

ENERGY STAR Change a Light, Change the World Campaign



1. Top-line 2006 successes
2. A growing movement
3. New market dynamics
4. The 2007 campaign

Top-line 2006 Successes

Top-line 2006 Successes: Media Snapshot



- **35M media impressions since kick-off on ENERGY STAR Change a Light Day**
 - 1,200 placements so far
 - **PRINT ARTICLES**
 - 17M+ impressions
 - Parade Magazine, Chicago Tribune, Philadelphia Inquirer, Cleveland Plain Dealer, *more*
 - **TV BROADCASTS**
 - 11M+ impressions - thanks to **Sylvania** and **GE!**
 - Fox and Friends, Martha Stewart's Green Week, CNN "In the Money", Sylvania Video News Release
 - **RADIO NEWS RELEASE AIRINGS**
 - 7.7M impressions



Parade Magazine
article ran in 60
markets

Top-line 2006 Successes: Print Ads



Record PSA hits with 'Light the Way'
concept: **~8.2M impressions**

- *Entertainment Weekly* (twice!)
- *Better Homes & Gardens*
- *Money*
- *Scientific American*
- *PC Magazine*
- *U.S. News & World Report* (5 regional editions)
- *Mother Earth News*
- *Home Power Magazine*
- DC Green Festival Event Guide and Co-op America Newsletter

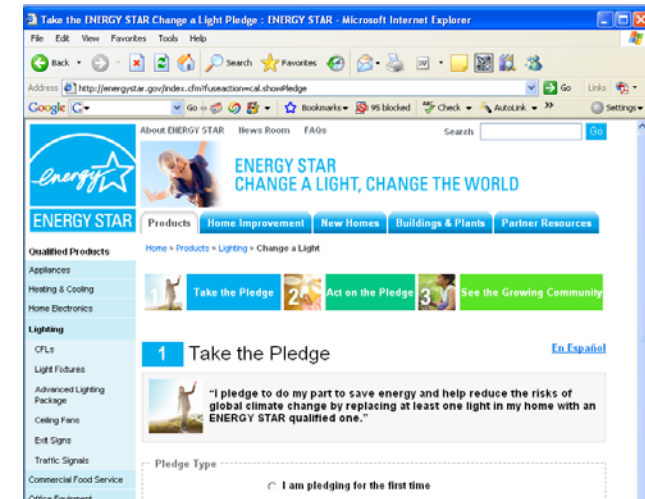


U Magazine Ad: **1M impressions** with college students

Top-line 2006 Successes: Product Marketing



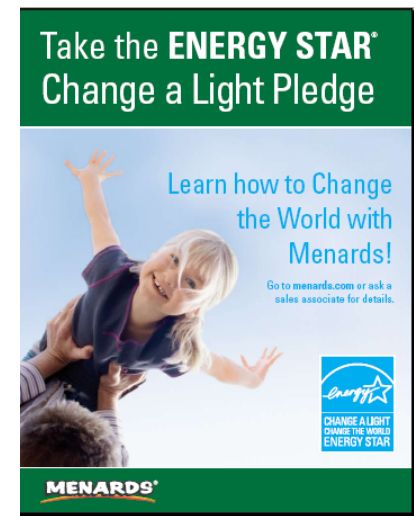
- Sales appear to be up
 - Sales consistently peak after launch
- 4 online offers
 - Progress Lighting and Sea Gull Lighting
 - GE and Sylvania



Top-line 2006 Successes: Product Marketing



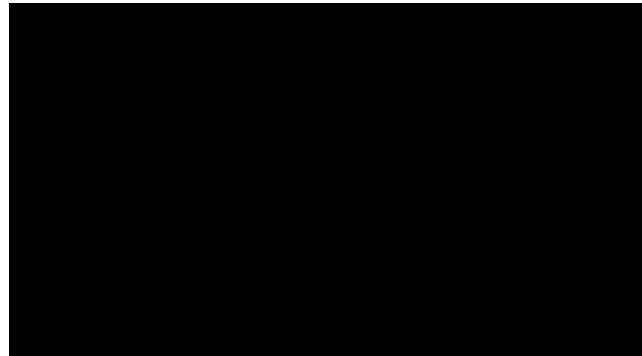
- High-visibility in-store product advertising:
 - **Costco TV with Philips**
 - **Home Depot Sweepstakes**
 - **Menards' in-store pledge**
 - **Wal-Mart TV**
 - **Sam's Club displays**



