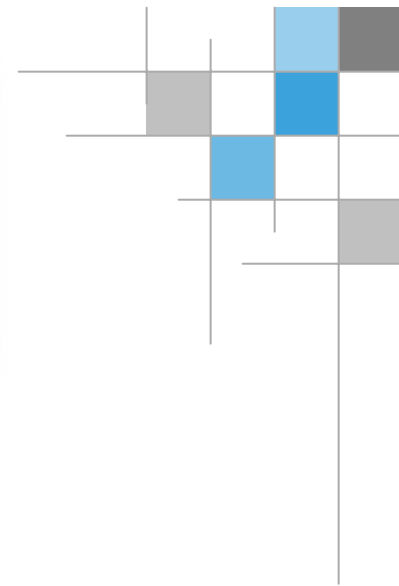
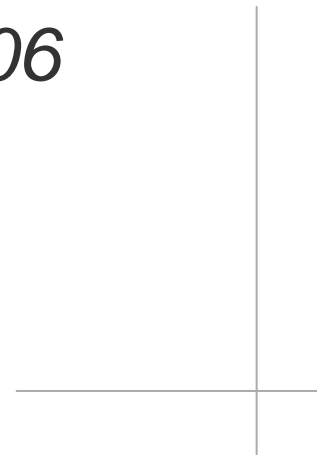


ENERGY STAR® *Change a Light,
Change the World Campaign*



Marsha Quinn
United States Department of Energy
for the
NASEO Annual Meeting - Sept 11, 2006



A Focus on Lighting



- Lighting needs shift as daylight grows shorter in the fall and winter months
- 20% of electricity used at home is for lighting
- What can be done to increase energy efficient lighting?

A National Campaign



A challenge to every American to help change the world, one light – one energy-saving step – at a time

... the ENERGY STAR® *Change a Light, Change the World* Campaign



Why THIS Campaign?



- Potential for tremendous energy savings
- Consumers are empowered to save energy, money and protect the environment
- A great fit with the seasonal lighting products sales cycle
- A wide variety of ENERGY STAR qualified light bulbs and fixtures are available
- Campaign in 7th Year ... Great Momentum

Campaign Features



- Pledge at www.energystar.gov/changealight
- Pledge Drivers: add a link to the pledge from your website (*new in 2006*)
- ENERGY STAR Change a Light Day, Oct. 4
- National Events registry at www.energystar.gov/JoinCAL (*new in 2006*)
- Coordination with Energy Efficiency Program Sponsors, Retailers, Manufacturers, others
- Everyone is invited to participate!

