



Leveraging EPA's Change the World, Start with ENERGY STAR Campaign

Getting Involved in a National Platform to Educate Your Consumers

ENERGY STAR® Products Partner Meeting

Melissa Klein, U.S. EPA

Denver, Colorado

October 4-7, 2010



Learn more at energystar.gov

Introduction



- EPA's ENERGY STAR program and partners have a common goal: to save energy
- Under our current campaign, Change the World, Start with ENERGY STAR, EPA promotes energy-efficient products and practices to homeowners and renters, and to youth and their families
- With EPA and partners working together to educate consumers, we can promote energy efficiency and change behaviors

The Value of Social Marketing



“The use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society.”

-- Philip Kotler and Nancy Lee, preeminent authors on social marketing

- Principle: taking individuals from awareness of a new behavior, to understanding, to adoption of that behavior, to the behavior becoming the community norm
- Purpose: educating consumers and changing behavior

Social Marketing Applied to ENERGY STAR Practices



- Shift in emphasis from primarily promoting ENERGY STAR labeled products to promoting energy-saving practices (behaviors)
- Engaging our audiences means two-way conversations with a strong focus on peers influencing each other
- Redefinition of communities
 - Online communities create new social norms
 - *Social norm of saving energy is the ultimate behavior change that ENERGY STAR hopes to accomplish*

Social Marketing for ENERGY STAR Partners



- ENERGY STAR Partners work to create new community norms, too
 - Utility partners apply behavioral economics to encourage neighbors to reduce their energy use
 - Consumers demand products that have earned the ENERGY STAR, to save energy and save money on utility bills
 - ENERGY STAR qualified new homes create energy-efficient neighborhoods
 - Building and manufacturing plant owners and facility managers work to reduce energy in order to save on operating costs; they also encourage employees to learn and apply energy-saving behaviors at work and at home



History and Highlights



**Change the World, Start with
ENERGY STAR Campaign**

Evolution of the Campaign



- Lighting identified as key energy saving issue
 - Change a Light, Change the World
- Evolved to become powerful social marketing campaign
- Change the World, Start with ENERGY STAR
 - Expanded scope of campaign and partner involvement
 - More ways to make a difference



2007 Get on the Bus



- 20 Day Coast-to-Coast Tour
 - 12 partner-sponsored consumer events
 - 4 media events
 - Sponsor/event descriptions
 - Online presence
 - Blogs from EPA
 - Event photos

Bus Tour Sponsor Highlights



- Osram Sylvania
- Walt Disney Company
- Pacific Gas & Electric
- Xcel Energy
- JCPenney
- MidAmerican Energy Company
- GE
- Midwest Energy Efficiency Alliance
- The Home Depot
- TCP
- New Jersey Clean Energy Program
- National Grid
- NSTAR Electric
- New York State Energy
- Georgia Power
- Research Development Authority in Union Square
- Motor Coach Industries

Change the World, Start with ENERGY STAR Campaign



- Fight climate change
- Launched Earth Day 2008
- Focus on youth and families
 - Community service projects
- National youth organization partnerships
 - Boys & Girls Clubs of America
 - PTO Today
 - DoSomething.org
- Expanded ENERGY STAR Pledge
 - Opt-in newsletter; testimonial outreach
- Local events nationwide



Campaign Highlights, 2009-2010



Meaningful Interactions with Target Audience: ~ 2.5 million

Pledge

- 821 pledge drivers. Pledge drivers responsible for 99% of pledges
- Almost 340,000 individuals took the pledge
 - 1.6 billion GHG emissions prevented; nearly 1 bill. kWh saved

Media

- Campaign generated almost 10 million media impressions from national and local media associated with the overall campaign, local events tour, and product trade media outreach

Youth partnership activities

- Reached > 500,000 youth & their families

Highlights Continued



Four local events - Fall, 2009

- 15,236 visitors visited the ENERGY STAR Exhibit House
- 2,494 visitors took the ENERGY STAR Pledge onsite at events
- More than 2.9 million media impressions and over \$103,000 in ad value equivalency (AVE)

Opt-in NL subscribers

- More than 300,000

Web page views (consumer interactive tool and pledge)

- 2 million

Partner leveraging impressions

- Billions – exact figure N/A

ENERGY STAR Exhibit House

Sponsors



2008

- JCPenney, Oncor, Morristown Partnership, New Jersey Clean Energy Program, Honeywell, Georgia Power, Lowe's, Osram Sylvania, National Grid, GE, ComEd, Midwest Energy Efficiency Alliance (MEEA), Department of Commerce and Economic Opportunity (DCEO), Pacific Gas & Electric (PG&E)