Top-line 2006 Successes: Product Marketing



– **Costco** TV with **Philips**

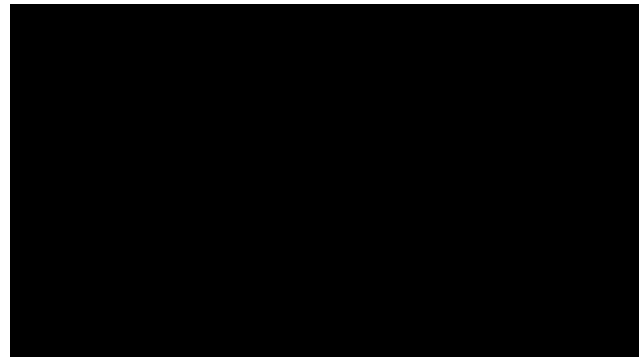


Philips and Costco

Top-line 2006 Successes: Product Marketing



- **Costco TV with Philips**



ENERGY STAR

Top-line 2006 Successes: Product Marketing



- **1,400+ ALA members** reached by LightRays
- **147 lighting showrooms**
 - Received 'promotion-in-a-box' from ENERGY STAR
 - **Sea Gull Lighting** brought CAL in-store displays, sales training, and pledge to groups of showrooms

Top-line 2006 Successes: Record Participation

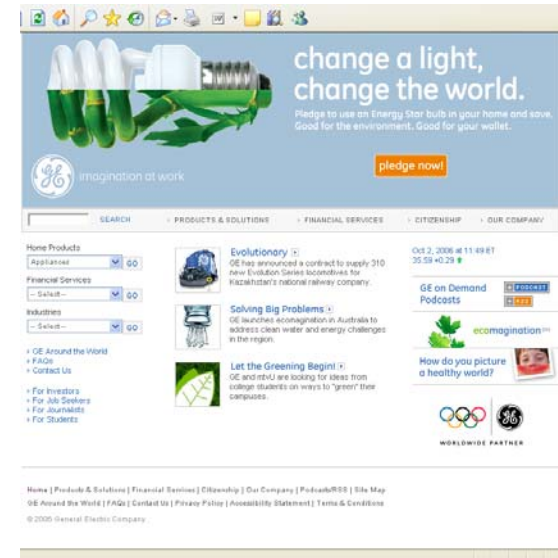


- Expanding our community, driving behavior change
 - **720** organizations – 15-20 new groups / week!
 - **330** activities registered – did YOU register?
 - **390,000** individuals pledge (shooting for 500K by ENERGY STAR Change a Light Day '07)
 - 11,000 from Care2.org, a new online partnership
 - **60,000+** individuals sign-up to receive energy-saving tips from ENERGY STAR
 - 1st e-mail to go out by Earth Day

Top-line 2006 Successes: Record Participation



- Top Five Pledge Drivers -
Congratulations!
 - **DE Energy Office** 71,347
 - **Georgia Power** 70,801
 - **GE** 31,361
 - **SYLVANIA** 13,991
 - **National Grid** 6,805



Top-line 2006 Successes: Record Participation



720+ Participating Organizations... and growing!

- 5 National Retailers
- 9 Lighting Manufacturers
- 18 Other Sellers of Qualified Lighting
- 20 Religious Non-Profits
- 41 State Government Entities
- 59 EEPS/Utility Partners
- 60 K-12 Education Partners
- 65 Electric Cooperatives
- 67 College/University Groups
- 70 Local Government Entities
- 90 Federal Government Entities
- 107 Non-religious Non-Profits
- 125 Businesses and Corporations

34 Governor
Proclamations

- NACo: 238 counties
- 20+ mayors

- DOE-wide competition
- HUD: 30 offices

Our Growing Movement

A Growing Movement – Boy Scouts



Boy Scout Troop #54 in Mandan, North Dakota
brought CAL door-to-door in their community

A Growing Movement - State Leaders



Change-out at Governor
Schwarzenegger (CA) Mansion
with Flex Your Power



A Growing Movement – Public Housing



McMinnville (TN) Housing Authority celebrated ENERGY STAR Change a Light Day by giving a free bulb to every resident of Spangler Towers, a public housing complex for the elderly.

