LEARN MORE AT energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Campaign Talking Points

Feel free to use the following talking points, facts and key messages to develop outreach materials or other content in support of the ENERGY STAR Change a Light, Change the World Campaign.

+ The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action from the U.S. Environmental Protection Agency (EPA), U.S. Department of Energy (DOE), and U.S. Department of Housing and Urban Development (HUD) to encourage every individual to help change the world, one light—one energy-saving step—at a time.

+ Going into its 8th year, the campaign provides a central rallying point on ENERGY STAR Change a Light Day, Wednesday, October 3, 2007. Organizations across the nation will help mark this day with activities, events, government proclamations, in-store promotions, and more around energy-efficient lighting.

The Pledge

+ The goal is to encourage individual Americans to take the ENERGY STAR Change a Light pledge. Every light changed is a step in the right direction. If every American home replaced just one light bulb or fixture with an ENERGY STAR, *every year* we would save enough energy to light more than **3 million homes**, more than **$600 million** in energy costs, and prevent greenhouse gases equivalent to the emissions of more than **800,000 cars**. When individuals act together as a community, we can make a difference in the fight against global warming.

+ Organizations large and small can also play a role by setting their own pledge goal and inviting their community to join the campaign, too. Organizations can track their results and then demonstrate the difference their participation is making to preserve our nation's energy resources and fight global warming.

Our Environment

+ Most people want to protect our environment, but many don't know where to start. Choosing ENERGY STAR qualified lighting is a simple way to save money, energy, and time, while helping to keep our planet a healthy place to live.

+ Your lighting choice is important! Lighting is a significant part of the electricity we use in our homes – nearly one-fifth! When you use less energy, somewhere a power plant is generating fewer greenhouse gas emissions, which means that you are helping to solve the problem of global warming [global climate change]!

+ The energy used in the average home can contribute more than twice the greenhouse gas emissions of the average car per year. Make a difference by saving energy at home – start by changing a light!

+ Because more than 70 percent of our electricity comes from burning fossil fuels using energy-efficient lighting helps reduce emissions of carbon dioxide, mercury, nitrogen oxides, and sulfur dioxide.

ENERGY STAR Qualified Lighting

+ An ENERGY STAR qualified light bulb or fixture can save about $30 or more in electricity costs and prevent more than 400 pounds of greenhouse gas emissions over its lifetime, an equivalent of keeping nearly 200 pounds of coal from being burned.

+ ENERGY STAR qualified compact fluorescent lamps (CFLs) are available in different sizes and shapes, including mini-spiral, spiral and A-line, which fit in almost any fixture.

+ ENERGY STAR qualified bulbs use about 75 percent less energy than standard incandescent bulbs and last up to 10 times longer.

+ Wondering where to get the most energy savings? Replace bulbs [or entire fixtures] where lights are typically left on the longest, such as your family and living room, kitchen, dining room, and porch. Place bulbs in open fixtures that allow air flow and, if replacing a bulb operating on a dimmer switch, look for bulbs specifically designed for this use.

+ ENERGY STAR qualified light fixtures come in hundreds of popular styles, including portable fixtures—such as table, desk, floor, and torchiere lamps—and hard-wired fixtures such as outdoor, cabinet, suspended, ceiling-mount, wall-mount, and more.

CFLs and Mercury

+ CFLs contain a very small amount of mercury sealed within the glass tubing – an average of 5 milligrams, which is roughly equivalent to an amount that would cover the tip of a ball-point pen. No mercury is released when the bulbs are intact or in use. By comparison, CFLs contain about 1/100th of the mercury that older thermometers contain.

+ Mercury currently is an essential component of CFLs and is what allows the bulb to be an efficient light source. Many manufacturers have taken significant steps to reduce mercury used in their fluorescent lighting products. In fact, the average amount of mercury in a CFL is anticipated to drop by the end of 2007, thanks to technological advances and a commitment from the members of the National Electrical Manufacturers Association.

+ Coal-burning power plants are the single largest source of human-caused mercury emissions in the United States, contributing to more than 40% of all emissions. Because CFLs use 75% less energy than the incandescent bulbs they replace, they help to reduce net mercury emissions by requiring less coal to be burned at these plants.

+ Because CFLs contain a small amount of mercury, they should be disposed of responsibly, ideally recycled. The U.S. EPA recommends that consumers take advantage of local recycling options, where available. For help finding a local facility, visit www.epa.gov/bulbrecycling or www.lamprecycle.org.

+ More information regarding mercury in CFLs, including proper disposal options and what to do if a bulb breaks, can be found in a fact sheet found at www.energystar.gov/CFLsandMercury.