



OPERATION CHANGE OUT MILITARY CHALLENGE

About **OPERATION CHANGE OUT**

ENERGY STAR® **OPERATION CHANGE OUT** – THE MILITARY CHALLENGE, a joint effort of the U.S. Department of Energy, (DOE) and the U.S. Department of Defense, (DoD) is the first national, military-focused energy-efficiency campaign to encourage every serviceman and woman to save energy, money, and protect the environment by replacing their inefficient, incandescent light bulbs with ENERGY STAR qualified bulbs.

What is the goal of **OPERATION CHANGE OUT**?

The overarching goal of **OPERATION CHANGE OUT** is to replace at least one incandescent light bulb with an ENERGY STAR qualified model in each residential unit at participating military installations.

How will progress be measured?

It all starts on Earth Day, **Tuesday, April 22, 2008**. Progress will be measured in the following ways:

- **Individuals pledging to change out light bulbs on behalf of your base** will be tracked in real time through the Online pledge driver, which can be viewed at www.energystar.gov/OCO. The total number of privatized housing units and barracks will serve as your base's target pledge goal. Progress towards pledge goals will be announced on October 1, 2008, ENERGY STAR Change a Light Day.
- **The number of participating residential units** will be a basic measure of your team's achievement of your target pledge goal.
- **The total number of bulbs changed** is another measure of your progress. Some bases may change more than one bulb per residential unit or include other locations, such as offices. Collecting the total verifiable number of bulbs changed in all base locations will enhance your results. High volume change-out efforts should be reported separately to OperationChangeOut@drintl.com for tracking purposes.
- **Photos and highlights of your educational and promotional efforts** can be submitted for possible posting on the campaign Web site. Bases demonstrating exemplary, verifiable results and outstanding promotional activities will be eligible for national recognition from ENERGY STAR in 2009.

Who can participate in **OPERATION CHANGE OUT**?

Any U.S. military installation can participate in **OPERATION CHANGE OUT**. The idea of the effort is to bring people together to work towards achieving the goal of changing out inefficient lighting to ENERGY STAR qualified lighting. This collaboration includes efforts from DOE, DoD, **privatized housing providers, the base PX, base energy managers, base or outside community organizations, utility companies, energy-efficiency program sponsors, ENERGY STAR manufacturing and retail partners, lamp recycling programs, and others.**

- **Military Installations**
Designate a base champion, such as the base energy manager, to lead and organize the effort. The base champion can work directly with campaign staff to help track and publicize progress, educate the community and achieve measurable results. The campaign team can help you work with ENERGY STAR partners to procure large quantities of ENERGY STAR qualified light bulbs for your base, or simply request ENERGY STAR qualified light bulbs from your current supplier.

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- **Privatized Military Housing Providers.**

Distinguish your company as environmentally responsible while boosting your return on investment. Changing to ENERGY STAR qualified products will help keep your energy costs down as energy prices rise. The ENERGY STAR *OPERATION CHANGE OUT* campaign team can help you work with ENERGY STAR manufacturing partners to procure large quantities of ENERGY STAR qualified light bulbs.

- **Utilities and Energy Efficiency Program Sponsors**

Adopt a base in your service territory, and help the DoD installation replace inefficient bulbs. Educate the base on ENERGY STAR lighting and other actions to reduce energy use. Participate in an event.

- **ENERGY STAR Light Bulb Manufacturing Partners**

Work with a housing provider to help them buy large quantities of bulbs for on-base housing units. The ENERGY STAR *OPERATION CHANGE OUT* campaign team can help connect manufacturers with housing providers.

- **ENERGY STAR Retail Partners**

ENERGY STAR retail partners interested in supporting base communities should contact the ENERGY STAR account manager for guidance. Possible opportunities include working with manufacturers and program sponsors to provide coupons for service men and women, or integrating the campaign message into end caps and POP materials.

- **Post Exchanges**

Check your stock of ENERGY STAR qualified light bulbs to find out the variety of shapes, colors and wattages available. If feasible, consider expanding the variety of bulbs you offer. Contact ENERGY STAR *OPERATION CHANGE OUT* staff for product guides, display suggestions, guidance on promotional partnerships and to receive campaign posters for your PX.

- **On and Off Base Community Groups**

Community groups both on and off base can work together with others participating in *OPERATION CHANGE OUT* to contribute to events, conduct outreach and educational efforts throughout the community, and encourage people to take the pledge.

- **Lamp Recyclers**

Hazardous waste and lamp recycling programs can help support bases and housing providers by working to establish easy-to-use recycling services, where needed. These services meet the needs of the installation for responsible management of the light bulbs when it's time to recycle.

Visit www.energystar.gov/OCO or contact ENERGY STAR *OPERATION CHANGE OUT* campaign staff at OperationChangeOut@drintl.com for more information.