Kentucky governor event with new owners of a Habitat for Humanity ENERGY STAR qualified home, with local partners



Our Growing Movement – Religious Organizations



Catholic sisters show “An Inconvenient Truth” in their convent, and sign the pledge afterwards

New Market Dynamics

New Market Dynamics



- Global warming mainstreamed
 - An Inconvenient Truth
 - Religious community / Creation Care emerges
 - Leaders –
 - US Conference of Mayors – top concern in 2007
 - Individuals motivated to act
 - Ex. Art teacher in New Jersey, 'Earth Man' in Florida, retired retail executive in Santa Barbara, etc.
 - Ex. Consumers complained that they want to pledge to change up to 50 lights, not 10! (*What were we thinking?!*)

New Market Dynamics



- Energy top-of-mind
 - Increasing energy costs
 - Limited energy resources
 - 17% of America's energy use from US homes
 - Lighting about 20% of average electric bill
 - Places ENERGY STAR in central role to make a difference

New Market Dynamics



- Talk of banning incandescent bulb
 - Australia, Canada, California, New Jersey



New Market Dynamics



- CFLs: media darling *and* devil
 - Flurry of media activity touting benefits and concerns around mercury
 - Everyone 'getting it' – bulbs are *the* entry point
 - Good, but...not all know about the ENERGY STAR on lighting
 - ENERGY STAR working overtime to ensure label is central



CFLs?



The 2007 Campaign

2007 Campaign: Category Marketing



- ENERGY STAR-led:
Make lighting a considered purchase
 - New Print PSA
 - Concerted national and local media outreach
 - National launch event
 - Targeted approach for Hispanic market
 - Refreshed templates, tools, and ready-made materials for you
 - Updated ENERGY STAR facts and assumptions
 - How to choose, where to use...
 - Proper disposal messages integrated into materials
 - 101s for groups and individuals new to ENERGY STAR



2007 Campaign: Product Marketing



- Partner-led:

Drive ↑ sales of ENERGY STAR lighting

- Retailer, manufacturer, EEPS Change a Light promotions launch in October
- The ENERGY STAR: consumers' 'guiding light'
 - 'Just look for the ENERGY STAR'



2007 Campaign: Social Marketing



- Social marketing:

Maintain and build upon our committed community

- Public commitment
- Rewards / incentives
- Close-to-home involvement
- Once taken the 1st, more likely to take the next

2007 Campaign: Pledge Program



- 2007 Pledge
 - New entry page
 - More lights
 - Pledge renewals +
 - Organization 'change-out' pledge being explored
- 2007 Pledge Drivers
 - Reset goal
 - Share pledges
 - 2-tiered pledges
 - Top 5 pledge drivers by sector
 - Recognition in trade pubs
 - Be a hero – help your non-competing peers succeed (and position yourself as a leader)

2007 Campaign: Pledge Driver Recruitment



- Community Recruitment
 - Federal, state and local governments and leaders
 - Congregational networks
 - Schools
 - Hispanic communities
 - ENERGY STAR corporate partners
 - Like-minded partners
 - Ex. Green Dimes, Clif Bar, Center for a New American Dream, Girl Scouts of America +
 - Retirees
- Activity Registry
 - Improving capability for participant matchmaking
 - Archiving 06 activities



How your congregation can Change a Light and Change the World!

♦ Incorporate the campaign's call-to-action and purpose into a sermon this fall about environmental stewardship.

♦ Promote the Change a Light campaign pledge to members of your congregation.

♦ Obtain pledges via bulletin, newsletter, Web site, events & outreach.

♦ Consider incorporating a message and/or activity into lessons and the youth group.

♦ Report back to members the difference their commitment is making.

More you can do

Visit the ENERGY STAR Congregations network at www.energystar.gov/congregations where you can...

♦ Subscribe to the free, monthly "E-Update for Congregations".

♦ Read and download pages from the Putting Energy into Stewardship guide.

♦ Check out the "Sure Savers" quick tips on saving energy.

♦ Learn how your congregation can apply for our annual awards.

♦ Find all the ENERGY STAR qualified products for the house of worship, members' homes and businesses.