2009

- JCPenney, GDF Suez, The Home Depot, Southern California Edison, Southern California Gas, Metropolitan Water District of Southern California, Puget Sound Energy, National Grid, Kenmore, Sears, Boston Medical Center

2010

- 3M, Utah State Energy Program



Change the World Campaign



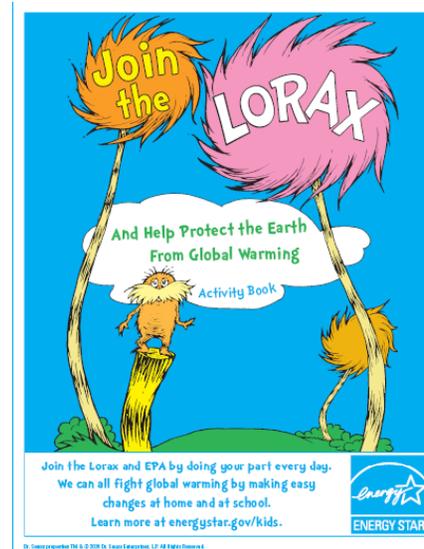
Opportunities for Involvement

Engage Youth Partnerships



Why Youth?

- Understand concepts of climate change
- Receptive to empowering messages
- Developing personal set of purchase and behavior criteria
- Still deeply engaged with family, able to spur broader dialogue
- Influence behavioral change among peers and family



Boys & Girls Clubs of America



- More than 4,400 Club members at 60 Clubs from across the United States have participated in ENERGY STAR community service projects between Earth Day 2009 and by Earth Day 2010
- Integrates local, community-focused, energy efficiency activities from EPA into club projects
- Engages members in service projects to educate youth and communities about the benefits of energy efficiency



**BOYS & GIRLS CLUBS
OF AMERICA**

BGCA Partnering Opportunities



- Provide resources to support a project(s)
- Donate products for use in projects or as prizes in contests
- Provide an informational display for special events
- Speak to young people about energy efficiency issues, training them to talk to their communities
- Collect ENERGY STAR pledges at Club special events
- For local energy-efficiency service providers, coordinate Clubs' activities with local retailers, manufacturers, or other organizations that might like to help. Put your business contacts to work.

Partnering with BGCA



Examples

- HP donated computer products requested by Clubs for use in their ENERGY STAR projects
- Best Buy donated a TV for a Club to use as a prize; families who completed educational activities at an ENERGY STAR family night were entered to win.
- Maxlite donated CFL bulbs for Clubs to change out light bulbs.
- Sears donated suites of ENERGY STAR appliances to Clubs and families as part of the Big Switch campaign.

PTO Today - Go Green Nights



- Go Green Nights are school-based events that teach kids and their families about energy efficiency in fun and engaging ways.
- Since Earth Day 2009, more than 6,100 schools have requested Go Green Night kits to host their own energy-education nights at schools across the United States
- “Go Green With ENERGY STAR Family Nights Out” has the potential to reach up to 600,000 parents and children
- Visit www.energystar.gov/eventtoolkit for more information

PTO Today - Go Green Nights Partnering Opportunities



Provide resources and/or services to support a project(s)

- Offer educational assistance and volunteers.
 - Speak to a youth and parent audience.
- Donate products or premiums (including coupons or rebates) for use as giveaways or prizes at Go Green Nights.
- Provide an informational display.
- Consider running a sweepstakes with a grand prize giveaway for schools hosting events.



Partnering with Go Green Nights



Example

- National Grid sponsored a series of Go Green Nights in 2009
 - Integrated themes of energy efficiency into classroom learning, held student competitions to demonstrate this knowledge through art, science, and writing projects
 - Hosted a special “Go Green Night” family/community event to showcase these student projects, celebrated the school’s energy efficiency improvements and shared valuable information with the community

Do Something



- Do Something is a teen action outreach organization
- EPA and Do Something joined together to launch a fun, environmentally focused online game on Facebook called **eMission**
- Gamers will have a chance to win \$2,000 college awards
- Game launches this fall
- Do Something has a huge teen following:
 - 362,000+ followers on Twitter
 - 86,000 friends on Facebook
 - 2,400 subscribers and over 3 million upload views on Youtube.com



