# OPERATION CHANGE OUT MILITARY CHALLENGE

## Partners

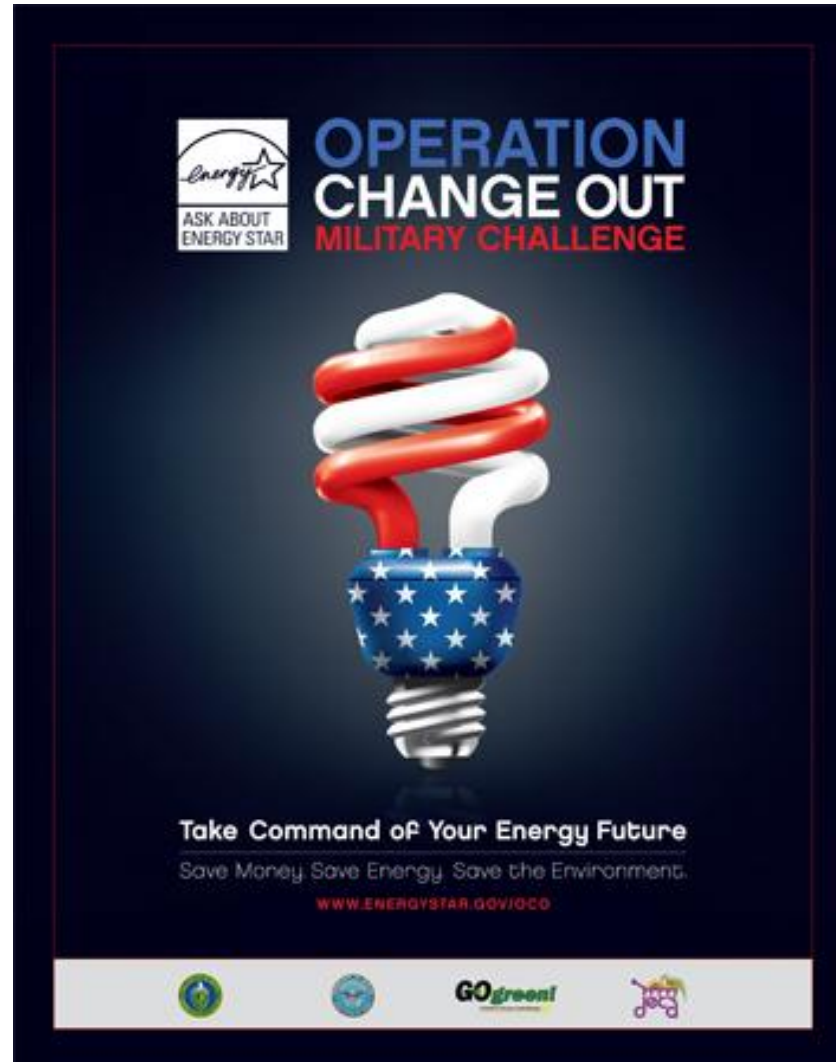
- **Military installations** in the U.S.
- **Air Force:** an exceptional effort in 2009
- **Privatized housing providers:** Actus Lend Lease, Picerne Military Housing
- **Energy efficiency program sponsors:** Progress Energy, Arizona Public Service
- **Military retailers:** DeCA, AAFES, Marine Corps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