♦ Use the ENERGY STAR qualified products "store finder" and "rebate finder".

More than just your house of worship...
Encourage your congregants to take action in their home, too!

Lighting accounts for 20% of the average home's electric bill and it's one of the easiest places to save energy. Simple steps, such as changing an incandescent light to a compact fluorescent, can save on energy bills while also helping to reduce the risks of global warming. That's because most electricity in our country is still generated by burning fossil fuels, which releases greenhouse gas emissions into our atmosphere.

Energy-efficient lighting products offer warm, bright light with the added benefit of using at least two-thirds less energy and lasting up to 10 times longer than traditional bulbs and fixtures.

Change 5 lights

If every American home replaced their 5 most frequently used lights or the bulbs in them with ones that have earned the ENERGY STAR, each home would save more than \$60 a year in energy costs, and together we'd save about \$6.5 billion each year in energy costs and prevent greenhouse gases equivalent to the emissions from more than 8 million cars.

Wow

If America's more than 300,000 houses of worship reduced energy use 25%...

- ♦ Nearly \$500 million would be saved for congregations' other priorities.
- ♦ More than 13.5 billion kWh of electricity would be available without the cost of new power plants.
- ♦ More than 5 million tons of greenhouse gas emissions would be prevented, which equals:
 - Planting 1.4 million acres of trees, or
 - Preventing the pollution of about 1 million cars.

Help NY IP&L meet its pledge goal!

When members of your congregation take the Pledge to Change a Light, Change the World, they can sign up online or on paper. If online, go to www.energystar.gov and click on "Change a Light". Select "New York Interfaith Power & Light" as the sponsoring group. If on paper, just mail or email the pledges to us. Email: info@nyip&l.org Mail: 401 Parsons Drive Syracuse, NY 13219

Question:
How many congregations does it take to change a light bulb?

Answer:
All of them!

2007 Campaign: Something entirely new



- A Change a Light Bus Tour!
 - Educational bus sweeps across country – coast to coast
 - Interactive displays
 - People can take pledge on the bus
 - National media sponsor/s covers bus from beginning to end
 - 5 stops along the way
 - 2 days / 2 events per stop
 - Day 1: school-based media event
 - Day 2: 'retailtainment' / customer engagement event
 - Success predicated on sponsorship
 - Springboard opportunity
 - Local sponsorships available to retailers, manufacturers, EEPS



2007 Campaign: Opportunities and Ideas



- Keep up the great work!
 - Plan now to launch activities around ENERGY STAR Change a Light Day, October 3, 2007
 - Register as a pledge driver or prepare to reset pledge goal
 - Consider running a local or national competition
 - Pledge activities happen year-round
- ENERGY STAR Change a Light Bus Tour: Apply to be a local bus event sponsor
 - Competitive and practical selection process
 - Up to 5 EEPs, retail and manufacturers as local sponsors
- energystar.gov/joincal:
 - Register your activity when ready
 - Access all promotional materials, facts, etc.
 - Sign up to receive campaign updates – we'll let you know when materials are live!

A screenshot of the ENERGY STAR website. The header includes the ENERGY STAR logo, navigation links (About ENERGY STAR, News Room, FAQs), a search bar, and a banner for the "BE A LEADER-CHANGE OUR ENVIRONMENT FOR THE BETTER" campaign. The main content area is titled "ENERGY STAR Change a Light, Change the World Campaign 2007" and describes the campaign's goal to encourage energy-saving steps. It includes sections for "Get Involved Join the Campaign!", "Get Started as a Pledge Driver", "Engage your Community or Organization", "Register your Activity", "Promote at Retail", "Educate Students", "Subscribe to Email Updates", "Support as a Government Leader", and "Download Materials for your Campaign Activities". A sidebar on the left lists "Partner Resources" such as Manufacturers, Retailers, Builders, Lenders, Raters & Sponsors of New Homes, Utilities/EEPs, Service & Product Providers, Buildings & Plants, Small Businesses, Congregations, and HVAC Contractors.

2007 Campaign: Your Contacts



- Campaign contacts (in Participant List):
 - Jessica Steiner, Cadmus Group, main partner campaign contact
 - Molly Brumley, Colehour + Cohen, Bus Tour
 - Janet Fox, D&R, state and local leader outreach contact