The ENERGY STAR Pledge



- Since 2006, EPA has collected more than 2.6 million pledges to save energy and prevent greenhouse gas emissions
- Collectively, these pledged actions will result in a reduction of:
 - 8.6 billion pounds of greenhouse gas emissions
 - 5.3 billion kWh of energy
 - \$646 million in energy costs
- www.energystar.gov/pledge



CHANGE THE WORLD. START WITH ENERGY STAR

I pledge to:

Replace at least one light in my home with an ENERGY STAR qualified one.
How many bulbs do you plan to replace with an ENERGY STAR qualified bulb? (up to 50) _____

Make my home heating and cooling system work better. I will:

- Set or program my thermostat to save energy while I'm asleep or away from home
- Have my heating and cooling equipment tuned-up by a professional and change my air filter
- Seal obvious leaks and repair disconnections in my home's duct system

Make sure my home is well sealed and insulated. I will:

- Seal my home's envelope (outer walls, ceiling, windows, doors, and floors) with caulk, spray foam, or weather stripping, and add insulation to the attic.

Choose ENERGY STAR qualified equipment for my home office. I plan to purchase a(n):

- Computer
- Fax
- Monitor
- Ink-Jet Printer
- Multi-Function Device

Choose ENERGY STAR qualified home theater products. I plan to purchase a:

- TV
- DVD player
- Home Theater in a Box (sound system)

Enable my ENERGY STAR computer and monitor to sleep while I'm away.

Choose ENERGY STAR qualified products for my kitchen and laundry. I plan to purchase a:

- Clothes Washer
- Dish Washer
- Refrigerator

Purchase ENERGY STAR holiday lights this holiday season. I plan to buy _____ light strings

I'd like to receive quarterly e-mails from ENERGY STAR with energy-saving tips.

Become a Pledge Driver



- 280 Pledge Drivers for this Campaign Year
 - Current Top 5 Pledge Drivers: Sears Holdings, Boeing, Saint Gobain, ComEd, and Cemex
- Becoming a pledge driver is easy!
 - Visit www.energystar.gov/pledgedrivers to get started and contact changetheworld@cadmusgroup.com with any questions
- Create some competition:
 - Set a goal for the year and see if you can reach it
 - Have a competition between employees
 - Measurable Results: Pledge Drivers can see and compare their level of success
- Share your story: www.energystar.gov/shareyourstory

Campaign Resources for Partners



- Event Booth
 - Interactive, free exhibit
- Seasonal Outreach
 - Earth Day, Energy Awareness Month
- Event Toolkit
 - Turn-key events
 - ENERGY STAR messaging with customizable materials
- Consumer & Pledge Driver Newsletters
 - Receive fun tips and program updates from ENERGY STAR to help your constituents, employees, or customers save money

Partner Resources Page





BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER

U.S. Environmental Protection Agency • U.S. Department of Energy

[About ENERGY STAR](#) • [News Room](#) • [FAQs](#) • [KIDS](#)

Search [Go](#)

[ENERGY STAR](#) [Products](#) [Home Improvement](#) [New Homes](#) [Buildings & Plants](#) [Partner Resources](#)

[Home](#) > [Partner Resources](#)

Partner Resources

We just launched the Change the World, Start with ENERGY STAR Campaign!

[See how you can participate](#)

Headlines

Spotlight On...

ENERGY STAR Award for Sustained Excellence
Merck & Co., Inc.

[Learn More](#)

Become a Partner

Join today! Partnership offers unique opportunities to leverage the trusted ENERGY STAR name.

[Join ENERGY STAR](#)

My Account Login

Access your company information, plus the tools and resources you need to work with ENERGY STAR

Username

Password [Login](#)

[Forgot password?](#)

Get Involved

- [Change the World, Start with ENERGY STAR Sponsorship Opportunity](#)
- [Change the World, Start with ENERGY STAR Event Toolkit](#)
- [National Campaigns](#)
- [Training Resources](#)
- [Meetings](#)
- [Awards](#)

Find Partners & Product Info

- [Partner Directory](#)
- [Products & Program Requirements](#)

Spread the Word

- [Logos](#)
- [Identity Guidelines](#)
- [Web Linking Policy](#)
- [Publications](#)

Specific Resources for:

- [Manufacturers](#)
- [Retailers](#)
- [New Home Builders, Raters, Sponsors, & Lenders](#)
- [Utilities/Regional Energy Efficiency Program Sponsors](#)
- [Buildings & Plants](#)
- [Small Businesses](#)
- [Congregations](#)
- [Service & Product Providers](#)
- [Home Performance with ENERGY STAR](#)
- [HVAC Contractors](#)
- [International Implementation of ENERGY STAR](#)