The Pledge Feature



www.energystar.gov/changealight

Pledge to change out one inefficient light bulb to an ENERGY STAR qualified bulb

The growing community page shows the number of Pledges from your state

2005 Campaign Success:



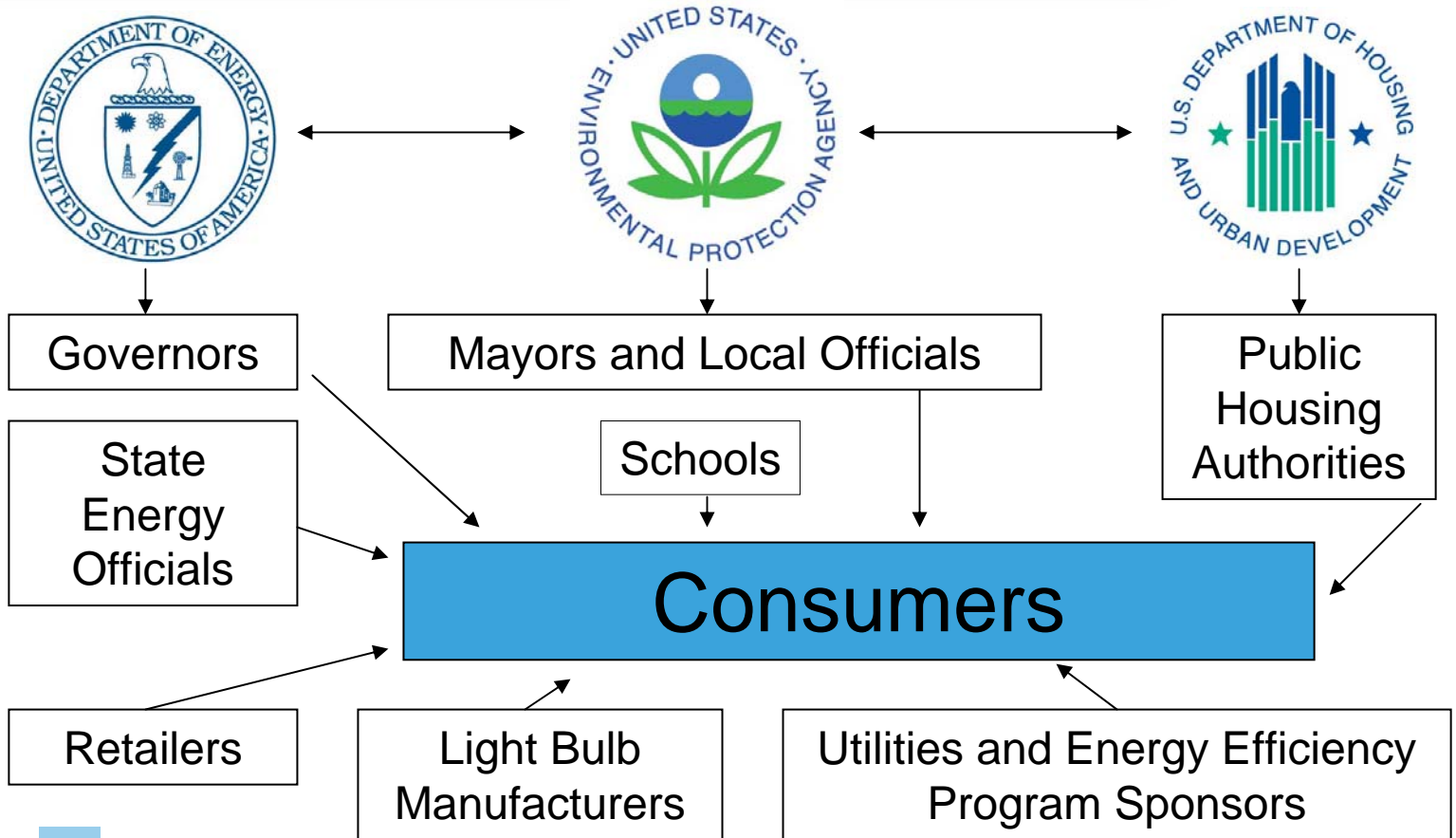
- Over 70,000 Change a Light pledges
- If pledges were carried out, over 23 million kWh of energy were not used
- Nearly 100 million media impressions
- Governors and States: 29 Proclamations, 2 PSAs, over 100 Events
- Thanks to EVERYONE who helped!

New in 2006



- Encourage **500,000 Pledges**
- Recruit **Pledge Drivers** to Help; Some organizations are creating fun challenges and promotions
- Hold **Events**, such as BioTown, USA entire town light bulb change out and energy efficiency fair
- A new on-line **Bulk Purchasing Tool** can help for large bulb change outs

A Team Effort to Reach Consumers



Invitation to Governors



A state-customized invitation letter from the heads of DOE, EPA, and HUD was sent to all Governors



The Honorable Christine Gregoire
Governor of Washington
Office of the Governor, P.O. Box 40002
Olympia, WA 98504-0002

Dear Governor Gregoire:

We invite you to join with the Department of Energy (DOE), the Environmental Protection Agency (EPA), and the Department of Housing and Urban Development (HUD) in championing greater energy efficiency throughout the nation this fall during the ENERGY STAR® *Change a Light, Change the World* Campaign. More than half of America's Governors joined the campaign in 2005. This year, we hope that all 50 States and U.S. Territories will join with DOE, EPA, and HUD to send the strongest message possible: that using energy efficiently is under every American's control and is everyone's responsibility. Your leadership last year during the ENERGY STAR *Change a Light, Change the World* Campaign was very effective and much appreciated, and we look forward to what the great State of Washington will do this year.