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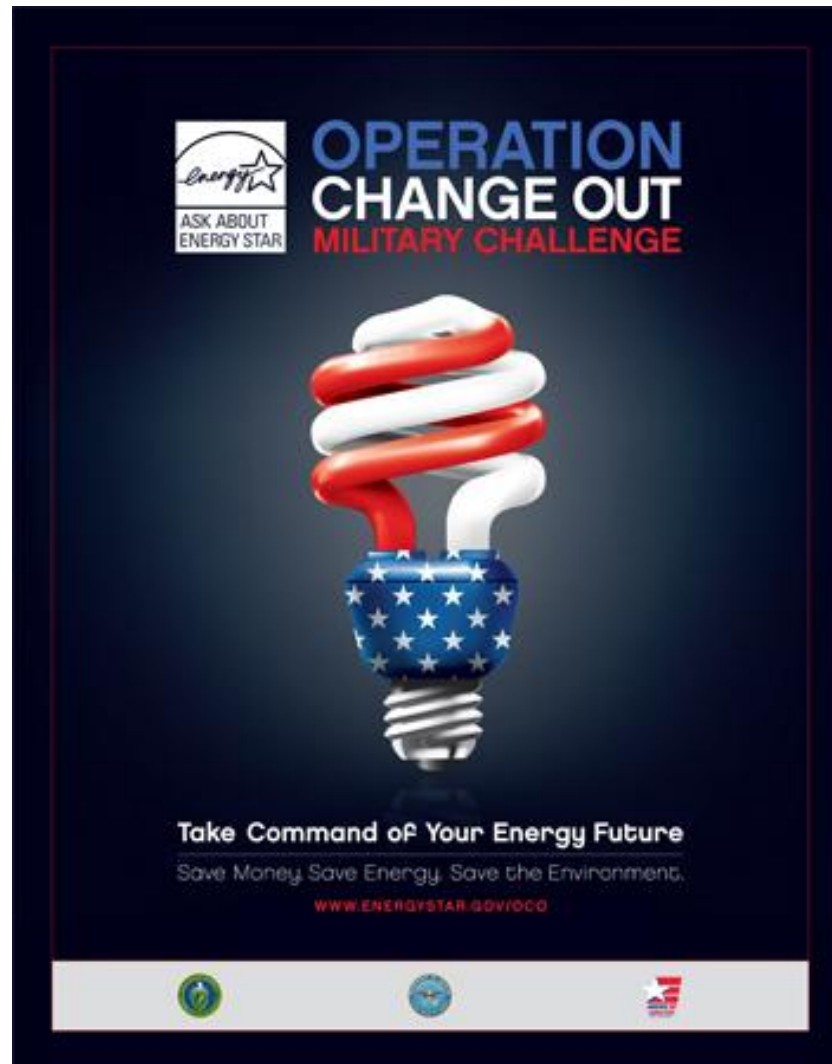
## DeCA Poster





