



# Changing the World Together

Effective ways to partner on  
achieving behavioral change

2010 ENERGY STAR® Partner Meeting  
October 4-7, 2010



Learn more at [energystar.gov](http://energystar.gov)

# Session Goal

---



Help EPA design the evolution of the  
Change the World, Start with  
ENERGY STAR campaign

# Campaign History



- 2003-8: Change a Light, Change the World
  - Lighting focus
  - Campaign launched in 2003
  - Began pledge driver program in 2006 – 2.6 million pledges to date!
  - 20 day coast-to-coast bus tour with 12 partner sponsored events



# Campaign History



- 2008-2010: Change the World, Start with ENERGY STAR
  - Expanded scope of campaign beyond lighting
  - Exhibit house tours around country
  - Added youth partnerships



# The Future



- 2011+: Evolving Change the World, Start with ENERGY STAR

- Focus on increasing and then sustaining engagement with customers
- Expand pledge driver and pledge functionality
- More opportunity for partners to customize
- More emphasis on social marketing tactics including social media
- Other ideas?



# Thought-starters: General

---



- What is your favorite energy efficiency campaign of all time? What made it successful?
- What is your favorite ENERGY STAR campaign or promotion of all time? Why?

# Thought Starters: Pledge

---



- Would you value being able to customize the pledge by product or behavior category?  
Would you like pledge takers to have the option to...
- Would you like to know, for your zip codes, who pledged and how they pledged?
- Would you like the opportunity to post links for pledge takers that point them to localized rebates/discounts?

# Thought Starters: Pledge Cont'd

---



- Would you like to be able to add a couple of custom questions to your customers at the end of the pledge?
- Any other ideas that would strengthen your participation in the pledge/pledge drive program?
- Taking a step back: What do you think of the pledge itself as a central tactic for the Change the World, Start with ENERGY STAR campaign?



# Thought Starters: Social Marketing

---



- Is your organization engaged in social marketing (measurable behavior change) campaigns?
- What are you doing to engage in two-way conversations with your customers?
- Are you using social media such as Facebook and twitter?
- Would you value the pledge helping you to build your Facebook and twitter followers?

# Thought Starters: Youth Partnerships

---



- Are EPA's youth partnerships of value to you? If so, how?
- Are they something you might be interested in engaging in?

# Thought Starters: Sky's the Limit

---



- If our campaign could be anything, what would you want it to be?
- Any other ideas EPA should consider to strengthen your involvement?
- Any other ideas that EPA<sub>s</sub> should consider that would provide you value and help the ENERGY STAR brand?