Americans are spending more than \$20 billion a year in energy costs to light their homes. Switching to more efficient lighting is an easy and significant step every one of us can take today to save both money and energy, while helping to prevent greenhouse gas emissions. ENERGY STAR qualified light bulbs and fixtures use two-thirds less energy than standard incandescent bulbs and last up to 10 times longer. If every household in Washington changed just one light to an ENERGY STAR qualified one, the combined individual actions would prevent 196 million pounds of greenhouse gas emissions and save enough energy to light all the households in Olympia for 1,160 days (3.2 years)!

Please join with DOE, EPA, HUD, and Governors from across the country on October 4, 2006, to promote greater energy efficiency. The national ENERGY STAR *Change a Light, Change the World* Campaign makes it very easy to get involved. Now in its seventh year, this campaign encourages Americans to change a single inefficient light in their home to one that has earned the Government's ENERGY STAR. The campaign also features an online pledge where Washington residents can commit to change at least one inefficient light bulb to an ENERGY STAR qualified one. The www.energystar.gov/changealight Internet site counts pledges State-by-State and illustrates the enormous combined impact individual actions can have in saving energy and helping to reduce greenhouse gas emissions.

2

Together, we can help light the way to greater energy efficiency and a brighter future. To receive your ENERGY STAR *Change a Light* Executive Toolkit, please ask your staff to contact Ms. Lani MacRae, DOE, at (202) 586-9193 or lani.macrae@ee.doe.gov, Ms. Wendy Reed, EPA, at (202) 343-9122 or wendy.reed@epa.gov, or Ms. Susan Nelson, HUD, at (202) 708-4370 or susan_nelson@hud.gov.

Sincerely,

Samuel W. Bodman
Secretary of Energy

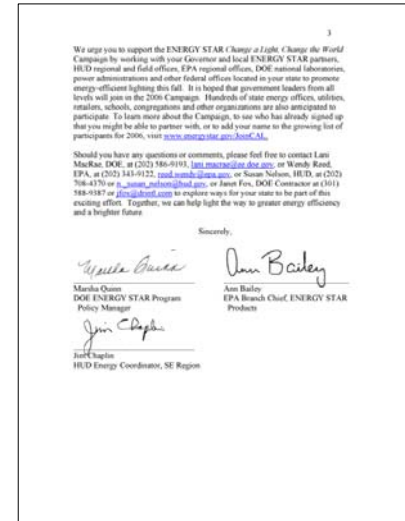
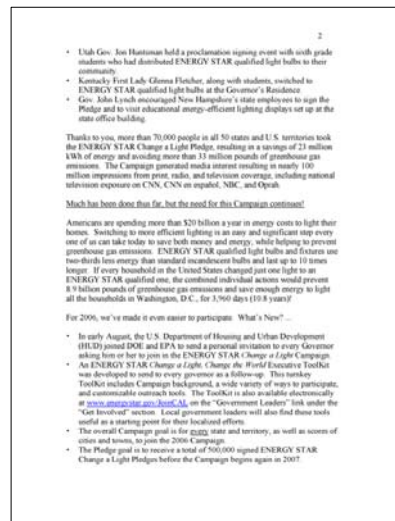
Stephen L. Johnson
Administrator, Environmental
Protection Agency

Alphonse Jackson
Secretary, Housing and Urban Development

Outreach to SEOs



- A second letter went to all State Energy Directors
- Included a copy of that state's Governor letter



Your Help is Critical!



You can help by coordinating with your Governor's Office:

- Assist with proclamations
- Become a pledge driver web site
- Register and hold an event
- Share information

Details and Templates are in the Toolkit or at
www.energystar.gov/JoinCAL

Please Join Us for 2006



- We look forward to working with YOU
- Thank you

*Change a Light, and Change the
World with ENERGY STAR*

For information contact:



- Marsha Quinn (DOE):
Marsha.Quinn@ee.doe.gov
- Lani MacRae (Governor and State Outreach) DOE: 202-586-9193 /
Lani.MacRae@ee.doe.gov
- Wendy Reed (EPA): 202-343-9122 /
reed.wendy@epa.gov