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## AAFES Poster

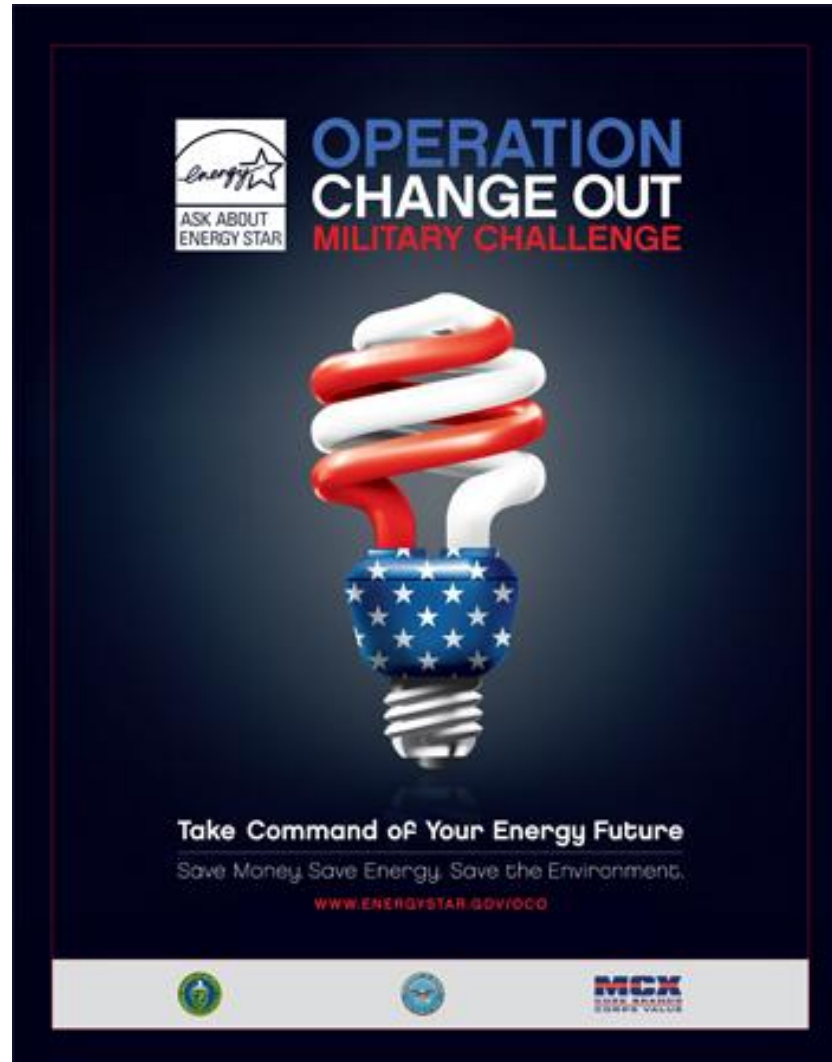






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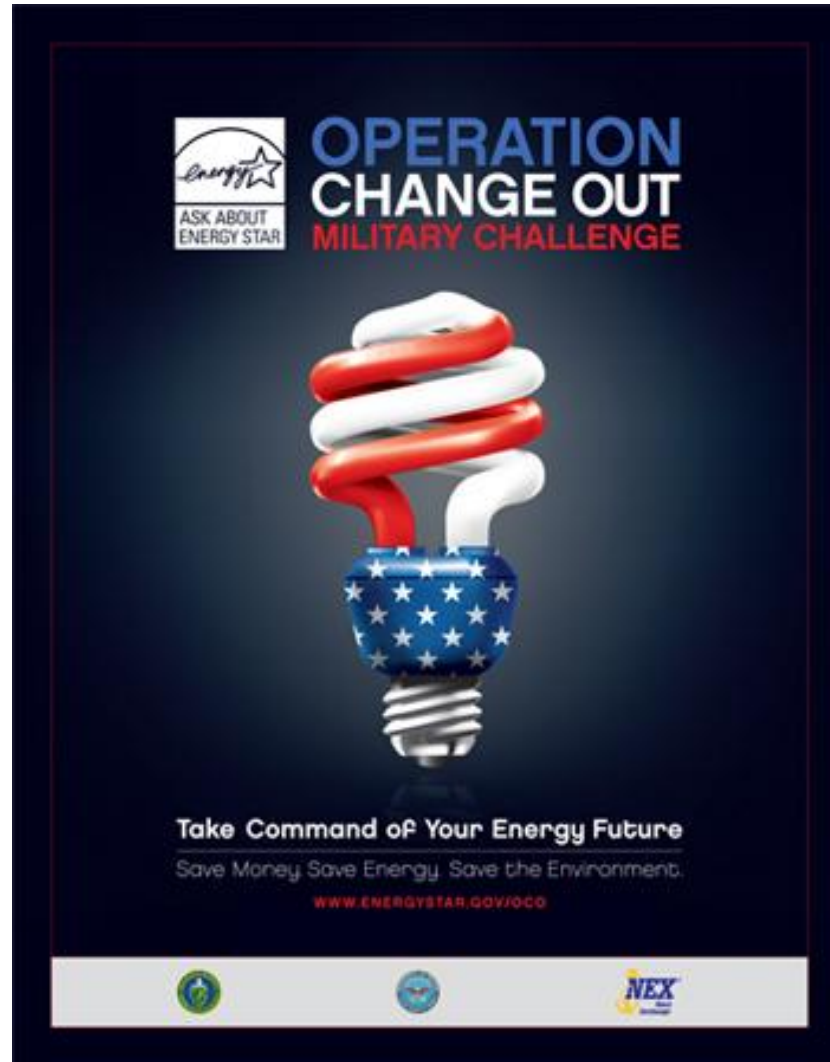
# Marine Corps Exchange Poster