Publications Page



BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER

U.S. Environmental Protection Agency • U.S. Department of Energy

Search [Go](#)

[About ENERGY STAR](#) • [News Room](#) • [FAQs](#) • [KIDS](#)

ENERGY STAR

Products

Home Improvement

New Homes

Buildings & Plants

Partner Resources

Home > ENERGY STAR Publications

ENERGY STAR Publications

All publications are offered free of charge. All publications are also available electronically. If you need to request larger quantities, contact the ENERGY STAR Hotline at hotline@energystar.gov or call 1-888-782-7937.

Be advised that ENERGY STAR can ship only one copy per publication to international addresses, unless a valid FedEx account number is provided.

Featured Publications by Program

ENERGY STAR General

Showing 1 - 3 of 12 [View All](#)

<p>2009 Achievements in Brief </p> <ul style="list-style-type: none"> • Type: Report • Pages/Size: 4 pages (8 1/2 * 11) • Language: English • Date of Publication: March 2010 • Primary Audience: Partner, Consumer 		<p>Download </p>
<p>Join Us in the Fight Against Global Warming (574.99 KB)</p> <ul style="list-style-type: none"> • Type: Booklet • Pages/Size: 12 pages (5 1/2 * 8 1/2) • Language: English • Date of Publication: March 2009 • Primary Audience: Consumer 		<p>Download </p> <p>(574.99 KB)</p> <p>Quantity <input type="text"/></p> <p>(Max 250)</p>
<p>Lorax Activity Book (1.51 MB)</p> <ul style="list-style-type: none"> • Type: Activity Book • Pages/Size: 6 pages, 8.5*11 • Language: English • Date of Publication: May 2009 • Primary Audience: K - 2nd grade 		<p>Download </p> <p>(1.51 MB)</p> <p>Quantity <input type="text"/></p> <p>(Max 10)</p>

[Add to Cart](#)

[View all ENERGY STAR General Publications](#)

Publications Home

Program

- ENERGY STAR General (12)
- Home Improvement/Products (12)
- New Homes (5)
- Buildings and Plants (13)
- ENERGY STAR Challenge (28)
- Small Business (3)
- Congregations (2)
- Earth Day (1)
- Archive (14)

Publication Type

- Activity Book (2)
- Annual Report (10)
- Booklet (13)
- Brochure (16)
- Fact Sheet (27)
- Other (1)
- Postcard (3)
- Poster (6)
- Report (9)

Language

- Espanol (5)

Publications Index



ENERGY STAR Social Media



- ENERGY STAR has a presence in online social networking communities
 - Facebook Fan Page
 - Twitter: @ENERGY STAR
 - YouTube
- Examples of outreach:
 - Tweeting low- to no-cost cooling tips
 - Promoting Earth Day Live with EPA Administrator Lisa P. Jackson
 - Boston event ENERGY STAR hunt
 - Online video testimonials





More Opportunities with ENERGY STAR

Home Improvement



- Look into starting a Home Performance with ENERGY STAR Program
 - Educate consumers on home energy usage
 - Materials available are DIY Guide and brochures
 - Host online tools such as the ENERGY STAR Home Advisor, Yardstick ,and heating and cooling quiz on your website
 - www.energystar.gov/homeimprovement



Compete in EPA's 2011 National Building Competition



- Nominate your building for the 2011 Competition
 - www.energystar.gov/buildingcontest
- Opportunity to strengthen already successful partnership
 - Buildings' progress on energystar.gov microsite
 - Culmination event with national and regional media attention



EPA presents

The National
**BUILDING
COMPETITION**

Working off the Waste
with ENERGY STAR®

Other Building Opportunities



- Earn the ENERGY STAR for your buildings
 - ENERGY STAR labeled buildings typically use 35% less energy and generate 35% fewer greenhouse gas emissions than their peers
- Take the ENERGY STAR Challenge
 - Challenge your company to reduce its energy use across your portfolio of buildings
 - www.energystar.gov/challenge
- Encourage employees to save energy at work www.energystar.gov/work

Q&A and Contact Information



- Q&A
- Contact Information
 - Melissa Klein, U.S. EPA
 - Phone: 202-343-9207
 - Email: Klein.Melissa@epa.gov
 - Campaign/Pledge Driver Support
 - Email: changetheworld@cadmusgroup.com