

# ENERGY STAR® Challenge Sample Text Documents



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**Welcome to the ENERGY STAR Challenge!** By helping to improve the energy efficiency of America's commercial and industrial buildings, you are on your way toward saving money and significantly reducing greenhouse gas emissions. But the benefits do not stop there!

As a challenge participant, you are in a unique position to help change energy use habits. Inspire others to save energy by spreading the word about the ENERGY STAR Challenge. Use the sample text included here on your Web site, listservs, message boards, blogs, Intranet, or newsletters. Or, adapt the language for annual reports, organization update e-mails, marketing materials, and press releases.

Modify the samples below to best fit your needs. Replace "[Organization Name]" fields with your relevant information, and link words or phrases to related Web sites. For more information, visit [www.energystar.gov/Challenge](http://www.energystar.gov/Challenge).

### Sample #1 (for constituents/clients/member base)

#### At [Organization Name], we are doing more with less.

**We've committed to help improve the energy efficiency of America's commercial and industrial buildings by 10 percent or more through the ENERGY STAR Challenge.** As we join the ranks of other leaders in energy efficiency, our energy savings are reducing the emissions of greenhouse gases that contribute to global climate change.

We're excited about the ENERGY STAR Challenge, and we're delighted to help deliver a better world for you. Our hard work on energy efficiency today will yield a cleaner environment for everyone in the future.

Making more energy-efficient choices is also smart business. Using less energy saves our organizations money while protecting the environment:

- > The buildings where Americans work, shop, play, and educate our children use about \$200 billion worth of electricity and natural gas each year and are responsible for 45 percent of our national greenhouse gas emissions.
- > These buildings use energy at peak times, driving the need for new power generation and more natural gas consumption.
- > The U.S. Environmental Protection Agency (EPA) estimates that if the energy efficiency of commercial and industrial buildings in the U.S. improved by 10 percent, Americans would save about \$20 billion and reduce greenhouse gases equal to the emissions from almost 30 million vehicles.

Want to join us in reducing energy use and greenhouse gas emissions? Visit [www.energystar.gov/challenge](http://www.energystar.gov/challenge) and [Your Web site] to see what you can do to become more efficient at work and home.

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## Sample #2 (for employees/volunteers)

### Many hands make light work.

At [Organization Name], we depend on you in many ways. Now that we've taken on the ENERGY STAR Challenge, we'll need everyone's help to do what's best for the environment.

[Organization Name] has committed to help improve the energy efficiency of America's commercial and industrial buildings by 10 percent or more through the ENERGY STAR Challenge. We'll be minimizing our greenhouse gas emissions, saving money on energy costs, and decreasing our impact on the environment and global climate change.

Energy used in U.S. commercial and industrial buildings like ours is responsible for 45 percent of our national greenhouse gas emissions. Our commitment to reducing energy use means a cleaner, safer environment for years to come.

This is good news for us as an organization, but it's also great news for our staff. In doing our part to protect the environment, we're helping to build a better world for your family and friends. Our hard work today will pay off with a cleaner, greener tomorrow.

**Help us achieve our goals.** We'll be taking steps to improve our facility's "carbon footprint," and there are simple things each member of our team can do to make a big impact on energy savings:

- > Change the bulb in your desk lamp to an ENERGY STAR qualified compact fluorescent light bulb (CFL). CFLs use 75 percent less energy than an incandescent bulb. This is an easy change to make in your home as well. Replacing just one incandescent bulb with a CFL can save you up to \$30 on your home electricity bill over the life of the bulb.
- > Change your computer's settings to utilize a "sleep mode" when not in use. If you use other electronics or appliances, turn them off when they're not needed.
- > Turn off the lights in your office or workspace when you leave for the day. If you have an air conditioner or heating unit in your workspace, turn it off overnight. If you see other areas of energy waste, please let us know. Contact [Your Challenge Coordinator] for help in implementing these energy-saving changes, or to let us know if you have a question or concern.

**Take our challenge one step further and reduce energy use in your home, too.** This will help decrease the greenhouse gas emissions that contribute to global climate change, and can save you money on utility bills. Visit [www.energystar.gov/home](http://www.energystar.gov/home) for more tips and information on how to improve your home's efficiency.

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## Sample #3 (for business-to-business networks)

**At [Organization Name], we strive to make a big impact. But sometimes making a smaller impact is what matters most.**

**We are taking the ENERGY STAR Challenge to help improve the energy efficiency of America's commercial and industrial buildings by 10 percent or more.** In doing so, our organization will decrease the production of greenhouse gas emissions that contribute to global climate change. Join us in taking the Challenge and help us make a difference for the environment.

The first step we're taking is to improve our facility and make our building[s] more energy efficient. We'll be able to **maintain our high standards of performance as usual**, but use fewer resources in the process. Not only will our actions benefit the environment, but we'll also reduce energy costs and help our organization's bottom line. Reducing energy use and environmental impact doesn't stop with us, though. We can all make changes at work and home to protect our environment and curb energy use.

### Did you know:

- > Energy efficiency is the single largest way for a building to reduce its "carbon footprint" and fight global climate change. Visit <http://www.energystar.com/challenge> to learn about how to improve your facility's energy efficiency.
- > The U.S. Environmental Protection Agency (EPA) estimates that if the energy efficiency of commercial and industrial buildings in the U.S. improved 10 percent, Americans would save about \$20 billion and reduce greenhouse gases equal to the emissions from almost 30 million vehicles.
- > Employees can easily change incandescent light bulbs to ENERGY STAR qualified compact fluorescent lights (CFLs) at work and home. If every American home replaced just one light with an ENERGY STAR qualified model, we would save enough energy to light more than 3 million homes for a year, save more than \$600 million in annual energy costs, and prevent greenhouse gases equivalent to the emissions of more than 800,000 vehicles.
- > Use ENERGY STAR qualified products, including lighting, appliances, electronics, and heating and cooling systems to reduce energy use in the home and workplace. Turn off unused lights and electronics, and keep your buildings tightly sealed and insulated to cut down on costs and greenhouse gas emissions.

**Help us think big about the future with a smaller impact on the environment.** Visit [www.energystar.gov/challenge](http://www.energystar.gov/challenge) to learn more about the ENERGY STAR Challenge and for information on how you can become energy efficient.