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## NEXCOM Poster

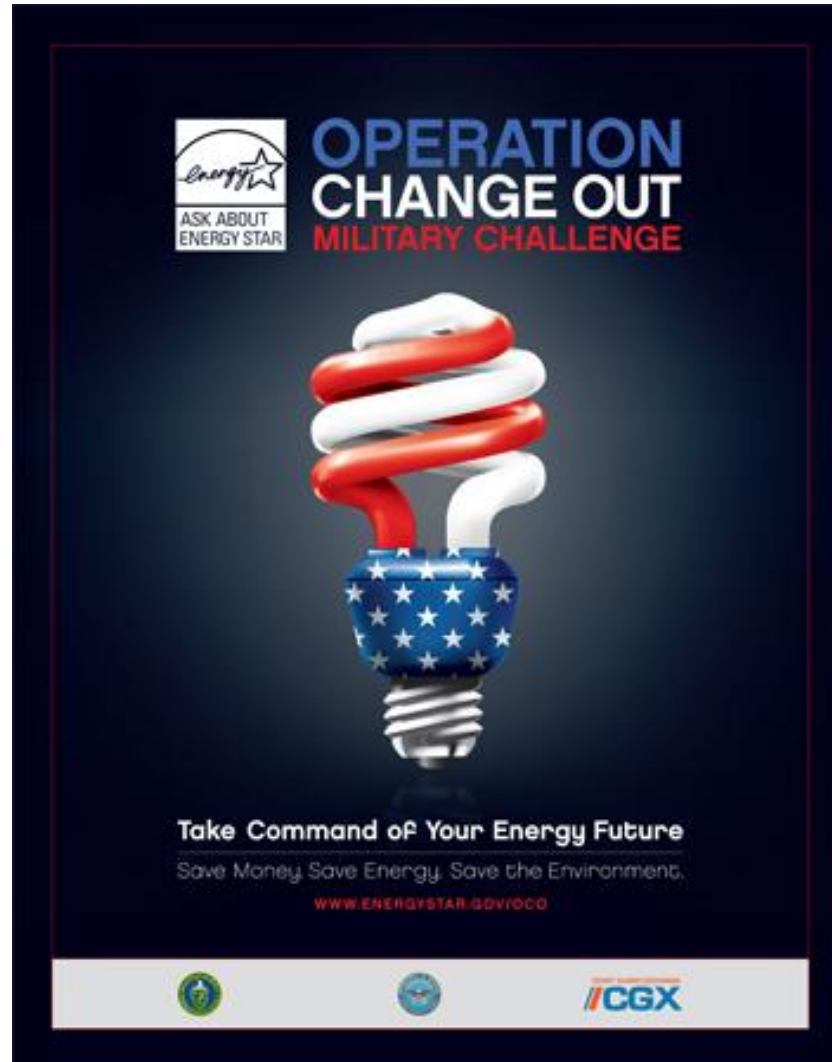






# OPERATION CHANGE OUT MILITARY CHALLENGE

# 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**





Map of the United States showing OCO Participation by Congressional District. Green indicates confirmed participation, and grey indicates no participating bases. Districts are labeled with state abbreviations and numbers.

Legend:

- OCO Participation Confirmed
- No Participating Bases

Additional locations:

- Japan-2
- UK-1
- Germany-1

- 



# OPERATION CHANGE OUT MILITARY CHALLENGE

## 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**





# OPERATION CHANGE OUT MILITARY CHALLENGE

## DOE Proposal

- **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







# OPERATION CHANGE OUT MILITARY CHALLENGE

**I'M THE  
CHANGE.  
MAKE  
ROOM  
FOR  
ME!**



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





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**I'M THE  
CHANGE!**





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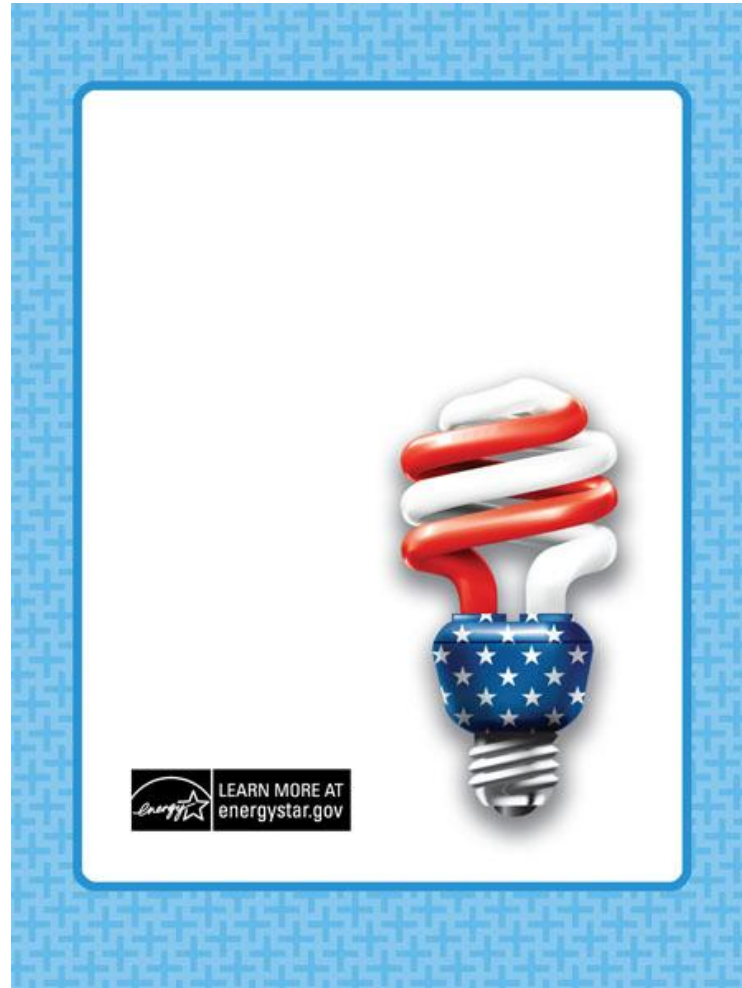


AMERICA  
MAKE THE CHANGE  
NOW!





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**OPERATION  
CHANGE OUT  
MILITARY CHALLENGE**

**Call Me**

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